

AL-ULA

PROJECT SPECIFICATIONS

- Set to be transformed into a wildlife reserve and heritage destination
- Located in north-western Saudi Arabia, within Madinah Province
- 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

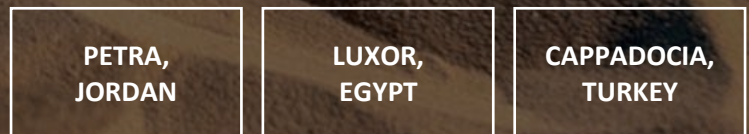
KEY PROJECT COMPONENTS (SHARAAN RESORT)



TARGET MARKET



COMPETITIVE DESTINATIONS



DEMAND BREAKDOWN

