



## Frequently Asked Questions:

### **1. What is The Red Sea project?**

The Red Sea project will be a luxury resort destination for nature and culture established across a series of islands in a lagoon. It will set new standards for sustainable development and bring about the next-generation of luxury travel to put Saudi Arabia on the international tourism map.

### **2. What distinguishes The Red Sea project enough to persuade visitors to change their holiday destinations from world-famous destinations to a place in the Middle East?**

The Red Sea project is located along the Northwestern coast of the Kingdom of Saudi Arabia, between the cities of Umluj and Al Wajh. It is being developed on one of the most pristine sites in the world.

Along with residents of Saudi Arabia and the GCC countries, The Red Sea project will provide an opportunity for the whole world to experience and enjoy an eco-friendly destination scattered across a breathtaking archipelago that is home to exquisite beaches and 200 kilometers of untouched coastline.

The Red Sea will serve as a center of the wellness movement and a showcase for a healthy, engaged, and vibrant society. Visitors to The Red Sea resort will enjoy plenty of sunshine, pristine white sandy beaches, and for the more adventurous, various eco, historical, and cultural excursions, both on land and in the sea.

This newly mapped semi-autonomous area will be governed by laws on par with international standards for a framework that sets new standards for sustainable development and environmental protection, to meet the highest standards of conservation of the Kingdom's natural resources.

This 34,000 km<sup>2</sup> project will attract the world's leading names to world-class hotel and tourism operations for the next generation of luxury tourism and provide unparalleled experiences for local, regional, and global visitors. Some key features that will distinguish The Red Sea from other locations:

- Lying on the coast of The Red Sea, the resort will enjoy ideal water temperatures and globally renowned scuba diving opportunities, owing to a diverse marine ecosystem and protected coral reefs.

- To ensure the conservation of the natural environment in accordance with the highest standards of ecological best practices the number of visitors annually will be capped, while the heritage sites in the region will be scientifically restored to welcome guests. Most notably The Red Sea project charter will mitigate carbon dioxide emissions, waste production, and light and noise pollution, in an effort to conserve the site as close to its natural state as possible for future generations.
- The project also includes dormant volcanoes, the most recent of which has a recorded history of activity dating back to the 17th century AD. In addition, The Red Sea project's nature reserve is inhabited by rare wildlife, including Arabian leopards, Arabian wolves, Arabian wildcats, and falcons.
- Tourists will be able to visit the ancient ruins at Mada'in Saleh, dating back thousands of years, and renowned for their beauty and historical significance. It is also the first heritage location in Saudi Arabia to be classified as UNESCO World Heritage site.
- The semi-autonomous area in which The Red Sea resort will be developed will be governed by laws on par with international standards that will include no visa requirements for most nationalities through air and sea ports.

### **3. Who will develop The Red Sea project and turn it into an international destination?**

The Red Sea will be developed with seed capital from the Public Investment Fund (PIF), while partnerships with top-tier international companies will also be formed to ensure new direct investment into the Kingdom that will be redirected back into the country. The project is aligned with PIFs mandate focused on supporting existing and new projects, both domestic and international, with the potential to strengthen the Kingdom's economy and increase its GDP growth.

The Red Sea project is an investment earmarked by PIF as a significant driver of domestic and foreign direct investment, that will stimulate economic growth and job creation by offering investors a unique opportunity to be part of the opening up one of one of the world's last hidden treasures. The Red Sea resort is expected to offer local, regional, and international tourists an unparalleled experience while contributing to the Kingdom's GDP growth.

### **4. What are the legal and regulatory frameworks governing all civil and commercial affairs, and environmental protection systems in The Red Sea project?**

The Red Sea project will be governed by independent laws and a regulatory framework developed and managed by a private committee, on par with international standards. Also aiming to set new standards for sustainable development and environmental protection, The Red Sea will be governed by legislation that will ensure the

conservation of the natural environment in accordance with the highest standards of ecological best practice.

## 5. What is the timetable for the completion of The Red Sea project?

The initial groundbreaking of The Red Sea project is expected in the third quarter of 2019. Completion of phase one of the project is anticipated by the last quarter of 2022, which will include the development of hotels and luxury residential units, as well as all logistical infrastructure – including air, land, and sea transport hubs.

## 6. Who will visit The Red Sea project?

The Red Sea project will appeal to luxury travelers from around the globe who seek the highest levels of quality and service with unparalleled experiences in a pristine natural environment.

## 7. Will I need a Saudi visa to visit The Red Sea project?

No. Most nationalities will not require a visa, while others will be able to obtain one online prior to arrival, since the regulatory framework that will apply to the governance of this private zone will differ from those applied in the rest of Saudi Arabia.

## 8. Is The Red Sea project safe for me and my family?

The Red Sea project will be an extremely safe and secure environment that will ensure the protection of all visitors in accordance with the highest international best practice, offering visitors peace of mind so they can relax and enjoy their stay.

## 9. What experiences does The Red Sea project offer visitors?

Visitors to The Red Sea will be able to engage in unique experiences that include:

- **Sunshine, white beaches, and cool waters:** The Red Sea will be composed of an archipelago of 50 natural islands spread across a lagoon to offer up a world-class luxury resort destination
- **Adventure and sport:** Water and extreme sports, including scuba diving, rock climbing, trekking, and parachuting, as well as golf, tennis, and football
- **Ecotourism:** Visitors will be able to enjoy nature through various experiences including stargazing, camping, hiking on dormant volcanoes, or observing rare animals and plants in their natural habitat
- **Culture and heritage:** Visitors will also be offered enriching cultural experiences through visits to the historical sites of Al Ula and Mada'in Saleh. They will also be able to sample native cuisine and retrace ancient caravan trade routes at the Arab Heritage Museum and the Archeology Center
- **Health and leisure:** As a center of the wellness movement and a showcase for a healthy, engaged, and vibrant society, visitors will experience first-class leisure that offers the best in world-class luxury.