

THE RED SEA



THE RED SEA

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Welcome to The Red Sea, a pioneering luxury tourism destination situated on the west coast of Saudi Arabia.

Enjoy cherished transformative experiences in this largely undiscovered part of the world, with the comfort of knowing that everything we do is with regeneration at its heart – because sustainability is no longer enough.

The Red Sea is a sanctuary for the discerning traveler, offering indulgent experiences in uniquely designed resorts, operated by world-leading hospitality brands.

AN EXQUISITE DESTINATION

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The Red Sea is a geographically diverse destination surrounded by the world's fourth-largest barrier coral reef system and mangrove forests. The destination spans over 28,000-square-kilometers with an archipelago of more than 90 untouched islands, dormant volcanos, sweeping desert dunes, mountain canyons and historical and cultural sites.

The Red Sea is located at 500km north from Jeddah, between the Saudi towns of AlWajh and Umluj. With its own dedicated Red Sea International Airport (RSI), the Red Sea is at the crossroads of Europe, Asia and Africa.

The Red Sea offers a uniquely diverse range of experiences, from island getaways to resort holidays, mountain retreats and desert adventures.



REGENERATION

THE
RED
SEA

The Red Sea is at the forefront of the global transition towards regenerative tourism - going beyond sustainability to have a regenerative impact on the environment, society, and the economy.

Guests staying at The Red Sea will be comforted not only by their luxurious surroundings, but by the knowledge that they are helping to preserve its extraordinary natural beauty for generations to come.

The destination is on track to meet its pledge to increase marine and terrestrial vegetation cover (such as mangroves, seagrasses, trees, and plants) by 30% by 2040. Environmental enhancement will be supported by positioning some 2,500 sensors in the coral reefs, lagoons, and turtle nesting sites.

The Red Sea will be the world's largest tourism destination powered 100% by renewable energy, with no connection to the national grid. All its energy needs will be sourced from solar and wind.

JUST A STONE'S THROW AWAY

Served by its own dedicated airport, The Red Sea will make some of the world's most stunning natural treasures accessible to discerning travelers from around the globe.



3

HOURS

flying time for
250 million people

7

HOURS

flying time from
Western Europe

8

HOURS

flying time from
East Asia

13

HOURS

flying time from
North America

YEAR-ROUND DESTINATION



Guests can enjoy life-changing experiences at The Red Sea at any time of the year. Due to its coastal location in the north-west of Saudi Arabia, The Red Sea has a temperate climate that is more like the Mediterranean than the Middle East.

With an average annual temperature of 32 °C, guests will enjoy exploring The Red Sea's vast and diverse area.



On the islands, the cooler season is from mid-November to March, with average temperatures during the day ranging from 24-27 °C. In the mountains, in the cooler season the average temperature can drop to 12°C. In the desert, in the cooler season the average temperature can drop to 18°C.

The warmer season at The Red Sea starts from mid-April to November, when daily temperatures are consistently above 30 °C.

UNVEILING A MASTERPIECE

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The Red Sea welcomes its first guests by 2023 with the opening of the sensational Nujuma, A Ritz-Carlton Reserve, St. Regis Red Sea and Six Senses Red Sea, Southern Dunes.

By 2023, The Red Sea will offer 3,000 rooms in 16 branded resorts, an international airport, and a fully operational hub island with a marina, 18-hole championship golf course, and retail and entertainment facilities.

The iconic Red Sea International Airport (RSI) will provide a luxury seamless experience where sustainability is imbedded into every detail.

On completion in 2030, The Red Sea will offer 8,000 rooms in 50 resorts and 1,000 residential properties, while visitation will be capped to one million per year to ensure environmental enhancement targets are met.



SIX SENSES

RITZ-CARLTON RESERVE
ريتز-كارلتون ريزيرف



ST REGIS
HOTELS & RESORTS

ARRIVE IN STYLE

Getting to and around Saudi Arabia has never been easier. Saudi Arabia opened its doors to international tourists in 2019 with the introduction of a tourism e-Visa and hundreds of thousands of tourists have visited since.

A range of international airlines fly directly to the Kingdom from around the world. Four international airports already serve the country, and The Red Sea's own dedicated airport will become the fifth when complete.



Arrival at the Red Sea International Airport will be a delightful and seamless experience for guests. Inspired by the colors and textures of the desert landscape. The eco-friendly design seeks to create a smart, innovative and luxurious journey through the spacious, green, and contact-less terminal.

Visitors will be using electric sustainable vehicles around the destination such as electric cars, boats and seaplanes.



PRISTINE ISLANDS

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Discover more than 90 pristine islands, seemingly floating in the ocean's mesmerizing shades of blue and green. An experience to savor for the rest of your life.

The northern Red Sea is home to one of the last thriving coral reef ecosystems on the planet.

With every hue of blue splashed across its canvas, The Red Sea's lagoon hosts around 314 different species of coral and 280 species of fish while endangered birds such as the sooty falcon and crab plover populate the azure skies.

Just 22 of the 90 islands are being developed to avoid disturbing critical habitats while nine islands are being designated as special conservation zones.



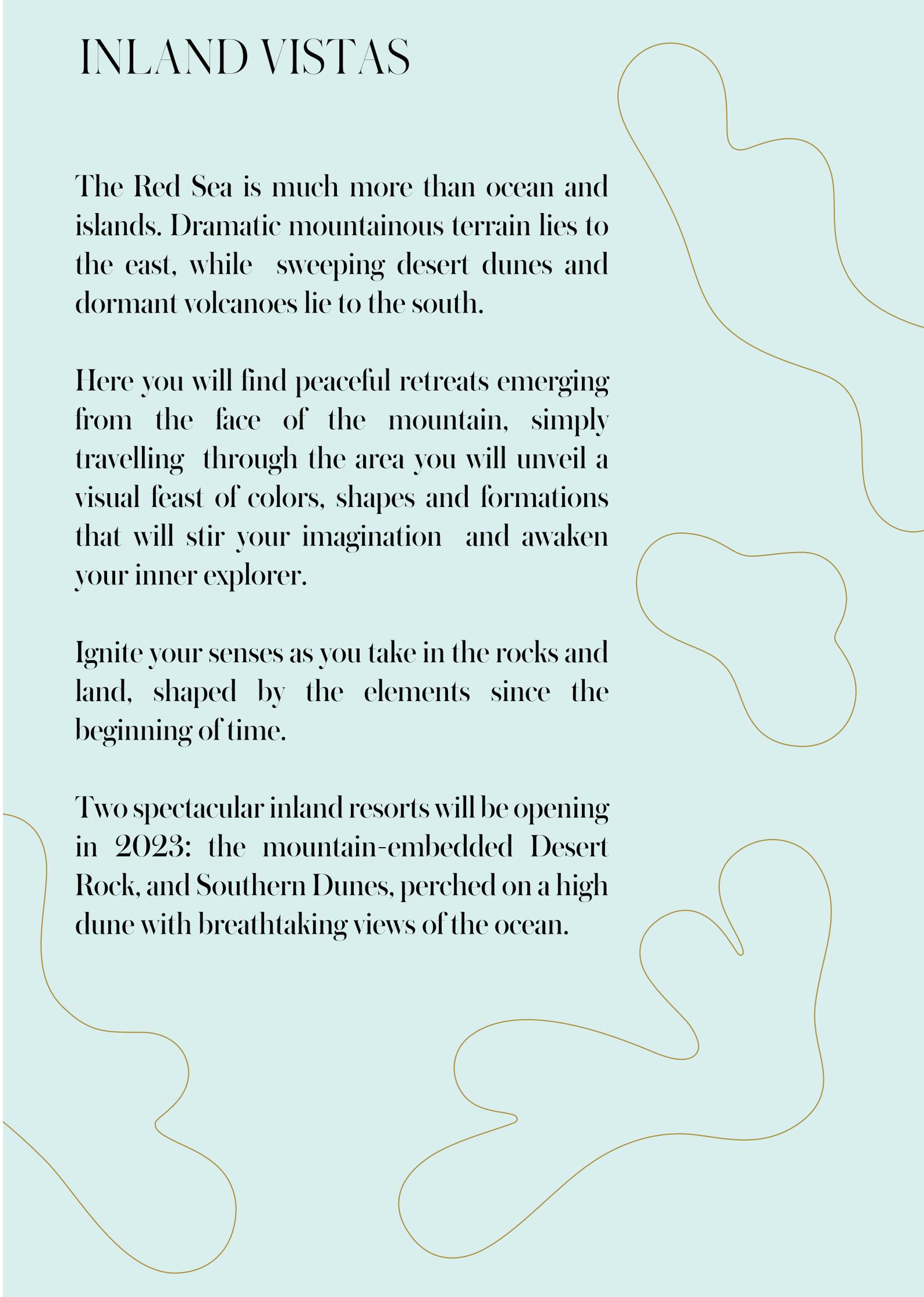
INLAND VISTAS

The Red Sea is much more than ocean and islands. Dramatic mountainous terrain lies to the east, while sweeping desert dunes and dormant volcanoes lie to the south.

Here you will find peaceful retreats emerging from the face of the mountain, simply travelling through the area you will unveil a visual feast of colors, shapes and formations that will stir your imagination and awaken your inner explorer.

Ignite your senses as you take in the rocks and land, shaped by the elements since the beginning of time.

Two spectacular inland resorts will be opening in **2023**: the mountain-embedded Desert Rock, and Southern Dunes, perched on a high dune with breathtaking views of the ocean.





SPECTACULAR RESORTS

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A unique range of spectacular resorts designed and operated by leading international brands has been crafted together to offer a once-in-a-lifetime experience for the discerning traveler.

When have you ever spent your holiday within a desert rock mountain, or on top of a range of sweeping sand dunes, or in an overwater villa surrounded by a turquoise sea teeming with life—all at the same destination? This is The Red Sea.

There are 16 world-class resorts opening in the first phase of The Red Sea. These include 11 resorts on hub island Shura, two resorts on the Ummahat islands, one resort on Sheybarah Island, and two inland resorts at Desert Rock and Southern Dunes.



HOTEL PARTNERS

The Red Sea already has 12 international hotel brands signed up to operate its world-class assets. They represent 1,700 of the 3,000 rooms being delivered in phase one. They are:

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GRAND | HYATT®

430 KEYS
Shura Island

Fairmont
HOTELS & RESORTS

200 KEYS
Shura Island

EDITION®

240 KEYS
Shura Island



SLS

HOTEL & RESIDENCES

150 KEYS
Shura Island



RAFFLES
HOTELS & RESORTS

200 KEYS
Shura Island



INTERCONTINENTAL
HOTELS & RESORTS

210 KEYS
Shura Island

Jumeirah

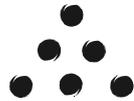
HOTELS & RESORTS
STAY DIFFERENT™

200 KEYS
Shura Island



ST REGIS
HOTELS & RESORTS

90 KEYS
Ummahat Island



SIX SENSES
HOTELS RESORTS SPAS

76 KEYS
Southern Dunes

ROSEWOOD
A SENSE OF PLACE™

200 KEYS
Shura Island

ميرافال البحر الأحمر
M/RAVAL™
the red sea

180 KEYS
Shura Island

RITZ-CARLTON RESERVE
ريتز-كارلتون ريزرف

82 KEYS
Ummahat Island

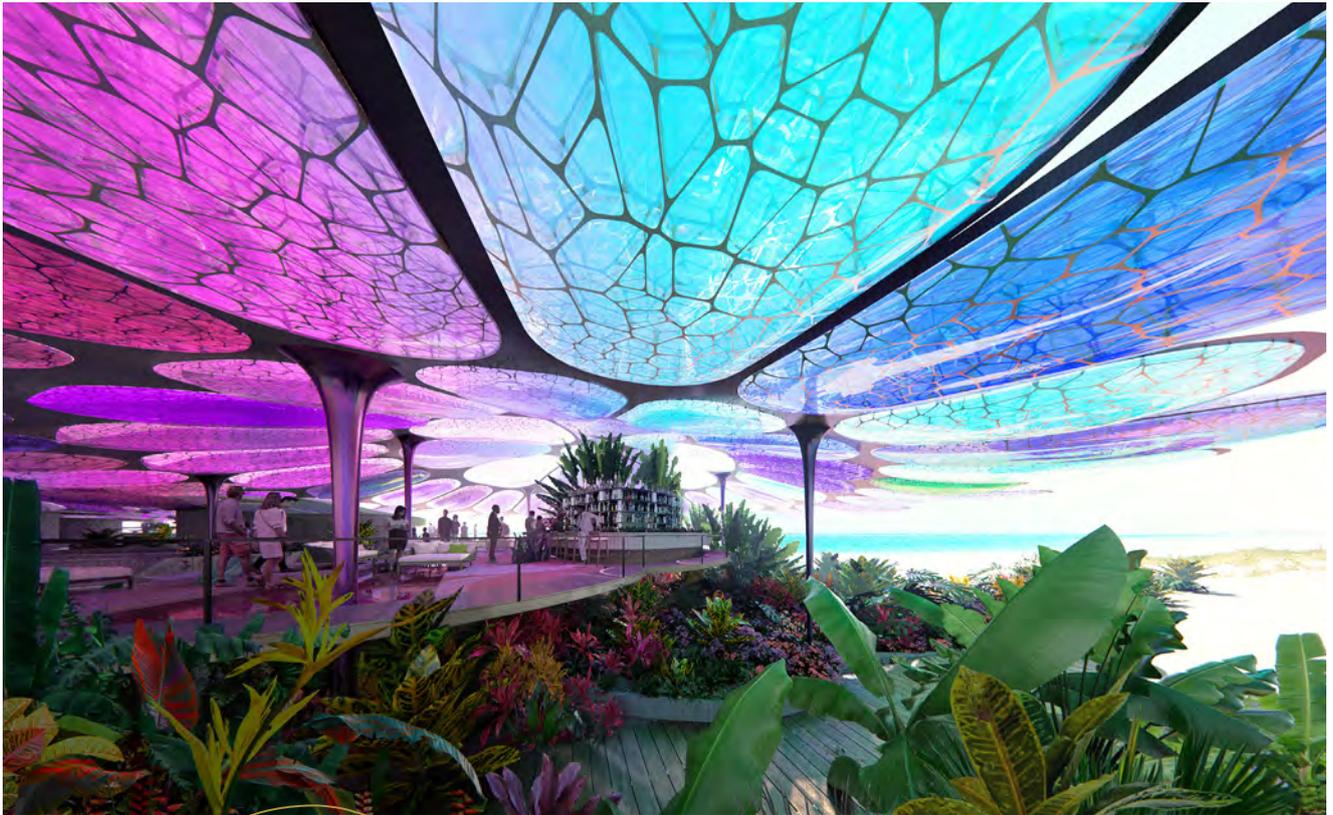
HUB ISLAND

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Discover the natural dolphin-shaped hub island Shura where guests will be in awe of the breathtaking architecture and sustainable designs of the 11 world-class low-rise resorts, designed by award-winning architects Foster + Partners.

Enjoy a truly immersive regenerative luxury experience on this incredible island, affectionately known as 'Coral Bloom' because the hotel designs take inspiration from the thriving coral reefs at the destination.



This magical island consists of a series of lagoons, beaches, and sand dunes, with an 18-hole championship golf course threaded through and yacht marina on one side. At its heart is a spectacular shopping, food, and entertainment zone, offering guests a range of international cuisines alongside boutique street food options.



BRANDED RESIDENCES

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In addition to world-class hotels accommodation, The Red Sea will offer a limited number of luxury branded residences for sale within its new resorts, aligned to some of the most sought-after hospitality brands in the world.

These exceptional prime and super prime beach and golf villas, built on stunning coral islands or within dramatic inland locations, take the experience of a luxury residential lifestyle to a new level.

There is a balanced mix of one to five-bedroom homes, appealing to a wide range of buyer profiles and family sizes. Many will benefit from inclusion in the hotel rental program, giving owners the peace of mind that their property is managed meticulously by the hotel when not in occupation.

For phase one, there are a handful of branded residential beach villas and branded golf villas available for sale, located across nine resorts on Shura and Ummahat Islands.



IMMERSIVE EXPERIENCES

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Our landscapes are as varied as they are breath-taking. The Red Sea is a paradisiacal crossroad of land and sea where the rich history of exploration and wonder is lived as much as it is made.

A cultural backdrop of natural simplicity providing enriching escapes with boutique twist, served up as a smorgasbord of adventure and exploration: secret spots, hidden gems, and unforgettable moments.

Offering a diverse array of seamless personalized experiences, The Red Sea Experiences are as varied as its scenery, authentic and enriching, respectful of ancient culture, discovering new territories, offering unique experiences in a safe, secure and crafted manner.

SIGNATURE DINING

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The Red Sea offers a range of exquisite culinary experiences for all to enjoy.

Experience The Red Sea Signature Dining, a unique food sensation reflecting all the sensory dimensions of The Red Sea, crafted by our hospitality partners through their culinary wizardry and artistry.

Relish a Fireside Dinner, a fiery feast for the senses while nestled beside the glowing ambers of a fireside retreat where the gentle smell of the wood fire is as alluring as the meal itself.

To top this off, remote island picnics, and signature culinary and dessert experiences will take guests on a journey alongside farmers, chefs, raconteurs, and food artisans to feel, breathe, and live The Red Sea.

WATER ADVENTURES

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Experience diving like nowhere else. Divers of all levels are welcome to explore a range of exceptional sites around the lagoon, including an almost 300-year-old wooden shipwreck - the most intact and best - preserved in The Red Sea at some 20 meters deep.

Divers will delight in going on night dives, reef dives, and heritage dives among some of the world's most thriving corals. And there is plenty to see snorkeling or kayaking in crystal blue seas over carefully protected coral reefs.

Other marine activities include sailing among secluded islands, natural power sports and touring coral and mangrove farms by kayak.

Alternatively, just soak up the sun on a generous choice of sandy beaches, replete with the finest facilities provided by world-leading hotel brands.



INLAND ADVENTURES

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Whether above or below the sealine, walking through granite hills, volcanic lava fields, wide plains or wadis, or soaring in the clean air above; we embrace the spirit of adventure.

We embrace the neo-Saudi explorer, respectful of ancient culture, discovering new territories in a safe, secure and crafted manner.

Enjoy transformative experiences hiking through dramatic canyons and mountains, or biking through ancient volcanic lava fields, with their cinder cones and moon-like craters, where the contrasting colors of the lunar landscape are like night and day.

Explore a wide range of adventure and discovery trails off the beaten track in the sweeping dunes or rugged mountains. The Hijaz Mountains and The Red Sea are home to an abundance of flora and fauna, including endangered species such as Arabian leopards, dugongs, and hawksbill turtles.

With one of our trained local guides, learn to track migratory birds like a master.



CULTURE & HERITAGE

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The Red Sea is a place with a story to tell, to all who are willing to listen. The region is crisscrossed with historic trading routes and the footprints of ancient civilizations.

Experience the unique welcome of the locals in Saudi Arabian and learn more about their lifestyles in the towns and villages in the area surrounding the destination.

From live performances, shows, storytelling and folklore, to expeditions to the AlWajh Old Town to mingle, shop, and fishing with the locals.

Camp under the Milky Way as the ancient Nabateans did, marveling at the majesty of the night sky in what will become the world's largest accredited Dark Sky Reserve. Look up and learn the traditional importance of astronomy to Islamic practices and the way life has been guided for centuries in Saudi.



SMART EXPERIENCE

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The Red Sea will be underpinned by an extensive smart digital destination management system supporting a range of seamless, highly personalized products and services designed to appeal to luxury travelers.

Your entire trip, including every location you want to visit and each activity you want to engage in can be tailored to meet your specific requirements before you arrive.

Virtual concierge services will be complemented by the highest level of personal attention to ensure that your entire visit will be just as you like it.

Guests will experience a new level of seamless efficiency at The Red Sea's iconic airport with their luggage being sent straight to their hotels, dispensing with the need for immigration and customs queues.



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