AL-ULA

PROJECT SPECIFICATIONS

- Set to be transformed into a wildlife reserve and heritage destination
- Located in north-western Saudi Arabia, within Madinah Provence
- Home to Mada'in Saleh Saudi Arabia's first
 UNESCO heritage site
- Area renowned for its sandstone rock formations

- Project will witness the development of 925-square-kilometre Sharaan Nature Reserve and Sharaan Resort
- Expected to attract 250,000 visitors per annum by 2020-21 and over 2 million by 2035
- Expected to add SAR 120 billion to GDP and generate 38,000 jobs by 2035

KEY PROJECT COMPONENTS (SHARAAN RESORT)



25
HOTEL SUITES &
10 PAVILIONS



25
RESORT-LIKE
RESIDENTIAL
ESTATES



40 STANDARD RESIDENTIAL ESTATES



FOOD AND BEVERAGE OUTLETS



INTERNATIONAL SUMMIT CENTRE



LUXURY SPA EXPERIENCE

Early 2020
GROUND BREAKING

2023
RESORT COMPLETION

2030 PROJECT COMPLETION

TARGET MARKET



MICE VISITORS





COMPETITIVE DESTINATIONS

PETRA, JORDAN LUXOR, EGYPT CAPPADOCIA, TURKEY

DEMAND BREAKDOWN

INTERNATIONAL

60%

DOMESTIC

40%