AMAALA

A Hidden Gem

Today's traveller equates refinement with the kind of experience that they will relive for decades to come. Curating transformative personal journeys inspired by arts, wellness and the purity of the Red Sea, AMAALA is set to be the ultimate expression of this ideal.

A bespoke journey of personal fulfillment

AMAALA features an integrated approach to health and wellbeing, and is centred around the three pillars of wellness and sports, arts and culture, and sea, sun and lifestyle. The 4,155-square kilometre destination inhabits the Prince Mohammad bin Salman Natural Reserve on the Saudi Arabian coast of the Red Sea.

This spectacular setting will encompass: Triple Bay, a sports and wellness community; The Coastal Development, set to offer a year-round artistic programme; and The Island, an artists' community and hub of creativity.

Nurturing the breadth of human expression, the three communities represent a bespoke journey of personal fulfillment, while providing the natural virtues of year-round sun and sea.

The tranquil haven celebrates the Kingdom's unique artistic and cultural treasures and aims to foster inspiring creative experiences for all. Nestled among stunning coastal scenery, a majestic mountainous backdrop and white-sand beaches, The Island embraces, promotes and protects the natural assets of the Red Sea shore in an intimate sanctuary.

In close proximity to major destinations

As a destination with a unique heritage and landscape, pristine ecosystems and world-class yachting opportunities, AMAALA also enjoys the boon of proximity to major destinations in the region, such as Riyadh, Dubai and Istanbul, while Paris, Moscow and Mumbai are within six hours' reach. In appreciation of the fact that a journey begins when you step onto the airplane, the retreat's dedicated airport will enable you to be experiencing the best of what's on offer within minutes of arrival.

JEDDAH →	1h20
CAIRO →	1h30
RIYADH →	2h00
QIDDIYA →	2h15
BEIRUT →	2h15
DUBAI →	2h50
ATHENS →	3h30
ISTANBUL →	3h45
MUMBAI →	5h00
MOSCOW →	5h45
PARIS →	6h00
LONDON →	6h15

AROUND 6h
MOSCOW
LONDON
PARIS
ISTANBUL
ATHENS
AROUND 2h
BEIRUT
CAIRO
NEOM
AMAALA
AL ULA
THE RED SEA PROJECT
RIYADH
QIDDIYA
JEDDAH
DUBAI
MUMBAI
AROUND 3h

A destination built with sustainability at its core

AMAALA's trio of communities represent three distinct sets of experiences with the ethos of sustainability at the core of every facet of the project's building and operating practices.

This includes water production: there will be a dedicated desalination plant that has zero impact on the pristine coral reefs. All waste water and organic waste will be used in agriculture, including Triple Bay's organic farm.

Only biodegradable plastics will be used within the resort, while energy requirements will be met using renewable sources, with the entire AMAALA development having a zero carbon footprint.

FOCUS ON

Communities

AMAALA

Triple Bay

SITE AREA 11.3 SQKM	15 HOTELS
RESIDENTIAL 529 UNITS	HOSPITALITY 1,475 KEYS

SET AGAINST A BACKDROP OF IMPOSING MOUNTAINS AND SPARKLING SEAS – AND RUNNING ALONGSIDE A COASTLINE OF BEAUTIFUL COVES – THIS SEASCAPE WILL OFFER ONE OF THE WORLD'S MOST EXCLUSIVE WELLNESS RETREATS. TRIPLE BAY WILL BE SUPPORTED BY WORLD-CLASS LUXURY RESORTS, RECREATIONAL ACTIVITIES, A SPORTS PERFORMANCE ACADEMY AND ACTIVE SPORTS CLUB FACILITIES INCLUDING EQUESTRIAN, POLO, CAMEL RACING, FALCONRY, GOLF AND TENNIS.

AMAALA

The Coastal Development

SITE AREA 7.0 SQKM	6 HOTELS
RESIDENTIAL 200 UNITS	HOSPITALITY 925 KEYS

PLAYING HOST TO A DYNAMIC PROGRAMME OF EXCITING EVENTS FROM THE GLOBAL ARTS AND CULTURAL CALENDAR, THIS COASTLINE WILL BE A GATHERING PLACE FOR A COMMUNITY OF INFLUENCERS AND CONNOISSEURS, FEATURING A CONTEMPORARY ARTS MUSEUM AND CULTURAL DISTRICT. IT IS SET TO BECOME THE EPICENTRE OF THE ARTS IN THE MIDDLE EAST.

The Island

SITE AREA 5.5 SQKM	5 HOTELS
RESIDENTIAL 205 UNITS	HOSPITALITY 400 KEYS

THE ISLAND SHALL BECOME ONE OF THE WORLD'S MOST EXCLUSIVE ENCLAVES OFFERING EXQUISITELY DESIGNED ARABIC BOTANICAL GARDENS SHOWCASING WORKS OF ART AND SCULPTURE, WITH ELEGANT PRIVATE VILLAS SURROUNDED BY BREATH-TAKING LANDSCAPES .

Anchored by an artists' village of working studios, artisan shops, exhibit and performance facilities, The Village shall host an active arts community supported by uber-luxury beachfront resorts and marinas transforming The Island into a stunning sea treasure.

FOCUS ON

Experiences

The sailor's sanctuary

One of the most unexplored ancient bodies of water in the world, the Red Sea offers a natural combination of crystal clear waters, year-round breezes and protection from severe hurricanes.

Though already traversed by hundreds of world-class yachts every year migrating from Asia to the Mediterranean, a lack of infrastructure has prevented the growth of luxury yachting for domestic and international visitors alike.

With AMAALA's comprehensive yachting amenities, this is changing. Uniquely-crafted yachting havens inspired by the most iconic harbours in the world will provide secure berthing for more than 300 yachts, featuring dedicated facilities for vessels of up to 140 metres, with floating docks embracing natural flora and creating shelter for marine life. Covered onshore storage will allow residents to give yachts year-round protection, while the event docks in the regatta marina offer unparalleled facilities for international races and regattas.

Centred around design-led yacht clubs, AMAALA's yachting vision is to embrace the natural delights of the Red Sea and provide the facilities and security to allow regional and international visitors to enjoy its beauty without disturbing its natural inhabitants. AMAALA performs full reef husbandry across its 75 kilometres of coastline, allowing its guests to benefit from serene lagoon anchorages to offshore sailing, multiple berthing destinations and hotel resorts, plus full service and refuelling facilities.

The sport of kings

Horses are deeply ingrained in the culture of Saudi Arabia, and AMAALA will feature an unparalleled equestrian experience, which is being developed in partnership with leading international polo player Ignacio Figueras.

Amenities will include equestrian hotels and a country club; polo fields for regular matches; paddock villas and estates; horse stables, horse-boarding facilities and horse recovery treatment areas; visitor areas, horse trails and horseback riding for recreational purposes. There will also be pony camps for children and a horse mobility and logistics strategy.

A place to reconnect

AMAALA is a canvas on which to paint the experience of a lifetime. Indulgence itself is not essential, but mindfulness, wellness practices and self-expression are essential tools for wellbeing. Savour the time to use these tools in a pristine natural environment dedicated to rejuvenation and discovery, then reconnect with yourself, with family, friends and with nature.

ARABIC CONTEM PORARY CULTURE

AMAALA.COM