

ALULA الألوة

A few favourites to take with you



.AlUla is unlike anywhere else in the Kingdom

Here, ancient history sits alongside majestic natural landscapes—from sandstone formations and carved tombs to valleys lush with palm trees. The best way to spend your days is outdoors, balancing exploration with moments of leisure and contemplation amidst the vast surroundings. Amidst the archaeological sites, horses, star-studded skies, and endless rows of palms, AlUla reveals a side of the Kingdom that feels beautifully removed from the rhythm of everyday life.



Around three and a half hours from Madinah, the drive to AlUla gradually takes you into a completely different landscape. Wide valleys, towering sandstone formations and open desert replace the city, giving you a first glimpse of what makes this part of Saudi so unique.

WHAT TO EXPERIENCE

Spend an afternoon on a local farm. Walk between the date palms and citrus trees, taking in the smell of oranges and lemons mixed with the warm scent of the soil. Feel the sun on your skin and enjoy the cooler air beneath the palms.

Sit down for the local welcome: sticky dates dipped in ghee, paired with Arabic coffee – a simple AlUla tradition worth trying. And if you're lucky, you might even spot one of AlUla's beautiful white camels passing by.

WHAT TO SEE

Hegra

If you can, book the private Land Rover experience. Having more time with the guide means you can go beyond the history and hear the stories that bring the place to life – the people who lived here, travelled through it and left their mark behind. Standing in front of monuments that have been here for thousands of years is one of those moments that makes you put your phone down and simply take it all in.

WHAT TO LINGER OVER

One of the most memorable afternoons we spent in AlUla was on a local farm, picking fresh produce before cooking with the women who lived there. Mama Areej, with henna-covered hands and golden bracelets around her wrists, had a way of cooking that needed no measuring spoons. She explained the herbs, added ingredients by eye, and somehow knew exactly when everything was right.

Together, we made Khafeesh Al-Dubba, a local cauliflower dish served with tahini on the side. It was simple, generous and full of flavour – a reminder that sometimes the best recipes are learned not from a book, but by standing beside someone who has been cooking them with love for years.



WHAT TO ASK

The Old Town

AlUla's Old Town offers a different side of the region's story. Wander through its narrow lanes and mud-brick buildings, where families, traders and pilgrims once passed through on their journeys. Take your time exploring the small details, the old doorways, winding streets and traces of everyday life that make this part of AlUla feel less like a monument and more like a place where people once truly lived.

Don't forget to stop by the Date Museum while exploring AlUla's Old Town. Saudi Arabia is home to an incredible variety of dates, each with its own flavour, texture and story. It's a great place to learn a little more before picking up a few to take home.



WHAT TO SEE

Maraya

Maraya is one of those places that makes you stop and look twice. Set among AlUla's dramatic sandstone landscape, its mirrored exterior reflects the mountains and desert around it, making the building almost disappear into its surroundings. Make sure to walk around it and see how the view changes from every angle, and of course, take a few photos.

