



ALULA



AL ULA

- The Royal Commission for AlUla announced its vision to responsibly develop AlUla as a world heritage destination centered around conservation and collaboration with the local community

1.NEOM Cit, Tourism destination & industrial Hub

2.AL ULA Tourism Development

3.Red Sea Global AMAALA Luxury Coastal Resort Project

4.Rua Al Madinah (Islamic & cultural destination for pilgrims)

5.Jeddah Central urban Revival

6.Ardara(Al-Wadi Mixed-Use destination

7.Boutique Group(Hotels Renovation)

8.New Murabba (development covering 19km2

9.Rochn

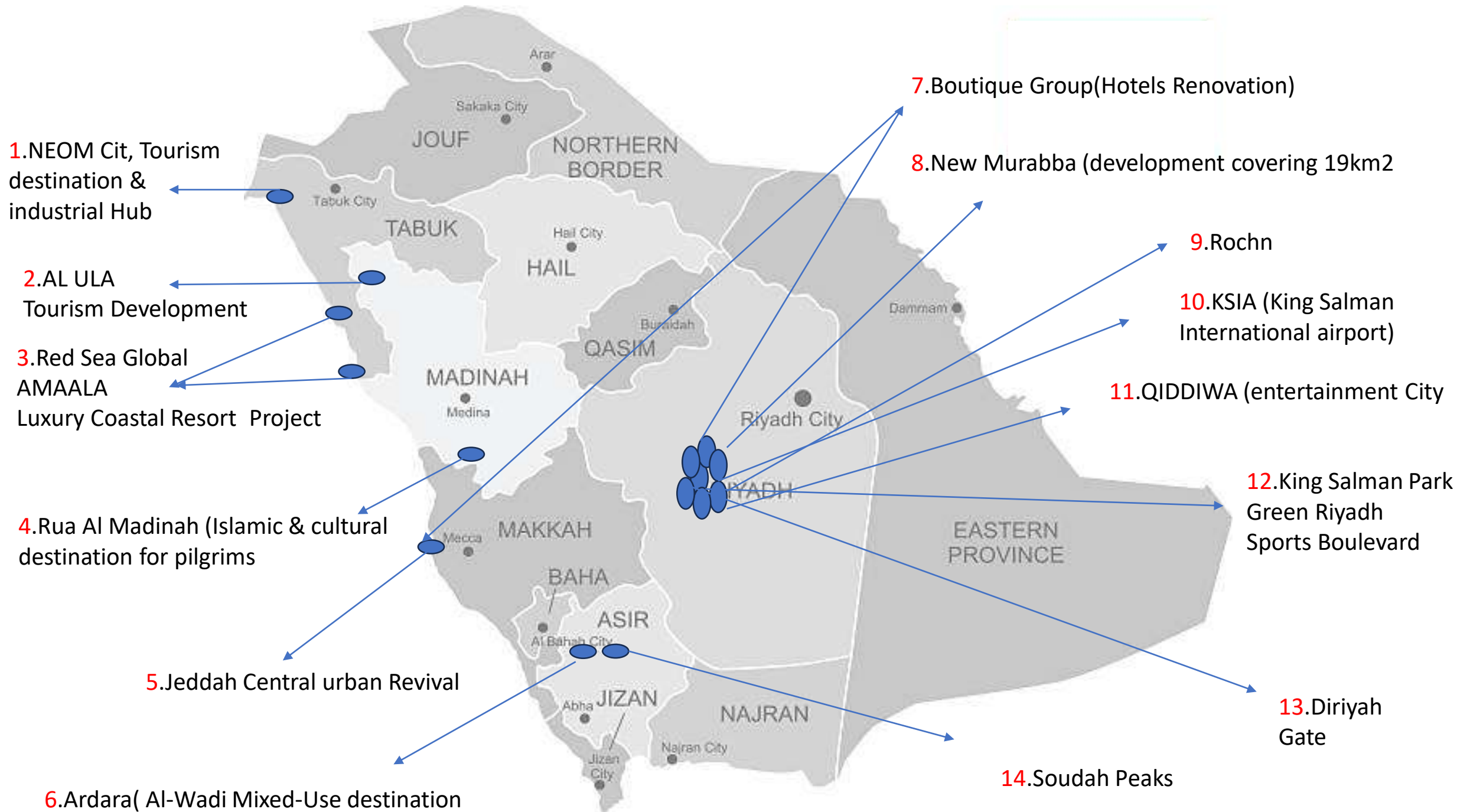
10.KSIA (King Salman International airport)

11.QIDDIWA (entertainment City

12.King Salman Park Green Riyadh Sports Boulevard

13.Diriyah Gate

14.Soudah Peaks



- 
- Projects announced include the Sharaan Nature Reserve, Sharaan Resort and the establishment of The Global Fund for the Arabian Leopard Under the patronage of His Royal Highness Crown Prince Mohammed bin Salman bin Abdulaziz, Deputy Prime Minister, Minister of Defense and Chairman of the Royal Commission for AlUla, the Royal Commission for AlUla (RCU) hosted the Launching the Vision for AlUla ceremony to announce its plan to responsibly develop AlUla, the place of heritage for the world, into a destination centered around the conservation of the region's spectacular natural and cultural heritage, hand-in-hand with the local community

- **SHARAAN NATURE RESERVE**







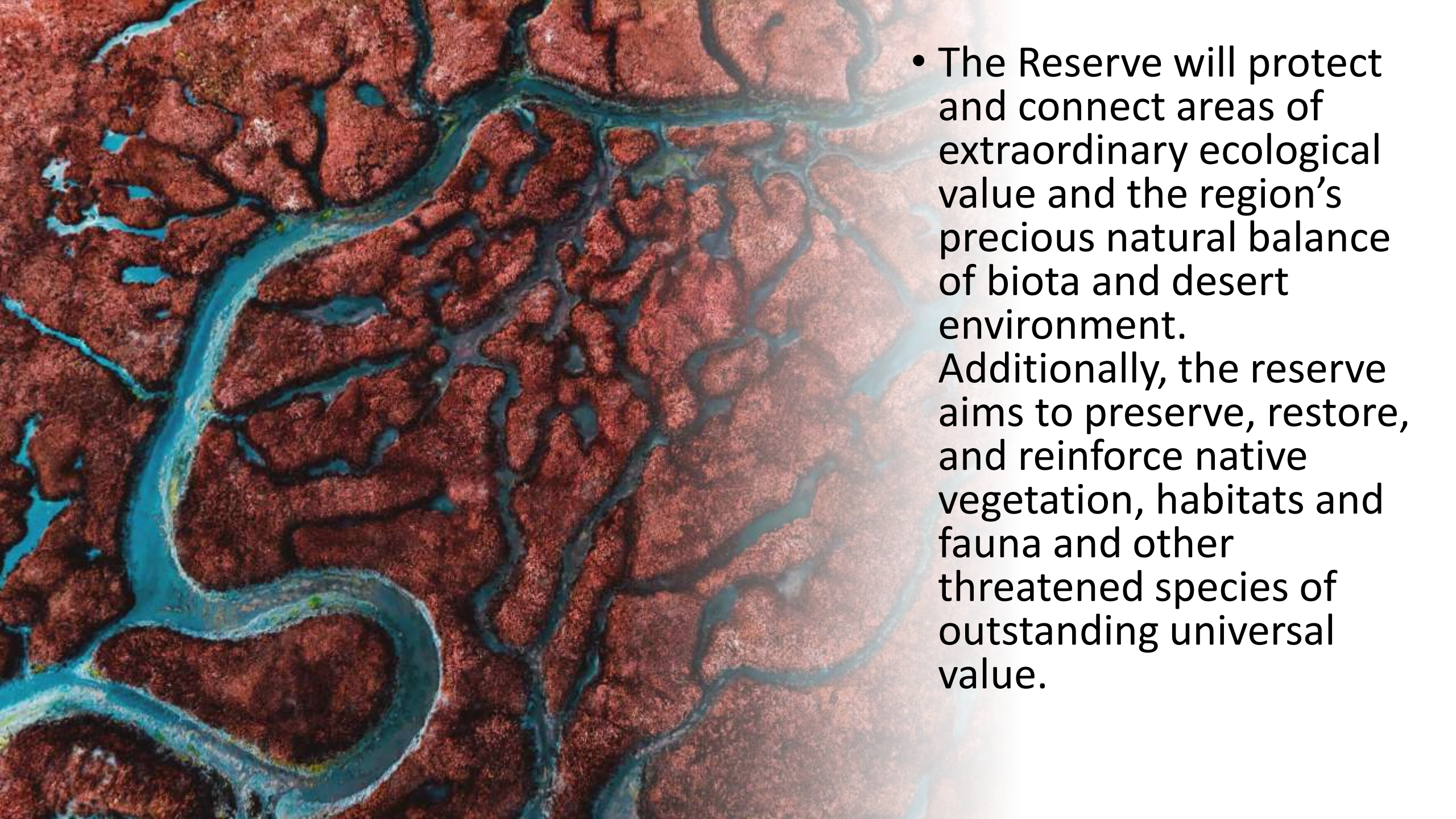
- AlUla is a place of spectacular natural beauty, with varied habitats that once thrived with life, co-existing with our early ancestors. We are committed to preserving the natural beauty of AlUla's landscapes and to re-establishing the rich diversity of plant-life and wildlife that once flourished here.

- The beautiful canyon area of Sharaan has been designated a Nature Reserve, setting a new standard in the region for re-balancing fragile ecosystems and reflecting Saudi Arabia's commitment to protecting the earth's natural environment.





- The Sharaan Nature Reserve has been designed to protect some of the most important and significant natural habitats for conservation of biodiversity in the region.



- The Reserve will protect and connect areas of extraordinary ecological value and the region's precious natural balance of biota and desert environment. Additionally, the reserve aims to preserve, restore, and reinforce native vegetation, habitats and fauna and other threatened species of outstanding universal value.



- Located in the Eastern Canyons, the stunning site features spectacular red-rock canyons, steep-sided ravines, wide valleys and open desert areas with scattered rocky outcrops. This habitat diversity provides the opportunity to stock a range of native species in conditions relating to their natural habitat.



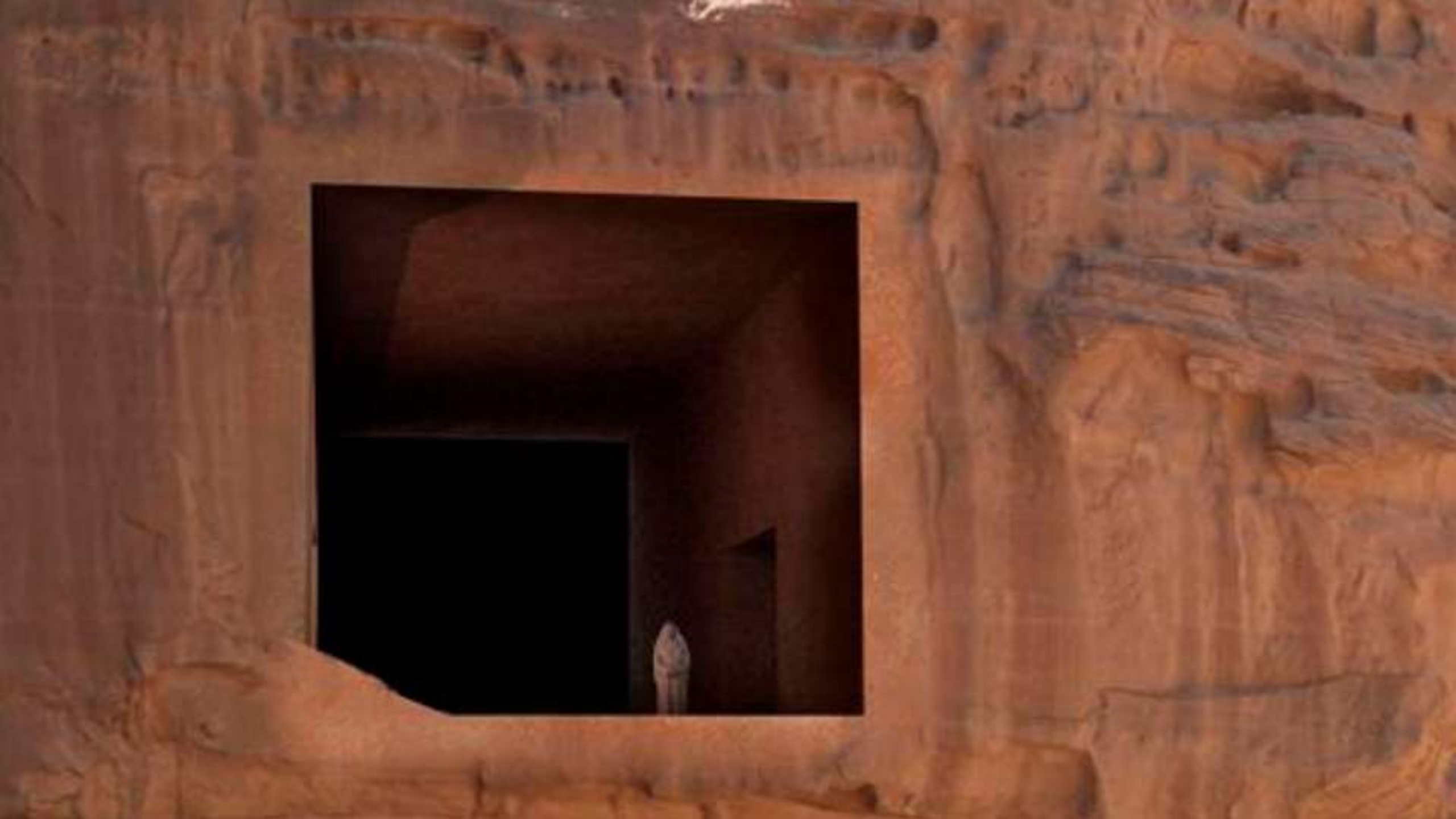
- Although currently overgrazed by camels, the area possesses significant ecological value and potential for restoration.



Sharaan represents the first step in RCU's commitment to protect AlUla's natural environment, restore and rebalance our ecosystems, and managing wildlife under the care of engaged communities.




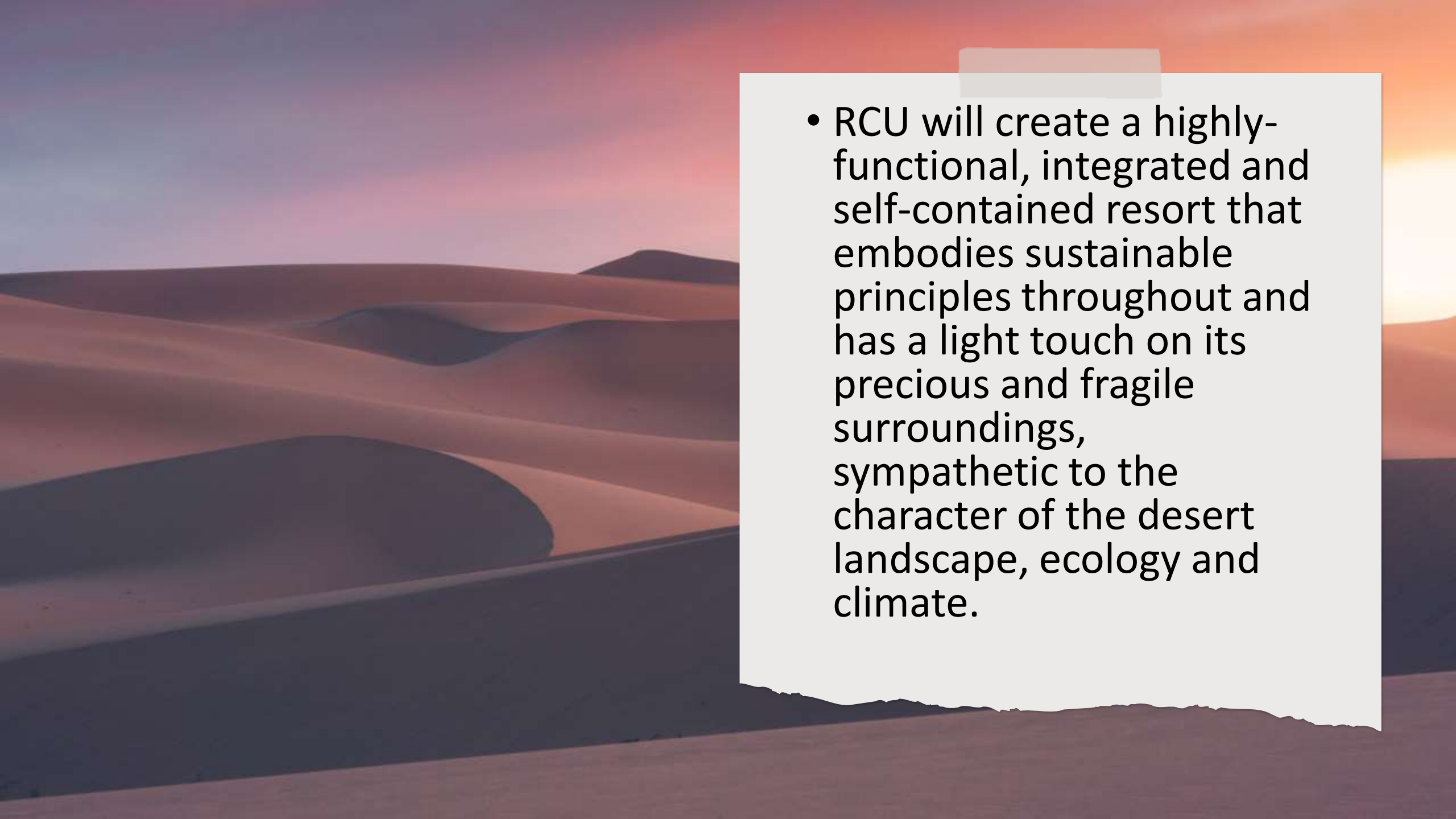
SHARAAN RESORT





- Sharaan Resort will be a leading international resort destination – with all the features of a highly sophisticated visitor experience and flawless levels of service – while also allowing guests to experience the tranquillity and seclusion of an untouched desert environment and be exposed to its raw, elemental beauty.

- 
- The Royal Commission will create a stunning, truly unique and instantly recognisable piece of architecture – a prized global icon – that respects and responds to the integrity and authenticity of a desert environment that has remained unaltered for millennia.

- 
- RCU will create a highly-functional, integrated and self-contained resort that embodies sustainable principles throughout and has a light touch on its precious and fragile surroundings, sympathetic to the character of the desert landscape, ecology and climate.



THE GLOBAL FUND FOR THE ARABIAN LEOPARD



- AlUla is a place of spectacular natural beauty, with varied habitats that once thrived with life, co-existing with our early ancestors. The beautiful canyon area of Sharaan has been designated a Nature Reserve, setting a new standard in the region for re-balancing fragile desert ecosystems and reflecting Saudi Arabia's commitment to conserving the earth's natural environment.

- Part of this guardianship will be the establishment of The Global Fund for the Arabian Leopard, a species that once thrived throughout AlUla's mountains.





- The mission of The Global Fund for the Arabian Leopard is 'to ensure a viable and sustainably managed population of the Arabian Leopard, its wild prey and natural habitats in coexistence with local communities'.

[illegible]



Located in 380km north of Medina, the 22,000km² Al-Ula area has a history dating back thousands of years to the days when Dadanites, the Lihyanites and Nabateans ruled the area. Later the region was influenced by the Greeks, Romans, and the Ottomans.

- Al-Ula has been touted as a prospective model of “sustainable development in the Middle East” that could draw 835,000 tourists a year by 2035.
- The Royal Commission for al-Ula (RCU) revealed an SR57bn (\$15bn) investment plan for its regeneration project at the Al-Ula tourism destination in the Medina region in April 2021.

- Al-Ula's wider development strategy contains multiple masterplans that are designed to include 10 million square metres of green spaces and 9,400 hotel keys by 2035, of which 5,000 keys are within the regeneration masterplan. The development plans for Al-Ula will supplement the Red Sea coast development that was launched in mid-2017. It covers 200km of coastline between the cities of Amlaj and Al-Jawh on the western coast of the kingdom.

- Spending of \$3.2bn has been earmarked for infrastructure. This includes a 46km low-carbon tramway, with 22km to be developed as its first phase, and the development of renewable energy to meet 50 per cent of the development's total demand.

- In October 2021, RCU signed a long-term strategic partnership with a French consortium comprising Egis, Assystem and Setec, which will oversee the delivery and operation of infrastructure at Al-Ula.

- The consortium will bring infrastructure programme management and construction management capabilities to support on-time delivery of Al-Ula's most urgent projects and long-term development.

- The priority plan will also aim to increase potable water capacity with a centralised and upgraded supply system comprising desalinated water supply and the upgrade of a wastewater treatment plant in Mughayra.

- The Al-Ula masterplan will be delivered over three phases, to be completed in 2023, 2030 and 2035, respectively. Upon full completion, the wider development strategy for Al-Ula in 2035 aims to deliver 38,000 new jobs and contribute SR120bn (\$32bn) to the kingdom's GDP.

- In February 2023, PIF-owned Al Ula Development Company formally launched operations to support its plans to transform Al Ula into a global tourist destination while preserving its cultural heritage. These plans include real estate development and asset management, along with a long-term investment strategy. The company will collaborate with the RCU to spawn the development of hospitality, residential, retail, commercial, and infrastructure assets.

AlUla

- **AlUla is a city of the Medina Region in North-Western Saudi Arabia not far from NEOM.**

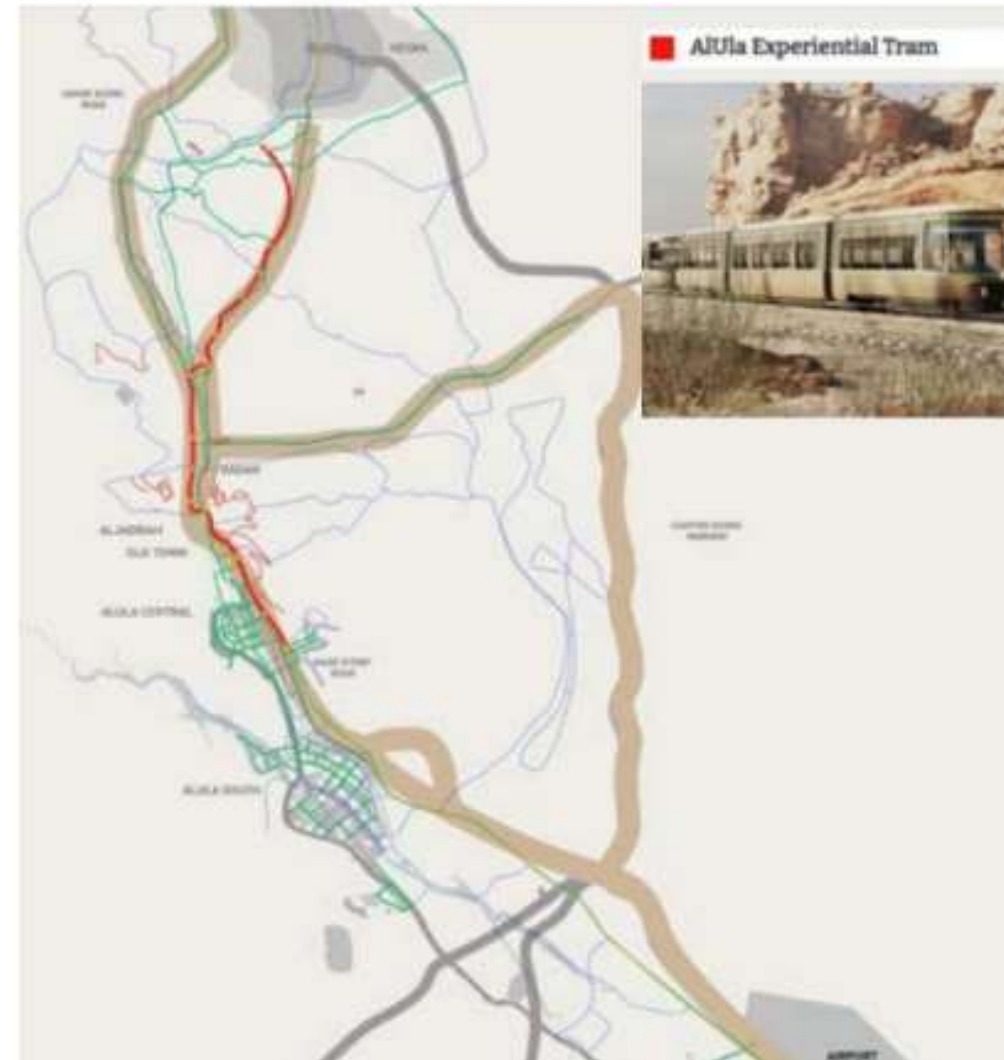


- The Masterplan covers 5 districts, a tramway, green open spaces and is a sustainable development.



The Masterplan covers 5 districts, a tramway, green open spaces and is a sustainable development.

- 5 districts
 - District 1 – AlUla Old Town*
 - District 2 – Dadan*
 - District 3 – Jabal Ikmaḥ*
 - District 4 – Nabataean Horizon
 - District 5 - Hegra Historical City*
 - *Heritage sites along with The Cultural Oasis
- 10 million m² of green and open spaces
- +5,000 hotel keys
- 9,400 unit keys
- 500MW clean power capacity
- 32,000m³/d Portable water capacity
- 100% by 2035 wastewater reused for irrigation
- 9km rejuvenated Cultural Oasis
- 20km public realm, the Wadi of Hospitality
- 46km low-carbon tram system
- The masterplan will be delivered in three phases, to be completed in 2023, 2030 and 2035.
 - **Phase 1** is scheduled for completion in 2023
 - It will aim at providing a continuous visitor-centric experience
 - An experience based on the implementation of overall connector projects such as the Wadi of Hospitality; which acts as the route into the Journey Through Time
 - A series of district-based projects which will significantly enhance the singular character of each district as an integrated experience of a Cultural Landscape.



AlUla – the 5 districts

District 1 - AlUla Old Town

Set within atmospheric interlinking pathways of Old Town and the Cultural Oasis, Old Town is a nexus of community, cultural production and artistic explorations. Featuring Perspectives Galleries, a series of art galleries.



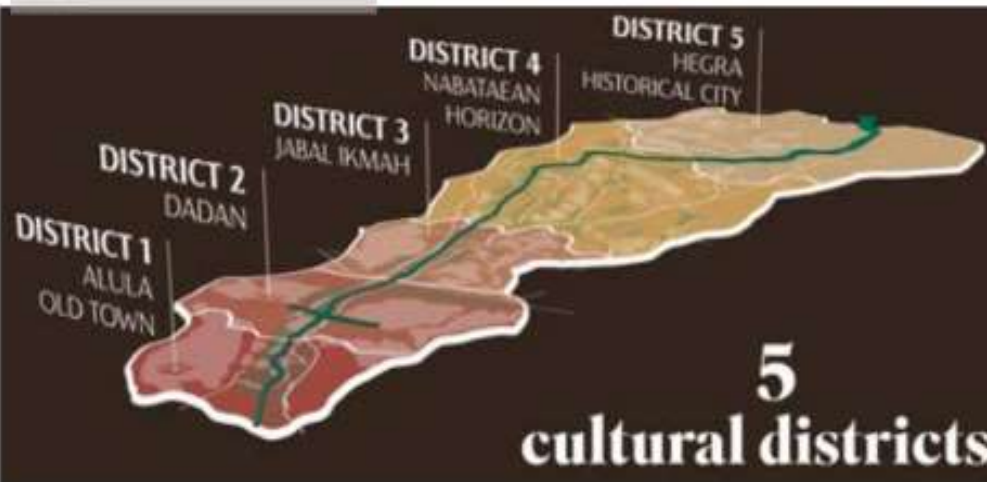
District 2 - Dadan

Dadan is an expression of AlUla's legacy and heritage. District 2 will establish the Kingdoms Institute, a flagship component and hub for archaeological knowledge.



Wadi of Hospitality

20km long green corridor connecting 5 districts following the same route used by pilgrims on the Hijaz Railway. It has a 46km low-carbon tram, wadi path and trails.



District 3 - Jabal Ikma

A natural and monumental testimony of past times reveals the tracks and writings of the civilisations of AlUla.

District 4 - Nabataean Horizon

The rock formations across a sweeping landscape of AlUla on the way to Hegra will become the fourth district of Journey Through Time, Nabataean Horizon. The 500 seat Maraya Concert Hall is the world's largest mirror-clad building designed by Gio Forma and Black Engineering



District 5 - Hegra Historical City

Hegra, the southern capital of the Nabataean civilisation and Saudi Arabia's first UNESCO World Heritage Site.



The Cultural Oasis

Regeneration of The Ancient Oasis that connects AlUla Old Town, Dadan and Jabal Ikma through water management to irrigation and land use.



Old Town is a nexus of community, cultural production and artistic explorations. Featuring Perspectives Galleries, The Arts District, the Cultural Oasis and tram.



District 2 - Dadan

District 2 will establish the Kingdoms Institute, in addition to four hotels



District 3 & 4 – Jabal Ikmah and The Nabataean Horizon

Jabal Ikmah, a library of languages inscribed in the rocks of AlUla.

The open-air gallery, the Hegra Museum, will be integrated into the landscape through the Nabataean Village.



District 5 – Hegra Historical City

Hegra, the southern capital of the Nabataean civilisation and Saudi Arabia's first UNESCO World Heritage Site, will be where visitors will explore the monuments of the Nabataean civilisation. The complex with over 110 tombs and numerous and significant archaeological sites, including the iconic Tomb of Lihyan Son of Kuza, The Hegra Fort, the restored Hijaz Railway Station and many more sites.



- For more information:
- <https://www.rcu.gov.sa/en/>
- Supplier Registration Guide:
- <https://www.rcu.gov.sa/mediaportal/wmwppz30/supplier-registration-guide-portal.pdf>
- For registration as supplier:
- <https://www.rcu.gov.sa/en/business-in-alula/supplier-portal>