

# HABITAS | ALULA





# OUR HOME

Welcome to our Home in the mystical land of AlUla.

Our property is located on one of Saudi Arabia's most breathtaking landscapes, where the Arabian desert, mountains, canyons, sandstone monoliths and a collection of archaeological treasures converge.

Described as an open-air museum, AlUla is steeped in the immense beauty of the natural world, alongside the dramatic splendor of human creations. Spanning 22,561 km<sup>2</sup> of land, the destination sits on the ancient incense road and original pilgrimage route to Makkah.

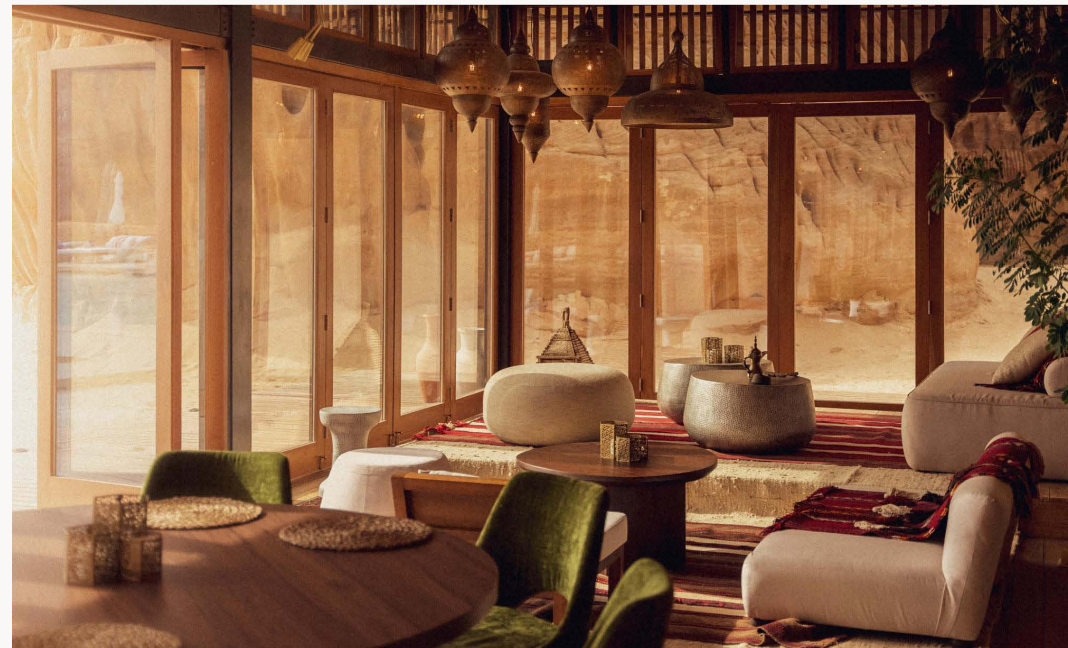
The site was a hub of trade and cultural exchange for millennia and still bears testimony of those who once passed through these ancient lands. Thousands of tombs and burial places can be found in AlUla. 94 of its 111 tombs stand majestically carved at Hegra, a UNESCO World Heritage Site.





## PROPERTY AMENITIES

- 96 Villas with King Size Beds and Premium Linens
- Air Conditioning & WiFi
- Private Outdoor Deck
- Thuraya Wellness Center
- Tama Restaurant
- Immersive Art Installations
- Infinity Swimming Pool
- Gathering Space (Agora)
- Ashar Deck Lounge
- Moonshell Cafe





# OUR ROOMS

EVERYTHING WE DO IS BASED ON CONNECTION & SUSTAINABILITY.

Every room is made from ethically sourced organic materials that blend seamlessly into the natural surroundings with minimal disruption. Our sustainable program is based on leaving minimal trace on the environment.







## OUR VILLAS

Our 96 villas are built with natural, earthy interiors and boast spectacular views. They host spacious areas ideal for lounging, entertaining and reveling in the dramatic sunsets that paint the sandstone cliffs.

Gaze up at the vast night sky from your private outdoor terrace with a personal telescope to see all that lies beyond the naked eye.

### AMENITIES

- 33 Celestial Villas
- 24 Alcove Villas
- 39 Canyon Villas
- 2 Guests per Suite
- Private Outdoor Deck
- WiFi Access
- Outdoor Shower
- E Bikes
- Outdoor Seating





# THE EXPERIENCE

At the core of our Habitas experience are our six pillars of programming:  
**MUSIC, WELLNESS, FOOD & BEVERAGE, ADVENTURE, ART AND LEARNING.**





## WELLNESS

Wellness is woven into the fabric of everything we do: the way we eat, sleep, exercise, dance, travel, connect, share and live. Our experience takes a holistic approach to lifestyle wellness that touches on the mind, body, spirit and, of course, human connection.





## COMMUNITY

Our unique programming is designed to bring guests together, turning strangers into friends and friends into family. We encourage true human connection and believe authentic self-expression is best achieved in safe spaces surrounded by nature.







## COEXIST WITH NATURE

By combining nature with grounding experiences, our Home offers an opportunity to forge a deeper connection with the planet and ourselves. Habitas rituals, from our Welcome Ceremony to our weekly Family Dinners, invite us into the present moment. At our Home in AlUla, traditional tea ceremonies are the backbone of hospitality in the desert. Our wellness therapies use local ingredients like moringa seeds, honoring local Arabian traditions.



## CONSERVATION

With the discovery of rare and beautiful places comes great responsibility. Our purpose is to protect our one true home, the Earth, through the creation of immersive spaces that deepen our awareness of the natural world. We seek to educate and inspire while holding transparency in high regard.

### FREE OF SINGLE-USE PLASTIC

We are committed to eliminating single-use plastic throughout all of our Homes and have been awarded the Oceanic Champion Badge for adopting Oceanic Global's highest standards.

### WASTE MANAGEMENT

Waste classification is the most important step toward better waste management. We work with local organizations to manage excess waste from our daily operations by recycling and composting.

### SUSTAINABILITY

- Sustainable Agriculture
- Sewage and Waste Treatment
- Habitas Eco Sunscreen







## HABITAS RISE

Habitas RISE is our global impact initiative focused on empowering local communities, cultures and conservation efforts. We create economic and educational opportunities for the local people living in the places we call Home, building micro-economies, creating jobs and working closely with these communities to address social and environmental issues.

### LOCAL RECRUITMENT

We work closely with local organizations in AIUla to provide educational opportunities for the community as well as create micro-economies by sourcing from local farmers and artisans.

### SUSTAINABILITY

We identify and support conservation initiatives that actively work to combat climate change and human development. Through collaborations with community leaders, we seek to preserve and regenerate our planet for us and generations to come.





## FOOD & BEVERAGE

Our restaurant, Tama, crafts regionally inspired, unique dishes using fresh ingredients from local farms. Our communal Family Dinners offer a taste of authentic Saudi cuisine while allowing us to create bonds with new friends and deepen connections with old ones.





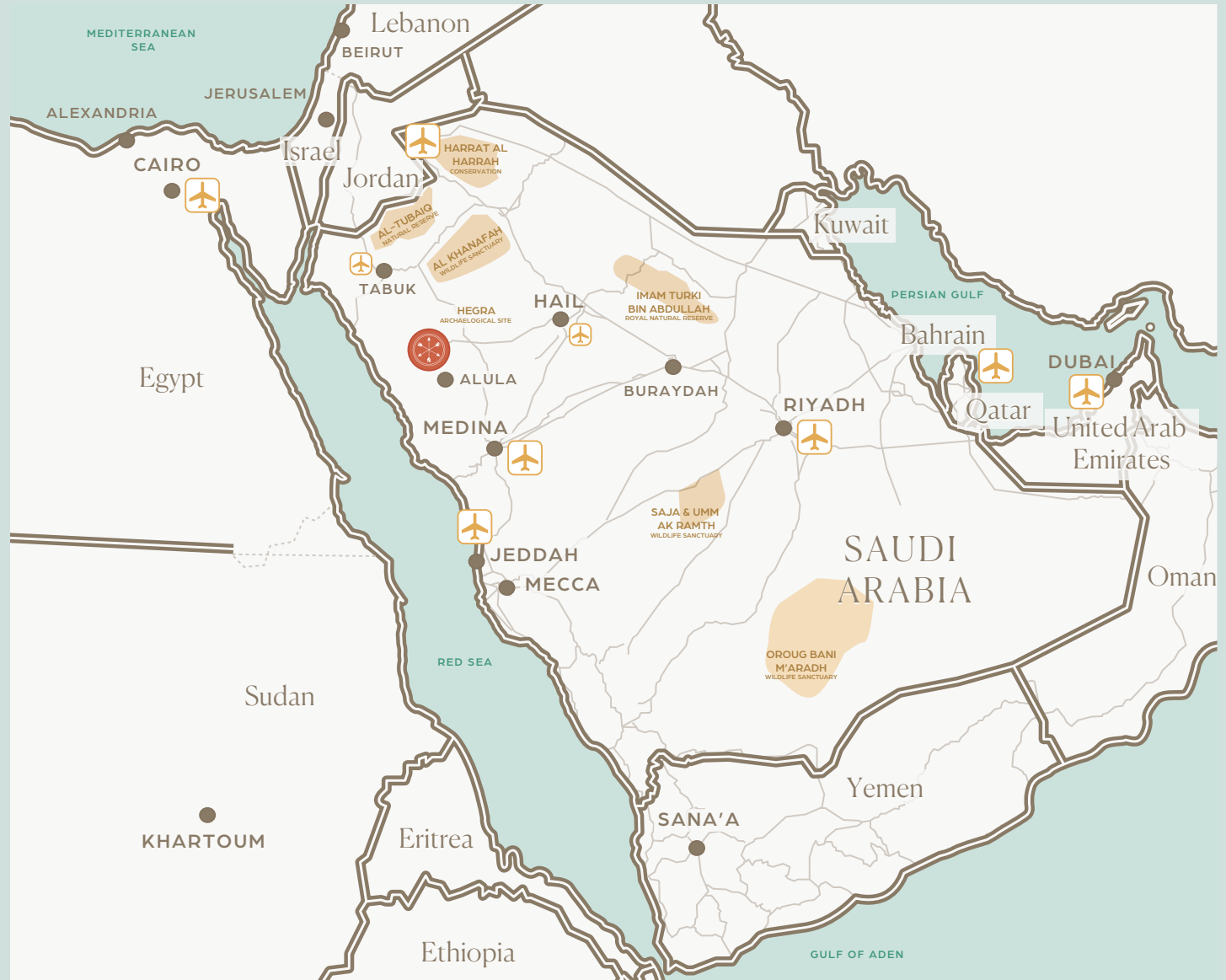
## DINING EXPERIENCES

At all of our Homes, we create unique dining experiences as a way to bring people together over a shared meal. Our signature experience is our weekly Family Dinner, which encourages all our guests to engage in conversation and connection.

At our Home in AlUla, our kitchen offers a rustic yet refined cuisine, created with techniques that honor local Arabian traditions and the surrounding environment.







## OUR LOCATION

AlUla is a 10-hour drive from Riyadh, a 7-hour drive from Jeddah, 3 hours 20 minutes from Medina and about a 3-hour drive from Tabuk Airport.

The destination is also only a 2.5-hour drive from the Red Sea, which visitors can add to their itinerary.



# CONTACT

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