

A NEW DAWN

THE RED SEA IS BRINGING THE WORLD'S MOST
LUXURIOUS HOTELS AND RESORTS TO
SAUDI ARABIA'S STORIED WESTERN SHORE

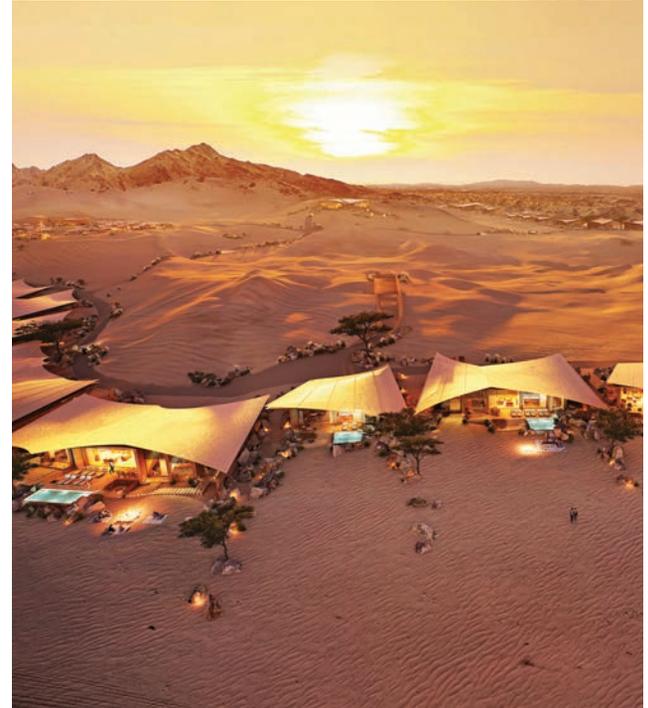
ying between Asia and Africa, the Red Sea is one of the world's most fabled waters. The name itself paints images of idyllic, crystalline blue waves, where colourful marine life frolic and divers find treasures, of soft shores of untouched white sand and countless stories dating to the antiquity. Travellers will very soon be able to visit this idyllic and fascinating stretch of Saudi Arabia's coast, with the development of one of the world's most exciting and pioneering luxury tourism destinations.

Surrounded by the world's fourth-largest barrier reef system and mangrove forests, The Red Sea destination spans over 28,000 kilometres, stretching from the shore to a paradisiacal archipelago of more than 90 untouched islands, dormant volcanoes, sweeping desert dunes, mountain canyons and myriad historical and cultural sites. Its opening will cement Saudi Arabia as a leader in sustainable tourism, ambitiously set to be fully powered using renewable energy day and night, making it the largest off-grid destination in the world. Opening in 2023, the ambitious and wanderlust-inspiring destination is set for completion in 2030, where it will cap visitors at one million a year to preserve its precious ecosystem and landscape.

Here, travellers will be able to experience this beautiful stretch of coast for themselves. To snorkel on one of the world's most spectacular reefs, to venture inland for desert activities on soft dunes, to watch blood-range sunsets and relax on untouched sugar-soft sands and dine in world-class restaurants. But most importantly, travellers will be able to stay in some of the world's most revered, respected and luxurious hotels and resorts, from private island-inspired ocean villas to luxury wellness desert escapes. Upon completion, the soon-to-be-launched destination will comprise 50 hotels offering up to 8,000 hotel keys, with guests set to be welcomed from early 2023.

Cementing itself as a global tourism destination and key player in the Middle East's luxury tourism market, 12 out of 16 leading hospitality brands for Phase One are confirmed to open hotels at the idyllic project, from international resorts to brands championing modern Arabian hospitality. For Phase One, set to be completed by 2023, a new collection of hospitality brands have made history by joining the highly anticipated destination, bringing with them nearly 3,000 hotel keys.

*Previous page: Miraval The Red Sea
This page, clockwise from top left: Nujama, a Ritz-Carlton Reserve; Rosewood Red Sea; Jumeirah The Red Sea; Raffles The Red Sea; Fairmont The Red Sea; Six Senses Southern Dunes; InterContinental The Red Sea Resort*







THE RED SEA DESTINATION IS SET TO REDEFINE BAREFOOT LUXURY IN THE REGION, NOT ONLY BOLSTERING SAUDI ARABIA'S BURGEONING TOURISM LANDSCAPE, BUT PROTECTING WHAT MATTERS THE MOST – THIS IDYLIC STRETCH OF COASTLINE

Establishing itself as a leading global lifestyle destination, Ian Schrager and Marriott International's stylish Edition brand is set to open on the Red Sea, bringing its signature seductive design and elegant dining outlets to the destination with The Red Sea Edition. Also in the Marriott portfolio, the glamorous all-American luxury of St Regis Red Sea Resort, another brand that has signed onto the destination.

The same level of luxury will also be found within the Accor portfolio, the global hotel giant set to open three hotels from its and Ennismore's portfolio. The Red Sea destination will see its own Fairmont The Red Sea rise from the sands, an ode to traditional Canadian luxury set amongst a turquoise bay with mangroves and secluded stretches of private sands. Also in the portfolio, the opulent Raffles The Red Sea hotel, an oasis of luxury villas and suites set right on the Red Sea coast and the stylish, Miami-inspired SLS The Red Sea – its rooms swathed in beachy neutral tones with design-led touches.

Less traditional in its luxury, Grand Hyatt will also open its doors on the Red Sea with Grand Hyatt The Red Sea. Right on the beach, the colourful and playful hotel will see suites and villas with vivid awnings and umbrellas and tiered swimming pools. The beloved UAE-based group, Jumeirah Hotels & Resorts will also open the Jumeirah The Red Sea, bringing with it modern Arabian luxury and iconic properties. IHG Hotels & Resorts will also make its mark with accessible InterContinental The Red Sea Resort and luxury wellness brand Six Senses with Six Senses Southern Dunes, The Red Sea. The latter will be built to resemble a luxury Bedouin-inspired desert escape in the destination's terracotta-coloured dunes – boasting luxurious and modern pool villas and world-class wellness facilities.



This page: Grand Hyatt The Red Sea
Facing page: SLS The Red Sea

In May this year, the destination once again made history by signing with Miraval hotels – the first to operate in the Middle East – and announcing the opening of Miraval The Red Sea. Joining Miraval is the Ritz Carlton Reserve and Rosewood, both hotel brands known for their outposts in the world's most sought-after and talked-about locations. Located on the destination's pristine Ummahat Islands, Nujuma, A Ritz-Carlton Reserve will see an ultra-private and exclusive resort with private villas tucked away from the hubbub of the main hub. For those looking for luxury and excitement, Rosewood Red Sea will be located on Shura Island, the beating heart of the Red Sea destination.

"This announcement demonstrates industry confidence in The Red Sea destination, with a total of 12 hospitality brands now confirmed,

and signifies a growing appetite from global leaders to participate in the expansion of the Saudi tourism market. With two brands now entering the region for the first time, I believe the future of tourism in the Kingdom is bright," said John Pagano, CEO at The Red Sea Developing Company, the developer behind The Red Sea destination on the upcoming superlative range of accommodation. "Together with our collection of globally recognised and respected partners, we are excited to play our part in opening up this unique and undiscovered part of the world, setting new benchmarks for sustainable development along the way."

Pagano continued, "Our impressive roster of hospitality brands are united in their commitment to help us create a one-of-a-kind world-class luxury destination. They have all agreed to adhere to our stringent measures when it comes to embedding sustainability, luxury and Saudi heritage in their designs and share best practices in terms of the environment once operational. These additional hotel management agreements mark the significant progress we are making as we work towards welcoming visitors from around the world."

But it's not just luxury hotels that will open, as the destination is also set to have more than 1,000 residential properties across its coastal and manicured inland destinations, spanning 22 islands and six inland sites. Golfers will delight in well-groomed 18-hole golf courses and yachters in luxury marinas, while travellers will relish in entertainment, leisure facilities and the opening of an international airport. The Red Sea destination is set to redefine barefoot luxury in the region, not only bolstering Saudi Arabia's burgeoning tourism landscape, but protecting what matters the most – this idyllic stretch of coastline.