

الهيئة الملكية لمحافظة العلا
ROYAL COMMISSION FOR ALULA



ANNUAL REPORT

2024 CE
1445-1446 AH

In the Name of Allah, the Most Gracious, the Most Merciful



“ We have confidence in the abilities of the Saudi citizens, and we place great hopes in this nation to build our country with sense of responsibility. Every citizen in our country, and every part of our beloved nation, is the focus of my attention and care. We look forward to everyone contributing to serving this nation. ”

The Custodian of the Two Holy Mosques

King Salman bin Abdulaziz AL-Saud

May Allah protect and bless him



“ The Kingdom is witnessing a paradigm shift in new and promising sectors, driven by its rich cultural heritage, diverse geography, and distinctive demographics; this enables the Kingdom to be among the leading countries in tourism, culture, sports, entertainment and other sectors. ”

His Royal Highness

Prince Mohammed bin Salman bin Abdulaziz AL-Saud

Crown Prince, Prime Minister of the Kingdom of Saudi Arabia

Chairman of the Board of Directors of the Royal Commission for AlUla

May Allah protect him

Content

01

06 Introduction

- 07 Speech of H.H the Governor of the Royal Commission for AlUla
- 08 Definitions
- 10 Summary

02

12 Detailed Report

- 13 Methodology for Preparing and Submitting the Report
- 14 The Royal Commission for AlUla (RCU)
- 14 About AlUla
- 15 Strategic Direction
- 21 Key Works and Achievements
- 50 Sustainability
- 55 Opportunities & Enablers

03

57 Overview of the Current State

- 58 Organizational Structure
- 59 About the RCU Governance
- 59 About the Board of Directors
- 61 RCU's Subsidiaries

65 Conclusion





01

INTRODUCTION

Speech of H.H the Governor of the Royal Commission for AlUla

With steady steps towards achieving the goals of “AlUla Vision” and in alignment with Saudi Vision 2030, the Royal Commission for AlUla (RCU) continues its journey of comprehensive and sustainable development in a region rich in deep-rooted history and diverse cultural and natural heritage. Our aim is to solidify AlUla’s status as a global destination for tourism, heritage and culture, under the guidance and support of the Custodian of the Two Holy Mosques and His Royal Highness Prince Mohammed bin Salman bin Abdulaziz Al Saud, Crown Prince, Prime Minister, and the Chairman of the Board of Directors of the RCU, and in partnership with the people of AlUla.

The year 2024 marked a remarkable path filled with exceptional achievements and strategic projects, reflecting our unwavering commitment to protecting AlUla’s rich heritage and captivating nature, while advancing sustainable development. These efforts included enhancing infrastructure,

restoring historic mosques, developing healthcare facilities, improving energy and electricity systems, promoting environmental diversity through afforestation projects, and reintroducing wildlife into their natural habitats while protecting endangered species.

As part of an ambitious vision to elevate AlUla’s standing on the global cultural map, the city opened its doors to specialists and experts from around the world to discuss the future of culture and archaeology, foster cultural exchange, and host sporting events that reflect its heritage —further enriching its role as a hub for traditional sports. In addition, several significant archaeological achievements have also been realised, reinforcing the Kingdom’s position in the field of archaeology on a global scale.

The inauguration of luxury hotels and resorts has continued across the governorate,

highlighting AlUla’s its authenticity and unique cultural legacy while enhancing its tourism infrastructure. The RCU remains committed to investing in and developing human capabilities through training, education, and scholarship programs across various fields.








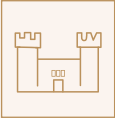




In light of all that was accomplished in 2024, we extend our sincere gratitude and appreciation to our wise leadership for their continued support, to the people of AlUla, to our strategic partners who contributed to our success, and to our colleagues across all working teams for their tangible efforts behind every step of progress and achievement.

**HH Prince
Badr bin Abdullah bin Farhan AL-Saud**
Governor of the Royal Commission for AlUla (RCU)



“
The year 2024 marked a journey
of exceptional achievements and
strategic projects
”

Definitions

 <div>RCU The Royal Commission for AlUla</div>	 <div>Portfolio A set of projects, programs, and other operations that achieve a specific strategic objective among the RCU goals</div>	 <div>Nature Reserves A protected area designated for the conservation of certain species of animals or plants, as well as for preserving the components of the environmental habitat suitable for them</div>
 <div>AlUla AlUla Governorate</div>	 <div>Gross Domestic Product (GDP) The monetary value of all goods and services produced within the borders of the Kingdom during a specific period of time</div>	 <div>Seedling A young plant grown from a seed that is between 30 cm to 1 m in length</div>
 <div>Local Community The locals and residents in AlUla Governorate</div>	 <div>Tangible Heritage All material traces such as archaeological sites and crafts</div>	 <div>Desertification Areas where there are no plants as a result of environmental degradation</div>
 <div>Visitors Local and international tourists interested in visiting AlUla</div>	 <div>Intangible Heritage The practices, traditions, knowledge, and skills created by a particular group or unknown individuals within a specific society, reflecting the identity of this group, thereby constituting its cultural heritage</div>	 <div>Habitats The natural environment in which an organism lives, including forests, grasslands, deserts, and bodies of water, providing it with food, water, and shelter to survive, grow, and reproduce</div>

Definitions



Leopard Cubs

A young Arabian leopard



RIBA

The Royal Institute of British Architects



AlUla Falcons Cup

The AlUla Falcon Cup consists of four categories: three dedicated to Al-Milwah (falcon lure racing) and one for the falcon beauty contest (Mazayen). The event is organised by the Saudi Falcons Club in collaboration with the RCU, and is held in the Mugheirah Village for heritage sports. It serves as a tribute to the Club’s efforts in preserving the rich heritage of falconry



plicosepalus acaciae

A semi-invasive plant that lives on acacias, has no roots and absorbs nutrients from the host plant



Smart City Platform

A digital infrastructure that integrates various technologies to collect, process, and analyse data in real time from multiple sources within the urban environment, with the aim of managing operations efficiently and effectively



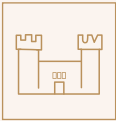
AlUla Camel Cup

The AlUla Camel Cup comprises 16 races, including 6 marathon races and 10 elite races. The event is organised by the Saudi Camel Racing Federation (SCRF) in partnership with the RCU



Social Researcher

A specialist responsible for studying human behaviour and interactions among individuals in society, using scientific methodologies to understand and analyse social challenges and propose solutions



Old Town

A historic network of alleyways and buildings made of stone and adobe, dating back approximately a thousand years. It features around 900 homes, 500 shops, and 5 open squares designed to welcome guests. Over the centuries, it has served as a key destination for pilgrims, traders, and travellers alike



MSMEs

Micro, Small and Medium Size Enterprises



AFALULA

The French Agency for the Development of AlUla

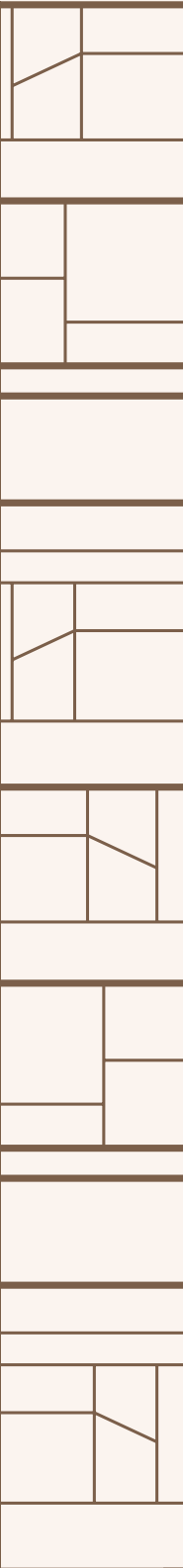


AlUla World Archae-ology Summit

An initiative by the RCU aimed at positioning AlUla as a global destination for cul-tural and natural heritage, by harnessing heritage and scientific advancement to support the goals of Saudi Vision 2030

Summary

In 2024, AlUla witnessed a series of remarkable achievements that stands as a beacon of progress in the realms of development and sustainability. In alignment with Saudi Vision 2030, a set of strategic programmes and projects was implemented — driven by an ambitious vision rooted in the preservations of AlUla’s cultural and historical heritage, while advancing sustainable development that benefits both current and future generations. These efforts reflect the RCU’s commitment to long-term plans centred on a sustainable economy and eco-tourism. This is highlighted in the Commission’s annual report, which offers a comprehensive account of the year’s initiatives and accomplishments, summarized as follows:



Indicator	Actual Value (2024 CE)	Target Value (2024 CE)
Number of attractions activated	34	40
Number of calendar events	13	19
Total Visits to AlUla	286,259	291,807
Number of heritage sites open to visitors	6	8
Heritage sustainability index	0.79	0.75
Number of heritage sites recognized by international organizations	6	6
Kilometres squared of terrestrial protected area	13,052	13,640
Number of animals released into nature reserves	1,485	1,339
Average monthly income	8,037	6,300
Number of active MSMEs for 3 years or more in AlUla	608	544

Milestones

Opening of Dar Tantora Heritage Hotel
With a total capacity of

30

hotel rooms.



AlUla Manara and AlGharameel were
awarded

International
Recognition

from the Dark Sky
International (DSI).



Receiving More Than

07 certifications

including ISO Certifications
in quality, innovation, and
related fields.



Winning More Than

03 Prestigious Awards

for global excellence in project
management, recognized among the top
offices worldwide in communication,
strategic alignment, diversity,
and inclusivity.



Achievement of

ISO
37120

certification
for sustainable cities.



Recognition as

Best Workplace

certified by a global organization that
evaluates workplace environments
across various sectors.



Accreditation of the Arabian Leopard
Breeding Center By the

European
Association

of Zoos and Aquaria for excellence in
animal and fish care.



Launch of

Issuance of
the RCU's First
Sustainability
Report

highlighting its alignment with Saudi
Vision 2030 and the UN Sustainable
Development Goals.





02

DETAILED REPORT

Methodology for Preparing and Submitting the Report

The RCU's Annual Report for the fiscal year (2024 CE/ 1445-1446 AH) comes in compliance with provisions of Paragraph (2) of Article (29) of the Law of the Council of Ministers, which stipulates that all ministries and other government entities shall submit to the Prime Minister, within ninety days (90) from the beginning of each fiscal year, a report outlining the achievements realised in comparison to the objectives stated in the general development plan for the preceding fiscal year, along with the challenges encountered, and proposals for improving workflow.

It is noteworthy that the RCU relies on the Annual Report Preparation Guide for Public Agencies in preparing its annual report, issued by the Council of Ministers under Resolution No. (233) dated 18/04/1443H, while adhering to the guidelines for publishing annual reports of public agencies issued by the National Centre for Performance Management (Adaa) dated 01/12/1444H

The Report covers the Commission's strategic direction, key performance indicators, major accomplishments and activities, in addition to opportunities and challenges, governance framework, project contracts, Commission facilities, the budget report, and the final financial statement.

The report's methodology was structured through the following phases:

- 01

Preparing necessary templates for collecting content, through which data and information could be accessible
- 02

Holding workshops with all sectors and departments of the RCU
- 03

Gathering report content in 3 stages and building its structure
- 04

Ensuring the inclusion of all required content and its compliance with the specified standards
- 05

Reviewing and proofreading the content linguistically and grammatically
- 06

Developing appropriate design and images
- 07

Obtaining necessary approvals from the authorized persons
- 08

Preparing an electronic version of the annual report for publication on RCU's website

The Royal Commission for AlUla

The RCU was established by Royal Decree No. (A/296) dated 26 Shawwal 1438 AH (corresponding to July 20, 2017). In pursuit of its vision, the RCU is committed to strengthening partnerships both locally and internationally, working alongside national and global experts to protect and preserve archaeological, heritage, and natural sites—ensuring the sustainable transformation of AlUla while safeguarding its environmental and historical assets.

The RCU works hand in hand with the local community, investing in its potential and providing education, training, and employment opportunities for all, with the aim of building generations that view knowledge as a foundation for sustainable growth.

The development plan for AlUla focuses on enhancing infrastructure and tourism facilities as key pillars of success, while preserving the region’s breathtaking landscapes and historic landmarks.

About AlUla

Located in the northwestern region of the Kingdom of Saudi Arabia, approximately 300 kilometers from Madinah, AlUlah is an extraordinary destination rich in natural and human heritage. It features a lush oasis valley, towering sandstone mountains, and ancient cultural sites dating back to thousands of years. Among its most renowned landmarks is Hegra, the first Saudi site inscribed on the UNESCO World Heritage List. Hegra was a major city in the Nabataean Kingdom, famous for over 100 well-preserved monumental facade tombs. The tombs are carved from the sandstone outcrops that surround what was once a walled urban settlement. Recent studies indicate that it also marked the southernmost outpost of the Roman Empire.

AlUla is also home to numerous historical and archaeological wonders, including Al Khuraybah (ancient Lihyan /Dadan), the capital of the Dadan and Lihyan Kingdoms, and thousands of rock art panels and inscriptions representing various ancient civilizations such as the Safaitic, Aramaic, Thamudic,

Minaean, Greek, and Latin cultures. For instance, Jabal Al Aqraa features more than 400 Arabic inscriptions, while Jabal Ikmaah is considered one of the largest open-air libraries in the Kingdom, containing important writings and inscriptions from the Dadan and Lihyan civilizations.

Today, multiple team of local and international archaeologists are actively working to document, register, and develop AlUla’s archaeological and historical sites. These efforts aim to support sustainable transformation and enable local, regional, and international visitors to explore and appreciate the richness of AlUla’s cultural, historical, and natural legacy, along with its deep-rooted values and civilizations.





Strategic Direction

The RCU has developed a comprehensive strategy to translate the aspirations of AlUla Vision into reality. This strategy encompasses a set of pillars, objectives, and performance indicators. These efforts aim to drive the development of various economic sectors in AlUla, enhance the quality of life for the local community, and contribute to the achievement of the goals set out in Saudi Vision 2030 through three primary objectives for the year 2035:

2 Million

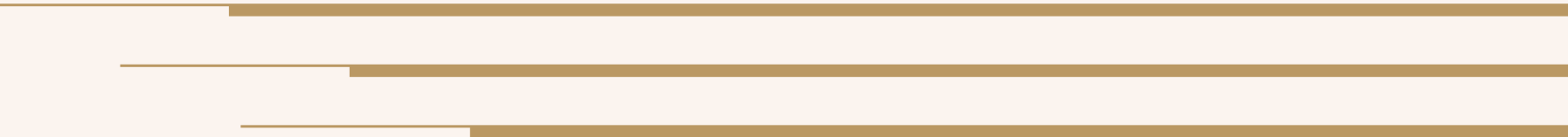
Annual visits to AlUla
53% local
37% international
10% GCC Countries

150 Billion

Cumulative contribution to GDP

40,500

New jobs





Vision

AlUla - a cultural landscape,
A journey through time in the
largest open museum



Mission

To enable AlUla development
for its communities and visitors
through regenerating and
protecting its cultural landscape
and providing quality of life



Values

Diligence

We work thoroughly and rigorously to consistently deliver

Nurturing

We are driven by the responsibility we feel for our heritage, the environment, the community, and each other

Grit

We set goals, and we work with determination and resolve to make them happen

Surprising

Our curiosity and innovative ways of working create surprising and memorable experiences

Engaging

We work together as one; we craft our journey together and welcome everyone to be part of it

Clarity

We keep it real by focusing on what really matters

Accountable

We take full responsibility for all our actions, and we practice honest and open communication



Strategy implementation Phases*

First Phase:

Building a luxury brand through:
250,000
visits per year by the end of the first phase
1,050
hotel rooms

Focus on hyper-luxury sectors
Major tourism, infrastructure, and accompanying assets offerings

Second Phase:

Unleash the potentials of the proposed value through:
1.2 million
Visits per year by the end of the second phase
5,500
Hotel rooms

Transition from hyper-luxury sectors to upper leisure sectors

Luxury resorts and new heritage discoveries

Third Phase:

Grow capacity and competency through:
2 million
visits per year by the end of the third phase
8,500
hotel rooms

Transition from hyper-luxury sectors to midscale leisure sectors

Continuous enhancement and expansion to meet demand

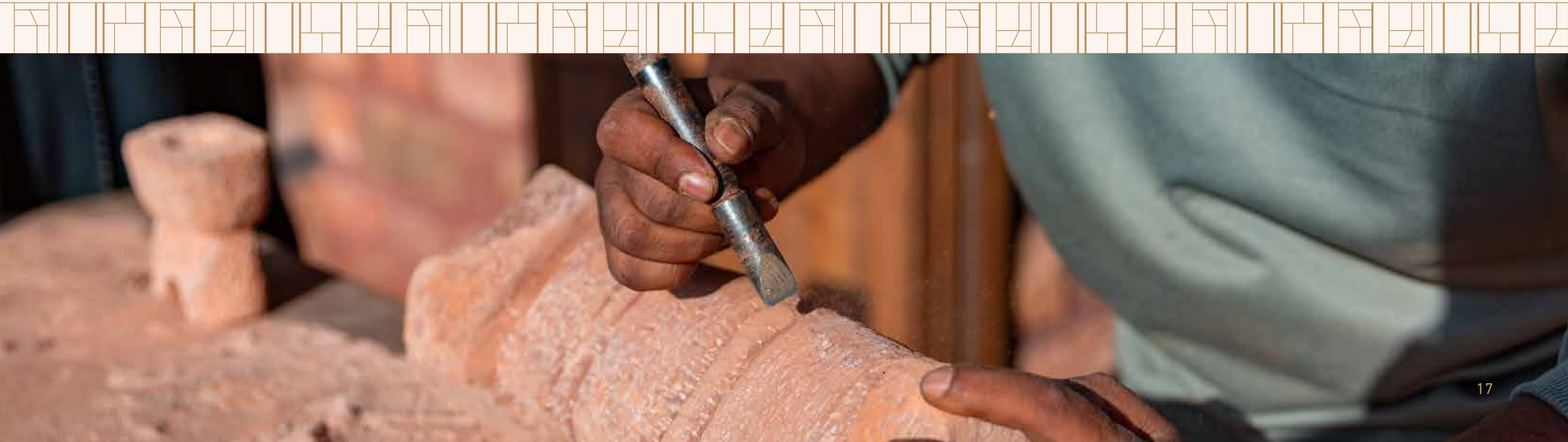
Transitioning to the Second Phase of Strategy Implementation

In line with the completion of Phase One of the strategy, key priorities and enablers were identified to ensure a smooth transition to Phase Two. This included conducting a detailed analysis of strategic elements and evaluating their alignment with overarching goals.

Key priorities for the transition of Phase Two included:

- Finalizing master plans
- Updating AUUa Development Framework
- Issuing licenses and permits
- Developing the strategic and digital sector to support decision-making and facilitate service delivery Furthermore, the RCU has proactively worked on developing a unified framework — expected to launch in the first quarter of 2025 — that aims to enhance the guidance and governance of capital projects. In this regard, a verification manual for the first phase-gate has been completed, and work is currently underway on the verification manual for the second phase-gate

*The RCU's achievements for the year 2024 will be presented in KPIs section below.



Economic Development Sectors

The RCU's vision goes beyond tourism development, encompassing broader fields aimed at creating thousands of jobs by the year 2023. In addition to tourism, eight keys sectors have been identified:goal of providing thousands of jobs by 2035. These are:

- **Logistics**
- **Local construction and materials**
- **Arts and crafts**
- **Scientific research**
- **Equestrianism**
- **Agriculture**
- **Specialized education**
- **Filmmaking and cinema production**

Strategic Principles

- Protecting and preserving natural and human heritage
- Celebrating a global destination for heritage, culture, and arts
- Ensuring environmental sustainability and wildlife
- Preserving agricultural balance
- Developing sustainable tourism
- Adopting eco-friendly transportation systems
- Revitalizing and developing urban and architectural areas
- Empowering the local community
- Establishing innovative infrastructure
- Integrating advanced and smart security and safety systems
- Designing safe and healthy workplaces, products, and systems within a circular economy framework
- Adopting a proactive design methodology

Contribution of the RCU's KPIs to National Strategies

National Tourism Strategy

Relevant RUC's KPIs

- Tourist Satisfaction in AlUla experience
- Net Promoter Score Index
- Cumulative added value from tourism sector
- Number of new jobs created in the tourism sector
- Number of heritage sites available for visitation

National Environmental Strategy

Relevant RCU KPIs:

- Number of plant species reforested in AlUla
- Number of Animals Released into Nature Reserves
- Area of rehabilitated grazing areas within AlUla
- Number of Kilometers of Protected Areas

Strategic Pillars and Objectives, and Their Alignment with Vision 2030

Strategic Pillar	Strategic Objective	Relevant Sectors of the RCU	Related Vision 2030 Objectives
Tourism	1. Develop a successful and re-sponsible global tourism desti-nation	<ul style="list-style-type: none">• Destination management and marketing	2.5.1 Develop and diversify entertainment opportunities to meet population’s needs 3.3.6 Enable the development of the tourism sector 5.1.4 Diversification of government revenues
Heritage, Arts & Culture	2. Discover, activate and conserve heritage	<ul style="list-style-type: none">• Archaeology Collections & Conservation• Cultural Site Management	1.3.2 Conserve and promote Islamic, Arab and national herit-age of the Kingdom
	3. Develop arts and culture offer-ings and communities	<ul style="list-style-type: none">• Arts and Creative Industries	2.5.1 Develop and diversify entertainment opportunities to meet residents needs 2.5.2 Grow Saudi contribution to arts and culture
Nature & Wildlife	4. Conserve nature and wildlife ecosystems	<ul style="list-style-type: none">• Wildlife and Natural Heritage	2.4.2 Safeguard the environment from natural hazards 2.4.3 Protect and rehabilitate of natural landscapes
Economic & Social development	5.Develop a vibrant, prosperous and engaged community	<ul style="list-style-type: none">• Operations• Economic & Social Development• Hotels & Resorts• Shared Services	2.6.4 Empower citizens through the welfare system 4.1.1 Build a comprehensive educational journey 4.1.2 Improve equal access to education 4.2.1 Improve readiness of youth to enter the labour market 4.2.2 Increase women’s participation in the labour market 4.2.3 Enable the integration of people with disabilities into the labour market 6.1.2 Encourage volunteering
	6. Develop a sustainable economy	<ul style="list-style-type: none">• Common Services• Economic and Community Development	3.1.1 Enhance ease of doing business 3.1.5 Enable financial institutions to support the private sector growth 4.3.2 Grow SME contribution to the economy 4.3.3 Grow productive families’ contribution to the economy 5.3.2 Strengthen communication channels with citizens & business community 6.3.1 Support growth of non-profit sector

Strategic Pillars and Objectives, and Their Alignment with Vision 2030

Strategic Pillar	Strategic objective	Relevant Sectors of the RCU	Related Vision 2030 Objectives
Spatial Development	7. Ensure sustainable spatial development	<ul style="list-style-type: none">• Development & Construction• Planning & Development• Hotels & Resorts	2.3.2 Improve the urban landscape in Saudi cities 2.3.1 Reduce all types of pollution 5.4.2 Ensure sustainable use of water resources
	8. Attract investment and funding for AlUla	<ul style="list-style-type: none">• Finance• Hotels & Resorts	3.1.2 Unlock state-owned assets for private sector 3.1.3 Privatize selected government services 3.1.4 Develop advanced financial market 3.1.5 Enable financial institutions to support private sector growth 3.1.6 Attract foreign direct investment (FDI) 3.6.3 Develop economic ties with global partners
Enabling Services	9. Regulate effectively	<ul style="list-style-type: none">• Legal Affairs & Regulations	1.1.3 Foster values of equity and transparency 5.3.1 Enhance transparency across government roles
	10. Provide streamlined county services	<ul style="list-style-type: none">• Operations	2.1.1 Facilitate access to healthcare services 2.3.1 Improve the quality of services provided in Saudi cities 5.2.5 Improve the quality of services provided to citizens
	11. Ensure security and safety for residents and visitors	<ul style="list-style-type: none">• Operations	2.1.1 Facilitate access to healthcare services 2.3.4 Enhance traffic safety
Institutional Excellence	12. Attain human capital excellence	<ul style="list-style-type: none">• Shared Services	1.1.4 Foster values of determination and perseverance
	13. Attain organizational excellence	<ul style="list-style-type: none">• Finance• Strategy & Digital• Shared Services• Communication & PR	1.2.1 Foster the values of excellence and discipline 1.1.3 Foster values of equity and transparency
	14. Foster innovation	<ul style="list-style-type: none">• Strategic Partnerships	3.3.2 Develop the digital economy 4.1.5 Develop our brightest minds in priority fields 4.3.1 Nurture and support innovation and entrepreneurship culture

Key works and achievements in 2024

In 2024, the RCU continued its journey to empower and develop AlUla by revitalising the natural and cultural environment and enhancing the quality of life, in line with its strategic vision and the objectives of Saudi Vision 2030 to position AlUla as a global destination on the cultural tourism map.

In this context, significant progress was made through the implementation of a range of high-impact projects, funded through dedicated portfolios across the RCU's sectors and administrative units. These efforts have strengthened AlUla's growing presence, supported tourism, sports, and environmental diversity initiatives, and fostered creative and artistic talent, along with capacity-building opportunities—all within an institutional framework that ensures comprehensive and sustainable development, as will be further outlined.

During 2024, the RCU worked on a number of distinct projects within the Destination Marketing Portfolio, which includes a set of initiatives and programmes to develop AlUla as a world-class tourist destination. The portfolio focuses on creating a unique visitor experience by capitalising on the region's natural, cultural, and historical resources, while ensuring sustainable growth and economic impact for the local community.

In light of Saudi Vision 2030, the RCU continued its pursuit to establish AlUla as a hub for the local film industry, consistent with national aspirations to achieve economic development and tourism development. Thanks to continuous efforts, the RCU was able to:

- Complete the first phase of the Film Studio as the first sound stage film studio, with the second phase currently underway to produce outstanding films and promote AlUla to international filmmakers
- Complete work on the Film Residence Complex and the delivery of 151 hotel rooms in the project to serve pioneers, filming agencies, and technical crews participating in covering events held in AlUla

In order to strengthen AlUla's status in the world of sports racing and attract enthusiasts from around the world, 2024 witnessed the organisation of the "AlUla Tour" in its fourth edition, in partnership with the Ministry of Sports, as one of the initiatives of the Quality-of-Life Programme. This year witnessed:

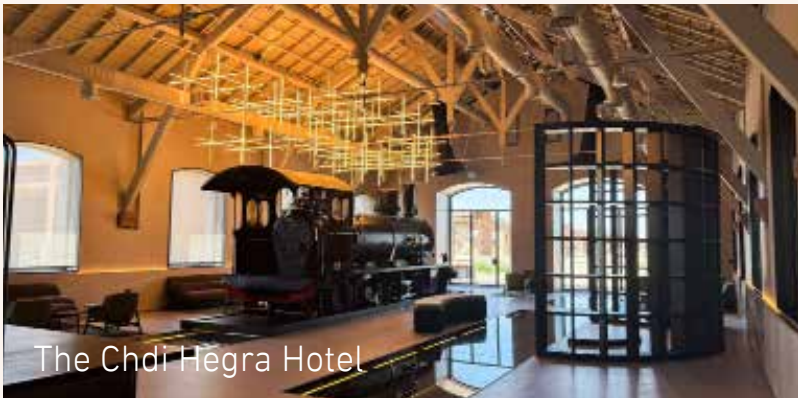
- Participation of 18 teams and 126 professional cyclists from around the world
- AlUla being awarded the Arab Bike City Award





In 2024, AlUla organised the annual “Azimuth AlUla” music festival, further strengthening its status as a key tourist and cultural hub. This year’s edition was notable for:

- Investment in the construction of an outdoor stage, designed for a five-year lifespan, resulting in a 53% reduction in the festival’s overall cost, bringing it down to 5.32 million



In alignment with Saudi Vision 2030’s objectives to enhance the Kingdom’s standing in space science and astronomy, “AlUla Manara,” the region’s premier destination for astronomical discovery and tourism, achieved the following in 2024:

- Organisation of the inaugural edition of the “Journey Through the Stars” dialogue series, in collaboration with the Saudi Space Agency, highlighting AlUla’s position as the first dark sky destination in the region
- Establishment of the “Astronomy Club” that aims to foster a passion for astronomy and showcase AlUla’s prime stargazing locations

RCU has also focused on elevating the visitor experience and providing a refined tourism stay by establishing and developing a number of hotels and resorts in AlUla, where efforts have culminated in:

- Inauguration of Dar Tantora heritage hotel with a capacity of 30 hotel rooms
- Full operational launch of Cloud (7) Residence with its full capacity of 301 hotel rooms
- Signing of a management agreement for Hyatt Place Hotel with the Hyatt international company, in preparation for its operation with a capacity of 215 hotel rooms
- Trial opening of The Chedi Hegra Hotel with 33 hotel rooms, following the completion of the railway station building restoration works, while preserving the site’s heritage and the integrity of the buildings
- Completion of preliminary design and excavation works for the Sharaan Resort, and the commencement of construction





Furthermore, during the year 2024, the RCU undertook a number of projects within the Arts, Culture, and Heritage Portfolio, aiming to enhance AlUla's position as a leading global centre for cultural tourism, artistic innovation, and heritage preservation, in line with the Saudi Vision 2030 objectives of developing the Kingdom's contributions in the fields of arts and culture. This included the implementation of a range of achievements and the organisation of a series of art exhibitions, cultural events, and recreational activities, among which were:

- Organisation of the "AlUla, Wonder of Arabia" exhibition debuting debuts in the Chinese capital, Beijing, within the "Forbidden City," a UNESCO World Heritage site, which attracted 250,000 visitors
- Completion of the architectural heritage survey and classification project in the "AlJadidah" district, one of the cultural heritage sites in the AlUla oases
- Organisation of a contemporary photography exhibition titled "A Tapestry of Creativity" in Monaco, featuring 22 photographic works to highlight the archaeological, artistic, and natural treasures of AlUla



Alula Exhibitoin A Tapestry of Creativity Exhibition in Monaco

Building on the RCU's efforts to preserve the antiquities of the Qurh site in the first phase, and in line with the strategic directions to enhance the value of national heritage and preserve uncovered antiquities, the year 2024 witnessed the following:

- Discovery of one of the Old Town's mosques as a result of archaeological excavations at several sites
- Archaeological excavations at several sites resulted in exceptional archaeological discoveries with high levels of integrity, in addition to the treatment and study of artefacts
- Development of temporary solutions to preserve the remaining wall of the city as part of a broader plan to preserve uncovered antiquities
- Completion of a detailed surface and geophysical survey of the entire site, with clear mapping of subsurface features using magnetic technology
- Refilling of uncovered pits for long-term preservation

In furtherance of the RCU's efforts to develop the Khaybar Oasis, the year 2024 witnessed the implementation of ambitious projects to establish it as a unique destination, including:

- Receipt and acceptance of natural geographic risk assessment reports for "Al Qamous and Al Nizar" as part of the Khaybar Oasis Assessment Project "Phase I," and the identification of measures to mitigate rockfall risks
- Publication of a significant article entitled: "The ramparts of Khaybar. Multiproxy investigation for reconstructing a Bronze Age walled oasis in Northwest Arabia" in the "Journal of Archaeological Science: Reports" as part of the Khaybar Long Durée Project
- Discovery of an animal head statue at a site dating back to approximately 7,200 BCE in the Arabian Neolithic period, as part of the Khaybar Long Durée Project

With the aim of encouraging and nurturing local talents, and contributing to the revival of traditions passed down through generations, Madrasat Addeera, the first arts and design centre in AlUla, witnessed a number of achievements during 2024, including:

- Commencement of phase I of restoration work on Madrasat Addeera
- Work on launching an online store for handicrafts, artistic products, and Madrasat Addeera publications, and the creation of a products catalogue
- Completion of cooperation with the “Turquoise Mountain” Foundation to provide training programmes in the field of traditional arts for 32 local artisans, and the joining of 38 male and female artists in the traditional arts production programme
- Completion of cooperation with “The King’s Foundation School of Traditional Arts” in the field of arts and design, bringing together 32 male and female artists
- Participation of 1,233 visitors from the AlUla community and visitors in 86 public workshops
- Participation of 296 visitors in 14 workshops organised in cooperation with the “Institut Supérieur International du Parfum, de la Cosmétique et de l’Aromatique alimentaire (ISIPCA)”
- Participation of 96 visitors in 5 workshops organised in cooperation with the “Royal Institute of Traditional Arts” as part of the continuing education program and general experimental workshops
- Participation in local and international exhibitions, including the “Homo Faber” exhibition held in Venice, featuring an artwork titled “The Oasis,” the “Artigiano in Fiera” exhibition in Milan, the “Banan” exhibition in Riyadh, and the display of the school’s special products
- Completion of Madrasat Addeera and Daimumah Projects as the first place in the “Global Project Excellence Awards from International Project Management Associations” for 2024, in the social and economic innovation category, contributing to highlighting the school’s contribution to the “AlJadidah Arts District”

In furtherance of fostering creativity and communication between artists and the community, and producing artworks that reflect the rich cultural and natural environment of AlUla, the AlUla Artist Residency Program witnessed the following in 2024:

- Presentation of two residency editions: Visual Artist Residency and Design Residency, culminating in two exhibitions showcasing the outputs of 24 artists and designers through artworks and design products
- Launch of the Botanical Residency Programme with a long-term residency extending for one year
- Participation in the Paris Design Week and the “Orbis Tertius” exhibition in Paris, where 43 artworks by 20 contemporary artists from the programme were displayed
- Participation of 24 artists and designers in both editions of the AlUla Artist Residency Programme, with their artworks and designs showcased at Milan Design Week
- Preparations are currently underway for the upcoming season of Visual Arts and Design Residencies, with 6 artists selected for the Visual Arts Residency



Within the framework of efforts to develop arts and creativity in AlUla, and build the creative capabilities of local musicians and artists through educational programs, training courses, and art residencies, the AlUla Music Hub presented the following in 2024:

- 90 workshops attended by 4,500 visitors, 100 musical performances attended by 700 visitors, and the organisation of over 60 music lessons
- Completion of the registration of 19 trainees in the 12-month vocational training programme, and the presentation of the second concert by students of the vocational music training programme
- Inauguration of a store to provide musical services and instruments in AlUla



AlUla Music Center

With the aim of enhancing the culture of dialogue between AlUla and the world, and establishing concepts of artistic creativity, diversity, and innovation, the Museum of Contemporary Art witnessed the following in 2024:

- Acquisition of 211 artworks and approval for the acquisition of another 112 artworks
- Holding of 3 sessions within a series of community focus groups, and the collection of preliminary data for a report that will contribute to the museum's development
- Opening of an exhibition titled "More than Meets the Eye," curated by Dr. Effat Fadag, at Maraya as part of the AlUla Arts Festival 2024, with 5,396 visitors
- Completion of discussions with the lead design consultant, architect Lina Ghotmeh, as recommended by the Architectural Competition Committee
- Completion of the museum's operating model and preparation for the initial presentation to the Asset Management Committee
- Commencement of work on 3 international books inspired by the museum's future activities, an academic publication depicting the relationship between the museum and the local community, and a children's book
- Launch of botanical and long-term art residencies with selected male and female artists to present artworks for the future Contemporary Art Museum, in collaboration with the AlUla Art Residency team
- Development of works and preparation for contemporary art exhibitions within the 2025 Art Season
- Commencement of preparatory meetings and workshops to plan a joint exhibition between the Museum of Contemporary Art and the Centre Pompidou in 2026 at Maraya Management Committee





Wadi AlFann

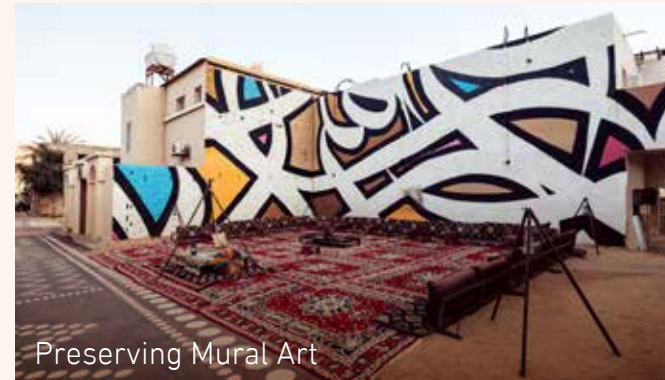
In a continued effort to establish AlUla as a global arts destination, Wadi AlFann witnessed the following during 2024:

- Opening of an exhibition titled “Oasis of Stories,” curated by Iwona Blazwick, and an exhibition by artist Manal AlDowayan titled “Their Love is like all Loves, Their Death is like all Deaths,” curated by Sabrina Amrani Gallery in “AlJadidah Arts District” as part of the AlUla Arts Festival 2024, attracting 18,000 visitors
- Inauguration of the “Desert X AlUla” exhibition in Wadi AlFann, themed “In the Presence of Absence,” featuring 15 artworks
- Launch of the exhibition “Journeys in Land Art, Towards Wadi AlFann, AlUla” during the Venice Biennale 2024, showcasing five artists from Wadi AlFann at the “Abbazia di San Gregorio
- Hosting the Wadi AlFann Immersive Experience: “Campfire Tales” at Wadi AlFann, with 200 artists and creatives in attendance
- Release of Manal AlDowayan’s “Oasis of Stories” book and Mark Dion’s “Desert Field Guide,” accompanied by a panel discussion around books as art, attended by 3,300 visitors
- Signing of an agreement with Athr Gallery for an exhibition by artist “James Turrell” for the AlUla Arts Festival 2025
- Approval and signing of the concept proposal design, music, fashion, décor, and text for “Akram Khan’s” Performance Project in collaboration with “Manal AlDowayan”, with preparations for the artistic performance currently underway





AlUla World Archaeology Summit



Preserving Mural Art



Wadi AlNaam



Schools and Families Programs

Building upon AlUla's position as a hub for creativity and the arts, and as a destination where artistic expression is uniquely intertwined with the natural landscape, the year 2024 witnessed significant cultural milestones as follows:

- Hosting of the AlUla World Archaeology Summit, featuring 17 speakers from 13 different countries, and welcoming around 102 specialists and academics from over 33 nations, ensuring strong global representation across the six continents. The Summit also marked the launch of the inaugural Youth Award
- Documenting and evaluating the conservation status of the Old Town's mural art while implementing preservation activities to protect and sustain this cultural heritage
- Developing and implementing a comprehensive strategy to document and safeguard intangible cultural heritage and oral history, recording 238 community interviews, and producing 149 cultural heritage element cards during the first two phases of the Intangible Heritage Project
- Documentation of the Life and Memory Gardens Project with two-dimensional images to clean farms of plant and environmental waste, and carrying out rescue restoration for 7 mud houses and multiple paths
- Delivery of the activation 'The Quest for the Ancient Kingdoms' at the site of Wadi AlNaam, launching as part of the Ancient Kingdoms Festival programme. The activation engaged 952 visitors, and received a 100% satisfaction rate in the first month of the experience
- Expanding the school interaction programme, launched in December 2023, to engage schools and families in exploring the rich history of AlUla, Tayma, and Khaybar. In 2024, the programme offered nine experiences across the three oases, including two family-focused programmes in the Old Town. With 3,657+ visits, 108 schools, and 1,036 families participating, the initiative achieved high satisfaction rates
- Welcoming over 122,000 visitors, hosting 3,657 students and families for tailored school and family programmes, and drawing over 600,000 visitors to the Old Town market—all within the scope of activating and managing heritage sites while offering a diverse range of heritage and cultural experiences — contributing to a 96% visitor satisfaction rate
- Completing the northern section of the Old Town, comprising three buildings, and carrying out archaeological studies as part of the Mudbrick Houses Reinforcement Project within the Old Town. This project involved the challenges of constructing multiple tiers of stone terraces along the canal edge, alongside the stabilisation and subsequent restoration of the buildings positioned above them
- The launch of 'Masterpieces of the National Archaeological Museum of Naples', a hero event of the Ancient Kingdoms festival, featuring 15 artefacts from the collection of this prestigious cultural institution. Among these were pieces displayed outside Italy for the first time, including discoveries from Pompeii and Herculaneum and featuring icons of history such as Alexander the Great and the Roman Emperor Trajan, offering insight into the interconnected ancient world and its links to the civilisations of AlUla. The exhibition also included an audio guide available in three languages: Arabic, English, and Italian
- The launch of 'The Incense Road Experience', a featured 21 archaeological artefacts uncovered through excavations in Dadan, Umm Daraj, and Hegra. More than 80 members of the local community took part in researching the intangible cultural heritage of incense during the content development process, while local artisans—including embroiderers, tailors, palm wood craftsmen, and incense makers—also contributed their expertise
- The Tantora Festival in the Old Town was organised as part of the Winter Tantora, aiming to develop a rich cultural experience, revive traditional hospitality, and organize innovative artistic performances and light shows. As a new addition to the Old Town Tantora Celebrations, two distinctive experiences were introduced: 'The Heritage Crafts Market', offering visitors the opportunity to explore and practice AlUla's traditional crafts under the guidance of local artisans, and 'The Wedding Guest Experience' providing an immersive experience of this cherished cultural tradition in its full detail. These additions enriched the celebrations with a unique personal and cultural touch, further deepening the connection to AlUla's heritage
- The organisation of the annual Tantora Gathering for the local community, welcoming 120 representatives from governmental and community entities to a cultural and social gathering celebrating the region's rich history and heritage. This event played a vital role in raising awareness, enriching local culture, and safeguarding intangible heritage
- The completion of success indicator development and the establishment of defined implementation processes, alongside the presentation of a strategic document for the valorization of intangible cultural heritage
- As part of the second phase of the Oasis Trail Expansion Project, 57,807 m² of farmland were cleaned, 660 m² of walls adjacent to the main trail were restored, and 4,000 trails were rehabilitated. Additionally, structural support was provided for 1,475 m² across 23 mud houses and 1,250 m² of mud-built units, preserving the area's cultural and architectural heritage
- The Hegra After Dark event proved a resounding success, beginning with an immersive horse-drawn carriage tour through Hegra's natural landscapes. Visitors were then welcomed into the "theatre of life," set against the facades of the Hegra tombs. The night featured Nabataean stories brought to life in a market reminiscent of ancient souks, rich with sounds, scents, and flavours from the Incense Road era. A 40-artist cast delivered a theatrical performance, enhanced by hundreds of drones capturing Hegra's landmarks with breathtaking precision in an audiovisual spectacle. Ticket sales surpassed expectations by over 250%
- The completion and launch of 'Huna', a multi-use space inspired by culture and heritage. Set in the Old Town, Huna offers a dynamic environment that nurtures creativity, collaboration, and cultural exchange within one of the Kingdom's most historic and scenic locations. The space features three meeting rooms, 15 co-working spaces, 75 offices, a diverse selection of restaurants and shops, and the 'Werth' store, affiliated with the Royal Institute of Traditional Arts
- The launch of a maintenance, repair, and restoration programme for the first time in the Old Town as part of the Archaeological Building Reinforcement and Restoration Project, including the repair of roofs and plaster in need of preservation

In an effort to enhance the tourism experience and attract more visitors to Hegra, being the first UNESCO World Heritage site in the Kingdom of Saudi Arabia, the year 2024 witnessed:

- Enhancing storytelling at World Heritage sites to enrich community engagement and visitor experiences, including the use of multimedia guides
- Organisation of workshop in AlUla, in collaboration with UNESCO, to explore best practices in heritage interpretation and visitor centres. The workshop was attended by representatives from UNESCO World Heritage sites in China, South Africa, Spain, and France
- Organisation of a workshop at the UNESCO headquarters and an educational visit to the Palace of Versailles to explore presentations and identify key narratives, aiming to support a future shared interpretative strategy for the Hegra site and its future cultural assets at the Hegra Gateway
- Continued participation through online workshops for the preparation and joint development of the interpretation plan in 2025, in collaboration with UNESCO, to create an interpretation and storytelling framework for Hegra
- Contributing to an exhibition at the UNESCO Pavilion at the Venice Biennale 2025 on the multifaceted role of visitor centres at sites around the world, including a spotlight on Hegra’s cultural significance and storytelling initiatives

RCU also adopts a sustainable approach in implementing its strategy within the Wildlife and Natural Heritage Portfolio to preserve the environment and restore the natural ecosystems of AlUla. This portfolio includes key programmes aimed at establishing and activating nature reserves, conserving endangered species, and rehabilitating degraded environments to ensure long-term ecological sustainability.

The portfolio’s initiatives aim to create a network of nature reserves designed to protect natural habitats and conserve indigenous wildlife, such as the Arabian leopard. It also focuses on restoring the ecosystems of AlUla’s landscapes, emphasising the restoration of pastures, enhancing carbon sequestration, and reforestation with native plant species by combining research, local community engagement, and promoting sustainable operational practices. The year 2024 witnessed:

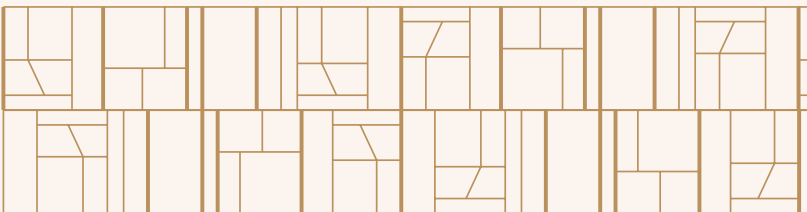
- Completion of a study on the mortality of acacia trees due to mistletoe, through measurements of over 7,000 trees and shrubs, and the finalisation of a study on insect and fungal infestations, enabling direct application of the findings in the ecological restoration programme
- Collection of plant data from 819 sites within the AlUla Flora and Fauna Survey Project, recording 455 plant species, representing nearly 20% of the total recorded plant species in the Kingdom, in addition to recording 622 different animal species through over 40,000 observations
- Finalisation of the consultation report for the pasture and livestock sustainability plan within the AlUla nature reserves system plan, which included the preparation of a biodiversity status report, the improvement of the archaeological site network database, inclusion of sites in the Sharaan Nature Reserve, and nomination of Harrat Uwayrid sites for the Green List to become effective and successful protected areas by highlighting best practices
- Completion of baseline assessment studies for soil and vegetation cover, preparation of natural habitat maps, and determination of land degradation levels, within the framework of the ecological restoration strategy and implementation plan in AlUla, which included the finalisation the assessment of ecosystem services and the rate of ecosystem degradation, conducting a regional educational workshop, and providing opportunities for collaboration with various stakeholders
- Collection of 3,228 tons of waste as part of the Nature Reserve Cleanup Project, aimed at protecting ecosystems and contributing to the readiness of nature reserves for tourism and destination development
- Participation of 30 local champions in 3 workshops for selected champions to increase environmental and ecosystem awareness, and transfer their acquired skills and knowledge to the local community, as part of the environmental awareness, education, and community outreach plan
- Finalisation of the Assessment Project and Action Plan for Ecological Restoration and Wildlife Reintroduction in Ashar, following the completion of detailed site surveys and analysis
- Release 596 species, including the Arabian Oryx, Nubian Ibex, Sand Gazelles, and Idmi Gazelles, in the Sharaan and Wadi Nakhla reserves as part of the Wildlife Reintroduction Project
- Birth of 5 Arabian leopard cubs as a result of improved care and breeding conditions for all leopards, and continuation of the leopard exchange programme with the United Arab Emirates and the Sultanate of Oman to achieve the RCU’s objectives of reintroducing the Arabian leopard into AlUla’s reserves



Wildlife Resettlement



Arabian Leopard Programme



In 2024, the RCU executed various activities and projects within its Economic and Community Development Portfolio, aiming to foster a thriving and resilient community in AlUla. This portfolio addresses key areas of community development, economic growth support, and sustainability to ensure economic and social prosperity, enhance skills and capabilities, and improve the quality of life.

RCU continued to pursue its objectives in human capacity development, capability building, and community awareness to achieve a sustainable social, economic, and developmental impact through educational and training programmes, and the promotion of cultural awareness. The results included:

- Launch of the fourth phase of the AlUla Scholarship Programme, targeting 300 local male and female students, complementing the programme’s initiation with 727 scholarships and the graduation of 124 male and female students
- Launch of the Arabian Leopard Scholarship Programme, targeting 50 local male and female students in disciplines that contribute to the conservation of the Arabian Leopard and related ecosystems
- Hosting of the “Campus France Forum” under the AlUla Scholarship Programme, with the participation of over 15 universities and language institutes from France, which enhances candidate awareness and strengthens partnerships with educational institutions
- A benefit to 3,653 male and female students in various languages has occurred since the launch of the AlUla Language Institute
- Conclusion of the third phase of the “HAMMAYAH” programme, benefiting a total of 1,877 individuals in AlUla, Tayma, and Khaybar, included 222 training hours (language and skills), and 15 forums and hackathons
- Activation of the FERRANDI Paris Campus AlUla, targeting 100 students in the first phase in tourism, hospitality, and culinary arts
- Activation of the Nursing Bridging Program for healthcare cadres in AlUla, targeting 100 male and female nurses, in line with the healthcare sector strategy and the cooperation agreement signed with the Ministry of Health to develop Ministry of Health facilities and accelerate the health transformation programme

RCU continues to implement its plan to support the activation of strategic initiatives that contribute to the development of human capabilities and the support of innovation and entrepreneurship, based on its strategic directions. In light of this, it has signed 7 agreements with the Human Resources Development Fund (HRDF), the Technical and Vocational Training Corporation, SRB Academy, Taibah University, the Saudi Electronic University, Colleges of Excellence, and the National eLearning Centre, resulting in:

- Provision of financial support to beneficiaries of human capacity development programmes to benefit from the services of the HRDF
- Establishment of training programmes for the operation and maintenance of railway lines in AlUla in cooperation with the expertise of SRB Academy in the field of railway line maintenance and operation, to prepare a generation ready to join the labour market in the field of railway line maintenance and operation technicians
- Development of the programmes of the Technical College and the Industrial Institute in AlUla in a way that serves the strategic direction of the RCU and the labor market in AlUla
- Opening of a branch of the Saudi Electronic University in AlUla, with the enrolment of 689 male and female students in two colleges and 4 specializations that align with the RCU’s aspirations, as part of the Provision of University Seats in Regional Universities Project to offer bachelor’s and master’s programmes to the local community
- Operation of the FERRANDI Paris Campus AlUla, and the accreditation of professional programmes locally and internationally
- Issuance of licenses for AlUla Academy training programmes and the cooperation with the National eLearning Centre to enhance human capabilities and implement joint projects and initiatives to achieve this purpose
- Implementation of the AlUla “Opportunity” initiative through “Vibes AlUla”, by holding 3 hackathons and two training camps, from which 285 participants from the local community benefited, who were able to build 21 prototypes to venture into entrepreneurship
- Launch of the Film Industry Incubator; one of the AlUla Pioneers initiatives within “Vibes AlUla”, the incubator aims to establish 24 local small and micro enterprises and build a supply chain for the film industry
- Implementation of 39 events targeting the local community, to increase awareness of entrepreneurship and economic opportunities in AlUla through “Vibes AlUla”
- In cooperation with the Small and Medium Enterprises General Authority, the two initiatives “Analysis of the Small and Medium Enterprises and Entrepreneurship System in AlUla, and Preparation of the Investment Guide in Alula for Small and Medium Enterprises” were implemented
- Completion of all concrete works for the Social Rehabilitation Centre, and work is underway to complete the architectural works, external landscaping works, and internal finishing works

As Alula is a major date-producing region in the Kingdom, with its products reaching various countries worldwide, and in dedication to its palm trees, the year 2024 witnessed the following efforts:

- Registration of 4,658 farms in AlUla, inspection of 4.1 million palm trees under the palm pest control programme, and the installation of a total of 31,236 traps, including 20,136 traps for the red palm weevil, 3,700 light traps for the palm stem borer and palm bunch borer, and 7,400 pheromone traps for the lesser date moth
- Preparation of a platform for palm pest management, comprising three user interfaces (technical, administrative, and farmer), with ongoing work to achieve compliance with information technology and cybersecurity requirements for the second phase
- Implementation of environmentally friendly pest control for over 1.6 million palm trees to combat the following pests: dust mites on 600,000 infected trees, stem and bunch borers on 620,000 trees, lesser date moth on 350,000 trees, treatment of red palm weevil on 12,000 infected trees, and treatment of 20,000 trees affected by black scorch disease

Within the framework of agricultural rehabilitation of the AlUla Cultural Oasis and enhancement of the cultural heritage agricultural landscape, the year 2024 witnessed:

- Cleaning of 1,200 hectares of agricultural waste under the Agricultural Rehabilitation Project of the AlUla Cultural Oasis, collecting no less than 175,000 cubic metres of organic agricultural waste
- Rehabilitation and cultivation of 200 hectares of productive and demonstration farms, planting over 350,000 seasonal vegetable seedlings of more than 40 varieties, producing approximately 120 tons of seasonal vegetables, planting 5,000 fruit trees, 4,000 palm trees, and extending irrigation networks across 200 hectares
- Production of 75,000 cubic metres of high-quality organic fertilizer, and distribution of compost to over 500 farmers
- Management of agricultural operations on 102,000 palm trees, pest control on 102,000 palm trees, and irrigation management for 3,000 palm trees through the operation of a smart irrigation system at 6 wells and 6 smart irrigation stations
- Pest monitoring through the installation of 4,200 pheromone traps, maintenance of 2,300 linear metres of irrigation network pipes, and 10 groundwater wells

The heritage oasis of Tayma witnessed the revitalisation of its agricultural ecosystem across 500 hectares, aiming to enhance plant health and achieve agricultural sustainability. In 2024, several key outcomes were realised, including:

- Agricultural rehabilitation of the Tayma heritage oasis, involving the clearing of 518 hectares of agricultural waste, collecting at least 47,000 cubic metres of organic agricultural debris, and producing 10,000 cubic metres of shredded palm waste
- Rehabilitation of agriculture around “Ibn Rumman Palace and Bir Haddaj ” covering two hectares, along with the rehabilitation and cultivation of three hectares of productive and demonstration farms. Over 70,000 seedlings of seasonal vegetables, representing more than 38 varieties, were planted, yielding 21 tons of produce
- Removal and shredding of 7,354 severely infected palm trees, management of agricultural operations for 40,000 palm trees, and pest control for another 40,000 palm trees
- Pest monitoring through the installation of 3,200 pheromone traps and the safe disposal of 51,000 red palm weevils to prevent their spread to healthy palms. Maintenance of 3,100 linear metres of irrigation network pipes and the upkeep of two groundwater wells





Furthermore, within the agricultural rehabilitation of the historic Khaybar oasis, the agricultural ecosystem was revitalised across 155 hectares to enhance the cultural heritage of the agricultural landscape, preserve historic agricultural areas, and improve plant health. In 2024, the following was achieved:

- Agricultural rehabilitation of the historic Khaybar oasis, involving the clearing of 100 hectares of agricultural waste, collecting at least 100,000 cubic metres of organic agricultural debris, and removing and shredding 1,844 severely infected palm trees
- Rehabilitation and cultivation of 5 hectares of productive and demonstration farms in the historic Khaybar oasis. Planting of over 20,000 vegetable seedlings, representing seasonal varieties across more than 38 types of vegetables
- Management of agricultural operations and pest control for 13,000 palm trees in the historic Khaybar oasis. Pest monitoring through the installation of 600 pheromone traps and the safe disposal of 2,352 red palm weevils to prevent their spread to healthy palms
- Conducting a comprehensive hydrological study of the historic Khaybar oasis, including a complete survey of water springs, recording 21 springs and mapping their courses, which irrigate a thousand agricultural properties, recording the courses over a distance of 10,000 linear metres. The discovery of 3 types of fish in the aquatic life of Ain Aljummah, and the completion of the rehabilitation of irrigation channels for farms for 3,000 linear metres of irrigation channels, in addition to the rehabilitation of two water springs

In an effort to enhance awareness of AlUla’s bountiful produce both locally and internationally, and to emphasise the economic value of AlUla’s agricultural products, such as dates, citrus fruits, summer fruits, and Arabian frankincense (“Bergenia”), the “AlUla Harvest Seasons” were launched in 2024. This pioneering event brings together investors, farmers, and small business owners during harvest seasons, contributing to the establishment of new sales outlets and innovative marketing opportunities for AlUla’s agricultural products. These seasons are distinguished by interactive activities in the markets, designed to attract both the local community and visitors, providing an exceptional experience in strengthening social bonds and highlighting AlUla’s rich agricultural heritage, while supporting sustainable development and increasing economic growth opportunities. In light of this, the following was achieved:

Dates Season

- AlUla Date Auction 2024: The auction achieved sales of 4,000 tons of AlUla dates with the participation of 152 traders and 843 farmers. Following the auction, distinguished farmers and outstanding produce during the auction were recognised

AlManshiyah Farmers Market:

- The market witnessed sales of 2.5 tons of dates, generating revenues exceeding ﷲ 307,000, with 8,883 visitors, and the participation of 19 farmers and 43 individuals from small businesses and handicrafts

AlShannah Event:

- The AlShannah event was organised to highlight the traditional method of storing dates, with 83 pieces sold, generating revenues exceeding ﷲ 27,000, contributing to the promotion of AlUla’s cultural heritage

RCU’s Participation in the International Dates Conference & Exhibition:

- RCU participated in the fifth edition of the International Dates Conference & Exhibition, held under the theme “World of Dates,” where 12 farmers showcased and sold their AlUla date products. The RCU received the Excellence Award in Innovative Palm Tree Technologies from the National Centre for Palms and Dates. This was in recognition of their efforts in implementing modern technologies that contribute to enhancing sustainability and innovation in the agricultural sector

Citrus Festival

- The festival achieved sales of ﷲ 250,000, with the participation of 13 farmers and 7 individuals from small businesses, and witnessed the attendance of over 10,000 visitors, reinforcing the importance of this event in supporting local agriculture. During the festival a meeting was held between representatives of major markets, such as Carrefour, and Almazraa, and local farmers. This resulted in the purchase of 9 tons of Alula citrus directly from local farms, enhancing farmer income

Arabian Frankincense (“Bergenia”) Season

- Over 4 days, the season attracted 1,539 visitors and achieved sales exceeding ﷲ 111,000, with the participation of 9 farmers and 31 individuals from small businesses and handicrafts

Summer Fruit Season:

- The Summer Fruit Season recorded sales of 2.8 tons of fruits, generating revenues exceeding ﷲ 168,000, with over 7,000 visitors, and the participation of 11 farmers and 29 individuals from small businesses and handicrafts

Alula has witnessed the implementation of a number of projects with significant impact on the local community and in pursuit of achieving sustainable economic development during the year 2024, including:

- Cleaning of 480 hectares of abandoned farms under the agricultural waste management project, collecting 200,000 cubic metres of agricultural waste, shredding 75,000 cubic metres, and producing 60,000 cubic metres of organic fertiliser to meet the needs of local farmers
- Completion of all planned development works at Prince Abdul Mohsen Hospital under the Ministry of Health medical facilities in AlUla Development Project, in addition to the completion of development works at AlSukhayrat, AlUla Airport, and AlManshiyah clinic complexes and the start of operation. The development of Wadi Ashar clinics has also been fully completed and equipped
- Participation of 3,697 farmers in 274 workshops, training sessions, and field days in line with the objectives of the Model Farms, Training, and Agricultural Extension Project, and receiving 3,173 agricultural consultations and technical support visits
- Supply and operation of mobile veterinary clinics and parasite control and vaccination units as part of the Animal Health and Care Project, and vaccination of more than 50% of the targeted livestock, with 25,000 heads of livestock in 242 farms spread across 42 villages
- Rehabilitation of the agricultural nursery on an area of 16 hectares, where propagation units for fruit trees were established with an area of 3,500 m², producing about 15,000 diverse fruit seedlings annually, the most important of which are citrus and mango trees, in addition to the establishment of a vegetable nursery on an area of 600 m², producing about one million vegetable seedlings annually. The nursery includes several facilities for sampling and analysis, warehouses for production inputs, refrigerated stores for fresh products, and administrative offices for managing agricultural operations with an area of 400 square metres to ensure the continuity of work and quality of production, to ensure the preservation of authentic plant varieties, and to introduce high-productivity varieties to enhance economic agricultural growth in AlUla
- Issuance of 10 publications, an instructional booklet, holding 79 training days, and organising 98 workshops as part of the Environmental Agriculture and Agricultural Training Project to raise awareness and build capacity by training 94 farmers, 94 productive families, 415 students, and 2,269 visitors
- Establishment of 6 model farms compliant with the Saudi Good Agricultural Practices (Saudi GAP) Certification on an area of 90,000 m², containing all facilities for agricultural operations, including specialized warehouses for agricultural production inputs and fresh products, and rest areas for workers with a total area of 2,616 m². The farms were planted with “Berny dates” varieties and various fruit trees with a total of 3,000 diverse trees and 36,000 diverse vegetable seedlings. These farms were implemented to ensure a continuous economic return for the affected farmers

RCU has also worked, through its Conservation Services Portfolio, on a number of projects that support local community services. The portfolio is designed to ensure well-being and security while promoting sustainable growth, and enhances AlUla’s unique heritage, which will play a significant role in achieving the future vision aimed at building a cultural economy. In an effort to accomplish the tasks of the Urban Observatory unit, maximise its benefits, enhance its added value with developmental returns, and produce indicators and information in coordination with various partners in AlUla, the year 2024 witnessed:

- Preparation of the initial list matrix for the general framework of urban indicators, consisting of 17 main packages, with initial description cards for a number of indicators reaching 140 indicators
- Development, governance, and inclusion of a number of indicators and data on the geospatial data platform interface after verification, and support for the verification of some international assessments of AlUla in the quality and livability index
- Conducting reference studies of 3 of the best global experiences of urban observatories, such as “Newcastle, Australia, and Barcelona”
- Organisation and classification of a number of available data issued by a number of partners in a way that can be used as part of the tasks of developing statistical and spatial databases for the Urban Observatory, including economic and social survey data
- Initiation of the development of a general framework for heritage-related indicators, including about 30 indicators, in addition to 60 indicators in the real estate sector, to achieve integration with the general framework of other developmental indicators



Within the framework of the RCU’s strategic objectives, the year 2024 witnessed the implementation of several projects to enhance institutional work and support services, including:

- Completion of the transfer of 2,723 assets from the Ministry of Environment, Water and Agriculture, Ministry of Municipal and Rural Affairs, and Ministry of Culture in AlUla to the RCU’s ownership as part of the Asset and Property Transfer Project
- Enhancement of capacity building and providing necessary tools and resources by activating the Public Policy Department, Regulations Departments, and key public policy functions through the Activation of the Regulatory Framework for Legislative Tools Project
- Conducting 36,000 inspection visits to monitor violations across 13 sectors within the administrative boundaries of AlUla and areas under the RCU’s jurisdiction by relevant government entities, following the activation of 8 enforcement committees under the Establishment and Activation of Enforcement Committees Project
- Completion of the implementation of the Long-Range Camera Activation Project for security and safety purposes and to protect archaeological sites from vandalism, with the installation of 4 cameras at the “Dadan Archaeological Site, Abu Ud ” and the northern gate of Hegra
- Creation of a public safety strategy and future assignments within management strategies, including related policies, processes, and guidelines, under the Public Safety, Environment, and Health Governance Model Project
- Development of a comprehensive Health, Safety, and Environment (HSE) management policy, enhancing safety and security levels across all operations, in addition to designing and developing 12 processes that contribute to improving operational efficiency and ensuring employee safety, and preparing and developing 75 safety guideline standards within AlUla
- Establishment of a reporting and tracking system for “incidents and investigations, work permits, risk assessments, environmental aspect impact assessments,” and more, under the Health, Safety, and Environment Solutions Project
- Development of environmental and sustainability guidelines to promote sustainability practices in the RCU’s procedures, planning, development, and operational projects
- Processing of aerial imagery with 10 cm GSD accuracy for the protection zone, acquisition and processing of aerial imagery with 20 cm GSD accuracy, and updating the current main map data under the Geographic Information Systems (GIS) Construction Project for AlUla Governorate - Phase Two
- Issuance of 9 reports on AlUla, Khaybar, and Tayma to monitor spatial changes and sharing detailed coordinate reports with relevant government entities under the Geospatial Change Detection Project to ensure the highest levels of monitoring and analysis accuracy
- Completion of the AlUla’s Social and Economic Development Plan Preparation Project, including proposed policies to enhance the quality of life
- Completion of Residential and Commercial Policies and Incentives Development Project for AlUla and Rural Areas to create integrated communities, enhancing the quality of life
- Completion of the AlUla Zoning Plan Project by reviewing current zoning plans and developing a unified zoning plan for AlUla, in line with Saudi Vision 2030
- Completion of the deliverables of the External Lighting Guidelines Manual Project, in line with the overall goal of developing sustainable tourism, protecting the natural environment, and reducing light pollution
- Conclusion of the 360 Mobility Plan Project, which aims to develop distinctive and suitable transportation options for AlUla, enhancing mobility and sustainability for both the local community and visitors
- Coordination with relevant entities where locations were selected for installing continuous automatic monitoring network devices under the Continuous Monitoring Stations Project in AlUla Governorate, with devices installed in 8 locations to provide real-time positioning services and post-processing services for geographic data
- Replacement of 8,650 traditional lighting units with LED lights, contributing to a 72% reduction in energy consumption, preserving the dark sky, and enhancing sustainability, in addition to improving sky quality by 4% and reducing light pollution under the AlUla Governorate Street Lighting Improvement Project
- Completion of coding 7,171 assets at two priority locations under the Enterprise Asset Management System Initiative “Phase Two” to improve the local community experience
- Full operation of the Qaa Alhaj Gas Station, serving customers and meeting their needs efficiently to ensure a smooth and easy experience, equipped with a high-efficiency electric vehicle charging infrastructure, reinforcing AlUla’s position in sustainable solutions



In 2024, the RCU worked on a range of projects within its Institutional Excellence Portfolio, aimed at enhancing strategic implementation, digital transformation, and improving operational efficiency. The portfolio projects focus on strengthening governance, enabling data-driven decision-making, improving facilities management, and fostering a culture of innovation and strategic partnerships. The RCU achieved tangible results, including:

- Improvement of the Open Data Portal to ensure seamless access to data resources, and the expansion of its scope by more than 60% compared to 2023 to cover diverse interests and areas
- Redesign and development of the RCU's official website with a new look that reflects its identity, enhancing visitor experience and building a positive and interactive image
- Establishment of a tourism development programme and the selection of 5 startups out of 99 applicants to provide innovative solutions for the RCU's departments, ready for implementation in 2025
- Preparation and operation of the regional office in Riyadh with a capacity of 165 offices, and the RCU's office in Al-Aziziyah district in AlUla with a capacity of 73 offices, in addition to the preparation and operation of an the RCU office that includes the renovation of the Ministry of Education building with a capacity of 430 offices, and the new RCU office that includes the renovation of the Ministry of Finance building with a capacity of 100 offices
- Development of projects aligned with global trends based on the RCU's Global Trends Report and Technical Radar
- Development of a unified platform for managing employee travel requests, including flight and hotel bookings, to enhance user experience and provide a seamless and user-friendly interface
- Improvement of soil water retention capacity by 23% during the experiment compared to the current 18%, based on the preliminary test results of water solutions within the Agricultural Technical Solutions Project in AlUla
- Publication of a "Financial Times" thought leadership campaign, including reports, articles, and interviews on tourism and culture, to position the RCU as a leader and shape a sustainable and culturally diverse future
- Approval of the first phase of developing the Cultural Oasis advocacy strategy to achieve sustainable impact
- Within the Phase IV CO2 Rebase line, 2024 witnessed the determination of the procedure protocol and the updating of baseline measurement data, taking into account the need for data consistency with the RCU's current status. A dashboard linked to the database will be developed to monitor carbon emissions in AlUla periodically, contributing to the establishment of an integrated system for monitoring and managing carbon emissions to achieve AlUla's carbon neutrality goal by 2060
- Launch of the RCU's first Sustainability Report, which demonstrates the efforts made and their alignment with Saudi Vision 2030 and the United Nations Sustainable Development Goals

RCU also established a number of national and international partnerships, as follows:

Strategic Partnership with Red Sea Global:

- This partnership focuses on strengthening collaboration in tourism programs between AlUla and the Red Sea destination, implementing joint environmental sustainability initiatives, and developing training programs to enhance leadership skills and capacity building

Strategic Partnership with the Ministry of Culture and its Affiliated Entities:

- The RCU strategically collaborates with the Ministry of Culture and its affiliated entities on several key initiatives and projects that align with the strategic objectives of the Commission. This partnership operates through a governance model ensuring full alignment with strategic goals, maximising impact, and delivering sustainable, effective outcomes

Strategic Partnership with the Cultural Development Fund:

- As part of developing cultural industries in AlUla, a strategic partnership was established with the Cultural Development Fund to support the growth of the film sector, empower small and medium-sized cultural enterprises, and launch a dedicated programme to enhance the skills of artisans in handicrafts. These initiatives aim to solidify AlUla's position as a leading cultural destination

Strategic Partnership with the Saudi National Committee of ICOMOS

- As part of the agreement between the RCU and ICOMOS Saudi Arabia, this partnership aims to establish AlUla as a leading knowledge hub in the field of heritage conservation
- This collaboration focuses on engaging specialized experts, developing young Saudi talents, and enhancing the role of the local community in preserving the rich cultural heritage of AlUla, which is a fundamental pillar of its development vision

Key Achievements of the Partnership:

- Design and implementation of 48 joint initiatives, including six international conferences and symposiums, with the participation of more than 500 national and international experts
- Hosting 32 lectures to raise awareness about the importance of heritage conservation
- Conducting nine training programmes targeting Saudi higher education students in the fields of architecture and heritage preservation
- Translating over 50 charters, methodologies, and scientific and regulatory documents from English to Arabic, making them open-access resources for Arabic-speaking professionals in the fields of heritage and culture

King Abdullah University of Science and Technology (KAUST):

- The partnership between the RCU and KAUST has resulted in innovative technologies for water management and pest control, reducing water consumption by 50% and carbon emissions by 70%. It has also led to the development of heat-resistant greenhouses and advanced pest monitoring systems utilizing optical fibers for early detection of the red palm weevil
- A comprehensive strategic framework, based on the signed agreement, has been developed covering all sectors of the Commission, enhancing pillars of science, innovation, research, and development

Partnership with France:

- Hosting the President of France, Mr. Emmanuel Macron, in AlUla, showcasing key aspects of cooperation and achievements stemming from the Saudi-French partnership in AlUla. Additionally, the Saudi-French Ministerial Committee convened for the second time in Paris within the past six years to follow up on cultural, environmental, touristic, human, and economic development, as well as heritage preservation in AlUla Governorate. In addition to the signature of a Memorandum of Understanding and an Executive Programme with a French university—Université Paris 1 Panthéon-Sorbonne in AlUla, which established the “Jaussen and Savignac” research chair to promote scientific cooperation, academic excellence, archaeological research, publications, and scientific works related to the Dadan civilization in northwestern Saudi Arabia. Additionally, a Master’s degree programme in archaeology and the preservation and revitalization of cultural heritage was created. Furthermore, the approval of the bylaws for the Villa Hegra as the first Saudi-French non-profit foundation, as well as the signing of the endowment fund agreement with the French Ministry of Culture to support French heritage in Riyadh, during the visit of His Excellency French President Emmanuel Macron to Saudi Arabia
- The Franco-Saudi partnership has witnessed significant growth since the signing of the Intergovernmental Agreement (IGA) in 2018, particularly in the fields of archaeology, design, architecture, music, arts, and heritage. This collaboration has fostered greater cultural exchange and strengthened ties between the two nations
- Approximately 130 archaeologists have participated in excavation projects at key sites, including Khaybar, The Old Town, The Oasis, and Dadan. Two major international exhibitions were organised, including “AlUla: Wonder of Arabia” in Paris, alongside five cultural programs at heritage sites such as: Hegra, and the Arabian Heritage Horse Museum. More than 100 members of the local community received training by French partners to become equestrian trainers and farriers. Eight international sports events were also held, including polo tournaments and endurance races

Partnership with Italy:

- As part of cultural heritage preservation efforts, the year 2024 witnessed a graduation ceremony for 12 students from the Conservation and Restoration Program after undergoing intensive training in “Venaria and AlUla.” AlUla, represented by Madrasat Addeera, participated in Milan Design Week through the “AlUla Design Space” exhibition, showcasing the commission’s vision and comprehensive development plan. The exhibition, which was nominated for the “Fuorisalone” award, attracted approximately 4,748 visitors

- During 2024, Wadi AlFann presented the exhibition “Journeys in Land Art: Toward Wadi AlFann in AlUla” as part of the 60th edition of the Venice Biennale. The exhibition featured the works of five commissioned artists in this unique project, blending the natural beauty of AlUla with contemporary art to promote innovative cultural expression
- As part of AlUla’s comprehensive partnership, the executive program was activated with the General Directorate of Museums at the Italian Ministry of Culture. Additionally, a delegation from the Italian city of Matera visited AlUla as part of the follow-up activities of the twinning program, aiming to exchange expertise in heritage and cultural management and foster sustainable tourism development
- AlUla also participated in the “Homo Faber” exhibition, where Madrasat Addeera presented the “Oasis” design, inspired by the traditional palm frond weaving crafts of Saudi Arabia. Moreover, the executive program was activated with the National Archaeological Museum of Naples, leading to the organization of the “Masterpieces of the Naples Archaeological Museum” exhibition in AlUla. This exhibition displayed statues and artefacts from historical sites such as Pompeii, Herculaneum, and Rome, attracting 4,491 visitors and 367 students
- In the same context, Madrasat Addeera participated in the “Artigiano in Fiera” exhibition in Milan, where 3 artists from the local community presented live demonstrations of traditional crafts, including palm frond weaving, jewellery-making, and fine arts
- Additionally, the “Slow Food” partnership was activated through projects focused on agricultural studies, sustainable culinary arts, and fostering the sustainable renewal of AlUla’s agricultural and culinary ecosystem

Partnership with China:

- Organisation of the exhibition “AlUla Wonders of Arabia” in Beijing, which received over 200,000 visitors
- Signature of a Memorandum of Understanding with the Henan Cultural Heritage Administration, along with hosting the administration’s General Director at the AlUla World Archaeology Summit, marking the first official Chinese governmental visit
- The Commission is part of a Memorandum of Understanding (MOU) between the Ministries of Culture of both countries
- The Commission became a founding member of the “International Tourism Alliance of Silk Road Cities,” which now has over 63 tourist cities worldwide
- Participation in the International Conference of Archaeological Capitals in Luoyang
- Organisation of the AlUla exhibition as part of the Saudi Travel Expo held in China’s historic site in TianTan Garden
- Signature of a 5-year partnership with the prestigious Dunhuang Academy, aimed at connecting both tourist cities through joint projects. The announcement of this partnership achieved over 2 billion views, reflecting the Academy’s esteemed position in China and globally

Partnership with IUCN:

In partnership with the International Union for Conservation of Nature (IUCN), the release of the report “Agriculture and Nature Conservation” was supported as part of the main report series. The report aims to highlight the importance of sustainable agricultural practices and their role in preserving nature and biodiversity.



Exhibition “AlUla Wonders of Arabia” in Beijing

In 2024, the RCU completed several awareness-raising activities during 2024 as part of the Environmental Awareness, Strategy Development and Implementation Plan Project, including:

- Development of an environmental sustainability awareness campaign strategy, along with its implementation plan. This included the completion of a comprehensive campaign identity, comprising a logo and visual identity, which was approved by senior management under the title “Preserving AlUla”
- Launch of targeted micro-campaigns designed to enhance awareness of specific environmental issues. Notably, the Ramadan campaign, “Conscious Generosity,” aimed to elevate awareness regarding the preservation of resources and promote practices that mitigate food waste
- Organisation of campaigns targeting school students, commencing with a field trip for AlFursan School students to the Mughayra composting facility to raise awareness of organic waste recycling and its efficacy in producing organic fertilisers, coinciding with World Environment Day
- Working on developing educational materials for narrators and environmental rangers to integrate sustainability issues, in addition to incorporating these issues in schools through the development of publications and awareness materials
- Organisation of workshops and training sessions for farmers in collaboration with the agricultural sector, in addition to the development of an the RCU newsletter focusing on sustainability issues

Furthermore, 2024 witnessed the completion of several projects within the Sports Portfolio, aimed at increasing local community participation in sports and physical activities, with a focus on youth and schools. These projects also included the development of world-class sports facilities, with the objective of establishing AlUla as a hub for talent development in sports and strengthening its position as a premier destination for hosting exclusive sporting events. These endeavours culminated in the following achievements:



- Building upon the success of 2023, the AlUla Falcons Cup achieved significant success, with the RCU entering the Guinness World Records for the largest prize money in a falcon race
- Organisation of the second edition of the AlUla Camel Cup 2024, the world’s most prestigious camel race, hosting 490 participating camels from 12 countries
- Successful hosting and organisation of the Desert Polo Championship 2024, featuring 24 professional players, the renowned La Dolfina team, considered the world’s leading polo team, and a selection of the world’s most influential polo patrons
- Organisation of the inaugural editions of the Arab Camel Cup and the World Camel Endurance Championship in collaboration with the Arab and International Camel Federations, featuring elite camel riders from 15 countries competing in 13 rounds



AlUla witnessed a significant influx of visitors in 2024, making it an attractive destination for sports and cultural tourism. In light of this, the following initiatives were undertaken:

- Participation of 1,162 students in heritage sports events held in AlUla as part of the Heritage Sports Introduction through School Tours Project
- Participation of 3,685 individuals in the AlUla Walking Challenge during the Holy Month of Ramadan, with a daily target of 6,000 steps, resulting in a remarkable total exceeding 477 million steps, and the honouring of 23 winners, in addition to addressing approximately 436 students and 20 teachers to promote the challenge and encourage a healthy lifestyle
- Participation of 36 women in a one-day event to experience the benefits of “yoga” and learn awareness and breathing techniques at “Habras AlUla,” as well as the participation of 30 male students from AlUla schools and 5 members of the AlUla Cycling Club, as part of the Summer Community Activation Project
- Development of technical skills for 29 physical education teachers and two local community trainers, with the participation of 158 students in a martial arts performance event and 200 students in 9 skill stations as part of the Mahd Sports Academy Programs project: Athletics and Martial Arts
- Participation of 43 physical education teachers in 4-day training sessions and workshops to develop skills in physical activities to identify athlete talents as part of the Sports Programs Programmes Project in cooperation between RCU and Mahd Academy
- Attendance of 88 physical education teachers and trainers at two workshops aimed at developing football skills presented by the football department of Mahd Academy, hosting two school football tournaments with the participation of 438 students from the fifth to ninth grade (first secondary), and conducting talent identification tests for 540 sixth-grade students as part of Mahd Academy Programs: Football Activation Project
- Enhancement, improvement, and renovation of sports facilities in 11 schools as part of the AlUla School Sports Development Project “Phase One”
- Approval of visual designs for the iconic AlUla Stadium and multi-use facilities by His Royal Highness the Chairman of the RCU’s Board of Directors, with further design development in subsequent phases
- Completion of existing asset correction works in the AlFursan Equestrian Village Project, infrastructure and excavation works, and fencing of the stables area for use during the equestrian events season, hosting 430 stables, as well as the completion of preliminary designs for new equestrian assets that include the clinic, permanent stables, and horse rehabilitation area, and the commencement of the construction phase
- Completion of site assessments addressing rockfall and flood risks as part of the project for AlUla’s first clay tennis courts, alongside the finalisation of the preliminary design and the commencement of detailed design
- Approval of designs and commencement of construction for the administrative building, multi-use sports hall, and green fields as part of the AlUla Club Academy Development Centre Project in Madinah
- Completion of the land allocation process for neighbourhood playgrounds, transfer of land to the RCU and securing their title deeds, and the commencement of contracting with a company to implement the playgrounds as part of the Neighbourhood Community Sports Playgrounds Development Project “Phase Two”
- Completion of the handover of falconry and permanent camel facilities, as well as modifications to the main race track according to the requirements of the Saudi Camel Racing Federation, modifications to the training race track according to the requirements of the Saudi Camel Racing Federation, and the completion of the design and construction of 100 new “Ezbah” in the first phase of the Mughayra Heritage Sports Village
- Completion of the master plan design showing the distribution of assets as part of the AlUla Sports Club High-Performance Centre Design Project



Orange Trail



Slow Food Program

RCU has implemented several projects within the Special Cultural Zones Portfolio, aimed at fostering sustainable development, creating a comprehensive and unique cultural experience, and enhancing the quality of life in AlUla. This portfolio oversees 24 neighbourhoods and villages within the AlUla master plan, designated as special cultural districts. The year 2024 witnessed a series of achievements, including:

- Completion of the functional concept summary “Part One” within the Slow Food Programme Project, participation in the “Date Market” and “Earth Market,” in addition to organising visits for the “Slow Food” movement to learn about AlUla, its history, and culture, during which more than 40 interviews were conducted with the local community, farmers, and stakeholders
- Identification of specific areas for the development of the Sharaan Nature Reserve visitor centre within the Hegra village Concept Project and the Detailed Master Plan
- Development of an approved vision for the site study and regional identity through the Nabataean Horizon and Hegra Site Structure Plan Project, forming the basis for initiating and developing several key assets within the study areas, in addition to developing a coordinated structural plan with the required set of maps and the integration of expertise into the detailed master plans for ‘Nabataean Village’ and ‘Qaraqir Village’
- Allocation and development of building lands with detailed guidelines and designs based on their proposed use within the Detailed Structural Plans Project for Nabataean and Qaraqir Villages, along with the development and coordination of the implementation strategy as an integral part of the final deliverable
- Development and approval of a comprehensive vision for urban oasis links and their integration with wider areas within the Detailed Master Plan Project for the Urban Oasis, and development of landscape and environmental guidelines, in addition to developing urban design guidelines and coordinating the valley path, as part of the Urban Oasis Master Plan Project and Design Guidelines
- Completion of the first phase (A) of the Old Town Eastern Façade Project, and redesign of the first phase (B) area as a result of integrating the archaeological structures discovered during the first phase (A) excavations, and recording all discovered artefacts
- Demolition of Bilal Ibn Rabah Mosque due to a structural safety issue within the Bilal Ibn Rabah Mosque and Al Deera Mosque Renovation Project, aiming to preserve the cultural and religious significance of the mosques
- Completion of the Al Deera Mosque design, and redesign of the initial concept for Bilal Ibn Rabah Mosque after the demolition of the old structure due to structural safety concerns, according to the Bilal Ibn Rabah Mosque and Al Deera Mosque Design Project, in alignment with development procedures
- Qualification of a design and construction consultant for the AlManshiyah Historical Street Revitalization Project in AlUla, transforming it into a cultural centre, within the Early Works Project in the Neighborhood Project. This also includes qualifying a site implementation supervisor, preparing reports, and conducting an agricultural survey



Other works and achievements in 2024 CE:

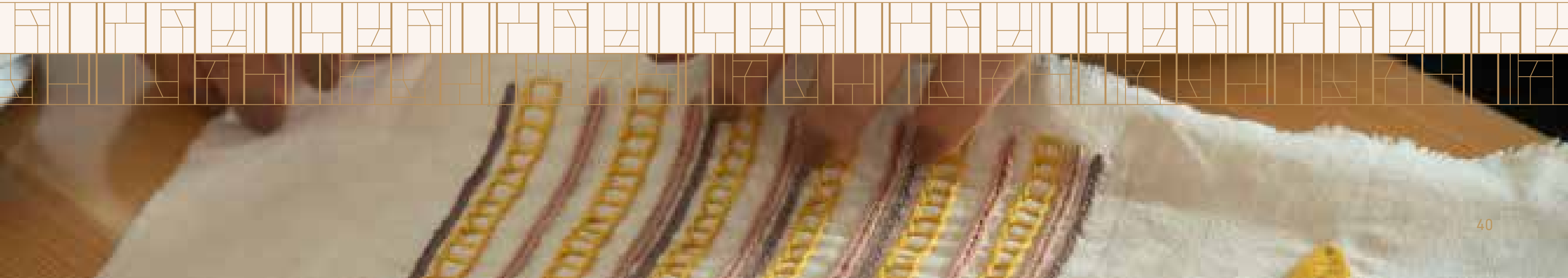
RCU has achieved a number of accomplishments in its qualitative projects, working towards further progress across all fields. The year 2024 witnessed the following:

- Completion of mapping and spatial analysis of the entire AlUla Cultural Oasis, spanning approximately 4,000 hectares, one of the archaeological heritage sites and landmarks that must be preserved, within the AlUla Cultural Oasis Assessment Project - Settlement Patterns in Wadi AlUla and Long-Term Socio-Economic Trends
- Restoration and maintenance of a railway carriage according to the schedule, its transportation, installation, and display at The Chedi Hegra hotel restaurant
- Delivery of the Collections Management Plan document for the Arabian Horse Museum, accompanied by the establishment and management of an Arabian horse expert team that held approximately 9 meetings in AlUla, Europe, and online, to enrich and validate the contents of this output
- Two capacity-building workshops were conducted on the practice of intangible cultural heritage inventorying at the local community level. The first engaged 29 participants, while the second involved 14 members from the Rawis' team and the antiquities protectors' team. Trained participants from local communities successfully inventoried 40 elements, contributing to the documentation and preservation of cultural heritage
- Ten introductory sessions were delivered for the RCU stakeholders, along with an additional session for non-profit entities operating in AlUla, focusing on capacity building and raising awareness of intangible cultural heritage. Two further sessions were conducted for male and female school teachers, providing guidance on integrating intangible cultural heritage into classroom activities

The year 2024 also witnessed significant advancements in road and essential infrastructure development, culminating in the following achievements:

- Progress is underway in completing roadworks, excavation, cable ducting, backfilling, and asphalt paving on Roads 4 and 6, with lengths of 11 kilometers and 12 kilometers, respectively
- Completion of design work for the Thurba Medical Centre Project, and the subsequent awarding of the project to a contractor for the commencement of construction. Mechanical and architectural works have also commenced
- Completion of all works on the Develop and Construct Roads and Main and Subsidiary Infrastructure in Hegra Project, spanning 24 kilometers
- Approval was granted for the designs and the installation of barriers, signs, and lighting as part of the Develop and Install Barriers in Work Areas within the Old Town Project. This initiative contributes to the beautification of public areas in the Old Town, improving both accessibility and visitor experience
- The design preparation for the installation of a glass floor in Bin Yunus Mosque, alongside the implementation of new flooring and lighting to enhance its architectural and visitor experience
- The awarding of the RCU Headquarters Project to a contractor, with concrete works having commenced and reinforced foundation works completed. Currently, structural concrete works are in progress
- Completion of all concrete works for the Building Construction Project of the Development and Construction Sector, the completion of finishing works, and the project handover
- Completion of the detailed master masterplan for Dadan Village and Jabal Ikmah, including the infrastructure plan and public transport strategy

- The ongoing construction of a Medical Centre in the Thurba area, north of AlUla, accommodating 17 specialised clinics, to be operational in phases starting in 2025, with 3 clinics for emergency services
- Completion of the Fifth-generation Telecommunications Towers Project to improve the communications network in the Ashar area
- Completion of the Hegra Gas Station Project and the Qaa Al-Hajj Gas Station Project
- Completion of the design phase for the AlJadidah Oasis Edges Project
- Approval of the master plan for the Oasis Agricultural Institute to promote a sustainable local economy based on agritourism and the provision of catering services
- Completion of the design phase for the Khayf Tad'al Gardens Project
- Completion of the design phase for AlJadidah Area Streets, Old Town Streets, the Eastern Road, the Southern Gate, and the Incense Road Project
- Completion of the design phase for the Canal Gardens Project and the design phase for the Orange Trail Project
- The design and furnishing of a Business Centre in the Saq District of AlUla, accommodating 320 seats with 5 meeting rooms and a training hall, pending the completion of the RCU's main headquarters in AlUla
- Work on the Stormwater Drainage Project in the Northeast of the Old Town, where the site has been explored, a detailed survey of drainage and infrastructure facilities has been conducted, and an agreement has been reached to provide a design approach that meets stakeholder requirements
- The design and furnishing of a new RCU office in the Ministry of Environment, Water and Agriculture building, equipped to provide additional workspaces in the Saq district of AlUla, with a capacity of up to 119 offices, pending the completion of the RCU's main headquarters in AlUla



In 2024, projects aimed at enhancing the visitor experience were also implemented, including:

- The total of 430 hours of training for Cultural Sites Management led training of Rawis and antiquities protectors through the completion of 22 training modules
- The Hegra Nature and Wildlife Tour proved a great success, offering visitors a unique and exclusive opportunity to explore Hegra’s natural beauty, discover the region’s biodiversity and wildlife, and gain deeper insights into its ecological significance



AlUla Flora: A Botanical Treasure Book



Furthermore, 2024 witnessed the implementation of several projects that contribute to raising environmental awareness and education among the local community in AlUla, and applying best practices to enhance vegetation cover, propagate and care for native plants, and introduce them. These included:

- Development of vegetation cover and the planting of 500,000 seedlings of native plants in the Sharaan Nature Reserve, representing 60 species of wild plants naturally growing in AlUla. Additionally, the ecological restoration of 5,000 hectares of pastureland in the reserve was achieved, with a plant survival rate of over 90%, and the participation of 5,000 participants from various segments of society
- Official launch of the “AlUla Flora: A Botanical Treasure Book” in both Arabic and English through the RCU’s social media channels and the official website of the Assouline publishing house. The book is now available for purchase worldwide
- Production of approximately 300,000 native plants representing 90 plant species, which representing 100% of the total target for 2024, and the collection and preservation of seeds with genetic origins for more than 135 native plant species within the AlUla Nursery and Seed Bank Project. In addition to hosting approximately 300 visitors from local and international entities to promote vegetation cover improvement initiatives, as well as implementing training plans for local university students, including a member of the Omani Environment Authority

In terms of local and international participation, the RCU participated in the 57th Annual Seminar for Arabian Studies, COP16, and the Saudi Green Initiative Forum 2024, yielding the following results:

- Review of the Khaybar Long-Term Archaeological Project through extensive surveys and excavations over 8 field seasons, revealing Neolithic and Chalcolithic camps dating back to the period between 7200 and 4000 BC
- The Dadan Archaeological Project revealed the significance of the Dadan site and its status as a major trading centre on the “Incense Route,” providing a unique chronological sequence spanning over 3,000 years without significant settlement gaps
- The Tell Saq Archaeological Project witnessed the commencement of excavations, uncovering significant quantities of artefacts dating back to the Bronze and Iron Ages, primarily pottery, indicating settlement and agriculture in the area, highlighting the city’s history and transformations over the past two centuries
- RCU’s participation in COP16 and the Saudi Green Initiative Forum 2024 showcased its journey towards achieving comprehensive sustainability, encompassing environmental, social, economic, and cultural aspects, through a series of dialogue sessions and presentations





Emphasising the diversity of local culture across the Kingdom and recognising the historical significance of heritage traditions, the AlUla Design Award Project was launched. The year 2024 witnessed the following:

- AlUla Arts announced the conclusion of the AlUla Design Award’s Special “Ajillah” Edition, focusing on specialised camel cover designs, on the sidelines of the AlUla Camel Cup. The winners were Qatari designer ‘Maryam Al Humaidi’ in first place and Lebanese designer ‘Ismail Hoteit’ in second place
- The AlUla Design Award, in collaboration with the Ministry of Culture, participated in the “Artigiano in Fiera” exhibition in Milan, showcasing the winning “Ajillah” designs and providing profiles of the AlUla Design Award winners, highlighting AlUla’s cultural heritage and artistic creativity
- The AlUla Design Award participated with the Special “Ajillah” Edition in the “Sanaam AlUla Night” ceremony for the conclusion of the Year of the Camel in AlUla, by showing the qualified and winning “Ajillah” designs



AlUla Design Award

In line with the commitment to fostering collaboration among artists, thought leaders, and creatives from around the world and stimulating progress towards global creativity and intercultural dialogue, 2024 witnessed the first-of-its-kind AlUla Future Culture Summit, in collaboration with the Ministry of Culture, in addition to a number of distinguished projects, yielding the following results:

- Participation of 50 speakers from around the world from artistic, creative, and academic fields, and attendance of 220 visitors to the summit from 21 countries around the world, from pioneers of artistic, academic and intellectual magazines
- Holding and attendance of 7 dialogue sessions, 5 workshops, and 5 artistic performances
- Establishing partnerships between the Summit and local and international institutions, including the “Pompidou” Museum, “L’ÉCOLE Van Cleef & Arpels,” “Ithra,” and the “Misk Art Institute,” to document the outcomes of the Summit through the production of a book and a documentary film
- Selection of “Daimumah” site to host the Summit, and the site was strategically developed in harmony with the existing environment in Daimumah
- Development of a programme by selecting shows from various artistic fields, including performing arts such as the performance of the artist “Anwa Al-Yamz” and musical performances such as the performance of the artist “Tariq Yemeni”
- Holding of a public workshop with the presence of 8 participants within the Athar Project, which aims to spread and raise community awareness of the arts, and organising an art exhibition with the presence of 1,120 visitors, while work is underway to hold an art exhibition during 2025
- Development of designs within the Public Square Project in AlJadidah Area to achieve the connection between the natural, cultural, heritage, environmental, and urban elements of the area and provide public facilities that the local community and visitors enjoy



Regarding the introduction of AIUla's heritage, cultures, and natural treasures through written, audio, and visual media, 2024 included:

- Management and operation of the AIUla Public Library
- Preparation and publication of a case study report on AIUla's distinctive features and resources, aimed at establishing it as a leading tourism destination and business management school, and its inclusion in the university curriculum
- Inclusion of the AIUla Old Town book at the Dar Tantora Hotel opening ceremony and its placement in all rooms, along with the completion of its English publication coinciding with the hotel's opening
- Installation of broadcast equipment and expansion of broadcast coverage in: Riyadh, Jeddah, Dammam, Tabuk, Madinah, Mecca, Abha, and Hail, as part of the AIUla FM Radio Broadcast Expansion Project
- In support of The Incense Road Experience, a detailed inventory of five elements was conducted over a month on the subject of incense, enabling 6 participants to document the living heritage, and conducting 33 interviews with community members, resulting in the production of six video clips and 60 photographs, preserving and showcasing cultural traditions
- Hegra was activated during summer evenings, attracting a significant number of visitors through this unique experience. As part of the Hegra Night Tours Project, visitors had the exceptional opportunity to explore the site by cycle or horse-drawn carriage, immersing themselves in its enchanting atmosphere after dark
- The Hegra Family Tour experience was successfully implemented for the first time, providing a unique, family-friendly journey tailored to meet the needs of younger visitors and their guardians

In 2024, the organisation of tournaments and events in areas of local community interest, along with celebrations for national holidays and Eids, contributed to enhancing community participation in AIUla. These initiatives included:

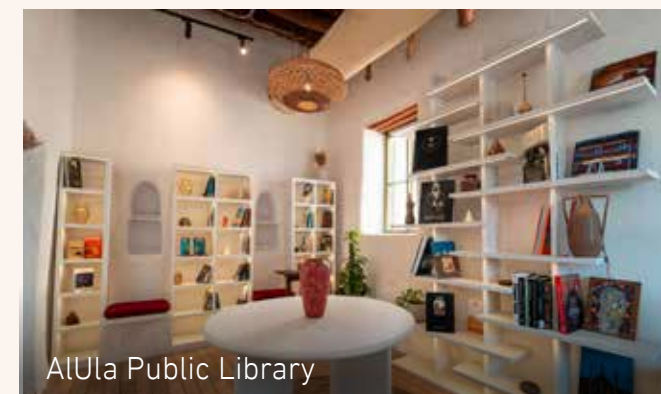
- Sharing of Eid al-Fitr greetings with the community immediately after prayers, distribution of gifts, dates, and beverages, and provision of media coverage of the Eid celebration
- Sharing of Eid al-Adha gifts and media coverage on social and traditional media platforms
- Participation in the Founding Day celebration with historical displays between the Old Town, AlJadidah neighbourhood, and the Cultural Oasis, along with field activities on February 22nd and 23rd
- Organisation of 7 events aimed at improving service levels, enhancing beneficiary engagement, and enriching the visitor experience, contributing to efficient and effective operational goals within the Community Engagement Project
- Organisation of seasonal football tournaments with 6 local teams comprising 132 players, a Ramadan tournament with 18 local teams comprising 420 players, and a summer tournament with 10 local teams comprising 230 players
- Participation of 120 local community members in intensive training courses in preparation for upcoming competitions within the Volunteer Training for Endurance Competitions Project, focusing on developing their skills and enhancing their practical experience in various aspects of organisation and management
- Hosting of the Custodian of the Two Holy Mosques Endurance Cup, bringing together elite riders from around the world to compete in this prestigious sporting event



Eid Al-Adha Celebration



Founding Day Celebration



AIUla Public Library



Hegra Family Tour Experience

RCU continued its diligent efforts to enhance the visitor experience and provide a comprehensive journey, with 2024 witnessing the following:

- The introduction of a diverse range of attractions, including food and beverage offerings, the enhancement of dining experiences, and the establishment of retail stores within cultural sites
- A total of 10 retail outlets were activated in the Old Town, including prominent restaurants and cafés such as ‘Tofareya’, ‘Archi’ and ‘Jazean’. Additionally, 14 other commercial outlets were introduced, notably ‘Sroud’ by the Saudi Artisanal Company and “Omlah” Exchange Company, further enhancing the visitor experience

2024 witnessed a number of projects aimed at developing cultural site facilities and implementing international safety standards, contributing to sustainable tourism and cultural heritage preservation. The most notable of these projects include:

- The Old Town has been enhanced through infrastructure improvement works and the upgrading of the electricity network to support future demands, ensuring long-term sustainability and development
- Enhancing the visitor experience in Tayma through the improvement of parking facilities, including the completion of 900 sq.m. of organised parking spaces at the Tayma heritage site, ensuring easier and more convenient access for visitors
- Ensuring compliance with safety standards for heritage sites in AlUla, Tayma, and Khaybar through comprehensive audits of visitor centres, verifying adherence to both local and international safety regulations. Particular focus was placed on meeting Civil Defence requirements, reinforcing the safety and security of these historic sites
- Surveillance cameras have been installed at the Dadan Welcome Centre to enhance security and provide comprehensive coverage of all entrances. These cameras are integrated with the control system in the Control Unit building, ensuring effective real-time monitoring and improved site safety





RCU has also focused on developing its institutional infrastructure and adhering to the controls and policies issued by the Digital Government Authority. The year 2024 witnessed:

- Development of institutional architecture tools within the Full Activation of the Institutional Architecture Management System Project, aimed at standardising, storing, and tracking all technical information on a unified platform
- Enhancement of the percentage of compliance with the National Data Management Office (NDMO) standards from 67.5% to 81%
- AlUla achieved the Platinum certification in the international standard “ISO 37120” for sustainable cities, aimed at enhancing data transparency, improving services, and achieving global recognition as a leader in sustainable development
- Achieving the “ISO 37122” certification for the smart city, enhancing investment appeal, enabling informed decision-making, and continuously improving the city’s performance in line with international standards
- Development and launch of several digital platforms aimed at enhancing efficiency and governance in the RCU’s internal procedures, including the Governance, Risk, and Compliance Management System, Legal System, and the Travel Portal to provide self-service for employees
- Establishment of an integrated wildlife tracking system using geographic information systems, aimed at supporting wildlife conservation efforts. This system enables a deeper understanding of animal behaviour and their natural habitats
- Development and approval of the Strategic Directions for Artificial Intelligence and the RCU’s Digital Strategy document, which includes a roadmap for leveraging artificial intelligence technologies in various fields and identifying future trends that support growth and technological development
- Launch of a platform and smart application for quality monitoring and management, through the development of a website and mobile application to enable field teams to monitor and record observations and document them directly during field visits or during events held in AlUla
- Launch of the first and second packages of the Authority Transfer Project, which included 97 electronic services within the project to develop and launch the first package of digitalized municipal affairs, environment, water and agriculture, tourism, and entertainment services

The year 2024 also witnessed work on several projects focused on providing distinguished services, achieving effective communication, and addressing issues with seriousness and efficiency, including:

- Establishment of a reporting centre in AlUla, equipped with the latest equipment and technical tools necessary to ensure operational effectiveness, contributing to improving response speed and providing customised services to the local community, as part of the Governorate Communication Project
- Increase in beneficiary satisfaction rate with the services of the Comprehensive Services Centre, as part of the Comprehensive Centre’s “Hayyak” Accreditation Project, as a result of continuous evaluation of services provided, enhancing communication, and performance measurement of the provided services
- Achievement of 92% beneficiary satisfaction with the services provided

In addition, the RCU implemented several projects during 2024 to enhance quality and develop policies, as follows:

- Reassessment of the current maturity of the governance, risk, and compliance sector, and development of a 3-year strategic roadmap through the building of an integrated internal control system, and enhancement of policy and procedure integration in line with its strategy
- The independent external quality assessment of the internal audit sector was successfully conducted, which reflects the organisational independence of the internal audit department, its objectivity, organisational structure, capabilities, and the effectiveness of its operations, in addition to its relationship with key stakeholders
- Delivery of an introductory lecture during the IIA’s 2024 International Conference held in Washington, highlighting the pivotal role of internal audit through the provision of advisory services that meet the requirements and needs of organisations and companies, within the International Conference of Internal Audit, and representation of the Kingdom of Saudi Arabia and AlUla in international conferences
- Gathering of the requirements of the policy development platform, and the establishment of the platform, as part of the policy development procedures automation project
- Organisation of more than 120 training workshops for policy preparation, in addition to the organisation of more than 300 guidance sessions for review of the content of the policies that were prepared
- Establishment and implementation of 80 essential, administrative, and supporting procedures within the RCU since its establishment
- Preparation and approval of 101 internal policies, and updating of 22 approved policies since the establishment of the RCU

In line with the RCU’s commitment to supporting the national transformation journey in accordance with the objectives of Saudi Vision 2030, the RCU excelled in its services and digital infrastructure by launching a set of important works and projects in the fields of technology and innovation, which contributed to enhancing governance and digital services. Due to its outstanding performance in the field of digital transformation, the RCU achieved a number of qualitative achievements, including the Digital Transformation Index, and the results for 2024 were as follows:

- RCU achieved a rate of 82.03% in the 2024 Digital Transformation Index, in addition to achieving a rate of 95.5% for user satisfaction with digital services, and the digital Service Level Agreement reached 5 working days, and 3 working days as the average time required to complete digital services
- Data integration has been accomplished for more than 30 governmental and non-governmental entities, and 8 agreements were concluded to share and benefit from data with prominent entities such as the Saudi Central Bank, the Ministry of Energy, the Ministry of Human Resources and Social Development, and the Real Estate General Authority. Diverse data was shared, including information on employee job commitment, non-Saudi real estate ownership, tourist payment transactions, consumption indicators, ISO certification, and the number of employees, in addition to data from the “Ejar” platform, which contributed to supporting data-driven decision-making and enhancing cooperation between various entities
- Achievement of 100% compliance in implementing the required standards from the Public Safety Department, and the preparation of training courses for the Centre’s staff, including first aid and fire response procedures, in addition to the activation of the emergency and evacuation simulation plan, reflecting a full commitment to the highest public safety standards





Furthermore, the year 2024 witnessed a number of projects to enhance AlUla’s position and improve the visitor experience, including:

- Implementation of 2 hackathons for AlUla pioneers, benefiting 110 participants from the local community, and generation of 17 new innovative ideas for challenges facing AlUla
- Organisation of a bootcamp benefiting 50 participants and establishment of 10 early-stage commercial projects within the AlUla Pioneers Bootcamp Project
- Graduation of the fifth batch of the AlUla Pioneers Business Accelerator, comprising 24 small and startup companies, provision of 91 jobs
- Launch of the “Quest for Hope” game on the “Roblox” and “Decentraland” platforms as the first multi-platform game, achievement of an 83% player satisfaction rating
- Delivery of 7 qualification workshops for 146 security officers in the RCU and 5 workshops for 350 facility contractors and the RCU suppliers as part of the Emergency and Crisis Management Training and Awareness Project
- Signing of an MoU to provide modern gas services designed to ensure safer and more efficient energy supplies through the development and use of modern and sustainable technologies in gas transportation, reduction of environmental emissions, and application of strict environmental safety standards to minimize accidents and leaks that could negatively impact the environment
- Updating of the title deed layer for 16,000 properties and linking it geospatially to the GIS database as part of the RCU’s Master Plan Conflict with Existing Municipal Plan Project
- Identification of selected areas for rapid interventions to improve public spaces and make them more liveable, focusing on enhancement of the experience of the local community and visitors and improvement of the quality of life, as part of the AlUla Public Realm Improvement Design and Implementation Program Project
- Holding of community engagement workshops to gather community insights and inform the tender request for the Central AlUla Regeneration Project, ensuring that the local community’s identity is reflected in the final design. Additionally, two successful collaborative workshops were held with members of the local community
- Progression in the construction of a North Hegra Gas Station to ensure sustainability and improve the quality of life for both the local community and visitors

AlUla also received a number of awards and accreditations in 2024, as part of its continuous endeavour to develop and improve its internal and external performance and services, and to elevate its level, contributing to the achievement of its strategic goals and maintaining its local and international reputation. These awards and accreditations include:

- The Arabian Leopard Conservation Breeding Centre received European accreditation from the European Association of Zoos and Aquaria (EAZA) as the first breeding centre in the Kingdom and the Arabian Gulf region
- Receiving the International Project Management Association (IPMA) Global Project Excellence Award for Small and Medium-Sized Projects, and the Social Project of the Year Award from the Association for Project Management (APM)
- Achieving 3 prestigious awards within the Project Management Office (PMO) Global Awards organised by the Global Alliance of PMOs in cooperation with the Project Management Institute (PMI), namely: Best PMO in the world in communication and stakeholder management, strategic alignment, and diversity and Inclusion
- The AlUla Moments programme achieved first place as the Best Social Project of the Year within the Global Project Management Awards from the PMI
- AlUla Manara and AlGharameel received international recognition from the DarkSky International (DSI) as the first entity in the Kingdom and the Arabian Gulf region, and among 5% of internationally accredited entities
- RCU received the Best Place to Work certification from the Best Places to Work organisation, which specialises globally in evaluating various work environments

In 2024, RCU further obtained a number of ISO certifications in the areas of quality, project management, innovation, and others, confirming RCU’s excellence in institutional work domains. These certifications include:

Quality management in projects

ISO 10006:2017

Project, programme, and portfolio management

ISO 21500:2021

Innovation management system

ISO 56002:2019

Quality management system

ISO 9001:2015

Facility Management Project

ISO 41001:2018

Governance of organisations

ISO 37000:2021

Compliance management systems

ISO 37301:2021

Data Management

ISO 37120
ISO 37122



A New Era of Sustainability through our Visual Identity

In 2024, the RCU launched its renewed visual identity, reflecting its strategic direction and core values that focus on sustainability as a central pillar of its modernization efforts. This step embodies the RCU's firm commitment to sustainability, through the adoption of a new symbol designed to represent sustainability as a visual element that conveys progress and continuity across all its fields of work.



RCU's New Visual Identity

The new visual identity reflects the RCU's unwavering commitment to striving for excellence and setting high standards of quality and expertise, with the aim of building a pioneering governorate that becomes a model to be emulated.

The logo carries deep connotations that reflect the identity of AlUla as a meeting point of civilizations and a centre of ancient history in the northwest of the Kingdom. The lines heading to the right in the upper part of the logo symbolize growth, sustainability, and progress, while the three lines at the bottom point to the rich natural and cultural environment, including the terrain and mountains of AlUla.

The identity also serves as a reminder to all partners and members of the local community of the RCU's ongoing commitment to finding sustainable solutions that ensure the preservation of AlUla's heritage and its positive impact on future generations.



Sustainability Report

RCU launched its first annual sustainability report, marking a significant step in its journey towards achieving environmental, social, cultural, and economic sustainability. This report serves as a strong foundation for the RCU's approach to sustainability reporting, providing a clear and transparent framework for documenting the RCU's commitment and efforts toward sustainability across various sectors.

This report represents an important starting point for the RCU's journey in sustainability reporting, which is a key part of its strategic vision. Through this report, the RCU seeks to improve its performance and strengthen its long-term commitment to sustainability. With the release of this report, the RCU reinforces its position as a trusted leader in the field of sustainability and affirms its determination to continue improving its positive impact on the environment, society, and economy in AlUla, while providing a solid foundation for building future reports that reflect the progress achieved year after year.

This report includes accurate and comprehensive information on the environmental, social, cultural, and economic dimensions on which the RCU focuses, in addition to governance, while highlighting its deep commitment to its responsibilities towards the local community and the environment. The report showcases the RCU's efforts to achieve the Sustainable Development Goals and its role in preserving the rich cultural heritage of AlUla, providing a better life for its community, and supporting economic growth in a balanced and sustainable manner.

This report also represents a pivotal step towards building an integrated and transparent framework for documenting the RCU's commitment to the principles of sustainability since its inception across various strategic dimensions. It also reflects the RCU's efforts in multiple areas, including governance and cultural, social, economic, and environmental dimensions, which have been carefully selected to ensure a balance between the development of AlUla and the preservation of its identity and resources for future generations. The report provides a comprehensive sustainability framework based on 4 main dimensions, 16 pillars, 47 themes, and 56 performance indicators, and reinforces an effective governance framework that ensures the continuity and monitoring of activities and works in accordance with sustainability standards. This approach enables the RCU to accurately measure and evaluate its progress in the field of sustainability, and identify strengths and areas that require improvement, which contributes to making informed and effective decisions.

04
Dimensions

16
Pillars

56
Key Performance Indicators

47
Themes

This report has been prepared based on a set of recognised international standards and frameworks to ensure transparency and credibility, including:



Global Reporting Initiative (GRI) Standards.



United Nations Sustainable Development Goals.



World Sustainable Tourism Council Standards.



UNESCO Framework for Education in Art and Culture.

Commitment to transparency and publishing sustainability data

RCU affirms its commitment to continue providing sustainability reports regularly, with a focus on improving activities and businesses in line with the best global practices. The RCU also seeks to enhance transparency and credibility by establishing precise standards for monitoring performance in the environmental, economic, cultural, and social dimensions, to ensure that projects are in line with the Sustainable Development Goals and Saudi Vision 2030.

The RCU is keen to prepare reports in line with international frameworks and standards, such as the Global Initiative standards, to enhance trust among stakeholders. It is also working to develop a performance monitoring system to track achievements and enhance strategies. In addition, the RCU seeks to build effective partnerships with local and international institutions to exchange knowledge in the field of sustainability, which enhances its capabilities to face future challenges and adopt innovative solutions that support balanced development in AlUla.

The RCU is committed to positioning AlUla as a globally sustainable destination by developing policies that protect the environment and enhance the well-being of the community. It seeks to make its sustainability reports a comprehensive reference that provides stakeholders with the necessary information about its performance and progress in managing resources and supporting the community and local economy of AlUla. This approach enhances its ability to make decisions based on accurate data and affirms the RCU's commitment to achieving a positive and sustainable impact for future generations.



AlUla Preservation Campaign - Our mission to spread the culture of sustainability



The Environmental Awareness Campaign – Strategy & Implementation Plan project served as the cornerstone for the Saon AlUla Campaign, a key initiative aimed at fostering long-term behavioral change surrounding sustainability issues within AlUla County. This foundational effort is designed to inspire and drive meaningful shifts in local practices, with the ultimate objective of promoting environmental stewardship and sustainable development across AlUla. The strategic approach to the campaign includes the following key elements:



Raising awareness among key stakeholders by:

- Focusing on public and environmental issues where increased awareness can lead to a tangible impact
- Targeting community segments that can amplify the message and foster wider interaction
- Leveraging influential stakeholders as channels to communicate the message to other groups



Activating broader partnerships by:

- Highlighting potential partnerships within and outside the RCU at the Kingdom level to ensure a sustainable success
- Highlighting the special requirements for the infrastructure and organizational structure needed within the RCU to encourage appropriate behaviours and change



Encouraging a shift towards behavioral change by:

- Focusing on the intellectual motivations of each stakeholder group
- Linking emotional motivations to societal goals to enhance commitment

The campaign uses a multi-layered, phased framework for communication across multiple channels targeting different groups. In that framework, key messages are conveyed through tangible and digital means, including a website, newsletters, emails, and social media, in addition to videos on YouTube to ensure access to different segments and achieve a lasting impact.

The “AlUla Awareness” campaign is distinguished by an integrated visual identity that includes a name, logo, and visual system that reflects its goals and supports its messages. Through this approach, the campaign aims to achieve positive and sustainable change that promotes the awareness of the local community in AlUla of the importance of protecting the environment and supports AlUla’s vision as a sustainable destination.

It is worth noting that since the launch of the campaign in 2024, the RCU has started taking swift action for immediate environmental results and greater awareness. This has been achieved via a series of initiatives that reflect the RCU’s commitment to translating sustainability principles into action and spreading awareness among various segments of society. Below are some of the initiatives that have been implemented so far:

- **Conscious Generosity Campaign:** This campaign aims to spread the culture of conscious consumption and reduce waste by raising awareness among individuals and organisations about the importance of sustainability in giving and sharing. Through this campaign, behaviors that contribute to preserving resources and promoting the concept of responsible giving were encouraged
- **A school students’ visit to the agricultural waste recycling facility in the Mughira area:** An educational visit was organised for the students to the agricultural waste recycling facility in Mughira, where they were introduced to the stages of converting this waste into high-quality agricultural fertilisers. This visit aimed to demonstrate a practical application of the circular economy principle and support the local product as sustainable solutions to enhance environmental conservation and the sustainability of its resources
- **Development and distribution of educational materials for schools:** As part of the campaign’s educational objectives, educational materials were developed for schools to raise awareness about adopting environmentally friendly practices, water consumption, and waste reduction. These tools aim to promote environmental values among students at an early age, contributing to building a generation aware of the importance of natural resources



Saudi Green Initiative

In commitment to the RCU's role in achieving Saudi Vision 2030 and the Saudi Green Initiative's objectives, the RCU participated this year in several new projects and made progress in other initiatives that were reviewed in previous years, providing a clear roadmap for the RCU's directions regarding the Saudi Green Initiative's objectives.

The projects include some examples and practical applications that reflect the RCU's commitment to the eleventh strategic principle (circular economy) and the twelfth strategic principle (incorporating resilience). During 2024, the RCU worked on many projects and initiatives, during which it registered seven approved initiatives with the Saudi Green Initiative Secretariat. These initiatives contribute to the achievement of the Saudi Green Initiative's objectives and the realization of the aspirations of Saudi Vision 2030. The projects can be reviewed as follows:

Saudi Green Initiative's Objectives:



Reducing carbon emissions



Afforestation of Saudi Arabia



Protection of land and sea ar-eas

01 | Establishing and sustainably managing nature reserves:

This initiative has started as part of the Saudi Green Initiative in 2021. The RCU has contributed to designing and effectively managing a network of reserves, representing 50% of AlUla's area, i.e. 12,575 square kilometres, which represents the area of natural reserves to protect wildlife and biodiversity.

02 | Establishing a nursery and seed bank:

This initiative was also registered under the Saudi Green Initiative in 2021, and its objectives were achieved in 2022, as the RCU developed technologies to preserve local plant seeds and establish a nursery to produce 300,000 seedlings annually, with the goal of reaching 10 million seedlings by 2035.

03 | Ecological restoration:

Since the beginning of the initiative in 2021, the RCU has developed drone and artificial intelligence applications to monitor and evaluate the results of environmental restoration and the improvement in the vegetation cover ratio in arid environments through the experimental site for environmental restoration in the Sharaan Nature Reserve. The RCU has also published its results in international scientific journals, and participated in a number of international conferences.

04

Inventory of Plant Species in AlUla:

This initiative has been registered as part of the Saudi Green Initiatives since 2021 and is currently nearing completion, as plant data has been collected in 819 locations within AlUla. A total of 473 plants were registered, representing about 20% of the total plants registered in the Kingdom, in addition to the registration of 4 new plants that may be new to science. Plant distribution maps were created for the governorate.

05

Inventory of Animal Species in AlUla:

This initiative was also registered under the umbrella of the Saudi Green Initiative in 2021 and is currently nearing completion. A total of 622 species of wild animals were monitored, with about 40,000 monitoring operations recorded within the geographical scope of the RCU (AlUla, Khaybar, and Tayma). New species of wild animals that were not previously registered globally have also been observed and described, and work is underway to describe several other species. Three scientific papers have been presented in international journals, and participation has been made in an international scientific conference to review these scientific discoveries.

06

Studying the death of acacia trees and possible solutions:

The initiative was registered in 2021 and is currently nearing completion. The RCU has studied the infestation of acacia trees with ants and insects, and samples were collected from about 6,000 trees and their level of infestation was determined. It will recommend scientific solutions for the management and preservation of acacia trees not just to enhance the landscape, but for the value of the species itself.

07

Agricultural waste management:

This pioneering initiative aims to transform agricultural waste into high-quality organic fertiliser, which promotes sustainable agriculture and improves local agricultural productivity. In the first phase, 3,000 hectares of land were cleared, and compost was produced across 4 facilities. In the second phase, the composting platform’s capabilities will be expanded to become a major centre for recycling agricultural waste using environmentally friendly technologies, with increased production capacity and continued training and awareness programs until mid-2025.

The project achieves significant environmental benefits, including reducing carbon emissions from burning waste, improving soil health, and enhancing the efficiency of water resource use, in addition to creating economic value by converting waste into useful products for the community. The project is also linked to several strategic objectives of the RCU, such as sustainable agriculture and waste management, and has significantly contributed to improving the performance indicators of agricultural waste management. Furthermore, the project supports the goals of Saudi Vision 2030 by promoting sustainable agricultural practices and recycling agricultural waste.

Opportunities & Enablers

In line with the RCU’s continuous pursuit of a bright future for a thriving AlUla, the RCU identified, during 2024, the key future opportunities available and their expected impacts, based on its work and in line with the strategic objectives and Saudi Vision 2030. The key opportunities and facilitating factors can be illustrated as follows:

01

Partnering with the private sector to improve kindergarten and vocational training facilities in AlUla, by engaging national entities to upgrade public education and training facilities in AlUla. This includes investment in IT equipment, playgrounds and modern teaching tools.

Impact:

Enhancing the quality of early childhood education and vocational training in AlUla, which contributes to strengthening an educated society capable of thriving and increasing competitiveness and contributing to the development of human capital that meets local and international standards.

02

Cooperation in the industrial field to raise the level of practical experience of trainees, through cooperation with local factories and companies to provide training and employment opportunities in these organisations.

Impact:

Increased employment rates as a result of providing trainees with the opportunity to gain practical experience in work environments, in addition to providing tools and practices related to their fields, which enhances their ability to compete in the labour market.

03

Improving graduate tracking to develop and review curricula to meet labour market needs and enhancing English language skills and required technical and local skills, through establishing partnerships with local employers.

Impact:

Developing curricula, improving language skills and enhancing technical skills, which contributes to increasing graduate employment rates, meeting labour market needs, and achieving employer satisfaction.

04

Developing small and medium enterprises in AlUla and increasing their activity, by improving the financing of these enterprises and the licensing and permitting processes, in addition to improving the supply chain connection with the support of government agencies in AlUla and relevant institutions from the private sector.

Impact:

AlUla keeps pace with the rest of the Kingdom’s regions in the activity of small and medium enterprises, which will lead to an increase in the gross domestic product and the generation of new job opportunities.

05

Engaging stakeholders in the Kingdom and private sector investors in public-private partnership projects in the areas of infrastructure and social services such as (education, healthcare, waste management, and water), by involving private sector investors and national stakeholders in the development of these projects.

Impact:

Strengthening AlUla’s position as an investment destination and increasing opportunities available to the private sector, which contributes to the privatization of some areas and raising the quality of infrastructure and services provided in many sectors, which will lead to raising the level of beneficiary satisfaction.

Opportunities & Enablers

06	Strengthening social capital by leveraging AlUla's cohesive community and strong institutional trust, through programs that aim to build community trust and enhance institutional engagement.	Impact: This will help enhance readiness to accommodate the increasing number of visitors and the local community, increase social sustainability, and further enhance social capital.
07	Improving private sector capital spending and private investment flows to AlUla, through marketing and providing incentives to attract private investment to AlUla.	Impact: Great opportunities to improve investment goals.
08	Correcting the stereotype about job opportunities in AlUla, through awareness campaigns aimed at enhancing these opportunities.	Impact: Increase in the working age population in AlUla.
09	Increase the profitability of events in AlUla, by establishing a special organisation for events to ensure their commercial feasibility.	Impact: Generating more revenue from events.
10	Providing opportunities for joint projects and expanding the scope of partnerships through the entities affiliated with the RCU's system, with the cooperation and support of these entities to facilitate partnerships and investments.	Impact: Increase investment and partnership opportunities through affiliated entities such as the Arabian Leopard Fund, the Museum of Contemporary Art, and AlUla Peregrina Trading Company.

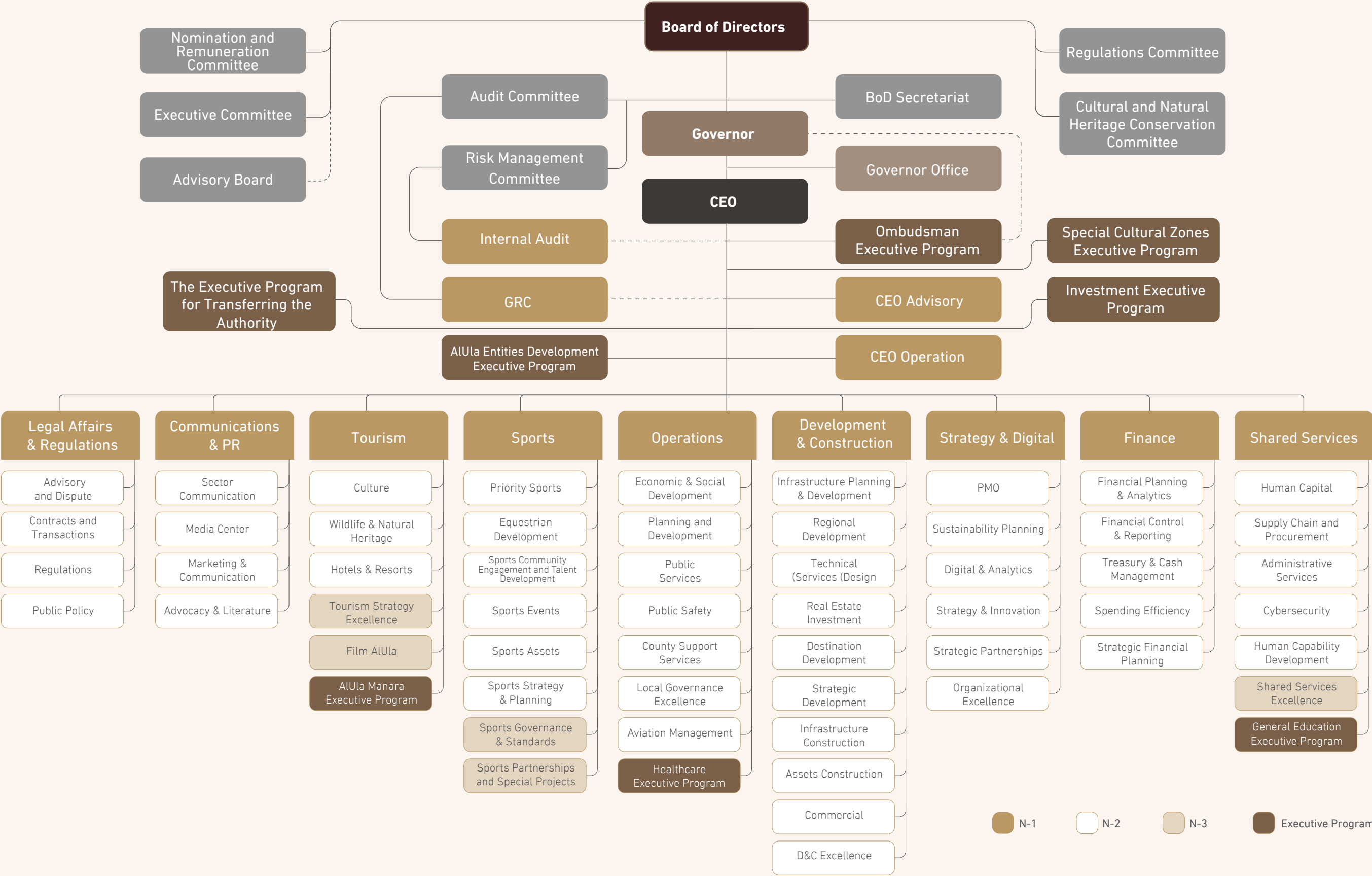




03

OVERVIEW OF THE CURRENT SITUATION

Approved organizational structure of the RCU



RCU Governance

RCU adopts a governance model that enables it to fulfil its supervisory, regulatory, and executive roles in alignment with its goals, strategies, and the mandates outlined in its Regulation. This is achieved by applying best practices in public sector governance, reinforcing internal control implementation, and ensuring enterprise-wide maturity across all levels of the RCU.

RCU's Board of Directors

RCU's Board of Directors is fully committed to fulfilling its duties and responsibilities in accordance with RCU's Regulation. It oversees the governance framework of RCU and its Subsidiaries, sets the strategic direction, ensures compliance with applicable laws and regulations, and provides the necessary support to the executive management. This is accomplished by leveraging the expertise of the Board and its Committees.

Board of Directors’ Chairmanship and Membership



His Royal Highness Prince,
Mohammed bin Salman bin Abdulaziz AL-Saud
The Crown Prince, the Prime Minister
Chairman of Board of Directors



His Royal Highness Prince,
Salman bin Sultan bin Abdulaziz AL-Saud
Governor of Madinah Province
Member of Board of Directors
“The Prime Minister’s resolution to appoint him was issued on 22 December 2024.”



His Highness Prince
Badr bin Abdullah bin Mohammed bin Farhan AL-Saud
RCU Governor
Member of Board of Directors



His Excellency Dr.
Hamad bin Mohammed Al-Sheikh
Member of Board of Directors



His Excellency Eng.
Ibrahim bin Mohammed Alsultan
Member of Board of Directors



His Excellency Dr.
Fahad bin Abdullah Toonsi
Member of Board of Directors



Dr.
Saad bin Abdullah Alsowayan
Member of Board of Directors



Dr.
Eid bin Hamad Alyahya
Member of Board of Directors



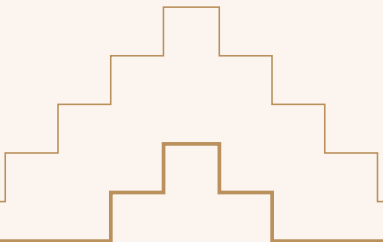
Eng.
Mosa bin Omran Alomran
Member of Board of Directors



Dr.
Khaled Omar Azzam
Member of Board of Directors



Eng.
John Pagano
Member of Board of Directors



RCU's Subsidiaries

RCU has established several affiliated entities as operational and investment arms that contribute to developing its strategy and achieving what serves its interests. These entities are: Visual and Contemporary Arts Museum Company, AlUla Peregrina Trading, AlUla Sports Club Company, and the Arabian Leopard Fund.

Museum of Visual and Contemporary Art Company



A wholly owned company of the RCU, established in 2018 to be an arm of the RCU and the main body for acquiring artworks in AlUla, as it works to acquire them from artists, art galleries, and international auction houses. Work is currently underway to prepare its strategy and announce it during the coming period.

The Company's contribution to developing the RCU's strategy:

- Celebrating a global destination for culture and arts
- Increasing the number of art sites available for visiting
- Creating new jobs in the museum and arts sectors
- Building local and international partnerships to serve the tourism sector.
- Purchasing various artworks for many projects being worked on by the RCU, which contributes to completing the collections for each project and achieving the RCU's strategic goals



AlUla Peregrina Trading Company

A wholly owned company of the RCU, established in 2021. It operates as a limited liability company with the aim of developing and marketing a supply chain of Moringa tree components, which are unique components originating from the deserts of the Arabian Peninsula. The company is committed to transforming this desert treasure into exceptional components that meet the highest international standards of quality, traceability, and sustainability in the beauty product markets and beyond, ensuring that all components are sourced responsibly, while adhering to strict global standards in each supply chain stage.



The Company’s contribution to developing the RCU’s strategy:

The company contributes to achieving the strategic objectives of the RCU with a limited and indirect impact as follows:

Collaboration with farmers:

The company works alongside local farmers, implementing best agricultural practices to enhance seed productivity and quality. This is achieved through close supervision and annual workshops, ensuring the highest standards are met.

Innovation in the use of Peregrine components:

By exploring and leveraging the unique properties of Peregrina’s components, the company has secured patents as well as expanded into global markets, contributing to both local innovation and economic growth.

Highlighting the heritage and culture of AlUla:

The company works to highlight AlUla’s rich heritage and culture through its brand and marketing efforts.

Leveraging the Latest Technologies:

The company uses the latest technology and machinery to ensure the highest quality of Peregrine components production, setting new standards in the industry.

Investing in local talent:

The company is committed to employing talent from AlUla and providing intensive training and capacity building programs in the fields of management and technology, thus enhancing local expertise and contributing to the development of the local community.

The company’s key achievements in 2024 CE:

First - Commercial Achievements

- Launching the first skincare collection from the leading global company “Cartier” using the company’s own Peregrine oil
- Signing an agreement with a global American brand “Hemptrees” to supply the company’s Peregrine extract
- Signing an agreement with a Chinese distribution company “Onsno” to supply Peregrine oil
- Signing a memorandum of understanding with “Avalon Pharma” and now in the contract negotiation stage for the supply of Peregrine Oil and cosmetic product formulations
- Continuing to supply hotel products in AlUla to Banyan Tree, Habitas, and The Chedi Group
- Expanding the supply area for hotel products to include the Ritz Carlton Hotel in the Red Sea, and the first batch of products has been delivered
- Negotiating the supply of hotel products to Marriott Group
- Expanding the hotel products supply area to include “Dar Tantora” with an exclusive fragrance
- Expanding the hotel product range to include bath salt, bath foam, and bath oil

Company Products

First - The company’s Peregrine components extracted from the Moringa tree and used in the manufacture of cosmetic products and others are:

- Virgin Peregrine oil
- Peregrine Extract Lipolysed
- Peregrine Extract hydrolyzed

Second: Brand visibility and awareness:

- Signing an agreement with the media and public relations agency “Havas Middle East” and starting the company’s brand communication and marketing
- Participating in the Incosmetic trade fair in Paris, achieving 463 online views and 283 unique visits to the pavilion and innovation area
- Participating in the US Nutrition Expo and building opportunities to expand beyond the cosmetics industry into the nutrition markets

Third: Building innovation and capabilities:

- Enrich with patented virgin Peregrine Oil to increase hair density by 30% in 84 days
- Increase the company’s workforce with three additional cadres from AlUla

Fourth - Other achievements:

- Entering into an agreement with a consulting agency in China and work closely with the SFDA to register the company’s new patented components in China to expand global marketing opportunities

Second - Final products manufactured using Peregrine oil:

- Hair shampoo
- Liquid hand soap
- Body wash
- Hair conditioner
- Body moisturiser

AlUla Sports Club Company

The AlUla Sports Club was established in 1981. Its ownership was transferred to the AlUla holding Company for Sports Clubs (a wholly owned company of the RCU) in 2023, as the club works on the principle of sporting excellence and sustainability, and enhancing the sense of pride and belonging in AlUla. AlUla Club represents the governorate, which is home to 5 nature reserves, which makes it a contributing role in preserving the Arabian leopard. The club also expresses its role through the club logo, which bears a drawing of the Arabian leopard, reflecting the social responsibility of its members to protect this creature from extinction.



The Company’s Contribution to Developing the RCU’s Strategy:

AlUla Sports Club plays a vital role in the RCU strategy by promoting sports excellence and sustainability within the AlUla community. The club is committed to becoming a leading sports institution, aligning with the RCU’s broader cultural and social development goals. By encouraging local participation and pride through the promotion of sports and healthy lifestyles, the club actively contributes to the social and economic growth of AlUla.

The company’s key achievements in 2024 CE:

- AlUla Sports Club succeeded in achieving many accomplishments during 2024, which included the sports and administrative sectors as well as the infrastructure. The club was able to enhance the presence of most sports teams at better levels than they were previously in local championship competitions
- 2024 witnessed the continued development of the administrative sector and the improvement of its operations through a commitment to achieving the club’s strategic objectives. The executive team was developed with administrative competencies in line with the club’s ambitions for the coming period. On the other hand, and in order to ensure the sustainability of operations and improve their efficiency, the club continued to develop its infrastructure by strengthening investment in the development of the technical aspect, sports facilities, as well as developing policies and procedures, and diversifying sources of income by activating the investment aspect and entering into partnerships that would enhance its financial position

Key Sports Sector Achievements in 2024 CE:

- The first football team’s promotion to the Second Division League
- The first basketball team’s promotion to the Premier League
- The first volleyball team advanced to the First Division League
- Women’s first football team’s promotion to the Premier League
- All age group football teams promoted to a higher division in local tournaments
- Achieving second place at the club level and third place in the overall ranking in the Saudi Games competitions, after winning 46 medals
- E-Sports Team participated in the “E-Sports World Cup”
- Achievement of the first edition of the Women’s Padel League

Key achievements of the administrative sector:

- Completion of updating the club’s strategy
- Developing the customer experience of the club store in the old town and increasing the number of products and items from 5 to 30 products
- Launching a mobile store and participating in more than 7 events in AlUla and Madinah
- Completion of the establishment of the club’s online store and the creation of new sales channels
- Achieving over 40 million views on the club’s social media platforms
- Launching the World Cup bid campaign
- Media coverage of more than 28 sports events from different regions of the Kingdom
- Ramadan 2024 Championship
- AlUla Summer Championship

Highlights of Infrastructure and Investment Achievements:

- Starting the construction work of AlUla Sports Club Academy
- Investing in the Kingdom’s first commercial clay tennis court facility



Arabian Leopard Fund

A company wholly owned by the RCU was established by Royal Decree No. 65063 dated 2/10/1441AH within the framework of the comprehensive strategy of Saudi Vision 2030, which aims to promote environmental sustainability and support the growth of non-profit sectors in the Kingdom. The establishment of the fund was driven by the increasing risk of extinction facing the Arabian leopard.

The number of Arabian leopards is estimated at less than 120 Arabian leopards in the wild, according to the updated Red List of the International Union for Conservation of Nature. The fund aims to preserve the Arabian leopard and protect it from extinction, support local and international conservation efforts, and urge communities to contribute to the preservation of one of the most endangered ecosystems.



Vision

A world with sustainable and thriving populations of the Arabian leopard across its range, as part of the cultural and natural heritage.

Mission

Enabling effective visions, partnerships, and actions to support the long-term conservation of the Arabian leopard.

Strategic Pillars:

Coordination of strategies

Coordinating effective strategies, action plans, and partnerships across the Arabian Leopard Group.

Arabian Leopard conservation support

Implementing effective measures to support the long-term conservation of the Arabian leopard.

Knowledge sharing

Sharing knowledge and best practices to support the long-term conservation of the Arabian leopard.

Key Services of the Fund:

Conservation of the Arabian leopard

Supporting efforts to protect the Arabian leopard is one of the Fund’s main objectives, including providing grants for research and initiatives related to the conservation of the Arabian leopard in its natural habitat, as well as breeding and reintroduction programs.

Capacity building

Supporting capacity development by covering all expenses related to skills training in the field of conservation and providing training opportunities for sector cadres.

Awareness building

To enhance awareness, the Arabian Leopard Awareness Strategy has been developed based on global best practices and research in the field of awareness and behavior change. The strategy is the cornerstone of the Fund’s awareness initiatives, including facilitating access to reliable data sources, urging communities to contribute to Arabian leopard conservation efforts, and developing programs to reduce human-wildlife conflict.

Fund’s key achievements in 2024 CE:

- Allocating a World Day for the Arabian Leopard, on February 10th every year, in cooperation with the Ministry of Foreign Affairs of the Kingdom, the Saudi Embassy in the United States of America, and the United Nations. The day was officially celebrated in 10 February 2023, and 2024
- Launching 50 scholarships in various specialisations for the sons and daughters of AlUla, in cooperation with the RCU’s scholarship program, as these specialisations meet the needs of protecting and preserving the Arabian leopard
- Equipping a mobile clinic to provide a rapid response unit for veterinary care for the Arabian leopard, targeting leopard distribution areas in the Sultanate of Oman and the Republic of Yemen
- Developing an awareness strategy for the Arabian leopard in accordance with the best international practices to change behavior towards the leopard and increase public awareness of all age groups, reduce human-wildlife conflict, as well as its importance as a cultural heritage of the Kingdom
- A workshop was held to review the regional strategy for the conservation of the Arabian leopard, led by the Environment and Natural Reserves the RCU and the International Union for Conservation of Nature (IUCN). The workshop brought together representatives from all countries within the Arabian Leopard’s range, including the Sultanate of Oman, Yemen, and the Emirate of Sharjah, in addition to the Arabian Leopard Fund. The workshop resulted in an updated draft of the regional conservation strategy, which will be finalized and is expected to be announced by the (IUCN) during the first quarter of 2025
- Launching the official uniform of the Saudi national team with the Arabian leopard print, in a large-scale awareness campaign, in cooperation with the Saudi Arabian Football Federation and Adidas
- The Fund published the “The Arabian Leopard” book in Arabic and English, which is one of the first publications supported by the Fund. The book is available to the public in Jarir Bookstore across the Kingdom, in addition to the Fund’s sharing of copies of the book with its partners locally and internationally
- The Fund participated in several international forums and exhibitions to raise awareness about the Arabian leopard, such as COP 16 and the Regional Forum of the International Union for Conservation of Nature (IUCN)
- The Fund provided intensive support to build the capacities and skills of those working in the fields of Arabian leopard conservation in the Kingdom and its range countries, as more than 70 beneficiaries from various sectors were trained during 2024, in cooperation with prominent educational institutions such as: Oxford University, Durrell Conservation Academy, and the RCU

Conclusion

The RCU has prepared the content of the 2024 Annual Report in accordance with the Law of the Council of Ministers, presenting the achievements realised, the challenges encountered, and the proposed recommendations for improving operational performance. This was done following a detailed methodology in line with the Annual Report Preparation Guide for Public Entities.

Looking ahead to 2025, the RCU remains committed to creating a lasting impact on the national economy by focusing on destination development through infrastructure upgrades and investment in core hospitality assets. It will also work to enhance governance services, and solidify standards for improving quality of life and visitor experience.

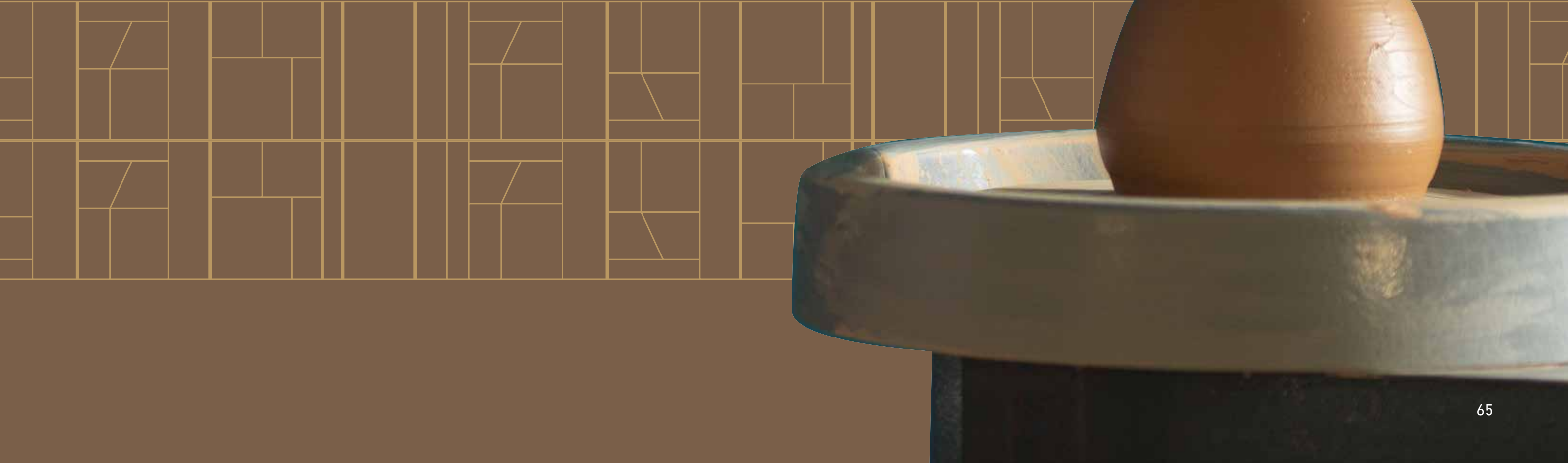
RCU is to implement forward-looking strategies with clear priorities for Phase Two, and the protection of culture and nature through restoration initiatives, the continued operation of the Arabian Leopard Breeding Centre, and nursery management. It will also manage cultural sites while sustaining creative industries.

RCU will also continue to develop the community through impactful initiatives, expanded wellness

programmes, increased national employment, enhanced education and healthcare pathways, workforce development, and improved quality of life and public services.

Moreover, RCU will further strengthen economic and investment growth by facilitating investment opportunities, encouraging private sector participation, supporting local businesses and SMEs, and prioritising training and capacity building. It will also continue to enhance governance and regulatory frameworks to ensure compliance with international standards and active engagement with stakeholders to effectively implement Phase Two of its strategy.

In conclusion, RCU looks forward to a new year of continued accomplishments, driven by dedicated efforts and united teams under the leadership of the Kingdom—towards achieving a thriving economy.





الهيئة الملكية لمحافظة العلا
ROYAL COMMISSION FOR ALULA

