





TIMEZONE

Arabia Standard Time GMT/UTC 3+ Hours



LANGUAGE

Official: Arabic | Second: English



CLIMATE



SPRING (MARCH-JUNE)

Good for:

- -outdoor pursuits
- -exploring heritage sites



SUMMER (JUNE-SEPT)

Good for:

- -exploring / diving Red Sea
- -hiking at the Aseer / Taif mountains



AUTUMN (SEPT-DEC)

Good for:

- seasonal festivities
- Al Ula and Jeddah's modern waterfront



WINTER (DEC-SEPT)

Good for:

- desert safaris & camping
- exploring cities

Located in Southwest Asia

Largest country in the Arabian Peninsula

Borders the Red Sea & Arabian Gulf

Neighbours Oman, UAE, Qatar, Bahrain, Kuwait, Iraq, Jordan, Egypt and Yemen

POPULATION

MILLION

2/3 🖞 🖞

Saudi nationals Multi-nationals



RELIGION

Saudi Arabia observes Islamic guiding principles:

- 1) Muslims pray 5 times a day.
- 2) Muslims fast during the holy month of Ramadan.
- 3) Muslims perform pilgrimage to Makkah and Madinah.



BEHAVIOUR

Displays of public affection & profane language / gestures should be avoided.



ALCOHOL & SUBSTANCE USAGE

It is illegal to sell, consume and /or possess alcohol and drugs in the Kingdom.



DRESS CODE

Respectful and modest attire for men and women.

- x no tight-fitted garments
- X no exposed shoulders &
- knees
- X no profane images or language



INTERNATIONAL CONNECTIONS

FROM	ТО	DURATION
LONDON	RIYADH	6 HOURS
PARIS	JEDDAH	5H 30 MINS
FRANKFURT	RIYADH	5H 40 MINS
NEW YORK	RIYADH	12H 30MINS
LOS ANGELES	JEDDAH	15H 30MINS
BEIJING	RIYADH	17H 50MINS
MOSCOW	JEDDAH	8H 40 MINS
JAKARTA	RIYADH	14 HOURS



REGIONAL CONNECTIONS

MAIN INTERNATIONAL GATEWAYS: RIYADH | JEDDAH | DAMMAM RELEVANT DOMESTIC AIRPORTS: ABHA | YANBU | HAIL | TABUK REGIONAL FLIGHT TIMES:

FROM	ТО	DURATION
DUBAI	RIYADH	2 HOURS
DUBAI	JEDDAH	2H 30 MINS
RIYADH	JEDDAH	1H 30 MINS
RIYADH	ALULA	1H 30 MINS
RIYADH	BAHRAIN	1 HOUR
JEDDAH	ALULA	1 HOUR
DOHA	RIYADH	1H 25 MINS
DOHA	JEDDAH	2H 20 MINS

REGIONAL CONNECTIONS:

HUB	AIRLINE	NETWORK
DUBAI	EMIRATES	GLOBAL
ABU DHABI	ETIHAD	GLOBAL
MUSCAT (OMAN)	OMAN AIR	EUROPEAN/REGIONAL
MANAMA (BAH)	GULF AIR	EUROPEAN/REGIONAL
AMMAN (JORDAN)	ROYAL JORDANIAN	GLOBAL
CAIRO (EGYPT)	EGYPTAIR	GLOBAL
ISTANBUL (TURKEY)	TURKISH AIRLINES	GLOBAL
DOHA (QATAR)	QATAR AIRWAYS	GLOBAL

















ONE GIANT LEAP FOR TRAVEL

This is the start of a remarkable chapter for Saudi Arabia, with huge growth opportunities and transformative projects on the horizon.

The recent launch of tourist visas will enable global visitors to experience the rich and diverse cultural heritage and modern attractions of the Kingdom.



E-VISA

Tourist visas introduced in 2019



\$1.1 T

Infrastructure investment in the Kingdom over the next 20 years



100M

Annual tourists expected to the Kingdom by 2030



10% GDP

Tourists expected to contribute 10% (currently 3%) of Saudi GDP by 2030



+1B

More than 1 billion global travellers and this figure is growing



400B

SAR 400 billion Middle East travel market value expected by 2021

KSA OFFERS A WIDE RANGE OF TOURIST ACTIVITIES...

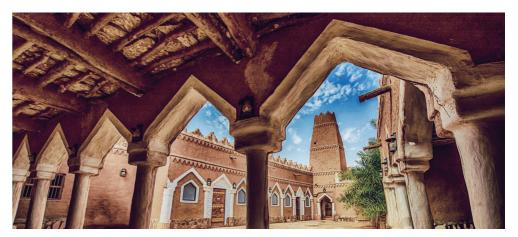






SNORKELLING & DIVING





MUSEUMS



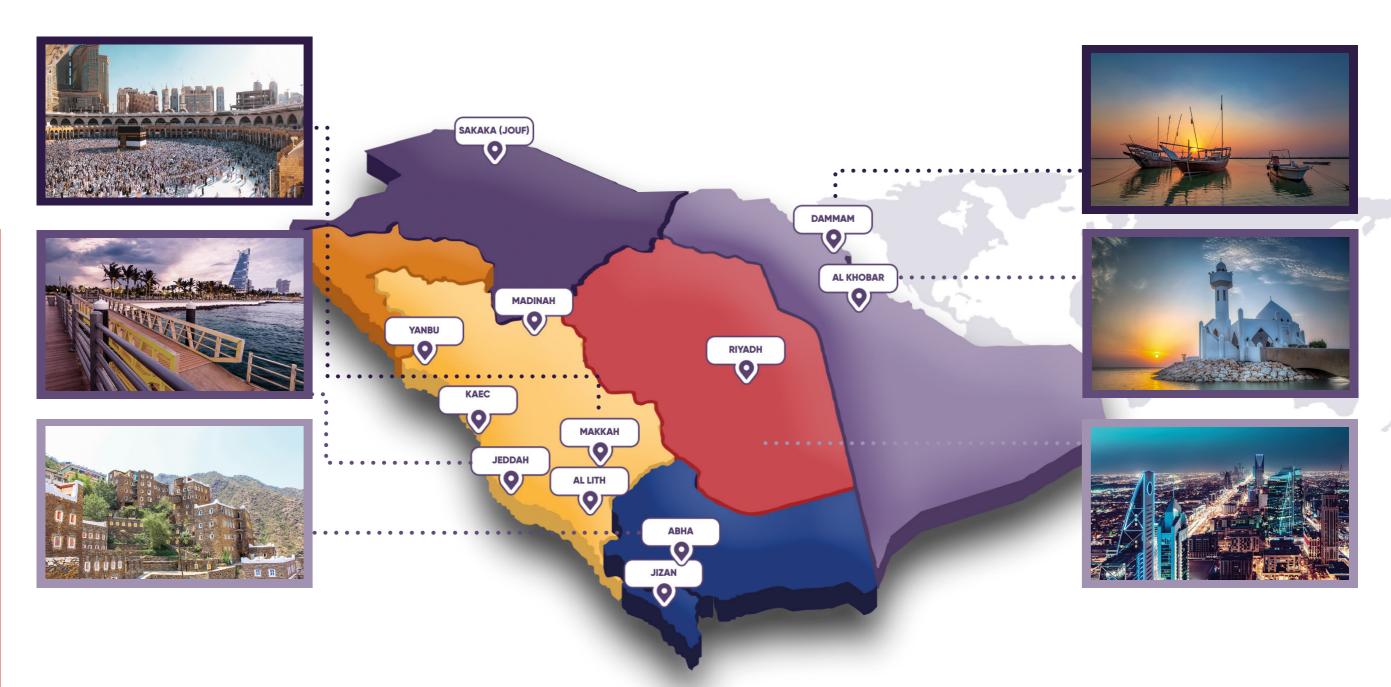
DESERT EXPERIENCE

CULTURAL TOURS

CITY TOURS

... ACROSS ITS DIFFERENT DESTINATIONS





... AND THE AMBITION IS TO GO EVEN FURTHER WITH MEGA AND GIGA PROJECTS

















RED SEA PROJECT

Red Sea Project is a land and property development announced by the Saudi Crown Prince Mohammad bin Salman in July 2017. It is planned to be established on the Saudi Arabian Red Sea coast.

NEOM

NEOM is a bold and audacious dream. It is a vision of what a New Future might look like (in fact, NEOM means, "new future").NEOM is being built on the Red Sea in northwest Saudi Arabia as a living laboratory – a place where entrepreneurship and innovation will chart the course for this New Future.

QIDDIYA

Qiddiya is an entertainment megaproject to be established in Riyadh. Construction started in the beginning of 2019. The project is one of the tourism megaprojects to be established in Saudi Arabia in the framework of the Saudi Vision 2030 which aims to diversify the income resources of the country.

AMAALA

AMAALA is a luxury tourism project on Saudi Arabia's northwestern coast that is inspired by the Red Sea. Composed of three communities based on the pillars of Art & Culture; Wellness & Sports; and Sun, Sea & Lifestyle, and rooted in philanthropy, the project will come to life as part of Saudi Arabia's Vision 2030 roadmap.

WHO ARE WE?



EXPERIENCE DRIVEN

★ SUPERIOR SERVICES

OUR PARTNERS ARE THE KEY

+ SAFETY FOCUSED





WE AIM TO BRING KSA CLOSER TO TRAVELLERS ACROSS THE GLOBE

VISION

As the gateway to the Kingdom of Saudi Arabia, we want Discover Saudi to become 'the' Destination Management Company, recognised worldwide for having brought our magnificent country closer to people from all corners of the globe.

OUR PURPOSE

Our purpose is to open up the opportunities for travel and tourism in Saudi Arabia, a country ready to welcome visitors with warm Arabian hospitality, picturesque natural beauty, fascinating history and rich cultural experiences.

We want to bring Saudi Arabia closer to the world, and with our local knowledge and passion for travel and tourism, we are best equipped to elevate the Kingdom onto your traveller's 'Must See' lists.



THE SEERA PORTFOLIO

Driven by a fresh vision and purpose, Seera is the reimagined Al Tayyar Travel Group. It is accelerating towards a greater future, connecting our home to the region and beyond.

Seera represents a shift towards new travel opportunities and deeper global connections. Thanks to a balanced portfolio of trusted brands, the entire group can work more efficiently and innovatively for all travellers.



SERVICE PORTFOLIO





VISA SUPPORT

application requirements

and timeframes



- Visa on arrivalInformation on visaTarmac and inter-terminaltransfers
 - Fast track
 - Lounge access



ACCOMMODATION

Luxury / private
accommodation

Hotels & resorts

- Farm stays
- Tented camps



TRANSPORTATION

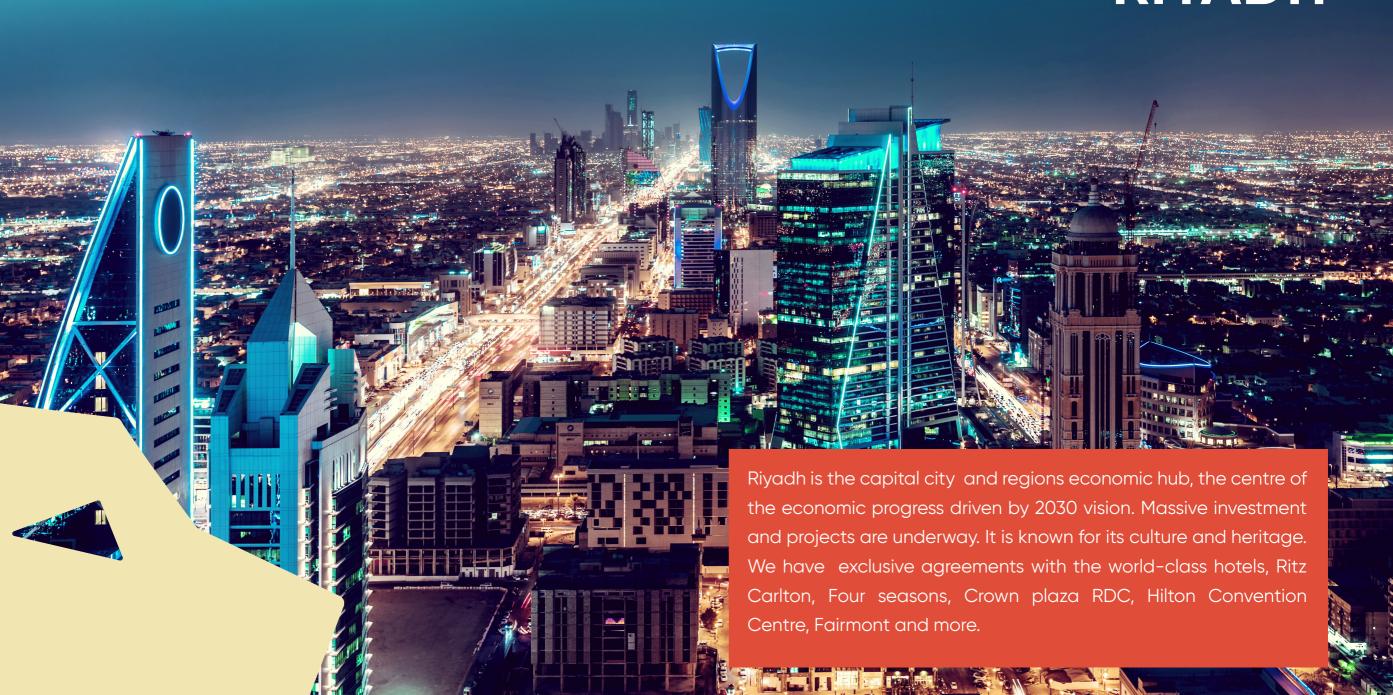
- Airport transfer
- Car rental
- Limousine
- Domestic flights
- Metro passes
- Train tickets



EXPERIENCES

- Tours
- Nature
- Sports
- Entertainment
- Food & beverage
- Culture & arts

RIYADH



TOP ATTRACTIONS

AL MASMAK FORTRESS

An incredible structure with a huge wall was built using mud and clay. This large fortress is historically significant as it has witnessed the Battle of Riyadh, where Al Saud gained control over Riyadh. After the battle, Masmak Fortress was used to store weapons. But later on it was transformed into a heritage building that showcases the history of Saudi Arabia.

AD DIRIYAH

Ad Diriyah is a town located north west of Riyadh. It was the original home of the Saudi royal family. Its political and religious role increased, and the region became a thriving economic, political and military hub. At-Turaif in Ad Diriyah is recognised as a UNESCO Heritage Site. The Ad Diriyah Gate Development project, SAR 75 million restoration and development.

EDGE OF THE WORLD

The edge of Jebel Fihrayn is dubbed as 'the edge of the world' because it offers a dramatic view from atop! This geological wonder with a stunning landscape has not only attracted adventure lovers, but has also been a hub for many legendary poets such as Zuhair bin Abi Salma and Al A'sha and Jarir, and other poets. Marvel at the enchanting beauty of this natural phenomenon!



















FOUR SEASONS HOTEL RIYADH

A cosmopolitan oasis inside the soaring Kingdom Centre tower, with exceptional views and contemporary cuisine along with Arabian hospitality, elevated with Four Seasons highly personalised service. Guests are able enjoy an eclectic fine dining Middle Eastern experience at The Grill or indulge in various activities on site.

AL FAISALIAH HOTEL

A modern 5-star paradise with superb relaxation and leisure facilities in Riyadh, ideally located in the close vicinity of Olaya Mall and Murabba Palace. The 95 rooms and suites are decorated in contemporary style. Guests will be spoilt for choice with on-site activities and amazing recreational facilities. Al Faisaliah has become one of the finest and most sought-after properties in Saudi Arabia.

THE RITZ-CARLTON, RIYADH

Lush with 600 year-old olive trees, landscaped gardens and swaying palms, The Ritz-Carlton, Riyadh is one of those Saudi Arabia luxury hotels that completely envelopes its discerning guests in majestic surroundings and discreet, attentive service.













FAIRMONT RIYADH

Boasting indulgent accommodation and striking décor, unparalleled amenities and service – all in a glamorously modern space that fuses metropolitan chic and sophisticated Middle Eastern design. Attention to detail is shown in each of the spacious 298 guestrooms and suites with luxurious bathrooms housing 'Le Labo amenities' collection.

HYATT REGENCY RIYADH

From this property, you have direct access to the Olaya Towers and can enjoy fashionable shopping at Riyadh's most luxurious mall, Centria, and the city's most vibrant scene at Tahlia Street. It features a wide range of culinary experiences that meet guests' diverse needs and preferences plus a luxurious spa, wellness and fitness facilities, an indoor swimming pool and a multi-purpose court.

INTERCONTINENTAL RIYADH

This luxury hotel is set amidst 100 acres of beautifully landscaped gardens, yet just five minutes from the city's exciting high-rise business and shopping district. Here you can practice your golf swing on a nine-hole course, have a round of tennis and then cool off in one of two large pools.



TOP ATTRACTIONS

HISTORIC JEDDAH (AL BALAD)

Historic Jeddah was founded in the 7th century and was once a thriving centre of the city. With a fascinating history, this attraction has many monuments and buildings that hide the ancient Hijazi tales behind them. Take a tour of the Abdul Raouf Khalil Museum, Nasseef House and the monuments of the Jeddah Wall. If you love visiting the popular markets, head to Souq Al-Nada and Souq Al-Khaskia.

AL RAHMA MOSQUE

With 52 outer domes in addition to the main dome and covering an area of 2,400 square metres, Al Rahma Mosque is a sight to behold! Surrounded by the sea, it also gives the illusion of floating during high tide, thus earning the name, 'the Floating Mosque'. This mosque combines traditional architecture and Islamic art with state-of-the-art technology.

JEDDAH FOUNTAIN

Adorning the Jeddah skyline, the Jeddah Fountain is the highest fountain in the world. It was designed about 35 years ago in the form of a large incense burner symbolising the Arab culture. Known as the King Fahd Fountain, it decorates the Jeddah Corniche and pumps the Red Sea water at a speed of 233 mph.



















SHERATON JEDDAH HOTEL

Nestled in an exclusive location on the fashionable North Corniche with breathtaking views of the Red Sea, Sheraton Jeddah Hotel is in the vicinity of popular city attractions such as Atallah Happy Land Park, Red Sea Mall and Rawaea Almaktabat Park.

MAKAREM ANNAKHEEL HOTEL & RESORT

A luxurious beachfront resort located on the north Obhur bay, Jeddah. Relax at the private beach or by one of the hotel's two outdoor swimming pools. Other recreational amenities include an outdoor tennis court, a sauna, and a fitness centre. A village design and plenty of greenery give this accommodation a unique charm.

MÖVENPICK HOTEL TAHLIA JEDDAH

Centrally located in Jeddah near Tahlia's shops and commercial areas, plus just a 10-minute walk to Jeddah mall, the sophisticated style of the 5-star Mövenpick Hotel Tahlia captures the city's energy in a chic design. The sophisticated ambiance and service here will ensure a memorable experience.













ROSEWOOD JEDDAH

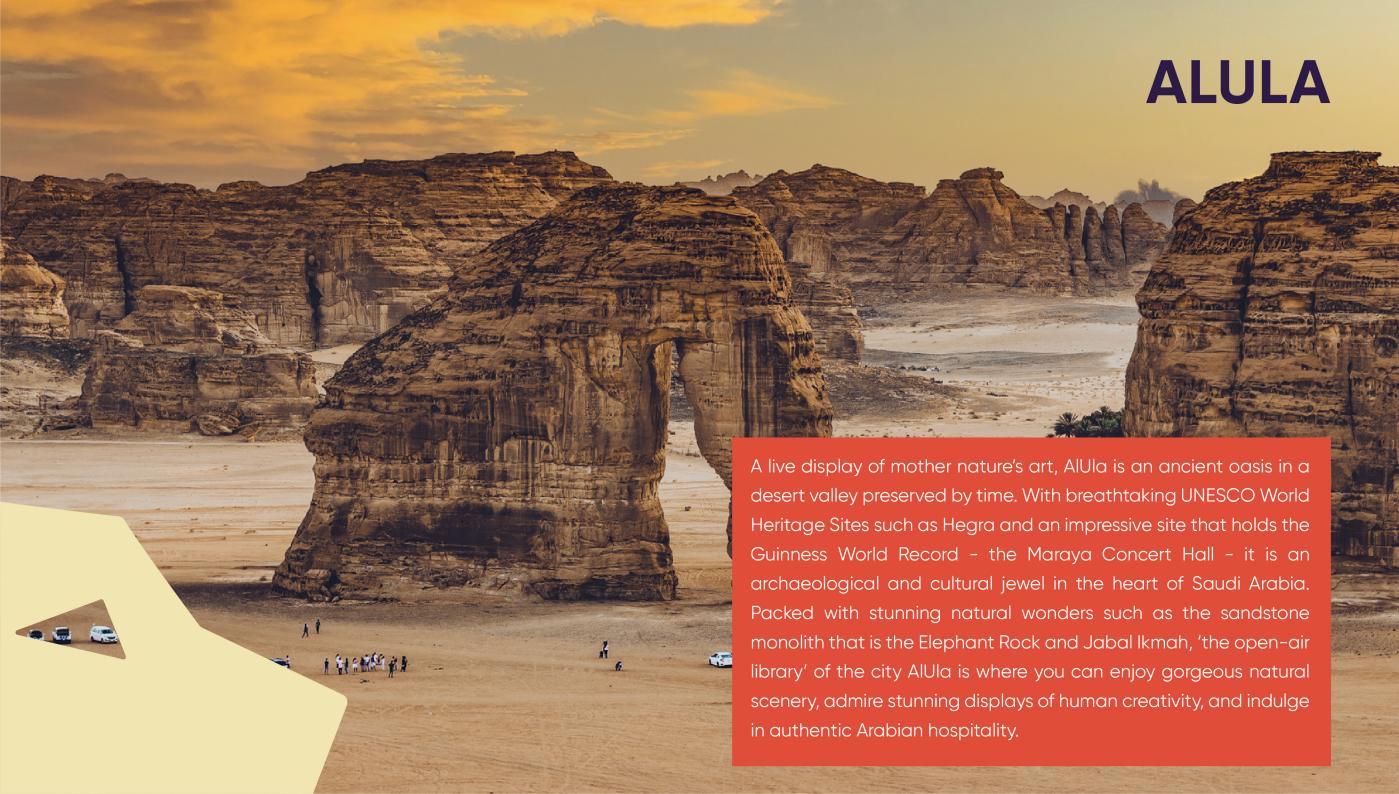
A luxurious and award-winning hotel with state-of-the-art amenities, Rosewood Jeddah offers you panoramic views of the Red Sea. Among other things, the rooms are equipped with premium quality bedding, a coffee machine and telephone. Apart from exciting on-site activities, there are an array of recreational facilities ranging from a fitness centre to a rooftop swimming pool.

HOLIDAY INN JEDDAH GATEWAY

Conveniently located along Al Madinah Road, a 10-minute drive from King Abdul Aziz International Airport and within walking distance of the famed Jeddah Exhibition Centre and splendid Mall of Arabia, this hotel offers the ideal location and services for all travellers.

NARCISSUS RESORT & SPA

A luxurious resort, Narcissus Resort & Spa Obhur features 60 villas and is situated on the beachfront. Enjoy a relaxing sanctuary in one of the magnificent villas that is home to lavishly done-up rooms and premium amenities. The hotel also boasts private pools, a world-class spa and fitness centre.



TOP ATTRACTIONS

ELEPHANT ROCK

Resembling an elephant with its trunk touching the ground, Elephant Rock is a large sandstone monolith that is considered one of the iconic landmarks of AlUla. Standing at a height of 52 metres upon golden sands, with mountains looming in the background, this historical landmark is best visited during sunset when you can enjoy breezy weather and breathtaking views.

HEGRA

Also known as Madain Saleh, Hegra is the first World Heritage Site to be inscribed in Saudi Arabia. The site features roughly 130 ancient and well-preserved tombs dating from the 1st century BC to the 1st century AD. The site is also home to various cave drawings as well as inscriptions of the pre-Nabataean period. It is a must-visit attraction for any history lover planning a trip to AlUla.

DADAN

Displaying the richness of AlUla's history, Dadan is the capital of the Dadan and Lihyan kingdoms. This stone-built city features magnificent history that dates between 9th and 8th century BCE. The city also features over ten tombs which are carved into red-rock cliffs. The most famous would have to be the 'Lion Tombs', which are seated lion sculptures that mark the burial site of elite society members.



















MADAKHIL CAMP

Madakhil Camp is surrounded by natural beauty and rugged terrain, which is symbolic of the area in the unspoiled site of Al-Hajar. The traditionally styled accommodations provide seating areas to enjoy the vista, and the camp offers a restaurant and an evening entertainment programme.

SHADEN RESORT

Just 28 km from Madain Saleh Tombs, Shaden Resort is situated in the heart of the desert in a spectacular valley with palm groves surrounded by sandstone cliffs. The resort facilities include a restaurant, an outdoor swimming pool, and a 24-hour front desk for your convenience.

ASHAR RESORT

Enjoy a luxury camping experience in the heart of the desert nestled against remarkable rock formations in a monumental valley only 10 minutes from Hegra. The camp has around 27 tented, villa-style units ranging from 1 to 3 bedrooms and five private villas that feature their own swimming pools. Free Wi-Fi, private parking, a restaurant and a gym complete the amenities.









SAHARY ALULA RESORT

At Sahary you can enjoy views of the natural beauty overlooking the mountains and desert from your window. It is located 23km from the sights of Madain Saleh, and the rooms offer a terrace, private bathroom and free Wi-Fi. The closest airport is the Prince Abdulmajeed bin Abdulaziz Domestic Airport, which is 47km away.

RV PARKS

Experience a unique stay under the stars and camp in the idyllic AlUla desert in an RV accommodation. Located at campsites near Shaden and Ashar resort areas, the cosy RVs come with queen-sized or twin beds, and have their own bathrooms, showers, microwave, electric kettle and coffee tray, stereo, mini-fridge and HD TV.

NORTH WEST REGION CITIES

AL ULA

A live display of mother nature's art, AlUla is an ancient oasis in a desert valley preserved by time. With breathtaking UNESCO World Heritage Sites such as Hegra and an impressive site that holds the Guinness World Record - the Maraya Concert Hall - it is an archaeological and cultural jewel in the heart of Saudi Arabia. Packed with stunning natural wonders such as the sandstone monolith that is the Elephant Rock and Jabal Ikmah, 'the open-air library' of the city AlUla is where you can enjoy gorgeous natural scenery, admire stunning displays of human creativity, and indulge in authentic Arabian hospitality.

TABUK

Tabuk is home to some of Saudi Arabia's most famous natural and historical jewels such as 'Jibal Hisma', the majestic sandstone formations that originated from Jordan's Wadi Rum. The city is also a popular destination for travellers looking for a gateway to the Tabuk region, which is packed with untouched islands, splendid coral reefs and pristine white beaches that guarantee a fun holiday filled with thrilling activities such as diving and swimming.





EASTERN REGION CITIES





KHOBAR

Famous for its vital location on the shore of the Arabian Gulf, Al Khobar is a favoured destination for its beautiful landscapes, lush gardens and picture-perfect parks. Located in the Eastern province of the Kingdom of Saudi Arabia, this city is where visitors can experience the magic of ancient history as well as the richness of modernity and the beauty of nature. Located roughly 50km away from King Fahd International Airport, Al Khobar promises you a memorable adventure with its gorgeous seafront, countless shopping outlets and breathtaking historical monuments.

DAMMAM

One of the largest cities in the Kingdom, Dammam not only leaves you spellbound with its enchanting desert scenery, but captivates you with its historical and cultural landmarks. With umpteen number of fine dining options, shopping destinations, green spaces and seaside walkways, this city has a lot that will fascinate a discerning traveller.

SOUTHERN REGION CITIES

ABHA

From experiencing breathtaking views on a cable car ride to the Green Mountain to unravelling mysteries of the past in one of the many museums, this beautiful destination in the Aseer region is sure to enchant you. With landmarks such as the Shamasan Fort that takes you on a trip to the Ottoman era, the abandoned Hanging Village perched on a steep cliff face and the souqs that specialise in local products, all within reach, Abha will leave you spoiled for choice.

KHAMIS MUSHAIT

Khamis Mushait is just a half an hour away from Abha and offers easy access to some of the most spectacular high peaks in the Aseer region. As the fourth largest trading centre in Saudi Arabia, the city boasts thriving bazaars and shops brimming with locally produced goods. From cattle to spices to jewellery, the marketplaces offer great bargains to shopping enthusiasts. For a modern shopping experience, you can also visit Khamis Boulevard, another popular open-air retail and dining spot, or pop down to Khamis Avenue mall.









WESTERN REGION CITIES

TAIF

Located in the Makkah province of Saudi Arabia, Taif is nestled at the foot of the magnificent Sarawat Mountains. With its picturesque terrain, this city is considered the country's summer escape to those living in Saudi Arabia. Famous for its grandiose and impressive ruins that go back to ancient times, Taif is also distinguished by its majestic mountain, lush valleys, uninhabited plains, and beautiful trees.

KAEC

Located along the coast of the Red Sea, King Abdullah Economic City (KAEC) is the world's largest privately-funded new city. Considered an ideal destination for families looking for an escape from the daily routine, KAEC is where you can enjoy various family-friendly activities including mini-golfing and go-karting as well as thrilling watersports such as diving, snorkelling and kayaking.

YANBU

Famous for its gorgeous white sandy shores and amazing diving sites, Yanbu is a popular year-round destination for locals and tourists looking for a memorable beach holiday. If you are seeking a short break away from the city life, this port city is guaranteed to deliver due to its wide selection of family-friendly resorts, beaches, and water activities. Situated on the coast of the Red Sea, Yanbu also happens to be one of Saudi Arabia's most important industrial cities.

SAMPLE PACKAGE ITINERARIES







