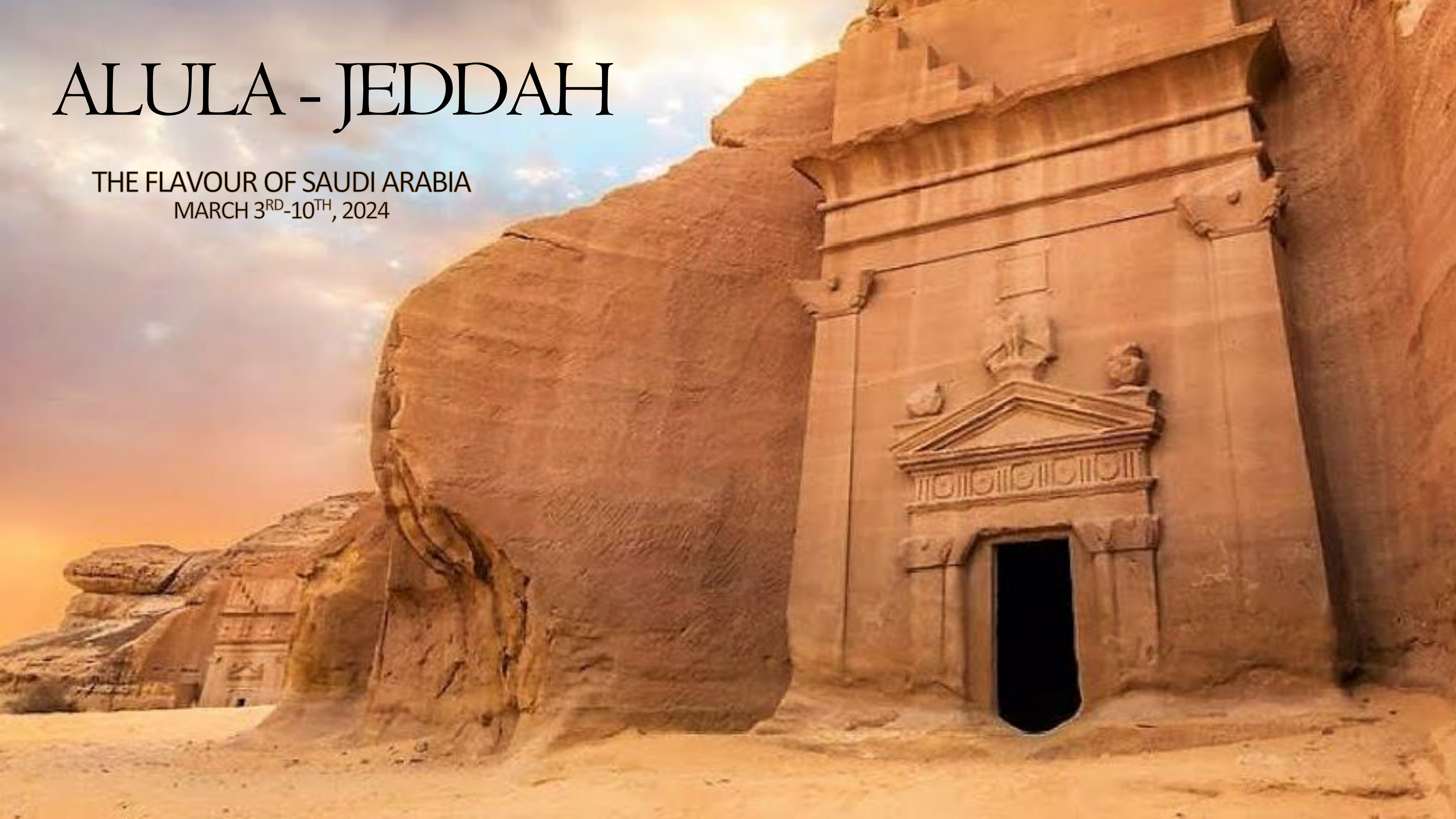


# ALULA - JEDDAH

THE FLAVOUR OF SAUDI ARABIA  
MARCH 3<sup>RD</sup>-10<sup>TH</sup>, 2024



# EXPERIENCE ALULA

3<sup>RD</sup> - 4<sup>TH</sup> - 5<sup>TH</sup> - 6<sup>TH</sup> - MARCH 2024

## EXPLORE THE BEUATY OF THIS LAND:

- ▶ 5 days
- ▶ Accommodation at one of the most exclusive desert retreats. These all-villa resorts are located in one of the world's most mysterious and exciting travel destinations, and set in the area known as the world's largest living museum, the Ashar Valley.

## EXPERIENCES:

- ▶ Old Town
- ▶ Hegra
- ▶ Helicopter Tour
- ▶ Kahybar
- ▶ Adventure Tour



# EXPERIENCE ALULA

## OLD TOWN

### ONE OF NORTHWEST ARABIA'S MOST EXCEPTIONAL HERITAGE SITES

The Old Town is part of the AlUla Old Town Village, awarded title of Best Tourism Village by the United Nations World Tourism Organization (UNWTO). Explore its labyrinth of tightly packed streets, hundreds of mudbrick houses and mighty fort, and you feel a palpable sense of its history as a once-thriving settlement on ancient incense-trading routes.

One reason the Old Town evokes such a deep sense of emotion is that it was actually inhabited in the not-so-distant past. Built on a slight elevation, the town is also overlooked by a 45-metre-high fort, a defensive lookout dating back to around the 10th century. In the 12th century, AlUla Old Town became an essential settlement along the pilgrimage route from Damascus to Makkah. The city gradually replaced Qurh, to the south of AlUla, and is favorably mentioned by travelers from the 12th to the 20th centuries, when modern AlUla was constructed nearby.



# EXPERIENCE ALULA

## HEGRA

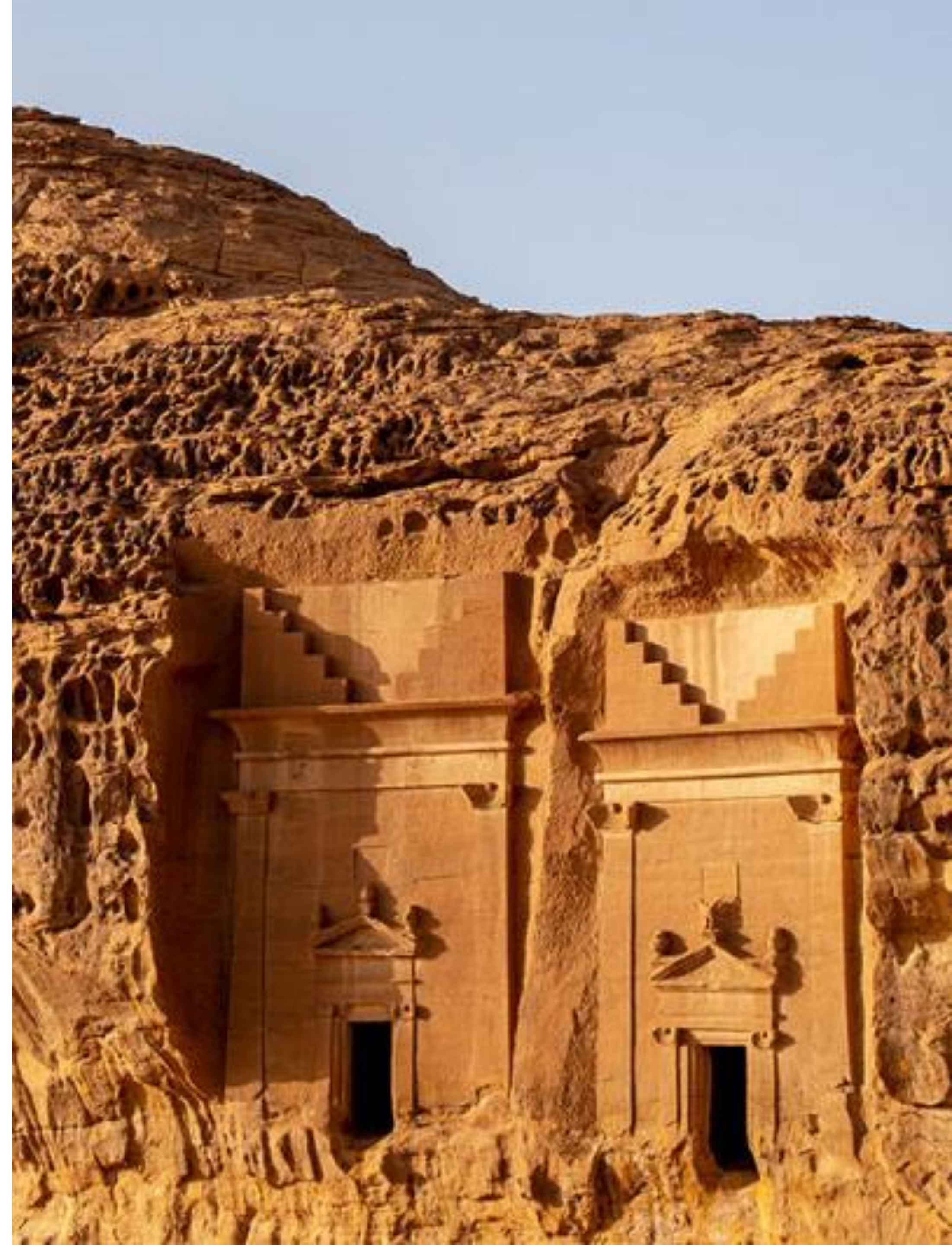
### SAUDI ARABIA'S FIRST UNESCO WORLD HERITAGE SITE

Visit the site of Hegra and explore over 110 astonishingly well-preserved tombs set in stunning desert landscape. You'll also learn about the fascinating ancient people and culture of AlUla.

Evidence for human presence at the Hegra site dates back to beyond the 1st millennium BCE, and was the location of the Nabataean city from the end of the 1st millennium BCE into the 1st millennium CE. Today, Hegra is best known for having more than 110 monumental tombs carved from rock formations, in which the Nabataean elite were laid to rest.

Inscriptions detailing who was buried within remain above some of these breathtaking burial chambers to this day. As you walk through the site, you'll find tombs dedicated to healers, military figures, local leaders and others. In addition to the inscriptions, you'll see repeated stylized stone carvings, or betyls. These stone blocks acted as representations of the gods. Some feature stylized eyes, noses and mouths.

Along with the wondrous tombs, visitors will find wells and stone-lined water channels demonstrating the civilization's expert craftsmanship. Roman influence is also present in the form of defensive walls, gates and towers that once encircled the city.



# EXPERIENCE ALULA

## KAHYBAR

### A JEWEL IN A SEA OF LAVA

Khaybar is one of the natural wonders of northwest Arabia. A geological treasure with an unforgettable landscape, Khaybar is a unique site born from desert volcanic activity. The ecology supports an abundance of native plant and animal life. The natural conditions of freshwater springs and 'wadis' create an oasis that has encouraged waves of settled and nomadic human activity.

From the skies, the monumental scale of Khaybar unfolds in full. Aerial archaeology and photography continue to bring new discoveries and areas of expert study that are reshaping our understanding of the early history of northwest Arabia and its connection to the wider region.

Like Tayma and AlUla - its sister oases, Khaybar is rediscovering its history and revealing new stories that previously remained unknown. Its records are layered in time, as evidenced by the remnants of fortresses, the traditions of craftsmanship, and ways of living that continue to thrive here to this day.

In a part of northwest Arabia formerly deemed devoid of human civilization, the ancient kingdoms of AlUla, Tayma and Khaybar highlight the importance and influence this region has played in the history of humankind.

As our knowledge of this unique region of Arabia expands, we invite you to Khaybar - a region that has long been considered a sister oasis to AlUla in legacy, legend, and heritage.



---

# EXPERIENCE ALULA

## ADVENTURE TOUR

### A MAGIC NIGHT

Come nightfall, join guides on a stargazing adventure and look up in awe at the multitude of constellations twinkling above you. There's something to do every day, and night, in AlUla.



---

# EXPERIENCE ALULA

## HELICOPTER TOUR

### 30 MINUTES TOUR

Take to the skies to experience the breath-taking views of stunning desert vistas and iconic landmarks such as Elephant Rock and the World UNESCO site, Hegra. View the world from a new angle and make memories that will last a lifetime.







# SAUDI ARABIAN GP

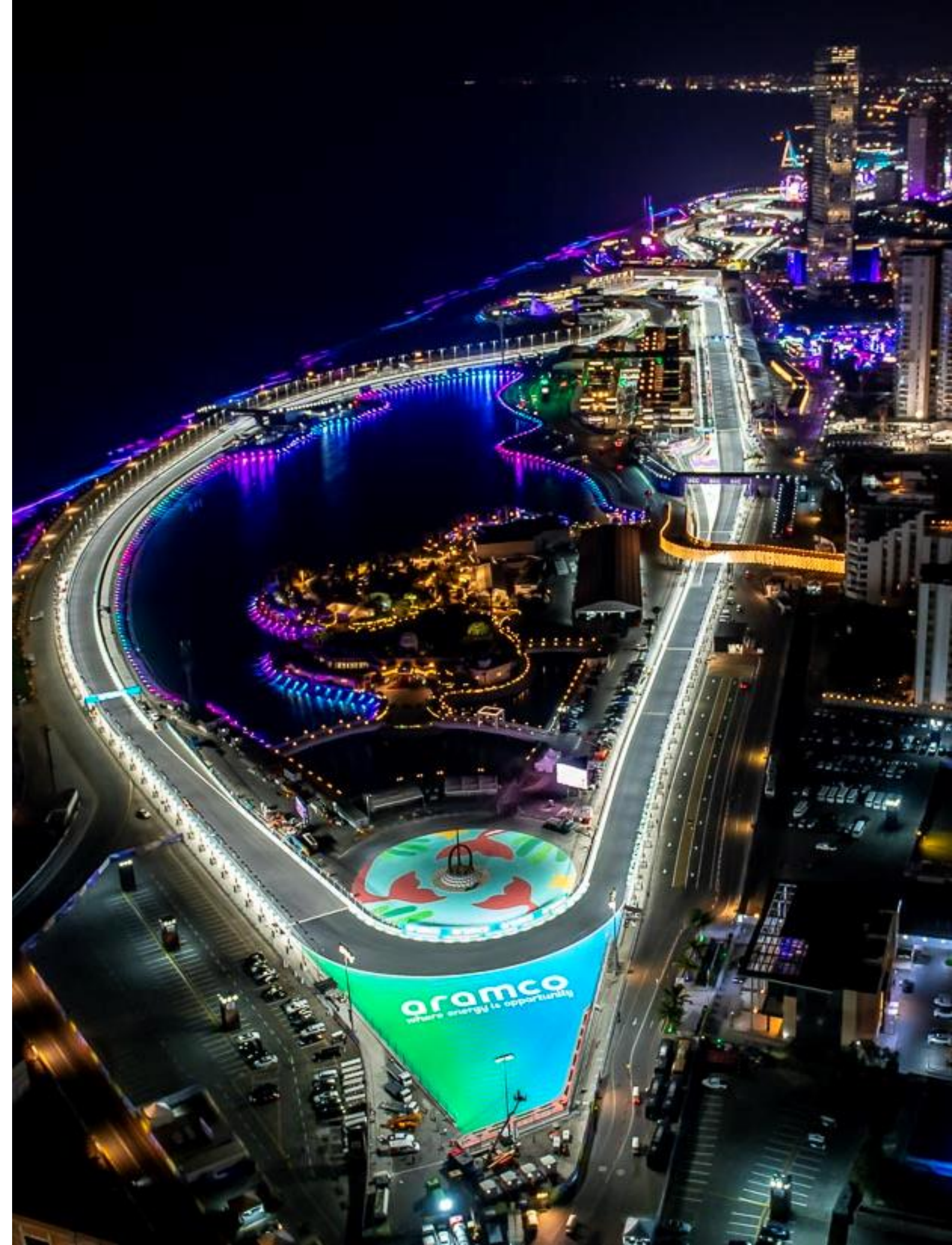
7<sup>TH</sup> - 8<sup>TH</sup> - 9<sup>TH</sup> - MARCH 2024

## FEEL THE ENGINES:

- ▶ 3 days Paddock Club
- ▶ Accommodation in one of the most iconic five stars hotel in Jeddah

## PADDOCK CLUB EXPERIENCES:

- ▶ Thursday : Free Practice Session
- ▶ Friday: Qualifying Session
- ▶ Saturday : Race Day



# SAUDI ARABIAN GP

## Paddock Club

No other experience lifts the lid on FI like Paddock Club. Unlock unfiltered Formula 1 with:

### Pit Lane Walk

Watch the teams prep and plan for the next session, live. With a unique chance to witness seamless teamwork and truly mind melting vehicles.

### Track tours

Take a lap of an FI circuit on the back of an open-top truck. You'll be guided by a former driver through every twist, turn and fast paced straight.



---

# CONTACTS

GH GROUP

<https://www.goktohospitalitygroup.com/>  
E-mail: [concierge@goktohospitalitygroup.com](mailto:concierge@goktohospitalitygroup.com)

