



The Red Sea Destination Factsheet



Overview

The Red Sea luxury tourism destination is open for business with its first two world-class resorts, Six Senses Southern Dunes and St Regis Red Sea Resort, already open, and its third resort, Nujuma, A Ritz-Carlton Reserve, opening imminently.

These three resorts are part of phase one of The Red Sea, a pioneering luxury regenerative tourism destination located on the west coast of Saudi Arabia. Phase one includes an international airport and 16 iconic resorts across three islands and two inland sites offering around 3,000 keys and operated by globally renowned brands. These resorts will be opened gradually throughout 2024 and 2025.

On completion in 2030, the destination will include 50 hotels with 8,000 rooms and more than 1,000 residential properties across 22 islands and six inland sites. Visitors will be capped at one million per year to preserve the ecosystem at The Red Sea.

The Red Sea is carefully designed to cater to affluent travelers, from honeymooners and adventure seekers to wellness enthusiasts, families, and more, where guests can enjoy cherished transformative experiences. The destination 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.

The Red Sea is being developed by Red Sea Global (RSG), a multi-project developer seeking to lead the world toward a more sustainable future, showing how responsible and regenerative development can uplift communities, drive economies, and enhance the environment.

Location

The Red Sea is located on the west coast of Saudi Arabia, 500km north of Jeddah, between the Saudi towns of AlWajh and Umluj. It is conveniently located within a three-hour flight of 250 million people, an eight-hour flight for 85% of the world's population, and a seven-hour flight from Western Europe. Domestically, it is a three-hour drive from AlUla, a six-hour drive from Jeddah, and a 1.5-hour flight from Riyadh or Jeddah.

As one of the world's last true hidden treasures, The Red Sea is a topographically diverse destination that spans over 28,000 square kilometers and includes the world's fourth-largest barrier reef system, an archipelago of more than 90 untouched islands, pristine beaches, dormant volcanos, sweeping desert dunes, mountain canyons, and historical and cultural sites.

The Red Sea is at a crossroads of land and sea, east and west, with a rich cultural backdrop full of fascinating history. Offering unique experiences alongside natural simplicity and underpinned by a smart framework, guests are guaranteed enriching escapes with a boutique twist.



Year-Round Destination

Guests can enjoy life-changing experiences at The Red Sea at any time of the year due to its coastal and northern location. 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.



Opening in 2023-2025

Ummahat Island

Shura Island

Shebarah Island

Red Sea International Airport

Desert Rock

Southern Dunes

1 2 3 4 5 6 7

-  INLAND SITES
-  ISLANDS

Arriving in Style

Guests arrive at The Red Sea via its dedicated Red Sea International Airport (RSI), designed to provide a luxury, seamless experience with sustainability embedded in every aspect. RSI opened in 2023 for domestic flights to and from Riyadh and Jeddah and is on track to open to international flights in 2024, the first being a direct connection with Dubai in the UAE.

Featuring a desert-inspired design by architects Foster + Partners, RSI sits at the crossroads of Europe, Asia, and Africa, making it easily accessible to visitors from all around the world. Some key facts about RSI:

- The design utilizes shade and natural ventilation, minimizing reliance on air conditioning
- Will serve an estimated one million tourists per year by 2030
- Seamless guest experience includes touchless, smart luggage
- Peak capacity of 900 passengers per hour

The Red Sea will offer guests an immersive experience on land, above, and below the sea.

The guest experience starts as soon as they step foot in RSI. Passengers are ushered off the plane and through a lush oasis landscape that begins their journey underpinned by luxury and personalization. To ensure that guests enjoy a seamless luxury experience from the moment they arrive, The Red Sea resorts rely on multiple modes of carbon-neutral green transport across land, marine, and air – from seaplanes and boats to electric cars and buggies with zero environmental impact.



Unveiling a Masterpiece

Ummahat Islands

The Ummahat Islands are home to St. Regis Red Sea Resort, which opened in January 2024, and Nujuma, A Ritz-Carlton Reserve, opening in the first quarter of 2024.

To get there:

- 30-minute seaplane flight from RSI
- A 1 hour ride from Turtle Bay Jetty



Nujuma, A Ritz-Carlton Reserve



St. Regis Red Sea Resort

Ummahat Islands

St. Regis Red Sea Resort



The St. Regis Red Sea Resort marries the very best of this luxury brand with the incredible natural beauty of the Red Sea coast. The St. Regis Red Sea Resort presents a rare vision of exquisite living and artfully blends with avant-garde style and bespoke service.

A rich environment for leisure time, the resort offers a collection of 90 one-to-four overwater and beachfront villas. Each spacious villa features a private sundeck and pool.

- Duna Villa (One Bedroom)
- Coral Villa (Two Bedrooms)
- Caroline Astor Villa (Three Bedrooms)
- Presidential Dune Villa (Four Bedrooms)



Ummahat Islands

Nujuma, a Ritz-Carlton Reserve



Surrounded by unspoiled natural beauty and designed to blend seamlessly with the environment, Nujuma offers a complete escape to the unexpected: a private and transformative travel experience centered around human connection and brought together by unique elements of the local culture, heritage, and environment.



The resort will be the first property from the brand to open in the Middle East and joins an exclusive collection of only five Ritz-Carlton Reserves worldwide.

The Resort offers 82 one-to-four-bedroom villas.

- Beach Villa (One bedroom)
- Overwater Villa (Two bedrooms)
- Royal Villa (Three bedrooms)

Villa features:

- Panoramic windows
- Private sundeck & pool
- Kitchenette
- Powder room
- Luxury amenities
- Outdoor and indoor shower
- Bathtub
- Beach front access



A range of exquisite culinary experiences for all to enjoy.

All resort outlets boast exceptional interior designs that mirror the destination's natural surroundings. Expect a unique dining experience that is sure to leave a lasting impression.

TABRAH: Fine seafood restaurant (Indoor and Outdoor)

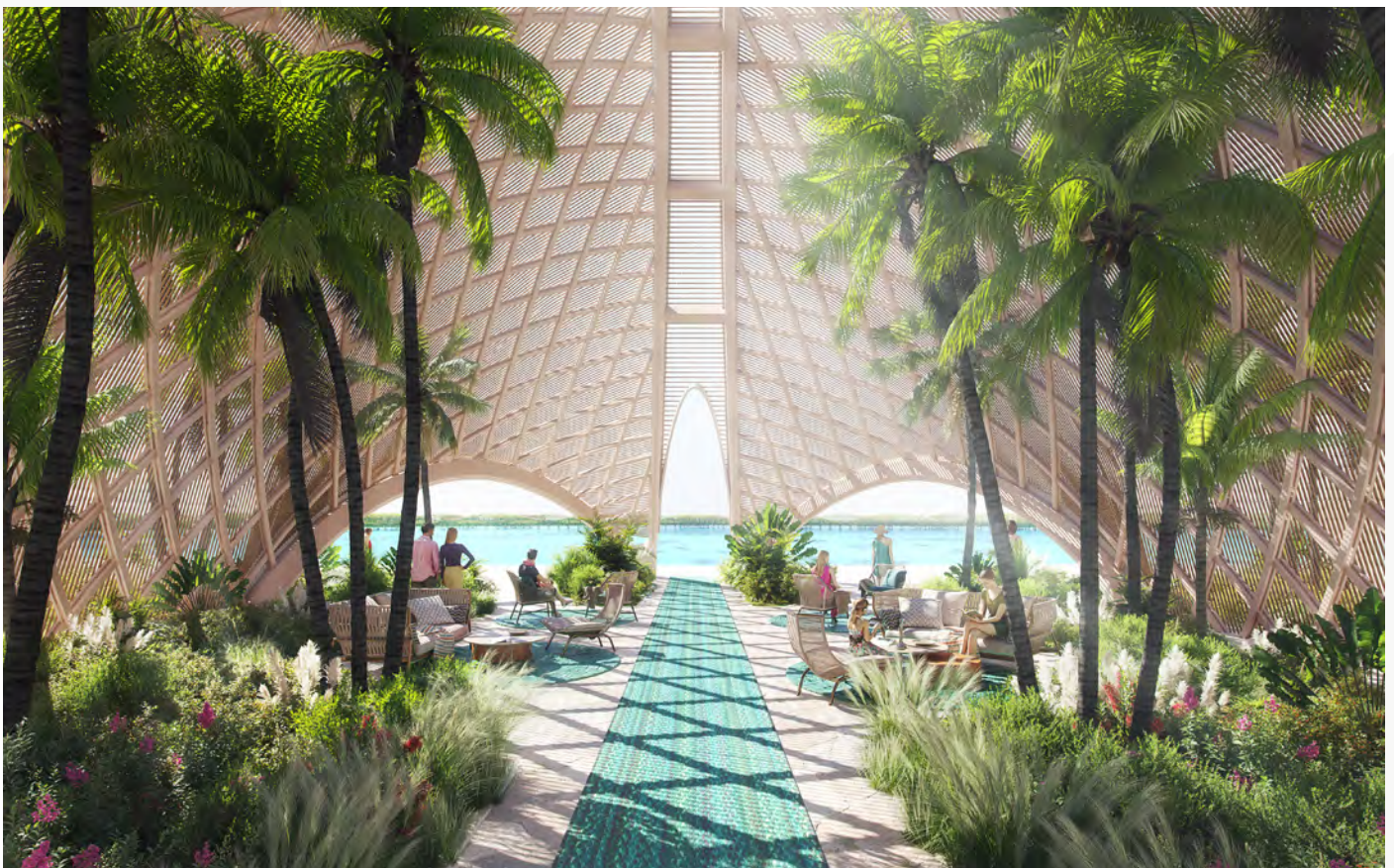
SITA: All-day dining Levant cuisine (Indoor and Outdoor)

JAMAA: Mediterranean cuisine (Indoor)

MAIA: Lounge (Indoor)

Resort Facilities:

- Conservation house
- Spa
- 24-hour in-villa dining
- 24-hour fitness facility
- Kids club
- Outdoor Pool
- Diving center
- Sustainable transportation to and from the Reserve
- Personal host service
- Destination-discovering activities
- Retail



The Resort serves exemplary fine dining, each with a unique concept.

- Nesma: Arabic cuisine
- The Beach Club: international cuisine
- Tilina: rooftop grill
- Gishiki 45: Japanese cuisine
- Saha: island coffee shop
- Private Dining: a personalized menu

Resort Facilities:

- Outdoor pool
- Fitness center
- Spa
- Kids club
- Business center
- Retail
- Tennis/paddle court



Southern Dunes

Six Senses Southern Dunes, The Red Sea



As the first resort to open at The Red Sea in 2023, Six Senses Southern Dunes presents a combination of architectural approaches that pay homage to the Nabataean heritage and majestic desert surroundings of The Red Sea, along with Six Senses' trademark wellness formula and respect for centuries past.

The Resort offers 36 rooms and suites and 40 luxury villas in five categories:

- Wadi King Room & Wadi Twin Room
- Wadi Suite
- One Bedroom Pool Villa & One Bedroom Sunset Pool Villa
- Two-Bedroom Pool Villa & Two-Bedroom Sunset Pool Villa
- The Retreat & The Sunset Retreat (Three Bedrooms)
- The Sunset Reserve (Four Bedrooms)



On offer at the resort are curated dining experiences inspired by Saudi Arabia's rich culinary culture, enhanced by fresh and locally sourced ingredients, and guided by the Eat with Six Senses philosophy.

- Al Sarab: Arabic restaurant
- Merkaz: snacks and Arabic tapas
- Gelato Pod: ice cream
- Bariya: all-day dining
- Cooking school & chef's table

Resort Facilities:

The ultimate luxury desert escape is designed for guests to rejuvenate and become one with nature.

- Spa
- Swimming pool
- Kids club
- Meeting rooms
- Community lounge
- Cooking school



Resort Activities:

Six Senses Southern Dunes, The Red Sea is an escape for those seeking well-being, self-improvement, and inner peace. It is a destination for unbridled adventure and exploring the natural and unique surroundings of the Saudi Arabian desert.

- Artisan village
- Cooking classes
- Sustainability workshops
- Crafted experiences including bird watching and stargazing
- Firepit rituals
- Wellness programming



Hub Island Shura

Shura Island is a natural dolphin-shaped hub island that serves as the hub of The Red Sea destination. Affectionately known as 'Coral Bloom', the hotel designs take inspiration from the thriving coral reefs at the destination. Guests will be in awe of the breathtaking architecture and sustainable designs of the 11 world-class resorts to open there.

Shura is a one-hour drive from RSI, which includes driving over Saudi Arabia's longest overwater bridge. This magical island consists of a series of lagoons, beaches, and dunes, with an 18-hole championship golf course threaded through and a 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.



Hub Island Shura

The 11 world-class hotels and resorts on Shura Island set to open in 2025 are:



193 KEYS



240 KEYS



430 KEYS



210 KEYS



150 KEYS



159 KEYS



187 KEYS



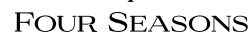
180 KEYS



150 KEYS



168 KEYS



180 KEYS

Shura is the central hub island at The Red Sea. Guests will have a wide choice of experiences and attractions to enjoy, including:



Athletics kids
and beach club



Dive center



18-hole championship
golf course



Marina & marina
services



Wedding &
events venue



Entertainment
lawn



The Village



Retail and leisure that includes:

- 40 boutique shops
- Over 30 luxury brands
- 10 F&B outlets
- 10 local brands
- 10 pop-up shops
- Department store with contemporary fashion, perfume, beauty, and cosmetics

Desert Rock

Set in a hidden valley and nestled between the mountains, Desert Rock resort is on track to open in 2024 as one of two inland hotels opening in phase one of The Red Sea. Just a 30-minute drive from RSI, this spectacular resort allows guests to immerse themselves in the natural desert-scape on a whole new level while offering unparalleled luxury.

With architecture fully integrated into the mountainside, preserving its striking silhouette, guests can choose from ground-level dwellings, crevice hotel suites midway up the ridge, and a select number of excavated rooms built within the rock itself.

The resort offers 60 keys - 50 villas and 10 hotel rooms - within the mountain with uninterrupted views out to the horizon, allowing guests to absorb the dramatic desert landscape below. Desert Rock features state-of-the-art facilities, including a world-class spa and fitness center, remote destination dining areas, and a feature lagoon oasis.



Shebara Resort

Located on Sheybarah Island in the thriving Al Wajh Lagoon, Shebara Resort is the first resort to be owned and operated by RSG at The Red Sea destination. The island features a spectacular 30 to 40-meter reef drop-off close to the beach providing the ultimate spot for exploring ocean life.

Designed by Killa Design, the resort contains 73 keys, including overwater and beach villas. The iconic stainless steel orbs of the overwater villas are inspired by the natural surroundings, particularly corals, and reflect the water, sky, and reef below. Sand dunes inspire the inland villas with each . Each villa will be set apart to give guests a sense of privacy.

To get there:

- 20-minute seaplane flight from RSI
- 30/45 - minute drive from RSI and a 37-min boat ride from Shura Island boat ride from the coast

Surrounded by crystal clear waters and away from the hustle and bustle of everyday life, guests can enjoy water-based activities or unwind on one of the island's many white sandy beaches.



Branded Residences

In addition to world-class hotels, The Red Sea offers a limited number of luxury branded residences for sale through its Red Sea Residential brand. The balanced mix of one to five-bedroom homes appeals to a range of buyers and family sizes. Many will benefit from inclusion in the hotel rental program.



Experience The Red Sea

The Red Sea landscapes are as varied as they are breathtaking. The destination is a paradisiacal crossroad of land and sea where the rich history of exploration and wonder is lived as much as it is made. This pioneering new tourism destination has a cultural backdrop of natural simplicity providing enriching escapes with a boutique twist that serves as a smorgasbord of adventure and exploration: secret spots, hidden gems, and unforgettable moments.

The Red Sea offers a diverse array of seamless, personalized experiences, as varied as the scenery, authentic and enriching, respectful of ancient cultures, and ever-discovering, all in a safe, secure, and crafted manner.



Above the Water

At The Red Sea, guests can explore and learn about the diverse ecosystems and how they are impacted by light, sound, and weather patterns. The Red Sea will offer divers the chance to discover one of the world's largest and least explored coral reefs.

Activities above the water are provided by RSG's subsidiary brand, WAMA, and include:

- Kayaking
- Canoeing
- Stand-up paddle boarding
- Foiling
- Kite surfing
- Sailing



Below the Water

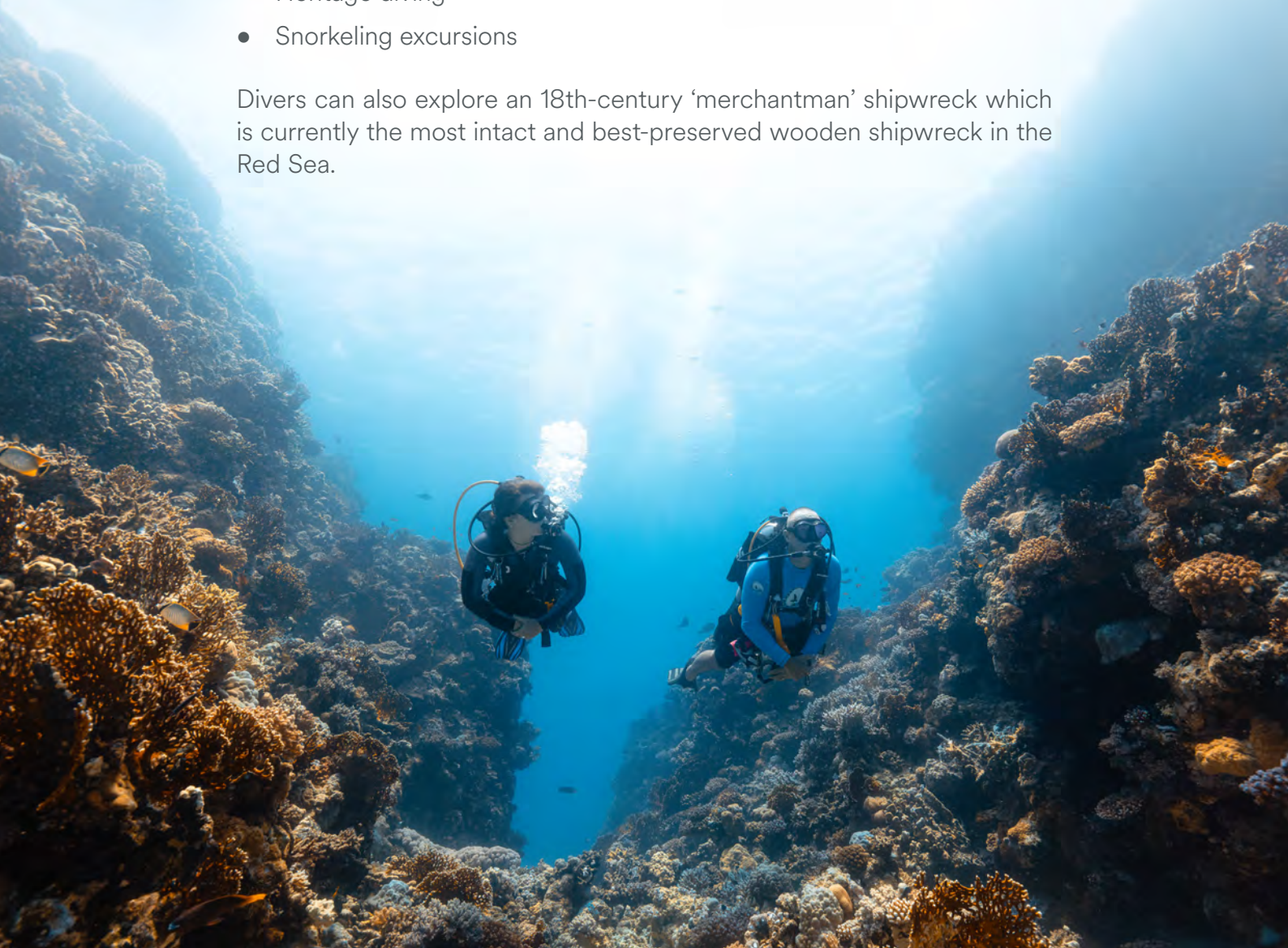
While there's an abundance of adventures waiting to be discovered both on and off the coast of the Red Sea, arguably the main attraction for guests is beneath the sea's surface.

The brightly colored coral gardens that make up this vast and unspoiled barrier reef are a playground for scuba divers, snorkelers, and free divers, and this living aquarium brims with seasonal aggregations of some of the planet's most mesmerizing marine creatures. Snapper, grouper, wrasse, and eel play peekaboo with smaller fish between the nooks and crannies of the coral.

Activities below the water are provided by RSG's subsidiary brand, Galaxea, and include:

- Scuba diving
- Padi dive courses
- Dive excursions
- Conservation dives
- Heritage diving
- Snorkeling excursions

Divers can also explore an 18th-century 'merchantman' shipwreck which is currently the most intact and best-preserved wooden shipwreck in the Red Sea.



Land and Sky

We embrace the spirit of adventure, whether above or below the sea, walking through granite hills, volcanic lava fields, vast plains, or wadis, or soaring in the clean air above.

The destination offers beautiful and dramatic topography where sand dunes meet red granite rocks and mountains with multiple trails challenging different hiking and biking ability levels.

Activities on land are provided by RSG's subsidiary brand, Akun and include:

- Gravel biking
- Fat tire biking
- Electric biking
- Trail running
- Hiking
- Climbing
- Scrambling
- Skydiving
- Paragliding
- Paramotoring
- Hot air ballooning

A wide selection of thrilling action sports for both beginners and athletes is also available.



Culture and Community

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.

The cultural heritage of The Red Sea is unique and varied. The local community share their stories, craftsmanship, produce, and landscapes with our guests. Some of the cultural experiences guests can expect to enjoy are:

- Art installations
- Stargazing
- Farmers' & producers' market
- Archeology and history trails
- Culinary experiences
- Fireside & astrology
- Falconry studies

Other guest experiences focused on nature will include astrophotography, bird watching, mangrove seeding, and turtle hatch monitoring.



Aspirational Accessibility

The Red Sea is working to develop tailored, breathtaking experiences for people with disabilities, including bespoke therapeutic retreats for parents and caregivers.

The luxury destination and experiences is fully inclusive for guests with disabilities, specific needs, and access requirements. RSG has implemented an accessibility agenda that is aspirational, alive, and responsive, making a real difference to the guest experience. This commitment includes using new technologies – such as smart mobility and logistics – to radically enhance luxury tourism experiences for people with disabilities and their families.

All guests can enjoy luxury hospitality and unique experiences – from sailing, kayaking, and diving among shipwrecks and coral reefs to exploring the inland environment and stargazing in the desert. Guests with a disability who take part in these activities are provided with adaptive equipment and partnered with specially trained instructors. Guests enjoying watersports, for example, will benefit from specialist sailing equipment, including kayaks and stand-up paddle boards. PADI-certified adaptive support divers are trained to cater to those with disabilities and special needs.

The Red Sea also offers well-being programs for families and caregivers of people with disabilities, providing opportunities and experiences supporting mental well-being and allowing for personal and shared achievement.



Conservation Experiences

This destination boasts over 90 pristine islands, dormant volcanoes, mountain canyons, and historical and cultural sites spanning 28,000 square kilometers. It includes the world's fourth-largest barrier reef system and lush mangrove forests.

The Red Sea is home to 280 species of fish, hawksbill turtles, dugongs, dolphins, sharks, numerous sea birds, and 314 species of coral. Endangered birds such as the sooty falcon and crab plover populate the skies.

There have been multiple sightings of critically endangered Halavi guitarfish juveniles at several locations in The Red Sea area, and clear evidence that the site includes important nursery habitats for the species.

Guests can experience the beauty of the pristine natural landscape and get to know the local flora, fauna, and cultural heritage through up-close excursions.

Saudi Arabia is one of the most important north-south and east-west migratory pathways for millions of birds. Guests are offered spotting, monitoring, and tracking opportunities for the regional avian life with trained local guides and conservation leads as they take flight on their annual migration. Learn to track like a master.

Guests can also learn how to navigate one of the most important and treasured nursery grounds on the Red Sea coastal ecosystem and participate in understanding how this superhero of the sea services its ocean environment, nourishing biodiversity and supporting its resurgence.

Experiences such as turtle nesting and hatching, coral blooms, and the breeding and foraging of charismatic species (which includes collecting data around breeding seasons and foraging areas) are also available for guests at The Red Sea.



Regeneration

Guests staying at The Red Sea will be comforted by their luxurious surroundings and the knowledge that they are helping preserve its extraordinary natural beauty for generations to come.

Visitation to The Red Sea will be capped at one million guests per year to ensure environmental enhancement targets are met, to push beyond conservation, and explore innovative ways to regenerate the natural ecosystem. The Red Sea has set a quantifiable target of achieving a 30% net conservation benefit by 2040. This will be possible by enhancing biologically diverse habitats, including mangroves, seagrasses, corals, and land vegetation.

On completion, The Red Sea will be the world's largest tourism destination powered 100% by renewable energy, without connection to the national grid. All its energy needs will be sourced from solar and wind. It is estimated that this will save over half a million 600,000 tons of CO₂ from entering the atmosphere each year, or the equivalent emissions produced by 99,000 cars.

With the aim of being net zero in carbon emissions on project completion in 2030, RSG has implemented an expansive clean mobility strategy. It has launched Saudi Arabia's first fleet of commercial electric vehicles, first fleet of carbon-neutral electric buses, and is actively exploring hydrogen applications across land, sea, and air, embracing electric vertical take-off and landing vehicles, and advancing autonomous vehicle technologies.

RSG's luxury electric fleet, featuring renowned models such as the Mercedes-Benz EQS and Lucid Air, provides a stylish and sustainable travel experience exclusively for guest transport. The fleet at The Red Sea will expand to over 400 vehicles as the destination opens up.

RSG has also partnered with ZeroAvia to develop zero-emission seaplane flights by retrofitting seaplanes with hydrogen-powered technology.

To enrich our natural environment, The Red Sea has established the largest landscape nursery in the region at over one million square meters, which has already grown more than four million plants of a target of providing more than 30 million plants by 2030. It has also grown more than a million carbon-sequestering mangroves of a target of 50 million by 2030 at its dedicated mangrove nursery.

The destination will be underpinned by an extensive smart digital destination management system, and environmental enhancement will be supported by positioning some 2,500 sensors in the coral reefs, lagoons, and turtle nesting sites.

Regeneration

The Red Sea's sustainable practices also trickle down to guest experiences – from banning single-use plastics to exploring a smart and sustainable mobility network with electric and hydrogen-powered vehicles, such as using electric bikes or buggies, at our resorts.

Key Environmental Initiatives

- Less than 1% of the entire area of the destination will be developed
- 75% of the islands will remain untouched
- 9 islands designated as special conservation zones
- 100% powered by solar energy
- Targeting a 30% net conservation benefit by 2040
- Growing 30 million plants by 2030
- Growing 50 million mangroves by 2030
- Zero carbon footprint
- Alignment with all 17 of the UN's Sustainable Development Goals



The Red Sea, a destination for everyone

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