



TROJENA

NEOM Cit, Tourism destination & industrial Hub



Trojena Resort brings distinctive luxury to the lakeside shores of NEOM, a diverse new destination in northwest Saudi Arabia. Curating personal travel experiences tailored to this extraordinary location, Anantara Trojena offers private pool villas, specialty restaurants, and a complete range of facilities. Immerse in Anantara luxury close to the Gulf's first outdoor ski resort and discover one of the world's most inspirational destinations.

Located close to the Gulf of Aqaba, NEOM is the human habitat of the future. Powered entirely by renewable energy and offering landscapes ranging from sun-soaked beaches to snow-capped mountains, all accessed via the planet's most walkable city, this is a new template for innovative living.

It will be the first sub-zero snow destination and outdoor ski resort in the Gulf – and now developers behind Saudi Arabia’s mountain project Trojena– part of the Kingdom’s NEOM’s \$500 billion mega project – have exclusively unveiled to Al Arabiya English how they are building the vast resort in the megacity's snow-capped district as they reveal “substantial” work is underway on the vast site.

Ground has been broken at the mega resort – which will eventually house 7,000 permanent residents and will see more than 700,000 annual visitors head to the Trojena, eventually home to a ‘vertical village’, a ‘fun cluster’, shopping, nightlife, more than 100 different sports, festivals, music and fashion events, and – of course – its winter slopes.



Philip Gullett, Executive Director of Trojena, told Al Arabiya English that the topography and cooler climates of Trojena - located in the Kingdom's highest mountain range in Tabuk – makes possible to provide a first-of-its-kind outdoor skiing experience in the GCC region.

“What is less-known about Trojena, however, is that it experiences natural snowfall each year with sub-zero temperatures throughout the winter months,” Gullett said. “All of this supports Trojena as a winter sports destination.”



Building Trojena - first announced by Saudi Arabia's Crown Prince Mohammed bin Salman in 2022 - is a massive engineering feat, said Gullett, given that the aim is to showcase the mountain destination as one of the most environmentally sustainable ski resorts in the world – in line with the wider green ambitions of NEOM. This means, exploring sustainable snow production, snow melt strategies and power requirements, he explained.

“To meet these requirements, we use renewable energy, minimize water usage and maximize water recovery. We will also operate the snow machines using NEOM’s renewable energy grid, which is carbon neutral and emits no greenhouse gases.”



With the wintery slopes planned to be the biggest draw at the ski resort, sustainable snow production in a country more closely associated with desertscape was one of the first requirements to be addressed.

The main skiing stretch at Trojena runs at an elevation of approximately 2,400 metres above sea level, explained Gullet. During the winter months, the temperature in Trojena can range from -17 degrees Celsius to 22 degrees Celsius, making it ideal for skiing.

The resort will comprise a mixture of dry ski slopes and surfaces as a foundation for both, natural as well as machine-made snow.

Approximately 75 percent of the slopes will be covered with machine-made snow, created in the “most sustainable way possible” by using only water and air as ingredients, said Hullet, adding, “No chemical additives will be used in Trojena’s snow production.”

“In terms of skiing, all energy used will be from renewable sources, with the water coming from zero discharge desalination plants. We expect to recover and recycle the melted water from the snow production from beneath the ski slopes.”

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