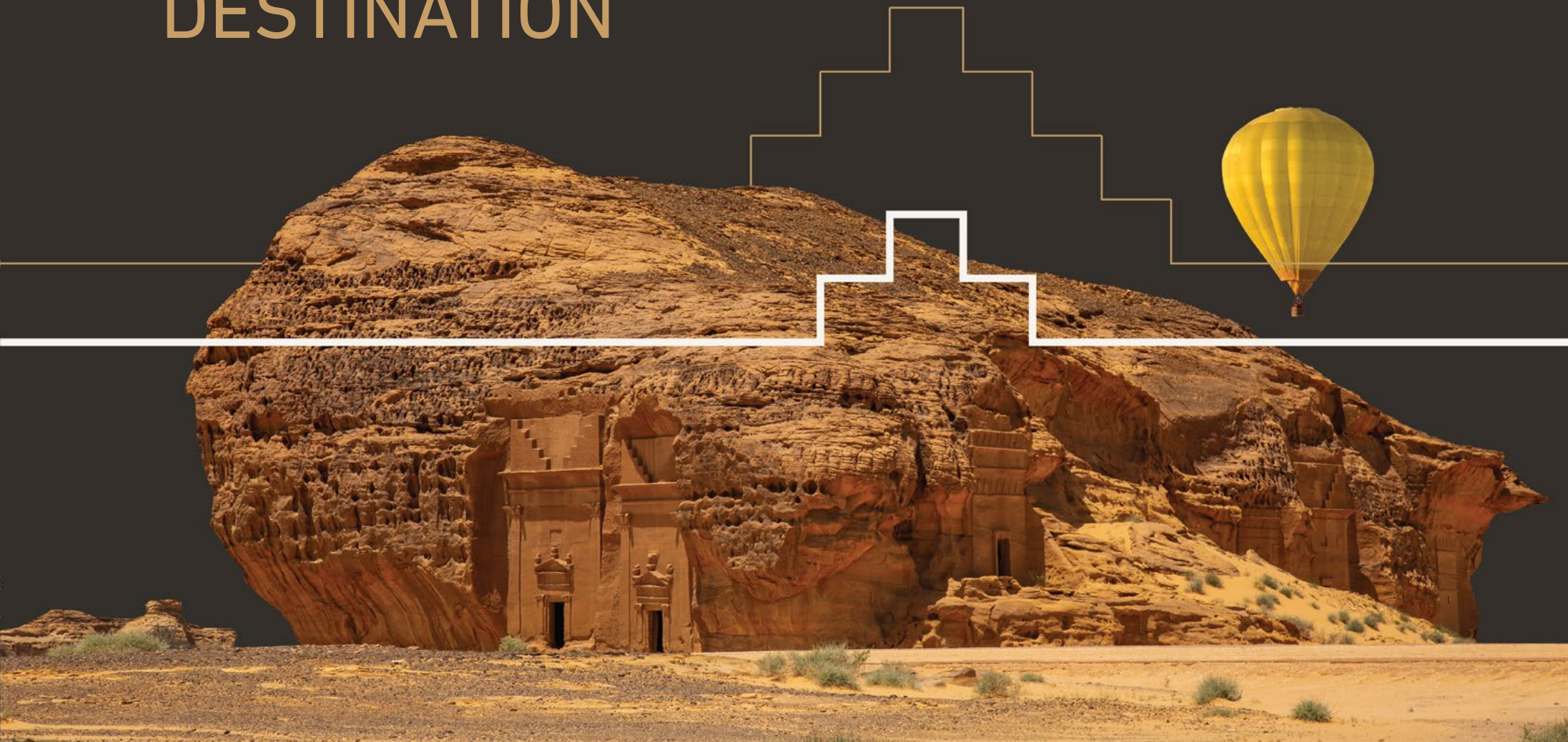




ALULA: A YEAR-ROUND DESTINATION





الهيئة الملكية لمحافظة العلا
ROYAL COMMISSION FOR ALULA

ALULA, WHERE THE WORLD WILL MEET AGAIN



AlUla offers an avenue into the economic diversification of a young and growing country of 32 million people.

The economic and cultural transformation of Saudi Arabia has created a range of new investment destinations across the Kingdom, in particular thanks to the Vision 2030 goal of tripling tourism's share of GDP.

But why AlUla?

When people ask this question, there is so much I want to tell them. But here at least is a summary of key reasons for believing in AlUla:

Because of its long-known history – our oasis was a crossroads of civilisations for millennia, crisscrossed by camel caravans filled with pilgrims, spices and silks.

And because of its newly uncovered history – the era of the early inhabitants, only now emerging into the light of knowledge. What we discover about their lives is both fascinating and inspiring.

AlUla is one of the world's most active areas for archaeological exploration and our teams are uncovering a world of monumental mustatils, funerary avenues, 'desert kites' for hunting and 'standing stone circles' for building homes.

Drawn by history and more, visitors are coming to AlUla in growing numbers. In 2023 we hosted over 265,000 guests, up more than 40% from the year before. This year again we are forecasting double-digit growth.

The launch of our first global marketing campaign, Forever Revitalising, is propelling these numbers – global brand recognition has risen to 42% from 34% in less than a year.

From the moment visitors arrive, they are stunned by AlUla's natural beauty. This is a world of sandstone arches, pillars and pinnacles shaped through millions of years of erosion by wind and water (AlUla was once a land of shallow seas).

It is easy to see why film crews from around the world are choosing AlUla as a location for their shoots.

For arts and culture AlUla is an open-air canvas, a living museum with a growing year-round calendar of events such as Desert X AlUla, the Azimuth music festival and Winter at Tantora. Through arts and culture, RCU is

positioning AlUla as a global arts destination where landmark exhibitions and cultural exchanges showcase a rich cultural heritage and foster artistic excellence.

And for sports, the land offers a stunning backdrop for events from marathons and cycling to camel races and equestrian competitions – indeed AlUla is rapidly emerging as the region's home of heritage sports.

Together this is a rising tide for the economy of north-west Arabia. RCU has created thousands of jobs in the tourism and non-tourism sectors and lowered AlUla County's unemployment rate. Per-capita incomes are rising each quarter. Our revival of local agriculture is opening new markets for local produce. The potential of the people is awakening through training programmes, scholarships, foreign-language training, and SME development. AlUla is primed for growth and investment in the years ahead.

From tourism to agriculture, from archaeology to the arts, RCU's regeneration of AlUla as a leading destination for cultural and natural heritage grows more real year by year – job by job, event by event, hotel by hotel, and visitor by visitor.

And investor by investor. As you will see in the pages of this brochure, our project offers opportunities across several sectors.

AlUla is where the world came to meet and where we will meet again. We look forward to meeting you to discuss new possibilities.



Sincerely,

Abeer AlAkel

Acting CEO, Royal
Commission for AlUla





OUR **VISION**

ALULA A CULTURAL LANDSCAPE,
A JOURNEY THROUGH TIME IN THE
LARGEST OPEN MUSEUM

OUR **MISSION**

TO ENABLE ALULA DEVELOPMENT FOR ITS
COMMUNITIES AND VISITORS THROUGH
REGENERATING AND PROTECTING ITS
CULTURAL LANDSCAPE AND PROVIDING
QUALITY OF LIFE



RCU'S STRATEGY FOR ALULA

The development journey of RCU and AlUla is directed by a robust and ambitious strategy built on seven pillars.

CORE PILLARS:



TOURISM



HERITAGE, ARTS
AND CULTURE



NATURE AND
WILDLIFE



ECONOMIC
AND SOCIAL
DEVELOPMENT

ENABLING PILLARS:



SPATIAL
DEVELOPMENT



ENABLING
SERVICES



INSTITUTIONAL
EXCELLENCE

OUR STRATEGY IS BEING EXECUTED THROUGH THREE IMPLEMENTATION PHASES:

PHASE 1

2018-23
Build A Luxury Brand

Growth in visitation and hospitality room keys, hyper luxury and luxury offerings, and setting foundations of infrastructure, brand and offerings

PHASE 2

2024-30
UNLOCK FULL VALUE PROPOSITION

Rapid growth in visitation and room keys, expansion to upscale offerings, focus on growth of masterplans, services and cultural assets

PHASE 3

2030-35
GROW CAPACITY

Steady growth in visitation and room keys, expansion to midscale offerings, continuous enhancement to meet demand and sustain quality

Phase 1 focused on six key priorities:

- 01** Activate AlUla brand as a boutique luxury destination
- 02** Activate other non-tourism sectors and focus areas
- 03** Create and detail AlUla’s masterplans to enable and streamline development
- 04** Set up the foundation for tourism sector and activate assets, sites and attractions
- 05** Enable AlUla’s community and improve quality of life
- 06** Evolve RCU’s operating model to realise its targeted role as the ultimate planner and regulator for AlUla

RCU has initiated the first two AlUla masterplans:

- The Journey Through Time, launched in 2021 and covering AlUla’s core heritage assets
- The Path to Prosperity, launched in 2023 and guiding the urban transformation of AlUla Central and AlUla South

Future masterplans will extend to the Sharaan Nature Reserve, Khaybar oasis and Tayma.





CONSTRUCTION AND DEVELOPMENT: A GROWING LIST OF COMPLETIONS

DURING THE PAST YEAR
RCU'S DEVELOPMENT AND
CONSTRUCTION DEPARTMENT
HAS MADE PROGRESS ON A
NUMBER OF KEY PROJECTS



01 In March RCU began rock excavation for construction of Sharaan Resort, which was designed by the architect Jean Nouvel and is being carved into the sandstone mountains of Sharaan Nature Reserve.

At Sharaan Resort, RCU and its contractors are applying modern engineering methods to update the ancient Nabataean practice of creating spaces within rock.

02 And in January RCU awarded France’s Alstom a contract valued at more than 500 million euros to design and build AlUla’s experiential tram system.

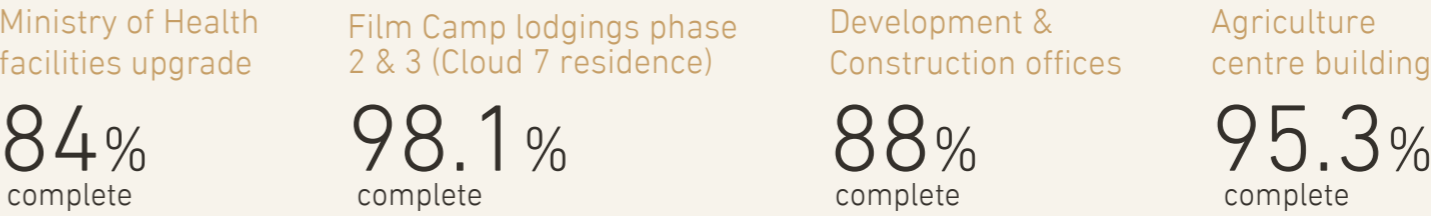
03 Status of assets projects:



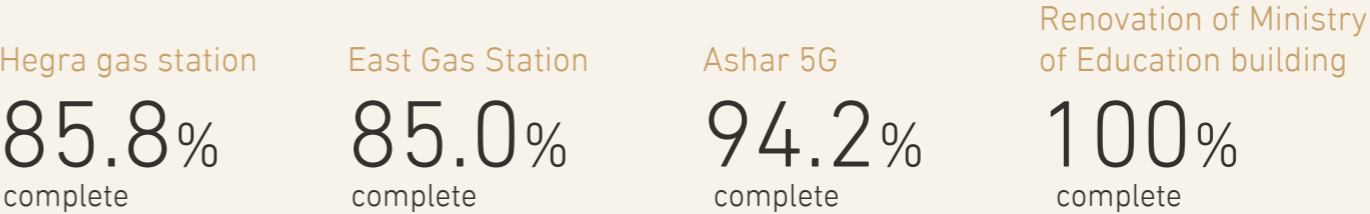
04 Status of infrastructure projects



05 Asset projects more than 80% constructed include:



06 Infrastructure projects more than 80% constructed include:



07 Progress on assets projects for each masterplan:

Journey Through Time:



Path to Prosperity:



ALULA'S DIGITAL TRANSFORMATION

RCU'S ONGOING ROLLOUT
OF THE LATEST DIGITAL
TOOLS AND SMART SERVICES
REGISTERED AN IMPRESSIVE
85% SATISFACTION RATE



KEY PROGRESS POINTS INCLUDE:

01 The strategy embeds digital and data as an integral and natural part of visiting, living and working in AlUla

03 The Digital Transformation Index maintained a value of 90%, exceeding the annual target of 85% and matching the 2023 value

05 The AlUla Digital Twin – Smart Development Management system is on track and aiding in the deployment of digital planning and access capabilities for urban regeneration

02 RCU increased AlUla’s overall data maturity score– which measures how deeply data is ingrained into RCU’s day-to-day work – increased to 3.1 from 3 in our latest reported quarter and was on track toward the target of 3.3

04 RCU’s Smart County Programme is transforming AlUla into a globally recognised Smart County where technology and innovation coexist with cultural heritage and nature

06 RCU’s score on Qiyas, Saudi Arabia’s Digital Transformation Index for Government departments and entities, reached 90% due to a strong focus on enhancing digital capabilities aligned with international standards

07 RCU’s Digital Transformation scores have reached:

85%

level of satisfaction with digital tools and services

31%

of county services are now automated – exceeding 2024 target

65%

wireless broadband coverage reached across AlUla County

08 RCU signed an agreement with the Riyadh-based telecoms infrastructure provider Tawal to improve phone and internet service in AlUla by building cellular towers

The agreement allows all telecoms providers to use these towers, while ensuring that the towers blend with the natural scenery to boost connectivity and safety

09 The RCU and the Experience AlUla website update has been delivered with key improvements such as performance enhancements, security updates for social media logins, Apple Pay integrations, and language preference improvements.



MOBILITY: ENHANCING CONNECTIVITY

A wide-angle photograph of a modern tram traveling along a track that stretches into the distance. The track is flanked by tall, slender palm trees that create a natural canopy. The tram is a light brown color with a large glass front and sides, revealing passengers inside. The scene is set in a desert environment with dry grass and distant mountains under a clear sky. The overall tone is warm and scenic.

ALULA'S EVOLVING MOBILITY
INFRASTRUCTURE IS ENHANCING
CONNECTIVITY, WITH INCREASING
USE OF EVS AND ALTERNATIVE
TRANSPORT OPTIONS

KEY PROGRESS POINTS INCLUDE:

360 Mobility Plan:

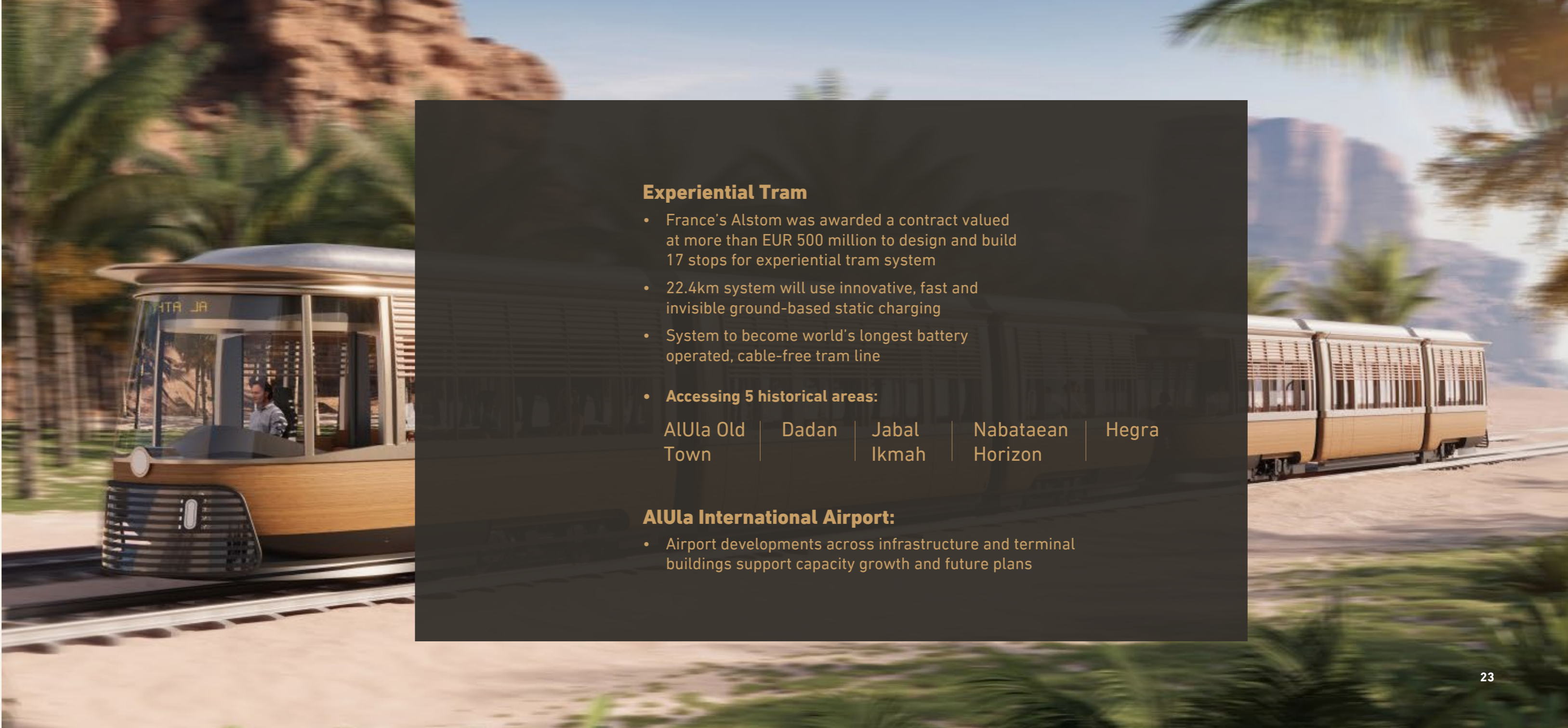
Assesses the community’s needs to deploy integrated services to design, build, and operate a range of accessible mobility solutions that can be used by all

Path to Prosperity:

Masterplan connecting AlUla Central and South with a network of scenic routes, low-impact public transportation offerings, and non-vehicular options

Road infrastructure:

Work continues to upgrade roads in AlUla, **46 km** to date, and install essential utilities, such as telecommunications infrastructure



Experiential Tram

- France’s Alstom was awarded a contract valued at more than EUR 500 million to design and build 17 stops for experiential tram system
- 22.4km system will use innovative, fast and invisible ground-based static charging
- System to become world’s longest battery operated, cable-free tram line

Accessing 5 historical areas:

AlUla Old Town	Dadan	Jabal Ikmah	Nabataean Horizon	Hegra
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AlUla International Airport:

- Airport developments across infrastructure and terminal buildings support capacity growth and future plans



HEALTHCARE: REVITALISING ALULA'S WELL BEING

RCU'S HEALTHCARE
TRANSFORMATION PROGRAMME
IS MAKING SIGNIFICANT
STRIDES, WITH NEW HOSPITALS
AND CLINICS TAKING SHAPE
ACROSS ALULA





KEY PROGRESS POINTS INCLUDE:

01 Fully upgraded and launched the Sukhairat Primary Healthcare Centre

02 Significant progress on other key projects to-date, including:

<div>100% complete</div> <div>Prince Abdul Mohsen Hospital</div>	<div>100% complete</div> <div>Primary Healthcare Centre</div>	<div>100% complete</div> <div>Airport Clinic</div>
<div>90% complete</div> <div>Wadi Ashar Clinic</div>	<div>50% complete</div> <div>Social Habilitation Centre</div>	<div>30% complete</div> <div>Tharba Medical Centre</div>

03 Additional infrastructure at Prince Abdul Mohsen Hospital to support medical air evacuations

04 Partnerships with national stakeholders such as Ministry of Health and HealthCo are driving adoption of best practices

05 Cooperation with international healthcare leaders such as Mass General Brigham (MGB) and Steward International strengthens local medical capabilities:

Partnership with MGB has led to appointment of new heads of nursing and integration of **24** emergency doctors at Prince Abdul Mohsen Hospital

Collaboration with Steward International has introduced **13** new doctors and facilitated over **100** training lectures for existing medical personnel

06 These strategic improvements have yielded measurable improvements in patient care:

At Prince Abdul Mohsen Hospital, patient experience scores have improved by **14%**; treatment turnaround times have decreased by **59%**

Sukhairat Primary Healthcare Centre has recorded a **7%** rise in patient experience scores and a **62%** reduction in treatment turnaround times

Introduction of new medical specialties has enabled treatment for **4,802** patients by consultant doctors



GROWING AN EDUCATION ECOSYSTEM

RCU'S EDUCATION AND
HUMAN CAPITAL GOALS HAVE
UPSKILLED 4,800 MEMBERS OF
THE COMMUNITY

KEY PROGRESS POINTS INCLUDE:

01 AlUla's educational network comprises **96** schools accommodating over **14,000** students, supported by a workforce of **1,492** professionals

02 In response to increasing educational and vocational demands, RCU has:

Designed five kindergartens, two international schools, and enhanced school transportation to optimise logistics and safety for thousands of students

Refurbished sports infrastructure in nine schools and added two modern sports facilities

Collaborated with Mahd Academy to provide professional development for **29** teachers, promoting sustainable sports practices within the community

Initiated third phase of Hammayah Programme, training **1,500** community members in key sectors such as tourism, culture, and environmental stewardship

03 RCU's growing network of partnerships with prestigious academic institutions such as Sorbonne University facilitates knowledge exchange

04 AlUla Scholarship Programme facilitates global academic pursuits for local students in fields such as hospitality, agriculture, and environmental science

05 AlUla Languages Institute promotes language proficiency for both residents and visitors, benefiting 3,653 participants to date:

3,283 from the English language programme

156 from the French language programme

159 from the Nabataean language programme

18 from the Arabic language programme

7 from the Chinese language programme

06 "AlUla Opportunity" project has engaged the community in innovation and entrepreneurship

07 More than **4,800** residents have completed advanced upskilling programmes

SUSTAINABLE GROWTH FOR ALL

AS RCU TRANSFORMS ALULA INTO A GLOBAL CENTRE OF HERITAGE AND CULTURE, WE ARE FOCUSED ON BUILDING A GREAT PLACE TO LIVE, TO WORK AND TO VISIT, POWERED BY A DIVERSIFIED ECONOMY DESIGNED TO IMPROVE THE WELL-BEING OF THE COMMUNITY FOR THE BENEFIT OF PEOPLE AND PLACE



SAR 9.58 Billion	SAR 7.04 Billion	90
Cumulative contribution to GDP from AIUla tourism in 2023	Cumulative contribution to GDP from AIUla non-tourism sectors in 2023	Number of new SMEs in latest reported quarter

Rising trend per-capita YoY	Female labour force participation has reached 38%	587
		Number of MSMEs active 3 years or more

Promotion of agriculture sector is increasing revenue for local producers:
The fourth AIUla Dates Festival yielded SAR 12.8 million in auction revenue with sales up 150% year-on-year. From an average of SAR 1.5 per kg at the first festival, prices in 2023 averaged SAR 10.3 per kg – with Medjool dates fetching up to SAR 60 per kg

RCU is nurturing business-oriented entities such as Film AIUla and AIUla Peregrina Trading Co (APTC) to diversify the economy and nurture local talent. Film AIUla offers a favourable and flexible financial model with a 40% rebate and additional incentives on productions set in AIUla



PATH TO PROSPERITY: A YEAR OF PROGRESS

An aerial architectural rendering of a large-scale urban development project. The city is built in a valley, surrounded by rugged, brown mountains. The urban layout features a central spine with various building types, including residential blocks and commercial structures. Green spaces and parks are interspersed throughout the development. The lighting suggests a late afternoon or early morning scene, with long shadows and a warm, golden glow from the sun.

SINCE RCU LAUNCHED THE PATH TO PROSPERITY MASTERPLAN IN AUGUST 2023, THERE HAS BEEN SUBSTANTIAL PROGRESS IN THE URBAN TRANSFORMATION OF ALULA SOUTH AND CENTRAL

KEY PROGRESS POINTS INCLUDE:

Health & Wellbeing

- Facilities upgraded at Prince Abdul Mohsen General Hospital, enhancing healthcare services with specialised clinics and international expertise
- Prince Abdul Mohsen General Hospital enhanced with a new façade, redesigned lobbies, and advanced safety systems


Mobility & Public Realm

- Improved road infrastructure and sustainable transport introduced, including electric buses and autonomous vehicles
- Upgraded green spaces and developed pathways to foster community engagement and encourage outdoor activities
- Launched a 45km AlUla Interurban Cycling Track and introduced Lohr Electric Buses and Autonomous Vehicles to promote green transportation solutions
- Ongoing upgrades to water infrastructure and construction of new power substations to meet the needs of AlUla's growing population

Education

- Extensive upgrades and improvements across various educational levels, including:
 - 01** Al-Siddiq High School
 - 02** Al-Zahir Baybars Intermediate School
 - 03** Al-Marefa'h Kindergarten
 - 04** King Faisal Elementary
- Nine schools now feature upgraded sports facilities, supporting programmes with RCU partners AlUla Club, Mahd Academy, Saudi Sports Federation, and the Ministry of Sports





**“ALULA, ALL WORDS FALL
SHORT OF DOING IT
JUSTICE. ALULA IS AN
EXPERIENCE TO BE LIVED,
NOT NARRATED”**

Tinhinane Bachir-Cherif

member of the first cohort of our UNESCO-Kingdoms Institute
fellows, while exploring the byways of Old Town.

HOSPITALITY: WELCOMING THE WORLD

ALULA'S HOSPITALITY
LANDSCAPE CONTINUES TO
EXPAND, WITH MORE THAN 877
KEYS AVAILABLE TO VISITORS
AT DIVERSE ACCOMMODATIONS



KEY PROGRESS POINTS INCLUDE:

Hotel rooms are spread across unique resorts including:



- Opened earlier this year, Dar Tantora the House Hotel is operated in partnership with a leading hotel company, Kerten Hospitality

A 30-room boutique eco-lodge, the property was designed in collaboration with famed Egyptian Architect Shahira Fahmy

Located in a fully restored heritage house in AlUla's Old Town, the hotel complements the area's labyrinth of 12th Century mud and stone brick buildings – seamlessly blending luxury with culture

- The Chedi Hegra Boutique Hotel, being built within the captivating surroundings of Hegra, a UNESCO World Heritage Site, including an old railway station and Hegra Fort

Historic structures are preserved and integrated within its modern architecture, immersing guests in the ancient, cultural, and natural landscape of Hegra

- Future landmark AlUla hotels currently under construction include the Sharaan Resort, designed by renowned French architect Jean Nouvel.

A world-class eco-destination taking shape within a mountain, the resort will offer 40 accommodations – 25 suites, 10 pavilions, and five residential estates – with easy access to Sharaan Nature Reserve

Satisfaction rates among visitors in AlUla reached

90%

Visitors' satisfaction with Heritage Sites Experience reached

95%





MARKETING MILESTONE: ALULA'S FIRST GLOBAL CAMPAIGN

RCU HAS INCREASED ALULA'S VISITOR NUMBERS AND GLOBAL RECOGNITION, WHILE ALSO LAUNCHING OUR FIRST GLOBAL MARKETING CAMPAIGN AND FURTHER DEVELOPING ALULA AS A YEAR-ROUND DESTINATION.



- 01** AlUla's first global marketing campaign, 'Forever Revitalising', launched in February in nine key markets including China, Germany, India, and USA. The campaign video was viewed more than 81 million times over six weeks. While primarily B2C, the campaign also delivered a B2B element for airline and travel distributors
- 02** Global brand awareness rose to 42% in Q2 2024 from 40% in Q1 2024 and 35% in Q4 2023
- 03** Visitor numbers rose to about 265,000 in 2023, exceeding target of 250,000
- 04** Visitors staying an average of 3.2 days and spending approximately 1,704 SAR per day
- 05** 67,700 visitors in Q1 2024, 117,500 in Q2
- 06** New venue Daimumah (Water Pavilions) attracted more than 153,000 visitors from mid-2023 through Q1 2024.
- 07** Percentage of offseason visits reached 37% in 2023, ahead of target
- 09** RCU became the Middle East's first destination organisation to win accreditation from Destinations International, the global association for destination professionals
- 08** At 2024 World Travel Awards, AlUla won three categories: Middle East's Leading Festival & Event Destination, Saudi Arabia's Leading Cultural Tourism Project and, for a second consecutive year, Middle East's Leading Cultural Tourism Project
- 10** New airline connections in 2024 including Qatar Airways to Doha, Gulf Air to Manama and Royal Jordanian to Amman



RCU YEAR IN REVIEW 2023-24

IN THE 12 MONTHS SINCE WEF Annual Meeting 24, RCU HAS WON THREE WORLD TRAVEL AWARDS, UPSKILLED THOUSANDS OF YOUNG PEOPLE, OPENED LUXURY HOTELS, INAUGURATED PARTNERSHIPS FROM KSA TO CALIFORNIA, GREETED NEW ARABIAN LEOPARD CUBS, UPGRADED SCHOOLS AND HOSPITALS, AND EXPANDED OUR YEAR-ROUND CALENDAR OF FESTIVALS AND EVENTS



JANUARY 2024

RCU awards France's Alstom a contract valued at more than 500 million euros to design and build AlUla's experiential tram system.

RCU launches the fourth phase of the AlUla Scholarship Programme, which offers hundreds of scholarships abroad that open career paths for the young people of AlUla, Khaybar and Tayma.

Riyadh-based Avalon Pharma partners with RCU's AlUla Peregrina Trading Co to create homegrown premium cosmetic

FEBRUARY 2024

RCU launches the I Care campaign to engage the community in safeguarding cultural assets. The artist David Popa creates a 'vanishing artwork' – a monumental piece of landscape art in which two protective hands, sculpted from earth, embrace the Tomb of Lihyan, Son of Kuza. The artwork fades away over 30 days, symbolising the fragility of cultural heritage.

The first Gulf Air flight from Manama lands at AlUla International Airport. The seasonal service runs twice a week on the Bahraini carrier's A320-Neo aircraft.

Royal Jordanian Airlines launches twice-weekly seasonal flights between Amman and AlUla.

and dermatologic products for skin and hair care. The product line will use AlUla Peregrina oil, extract and paste extract.

The 30-room Dar Tantora eco-lodge opens in AlUla Old Town. Like the historic homes of Old Town, the lodge is built with mud bricks, stones and palm fronds, with natural ventilation rather than AC, and minimal use of electricity.

AlUla's first global marketing campaign launches under the banner 'Forever Revitalising' and targets nine key markets including the UK, Germany, US, China, India and Australia. While primarily B2C, the campaign also has a B2B element for airline and travel distributors.

MARCH 2024

RCU signs an agreement with telecoms infrastructure provider Tawal to improve phone and internet service in AlUla by building cellular towers, allowing all providers to use these towers, and ensuring that the towers blend with the natural scenery.

As part of RCU's strategic partnership with UNESCO, the inaugural fellows in the joint Kingdoms Institute Fellowship Program in heritage conservation are assigned to UNESCO field offices after completing their fieldwork at AlUla.

APRIL 2024

In line with its commitment to community health and safety, RCU announces the commencement of medevac services. The helicopter-and-airplane fleet operates 24/7 from its base at AlUla International Airport.

Featuring world-renowned pioneers of land art and artists at the forefront of contemporary practice, the 'Journeys in Land Art, Towards Wadi AlFann, AlUla' two-week showcase at the Venice Biennale ushers Wadi AlFann onto the global stage as a destination for contemporary art.

RCU unveils a cultural collaboration agreement with the Henan Provincial Cultural Heritage Administration. The accord

The archaeology exhibition, 'AlUla, Wonder of Arabia', showing at the Palace Museum in Beijing, passes 200,000 visitors and is extended to the end of March from its original end date of March 22.

RCU begins rock excavation for the construction of Sharaan Resort, which was designed by architect Jean Nouvel and is being carved into the sandstone mountains of AlUla. RCU and its contractors are applying modern engineering methods to update the ancient Nabataean practice of creating spaces within rock.

with the Chinese province of 100 million people focuses on archaeology, cultural heritage preservation, museums, research collaboration and talent development.

With more than 600 of the region's finest racing camels competing in 16 races offering \$ USD 21 million in prize money over four days, the second edition of the AlUla Camel Cup draws large crowds to Al Mughayra village. The race further positions AlUla as the home of heritage sports in Saudi Arabia.





MAY 2024

At the World Travel Awards, AlUla receives recognition with three category wins: Middle East's Leading Festival & Event Destination 2024, Saudi Arabia's Leading Cultural Tourism Project 2024 and, for a second consecutive year, Middle East's Leading Cultural Tourism Project 2024.

During the Cannes Film Festival, Film AlUla wins two Global Production Awards: the Emerging Location Award and the Film Commission Award. The festival also includes a showing of Norah, shot in AlUla with an all-Saudi cast, as the first KSA film ever chosen for Cannes' official selection.

JUNE 2024

A New York Times travel article describes AlUla as "a benchmark for the new Saudi tourism initiatives" and a place where "new professional opportunities had emerged in recent years" and Sharaan Nature Reserve as "sublime".

At the inaugural King's Foundation Awards, presented at St James Palace in London in the presence of King Charles III, Madrasat AdDeera is nominated for partnership of the year, and artist-in-residence David Cranswick wins the teaching award.

The luxury publishing house Assouline releases AlUla Flora, highlighting more than 80 plant species from spiny milkvetch

The Kingdom's flagship airline, Saudia, adds AlUla FM to its in-flight entertainment offering.

The Ministry of Industry and Mineral Resources and RCU sign an agreement to develop a mechanism for granting mining licences in AlUla County. Measures will include defining regulatory procedures and requiring applicants to submit environment impact studies and site rehabilitation plans.

to jujube tree. The book features text by Abdulaziz Assaeed, professor of rangeland ecology at King Saud University, and images by Saudi photographer Hayat Osamah.

RCU becomes the Middle East's first destination organisation to win accreditation from Destinations International, the global association for destination professionals. The accreditation spans more than 100 performance standards in domains including governance, sales and marketing, and destination development.

JULY 2024

Saudi Electronic University and RCU agree to open a branch of the government university in AlUla County, with RCU offering scholarships to students from AlUla. The initiative is part of RCU's Human Capability Development Programme.

AlUla's first Fresh Produce Season launches with the opening of Citrus Season (15-21 July), which invites residents and visitors to buy produce from local farmers. The other ingredients in Fresh Produce Season are Dates Season (Oct-Nov 2024), Peregrina Season (November 2024) and Citrus Season (January 2025).

AUGUST 2024

The culture and landscapes of AlUla find a new audience with an RCU photography exhibition in Monaco. From August 3 to September 3, the works of the eight artists in "AlUla: A Tapestry of Creativity" are prominently displayed along the principality's Promenade du Larvotto.

Applications open for RCU's Cooperative Training Programme for Saudi students approaching their university graduation. By providing students with four to six months of RCU job training in AlUla and Riyadh, the programme addresses labour market needs and supports economic growth.

AlUla takes two spots on Time magazine's list of World's Greatest Places 2024. Sharaan Nature Reserve is named a great place to visit and Dar Tantora the House Hotel a great place to stay.

RCU reports that it has recorded growth in AlUla County's number of palm trees to over 3 million, highlighting the growth in the agricultural sector.

RCU announces a cooperation agreement with the California-based SETI Institute to support development of AlUla Manara, boosting AlUla's status as a destination for celestial discoveries and astrotourism. SETI is exploring the origins of life in the universe.

The AlUla Desert Blaze race weekend attracts athletes from across the world to test their endurance in a challenging environment. The races begin at the UNESCO World Heritage Site of Hegra and highlight AlUla's natural beauty.





SEPTEMBER 2024

In a website chat with his former teammate Rio Ferdinand, Cristiano Ronaldo speaks anew of his love for AlUla: “It’s beautiful. It’s sagrado – spiritual. You can feel the energy there, that they have some spiritual difference.”

RCU and Jordan’s Petra National Trust sign an agreement to collaborate in conserving their unique status as ancient homes of the Nabataean civilisation. Projects are to include educational initiatives, community projects built around safeguarding historic locations, and research.

OCTOBER 2024

The AlUla Skies Festival wraps up after 10 days of hot-air balloons dotting the skies above AlUla’s scenery and landmarks during the day, followed at night by stargazing.

In a GCC first and a boost for AlUla astro-tourism, DarkSky International, the global body committed to tackling light pollution, awards Dark Sky Park accreditation to two locations in AlUla County – AlUla Manara and AlGharameel Nature Reserve.

RCU announces that the National Archaeological Museum of Naples (MANN) will hold an exhibition entitled Masterpieces of the MANN, including artefacts from Pompeii and marvellous

The UK National Archives joins RCU’s growing network of international partners focused on the preservation of cultural heritage. The UK archivists will collaborate with RCU in areas that include training, research and digital archives.

The two-day, all-night, open-air Azimuth music and dance festival features The Blaze, Ghostly Kisses, Jamie Jones, Seth Troxler and James Blake and a Saudi National Day celebration.

work from the Farnese Collection, at Maraya as part of RCU’s Ancient Kingdoms Festival.

From six continents, archaeologists and experts in related fields gather for the AlUla World Archaeology Symposium 2024, exploring the theme of mobile communities from ancient times to the present day.

NOVEMBER 2024

RCU announces that archaeological research in Khaybar has discovered a long-lost town – challenging the picture of mobile pastoral-nomadism as the dominant way of life of north-west Arabia in the Early and Middle Bronze Ages.

Organised by the RCU Agriculture Department, the first-ever Dates Season concludes after nearly two months of auctions, family activities at AlManshiyah Farmers Market, and workshops on the Saudi Dates Mark.

An exhibit at Maraya showcases masterpieces from the National Archaeological Museum of Naples. The works range from the imperial to the martial: sculptures depicting Alexander the Great and Julius Caesar, and gladiators' armour such as greaves.

Held in Paris, the second Saudi-French Ministerial Committee meeting highlights the success of co-operation between Saudi Arabia and France, celebrating milestones in cultural exchange, archaeological research and sustainable development.

In collaboration with the Saudi Badminton Federation, RCU unveils coaching workshops to cultivate AlUla's next generation of badminton talent.

In partnership with Buraydah-based Saudi Railway Polytechnic, RCU announces a programme to train railway technicians, including establishment of vocational programmes for maintenance and operation of rail lines.

Signalling the increase of winter-season travel to AlUla, Bahrain's national carrier, Gulf Air, resumes seasonal flights to AlUla on 26 November, with the A320 service running on Tuesdays and Saturdays through to 25 February 2025.

RCU achieves its goal of planting 500,000 trees and shrubs in Sharaan Nature Reserve. Planting native trees and shrubs improves soil structure and water retention, and creates a food source for herbivores.





DECEMBER 2024

Boosting conservation of a species that is critically endangered in the wild, RCU announces the birth of Arabian Leopard triplets at the breeding centre in Taif. This is believed to be only the third litter of Arabian Leopard triplets born in captivity in roughly the past 30 years.

The French President Emmanuel Macron visits AlUla for discussions with Saudi and RCU officials. A highlight of the visit is the establishment by royal order of the Villa Hegra Foundation. This first Saudi-French cultural institution in the Kingdom will promote co-creation and mutual enrichment to empower communities and stimulate dialogue.

RCU announces the opening of the Chedi Hegra Hotel within Hegra Archaeological Site, the first UNESCO World Heritage Site in Saudi Arabia. The 35-room hotel integrates existing structures, such as an historic railway station, into its architecture.

During a visit to Riyadh by Sir Keir Starmer, the UK Prime Minister, RCU signs economic and cultural partnership agreements with two UK ministries (the Department for Culture, Media and Sport and the Department for Business and Trade) and with the British Council as coordinating body for UK organisational programming in AlUla.

Minister of Health Fahd Al-Jalajel launches several health projects in AlUla, including infrastructure and equipment upgrades at Prince Abdulmohsen Hospital, Sukhayrat Primary Healthcare Centre and the Ashar Urgent Care Centre.

RCU and its strategic partner, the Saudi International Council on Monuments and Sites (ICOMOS), assemble 80 national and international experts for the AlUla Symposium on Fire Risk Management in Historic and Heritage Sites. The symposium's recommendations will inform policies and procedures for AlUla's cultural landmarks.

YOUR INVESTOR JOURNEY

RCU is leading one of the world's largest transformation projects primed for year-round growth and year-round investment.

AlUla is a well-managed destination, and investor-friendly market, targeting public and private partnerships with investment opportunities across key projects in economic infrastructure, social infrastructure, real estate, and more.

RCU works hand-in-hand with investors, specialists, and industry leaders looking to invest, develop, and operate leading projects across core sectors.

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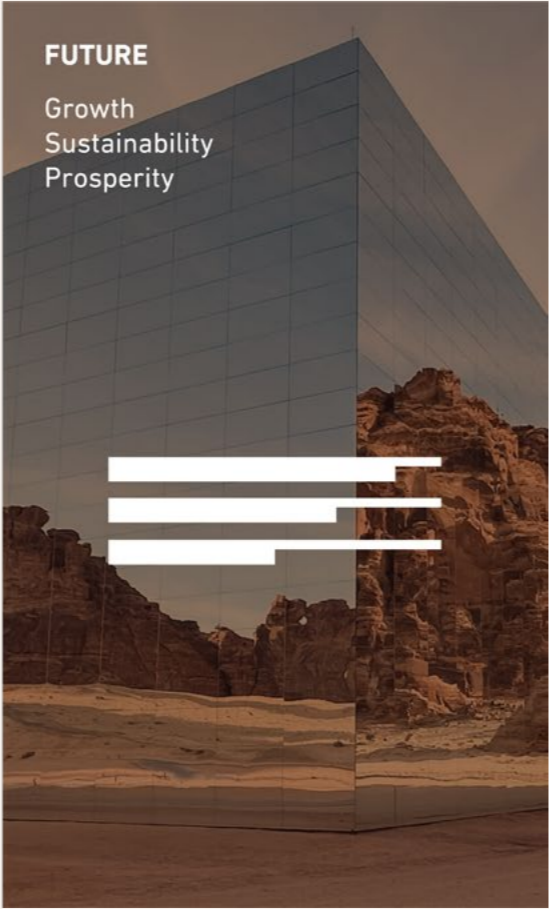

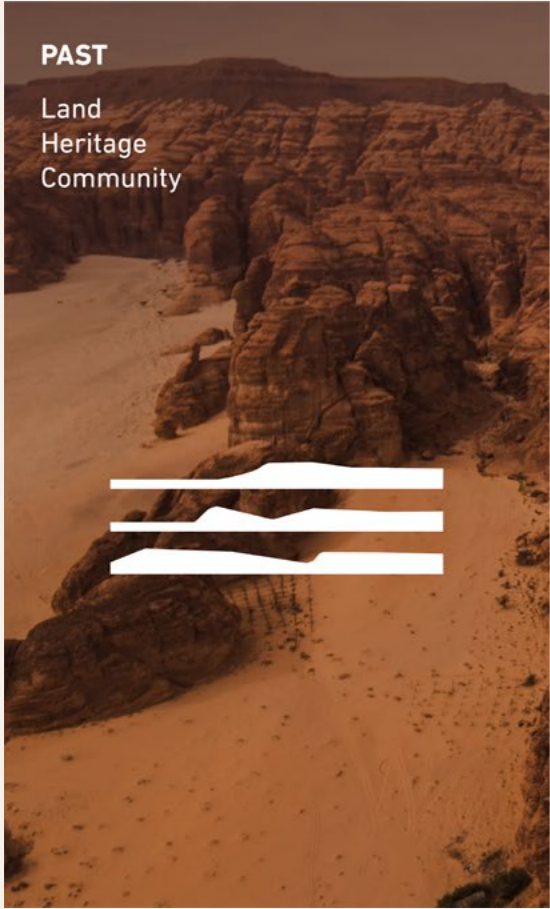
Land
Heritage
Community

GOVERNANCE

FUTURE

Growth
Sustainability
Prosperity





RCU Masterbrand Core Elements





LAND

HERITAGE

GROWTH

COMMUNITY

