

ALULA

Forever Revitalising





MAP OF ALULA

EXPLORE THE INFINITE WONDERS OF THE
WORLD'S LARGEST LIVING MUSEUM

DISTRICTS

1. ASHAR VALLEY
2. ALJADIDAH
3. ALULA OLD TOWN
4. ALMANSHIYAH

MUST-SEE

5. HEGRA
6. MARAYA
7. ALULA OLD TOWN
8. JABAL IKMAH
9. DADAN
10. ELEPHANT ROCK
11. HARRAT VIEWPOINT

ACCOMMODATION

12. HABITAS
13. CARAVAN BY HABITAS
14. SHADEN
15. SAHARI
16. CLOUD 7
17. THE CHEDI HEGRA
18. DAR TANTORA THE HOUSE HOTEL

CAMPING

19. MASARAT GLAMPING
20. 26 NORTH
21. PANGEA

PLACES TO EAT

27. MARAYA SOCIAL
28. TAMA
29. SAFFRON
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32. JOONTOS
33. PRIMA CLASSE

RETAIL

34. OLD TOWN & ALJADIDAH
35. ALULA INTERNATIONAL AIRPORT

TOURIST INFORMATION POINT

- ALULA INTERNATIONAL AIRPORT
- WINTER PARK
- HEGRA
- ALULA OLD TOWN
- DADAN
- JABAL IKMAH

PARKING & BUS STOPS

- WINTER PARK
- OLD TOWN & ALJADIDAH SOUTH
- ELEPHANT ROCK
- AL MANSHIYA PARKING
- OLD TOWN & ALJADIDAH NORTH



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ALULA

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INTRODUCTION



DEAR VISITOR, welcome to AlUla – a place that stays with you. The vastness of its valleys, the warmth of its people and the richness of its stories will linger long after you leave.

We are Rawis – storytellers whose roots are embedded in this land. For generations, we’ve listened to the memories carried by those before us and, today, we take that knowledge forward – enriched by what researchers and archaeologists continue to uncover.

AlUla has always brought people together. Once at the heart of the Incense Road, it connected lives, cultures and goods across continents. That spirit still hums here. Every experience you have is a bridge to our past – from inscriptions on rock to moments in community.

New discoveries keep illuminating the depth of AlUla’s history. Hidden tombs, long-buried cities; echoes of what once was. As Rawis, we weave these into our stories, mixing the old and the new. Places like Hegra – Saudi Arabia’s first UNESCO World Heritage Site – offer windows into civilisations that shaped this region. Here, the past is etched into the land – a living museum and open-air gallery where layers of meaning continue to reveal themselves.

Our work is personal. For us, AlUla is memories of evenings under open skies, the scent of citrus and moringa, and the hush that falls as dusk settles among the date palms. These are the feelings we carry.

You will arrive with curiosity, and our aim is to strengthen that sense of wonder. The tales we tell come from the land – from the ways people have lived, adapted, thrived through changing times. They teach care. They teach resilience. They teach the value of continuity. We are ambassadors for our families, for AlUla, and for the culture we share.

In speaking with visitors from every part of the world, we learn too. Each conversation brings fresh light, new ways of seeing. Storytelling here is a meeting ground – a shared discovery. This is a place that invites reflection. Walk slowly. Listen closely. Let the landscape speak for itself. AlUla is ours to share and we warmly invite you to explore - and make it part of your own story.

200,000 BCE OR EARLIER: PALAEOLITHIC A Paleolithic handaxe is amongst the earliest discovered in Saudi Arabia. It was likely used by nomadic hunter-gatherers who benefitted from the region's natural resources.	1st MILLENIUM BCE: ANCIENT NORTH ARABIAN KINGDOMS – DADAN The city of Dadan prospered as a pivotal trading hub on the Incense Road, with the Dadanites and then Lihyanites demonstrating water management and the development of an agricultural economy, alongside trade, to thrive.	1-75 CE: HEGRA Most of Hegra's monumental Nabataean tombs were constructed, their detailed façades highlighting intercultural connections and the artistic achievements of the Nabataean people.	c.175 CE: RESTORATION AT HEGRA An inscription records the restoration of buildings, possibly the sanctuary, at Hegra during the period of the Roman Emperor Marcus Aurelius between 175-180 CE.	ISLAMIC PERIOD: QURH Believed to have been the largest city after Makkah until the 10th century, Qurh prospered from both trade and pilgrimage.	c.1100s CE: ALULA OLD TOWN AlUla Old Town is founded in at least the 12th century, likely earlier, a maze of stone and mudbrick buildings and squares where pilgrims, travellers and residents congregated until the 1980s.	2000s CE Modern archaeological explorations, studies and excavations from the early 2000s onwards continue to reveal and illuminate AlUla's heritage and history.
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c.5200 BCE: NEOLITHIC Impressive communal structures (mustatils), predominant in northwest Arabia, and ritual deposits of upper skull parts of wild and domesticated horned animals.	MID-CENTURY BCE: NABATAEAN KINGDOM – HEGRA Hegra emerged as the principal southern city of the Nabataean Kingdom, a key stopping point on the Incense Road. The Nabataeans carved spectacular tomb facades and developed advanced systems of water management including wells and rock-cut channels.	FROM 106 CE: ROMAN PRESENCE The Nabataean Kingdom was annexed into the Roman Empire, and a Roman camp was established at Hegra, as the Empire's southernmost limit in Arabia.	c.900s CE: ALULA OLD TOWN Likely construction of AlUla Fort, that still stands today atop a 45-metre outcrop, offering visitors incredible views over AlUla's Old Town and Oasis.	LATER ISLAMIC PERIOD Forts are built to protect pilgrims and travellers. A railway is constructed to modernise pilgrim travel, including 12 stations in AlUla.
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A JOURNEY THROUGH TIME

ALULA’S HUMAN HISTORY FROM
200,000 BCE TO TODAY



UNMISSABLE ICONS

WITH AN ABUNDANCE OF EXTRAORDINARY SITES AND
MAGICAL EXPERIENCES, THESE ARE SIX OF ALULA'S
MOST MEMORABLE PLACES TO EXPLORE



HEGRA

Heritage site

THE CULTURAL JEWEL in AlUla's crown, the UNESCO World Heritage Site of Hegra will transport you back over 2000 years where well preserved tombs and chambers unveil the remarkable story of an ancient Nabataean city. *page 22*



ELEPHANT ROCK

Nature

FORMED BY MILLIONS of years of wind and water erosion, Elephant Rock is one of AlUla's most photographed – and magical – natural landmarks. *page 56*



MARAYA

Arts & Culture

A FEAT OF architectural ingenuity, this award-winning mirrored venue reflects the unrivalled beauty of AlUla's Ashar Valley. *page 46*



ALJADIDAH ARTS DISTRICT

Arts & Culture

CREATIVITY IS everywhere in this vibrant art district – with a year-round calendar to excite and inspire art-enthusiasts of all kinds. *page 42*



JABAL IKMAH & DADAN HERITAGE SITE

History & Heritage

HEAR THE WHISPERS of generations past in the narrow canyons of AlUla's open-air library at Jabal Ikmah, and the breathtaking stone city of Dadan, the ancient Kingdom of the Lihyanite and Dadanite civilisations. *page 24*



GHARAMEEL

Nature

ALULA'S MAGICAL NIGHT skies provide an incredible window into the cosmos, framed by mystical rock formations that stand as if on sentry duty under a blanket of stars. *page 64*



OASIS TO TABLE

ALULA CELEBRATES LOCAL FARMERS, SHOWCASING CITRUS, DATES, HERBS AND VEGETABLES FROM THE OASIS, NOW FEATURED IN RESTAURANTS AND HOTELS FOR AUTHENTIC OASIS-TO-TABLE FLAVOUR



LOCAL HEROES

Homegrown restaurant and café concepts dotted around AlUla put Saudi's culinary creativity on the map. Seek out these Saudi-born hotspots to enjoy homemade local dishes served with pride.

Start your day right with breakfast at **PINK CAMEL CAFÉ**. One of the prettiest eateries on the edge of the Oasis, its menu favours fruits and vegetables found in AlUla. Try the zaatar croissant and signature saffron scrambled eggs washed down with a Maasoub smoothie. If you need caffeine to fuel you first, **COYARD COFFEE ROASTERS** in AlJadidah Arts District will get you going. Sip a specialty brew on the terrace overlooking the Incense Road, then grab a bag of beans to enjoy at home. **OUT OF LINE** is another hidden gem tucked away down a side street in AlJadidah Arts District. This newly-restored home has a gorgeous sun-kissed courtyard and a menu serving every coffee imaginable. **ARCHI CAFÉ**'s specialty is artisanal sandwiches, coffee and sweet treats, making it the perfect spot for a light bite in Old Town. One of AlUla's most popular spots, **SOMEWHERE** serves laid-back lunch

vibes, where you can tuck into beetroot rice, chicken shawarma baos and kale tabbouleh salad surrounded by towering palm trees. Nestled in a mudbrick building on the edge of the Oasis, **TAWLET FAYZA** promotes oasis-to-fork cooking and communal dining. With dishes inspired by the owner's grandmother, you can taste Saudi heritage in the heart of the oasis. For a relaxed dinner under the stars, **ALNAKHEEL CAFÉ** is the perfect spot in Old Town. With a mix of Hijazi and Lebanese dishes designed for sharing, you can dip into everything from mixed grills, muttabaq or fresh bread straight from its clay oven. For a truly traditional experience, pass by the understated but always busy **MUNTAZ** in AlJadidah Arts District. Tucked away behind the main street, this quaint tea house with a range of outdoor seating serves a variety of must-try Arabic tea.

DINE AROUND THE WORLD

One of the best ways to learn about a culture is through its food, and AlUla's vibrant culinary scene brings the best of global cuisine to its ancient landscapes. Taste your way around the world with these culture-rich restaurants.

JOONTOS serves up a culinary celebration of tradition and innovation within the storied walls of Dar Tantora The House Hotel, in AlUla Old Town. Michelin-starred chef Jaume Puigdemongas looks to the oasis to source beautiful ingredients, for a modern Middle Eastern menu infused with Latin flavours that blends culinary artistry with local heritage. Try date shakshuka for a savoury taste of Arabia, the zesty orange cheese date dip for something fresh, or watch the staff at work with Joontos' daily bread-making ritual. **TAMA** at Our Habitas also puts fresh Middle Eastern flavours on the menu, using fresh ingredients from farms in the community and spices once traded along the incense route. The roasted red pepper baked fish with jareer salad offers a taste of the Red Sea, or try the moringa ribeye for something unique, and the New Zealand lamb chops with zaatar labneh and shattah oil to blend the culinary worlds of East and West. Meaning 'here and now' in Aramaic, epic views of the Ashar Valley's rock-strewn canyons stretch out beyond Tama's photogenic pool. A drive out to Harrat Viewpoint rewards you with panoramic views over the oasis. Perched on a volcanic plateau, enjoy sunset mocktails and delicious bites as the sun dips below the valley, then unwind beneath a blanket of stars.

MARAYA SOCIAL BY JASON ATHERTON has made a home in one of AlUla's most captivating settings, on the rooftop of the iconic mirrored building. Here, the Michelin-starred chef takes you on a journey through Europe, with a sharing menu that champions fresh, seasonal produce. Try the salami croquettes with Manchego cheese, raw scallop ceviche with pickled turnip and pear puree, and the aged beef tartare with egg yolk jam and pickled shimeji. If you're looking for a taste of Asia, follow the scent of lemongrass to the award-winning **SAFFRON** at Banyan Tree. A team of passionate Thai chefs creates dishes from lobster pad Thai and crispy spiced chicken with kaffir to Southern style braised beef Massaman curry, all centred around contemporary interpretations of traditional flavours. Don't forgo the Sangkaya Sam Rod – a trio of crème brûlée, ginger, pandan and Thai tea. If you like to dine with a side order of drama, **SALT AT ELEPHANT ROCK** is as dramatic a dining destination as you can get. A food truck concept hailing from Dubai, it's all about juicy burgers, sliders, fries and shakes served in the shadows of this mystical monolith.

Don't Miss: Connect with local culture and enjoy the traditional dish, Jareesh. Long part of Saudi cuisine, and commonly served at weddings, it is ubiquitous across the Kingdom but each region has its own unique take on the red or white dish. Made by grinding crushed wheat in an AlMujrasha – a tool made of limestone – Tofareya in Old Town flies the flag for AlUla, serving it with chicken, tomato sauce and special vegetables.





5 MINUTES WITH REEM
FAHAD ALANAZI, BARISTA AT
JAZEAN IN ALULA OLD TOWN



SAUDI COFFEE CULTURE

A taste of history, hospitality and social connection in every cup

THE ORIGINS OF SAUDI'S COFFEE CULTURE

Coffee isn't just a drink, it's a symbol of pride here in Saudi, and it carries meaning in every gesture: respect, generosity, connection. At Jazeen, when I serve coffee, I'm not just offering a drink, I'm inviting someone into something bigger, and something too few know – this is a tradition rooted in centuries of hospitality and care.

It's in the way we prepare, the way we serve, and the way we welcome. People come for the taste of coffee, but leave with something more, a feeling of being included in something meaningful. Through our rituals and the attention we give to every detail, we try to show that Saudi coffee is an experience of place, people and pride.

ALULA'S THRIVING COFFEE SCENE

There's something special happening in AlUla. You can feel a growing energy around coffee, not just as a drink but as a way to connect a visitor's experience to the heritage and traditions of the country. More people, including our local community, are curious about where coffee comes from, how it's made, and what it means to us.

What I love is how this scene holds space

for both tradition and innovation. You'll find cafés that honour the old ways, and others trying something new, but all of it still rooted in respect for what Saudi coffee represents. Just in Old Town alone, there are so many different proud local coffee brands, each with their own story, and each of us working to put AlUla, and Saudi coffee, on the map. At Jazeen, we try to contribute to a balance by carrying forward what's been passed down, while opening the door to new conversations.

HONOURING SAUDI'S COFFEE TRADITIONS

At Jazeen, we focus on creating something that feels both familiar and new. We start with the foundations - Saudi-grown beans, traditional roasting, the way coffee is poured and presented – but we also think about how to share that with people who might be tasting it for the first time. That's why we bring in a modern approach to flavour and presentation, while everything we do is a reflection of the culture we're part of.

THE JAZEAN EXPERIENCE

What surprises people most when they visit us is the depth of it all. They might come in just wanting a coffee, but they leave talking

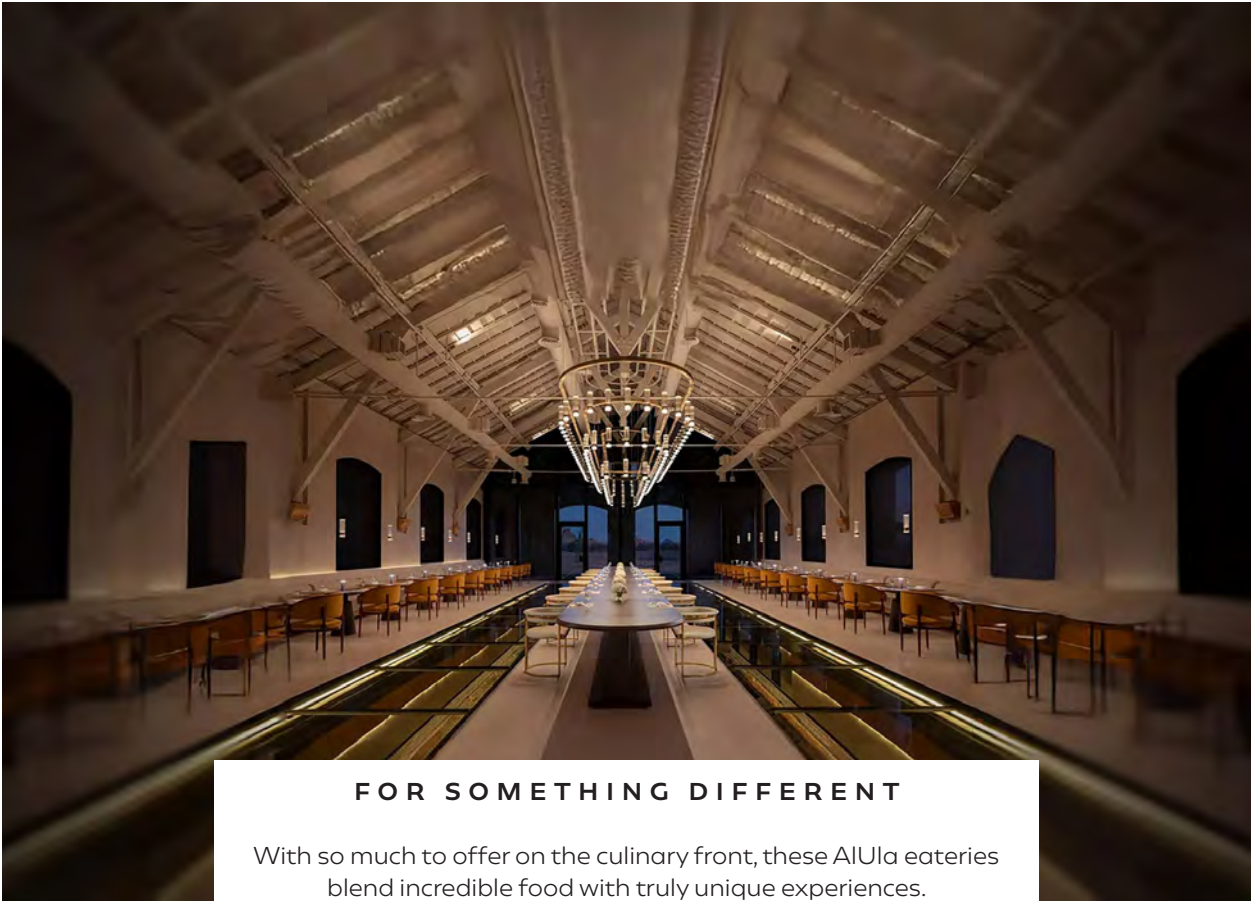
about the rituals, the flavours, the way it made them feel. We see that shift happen, from curiosity to connection. And that's what we aim for; not just to serve something good, but to offer a moment that stays with them.

BEANS, ROASTED TO PERFECTION

For us, quality starts at the source. We use beans grown here in Saudi, on farms that follow careful, sustainable practices, and we pair them with selected varieties from other parts of the world. It gives us a broader flavour profile to work with, while still keeping our identity at the core.

THE FUTURE OF SAUDI COFFEE

What gives me hope is how people are starting to really see Saudi coffee for what it is, something with depth, heritage and its own identity. Inside the Kingdom, there's growing pride. Outside, there's curiosity and respect. It feels like we're in a moment where the world is paying attention, and we have a chance to share our story in a more meaningful way. Here in AlUla, every cup we serve is part of that story. We're not just making coffee – we're showing who we are, one guest at a time.



FOR SOMETHING DIFFERENT

With so much to offer on the culinary front, these AlUla eateries blend incredible food with truly unique experiences.

Fancy dining amidst the recently revitalised historic ruins of Hegra railway? Channelling the golden age of luxury train travel, **PRIMA CLASSE**'s menu at The Chedi Hegra will take you on a journey from Paris and Venice to Cairo and Tangier, with its elegant bar, bistro, lounge and café concept. If the saying 'eat where the locals go' rings true, then all roads lead to **YEMENI TASTE** just beyond the outskirts of Old Town. This best-kept secret has queues for good reason. The 'mulawah' bread is the undoubted highlight, while the variety of stews, including vegetarian options, served to traditional floor-seating booths make this a truly unique experience in AlUla. With a standalone restaurant in Aziziyah, **OSTURI** has brought its food truck experience to AlUla's AlJadidah Arts District. Cool and casual with excellent food, you can enjoy smashed kofta wraps, cauliflower tahini

skillets and chicken mandi before picking up a piece of its quirky merchandise to take home. Undecided what to eat? Head to **CARAVAN BY HABITAS ALULA** for something a bit different. This trio of food trucks includes a pink holographic ice cream truck, a mirrored pizza truck with vintage signs and a local-inspired coffee and juice truck. Grab your food, find a cosy seat under the canopy of luxury bedouin tents, and let the incredible Ashar Valley be your dining companion.

QUICK BITES

No time to linger but looking for something delicious? Try these relaxed cafés with gourmet grab 'n' go vibes that promise to fuel you fast.

FISH FACE in AlJadidah Arts District has some of the best sushi and poke bowls in town, where the best ingredients and artistic presentation collide in a riot of colour, fun and flavour. Try the shrimp tempura poke bowl, crab Rangoon bao, spicy tuna temaki hand roll and chicken tempura burrito. Also in AlJadidah Arts District, **BEING** is a buzzy food truck serving up barbecued meats with a twist. From ribs and fresh-off-the-flame burgers to smokehouse-style brisket and chicken fries, it's all slow-cooked goodness with energetic vibes. Created by

two Saudi entrepreneurs wanting to offer an easy dining option that was both healthy and satisfying, **FRESH HOUSE** packs an innovative punch with poke bowls and Indian curries to Mexican wraps. Honest healthy food with no filters, as they call it, it's the freshest and most fulfilling 'fast food' in AlUla. No visit to the Middle East is complete without trying a shawarma. For some of the best cuts in Old Town head to **SHAWERMA HABTEEN** where its tender succulent meat, seasoned with a secret blend of aromatic spices, are grilled to perfection.



An aerial photograph of a desert landscape featuring several tall, slender rock pillars and large, layered rock walls. The ground is sandy with sparse green shrubs. The lighting suggests late afternoon or early morning, with long shadows and warm tones. The text is overlaid on the left side of the image.

WALKING THROUGH TIME

TRACING ALULA'S HISTORY BACK OVER 200,000 YEARS



Three Unique Hegra Experiences

HEGRA A MESMERISING ARCHAEOLOGICAL WONDER, WHERE DISCOVERIES CONTINUE TO UNFOLD

A TOUR AROUND Hegra – Saudi’s first UNESCO World Heritage Site – will whisk you back over 2,000 years, as inscriptions, petroglyphs and rock-cut tombs and monuments tell the story of this ancient Nabataean city and surrounding landscape.

Hegra is one of AlUla’s most prominent cultural jewels. With over 110 burial tombs, 94 of which are carved with ornate façades, this archaeology site gives visitors a visual starting point to dive into the history and grandeur of this magnificent city.

The story, however, begins before the Nabataeans. From at least the 5th century BCE, it was home to a settlement founded in the period of the kingdoms of Dadan and Lihyan, as revealed through Dadanitic inscriptions and excavations on site.

Hegra’s strategic location on the already established trading route known as the Incense Road, made it attractive for the Nabataeans to found a city here in the mid-1st century BCE. The Nabataean Kingdom had grown in wealth and prosperity due to its ability to control whole sections of the Incense Road, reaping enviable riches and rewards from the trade caravans that passed through transporting frankincense, myrrh and other valued products from spices to cloth and precious stones.

In turn, the Nabataeans showcased a pioneering spirit and talent for masonry, ingeniously harnessing the potential of this land to create a thriving civilisation that pulsed with the rhythm of urban life. More than 130 wells and channels that

diverted and collected water provide proof of the remarkable feats of their ancient engineering skills and craftsmanship.

The landscape surrounding the city is dotted with monumental carved tombs, where the wealthier or more influential members of Hegra’s society were laid to rest. Elsewhere, carved niches and stone blocks – or betyls – that represented deities worshipped by the Nabataeans, as well as a sanctuary at the centre of the city, reflect the depth of Nabataean belief and practice at the site.

From the past to the present, were modern excavations, beginning in the mid-2000s and continuing today, are revealing the astonishing history and secrets of Hegra. Ancient inscriptions and intricate rock art – ranging from hunting scenes to images of camels – peek into the lives, beliefs and cultures of those who inhabited this land centuries ago; From inscriptions found on many of Hegra’s tombs, we see that women held a notable place in society and could own property. The Tomb of Lihyan son of Kuza, one of the largest tombs at Hegra standing at 21 metres in height, stands alone as an icon of history and reveals clues about tomb craftsmanship on an epic scale. This tomb was never fully completed and probably never used, adding a sense of mystery as to who built it and why it was not finished.

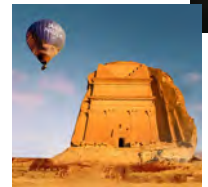
As experts uncover the hidden stories of Hegra’s human history, you can take a step back in time and walk amidst the Nabataeans too.



1.



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1. HEGRA VINTAGE LAND ROVER TOUR: Explore Saudi Arabia’s first UNESCO World Heritage Site from the comfort of a luxury Land Rover, as a Rawi unlocks the beguiling history and legacy of the Nabataeans.

Duration: 2 hours
Available: All year

2. HEGRA AFTER DARK: A multi-dimensional history-inspired experience under the stars, tracing the spellbinding story of AlUla under the night’s sky.

Duration: 90 minutes
Available: During the Ancient Kingdoms Festival

3. HOT AIR BALLOONING: Soar through the skies and soak up the breathtaking beauty of Hegra’s landscapes from 1,200 metres for an exhilarating, once-in-a-lifetime experience.

Duration: 3 hours
Available: All year

4. HEGRA WILDLIFE TOUR Explore Hegra’s less trodden paths on a guided 4x4 adventure, spotting native wildlife and learning how nature and heritage intertwine across this extraordinary UNESCO World Heritage Site.

Duration: 2 hours
Available: All year



DADAN THE LOST TREASURES OF ARABIA WITH SECRETS TO BE TOLD

ONE OF THE most important sites of archaeological discovery in AlUla, the ancient city of Dadan is making the archaeological community sit up and take note. And for good reason. Located close to the Oasis, the red-rock mountains known as Jabal AlKhuraybah dominate the AlUla skyline with their imposing presence. The city that the mountains overlook, Dadan, was once the capital of the Kingdom of Dadan and then the Kingdom of Lihyan over 2,000 years ago. With tombs peppered far along the cliff edge as far as the eye can see, this impressive stone city played a pivotal role in trade and agriculture on the incense route, connecting southern Arabia with Egypt, Syria and Mesopotamia.

Home to ancient inscriptions, monumental stone architecture and material culture that speaks to a society

well-connected to the wider world, you can travel deep into the history of northwest Arabia. Unearthed artefacts from the vanished kingdom of Dadan also reveal plenty about its past: statues of ancient kings that gaze through time and intricately carved lion sculptures that stand as silent guardians of heritage.

While archaeologists are still unravelling the secrets of Dadan, pushing back its date of origins and continued settlement after the fall of the Kingdom of Lihyan, each new discovery helps reshape our understanding of this region’s ancient powers and social interactions.

Ever dreamt of becoming an archaeologist? Dadan is the closest you can get to a live dig, so a visit to this must-see heritage site lets you relive history through its findings.

Three Unique Dadan Experiences



1. THE LION TOMBS

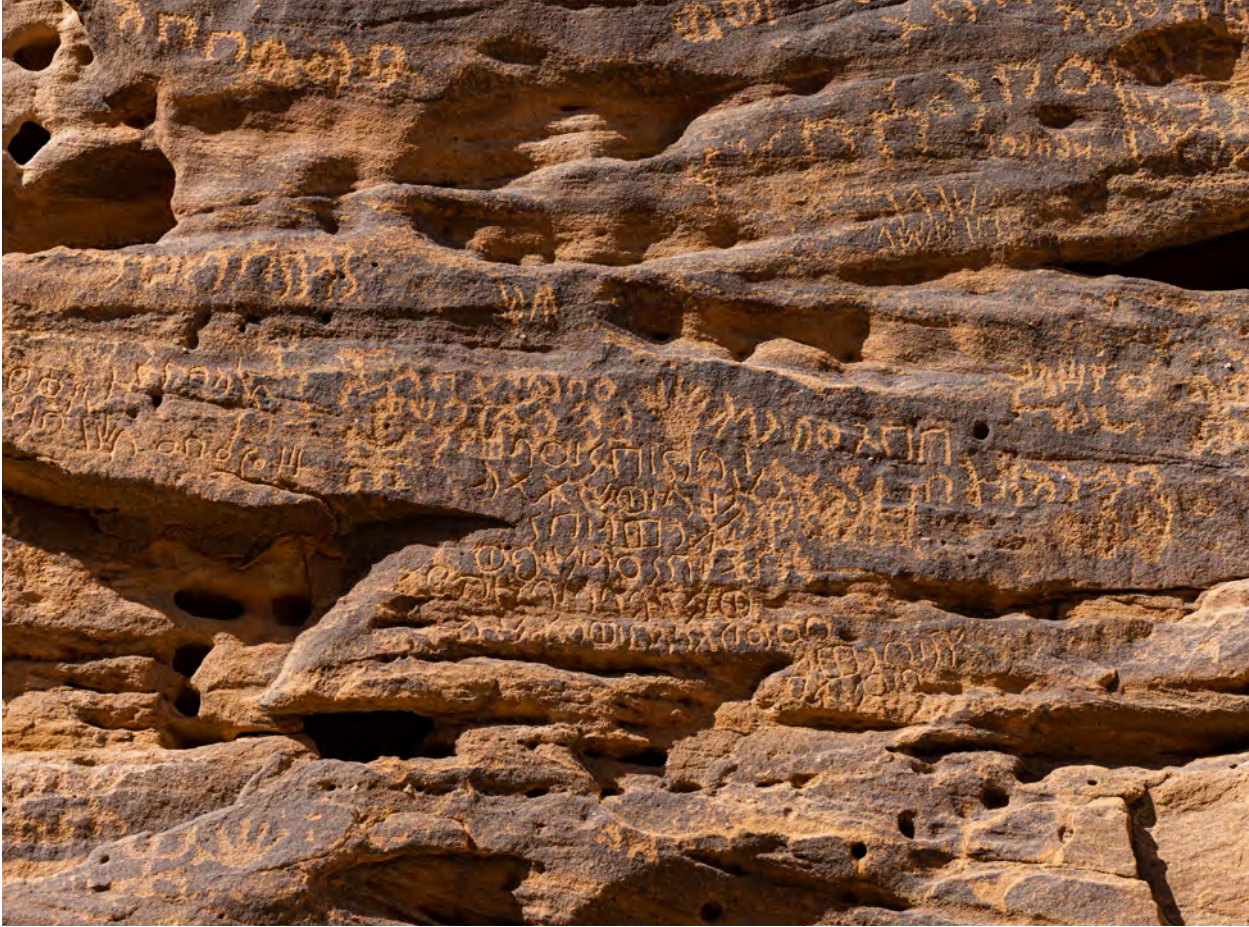
Looking down from a cliff face, these seated lion sculptures symbolised power and protection, standing guard over what is thought to be the burial place of royal and elite members of society.

2. ILLUMINATING DISCOVERIES

Step into the world of archaeological exploration with Illuminating Discoveries: Uncovering the Layers of Dadan’s History exhibition. Curated by the archaeologists themselves, it presents discoveries from recent and ongoing missions at Dadan and nearby Umm Daraj, revealing the stories of the communities who once thrived here.

3. AN ADVENTURE IN ARCHAEOLOGY

While AlUla is best known for the Nabataean tombs of Hegra, there are many other archaeology sites where you can embrace your inner explorer. In fact, over 27,000 sites have been identified, giving Saudi one of the highest portions of active digs in the world. From the tombs and inscriptions of Dadan and Jabal Ikmaḥ to the prehistoric sites of Khaybar and the large-scale mustatil stone structures discovered north-east of the city, the lost treasures of AlUla’s archaeology sites are waiting to be discovered.



JABAL IKMAH AN OPEN-AIR LIBRARY WITH A STORY WORTH READING

FOR LOVERS OF ancient history, storytelling and the written word, Jabal Ikmaḥ is a true literary jewel – but one with a twist. Because these stories don’t belong in books, instead they’re inscribed and carved onto mountain walls and rock surfaces, turning this jagged landscape into an ‘open-air library’.

Located on the way to Hegra from AlUla’s Old Town, Jabal Ikmaḥ was formed by tectonic movements of the Red Sea many millions years ago, so you can imagine the wealth of history just waiting to be discovered. There are hundreds of inscriptions and rock art etched in languages including Dadanitic, Thamudic, Minaic, Nabataean and Arabic.

This treasure trove features ancient petroglyphs depicting people, animals and musical instruments that unlock insights into

the lives, beliefs and practices of those who were here before us.

So unique are these inscriptions and rock art offerings, Jabal Ikmaḥ was inducted into UNESCO’s Memory of the World Register in 2023. Many of these inscriptions and petroglyphs are so well preserved that visitors can still read them in their original form, truly letting you learn the power of the written word – from past to present.



DADAN & JABAL IKMAH VINTAGE LAND ROVER TOUR: Explore the tombs, excavation sites, early Arabic inscriptions and rock art of the ancient cities of Dadan and Jabal Ikmaḥ from the comfort of a vintage Land Rover.

Duration: 2 hours

Available: All year



OLD TOWN
A TIME CAPSULE
OF HISTORIC
ALLEYS AND MUD
BRICK HOUSES

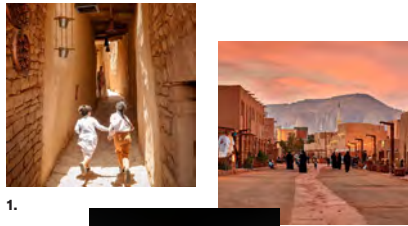
KNOWN FOR ITS meandering alleyways and mudbrick houses, Old Town is the beating heart of AlUla. Once a thriving historic hub that was an indispensable waypoint on the pilgrimage path from Damascus to Makkah, it was first established around 12th century BCE, however archaeological findings continue to reveal even earlier origins, and it has been continuously inhabited until the 20th century, when the last remaining inhabitants moved on in the 1980s.

Conservators and archaeologists are now discovering how the town's fabric has been rebuilt, refreshed and revitalised repeatedly throughout history, its labyrinthine streets, mudbrick houses and remnants of AlUla Fort providing a bridge between past and present.

Trace the footsteps of civilisation through the maze that is Old Town: discover around 900 homes and public buildings, town squares and historic fort, and find out why it was recognised as the Best Tourism Village by the United Nations World Tourism Organization (UNTWO).

As AlUla's vibrant centre, Old Town's streets are full of life once again – a walkable 'living museum' where history, art and culture collide and communities come together.

A Guide to Old Town



1.

2.



3.



4.



5.

1. WALKING TOURS: Feel free to enjoy a self-guided tour or book a 'storytelling' tour with a Rawi guide. One hour

2. OLD TOWN TOUR: Get a glimpse into AlUla's not-too-distant past as you stroll among the ruins of mudbrick buildings dating back almost a millennium, as your Rawi tells stories about the pilgrims, travellers and permanent settlers who have congregated through the ages. 90 minutes

3. THE ANCIENT KINGDOMS FESTIVAL: This event transforms ancient sites into immersive story-worlds, celebrating 7,000 years of civilisation with cultural performances and open-air heritage adventures.

4. THE INCENSE ROAD EXPERIENCE: A 90-minute immersive adventure weaving you through Old Town's captivating history via a maze of multi-sensory experiences, live performances, state-of-the-art technology, and hands-on exploration.

5. WINTER AT TANTORA: The region's longest-running culture, art and music festival, Winter at Tantora is a cultural extravaganza, with different immersive experiences taking visitors deep into the history and traditions of the region. Celebrations take place across four weekends, as AlUla comes alive with music, art, sports, dining and cultural activities.





THE STORY OF A RAWI

Who we are and what we do.

راوي

A RAWI IS much more than a typical tour guide – we bring history to life through storytelling, transforming the past into narratives that resonate with today's audience. Reviving ancient storytelling traditions is very important, not just as a means of cultural preservation, but also as a way to connect generations and reawaken timeless human values. We tell the story of a history we never lived in, of people we never met, yet in a place in which we're living amidst the history of our ancestors.

Storytelling is intrinsic to our culture. A tradition where stories don't just live on shelves, but instead they are told in gatherings, and come from our landscapes and lived experiences.

From our childhoods where we would listen to our elders speak and walk through ancient sites that felt alive with hidden stories. We feel a strong connection to the past – our traditions, our roots, the ancient civilisations who chose our region to settle in, the wisdom in old tales. What then drew us to becoming a Rawi was a desire to share this with others. We don't want people to just 'see' your history, we want them to feel it.

We don't just guide people through places, we invite them into the heart of our culture so that we can share our rich heritage, ancient traditions and untold tales of our land. Our goal is to inform, but also to inspire, entertain and connect people emotionally to our history, creating a bridge and

living dialogue between past and present. We love seeing the spark in someone's eyes when a story touches them, when they connect with our sites on a deeper level.

Training to be a Rawi involves a lot of dedication. We take part in continuous training, learning from specialists like archaeologists and geologists, and perfecting our skills in areas such as accessibility, intercultural dialogue and performance.



While knowledge and storytelling skills are essential to be a good Rawi, because we need to hold attention, paint vivid scenes and stir emotions, you also need personality, presence and passion. We use humour, drama and even interactive elements in our storytelling, asking visitors to imagine themselves in the shoes of a Nabataean trader or a pilgrim across the desert. We often mix historical facts with human moments, such as courage, trade, ambition, which are universal themes that make even 2,000-year-old stories feel relevant today. Innovation can also help, for example combining archaeological knowledge, cutting-edge science and model making artistry to enable our guests to come face to face with a Nabataean woman

– a world first. But the heart of it is still a well-told story with soul. The opportunity to preserve and share the stories, heritage and identity of our region with the world. We are a frontier to the place and the people that visit. That's the magic of being a Rawi.

ARTS & CULTURE

A VISUAL IMMERSION INTO ALULA'S CREATIVE
PAST, PRESENT AND FUTURE, FROM STREET ART
TO DESERT EXHIBITIONS



Madrasat Addeera:
**SAFEGUARDING
HISTORY**

**THE ART AND DESIGN CENTRE AT THE HEART
OF ALULA'S CULTURAL RENAISSANCE**

WITH OVER 200,000 years of history to preserve, AlUla has become one of Saudi Arabia's most important legacy destinations. With a vision to safeguard its rich heritage, numerous projects have been established to revive the region's traditional arts, whilst empowering a new generation to learn the skills required to bring once-forgotten techniques back to life.

At the forefront is Madrasat Addeera. Established as AlUla's first girls' school over 50 years ago, it transformed into AlUla's first arts and design centre in 2019, putting an incredible legacy project into motion. A beacon for the local community, Madrasat Addeera is where residents and visitors can immerse themselves in the past, rediscovering age-old crafts and learning – through educational programs, workshops and interactions with artisans – how the centre is having a tangible impact on the continuation and celebration of these long-established art forms.

Since opening, Madrasat Addeera has hosted over 200 artists and artisans under its vocational training programs and, through its public program, over 8,000 participants, who have had the opportunity to experience and create traditional arts first-hand, from jewellery making to palm weaving.

The perfect cultural pit-stop on a walking tour around AlJadidah Arts District, Madrasat Addeera both engages and inspires its visitors and, most importantly, helps connect the dots between past and present, with an incredible glimpse into the people and the technical approaches that built AlUla into the thriving arts and culture destination it is today.

So, how can you get involved? Madrasat Addeera hosts a huge variety of specialist programs and weekly workshops tailored to AlUla's visitors. Whether you're staying a week or just a few days, there are plenty of experiences to try that will give you a first-hand taste of the region's incredible traditional art scene.



ARTISTRY ON THE GO

Madrasat Addeera’s weekly workshops for curious and creative minds

Palm Weaving

Discover how palm weaving has long shaped everyday life in the Kingdom, with different regions developing their own colours, form and technique. In AlUla, the date palm was more than a tree – it was a revered resource – where leaves were stripped, dried then woven into bread trays, fans, date baskets and even walls for homes.

Textiles

Textiles marked moments in life, with colours and patterns indicating marriage, travel or even mourning. This hands-on workshop highlights how different techniques, passed through generations, gave shape to memory as personal stories were woven and embroidered into fabrics, with each yarn, fibre, pattern or twist of thread reflecting tribal ties, seasonal use and community soul.

Ceramics

From water jars to serving bowls, ceramics shaped everyday rituals, where clay vessels were moulded by hand and fired under open skies. Decoration mattered too, with some vessels bearing motifs that echoed broader artistic traditions across the Arabian Peninsula. Find out how AlUla, with its arid climate and resourceful people, created pieces that preserved water efficiently and lasted generations.

Jewellery

Did you know that jewellery was once a means of communication rather than simple decoration? Each piece carried meaning or intention: for protection, to signal motherhood, or even status. Learn how certain pieces were made and the meanings behind them and why silver was AlUla’s most common material, often featuring engravings and patterns passed down generations.

Pigment Painting

Pigments harvested from AlUla’s deserts enabled people to create vivid paints with which to colour their doors, buildings, pottery and even create art. Learn how these pigments were found then painstakingly ground and purified, resulting in colours from the softest pinks and brightest yellows to the deepest of reds.

Natural Dyeing

Flowers, leaves, bark, roots and minerals were all nature’s bounty when it came to natural dyeing, using these raw materials to create lasting colours that often signalled deeper meanings beyond the aesthetic. Discover more about this age-old process – one that required both precision and much patience.

Wood Carving

Wood carving brought structure and meaning to functional objects, such as doors, windows, chests and ceiling beams, each marked with geometric motifs that had followed from one generation to the next. Find out why palm trunks were most popular, but prized woods from afar were a trader’s delight.

WHAT TO BUY AT MADRASAT ADDEERA

Take a piece of AlUla home with you courtesy of these handcrafted products, available in store or online madrasataddeerastore.com



Jewellery

The ‘Moringa’ jewellery collection draws inspiration from the Moringa tree, of which you’ll find over 90,000 growing throughout AlUla. Made from silver, each piece makes a stylish statement infused with nature.

Ceramics

Enhance your homeware collection with one of Madrasat Addeera’s ceramic pieces. Wheel thrown and crafted from Italian clay, choose from plates, vases, coffee cups and incense burners.

Palm bags

Carry a piece of tradition with you wherever you go with these natural camel leather bags. Each unique piece features handwoven palm in the Mahaffa weave – a true example of when artisanal craftsmanship meets classic elegance.

Textiles

Embroidered with motifs that will remind you of your adventures in AlUla, the textile collection features beautiful silk screen printed napkins, cushions, aprons and tote bags.



ARTS & CULTURE IN ALULA

A Gallery of Time

Opposite page: Faisal Samra (Desert X AlUla 2024), This page: Claudia Comte (Desert X AlUla 2022)



THE ART SCENE in AlUla is a legacy that stretches back thousands of years, from ancient rock carvings etched into sandstone to the vibrant creative artworks seen across the region today. A place where art lives in the landscape, AlUla is a living gallery where both artists and visitors find inspiration and a deep connection to the tapestry of heritage. Today, Arts AlUla offers a dynamic range of cultural experiences that celebrate this beautiful heritage while nurturing contemporary creativity.

A visit to AlUla immerses you right into the heart of the arts. Desert X AlUla has positioned AlUla as a global leader in the land art movement commissioning more than 50 site-specific artworks from local and international artists since 2021. Explore the thriving art district of AlJadidah where art comes to life in its vibrant street, squares and creative community spaces, join hands-on traditional craft workshops at Madrasat Addeera to learn about traditional Saudi crafts.

Beyond the tangible, Arts AlUla acts as an incubator for emerging talent, nurturing and empowering the next generation

of artists, designers, architects and creators through artist residencies, design initiatives and community programming, whilst simultaneously offering all those who pass through an opportunity to engage in meaningful and authentic cultural experiences.

The future is bright, with exciting projects on the horizon that will further expand AlUla's cultural offerings. Wadi AlFann will redefine how art is experienced in nature, while an upcoming museum for contemporary art will showcase 21st-century works from the Arab world and beyond. Daimumah serves as a living artistic oasis weaving together art, nature and heritage, while Villa Hegra – a cross-cultural collaboration between Saudi Arabia and France providing an incubator for artists and creators – aims to become part of the Villa network, of the world's most prestigious cultural institutions.

However you experience Arts AlUla, enjoy being part of its proud legacy – a bold, rich experimental art scene fuelled by creative expression, extraordinary ideas and even more extraordinary people. Rooted in place, yet open to the world.

Three Iconic Exhibitions From the Past

Tracing AlUla's artistic soul, from its ancient legacy to its contemporary self-expression



FAME: ANDY WARHOL IN ALULA

Saudi Arabia's first-ever Andy Warhol exhibition took place at Maraya in 2023 as part of the second edition of the AlUla Arts Festival. Curated by Patrick Moore, director of the Andy Warhol Museum in Pittsburgh, USA, the colourful four-month showcase explored Warhol's personal fascination with fame and celebrity, featuring 70 of his iconic works, including portraits of notable figures, such as Muhammad Ali, Bob Dylan, Elizabeth Taylor and Salvador Dalí. A spectacular first for the Kingdom, the exhibition also allowed visitors to experience the artist's work in a different light.

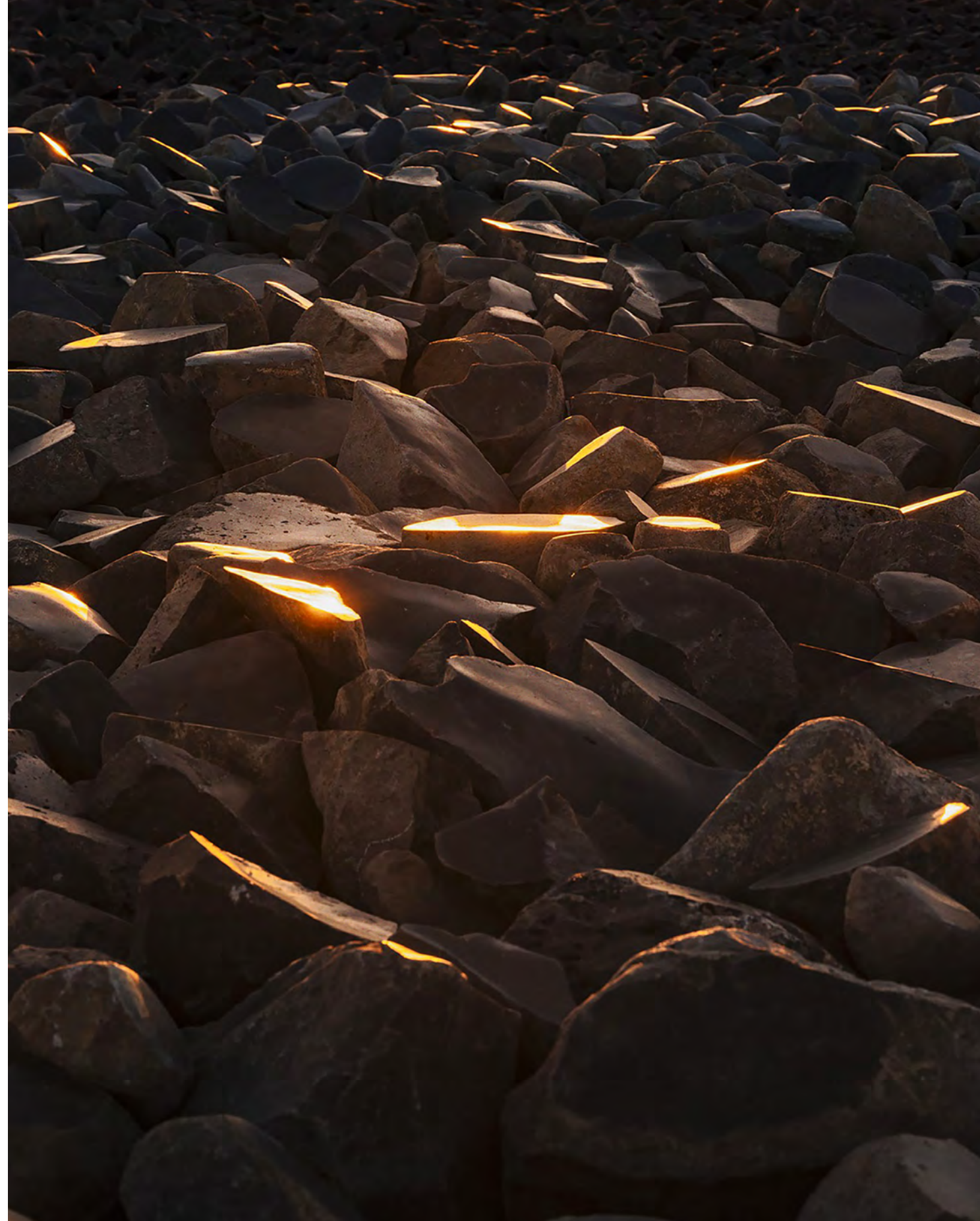
WHAT LIES WITHIN

The exhibition at Maraya in 2022 brought together seminal works from the past two decades by Saudi and international artists drawn from the private collection of patron Basma AlSulaiman. Curated by Lulwah AlHomoud, it featured painting, sculpture, photography and installation to explore Saudi identity, heritage and contemporary creativity. The show marked the first time these works were exhibited together publicly in this context and celebrated the growing cultural landscape of the Kingdom”

HASSAN HAJJAJ: ALULA 1445

Part of the AlUla Arts Festival, staged in the AlJadidah Arts District, the exhibition transformed the ancient town into a vibrant pop-art cultural stage. The Moroccan portrait-artist set up an outdoor studio at Madrasat Addeera, inviting athletes, farmers, merchants and creatives to pose in his inimitable style: streetwear, traditional garb and bold patterned backdrops made from local commercial icons. The resulting large-scale portraits celebrate the energy of AlUla's community, blending North-African visual rhythm with street-fashion flair and regional cultural identity. The show offered both a tribute to local life and a global-pop commentary in one immersive display.

Opposite page: The Desert Has No Surface by Celine Aoun





**5 MINUTES WITH IWONA BLAZWICK,
LEAD CURATOR AT WADI ALFANN -
ALULA'S AWE-INSPIRING CULTURAL
DESTINATION FOR GLOBAL
CONTEMPORARY ART**



ALULA'S ARTISTIC SOUL

Exploring AlUla's rich art scene through creative expression and extraordinary ideas

**HOW WOULD YOU
DESCRIBE THE
UNIQUENESS OF
ALULA'S ARTISTIC
IDENTITY?**

Most art scenes develop in great cities, whereas AlUla is unique in nurturing the arts in a remote rural location far from the dynamics of the metropolis. The presence of ancient monuments, of the 900-year-old mud brick settlement where people lived until 1983, and of the sublime expanses of the desert wilderness itself, make AlUla unlike any other place on earth for the creation of art. In addition, the people of AlUla themselves have a centuries-old tradition of hospitality that has inspired artists to create truly unique projects.

**IN WHAT WAYS HAS
ALULA'S HERITAGE AND
NATURAL LANDSCAPE
SHAPED ITS ARTISTIC
EXPRESSION?**

AlUla offers an untamed and exhilarating wilderness to all artists who visit, its landscape itself sculpted by an elemental artist – the wind. Every shaped cliff face reveals traces of past civilisations ranging from the monumental façades of Hegra to the thousands of hieroglyphs and pictograms carved by traders, explorers, nomads and pilgrims. The desert's counterpoint of winding canyons with vertical striated cliffs, its dynamic interplay of intense light and

sharp shadow offers an extraordinary visual arena, while the date palms and citrus trees of the cool, leafy oasis offer a wealth of botanic patterns and a bounty of animal life – all rich terrain for the artist.

**WADI AL FANN IS A
CULTURAL SANCTUARY
FOR CONTEMPORARY
ART. WHAT ARE SOME
KEY HIGHLIGHTS?**

Wadi AlFann, meaning 'Valley of the Arts', will be a global cultural destination for land art, unveiling from 2028 onwards, where era-defining works by artists from around the world will be permanently sited in the monumental landscape of AlUla, the extraordinary desert region of north-west Saudi Arabia. New, large-scale, site-specific commissions by Manal AlDowayan (b. 1973, Saudi Arabia), Agnes Denes (b. 1931, Hungary), Michael Heizer (b. 1944, USA), Ahmed Mater (b. 1979, Saudi Arabia) and James Turrell (b. 1943, USA) will be the first five works to be conceived for Wadi AlFann, a spectacular valley spanning approximately 65 square kilometres. James Turrell create is a sequence of underground chambers buried deep inside a mountain, each of which was a celestial observatory, while Saudi artist Manal AlDowayan unveiled how she will be constructing a dazzling white labyrinth in the desert inspired by the 900-year-old mud settlement of AlUla in 2024. She invited the people of AlUla

to make drawings about life today to be inscribe into the walls of her sculpture, which was displayed in an exhibition called Oasis of Stories featured over 700 drawings made by local people of family life, of art, culture, ritual and architecture: it encapsulated AlUla, offering a portrait of a community at a moment of great historic change. Further artists are engaged and commissioned through temporary commissioned exhibitions including Desert X AlUla, and the 'Wadi AlFann Presents' performance commissioning and exhibitions programmes, and the Public Art programme. Thikra: A Night of Remembering, a performance by Akram Khan Company and Manal AlDowayan premiered in AlUla, and is now global tour.

**WHAT IS THE LONG-
TERM VISION FOR
ALULA'S ART SCENE?**

We want AlUla to be a place for the global art community. We want to attract creativeness of all disciplines to come and make art and to share their vision with local communities and with our global visitors. Through the development of Wadi AlFann, it will also become the world's most important destination for land art and art in the public realm. New institutions such as a Contemporary Art Museum or the Museum of the Incensed Route will also transcend seasons offering a year-round arts experience.



Opposite page: Filwa Nazar (Desert x AlUla 2024). This page: Navigating the Night Sky



ALJADIDAH ARTS DISTRICT:

*Where art and the everyday life meet
Your guide to AlUla's creative epicentre*

IN ALJADIDAH ARTS DISTRICT, nestled next to historic Old Town, creativity is everywhere you look. Stroll through the quaint and quirky streets of this vibrant hub to discover galleries, pop-up exhibitions and a curated collection of public art and murals, each visual iterations of AlUla's past and present. A feast for the senses, you can feel the stir of a lively retail strip, as oud music spills out over balconies, the scent of freshly-baked bread wafts through the air and coffee, roasted to perfection, is sipped over shared conversation. An artistic, pedestrian-friendly destination eager to be explored, you can dive into a workshop, immerse yourself in street art or fuel your imagination through its curated open spaces. Don't just witness creativity, be a part of it...

DESIGN SPACE

Explore the unique charm of AlJadidah's creative side.

CINEMA ALJADIDAH

From art-house films and Arabic cinema to children's animations and international blockbusters, AlUla's boutique outdoor movie theatre is the perfect setting for a seasonal movie night under the stars. Blending desert charm with global storytelling, Cinema AlJadidah also hosts a variety of live events and experiences, making it an engaging cultural anchor within the community.

ALULA PUBLIC LIBRARY

Occupying an elegantly renovated traditional AlJadidah house, the AlUla Public Library is a vibrant blend of library,

café and community space. Lose yourself in a book with its curated collection of novels that spotlight both Saudi Arabia's rich literary landscape and global voices from around the world. Beyond the page, there are regular workshops, readings and events for all ages, and the perfect cup of coffee served at Saad Café.

ALULA MUSIC HUB

A vibrant space for artistic growth and cultural exchange, this professional training centre is designed to inspire artists and promote collaboration among musicians, engineers and producers. Merging music traditions with contemporary methods, its courses are taught by experts from the Arab

region and beyond, equipping emerging musicians with the tools to perform, compose and thrive creatively. The perfect place to immerse yourself in rhythm and unleash your inner musician.

DESIGN SPACE ALULA

A design centre that explores and interprets global design practices through the local lens of AlUla's unique cultural and natural heritage. With an aim to fuel creative inquiry and expression through a programmed of collaboration and exchange, Design Space AlUla provides a space for creatives to learn, dream, collaborate, experiment, make and share.



Opposite page: AlUla Music Hub. This page: Paradise Gardens Mural



INSPIRING MURALS

Discover these artworks that bring the walls – and floors – of AlJadidah to life

PARADISE GARDENS MURAL

This vibrant mural features motifs that represent the true essence of AlUla, such as henna, fig trees, dates and desert birds. Painted by both young and old members of the community, under the guidance of Madrasat Addeera students, it stands as a symbol of community spirit, heritage preservation and intergenerational knowledge-sharing. *Designers: Ammar Jiman & Omnia Jamjoon*

THE URBAN CARPET

Painted directly on AlUla's streets, this large-scale artwork is inspired by local crafts, from beading and embroidery traditionally crafted by local women. These unique patterns, originally used as

decorative elements on clothing, feature earth tones, silver and black. The blue zigzags represent water, symbolising the importance of AlUla's underground water channels to nurture its thriving community. *Designer: Delfina Bottesini*

NAVIGATING THE NIGHT SKY

A towering mural in the heart of AlJadidah, this stunning artwork brings together stars and constellations from Greek and Islamic astronomy, with geometric patterns inspired by the Earth-Moon ratio. Materials like clay, sand and rusted metals echo the desert's forms and celestial movements, inviting viewers to contemplate their relationship with the environment, culture and the universal patterns found in both

nature and our imaginations. *Led by Joachim Tantau with Madrasat Addeera Design & Production Studio*

YA KULAIB SHEB ALNAR

elSeed's Arabic calligraphy artworks and installations have brought both colour and cultural conversation to the world, decorating walls from Tunisia and Toronto to Saudi Arabia and South Korea. For AlUla Arts Festival 2023, the French-Tunisian artist paid tribute to the people of AlUla, creating artworks around the city that celebrate and honour their warmth and generosity. Located in AlJadidah, this vibrant mural is a must-see on a walking tour of AlUla's flourishing art scene. *Artist: elSeed*



MARAYA

Reflections Of The Past, Visions For The Future

AN ARCHITECTURAL ILLUSION deep in the Ashar Valley, Maraya has become one of AlUla's most iconic venues. With its mirrored façade, the futuristic cube-shaped structure rises from the sands like a mirage, casting both shadow and light over the surrounding sandstone cliffs as the sun shifts throughout the day. Featuring 9,740 reflective glass panes, wherever you stand a different perspective of the desert canyon is unveiled. Meaning 'mirror' in Arabic, Maraya is the largest mirrored building in the world – a piece of art in itself. Designed by architecture studio Gio Forma, the reflections are intended to give a deep sense of the connection of human heritage with nature. Inside, flooded with natural light, the multi-purpose venue has played host to global musical superstars, from Lionel Richie and Mariah Carey to Nancy Ajram and Abadi Al Johar, as well as various arts and culture events, including an Andy Warhol art exhibition and the first Hegra Conference of Nobel Laureates. To peek behind the curtain, book a tour of Maraya and journey through the heart of the building, discovering how this breathtaking man-made wonder became a world-class event venue, where technological innovation meets artistic mastery.

NATURE & WILDLIFE

EMBRACE THE UNTOUCHED WORLD AT ALULA AND
DISCOVER A RUGGED DESTINATION FILLED WITH
WILD WONDERS

IN ALULA, THE LANDSCAPE tells a story nearly a billion years in the making. From Hegra's sandstone formations to ancient mountain ranges, its geological diversity nurtures remarkable biodiversity. Five protected areas, including Sharaan National Park and Harrat Uwayrid UNESCO Biosphere Reserve, safeguard this heritage. Over 550,000 native plants have been replanted, with 10 million targeted by 2035. Already half the region is protected, set to reach 80% by 2030. AlUla stands as a global beacon for conservation and biodiversity, inviting the world to witness preservation in action.



SHARAAN NATIONAL PARK:
THE GUARDIAN OF ALULA’S ECOSYSTEM

TEEMING WITH A magnificent array of wildlife, AlUla is home to around 500 species of plans and more than 700 species of recorded animals. Rugged mountains, lush oases, volcanic plains, sand dunes and hidden wadis provide an epic backdrop to extraordinary biodiversity.

At the heart of this sits Sharaan National Park. Recently awarded the International Union of Conservation of Nature (IUCN) Green List status, the protected area sits just 45 minutes north of AlUla’s Old Town and spreads across 1,543 square kilometres. It is undergoing a significant rewilding effort that aims to restore and revitalise the landscape, which involves releasing animals, planting trees and shrubs, and implementing habitat restoration techniques. Close to 1,300 animals have been released in the park to date – 98 Nubian ibex, 264 Arabian gazelle, 611 sand gazelles and 320 Arabian oryx – and over 500,000 native seedlings planted, coupled with ongoing passive rangeland restoration across the entire park.

The crown jewel of AlUla’s conservation efforts is the Arabian leopard. Once a resident of AlUla’s landscapes, the Arabian leopard has been in extensive decline across the Peninsula due to habitat

loss, prey depletion and human persecution. Classified as ‘Critically Endangered’ by the IUCN in 1996, the wild population is currently estimated to be around 120 in Oman and Yemen, whilst in Saudi Arabia, there have been no recorded sightings in over a decade. Their long-term survival required an urgent intervention.

Since 2020, the Arabian Leopard Conservation Breeding Centre in Taif has successfully doubled the population there, with upcoming plans for new state-of-the-art facilities on the edge of Sharaan increasing capacity and to prepare leopards for reintroduction into the wild in AlUla in the future.

So important is AlUla’s mission to conserve and preserve the futures of these indigenous big cats, that the United Nations General Assembly has proclaimed February 10 as the International Day of the Arabian Leopard to help raise global awareness. The establishment of the Global Fund for the Arabian Leopard by His Royal Highness Prince Mohammed bin Salman, Crown Prince and Prime Minister of Saudi Arabia in 2019, and collaborations with organisations such as Panthera – a charitable entity devoted to protecting wild cats – all further amplify AlUla’s conservation efforts in putting these charismatic creatures back on the map.



3 UNIQUE EXPERIENCES IN SHARAAN NATIONAL PARK



SHARAAN NATURE
TOUR

THIS 4X4 TOUR is an exhilarating way to learn more about the landscape of Sharaan National Park, with four hours spent exploring the vast location. The morning starts at Rainbow Rock, one of AlUla’s most recognisable rock formations, discovering its semi-precious desert diamonds and finding multi-coloured pieces of quartz embedded in the rock and scattered on the ground. Next, set off for Madakheel and Mahlab and enjoy an off-roading adventure from the comfort of the jeep to explore some of AlUla’s striking sandstone mountains and discover more about its distinctive rock formations.

SHARAAN PLATINUM
DINNER SAFARI

A TRULY MEMORABLE way to experience Sharaan National Park’s unique topography, this seven-hour adventure will take you from canyons to constellations with eco-walks, incredible sunset views and stargazing. During the afternoon, explore canyons, decipher ancient petroglyphs and marvel at its natural rock formations and extraordinary inscriptions. As the sun sets, enjoy drinks and canapés from an incredible viewpoint. For dinner, indulge in a traditional South African ‘Braai’ amidst the starlit valley, then settle in for a mesmerising stargazing session, decoding the constellations through a telescope, complete with an astronomy talk and a chance to head on a guided night walk spotting nocturnal creatures.

STARGAZING
AT SHARAAN

ALULA’S LOW-LIGHT pollution and clear skies make it a spectacular destination to look for constellations and asterisms. As night falls, head into Sharaan National Park to spend an evening under the stars, as a professional guide helps you decode the mysteries of the cosmos and offers a glimpse into how ancient civilisations used stars in their everyday lives. As Sharaan’s epic landscapes create a mesmerising celestial canvas that blends the magic of nature with the depth of the region’s history, you can connect to the universe and discover more about the skies that AlUla’s ancestors have lived under for thousands of years.



5 MINUTES WITH A WILDLIFE RANGER

Ahmed A Alreshoodi

“**AS A WILDLIFE** ranger, my job is to protect the animals, plants and the environment of AlUla’s nature reserves so they thrive for generations to come. We monitor the protected wildlife and maintain the vegetation cover.

Being from AlUla myself, like most of my fellow rangers, there’s a deep personal connection to this land. But one of the best parts is welcoming tourists and visitors into our nature reserves, educating them on the importance of protecting this unique ecosystem and raising awareness around environmental conservation. There is something special about seeing their eyes sparkle when they discover the beauty of AlUla’s nature. I share my knowledge of local plants and how they can be used in traditional medicine, creating a connection between culture and nature, and also pinpoint the perfect spot for the photograph you’ll look back on in years to come.

AlUla supports me in continually honing my skills through

training, but Sharaan is a classroom everyday, always teaching me something new. I love being able to interact with the natural environment and wildlife on a daily basis, and being a ranger is full of diverse experiences that teach me that nature has no end.

The most unique encounter was when I encountered a group of young Nubian ibex playing together in one of the valleys. It was a magical moment watching those little creatures dancing in the grass, racing and playing in indescribable happiness, and reminded me of how important it is to preserve these creatures and their habitats.

But for me, it’s more than just a job – it is a continuous journey of learning and exploration. As a wildlife ranger in Sharaan, knowing that I am contributing to preserving these rich and beautiful nature reserves for future generations gives me a great sense of pride and fulfilment.” *Ahmed A Alreshoodi*



THE OASIS AND SUMMER FARMS: A LIVING HERITAGE OF ALULA

AT THE HEART of AlUla lies its Oasis – a green corridor of life that has sustained communities for thousands of years. Fed by natural springs and underground channels known as *qanats*, the Oasis became the heartbeat of AlUla: its palms, crops and flowing water shaping every aspect of daily life, from farming and trade to community traditions.

Historically, during the hottest months, families left the dense mudbrick houses of the Old Town and moved to the Summer Farms nestled within the Oasis. Here, shaded by palms and cooled by irrigation streams, life took on a slower rhythm. Men climbed the towering date palms, up to 20 metres high, to harvest fruit; women sorted and packed the dates, while children gathered what fell to the ground. Dates were more than food – they were a form of currency, exchanged for everyday goods, and a symbol of hospitality still cherished across AlUla today. Every part of the palm tree was used: trunks for beams, fronds for mats and baskets, fibres for rope. Evenings brought rest and celebration, with families sleeping on rooftops or under palm-frond shelters called *areesh*, and songs carried on the warm night air.

Alongside dates, the Oasis supports an extraordinary range of crops including grains like wheat, barley and millet, and vegetables including okra, aubergine, onions, tomatoes and herbs like mint and coriander, bringing colour and flavour to daily life. In the cooler months, the Oasis transforms again as fruit trees came into season. Sheltered by AlUla’s towering date palms, more than 200,000 citrus trees flourish across the Oasis. These groves yield 29 fruit varieties – from lemons and oranges to grapefruit and the rare torounge, a lemon–pomelo hybrid believed to be the oldest citrus fruit in AlUla. Beyond citrus, the Oasis yields figs, pomegranates and the sweet lemons cherished by elders as a delicacy of childhood.

The Oasis remains the living heart of AlUla – a landscape where water, palms and people continue to coexist in harmony. Its pathways, fields, and shaded farms still echo with the same rhythms of care, cooperation and renewal that have defined life here for generations.



3 INCREDIBLE WAYS TO ENJOY ALULA OASIS



Oasis Heritage Trail



Somewhere Cafe



Dates & Citrus Festival

OASIS HERITAGE TRAIL

ALULA'S SCENIC OASIS is perfect for those wanting to explore some of the region's greenest landscapes. Join the 90-minute Oasis Heritage Trail Tour for the most insightful and engaging way to explore the beauty and natural wonders of the Oasis, and learn about its vital role in AlUla's history. You'll start the tour with dates, dried fruit and coffee for a taste of traditional AlUla hospitality, then wander along the three-kilometre trail, weaving through towering date palms and fragrant citrus trees, to find sunny clearings, verdant views, palm tree swings and plenty of beautiful spots for taking photos. On the tour, you'll also pass old farmlands restored to their former splendour, growing the fruit and vegetables that end up in the kitchens of farm-to-table restaurants around AlUla and beyond. The main trail is well marked for self-guided tours.

SOMEWHERE CAFÉ EXPERIENCE

ENHANCE YOUR OASIS experience with a visit to Somewhere - an authentic Arabic-meets-Mediterranean café situated right in the heart of the Oasis. Inspired by a love of travelling and celebrating a fusion of global flavours, several of the ingredients come from the nearby Oasis and are used in freshest of dishes. Tuck into towers of beetroot rice, wagyu baos and kale tabouli salad, all whilst overlooking the flourishing Oasis farm beyond. If you need a sweet treat, save room for the baklava or layered cake for creative twists on Arabic classics.

DISCOVER THE FLAVOURS OF ALULA

ACROSS THE SEASONS, the region offers a rare opportunity to experience ingredients that are deeply rooted in place and purpose. In winter, AlUla's fertile groves overflow with over 29 citrus varieties, from sweet lemons and oranges to bold grapefruits and kumquats. Summer ushers in the luscious ripeness of local mangoes, while throughout the year, the revered Moringa Peregrina tree yields precious oil and leaves long prized for their medicinal qualities. And no mention of AlUla's bounty is complete without its iconic date palms where the beloved AlBarni variety is cultivated. These naturally rich harvests come to life in lively markets and seasonal festivals, offering visitors a chance to taste, learn and connect with the land through its most unique and vibrant offerings.



Six Creatures And Native Wildlife To Spot In The Oasis



Egyptian Rousette
(*Rousettus aegyptiacus*)

Otherwise known as an Egyptian fruit bat, you'll often hear and see these little flying creatures in and around the Oasis as they feed on dates (as well as fruit, nectar and pollen) which are in abundance in these lush palm groves. With dark sepia brown skin, these nocturnal fruit bats are defined by their large head and eyes, a long dog-like snout and hairless ears, with a wingspan that reaches up to 60cm. Although they're not the fastest fliers, they're excellent climbers so keep an eye out in the trees, as they often use the branches as feeding perches.



Desert Hedgehog
(*Paraechinus aethiopicus*)

These spik-but-sweet miniature mammals have adapted well to Saudi Arabia's hyperarid conditions and are harder to spot as they're both nocturnal and solitary creatures. But you might just hear them scurrying around through the Oasis as they search for insects, grubs, scorpions, small vertebrates, fruit and roots on the ground. Defined by their pale brown dorsal spines with dark tips, they also have a white forehead with a broad band that reaches up to the cheeks, and a dark face mask that stretches from mouth to just under the cheeks.



Imperial Jumping Spider
(*Thyene imperialis*)

These tiny, furry spiders can be spotted in the Oasis on the leaves of various plants, such as fig and banana. Typically red in colour, females have a bigger yellow-reddish abdomen with a pale area containing dark red and black markings, while males have a more slender red abdomen with white and black markings. Measuring up to 6.5mm, they have four pairs of eyes and have some of the best vision among arthropods (including depth perception and colour vision), which they use to their advantage for courtship, hunting and navigation.



Khaybari Striped Scorpion
(*Compsobuthus cf. khaybari*)

Having made the AlUla Oasis their home, these scorpions are often spotted in the ground foliage, hiding under rocks and leaves. Measuring up to 35mm total body length, these small scorpions do have a venomous sting in their tail - but don't worry, they're far more frightened of humans and tend to scamper to their burrow if disturbed. Their body colour ranges from yellowish to light brown, while their pincers are elongated with a sort of hook at the end of both movable and immovable fingers. Spotting one might be hard due to their size, but they're worth the effort.



Ocellated Bronze Skink
(*Chalcides ocellatus*)

These curious creatures measure up to 30cm in length from nose to tail, with an elongated body, rounded belly edges and short limbs with five fingers each. They have smooth dorsal scales that vary in colour, usually with tones of brown, and are incredibly agile, able to swim in loose sand and soil. Whilst they love hiding amidst the rich vegetation of the Oasis, they're both diurnal and nocturnal creatures, making them easier to spot for the eagle-eyed. Food-wise, they love insects, and tuck into everything from larvae and locusts to crickets, spiders and centipedes.



Common Cliff Racer
(*Platyceps rhodorachis*)

This non-venomous snake typically has a calm temperament, and is a welcome sight on our Oasis tours. Their slender bodies can reach up to 130cm in length and are recognisable by the large number of ventral scales, usually around 208. Keep a lookout for their dark grey head with three dark bars on both sides, a back with around 80 dark bars and a belly with uniform, light sand colouring and a pink tail. They love to eat lizards, geckos and skinks, and are often seen sunning themselves in open areas, but are usually spotted at dusk or after dark.



THE GEOLOGY OF ALULA

ALULA'S UNIQUE LANDSCAPE HAS WITNESSED
ALMOST A BILLION YEARS OF EARTH'S HISTORY.
HERE'S WHERE THE STORY BEGINS...

900 MILLION YEARS AGO

The oldest rocks in AlUla are in the south, formed under the sea, crushed and remelted

800 MILLION YEARS AGO

Gigantic bubbles of magma rose to the surface of the Earth, forming different types of igneous rocks that can be found in the south.

700 MILLION YEARS AGO

AlUla was part of a vanished ocean. Some of this ocean's crust has been scraped onto the land.

540 MILLION YEARS AGO

AlUla lay at the edge of an enormous continent called Gondwana, 10,000 miles to the south of where you stand today in AlUla.

540 TO 520 MILLION YEARS AGO

Enormous rivers and deltas were formed by massive erosion on the edge of the giant continent of Gondwana.

520 TO 485 MILLION YEARS AGO

As Gondwana shifted, the environment of AlUla changed from rivers to tropical shallow seas.

485 MILLION YEARS AGO

The edge of the ancient continent changed to shallow tropical seas, swarming with different species of extinct marine animals called trilobites.

475 MILLION YEARS AGO

A species of giant horseshoe crab, only found here in AlUla, was washed up in storms preserved in the rocks.

475 TO 40 MILLION YEARS AGO

All this sediment from the rivers and shallow seas was buried deep underground, where heat and pressure transformed it to rock. This sandstone lay hidden for hundreds of millions of years, as plate tectonics slowly moved them northwards.

40 MILLION YEARS AGO

The Red Sea began to open, compressing the Arabian Peninsula, and forcing those sandstones, buried for hundreds of millions of years, to thrust up forming a vast sandstone plateau in central and northern AlUla.

8 MILLION YEARS TO HALF A MILLION YEARS AGO

Volcanoes erupted, creating Harrat Uwayrid and Harrat Al Sabin.

8 MILLION YEARS AGO TO PRESENT

Holes in the sandstones called tafoni formed through the invisible yet powerful force of the wind.

8 MILLION YEARS AGO TO PRESENT

The opening of the Red Sea caused massive changes in the layer under the crust, resulting in hot bubbles of magma to rise to the surface. Dozens of volcanoes erupted at Harrat Uwayrid and Harrat Al Zabin.

500,000 YEARS AGO

The last volcanoes in AlUla erupted.

TODAY

The landscape we see today is a moment in nearly a billion years of history. With erosion slowly breaking down the rocks, AlUla's landscape is in constant flux. A future waiting to be discovered.



MONOLITHIC MASTERPIECES

ALULA'S DESERT LANDSCAPE IS PEPPERED WITH
EXTRAORDINARY ROCK FORMATIONS CARVED OVER
TIME. TO SEE IT, IS TO BELIEVE IT



THE LANDSCAPE OF ALULA IS TRULY SPECTACULAR - one of the few places in the world where the geology is so vividly linked to the richness of human history and incredible variety of biodiversity. The vast expanse, the formations, the colours, all tell a story almost a billion years in the making.

When you land at AlUla International Airport, the first mountains you'll see are some of the oldest rocks in AlUla, dating back to around 900 million years ago. The layers and have been crumpled, heated, squashed and thrust up above ground from the powerful forces of plate tectonics, and hold clues to early continent building and evidence of long vanished oceans.

Travel northwards and the rocks become younger, as sharp, jagged mountains give way to enormous red ridges, or mesas. The Ancient Kingdom of Dadan was built at the base of a mesa, with tombs carefully carved into the side of this enormous formation. We know from the different layers and the grains in the layers, that these sediments were deposited in fast flowing rivers, and slow moving deltas around 540 million years ago.

As we continue to move north, towards Saudi Arabia's first UNESCO World Heritage Site, Hegra, the rocks become lighter, almost honey-brown in colour. These sandstones are around 500 million years old, formed by enormous rivers. Slightly 'softer' than those

imposing mesas around Dadan, they have eroded into some fantastical shapes.

Most notable is Elephant Rock. A true geological icon, the elephant-shaped sandstone formation stretches 52 metres into the sky, its distinctive 'trunk' and 'body' the result of millions of years wind and water erosion. Known as Jabal AlFil, Elephant Rock has captured the imagination of photographers and visitors from all over the world, and is a popular gathering spot for those wanting to catch a glimpse of the natural spectacle at sunset, when the fading sun casts a bewitching deep crimson light over AlUla's most famous geological pachyderm.

One of the most popular destinations in AlUla, there's plenty to do at Elephant Rock, pop-up eateries to fire pits under the stars. Grab a table and soak up the spectacular views from SALT, a buzzy food truck-concept serving mouthwatering sliders, sweet potato fries, shakes and more; Sink into one of the sunken seats dotted around the site and sip a coffee or cold brew from Barn's in the shadow of Jabal AlFil; As evening approaches, warm up around a roaring firepit, as the dancing flames gently illuminate the valley. To fuel your visit, you'll also find a café and restaurant open for most of the year, with food, refreshments and shisha on tap.

STRIKING SCULPTURES: MORE INCREDIBLE ROCKS YOU WON'T WANT TO MISS



Arch Rock



Dancing Rocks

Arch Rock

Located just a 90-minute drive from the centre of town, Arch Rock is one of AlUla's most famous formations, with its bridge-shaped structure bookended by two clouds giving it the nickname 'Rainbow Rock'. Once there, see if you can spot multi-coloured pieces of quartz embedded into the sandstone rock and scattered on the ground.

Dancing Rocks

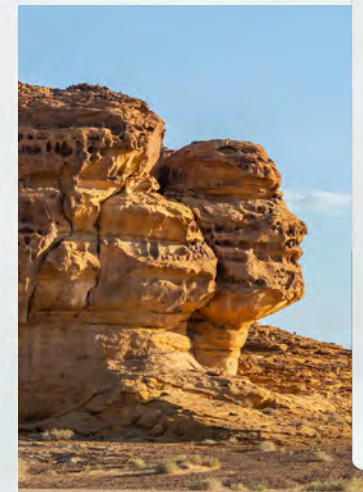
This unique formation has been sculpted by nature, wind and time to appear as two statuesque sandstone towers dancing in unison – a striking silhouette cast across the canyon's desert dancefloor. Located in Raggasat Valley, a 45-minute drive from AlUla town centre, you can book a guided hike to see the desert's iconic landmarks up close.

Face Rock

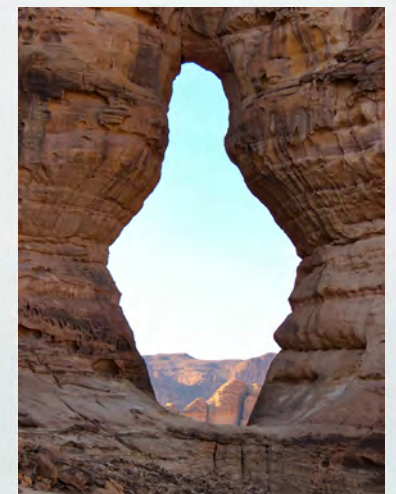
Amongst the tombs of Hegra, next to Jabal AlAhmar, you'll find a formation that resembles the profile of a human head, gazing out across the desert's beguiling landscape. Sunrise and sunset are magical times to visit, when the light dances across the sandstone, seeming to illuminate the rocks from within.

Jar Rock

Millions of years of erosion have formed an opening in one of AlUla's signature sandstone outcrops, creating an outline of a 'jar' suspended between rocks. Discover nature's art by making your way via SUV to Elephant Rock, then hike to Jar Rock for incredible panoramic views over the valley, mountain and farms.



Face Rock



Jar Rock

THE SKY'S THE LIMIT

SOAK UP THE BEAUTY OF ALULA FROM A FRESH
PERSPECTIVE WITH A ONCE-IN-A-LIFETIME HOT AIR
BALLOON RIDE OVER THE VALLEYS



ALULA'S BREATHTAKING landscapes deserve to be seen from every angle, and a hot air balloon ride promises a completely unique vantage point. Feel the thrill of the flight, as you rise above AlUla to get a rare birds' eye view of its ancient ruins from 1,200 metres in the air.

As the morning sun creeps over the horizon, you'll arrive at the launch site in the heart of AlUla's desert surrounds and watch as your balloon is inflated in preparation for flight. Once ready, you'll climb into your basket as the exhilarating sound of the burners fills the air letting you majestically rise into the sky. You'll spend 30 minutes serenely sailing over Hegra and AlUla's ancient landscapes, with mesmerising vistas as far as the eye can see, as the silence of skies meets the beauty of the desert. Journey through time as the pilot tells stories about the region's rich geographical history and the iconic archaeological and natural wonders below.

Available all year round, the experience is all the more spectacular during the annual AlUla Skies Festival every April. Celebrating the deep connection between humanity and the skies, many balloons take flight together during the 8-day festival, creating a stunning aerial spectacle each morning.

A truly unforgettable adventure that will awaken all your senses, a hot air balloon ride over AlUla is an experience to remember forever.

STARGAZING AT GHARAMEEL

Experience the true magic of AlUla's dark skies

KNOWN AS ONE of the best places to witness the true beauty of AlUla's skies, Gharameel Nature Reserve is where the magic of adventure, geology and astrology meet. Just a 90-minute drive from Old Town, you'll be greeted with a night canopy painted with a million stars, all framed by the destination's mystical rock formations.

Thanks to its remote desert location, Gharameel's crystal clear skies are free of urban light pollution creating perfect conditions to experience celestial treasures without the need for telescopes. At dusk, you can witness Gharameel's towering stone pillars in all their glory, each sculpted over millennia by desert winds. Then, as the sun goes down, settle in for a celestial spectacle as a blanket of stars unveils itself across the dark, velvet sky, offering a rare view of the Milky Way, too.

In the future, AlUla will be home to AlUla Manara – a state-of-the-art facility that will bridge the gap between ancient celestial wisdom and modern scientific discovery. Through interactive exhibits, high-tech telescopes and immersive workshops, it will offer all those interested in astrology an extraordinary and unforgettable way to connect with the cosmos.

For an out-of-this-world dark sky adventure, book the Stargazing at Gharameel experience with Husaak Adventures. Available all yearround, you will spend an evening in the company of a 'star guide' learning about the wonders of the night sky, its constellations and how stars have been used as a tool of navigation for thousands of years. You'll then enjoy an al fresco grilled dinner around the campfire and listen to more captivating stories under Gharameel's incandescent umbrella of stars.



UNDERSTANDING ALULA’S SKIES

The birth of Arabian astronomy, the stars and the stories behind them



THE VAST NATURE reserves and national parks surrounding AIUla are renowned as havens for astrotourists from all over the globe. With the awarding of the region’s first Dark Skies Certification, confirming the skies above as some of the world’s clearest windows into the cosmos, as well as the AIUla Manara project, the future is bright.

It’s been a similar story for thousands of years, during which the Arabs have used the night sky to navigate and plan. Breathing life into the constellations, they gave them rich personalities, turning them into fascinating characters with tales that would be passed on for centuries. Each of these stories illustrates how the stars had a direct impact on the everyday lives of these ancient communities, from using the stars for navigation to the sun’s shadow for timekeeping.

The Motion of the Skies by Day

As we observe the skies, the sun, moon and stars move from east to west. But it is in fact the Earth that’s rotating on its axis from west to east and shifting our perspective of the heavens.

The Arabs’ long understanding of the motion of the skies has been used to great effect in AIUla, where for hundreds of years, the

Tantora sun dial has informed the local community on how to farm. As the sun’s shadow moves around the Tantora, it reveals precisely when the seasons change, when to plant crops and when people should move from their winter to summer homes. And daily, during the growing season, the shadow from the Tantora informs the community about the allocation of water for irrigation in the Oasis.

The North Star & The Daughters Of Al Na'ash

While we can observe stars travelling across the sky each night, the North Star - the brightest star - is different: it never moves, its fixed spot helping guide navigation across the world for centuries.

Its age-old story tells of Al-Jadi - as Arabs call the North Star - falling in love with one of Al-Naash’s daughters, a man with a fiery temper. After rejecting Al-Jadi’s proposal, Al-Naash is killed by Al-Jadi’s friend Suhail. Al-Naash’s funeral procession, also known as the Big Dipper (named by the Arabs as the Seven Sisters), now plays out in the night sky because, rather than burying Al-Naash, his seven daughters circled Al-Jadi for eternity, accusing him of their father’s murder. Al-Jadi never moved - standing his ground, protesting his



innocence and forever taking up place in the sky and providing an unwavering waymarker to the north.

The Betrayal Of Suhail

The story continues to the southern constellation of Carina, to a star known as Canopus in the West and Suhail in Arabic, where Suhail, the angry, short-tempered murderer had fled. Living in guilt, Suhail rises in the east but barely above the horizon, creeping along the sky before setting in the west, showing his face for only two seasons across the year. His story was important to Arab sailors who used it to tell the changing of seasons.

On Suhail’s journey across the skies, he married Al-Jawza, known to the Arabs as the ‘woman of the stars’ - or Orion’s Belt in the West. However, he was also attracted to Thuraya, but to get her Suhail lied to his wife, telling Al-Jawza that a lion in the East was trying to kill him. Jumping to his defence, Suhail stabs her in the back, spilling blood over the stars of the Milky Way. The drama of a husband’s betrayal, never knowing if he met Thuraya... It’s a moment forever frozen in time.

Aldebaran And His Unrequited Love

Thuraya, later named as the Pleiadas by the ancient Greeks, is a pattern as well as an open star cluster, made up of over 1,000 stars, and considered, by Arabs, as the most beautiful constellation in the night sky.

Seen as the face of a beautiful woman, Thuraya moves to the west, opposite the moon, with a bright red star following her called Aldebaran. Forever following in her footsteps yet never allowed to come close, Aldebaran is encircled by a triangle of four stars, considered his ‘offerings of love’ to Thuraya. But, it’s a tragic, one-sided love story as he never wins her heart.. Aldebaran’s unrequited love plays out each month as he asks the moon to pass on his proposal to Thuraya - but she never accepts, never looks back. Thus, even with modern astronomy, Aldebaran has retained its name from its Arabic origin: the close follower.

In the silence of AIUla’s night sky, we are reminded that we are all part of the grand cosmic symphony. As the universe whispers its secrets to those who are willing to listen, its stories are written in the skies above. All you have to do is look up.



WELLNESS

TRANSFORMATIVE JOURNEYS INSPIRED BY ALULA'S NATURAL HEALING PROPERTIES

ONCE A HAVEN for weary travellers seeking shade and sustenance on long, arduous journeys across the region's energy-sapping desert sands, AlUla's allure of rest and revitalisation is still tangible today. With its welcoming greenery, its sense of peace and tranquility, AlUla is a true sanctuary for physical, spiritual and emotional rejuvenation. Just as the waters of the Oasis have allowed AlUla to flourish, visitors today come to embark on their own journey of wellbeing, offered both time and space to pause and reflect on their next chapter.

A place of self-discovery and renewal, AlUla's all-encompassing wellness programme blends physical exercises with holistic treatments, offering everything from rock climbing and yoga to meditation and transformative spa sessions.

The annual AlUla Wellness Festival brings it all together in restorative and invigorating style in October, with a multi-day celebration of personal growth, fitness and soulful nourishment. With classes, competition and workshops with world-leading practitioners taking place, it fosters both personal transformation, achievement and a powerful sense of community, connecting visitors not only to their inner self, but also to the rugged beauty and authenticity of AlUla and its landscape.

Thuraya Wellness At Our Habitas

With a global approach to healing and wellbeing, Thuraya Wellness features an alchemy bar, spa treatment rooms, a fitness centre, yoga studio and outdoor wellness

agora. A selection of specialised treatments employs ancestral practices indigenous to the region to generate an authentic sense of wellbeing. The AlUla Essence Massage is inspired by the healing elements of the Arabian desert, and uses local ingredients such as moringa peregrina, frankincense and mastika to soothe aches, calm the body and promote balance, and warm stones from AlUla to clear energy pathways. Using local botanicals, such as prickly pear and vitamin-rich date seed oil, the Al Tajdid Al Arabia exfoliation is designed to infuse the body with nutrients and leave skin feeling refreshed and hydrated.

The Spa At Banyan Tree

Designed to restore harmony to mind, body and soul, this tranquil desert spa blends Asian rituals with Saudi Arabian traditions that harness the healing powers and potential of native ingredients. Known for its curative and cleansing properties, turmeric is the hero of the 30-minute Turmeric Honey Cleanser body scrub, which blends the plant with honey, tamarind and sesame seeds for a truly refreshing all-over body treatment. The Kieffer Lime Mask is perfecting for uplifting the senses, as the body is wrapped in an invigorating and fragrant body mask, leaving the skin feeling soft and radiant. Blending dried chrysanthemum, honey and yoghurt with wheat flour to soothe and revitalise, the Chrysanthemum Enhancer body treatment is perfect for adding moisture back into sun-kissed skin.



THE BEST HIKES

One of the best ways to experience AlUla is on foot. From short strolls through the Oasis to beautiful desert treks, these five guided trails combine nature’s beauty with the thrill of outdoor adventure

*Hidden Valley Hike:
A tranquil desert escape*

DIFFICULTY LEVEL: Moderate
DISTANCE: 4 kilometres
HIKE DURATION: 1.5 hours

This serene hike will take you through the Hidden Valley of Sharaan Nature Reserve to admire its treasure trove of natural wonders. Over a leisurely four kilometres, you’ll stroll through soft sands, explore AlUla’s rocky landscapes and immerse yourself in the peaceful nature of the Arabian desert.

*Madakheel Garden Hike:
A nature lover’s paradise*

DIFFICULTY LEVEL: Moderate
DISTANCE: 5 kilometres
HIKE DURATION: 1 hour 45 minutes

From lush trails to stunning rock formations, this nature-filled hike will take you on shaded trails through the rich greenery of Sharaan Nature Reserve. Experience the striking natural beauty of the canyon, from its towering rocky walls to its vibrant green canopy of trees, whilst exploring the incredible wildlife and unique geological formations found throughout the Reserve.

*Top of Alharra Hike: From
plateaus to panoramas*

DIFFICULTY LEVEL: Moderate
DISTANCE: 1.5 kilometres
HIKE DURATION: 2.5 hours

A short but challenging hike, this 1.5 kilometre trail will take you to the top of Madakheel Plateau, rewarding you with breathtaking views as far as the eye can see. Easily one of the most stunning vantage points in AlUla, it lets you experience the beauty of AlUla from a whole new perspective.

*Mountain Hike the Valley
Trail: An all-action
adventure*

DIFFICULTY LEVEL: Moderate to hard
DISTANCE: 6 kilometres
HIKE DURATION: 4 hours

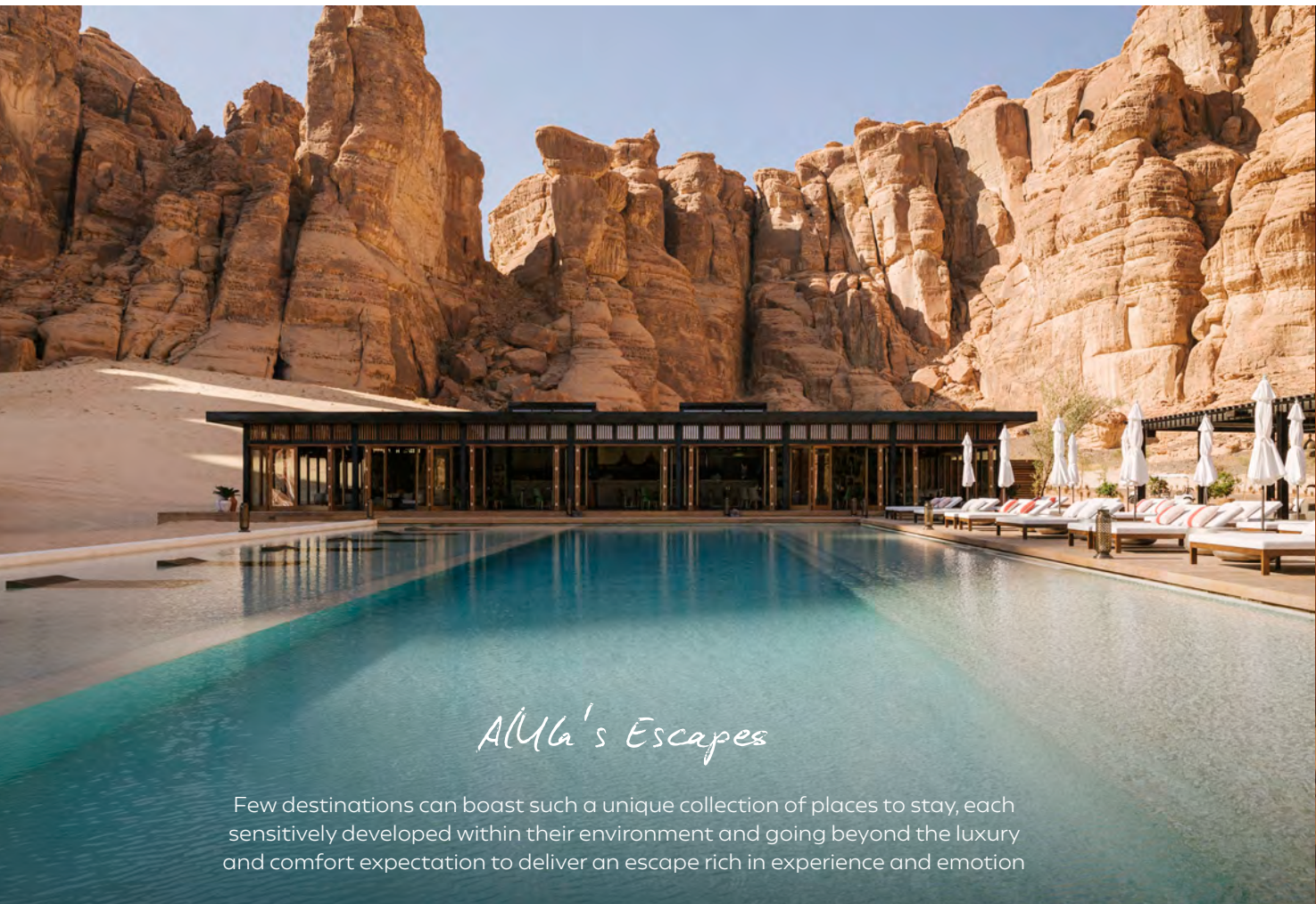
This is a hike that will test your fitness and stimulate your mind, as you cross different types of terrain on an all-action adventure. Traversing volcanic rock, navigating your way through the shaded acacia trees of Sharaan Nature Reserve and the farms of Hegra, your walk will be worth it as beautiful views of the valley and desert below await.

*Sharaan Reserve Hiking
Trail: Exploring ancient
history on foot*

DIFFICULTY LEVEL: Moderate to hard
DISTANCE: 6 kilometres
HIKE DURATION: 5 hours

This guided hike takes you through the scenic valleys and ancient rock formations of AlUla to discover civilisations that lived here thousands of years ago. Weaving your way along the winding trails, you’ll see the awe-inspiring landscapes up close, whilst learning how this vast historic area is undergoing huge regeneration and diversification of wildlife to rebalance the desert ecosystem.

*Book these guided hikes through Husaak
Adventures on experiencealula.com*



AlUla's Escapes

Few destinations can boast such a unique collection of places to stay, each sensitively developed within their environment and going beyond the luxury and comfort expectation to deliver an escape rich in experience and emotion

OUR HABITAS ALULA

SITUATED AMIDST THE whispering walls of the Ashar Valley, Our Habitas AlUla is a unique desert retreat infused with ancient heritage and inspired by creative expression.

Weaving its way through towering sandstone cliffs and palm groves, each of its 96 tented villas has been designed in synergy with AlUla's natural beauty, offering pared-back luxury that allows the landscape to take centre stage.

An eco-friendly resort, crafted from ethically-sourced organic materials, every

inch has been designed to harmoniously blend with nature, ensuring minimal disruption and a sustainable footprint on the environment.

Experiences are tailor-made to honour and celebrate local tradition, tapping into AlUla's culture and ecosystems with a blend of luxury, sustainability and human connection. From sunrise yoga and canyon trekking to stargazing and local art tours, each activity immerses you in the world of all those who've come before, whilst grounding you in the present moment.

Feast on ingredients sourced from local farms at Tama, survey epic panoramas from the infinity pool at the top of the canyon, then fall asleep as the stories of AlUla's ancestors echo through the valley.

Ourhabitas.com

BANYAN TREE ALULA

THE STORIES OF Arabia are the centrepiece of Banyan Tree AlUla, an all-villa tented sanctuary suspended in time and space. An authentic ode to traditional Arabic hospitality, the resort has been designed to not only

embrace the environment but also champion connectivity, sustainability and wellbeing.

Decorated with handcrafted Arabian antiques, the villas feature high ceilings and canopy tents that masterfully blur the lines of indoor/outdoor living, allowing for a deep immersion in the magical surrounds of the Ashar Valley.

Built around different immersive concepts, each invites guests to take a step back in time: from nomadic chef's tables and rock art trails to privileged cultural immersions crafted with local talents that offer

a glimpse of the ancient landscapes of AlUla and the lives of the people who call it home.

In signature Banyan Tree form, an experience here is rooted in serenity, from the silky waters of the Canyon Pool nestled between the sandstone mountains to the Banyan Tree Spa with its holistic therapies blending traditional practices with natural ingredients. Tranquility on tap. *banyantree.com*

CHEDI HEGRA

SET IN THE UNESCO-designated site of Hegra, this one-of-a-kind boutique hotel is

designed a little differently. Built directly into several of Hegra's existing structures, including an old railway station and surrounding buildings such as Hegra Fort, it integrates ancient structures with modern architecture to purposefully preserve AlUla's incredible history.

The luxury 35-room hotel occupies 16 of these existing structures, featuring original structural and exterior walls, some with historical mud-brick construction, creating an immediate and tangible connection between past and present.





One side of the former railway station houses an exhibition of preserved artefacts, including a fully-restored century-old train, while an overhead art canopy, inspired by wind and natural light and connecting much of the resort, is one of several original artworks celebrating regional and international creativity.

History is everywhere, but to journey back in time, guests can climb aboard Prima Classe – a railway station remade as a fine dining destination and inspired by the golden age of luxury train travel.

As the sun sets, evenings culminate in epic stargazing sessions at the hotel's remote desert oases, where you can once again bask in the beauty of the windswept desert's awe-inspiring setting.

When dawn arrives, Hegra, to which guests get exclusive access, comes alive with wildlife. Overlooked by each of Chedi Hegra's rooms, mornings bring a glimpse of Arabian oryx, Nubian ibex, Idmi gazelle and myriad indigenous bird species who all call the reserve home. ghmhotels.com

DAR TANTORA THE HOUSE HOTEL

THIS UNIQUE HERITAGE hotel is built within the historically restored mudbrick walls of AlUla Old Town and epitomises AlUla's dedication to sustainably preserving its heritage while providing modern comforts to today's travellers.

Named after the Tantora, a sundial which has marked the seasons for centuries and continues to stand over the town square in the hotel's front entrance, it features artistic designs that reflect and celebrate

local culture. Traditional décor, furniture, artistic treatments and storytelling fuse to celebrate the area's intangible history, through local artisans that have been specially trained to take part in the meticulous restoration effort.

Each of the 30 mudbrick 'dars' (rooms) tells the story of AlUla's past through locally-sourced and heritage-inspired elements (such as clay jars, a typical element found in Arabic culture used to contain and cool water), while further cultural immersions curated by the hotel include Saudi coffee

tasting, Arabic breadmaking masterclasses, lantern lighting and ceramic, calligraphy and engraving workshops.

To bring the stories of ancient civilisations to life, sit with Dar Tantora's team of Hakawati (storytellers), as they narrate captivating tales about AlUla's rich history, heritage and heart. dartantora.co

YOU MIGHT ALSO LIKE

AlUla is also home to Shaden Resort, Cloud7, and Sahary, each offering distinct experiences that reflect the region's spirit.

Shaden blends luxury with nature, offering upscale villas and immersive desert adventures. Cloud7 caters to the creatively curious, with contemporary low-rise bungalows and a lively social hub perfect for modern travellers. Sahary brings a sense of cultural authenticity, featuring traditional design and easy access to historic sites. Whether it's tranquil privacy, artistic energy, or heritage-inspired comfort, each property invites guests to connect with AlUla in their own way, making them ideal bases for exploration and meaningful escapes.



DON'T MISS
A THING!

THOUGHTFULLY COMPILED ITINERARIES TO HELP
YOU MAKE THE MOST OF YOUR ALULA EXPERIENCE,
FROM EXTRAORDINARY SITES TO ONE-OF-A-KIND
ADVENTURES - WHATEVER YOUR PLEASURE

*Journey Through Time:
AlUla For History Enthusiasts*

Venture back millennia to uncover AlUla's ancient wonders, as you wander through bygone cities, discover thousands of inscriptions and sleep in the heart of the town's heritage

EXPLORE HEGRA

Stand in awe of Saudi Arabia's first UNESCO World Heritage Site, as its silent tombs transport you back to 1st millennium BCE. Carved into sandstone outcrops, these grand façades speak volumes about the Nabataeans who once thrived here. Discover more than 110 burial tombs, come face-to-face with 'Hinay', a 2,000-year-old Nabataean woman, and explore Jabal Ithlib's dramatic passageway naturally eroded through rock. Explore the ancient city on foot or in the comfort of a vintage Land Rover.

Insider tip: Visit late afternoon when the setting sun makes the intricate carvings glow.

Getting there: Around a 20 minutes' drive north from AlUla Old Town, it's perfect for a half-day visit.

DINING AT
SOMEWHERE ALULA

Somewhere serves modern Middle Eastern dishes amidst the towering palms of the Oasis. After immersing yourself in history, unwind in nature feasting on hummus, baos, fresh salads and shawarma.

You might also like: Try Tawlat Fayza for dinner or Eric Kayser for breakfast and lunch, for equally charming and local-focused menus.

Nearby things to do: Explore AlUla Old Town after your meal - it's right next door and perfect for an early morning or sunset stroll.

DADAN AND JABAL
IKMAH

Step further back in time at Dadan, the ancient capital city of the kingdoms of Dadan and Lihyan, and Jabal Ikma to witness thousands of rock carvings and inscriptions adorning this 'open-air library'.

Insider tip: Visit during Ancient Kingdom's Festival in November to see AlUla's incredible history and heritage sites come to life.

Getting there: Just 10 minutes by car from Old Town, it can be explored in a relaxed morning or afternoon visit.

STAY AT DAR TANTORA
THE HOUSE HOTEL

The heartbeat of AlUla's heritage, the stories of ancient civilisations whisper through the mudbrick walls of this lovingly restored boutique hotel. A journey back in time, where every moment brings a unique blend of history and luxury.

Insider tip: Located within Old Town itself, Dar Tantora is the perfect starting point for all your AlUla adventures - fuelled by a cup of artisanal Arabic coffee, of course, roasted to perfection.

Nearby things to do: AlUla Old Town's souks, galleries and cafés are steps away - ideal for morning explorations. Stroll through the Oasis at sunrise to witness nature's canvas come to life.



Nature's Hidden Wonders:
Incredible Adventures in Epic Settings

Experience AlUla’s stunning natural side, from lush oases and towering rock formations to shaded trails and desert sanctuaries

ALULA OASIS
HERITAGE TRAIL TOUR

A fantastic way to immerse yourself in the natural wonders of the Oasis, this scenic 3km tour weaves you amongst towering date palm trees, citrus groves, ancient waterways and farmlands. A calming interlude in the heart of nature’s emerald city.

Insider tip: AlUla enjoys cooler temperatures than most of the region, so the Oasis Trail is available year-round.

Getting there: Just a short walk from AlUla Old Town, so easily accessible on foot.

DINING AT TAWLAT
FAYZA

Try traditional Saudi cuisine with a modern twist at Tawlat Fayza. Inspired by local flavours, the menu features dishes like kabsa and cauliflower with tahini, served with stunning views of the Oasis.

You might also like: For more nature-infused dining, try Somewhere on the edge of AlUla Oasis or Saffron at Banyan Tree AlUla framed by sweeping sandstone cliffs.

Nearby things to do: Visit nearby Elephant Rock to bask in the magnitude of the iconic rock formation, especially captivating at sunset.

SHARAAN SAFARI

Explore Sharaan National Park through the lens of the natural world with this thrilling safari-style tour. Venture through epic red-rock canyons and broad valleys to decipher ancient symbols and rock carvings and, if you’re lucky, even catch a glimpse of Arabian oryx and Sand gazelles.

Insider tip: Choose a morning safari to enjoy cooler temperatures and increased chances of spotting wildlife, or a later option for a sunset drive and dinner under the stars.

Getting there: Approximately 30 minutes’ drive from AlUla Old Town – transport is usually included with your booking.

STAY AT OUR
HABITAS ALULA

A unique, sustainable resort nestled within the Ashar Valley, Our Habitas AlUla blends luxury and nature, with tented villas, rich cultural experiences and breathtaking canyon vistas.

Insider tip: Explore the resort’s immersive art installations, with swings, trampolines and statues creating a deeper connection with the surrounding landscape.

Nearby things to do: The resort is just a 15-minute drive to Old Town, perfect for a day exploring its boutiques and Oasis.

Indulge in Tranquility: Luxury Escapes, Unforgettable Memories

Where luxury meets the timeless beauty of the desert, enjoy the very best of AlUla with experiences that transport you from the serenity of the spa to dinner settings in majestic surrounds

HOT AIR BALLOON RIDE

See AlUla from a new perspective with an awe-inspiring hot air balloon ride. Gently ascending into the sky, you'll glide over dramatic rock formations, ancient tombs of Hegra and the lush green Oasis, witnessing the region's grandeur in a serene, unforgettable way.

Getting there: Hot air balloon rides typically launch from designated areas near AlUla. Your hotel concierge can assist with transfers and logistics.

Insider tip: For a truly magical start to the day, book a sunrise balloon ride when the early light paints AlUla's landscape in golden hues.

SHARAAN NATIONAL PARK PLATINUM DINNER SAFARI

Enjoy an exclusive evening safari through Sharaan National Park. Witness the desert's transformation at dusk, ending with a gourmet dinner in a magically-lit canyon under the stars.

Inside tip: Download a stargazing app for an after-dinner show like no other, as you identify the constellations stretching across AlUla's incredible dark sky.

Getting there: Approximately a 30-minute drive from AlUla Old Town. Pick-up and drop-off are typically included.

DINING AT MARAYA SOCIAL

Perched atop the world's largest mirrored building, celebrity British chef Jason Atherton serves a fusion of international flavours against panoramic views of Athar Valley's surrounding canyons.

Nearby things to do: After dining, enjoy a leisurely stroll around Maraya to admire its architectural brilliance and striking desert reflections.

You might also like: Inspired by the golden age of luxury rail travel, Prima Classe at The Chedi Hegra offers a fine dining setting on board a train for a truly exclusive experience.

STAY AT BANYAN TREE ALULA

Indulge in unparalleled 5-star luxury at Banyan Tree AlUla, where tented villas with private pools blend personalised service with pure serenity.

Insider tip: Create a one-of-a-kind moment with a destination dining experience, from a private Bedouin BBQ to a floating breakfast in the privacy of your pool.

Things to do: Treat yourself to sunrise yoga or the 150-minute Royal Banyan Tree spa treatment for unrivalled relaxation and rejuvenation within the resort's wellness sanctuary.





Ultimate AlUla: A Revitalising Journey

Unearth AlUla’s extraordinary secrets with a captivating journey that delves into ancient civilisations, marvels at natural wonders and indulges in experiences that bridge past and present

DISCOVER HEGRA’S ARCHAEOLOGICAL WONDERS

Explore the ancient Nabataean city of Hegra, where monumental tombs carved into sandstone rocks reveal tales of the past. Nearby, the rock art of Jabal Ikamah and the ruins of Dadan offer further glimpses into AlUla’s rich historical tapestry.

Insider tip: Visit during Winter At Tantora in December and January to see the best of AlUla, with several weeks of celebrations, activations, events and more.

Getting there: Located approximately 20 minutes’ drive north of AlUla Old Town. Guided tours often include transportation.

WANDER THROUGH ALULA OLD TOWN

Spend a leisurely few hours strolling through the alleys of AlUla Old town, where mudbrick houses and ancient marketplaces echo whispers who once passed through the historic crossroads. Its proximity to the lush Oasis adds to its charm.

Insider tip: Visit in the late afternoon to enjoy the golden hues of the sunset illuminating the town’s rustic architecture.

Getting there: Located in the heart of AlUla, it’s easily accessible on foot or a short drive from most accommodations.

DINING ON HIGH

Perched atop Harrat Viewpoint, this contemporary Italian restaurant serves up some of the best panoramic views in AlUla, with world-class chefs and a mouth-watering menu, too.

Insider tip: Arrive early to enjoy an epic sunset from atop the mountain. Or, if you’re in AlUla Old Town, head to the top of Old Town Fort for similarly spectacular views.

You might also like: Book a table at Joontos at Dar Tantora The House Hotel for a unique oasis-to-table Saudi experience. Tradition at its best.

CARAVAN ALULA BY OUR HABITAS

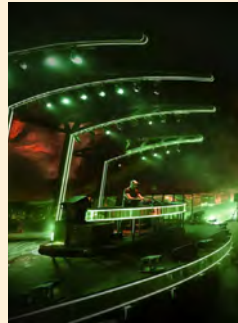
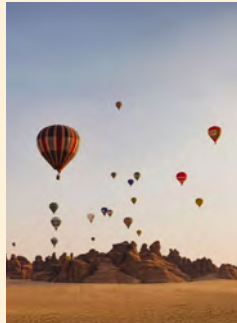
A unique immersive glamping experience, luxury Airstream trailers nestle amidst the surrounding valley, bringing the spirit of adventure, exploration and cultural exchange to life.

Insider tip: From an outdoor cinema to stargazing and canyon sound baths, tap into the hotel’s cultural program to uncover AlUla’s remarkable heritage.

Nearby things to do: Located near the Ashar Valley, guests can easily visit Maraya, the world’s largest mirrored building, hosting various concerts, events and exhibitions.

ALULA MOMENTS CALENDAR

FIND YOUR MOMENT AND CREATE EXTRAORDINARY
MEMORIES EVERY TIME YOU VISIT, WITH ALULA'S
YEAR-ROUND CALENDAR OF EVENTS



JANUARY

AIUla Tour

A race for glory as the world's top cyclists battle it out in an electrifying multi-day challenge. Watch elite teams crank through the gears amidst the awe-inspiring backdrop of AIUla's spectacular landscapes

AIUla Trail Race

Weaving through the region's famed heritage sites and natural wonders, the AIUla Trail Race draws athletes from all over the world. From the super ultra-marathon to the more relaxed Kids Runs, every course is designed to test limits, inspire dreams and unite communities.

AIUla Desert Polo

This prestigious tournament brings together the world's elite players, offering a rare chance to witness thrilling horsemanship amongst the canyons and vast golden sands of AIUla. With polo prowess on the field and fashion and family fun off it, this is a great weekend for everyone.

FEBRUARY

AIUla Arts Festival

Bringing cutting-edge exhibitions, street art, screenings, workshops and live performances to AIUla through an amazing showcase of regional and international talent, it's no wonder this is one of the most popular events in Saudi Arabia's cultural calendar.

Alfursan Endurance

A must-attend for equestrian enthusiasts, this elite endurance event pits man and horse against time and the elements, as riders navigate AIUla's desert terrain in a test of strength, speed and resilience. Live performances and a kids' zone make it a great family-friendly experience.

APRIL

Skies Festival

The skies above AIUla come alive during this annual celebration, with hot-air balloons offering spectacular aerial views by day and stargazing, moonlight experiences and concerts under the region's incredible dark skies at night. Unique perspectives for truly unforgettable memories.

MAY

Arabian Warrior

This high-energy obstacle course unfolds across AIUla, with athletes, adventure seekers and fitness enthusiasts testing their mettle in a race of strength, agility and endurance. An exciting event for all ages, there's also plenty of spectator fun with music, food and activities.

JUNE - SEPT

AIUla's beautiful landscape provides the perfect summer escape, where cooler nights are followed by fresh mornings. Discover Summer Untold – a season of luxury stays at some of the world's most talked-about hotels, paired with endless adventures to suit every mood and moment.

AUGUST

Desert Blaze

The Kingdom's fiercest race takes place every August, as brave runners tackle AIUla's heat and rugged mountain trails across 5km, 10km, half marathon and full marathon courses. This is the ultimate test of fitness in a truly legendary desert setting.

SEPTEMBER

Azimuth

A deeply immersive music experience that brings electronic beats to the beautiful canyons of AIUla, AZIMUTH is a two-night celebration of rhythm, light and creativity, along with performances, art installations and a line-up of local and global talent.

OCTOBER

AIUla Wellness Festival

From athletic events to mindfulness and movement, music and soulful nourishment, this festival brings AIUla's revitalising essence to light, inviting guests of all ages and fitness and experience levels to reset, recharge and reconnect within AIUla's naturally energising setting.

NOVEMBER

Ancient Kingdoms Festival

Step into AIUla's open-air living museum and experience its sites and stories brought to life in bold and vibrant new ways. From daytime discoveries to after-dark immersion, embark on history-inspired journeys of wonder and discovery, located in extraordinary landscapes shaped by nature, history and human legacy.

DECEMBER

Winter at Tantora

The region's longest-running culture, art and music festival, Winter At Tantora captures AIUla's spirit in full swing. Shining a light on cultural heritage, artistic expression, luxury gastronomy, nature, and community connections, this seasonal spectacle is truly extraordinary.

YEAR-ROUND

From the mirrored marvel of Maraya and its indoor concert hall to the intimate setting of Thanaya integrated into the landscape, world-class concerts and performances take centre stage throughout the year, offering unforgettable moments in breathtaking surroundings.



MAXIMISING YOUR ALULA EXPERIENCE

Everything you need to know for a seamless adventure in the unique town of AlUla

CULTURE

ALULA OFFERS A beautiful blend of heritage and modern hospitality. Arabic is the official language, but English is widely understood. The Saudi Riyal (SAR) is the local currency, with convenient exchange options at both the Old Town and AlUla International Airport. As a Muslim country, Saudi Arabia values modesty - while there's no formal dress code, respectful attire is appreciated. Women are not required to wear a headcover or abaya, though modest dress is essential when visiting places of worship. The local weekend falls on Friday and Saturday, giving AlUla a unique weekly rhythm.

GETTING AROUND

GETTING AROUND ALULA is part of the adventure. Renting a car is a fantastic way to explore Saudi Arabia's dramatic landscapes, with AlUla as your scenic starting point. You'll find car hire services at AlUla International Airport from Budget

Saudi Arabia, Lumi Car Rental, and Alrehaili Car Rental. Lumi and Yelo have branches in the Aziziyah district in South AlUla, while Alamam Car Rental is located in Sukhayrat. For shorter journeys, ride-hailing via the Careem app is available 24/7. And for sightseeing, AlUla's three Hop-On, Hop-Off shuttle lines – Red, Green, and Yellow – connect you to iconic landmarks, all departing from Winter Park. AlUla is also a scenic road trip hub, with direct routes to Medina, Khaybar, Tabuk, and the Red Sea coast for those with time to venture further. International drivers should carry a valid driver's licence from their country of residence; an international driving permit is also highly recommended.

STAY CONNECTED

STAY CONNECTED WHILE you explore. Local SIM cards are available at STC stores or through the STC app – and can also be picked up at major city airports before

your arrival. Most hotels offer Wi-Fi, and there's strong mobile and 5G coverage across AlUla. Do note that more remote desert or mountain areas may have limited signal. For peace of mind, here are some useful emergency numbers: Police: 999, Ambulance: 997, Traffic Accidents: 993, Highway Patrol: 996.

BOOKING AND MORE

WHETHER PLANNING YOUR visit or adjusting it on the go, there are plenty of ways to get the latest information. ExperienceAlUla.com is your go-to hub for bookings, events and curated experiences. On the ground, Visitor Centres in Old Town, Winter Park, Dadan/Jabal Ikmah, and Hegra offer personalised assistance. You'll also find information desks at the airport and most hotel receptions – ready to guide you on your AlUla journey.

WINDOWS OF MAGIC

CAPTURE THE TRUE BEAUTY OF ALULA: SIX ICONIC LOCATIONS, SIX PERFECT PHOTOGRAPHS

Sunrise Over Hegra

SOAR ABOVE HEGRA'S ancient tombs in a hot air balloon to get an eagle-eye view of AlUla's UNESCO World Heritage Site at sunrise. You're looking for the exact moment the sun begins to spill over the horizon and lights up the distant cliffs, casting its rays across the desert.

The Reflections Of Maraya Concert Hall

FIND YOUR REFLECTION in one of AlUla's most iconic landmarks. Featuring over 9,000 glass panels, Maraya is the world's largest mirrored structure, and with the light and shadow play shifting with the sun's movements, each moment offers a striking photographic backdrop.

Golden Hour Across Mughayra Sands

HEAD OUT TO AlUla's surrounding desert to witness its magical transformation at sunset. The sun sets quickly here, but Golden Hour is the perfect moment to watch the desert come alive, as the fading yellow sun dances off the baked orange dunes, glowing in a way unique to AlUla.

The Night Sky Over Arch Rock

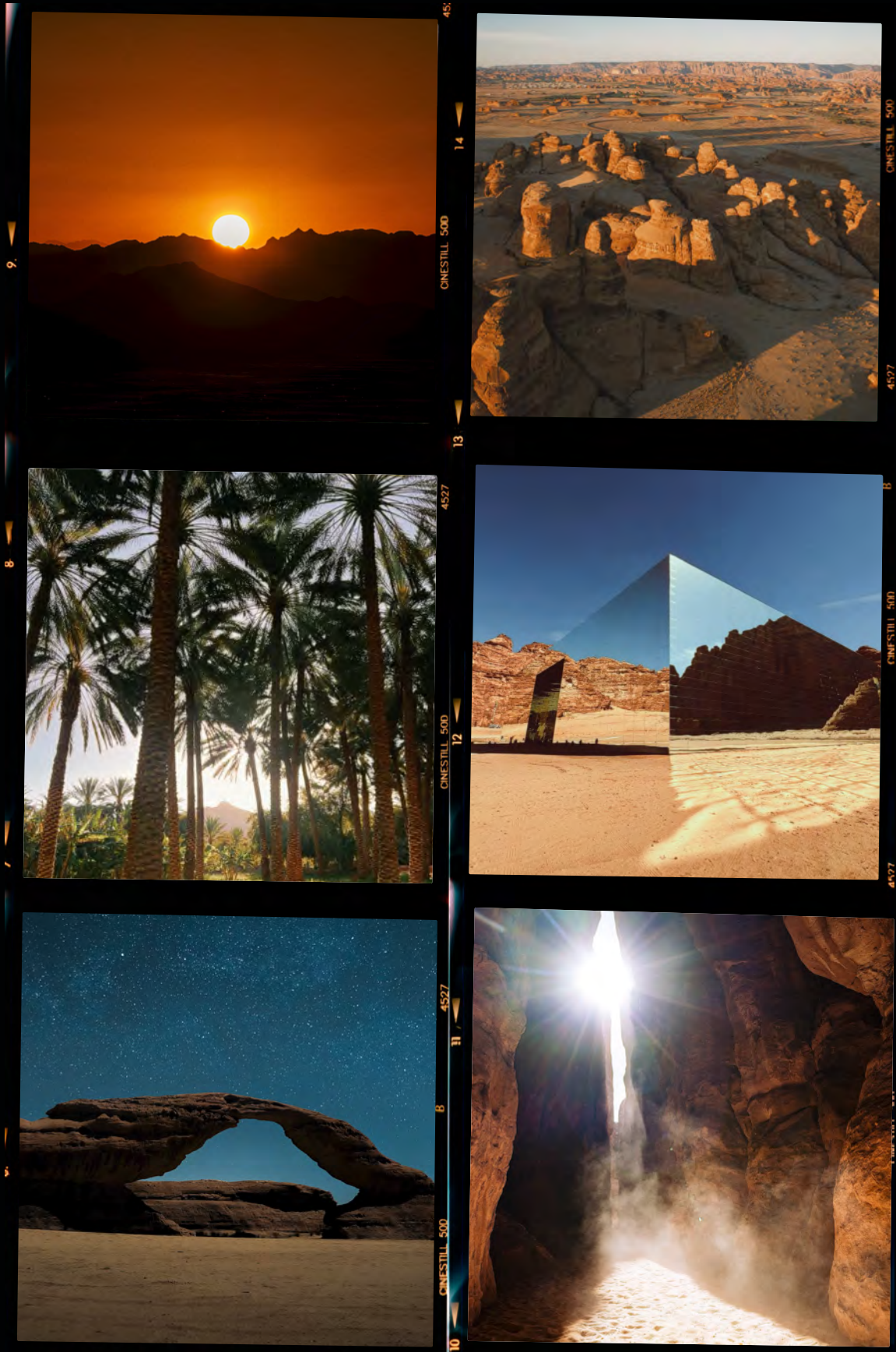
THE SKIES COME alive at night and watching them spill out over Rainbow Rock is worth staying up late for. Blanketed by stars, the bridge-shaped sandstone structure perfectly frames the dark skies, creating an enchanting celestial setting for both stargazing and photography.

Sunlit Palms In AlUla Oasis

ANOTHER SUNRISE, THIS time in the Oasis. As the sun crests over the mountain tops and hits the leaves of the date palms creating the most magical glow. As the Oasis slowly wakes up to the morning, it gifts you a rare moment of tranquillity wrapped in nature's beauty.

The Sun Flooding Through Shalal Canyon

IN THE MID-AFTERNOON, the sun will flood through Shalal Canyon creating the perfect beam of light. Watch as the sun bounces off the sandstone walls, warming everything in its path. But there's only a short 15-minute window to capture the magic, so everything needs to be perfectly timed.



ALULA