AMAALA

Introducing AMAALA

Riviera of the Middle East

More than a destination, AMAALA will curate transformative, personal journeys inspired by arts, culture, wellness and the purity of the Red Sea.

Making it a reality

Initial seed funding has been provided by the Public Investment Fund (PIF) with private sector and market investors invited to invest in the project as well as operate the project's facilities.

An untouched location

A hidden jewel in Saudi Arabia's northwestern coastline, set within the Prince Mohammad bin Salman Natural Reserve. AMAALA offers a unique, diversified and pristine environment, encompassing three sheltered bays fringed by crystal clear waters, a tranquil, exclusive island and a white sandy coast.

An exclusive audience

AMAALA will attract the world's top 2.5 million leisure travellers, creating unprecedented vitality within the heart of an exceptional global community. Seamless access will be provided via an international airport serving commercial and private jets.

"The values, the experience and the opportunity for self-discovery that AMAALA will offer differentiates us from every other resort on the planet."

Nicholas Naples, CEO, AMAALA

Focused on 3 pillars

Wellness & Sports

The world's first truly integrated wellness and sports community.

- Transformative wellness experiences
- Integrative and medical wellness
- Sports performance academy
- Equestrian and polo facilities
- Adrenalin adventure sports
- Golf courses

Arts & Culture

A hub where emerging contemporary art will resonate with the cultural wonders of Saudi Arabia.

- Contemporary art museum
- Riveria-lifestyle artists' colony
- Immersive artistic experiences
- Cultural conversation, ecological preservation and sustainability

Sea, Sun & Lifestyle

One of the world's top diving and yachting destinations.

- Marine Life Institute
- Conserving and enhancing the untouched marine and coastal ecosystem
- Unique, immersive diving experiences
- Marinas and natural anchorages
- Islands, bays and cruising

A vision beyond all others

FOR VISITORS **2800** LUXURY HOTEL KEYS

FOR OWNERS **934** LUXURY RESIDENCES

In close proximity to major destinations

A dedicated international airport will ensure connectivity to major hubs around the world.

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

VISION رؤية 2030
المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA

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