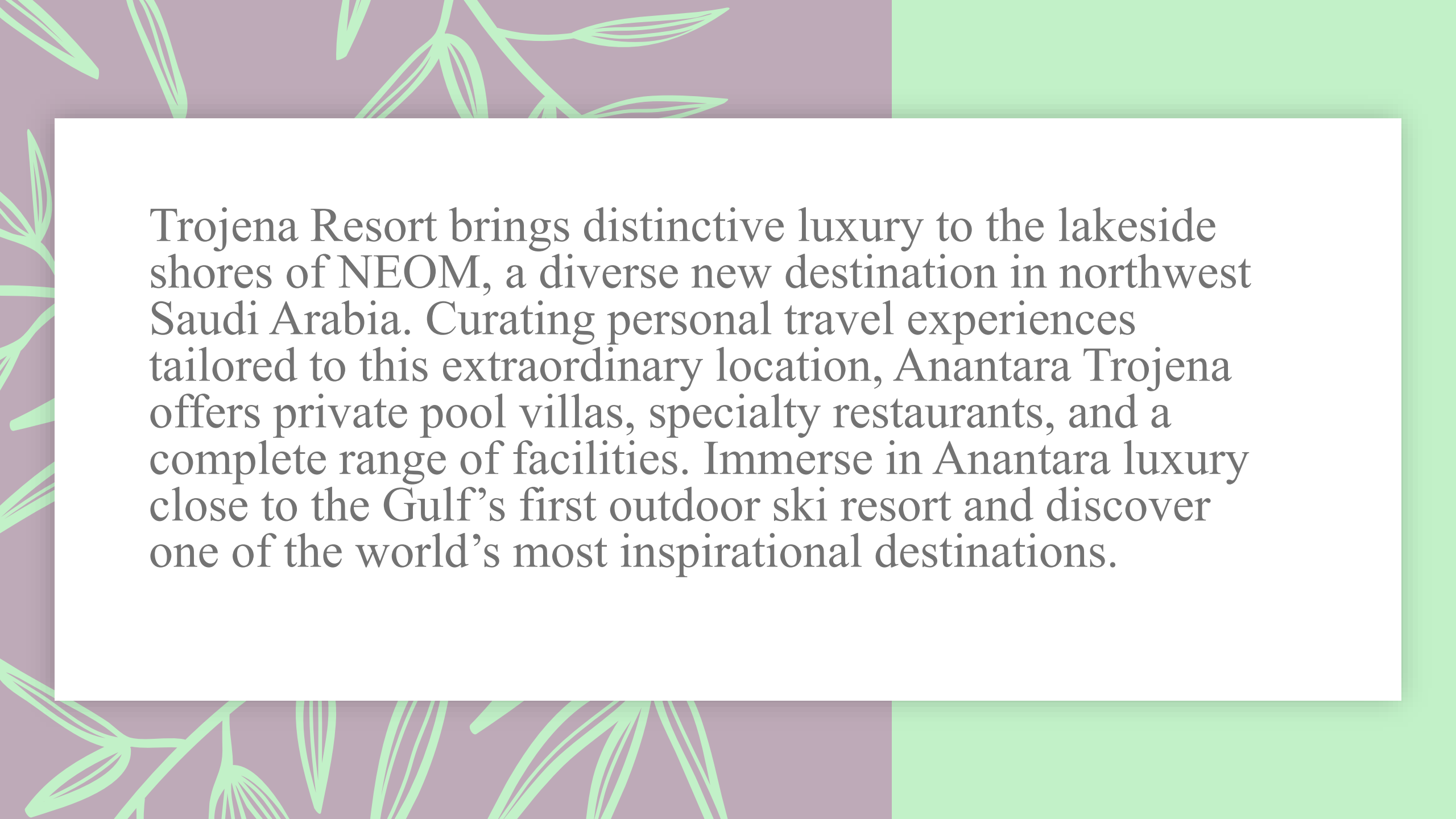




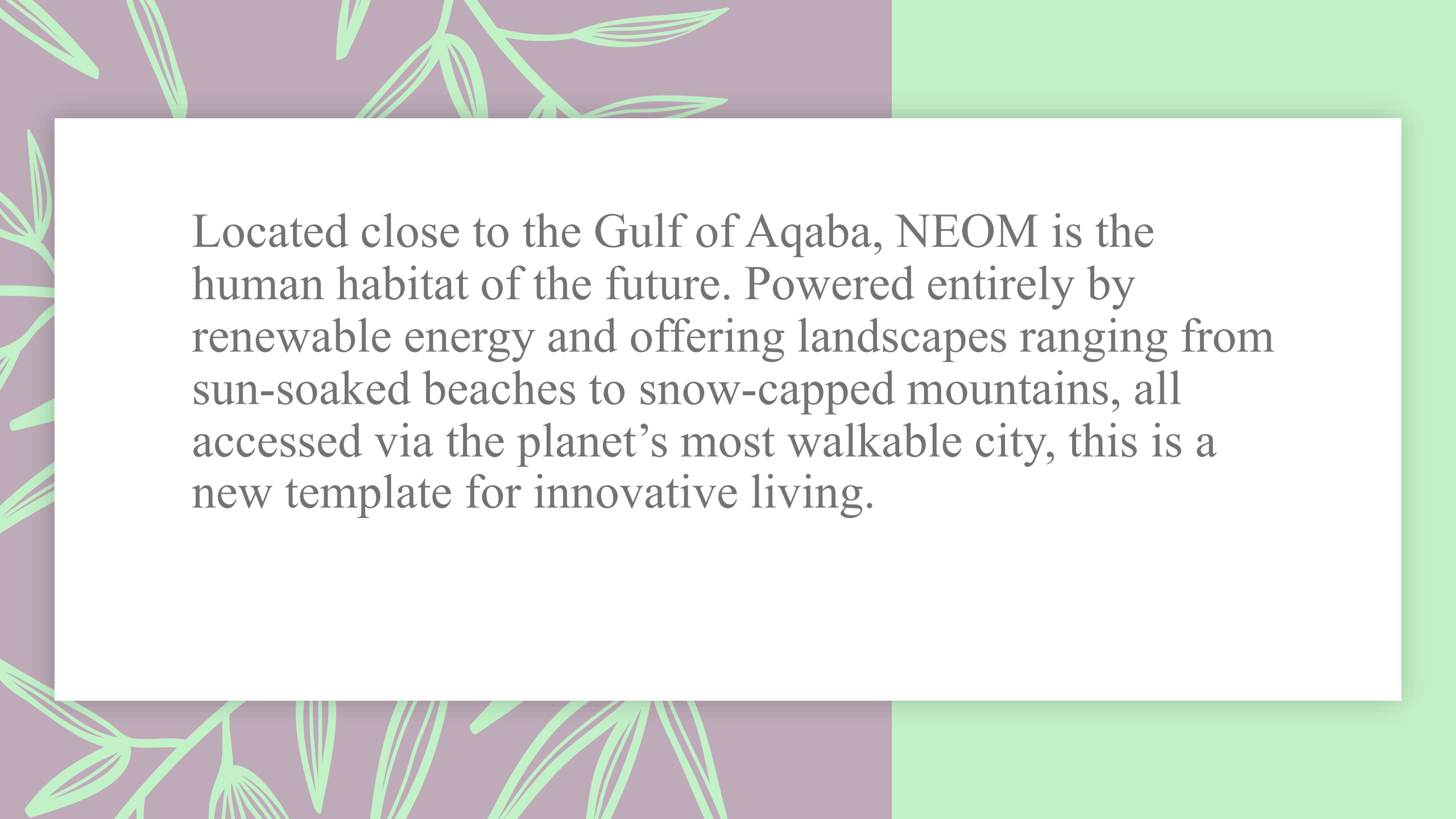
TROJENA

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.



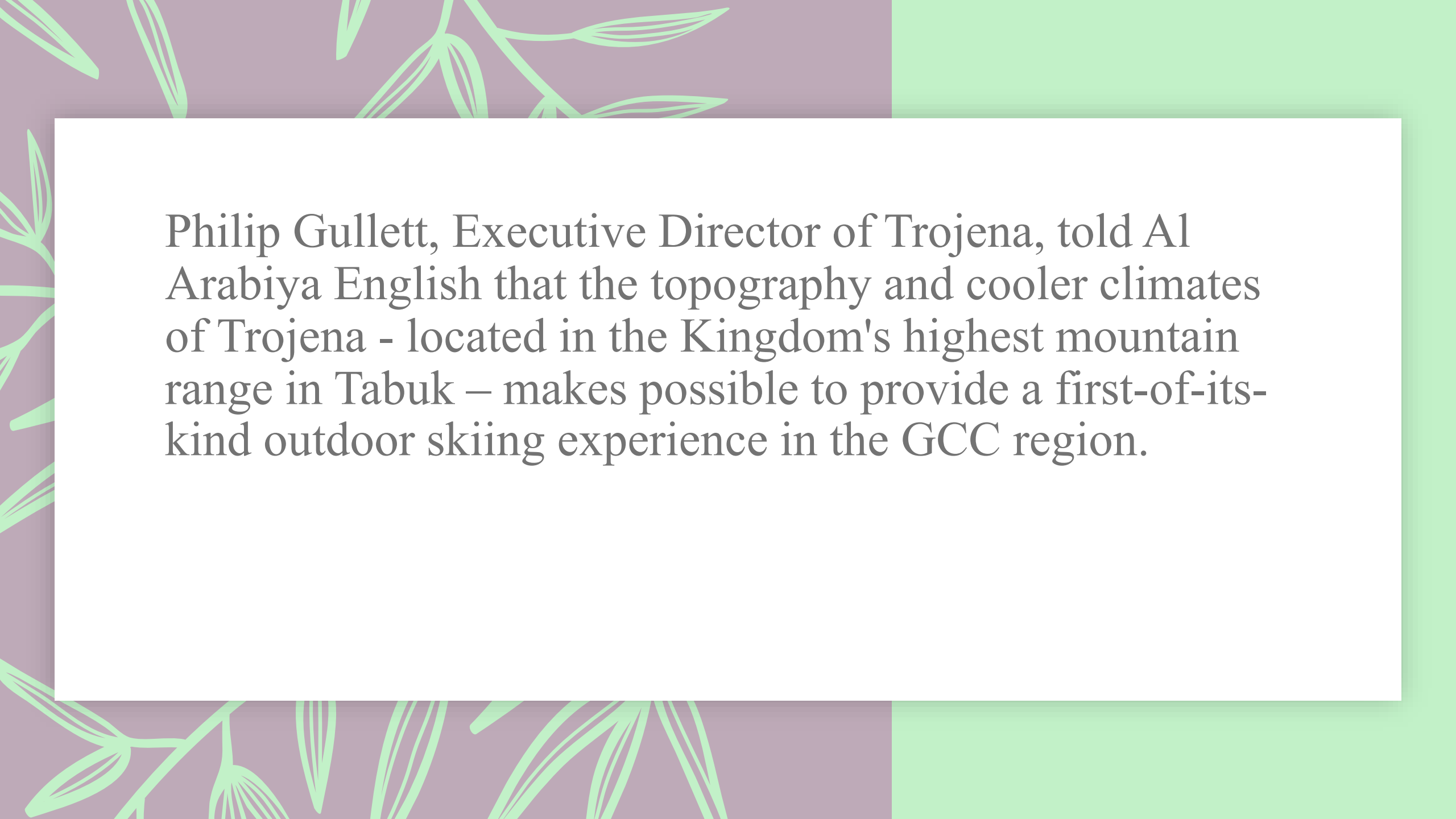
Located close to the Gulf of Aqaba, NEOM is the human habitat of the future. Powered entirely by renewable energy and offering landscapes ranging from sun-soaked beaches to snow-capped mountains, all accessed via the planet's most walkable city, this is a new template for innovative living.

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.

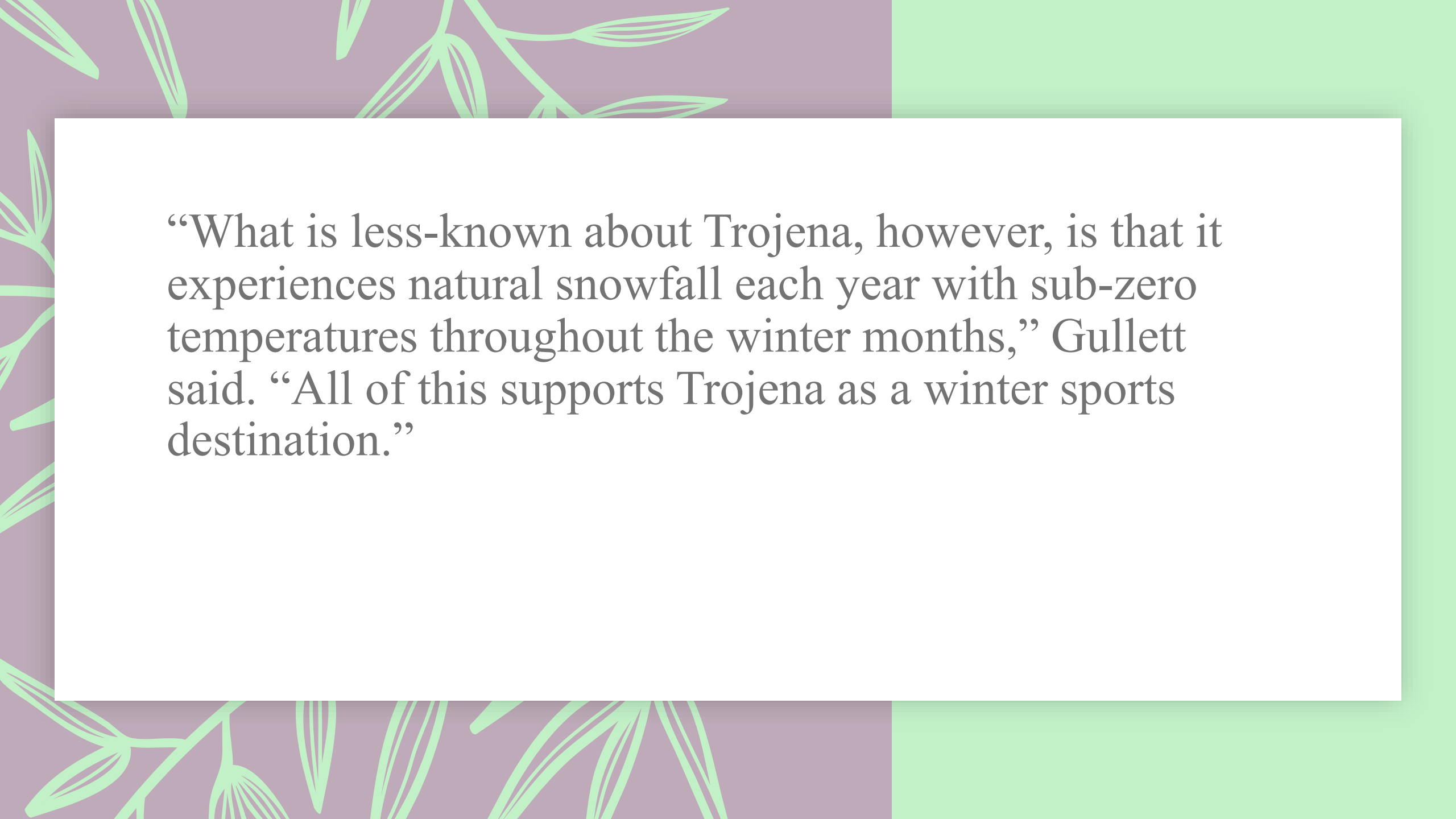


Ground has been broken at the mega resort – which will eventually house 7,000 permanent residents and will see more than 700,000 annual visitors head to the Trojena, eventually home to a ‘vertical village’, a ‘fun cluster’, shopping, nightlife, more than 100 different sports, festivals, music and fashion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



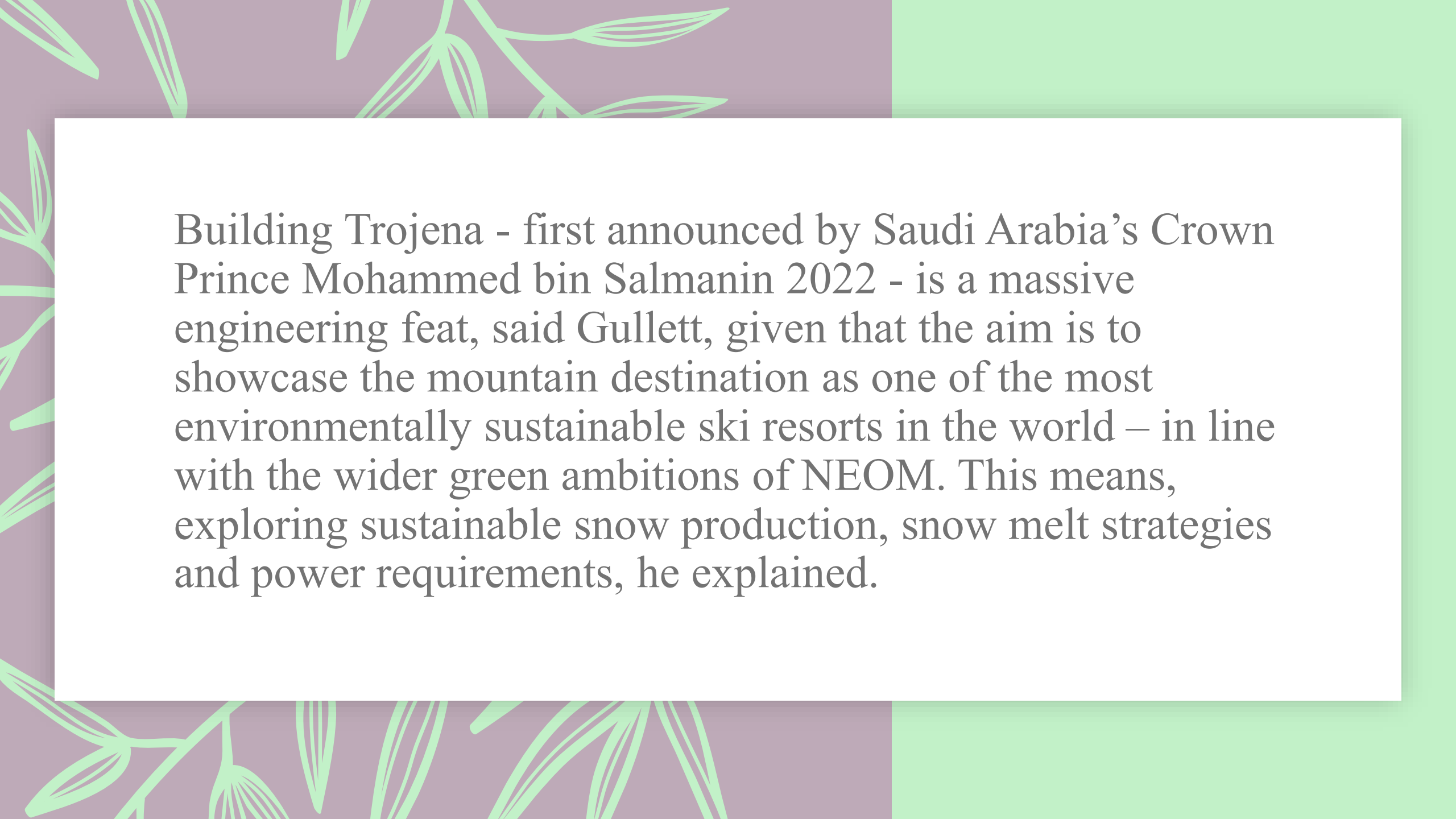


Philip Gullett, Executive Director of Trojena, told Al Arabiya English that the topography and cooler climates of Trojena - located in the Kingdom's highest mountain range in Tabuk – makes possible to provide a first-of-its-kind outdoor skiing experience in the GCC region.

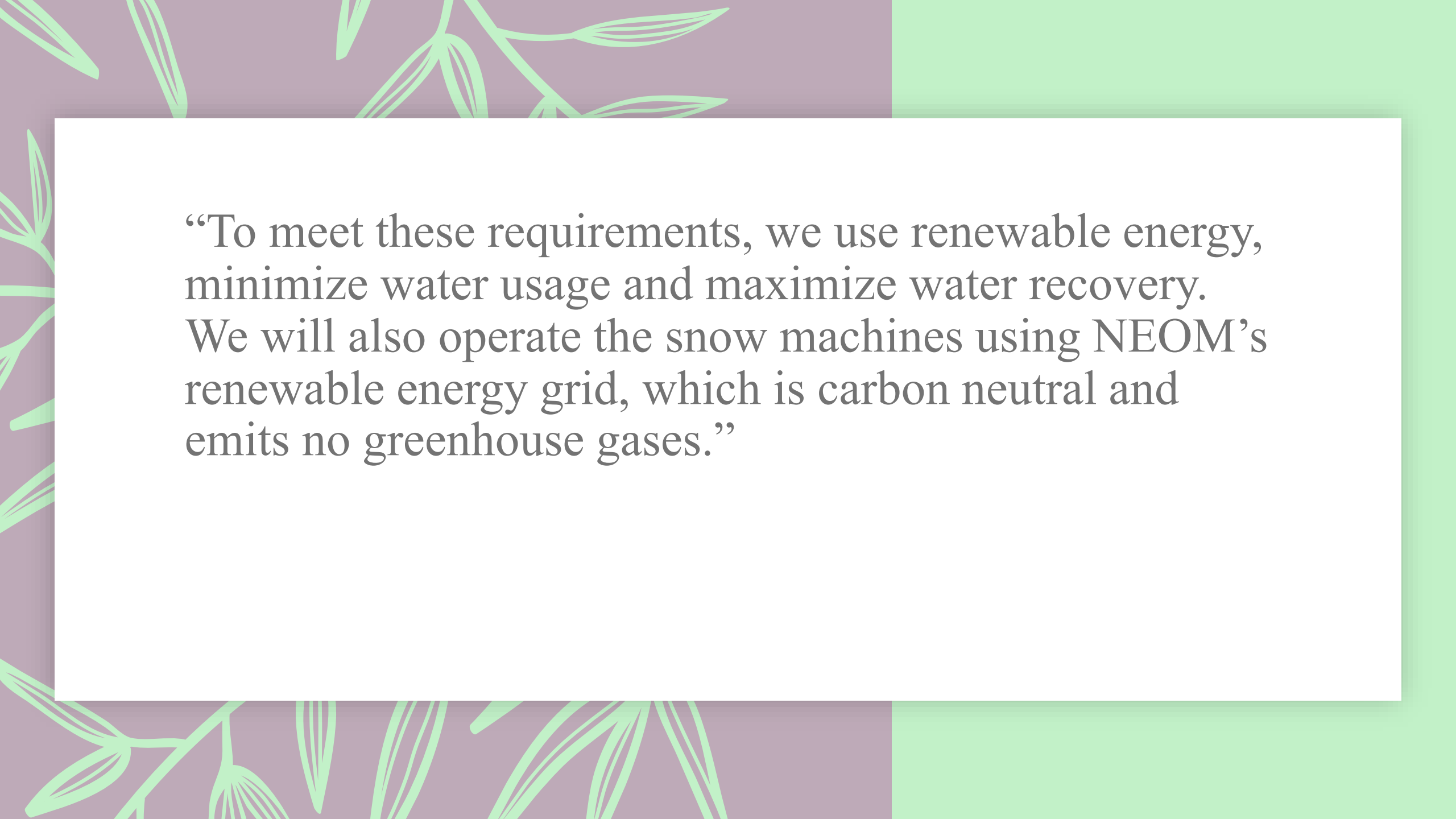


“What is less-known about Trojena, however, is that it experiences natural snowfall each year with sub-zero temperatures throughout the winter months,” Gullett said. “All of this supports Trojena as a winter sports destination.”



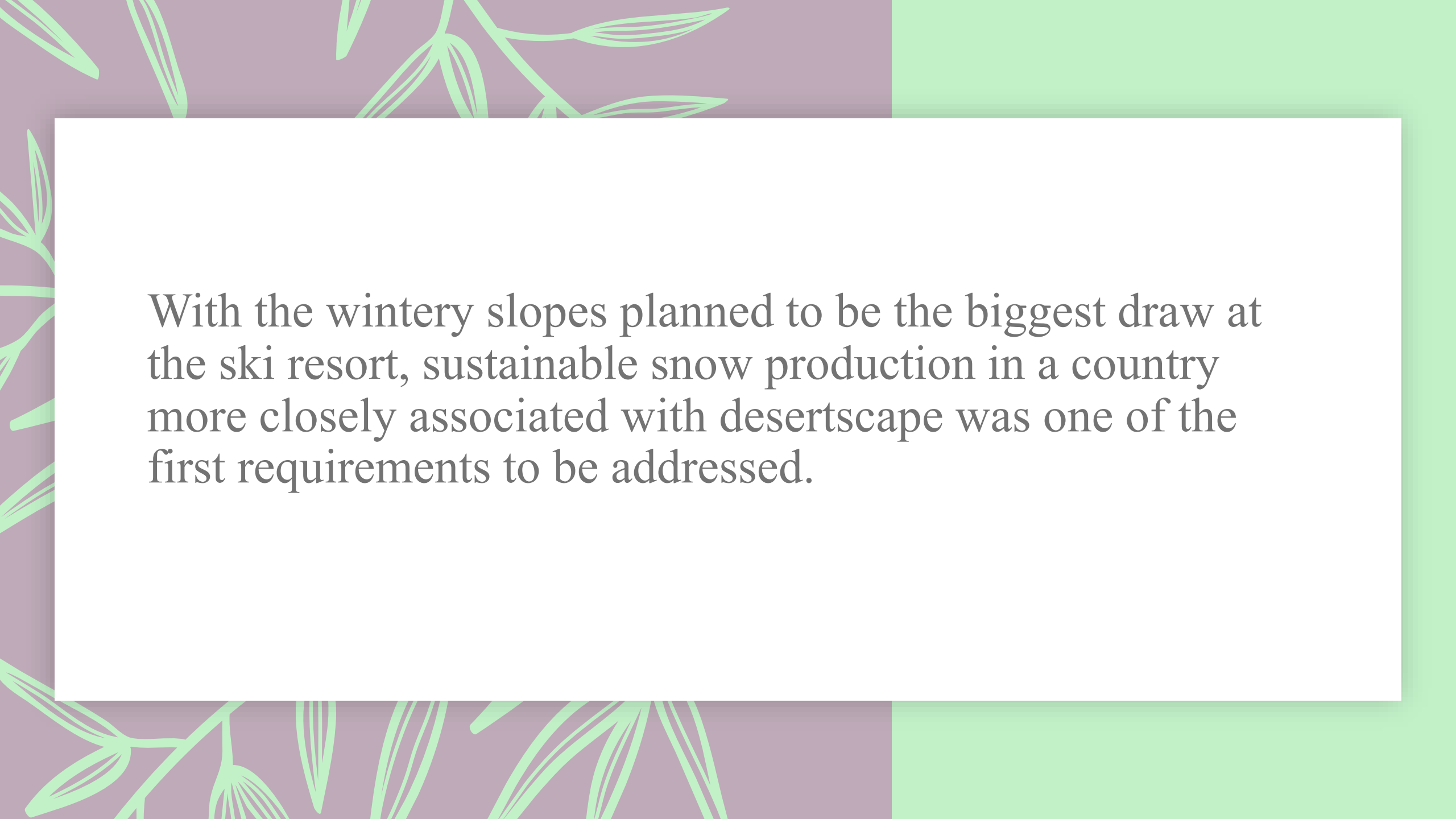


Building Trojena - first announced by Saudi Arabia's Crown Prince Mohammed bin Salman in 2022 - is a massive engineering feat, said Gullett, given that the aim is to showcase the mountain destination as one of the most environmentally sustainable ski resorts in the world – in line with the wider green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

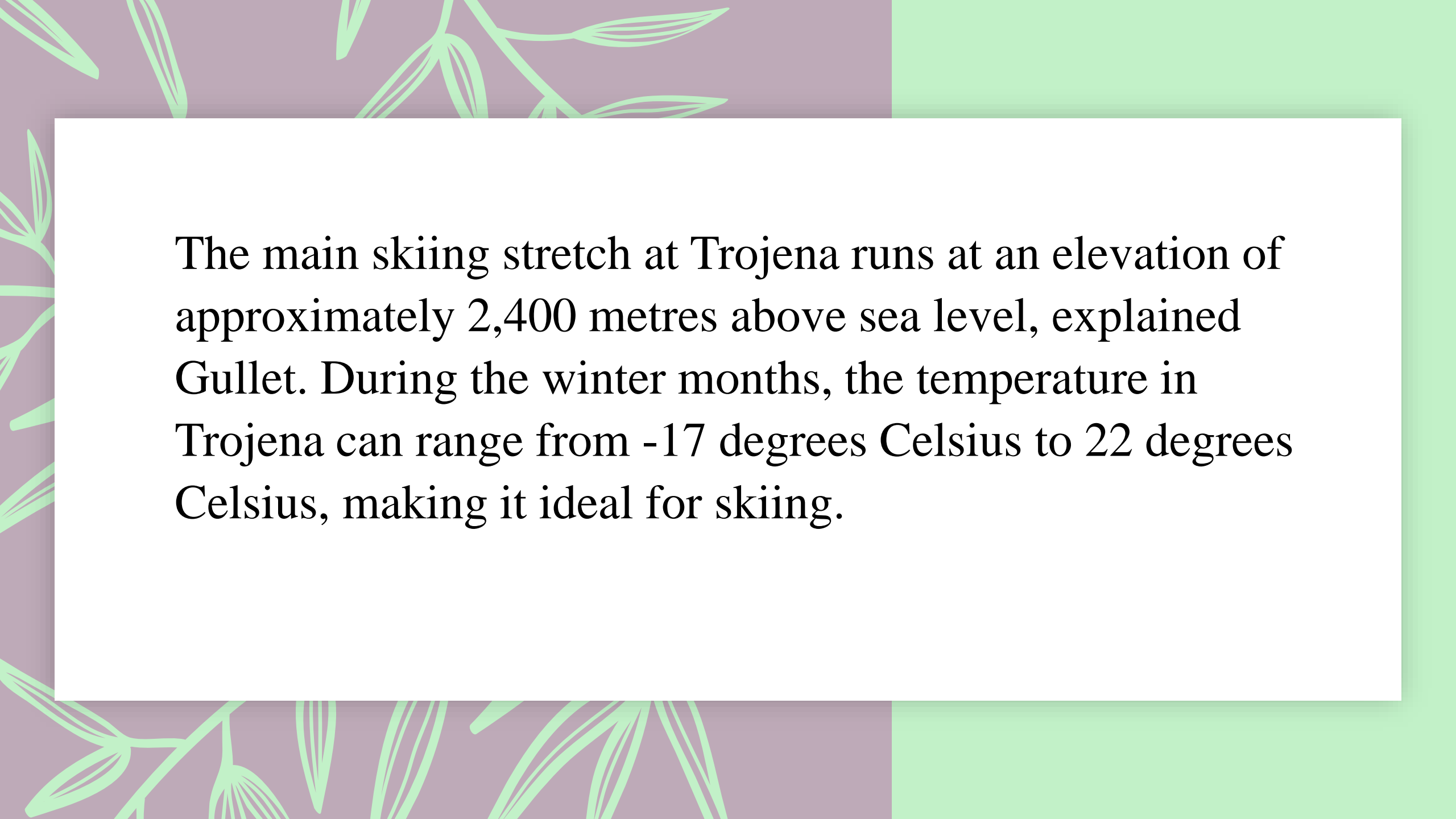


“To meet these requirements, we use renewable energy, minimize water usage and maximize water recovery. We will also operate the snow machines using NEOM’s renewable energy grid, which is carbon neutral and emits no greenhouse gases.”

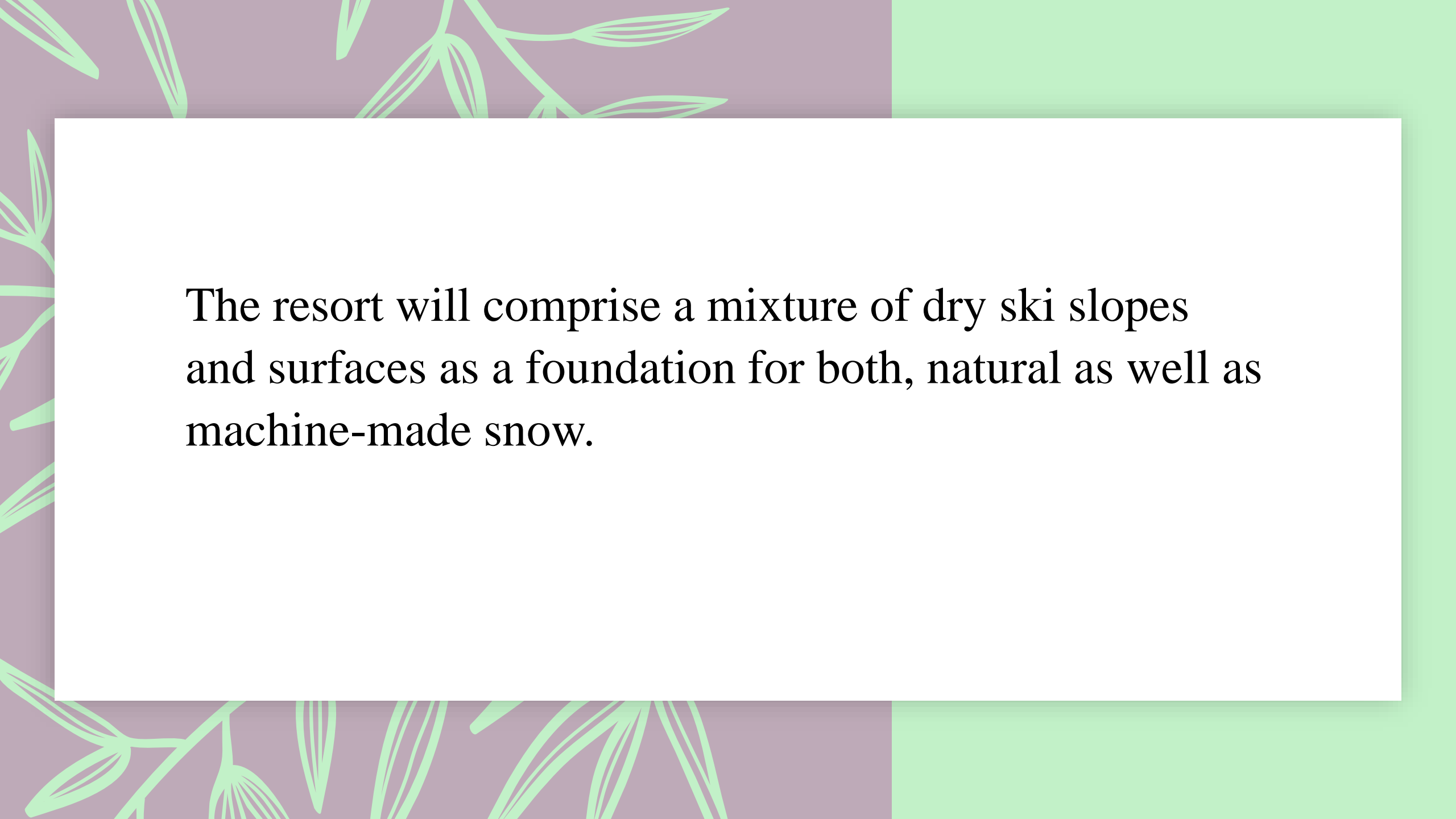




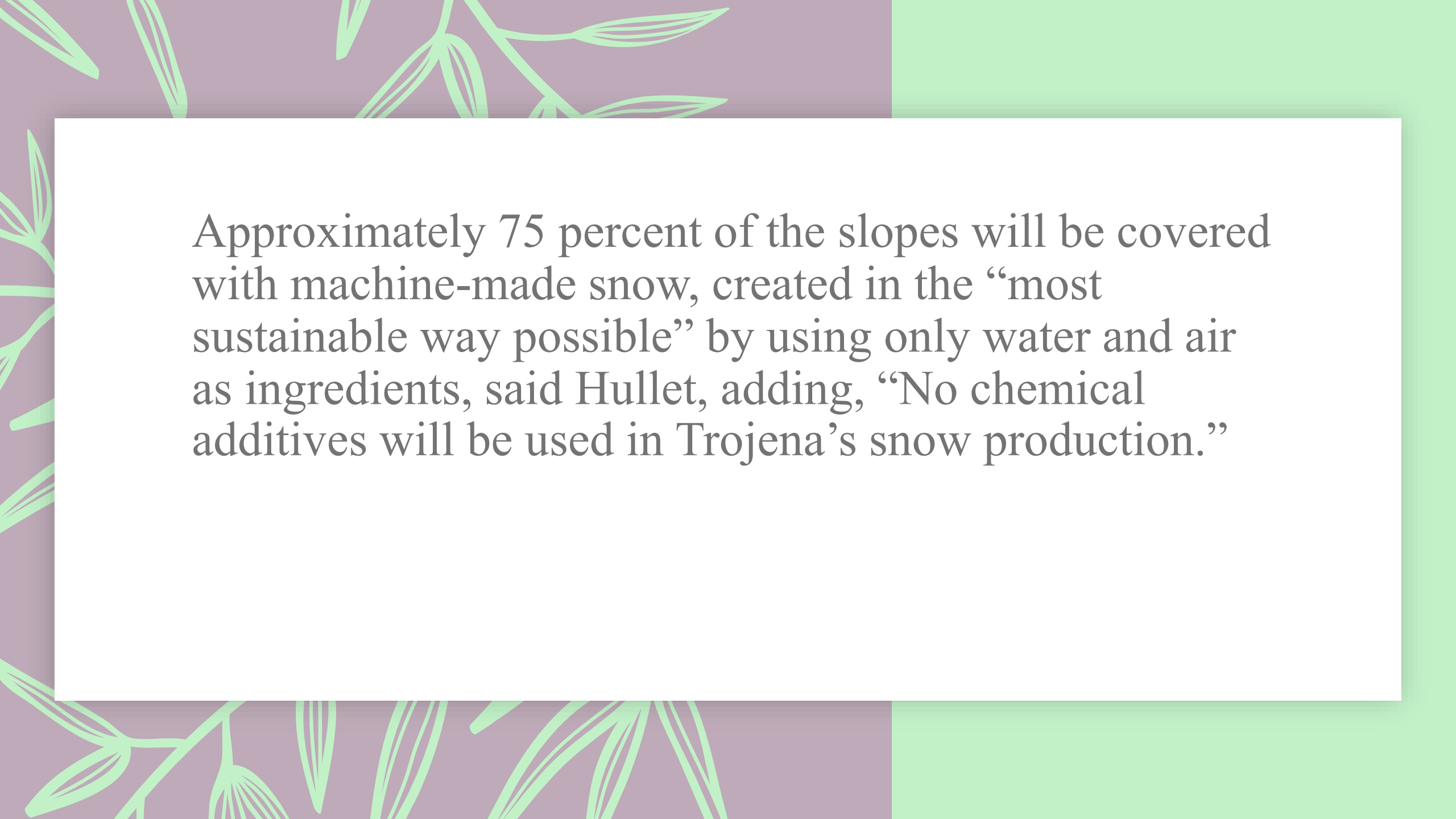
With the wintery slopes planned to be the biggest draw at the ski resort, sustainable snow production in a country more closely associated with desertcape was one of the first requirements to be addressed.



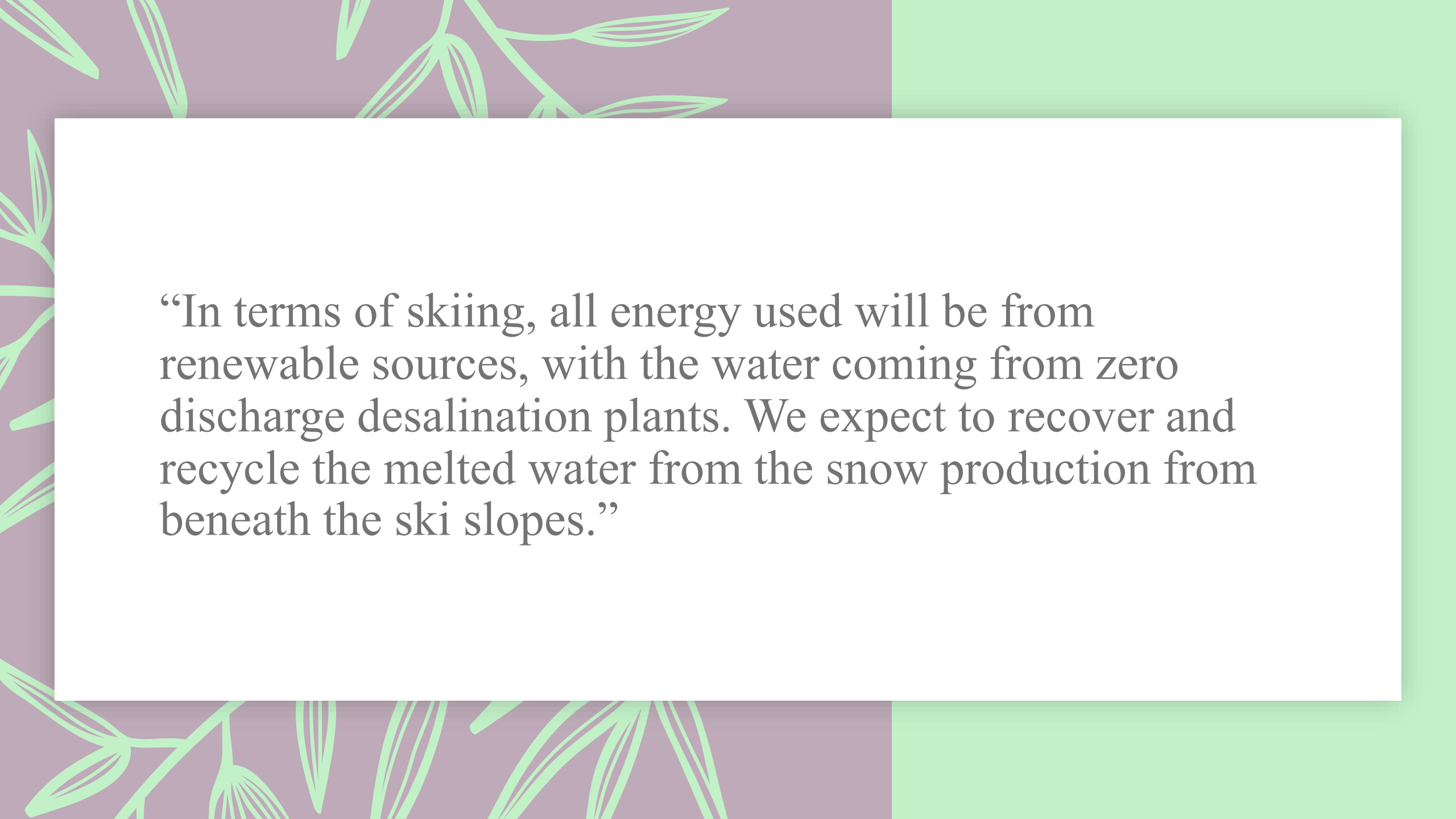
The main skiing stretch at Trojena runs at an elevation of approximately 2,400 metres above sea level, explained Gullet. During the winter months, the temperature in Trojena can range from -17 degrees Celsius to 22 degrees Celsius, making it ideal for skiing.



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.”



Trojena special clusters





Trojena has six special clusters, including alpine sports, water wellness activities, wildlife exploration;



Discover, Gateway, Valley, Explore, Relax, and Fun.



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- NEOM called the Trojena, is “a unique travel destination in the mountains of NEOM.” Trojena, master planned by LAVA, is currently under construction around a large, artificial lake surrounded by hotels and residences and expects to have 700,000 visitors and 7,000 permanent residents. The project is set to be ready by 2026.
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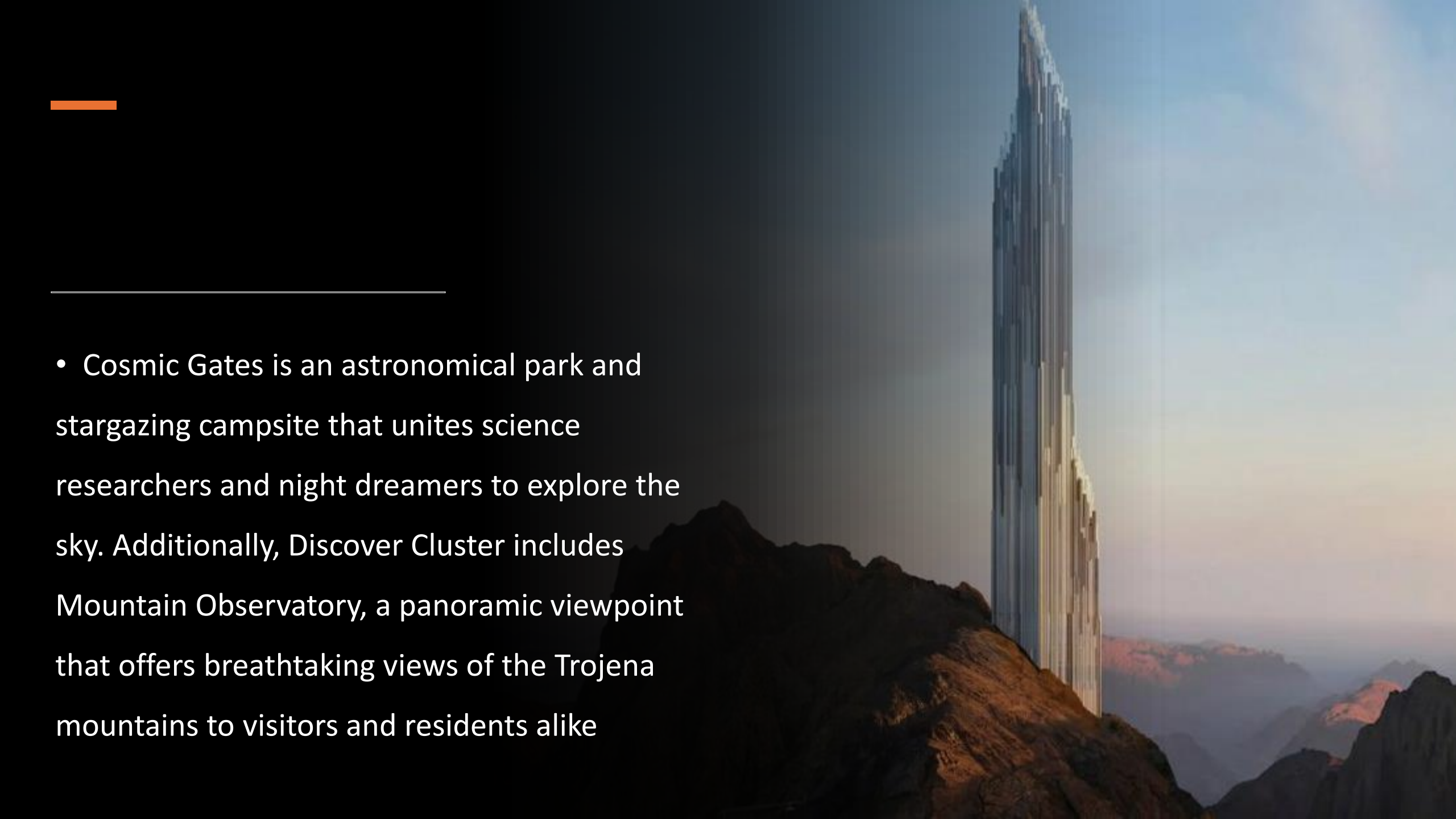


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- Trojena will redefine mountain tourism for the world by creating a place based on the principles of ecotourism, highlighting our efforts to preserve nature and enhance the community's quality of life, which is aligned with the goals of the kingdom's Vision 2030," said Mohammad bin Salman.

1. Discover Cluster

- Discover Cluster is located on the edge of a cliff and comprises two main attractions, Discover Tower and Cosmic Gate. The Discover Tower, designed by Zaha Hadid Architects, resembling a crystal, is a commercial high-rise tower that showcases tech-infused artistic content and experiences. It is accompanied by an open-air museum situated between two mountain peaks.
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- Cosmic Gates is an astronomical park and stargazing campsite that unites science researchers and night dreamers to explore the sky. Additionally, Discover Cluster includes Mountain Observatory, a panoramic viewpoint that offers breathtaking views of the Trojena mountains to visitors and residents alike

2. Gateway Cluster

- The Gateway is another futuristic cluster destination that offers visitors a unique experience, with two distinct areas – Mirage and The Vault. The Vault is an advanced technology gateway that combines a variety of offerings such as hospitality, retail, food and beverage, entertainment, and residential facilities.



- On the other hand, Mirage will be the visitor center and operate as the first access point to Trojena, which is located on the lower plateau of the mountain and offers an introduction to the Trojena experience. “The Vault, for instance, is set between two mountain peaks, offering a dramatic introduction to the mountain landscape for people arriving at Trojena while reducing the on-ground development footprint for the benefit of surrounding nature

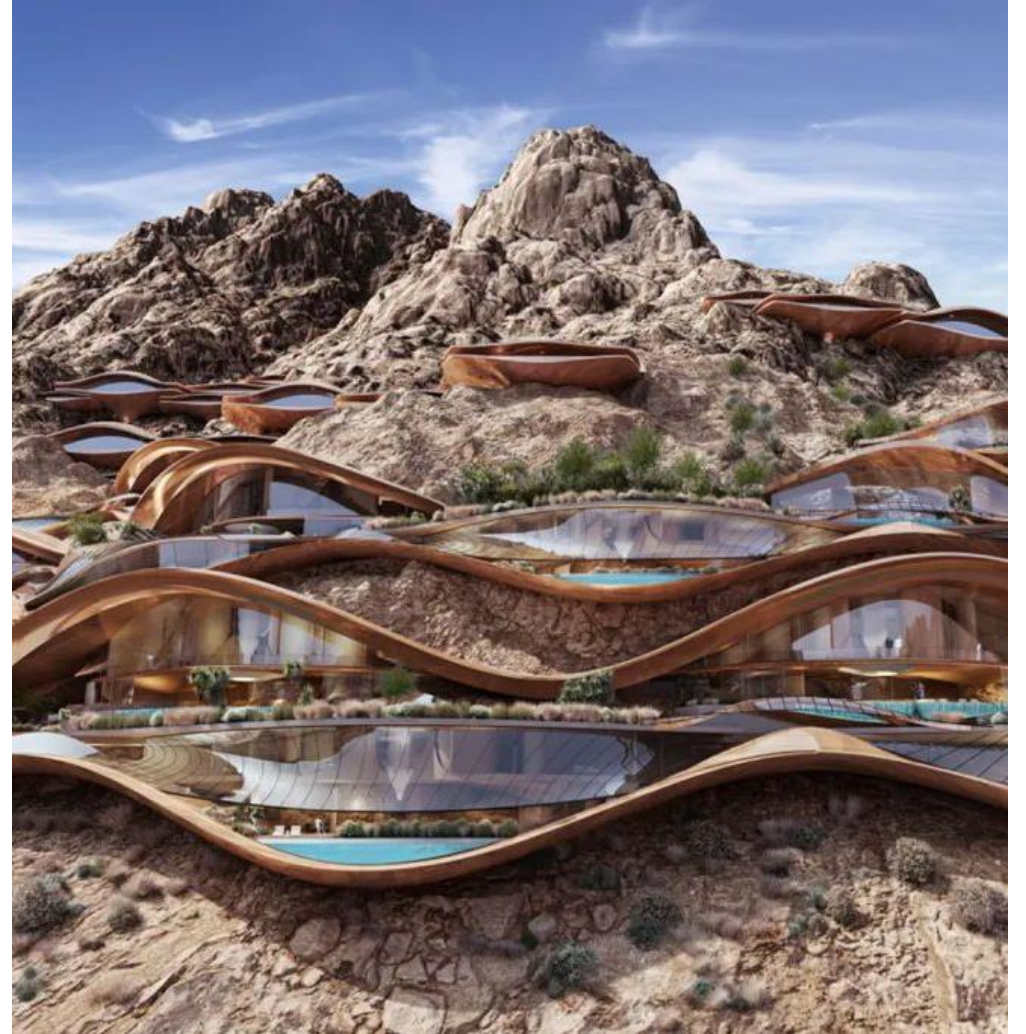


3. Valley Cluster

- Valley is one of the luxurious clusters located around a 2.8-kilometer artificial lake. The cluster includes of The Bow, The Lake Village, and The Lake.



- The Lake Village will be the center of the Trojena and will contain a residential area, hospitality services, and commercial spaces. The residential at Trojena will include ultra-luxury mansions, chalets, villas, and apartments. The cluster will offer exclusive apartments in four beautiful locations: Lake Village, Water Village, Ski Village, and The Vault. All the sites have been designed by world-class architects according to NEOM, but they haven't announced details yet.



- Also, in June, Minor Hotels announced that their Anantara brand will open a five-star resort, set in the Water Village, as part of the Valley Cluster of Trojena. The upcoming Anantara resort, with 270 keys, will provide a variety of accommodations such as guest rooms and suites, some featuring private pools, all of which offer breathtaking views of the artificial lake and mountains. The resort will have multiple dining options, including two specialty restaurants, an all-day dining restaurant with a show kitchen, a café, and a high tea lounge.



4. Explore Cluster

- The Explore Cluster comprises three main destinations: The Wildlife Reserve, the Mountain Exclusive Resort, and the Boutique Hiking Hotel. The Mountain Exclusive Resort is a luxurious high-end resort that is tucked away in the mountains, and it boasts a lunar-themed style and ambiance. The Boutique Hiking Hotel is a micro-accommodation that blends seamlessly into the surrounding landscape, and it provides a lavish space for hikers to unwind and relax.





5. Relax Cluster

- The Relax cluster will primarily focus on promoting health and wellness through a variety of offerings. Along with a range of residences built into the mountainside, the Lifestyle Management Resort is a futuristic facility that features natural, and meditative practices. The resort is staffed by world-class professionals and includes a medical spa according to NEOM.

- In January this year, GMH (General Hotel Management Ltd) signed a strategic agreement with NEOM Hotel Development, the hospitality ecosystem developer located in the northwest corner of Saudi Arabia. The hotel is located in the Relax Cluster which is designed to provide a peaceful and relaxing environment for guests to reflect, recreate, and rejuvenate with access to world-class wellness programs



6. Fun Cluster

- Fun Cluster is a year-long outdoor activity destination that offers entertainment and adventurous activities. It includes the Ski Village, which provides winter sports activities for three months. Trojena has an annual calendar of over 100 indoor and outdoor activities. It is set to be the first major outdoor skiing destination in the GCC and will host the 2029 Winter Asian Games, making it the first nation in Western Asia to stage such an event.



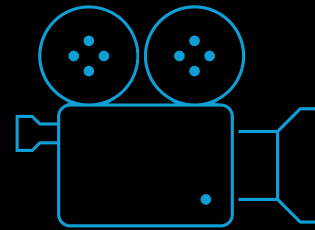
- Also, Collective Retreats will re-imagine the outdoor hospitality at Trojena. Collective Retreats also plans to offer outdoor activities like skiing, mountain biking, hiking, and other outdoor sports as well as cultural activity programs around music, film, and food.





- Many countries have beautiful mountain destinations, but what makes Trojena stand out is the fact that it is sustainable and powered by renewable energy and is a year-round mountain destination offering diversified experiences way beyond winter sports.

Watch this !



<https://www.vision2030.gov.sa/en/explore/projects/trojena>

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