

ALULA

Forever Revitalising





WELCOME TO ALULA

Forever Revitalising





AIUla, a hidden treasure spanning an incredible 200,000 years of human history, is an oasis of perpetual green, bursting with life and ripe for exploration. This breathtaking jewel, rich in archaeological and cultural significance, represents a story that is yet to be fully told.

Be amongst the first to discover AIUla's enchanting desert landscapes, verdant oases, and the unique splendour of its UNESCO World Heritage Site, Hegra. Dive into a realm of ancient legends and continually evolving stories, and experience awe-inspiring monumental landscapes.

In this timeless expanse, feel both humbled and invigorated, as every corner reveals the enduring narrative of this ancient land.

AIUla is not just a destination; it's an experience where the artistry of nature and human ingenuity converge, infused by quintessential Arabian hospitality. With every visit, AIUla reveals itself as a place of perpetual vibrancy and eternal rejuvenation, an enduring sanctuary where heritage, culture and adventure meet – all set in a backdrop of stunning natural beauty.

Now, this once-hidden gem is yours to explore, promising an authentic and meaningful experience that resonates with the discerning traveller in search of memorable stories, serene escapes, and enduring splendour.

COME DISCOVER A LAND OF LEGEND

An open-air museum the size of a country (22,561 km²), AlUla will take your breath away.

Located in northwest Saudi Arabia, on the original Incense Road and pilgrimage route to Makkah, this historical land is steeped in the immense beauty of the natural world, alongside the dramatic splendour of human creations. An ancient oasis in a desert valley, the site was a hub of trade and cultural exchange for millennia, and still bears witness to those who once traversed the land.

Golden sand stretches to the horizon, and rocky outcrops emerge from the desert's expanse. Thousands of tombs and burial places can be found in AlUla, including more than 100 intricately carved tomb facades at Hegra, which stand majestically among mammoth sculptures carved by nature.



SHARAAN NATURE RESERVE

Designed to protect some of the most important and significant natural habitats for conservation of biodiversity in the region.

UNIQUE EXPERIENCES

Float above ancient landscapes in a hot air balloon, ride an Arabian horse across the dunes, see global and regional talent perform at a world-class concert, and observe the celestial magnificence of the night-time desert sky.

ALULA SKIES FESTIVAL

Offering a bird's eye view of the city, AlUla Skies Festival allows visitors to take to the skies and enjoy the fresh, early morning air.

AN OPEN-AIR MUSEUM IN THE HEART OF THE DESERT

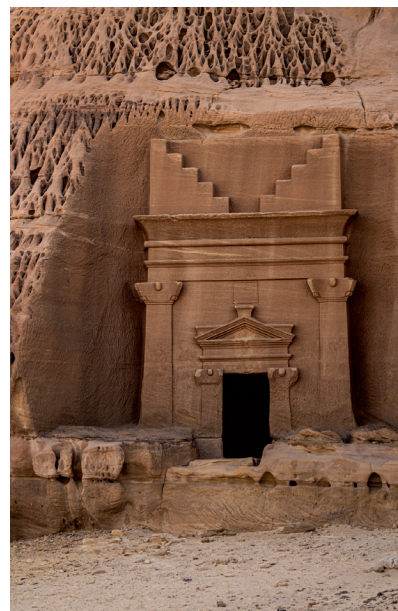
Today, AlUla's sites tell of ancient times when diverse civilisations flourished in its lush oases.

A trading route hub, the desert landscapes were traversed by caravans loaded with incense, spices, beads, glazed ceramics and more, causing its sandstone canyons to echo with the music of numerous languages.

ALULA OLD TOWN



HEGRA



New insights are continually being discovered about water management and agriculture practices from the ancient city of Dadan, in ongoing excavations.

ANCIENT CITY OF DADAN



At Jabal Ikmah, you will find hundreds of ancient written inscriptions describing pilgrimages, rituals, and offerings from times past. AlUla overflows with archaeological riches, with more being discovered every day.

JABAL IKMAH



DESERT X ALULA

A recurring and temporary, site-responsive, international open-air art exhibition placing visionary contemporary artworks amidst the extraordinary desert landscape of AlUla.

EMBARK ON A JOURNEY TO A UNIQUE DESTINATION FOR CULTURE AND EVENTS

With a rich history spanning 7,000 years of civilisation and serving as the cradle of ancient kingdoms, AlUla has long been a hub for cultural celebrations and social cohesion. Upholding the legacy of events within the ancient city, the AlUla Moments calendar has served as a vibrant source of social celebration since its inception in 2021.



HEGRA BY CANDLELIGHT

This magical and atmospheric musical performance is set to hundreds of candles in the UNESCO World Heritage Site, Hegra.



THE ALULA MOMENTS CALENDAR



The AlUla Moments calendar features five flagship festivals that offer diverse experiences: AlUla Wellness Festival, Ancient Kingdoms Festival, Winter at Tantora, AlUla Arts Festival and AlUla Skies.

Beyond the festivals, AlUla Moments presents a range of marquee events such as AZIMUTH, Richard Mille AlUla Desert Polo, The Custodian of the Two Holy Mosques Endurance Cup, AlUla Camel Cup, as well as fashion, adventure, and sporting events.

**MARAYA**

An architectural marvel, Maraya is a multipurpose 550-seat events venue and concert hall, wrapped in nearly 10,000m² of mirrors to reflect its surroundings.

EXPLORE A REGION OF ASTONISHING NATURAL BEAUTY

Witness undulating sand dunes that stretch as far as the eye can see. Marvel at ochre-streaked sandstone canyons and lunar plateaus of black volcanic stone.

Here, nature emerges as an artist with massive rock formations rising from the sand, chiselled by the wind over centuries into eye-catching forms that include the now-iconic Elephant Rock which benevolently gazes across the lands that form her desert home. Amidst this wild and enigmatic landscape, ostriches, camels, gazelles and more thrive alongside exotic flora and fauna.



ELEPHANT ROCK

This natural structure is especially popular during festivals, when it is bathed in light.

**ALULA OASIS**

An oasis of palm trees offers a surprising burst of greenery among AIUla's cliffs and rock formations.

**BREATH-TAKING
AND LIFE-GIVING**

AIUla's lush oasis, which has long offered shade and sustenance for visitors, is marked by swathes of green with its palm grove, the air heady with the perfume of dates, citrus and moringa, mixed with mint and other herbs. The oasis sits at AIUla's very heart, having nourished life here for millennia, inviting people to settle here to develop their rich and varied cultures.

FROM LAND, SEA AND AIR



ADVENTURE HUB



FURSAN CUP



HOT AIR BALLOON EXPLORING

There are so many ways to enjoy the extraordinary environment of AIUla. It is hard to beat the experience from the skies, floating above the magnificent landscape in a hot air balloon or exploring the skies in a helicopter. For a closer look, tour the sites by foot, bicycle, camel or in a vintage Land Rover.

Equestrian aficionados can navigate the drifting sands on an Arabian horse, watch a desert polo tournament, or cheer on the riders during the Fursan Cup. For thrill seekers, the adventure hub offers many adrenalin pumping ways to enjoy the stunning surrounds from ziplining to abseiling and a heart stopping giant swing. Cycling enthusiasts will appreciate the bike paths and scenic roads and hikers will come across thousand year old inscriptions in the canyons. With AIUla's easy access to the Red Sea, many on-water activities are on offer, from luxury yachts to adrenalin sports.

**BANYAN TREE ALULA**

A tranquil desert sanctuary, luxury
Arabian style with local AlUla charm.

ALULA HOSPITALITY

As the magnificence of AlUla draws the world's most curious and discerning travellers, a stunning selection of new properties will combine the best in comfort, sustainability, and respect for the landscape. From boutique hotels to villas, you will be delighted and surprised by AlUla's unique and genuine hospitality.

ENJOY A MIX OF LUXURY AND AUTHENTICITY

In your personal oasis in the desert, a unique blend of quiet luxury and raw authenticity await. With a captivating array of options, ranging from private suites surrounded by sandstone mountains to luxurious villas nestled alongside breathtaking rock formations, AlUla's boutique hotels and resorts offer a plethora of intriguing choices.

Habitas AlUla Resort and Banyan Tree Resort are two wonderful examples of hotels that blend seamlessly into the stunning Ashar Valley. These resorts offer a form of 'disruptive' luxury that

prioritise connection, nature and the silence of the surrounding canyons. Choose Habitas for the comforting colours and textiles of the region with a resort that welcomes it's guests 'home'. Or for a space and sophisticated privacy with your own private pool, Banyan Tree is a stunning option, with its picturesque pool between the rocks. Both resorts offer revitalisation with the latest spa and wellness practices.

AlUla, already a haven for travellers seeking unique and luxurious stays, is set to elevate its hospitality offerings with remarkable new additions.

BANYAN TREE RESORT



HABITAS ALULA RESORT



The artistic Sharaan Resort, a brainchild of Pritzker Prize-winning architect Jean Nouvel, is poised to become a standout attraction. Nestled within the nature reserve, Sharaan Resort is designed to harmonize with its desert surroundings, offering an immersive experience that blends luxury with nature.

The Chedi Hegra stands as a pioneering venture, being the first hotel located in the captivating Hegra area. This establishment promises to offer guests an exclusive and intimate experience, right in the heart of AlUla's archaeological wonder.

Complementing these developments is the upscale eco-lodge, Dar Tantora by The House Hotel, within AlUla Old Town. Known for its hundreds of mudbrick buildings that whisper tales of a bygone era, the lodge provides a blend of cultural authenticity and modern luxury.

Wherever you choose to rest your head, AlUla promises travellers the utmost in contemporary comfort and Arabian hospitality.

SHADEN RESORT



CARAVAN BY HABITAS





WELLNESS

AIUla is a destination where the mind, body and soul can find revitalisation in nature and through its wellness offering.



RELAX AND BE PAMPERED

Surrounded by the raw natural beauty of the desert, you will receive a royal Arabian welcome that will make you feel as special as the landscape. Your experience might start with traditional mounted guards turning out to welcome you. At the region's exclusive hotels, reserve your own private swimming pool, a personal chef to design meals with local ingredients to your specifications, or a butler to attend to your every need.

A dedicated concierge can ensure the best concert seats or unforgettable visits of AIUla's heritage sites. After a day of activities or sightseeing, your hotel spa offers a full menu of treatments and massages. Sample the benefits of spa products made with Moringa peregrina, a miracle tree native to AIUla which has long been used for traditional medicines and precious perfumes.

SAVOUR DESERT-STYLE DINING



AlUla is fast becoming established as a culinary paradise. This transformation is marked by an impressive series of restaurant openings, each bringing its unique flavour and ambience to the table. The dining landscape here ranges from the refined elegance of French cuisine to the bold and adventurous tastes of Thai cooking. These culinary experiences are further elevated by contemporary creations from Michelin-starred chefs, making AlUla a hotspot for gastronomes.

The secret to the extraordinary dining experience in AlUla lies in its array of fresh ingredients. The lush local oasis provides a bounty of fresh produce, offering an

Oasis to Table experience that ensures that every dish not only tantalises the taste buds but also embodies the essence of the region. In AlUla, every meal is not just a dish served; it's a story to be told, making it a true delight for both the eyes and the palate.

Set against AlUla's dramatic rocky terrain, these dining establishments offer more than just food; they present a visual and sensory spectacle. The rugged, natural backdrop serves as a theatrical stage, enhancing the dining experience and seamlessly blending culinary art with nature's grandeur.



DUCASSE IN ALULA

French-born Monégasque Alain Ducasse has over 20 Michelin stars to his name. A world class limited-time oasis-to-table restaurant offering French cuisine with a sustainable twist. Bon appetite.

NATURE CONSERVATION AND LOCAL EMPOWERMENT

AIUla is unique and will remain so with its robust approach to sustainable tourism development that ensures AIUla's character is preserved for future generations while contributing positively to the present.

NATURAL WONDERS

AIUla's ambitious rewilding and ecological restoration program is rewinding the clock on decades of desertification to bring balance back to the landscape.



Key to this sustainable vision is the protection and preservation of its cultural and natural heritage, ensuring that the historical and environmental treasures of AIUla are maintained in their pristine state.

A significant aspect of AIUla's sustainability efforts is the focus on empowering local communities. By creating job opportunities, the region is investing in its people, allowing the benefits of tourism to flow back into the community, fostering a sense of ownership and pride among the locals.

Additionally, the establishment of half of AIUla county as nature reserves is a testament to its dedication to environmental conservation.

These reserves not only protect the diverse flora and fauna of the region but are also pivotal in the conservation efforts for the rare Arabian Leopard, an apex predator that stands as an enduring symbol of the region's natural heritage and ongoing regeneration.

AIUla invites you to be a part of this sustainable journey, to witness and experience the next chapter in its glorious and ever-evolving history. Come to AIUla and explore a magical place where the preservation of the past and the promise of the future coexist in harmony, offering an outstanding travel experience that is both enriching and responsible.

PALAEOZOIC

- Trilobites in sandstone



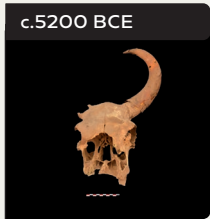
PALAEOLITHIC

- Handaxe among earliest discovered in Arabia



NEOLITHIC

- Ritual deposits of animal skulls, horns and teeth



LATE PREHISTORY

- Monumental burials and seasonal campsites



ANCIENT NORTH ARABIAN KINGDOMS

- Multiple scripts and languages inscribed in stone
- Prosperity from incense trade
- Water management and cultivation in the AIUla Valley, developing the oasis



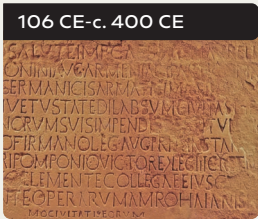
NABATAEAN KINGDOM

- Spectacular carved tombs
- Prosperity from incense trade
- Oasis development on the Hegra Plain



ROMAN PRESENCE

- Roman camp at Hegra
- Southernmost inland limit of the Roman Empire



PRE-ISLAMIC

c. 400-622 CE

EARLY ISLAMIC

- Prosperity from trade and pilgrimage to Makkah
- Largest city after Makkah in the 10th century



LATE ISLAMIC

- AIUla Old Town is the cultural heart of AIUla from c. 1200 until the 1980s



MODERN TIMES

- Western explorers discover and document AIUla
- Hijaz Railway built to modernise pilgrim travel



c. 300 million years ago

AUSTRALIA



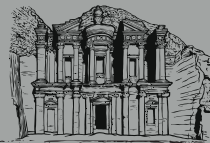
2550 BCE

EGYPT



c.100 BCE-106 CE

JORDAN



70-80 CE

ITALY



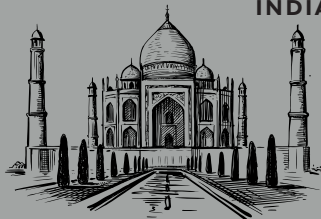
1000 CE

RAPA NUI



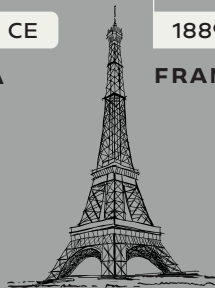
1648 CE

INDIA



1889 CE

FRANCE



ᐱᐭᐱ
ALULA
Foneven Revitalising