

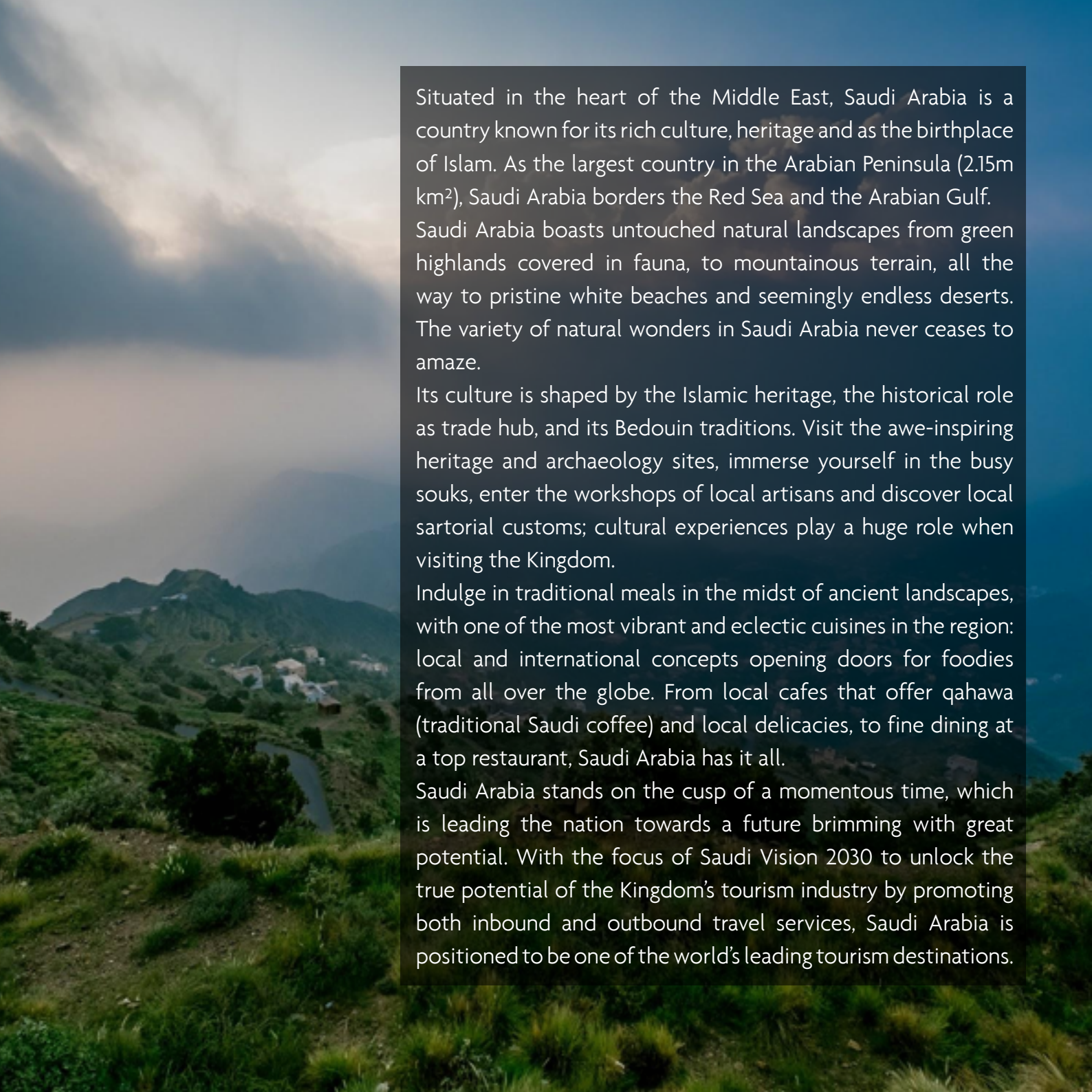
SAUDI ARABIA

DISCOVER THE KINGDOM, CRADLE OF THE
ARABIAN HERITAGE



VISION GROUP

LUXURY
EXPERIENCES

A scenic landscape of a mountainous region with green hills, a winding river, and a cloudy sky. The foreground shows a dirt path leading through lush green vegetation. In the middle ground, a river winds through a valley, surrounded by rolling hills and some buildings. The background features more distant, hazy mountains under a sky with soft, diffused light from a low sun, creating a misty atmosphere.

Situated in the heart of the Middle East, Saudi Arabia is a country known for its rich culture, heritage and as the birthplace of Islam. As the largest country in the Arabian Peninsula (2.15m km²), Saudi Arabia borders the Red Sea and the Arabian Gulf. Saudi Arabia boasts untouched natural landscapes from green highlands covered in fauna, to mountainous terrain, all the way to pristine white beaches and seemingly endless deserts. The variety of natural wonders in Saudi Arabia never ceases to amaze.

Its culture is shaped by the Islamic heritage, the historical role as trade hub, and its Bedouin traditions. Visit the awe-inspiring heritage and archaeology sites, immerse yourself in the busy souks, enter the workshops of local artisans and discover local sartorial customs; cultural experiences play a huge role when visiting the Kingdom.

Indulge in traditional meals in the midst of ancient landscapes, with one of the most vibrant and eclectic cuisines in the region: local and international concepts opening doors for foodies from all over the globe. From local cafes that offer qahawa (traditional Saudi coffee) and local delicacies, to fine dining at a top restaurant, Saudi Arabia has it all.

Saudi Arabia stands on the cusp of a momentous time, which is leading the nation towards a future brimming with great potential. With the focus of Saudi Vision 2030 to unlock the true potential of the Kingdom's tourism industry by promoting both inbound and outbound travel services, Saudi Arabia is positioned to be one of the world's leading tourism destinations.

NATURE & LANDSCAPES

- Explore Al Ahsa Oasis, the largest oasis in the world, UNESCO world heritage site. A visit to Al Ahsa Oasis offers entry to a scenic mosaic of lush greenery, sunburnt hamlets and cool palm groves. The bubbling, mineral-rich springs of Al Jawhariah, Al Khodoud, Um Sabah and Al Harrah are a prime summer spot, and popular with locals for their curative effects. Enjoy the view of the farmland and villages spread out in a panorama of beautiful geography from its peak.
- Enter the AlUla Governorate to reach first the Harrat Awairth Mountain, a magnificent natural, the mountain rises from AlUla by 600 feet, at the top the viewing area offers a panoramic vista of AlUla town from above. By driving across the Raggasat Desert reach a rock formation in the middle of AlUla desert, the legend says that at night you can hear some music due to wind passing through these rocks that look like dancers. Visit the iconic Elephant Rock, the natural formation looks like an elephant with a ground-bound trunk, and it is surrounded by other hundreds of rock monoliths.
- Reach the juniper-covered Al Soudah peak (3.000 mt) the outdoor adventure capital of Saudi Arabia. Part of the vast Asir National Park, with its network of hiking routes, it boasts some of the most dramatic views in Saudi Arabia. An area of cool mountain air, wild nature and mist-cloaked valleys this is also an area of ancient tribal culture — especially at the historic village of Rijal Almaa west of Al Soudah.
- At Al Shafa Mountains take the winding roads to Taif's highest peak, Jebel Daka, where panoramic views and offroad adventures await, or alternatively, escape to nature in the spectacular Saiysad National Park. Al Hada and Al Shafa are both home for comedic baboons, rose fields and natural vastness. The curving road sweeps elegantly down the mountainside, as do ancient zig-zagging camel trails.



NATURE & LANDSCAPES

- Visit Tayeb Al-Isim, one of the magical natural wonders of Saudi. Enjoy the drive following the road that runs alongside the turquoise waters and white beaches of the Gulf of Aqaba. There is a canyon whose entrance is just a few dozen meters from the sea. The granite massif looks as though it has been torn into two by supernatural forces. Here take time for a short hike and enjoy the views and surrounding beauty of the area.
- With an expert guide enter the conservation fund for the Arabian leopard, a nature reserve within AlUla, a desert governorate of the Madinah Region and home to a UNESCO Heritage site. Arabian leopard is a strong, gracious and vigorous animal species, critically endangered; with your guide look for the beautiful mammals in their original habitat.
- The edge of Jebel Fihrayn is dubbed as 'Edge of the World' because it offers a dramatic view from atop. This geological wonder with a stunning landscape has not only attracted adventure lovers, but has also been a hub for many legendary poets such as Zuhair bin Abi Salma and Al A'sha. Marvel at the enchanting beauty of this natural phenomenon.
- Discover Disah Valley at the crossroads of three valleys south of Tabuk, the wildly sculpted sandstone columns of Wadi Al Disah (Valley of the Palms) look like a mix between the Grand Canyon and Monument Valley in America. While much of the landscape is ochre desert, there are oases of pools, tall grasses and palm trees running through tall canyons, creating an otherworldly feeling, especially during glowing sunsets.

NATURE & LANDSCAPES

- Enjoy spectacular views of the valley of Abha comfortably from a cable car on Green Mountain. The scene of the city by day and at night from this perspective is truly a memorable experience.
- Embark a private boat for a memorable trip on the Red Sea, a perfect diving spot where you can see colourful coral reefs and the world's fastest fish. Indulge in a unique seafood lunch experience on board while floating on pristine clear waters.
- Get enchanted by Jeddah's 4.2km corniche, the area has been transformed into a place of piers, swimming bays, restaurants and lushly landscaped walking and cycle paths. Iconic sculptures by the likes of Henry Moore and Joan Miro, which first arrived in the city in the 1970s, are dotted along the waterfront. For many, coming here is about watching the sun set over the Red Sea, then seeing the launch of the 300-meter King Fahd's Fountain, the world's tallest, with its great jet of water lit until midnight and visible across the city.
- The SFHE is an exhibition that unites all passionate and amateurs who practice the hobby of falconry and hunting under a rich cultural and entertainment event. The exhibition is set to target visitors from all community sectors in addition to the interested visitors in falconry, the exhibition aims to educate the visitors of the falconry hobby and pass its rich legacy to the current and future generations being one of the Kingdom main cultural legacy, showcasing the hunting weaponry and falconry various equipment and falcons, in addition to several entertainment activities suitable for all.



HISTORY & ARCHITECTURE

- Discover Hegra, UNESCO World Heritage Site and ancient Nabataean City, its breathtaking landscape and history, from its iconic tombs to its sacred places carved into the sandstone rocks. In the early 19th century the Ottomans built a railway station at Madain Saleh that was along the Hejaz Railway linking Damascus to the holy city of Makkah.
- In AlUla visit the ancient oasis of Dadan and the Lion Tombs, discover one of the hidden gems of AlUla, the exquisitely carved Lion Tombs, original dwellings and wells, all from the ancient Dadanite Kingdom in the 6th century BC. Get access to the tranquil beauty of Jabal 'Ikamah, a sacred site for the Lihyanites where art and inscriptions are carved into the rocks.
- Al Bujairi is an old neighborhood from the 18th century in Ad Diriyah located on the eastern side of "Wadi Hanifah". It has some really magnificent architecture, various local cafes and restaurants and some souvenir shops. Al Bujairi is connected with the UNESCO world heritage site of At-Turaif district, which was the birthplace of the first Saudi state in 1744.
- A real treat for history enthusiasts, Al Murabba Palace is one of the most prominent historical monuments of Riyadh. Built in the traditional Najdean style, this palace has witnessed the important stages in the history of the Kingdom. The former home of King Abdul Aziz, it has also hosted many kings and presidents from other countries.
- Just three towers remain of Tarout Castle; a trio of crumbling turrets perched atop a hill in the heart of Tarout Island that were once part of a regional stronghold. Thought to date back to 5,000 BC, the castle's time-weathered walls have seen the rise and fall of multiple empires, and are ripe for exploration. Take time exploring the surrounding village, a charming labyrinth of passages and walkways.



HISTORY & ARCHITECTURE

- Get access to the village of Rijal Alma consists of 60 multiple-story buildings. All are built in a traditional way with only stone, clay and wood similar to the famous buildings just across the border in Yemen. The tallest building in Rijal Alma stands an impressive six stories tall. This iconic much photographed village is a must see for all visitors.
- Visit Al Balad Jeddah's UNESCO-listed historical center, one of the kingdom's most evocative quarters, with narrow alleyways between ancient coral-stone merchant's houses leading to spice-scented souqs and glowing traditional bakeries. Many buildings have been sensitively restored in recent years, including the grand 106-room Nasseef House, where Abdulaziz Ibn Saud stayed in 1925, before becoming king of a unified Saudi Arabia. Empty spaces have become quirky cafes or art galleries and mangour woodwork workshops, as a district built in the seventh century looks to the future.
- Visit Tabuk castle and Museum, a spectacular fortress, an imposing castle in the center of town. Known to date from 1559, some claim there was a fortress here as early as 3,500 BC. Inside its walls, two mosques are linked by courtyards, stairwells and watchtowers, and there's a small museum detailing the history of the castle and the wider city — from the great explorers that visited, like Ibn Battuta, to the caravan of pilgrims who would stop to drink from its wells on their way to Makkah and Medina.
- Mugh'a'ir Shu'ayb is a historical place of sculpted houses on rock mountains with a fascinating story behind it. It is still mostly unknown although it has some of the most beautiful monumental tombs typical of the architecture of the ancient Nabatean kingdom.



ARTS & CRAFTS

- Souq Al Zal in Riyadh is the biggest, oldest artisan market in Riyadh where locals showcase their handmade carpets, glinting swords, hooked daggers and mysterious perfumes from far-flung lands.
- The Souq Al Qaisariya presents Al Ahsa's rich trading legacy in all its glory, and at one of Arabia's oldest marketplaces. Visitors are immersed within a maze-like network of over 400 stalls, selling everything from mabkhara incense burners to spices, herbs and even sickles and axes innovatively forged from disused car suspensions.
- Jeddah has a rich 2,500-year history of fishing tribes, early Arabian trade and, later, pilgrims. Tayebat City tells this story, and that of the wider Arabian peninsula. Built in traditional Hijazi style, with roshan window screens and ornate minarets, the vast complex is set over four floors and 18 wings, with more than 60,000 items on display. Explore ancient coins and manuscripts, traditional Saudi costumes and a recreation of the Kaaba, the sacred black cube at the center of Makkah's Grand Mosque.
- Visit to Al Muftahah art village, this government-funded village was founded in 1989 as an attempt to promote the arts in the Kingdom of Saudi Arabia. It has now become a popular attraction and is frequented by tourists and locals alike. This cultural center offers artists studio and exhibition space, and therefore the opportunity to present their unique work to the community. Al Muftaha village was inspired by Asir's heritage and culture and this can be seen in its fascinating architecture. The village or artists' colony is also home to the King Fahd Cultural Center, Al Muftaha Theater, Archaeological Centre and Media Centre. This initiative was the first of its kind; with the Saudi Arabian government's aim being to bring together individuals passionate about photography, traditional crafts, and fine arts and embrace them.



ARTS & CRAFTS

- Get access to a Rose Farm and Perfume Factory. Every year, Taif turns pink and red, as the city's famous 30-petal damask roses scent the air. In the City of Roses, more than 900 rose farms produce well over 300 million flowers, which are harvested to produce the world's most expensive rose oil, or attar. See the mechanism first-hand with a guided visit to one of the city's rose factories, or visit Taif's central market to browse and buy rose-scented oil, water, fragrance and soaps.
- Access the mastery of traditional Swords making by entering a traditional workshop and observing the forging process. Assist to the Sword wielding dance (Ardah) performed with two rows of men opposite of one another, each of whom wielding a sword; accompanied by drums and spoken poetry the dance is evocative and tells us of ancient tribal traditions: originally, the "ardah" was performed only by males of tribes of the central Najd region before going to war, but nowadays it is done at celebrations, weddings, and national and cultural events by males of all tribes.

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EPICUREAN

- “Food is a symbol of hospitality in the Arabian Gulf,” says Felicia Campbell, an author who specializes in food of the Arabian Gulf. “As part of Islamic and Bedouin culture, it is a great honor to be able to feed a traveler or anyone who shows up at your doorstep, and this is especially true in Saudi Arabia,” she says. Rice is served on massive platters and crowned with roast meat or chicken, and it is meant to be shared, eaten by hand from a communal platter that is bountiful enough to accommodate a crowd.
- Saudi Arabia’s food culture delivers a pleasant variety of local dishes to meet each palate and desires. Discover the spices, flavours and combinations at unique cooking class with a Saudi top chef, from the choice of the ingredients to the careful preparation, delve into the alchemic process of hospitality. From starters to kabsa and jarish, dine in traditional Arabian setting, in selected venues along your travel route.
- Be prepared to be treated coffee and dates few times per day. Saudi Arabic coffee or Gahwa is a sign of hospitality when welcoming visitors or guests in Saudi Arabia. It is conventionally made in a special coffee pot called Dallah. It is destined to taste bitter as it is served alongside dates to counter the bitterness. To this day, dates, as well as Gahwa, a lightly roasted coffee ground with cardamom pods and flavored with saffron and sometimes cloves, remain vital to the culture of hospitality.

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