



PROJECT AMAALA

4,200 km² destination area
4 individual masterplans
4,000 hotel keys at completion
1,200+ residences at completion

PHASE 1

1,470 hotel keys
160 residences
8 luxury wellness hospitality resorts
4 signature destination assets

TOURISM FIGURES

100,000+ annual visitors targeted
GCC/ UK/Italy/France/Brazil

SUSTAINABLE DEVELOPMENT

LEED Platinum Build

REGENERATIVE TOURISM

100% renewable solar energy
30% net conservation gain by 2040
Coral regeneration program
mangrove replanting program

AMAALA CASE STUDY 2026

WELLNESS SNAPSHOT

Global Wellness Institute -
Wellness Destination Tourism Initiative

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GLOBAL WELLNESS
INSTITUTE™

WELLNESS TOURISM INITIATIVE





Corallium Marine Life Institute

A COASTAL WELLNESS DESTINATION DESIGNED AT SCALE

AMAALA is a coastal wellness destination on Saudi Arabia's northwestern Red Sea coast, where the Hijaz Mountains meet coral reefs, bays and islands.

Conceived to become one of the world's most comprehensive health and wellness destinations, AMAALA—meaning “hope” in Arabic—supports Vision 2030 by advancing tourism, economic diversification and quality of life for residents and visitors.

Wellness and sport form the unifying proposition for AMAALA's first phase—not as standalone amenities, but as a destination-wide way of life. A portfolio of distinctive resorts is connected by active living, Saudi culture, the Red Sea and Hijaz landscapes, and shared experiences across land and sea. The Wellness Route, AMAALA Yacht Club, Corallium Marine Life Institute and equestrian experiences extend wellbeing beyond the resort, while regenerative development links human health with ocean and ecosystem health. Together, these elements create an integrated coastal destination where guests can pursue personal transformation, connection and renewal.

AMAALA is being shaped as an integrated wellness destination rather than a collection of individual resorts. Its proposition begins with place: the meeting of the Hijaz Mountains and the Red Sea, Saudi traditions of retreat and renewal, and a landscape that allows movement, stillness, exploration and restoration to coexist.

Across Triple Bay, distinct hotel philosophies create multiple pathways to wellbeing. Performance, longevity, integrative health, family wellbeing, creative renewal, restorative ritual and social connection are supported by destination-wide experiences that extend beyond the resort boundary. The model is intentionally layered. Guests may travel for a focused retreat or clinical programme, yet their experience can also include the Wellness Route, sailing and water activity, hiking and active discovery, marine education, cultural storytelling, seasonal events and shared encounters across the destination.

AMAALA is led by master developer Red Sea Global, a Public Investment Fund portfolio company.

“AMAALA REPRESENTS A NEW MODEL FOR WELLNESS TOURISM—WHERE WELLBEING IS NOT AN AMENITY, BUT THE DESTINATION PROPOSITION. ROOTED IN SAUDI CULTURE AND SHAPED BY THE RED SEA’S EXTRAORDINARY LANDSCAPES, IT BRINGS TOGETHER HOSPITALITY, NATURE, ACTIVE LIVING AND MEANINGFUL CONNECTION TO HELP PEOPLE LIVE AND TRAVEL WELL.”

“Guests and residents are invited to discover and honor what it means for them to live longer, better.”

JOHN PAGANO • GROUP CEO, RED SEA GLOBAL

KEY SUCCESSES

INTEGRATED DESTINATION MASTERPLANNING

Hotels are connected with the wider destination through an integrated masterplan that aligns the resort experience, public realm, landscape, mobility and destination assets.

EIGHT LUXURY WELLNESS HOSPITALITY BRANDS

A collection of eight luxury hospitality brands brings global expertise, international reach and a breadth of wellness experiences to the destination.

DESTINATION OWNERSHIP

Destination-level ownership provides a cohesive approach to positioning, standards, programming and the guest journey while protecting each operator's identity.

SIGNATURE DESTINATION ASSETS

AMAALA Yacht Club, Corallium Marine Life Institute and the Wellness Route create distinctive anchors that extend the guest experience beyond individual hotels.

WELLNESS DESIGNED AT SCALE

A minimum of 2,500 m² UP TO 8,000 m² of dedicated wellness space within each hotel establishes wellness as a core design and operating requirement rather than an ancillary amenity.

REGENERATIVE AMBITION

The destination is publicly positioned around environmental stewardship and regenerative tourism, linking human wellbeing with the health of place.

OCEAN HEALTH AND STEWARDSHIP

Corallium positions marine knowledge, conservation and visitor learning as part of the destination experience and the wider wellbeing narrative.

SAUDI HERITAGE AND SENSE OF PLACE

Heritage, cultural storytelling, regional botanicals, genuine Saudi hospitality, region and prophets medicine, arabic poetry, ceremony and ritual link cultural wellbeing traditions of retreat give the proposition local meaning and international distinction.

PURPOSE-BUILT ENABLING INFRASTRUCTURE

The airport, hospitals, staff village, solar-energy network, mobility services, activity subsidiaries and destination management company provide the operational platform needed to support a destination at scale.

LEED PLATINUM DESIGN

LEED Platinum design standards embed environmental performance into the built environment, reinforcing the connection between human wellbeing, responsible development and the health of place.

THE STRATEGIC OPPORTUNITY IS TO
DEMONSTRATE HOW DESTINATION-LEVEL
OWNERSHIP CAN CONNECT THESE
ELEMENTS INTO ONE COHERENT PROMISE:

A PLACE WHERE WELLNESS BECOMES A
WAY OF LIFE, ROOTED IN SAUDI CULTURE,
NATURE AND MEANINGFUL CONNECTION.

KEY LEARNINGS

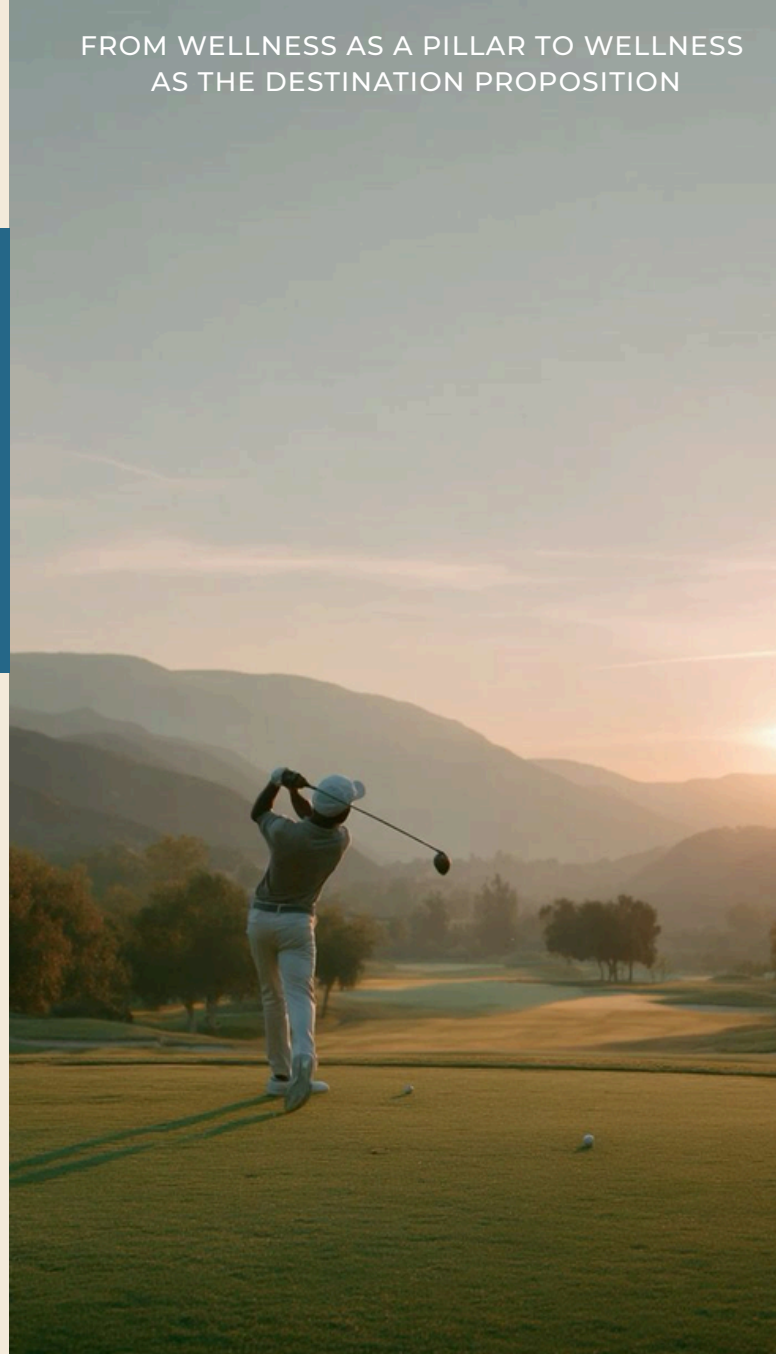
Place is a strategic advantage ~ AMAALA's distinctive strength lies in the relationship between its coastline, mountains, marine environment and Saudi cultural context. By embedding sustainability and regenerative principles into development frameworks, the destination makes human and environmental wellbeing part of its core identity—not an added layer.

Choice benefits from a shared language~ A diverse operator portfolio gives guests meaningful choice, with each resort bringing a distinct philosophy and experience. A clear destination-wide wellness narrative can help guests understand how these individual offerings relate to one another, while supporting a coherent ecosystem.

The spaces between assets matter~ The spaces connecting AMAALA's resorts are integral to the wellbeing experience. The Wellness Route, marina precinct, natural landscapes, cultural touchpoints, retail and residential areas, transport links, airports and staff village consider guests, residents and employees.

Programming keeps the destination alive~ Retreats, practitioners, seasonal event calendars, create reasons to visit and prevent the destination proposition from becoming static.

Wellness must be operational~ The promise needs consistent standards, training, guest journey design, measurement, governance and commercial pathways, not only brand language.



VISION 2030: WELLBEING, PLACE AND A NEW TOURISM ECONOMY

THE NATIONAL CONTEXT

Saudi Vision 2030 is reshaping the Kingdom around three connected priorities: a vibrant society, a thriving economy and an ambitious nation. Within this transformation, tourism is both an economic catalyst and a platform for expressing Saudi culture, opening new regions to the world, creating opportunities for Saudi talent and improving the everyday experience of residents and visitors.

Quality of Life as a national ambition

Launched in 2018 as a Vision Realization Program, the Quality of Life Program enables culture, sport, entertainment and tourism to flourish while encouraging healthier, more active and more connected lives. Its ambitions include increasing participation in physical activity, strengthening Saudi arts and culture, conserving national heritage, developing tourism, improving urban environments and creating places where people can live, work and play well.

How AMAALA Supports the vision

AMAALA translates these national ambitions into a destination where wellbeing is embedded in the way the place is planned, experienced and sustained. It is intended to attract international and domestic tourism, support new hospitality and wellness capabilities, create pathways for Saudi talent and enterprise, and demonstrate a regenerative approach to development. In this way, AMAALA gives physical form to the Quality of Life agenda.





Rosewood AMAALA

THREE SIGNATURE DESTINATION EXPERIENCES

The Wellness Route

A five-kilometre linear park connecting resorts and experiences through nature. Its value is both practical and symbolic: movement, pause, culture, ecology and gathering become part of the destination's everyday rhythm.

Corallium Marine Life Institute

A destination anchor intended to bring the living Red Sea into focus through education, discovery and marine stewardship, linking personal wellbeing with a deeper instinct to protect the ocean.

AMAALA Yacht Club and Life on the Red Sea

A social and sporting expression of coastal wellbeing, bringing together sailing, yachting, marina life, movement, leisure and time shaped by the sea.

RESORTS AT AMAALA

Equinox- <https://equinox-hotels.com/amaala/>

High-performance living, movement, recovery, nutrition and sleep

Jayasom- <https://www.jayasom.com/amaala>

Integrative wellness, holistic health, immersive personalised retreats and multigeneration family programs

Rosewood- <https://www.rosewoodhotels.com/en/amaala>

The Artists Retreat

Four Seasons - <https://www.fourseasons.com/amaalaredsea/>

Tradition meets innovation, active living, celebratory moments

Six Senses- <https://www.sixsenses.com/en/hotels-resorts/middle-east-africa/saudi-arabia/amaala/>

Holistic Wellness and Sustainability

Clinique La Prairie -<https://cliniquelaprairie.com/destinations/saudi-arabia-amaala/>

Longevity, diagnostics and preventative health proposition

Nammos-<https://www.nammoshotels.com/amaala>

Wellness is the new party - social wellness, and mediterranean~ saudi lifestyle

Ritz-Carlton- <https://www.ritzcarlton.com/en/hotels/ejهاز-the-ritz-carlton-amaala/overview/>

Restorative and Shared Wellbeing