



**INSTANT EXPERT**

a travel professional's guide to Saudi Arabia

**Abercrombie & Kent**



# Abercrombie & Kent

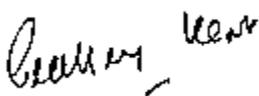
THE A&K DIFFERENCE

## WELCOME

With such a rich history, centuries of overlapping civilisations, the cradle of Islam and a unique landscape, a visit to Saudi Arabia can offer something for everyone and constantly reveals new hidden gems to even the most seasoned traveller. Now that the country is officially opening up to the outside world, Abercrombie & Kent Saudi Arabia would be proud to assist you in your journey there.

As well as introducing you to all the iconic sights in the Kingdom, here at A&K Saudi Arabia, our dedicated research team works around the clock to ensure a smooth and flawless service is delivered to you. Our unparalleled network of guides and on-the-ground colleagues allow us to uncover experiences beyond the reach of the normal traveller and really capture the essence of your destination in a way you will never forget. Anyone can visit Saudi Arabia, but only A&K can offer you the hospitality of a local family home for an authentic Saudi feast.

With additional services including outstanding bespoke itineraries to cater to your interests and unique insider knowledge of the region, we can make your journey in the Middle East stress-free and enjoyable, balancing your own personal requirements and interests to seamlessly guide you through each of the sites you choose to visit.



Geoffrey Kent  
Founder, Chairman and CEO



## Abercrombie & Kent in Saudi Arabia

Individual FIT travel arrangements, tailor-made group and MICE programmes, special interest itineraries and a hand-picked portfolio of luxury hotels available on an A&K hosted or tailor-made basis.

### EXPERIENCED MULTI-LINGUAL TOUR CONSULTANTS

Our well-travelled and experienced Tour Consultants offer expert knowledge and passion which extends into every tour we produce. Fluent in multiple languages, our friendly team are able to offer an exceptional and truly personal service.

### TOURS THROUGH SAUDI

From tailor-made boutique itineraries to large-scale brochure tours or complex cultural exchange programs; our specialized Tour Operators provide the highest quality services all throughout Saudi. We design programs that not only meet the guests' needs, but also ensure that they are able to offer something unique in their markets.

### A&K STANDARDS

A&K Saudi Arabia offers an outstanding introduction to the Kingdom of Saudi's history with knowledgeable and helpful guides in a luxurious and safe environment. With our highly skilled staff and our determination to provide the highest level of

service at all times, we ensure that our guests are kept safe in the "A&K Cocoon". At every stage of their travels throughout Saudi, we work behind the scenes to ensure clients enjoy every minute of their trip. A&K Saudi Arabia is always only a phone call away for support and advice.

"Saudi is a destination with a unique variety and superb incentive opportunities. Whether you are looking for activity and adventure, luxurious and exclusive dinners, superb sightseeing, or exciting folkloric shows suitable for even the tightest budget, A&K Saudi Arabia has it all."



# Abercrombie & Kent

SAUDI ARABIA



"Jeddah's Al Balad tour (meaning 'the town') is all about exploring old Jeddah and understanding Saudi Arabia through its diverse and rich culture of food and people"



## Experience Saudi Arabia

Almost a century old, the Kingdom of Saudi Arabia is rich in breathtaking landscapes and a haven for history and culture. This region of the world is home to Islam and the cradle of several civilisations.

Since its unification in 1932, Saudi Arabia long kept its borders closed to mass tourism. Today, the country has opened to the world, inviting tourists to experience everything it has to offer. From diving in the turquoise waters of the Red Sea, and hiking Saudi's tallest mountain standing at 3,000m above sea level, to visiting one of its many UNESCO world heritage sights, or experiencing the capital's dynamic and vibrant lifestyle, we can design bespoke itineraries for you to experience Saudi Arabia to its fullest

### RIYADH

Riyadh is the modern capital of Saudi with an abundance of shops and restaurants, where you can see what everyday life is like for Saudis, but it is much more than that as you can also visit:

- The National Museum, a national treasure and World Heritage Site, composed of eight galleries that tell the complete story of Arabian history - from the creation of the universe to the modern era.
- UNESCO world Heritage site Diriyah, which is where the first Saudi State was established, and has a fabulous Arabian Horse museum.
- Old Town: Walk through ancient ruins including the

once-splendid palace, houses and marketplace, including Masmak Fortress, in Riyadh's old quarter, built during the reign of Abdullah bin Rashid in 1895 A.D.

### JEDDAH

The Eastern port city of Jeddah has been attracting visitors from all corners of the Earth since ancient times. From explorers and traders to pilgrims, Jeddah has welcomed through its gates all cultures and it still is the case today. This all-year-round warm city is growing as a hub for music and arts, marine activities, and now international sports and entertainment events.

While its Corniche is the highlight of modern Jeddah, take a walk through this coastal city's UNESCO world heritage sites and let them whisper to you all the history its ruins have witnessed over the centuries. End your day by enjoying the burning colours of a sunset over the Red Sea.

### DAMMAM

Famous for its lush green parks and sandy beaches, Dammam boasts stunning views of the Arabian Gulf. The metropolis makes for a great winter destination with temperatures remaining in the 20s Celsius during the day. Home to King Abdulaziz's Centre for World Culture, Dammam has a growing reputation as an art, sports, and entertainment destination. It also held Saudi's inaugural street art exhibition. Around Dammam, journey through Saudi Arabia's Eastern province and enjoy the waters of Half Moon Bay or settle for a glimpse of what a simpler life in Saudi is by visiting the Heritage Village where you will taste delicious local delicacies from the comfort of your floor-cushion.



# Abercrombie & Kent

SAUDI ARABIA



## Journey through the Saudi Desert to Iconic Cities

Follow ancient pilgrimage routes to holy sites, venture through the Saudi desert, spend a night under its clear skies and be amazed by the unique landscape that surrounds you. From never-ending sand dunes to towering red rock formations, Saudi Arabia is a destination that will leave you in awe of its natural beauty.



### ALULA

Channel your inner childhood archaeologist and journey in the desert before reaching Saudi's hidden gem, AlUla. Few places in the world seem frozen in time, and this historical masterpiece certainly is one of them. The region holds 200,000 years of human history within it making it the perfect destination for history fanatics. Roam through the ancient city of Hegra, explore Dadan (once the most developed city of the Arabian Peninsula), and learn about the ancient beliefs, rituals, and practices in the 'open-air library' of Jabal Ikmah. Since the open-air museum's official reopening in 2020, the cultural Oasis of AlUla now

shares its wonders once again with the outside world, as it did with pilgrims in the 1100s.

### HA'IL

Located in the Northwestern part of Saudi Arabia, between Mount Shammar and Mount Salma, Ha'il is on one of the main pilgrimage routes from Iraq to Mecca and once rivaled Riyadh in size and importance. Once hailed as the capital of all desert Arabia and home to the Arabian poet, Hatim Al Tai, today, the city of Ha'il is famous for its international events. Home to the Desert Festival which celebrates areas of culture, and the International Rally where you can see rally cars, quad bikes, and motorcycles race through the Nafud desert. Ha'il is the perfect stop for those seeking history, and an action-packed adventure.

### JAZAN

Famous for its lush greenery and amazing scenery, Jazan is also known across the country for its flower men. The flowers they carry around their head is a tradition that dates back over 2,000 years. Assembled from herbs and flowers including marigolds, jasmine, and basil. It is believed that while some men carry them solely for aesthetic purposes, others adorn such garlands for medicinal reasons, warding off headaches and other illnesses. Stretched over 200 kilometres along the point of Saudi's Red Sea Coast, Jazan makes for a great holiday destination. In the winter months, enjoy the moderate temperature by learning about the province's history, wealth and culture. For more active stays, explore the beaches, swim in the azure seas, and explore the green forests and impressive mountain peaks. From land to sea, this

region has everything to offer.

### ABHA

Perched at over 2,200 metres above sea level, Abha is Saudi Arabia's highest large city. While Saudi is famous for its traditional architecture present throughout the entire country, none compare to the colourful houses of Rijal Alma'a. However, the fame of the village goes further than just its pretty houses. Rijal Alma'a once saw a plethora of trade pass through its gates as it welcomed traders, travellers, and many others. The solidly built houses doubled as mini-fortresses to protect the village and all its riches.

### ALBAHA

Travelling to the high altitude city of Al Baha in the Hijaz region could be seen as a journey to another world. In a part of the world that's often described with ochre deserts and never-ending seas of sand, Al Baha boasts lush forests, winding valleys and storied towers.

On a clear day, travellers passing by this amazing region will have infinite views of the horizon stretching all the way to the Red Sea.



Inside the second largest city of the Nabataean Kingdom, Hegra, you won't cease to be amazed by the fascinating archeological sites scattered around including the Jabal Ithlib and the famous Qasr al-Farid ('Lonely Castle'). These sites hold millennia of history within them making them a haven for historians and anyone curious about the history of mankind.

# Abercrombie & Kent

SAUDI ARABIA



## RIYADH, HA'IL, ALULA, JEDDAH

Explore the main cities of the Kingdom of Saudi Arabia. Experience the metropolis of Riyadh, journey through the historical city of Ha'il. Uncover 200,000 years of human civilisations history in AlUla. Enjoy the cosmopolitan city of Jeddah

Day 1	Arrive in Riyadh	Day 5	AlUla
Day 2	Riyadh	Day 6	Jeddah
Day 3	Ha'il	Day 7	Jeddah
Day 4	AlUla	Day 8	Departure

## JEDDAH, ALULA, MEDINA, HA'IL, RIYADH, ABHA, AL BAHA

Over 11 days, journey through Saudi Arabia and experience Saudi culture and history at its best. Start in the coastal city of Jeddah before travelling through the desert kingdoms uncovering centuries of stories.

Day 1	Arrive Jeddah	Day 6	Riyadh
Day 2	Jeddah	Day 7	Riyadh
Day 3	Jeddah	Day 9	Abha
Day 4	AlUla	Day 10	Al Baha
Day 5	AlUla	Day 11	Departure
Day 6	Ha'il		

## AVERAGE TEMPERATURE & RAINFALL

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Riyadh	H	20°	24°	28°	34°	39°	42°	43°	43°	40°	35°	28°	22°
	L	9°	11°	15°	20°	26°	28°	29°	29°	26°	21°	15°	10°
	R	1	0	3	3	0	0	0	0	0	0	0	1
Jeddah	H	29°	29°	31°	34°	36°	37°	38°	38°	36°	35°	33°	30°
	L	19°	19°	20°	22°	24°	25°	27°	27°	26°	23°	22°	20°
	R	1	0	0	0	0	0	0	0	0	0	1	0
Ha'il	H	18°	20°	24°	29°	34°	38°	39°	40°	38°	32°	24°	19°
	L	3°	5°	9°	15°	20°	22°	23°	23°	21°	16°	10°	5°
	R	1	1	1	1	0	0	0	0	0	0	1	0.5
Damman	H	21°	23°	27°	33°	39°	42°	44°	43°	41°	36°	29°	23°
	L	10°	11°	15°	19°	24°	27°	29°	28°	25°	22°	17°	12°
	R	1.5	1	2	1	0	0	0	0	0	0	1	1.5
Mecca	H	31°	33°	36°	39°	43°	45°	44°	43°	43°	41°	36°	33°
	L	19°	20°	22°	25°	28°	29°	30°	30°	29°	27°	24°	21°
	R	0.5	0	0.5	0.5	1	0.5	0.5	0.5	0	0.5	1	0.5
AlUla	H	21°	23°	26°	30°	34°	36°	38°	38°	36°	32°	27°	22°
	L	4°	5°	8°	13°	17°	20°	21°	22°	20°	15°	10°	6°
	R	0.5	0	0.5	0	0	0	0	0	0	0	0.5	0.5
Medina	H	25°	27°	31°	36°	40°	43°	43°	44°	43°	38°	31°	26°
	L	12°	14°	18°	22°	26°	29°	30°	30°	28°	23°	18°	14°
	R	0	0	1	1	1	0	0	0	0	1	1	1

H=High L=Low R= Average Days with Rain Temperatures are in Celsius

# Abercrombie & Kent

SAUDI ARABIA

## A&K DMC GENERAL STATEMENT

As well as providing an outstanding introduction to the best of Saudi history with knowledgeable and helpful guides in a luxurious and safe environment, our dedicated team of experts keep abreast of all new developments, restaurants, villas, hotels and opportunities to ensure we can lead you straight to the heart of the local culture for a truly authentic and unique experience.



## Abercrombie & Kent offices in Saudi Arabia

Abercrombie & Kent Saudi Arabia

Tel +966 565244566 info@abercrombiekent.com.sa