



NEIGHBORS

AIUla FLIES ... FIRST CLASS

MUSEUM IN THE SKY

Hegra after dark

The world's first "Museum in the Sky" is a joint collaboration between AIUla and SAUDIA Airlines, to highlight the significance of AIUla as a living museum, with only a small fraction of archaeological sites identified currently being investigated.

The flight will take off from Riyadh to AIUla on the 4th of November 2021. Onboard the flying museum, a replica collection of artefacts discovered in AIUla during excavations by archaeologists reveal some of the mysteries of AIUla's ancient civilizations.

SAUDIA is also using the opportunity to launch their new In-Flight Entertainment System (IFE), Discover Saudi Arabia, on which passengers will be encouraged to watch the Discovery Channel documentary movie — Architects of Ancient Arabia

— a 2021 release full-length documentary movie produced by PowderHouse revealing that some of human civilization's first building blocks were set in place in AIUla.

An introduction to the documentary will be provided by Archaeologist, Dr. Rebecca Foote, the Director of Archaeology and Cultural Heritage Research at The Royal Commission for AIUla (RCU). As well as introducing the documentary that she appears in, Rebecca will offer an explanation about the artefact museum pieces and passengers will have an opportunity to ask questions.

Dr. Rebecca Foote said: "There is an extraordinary volume of work ongoing in AIUla by both local and international archaeological teams, and yet we are only just beginning to understand the complexity of AIUla's past. AIUla is a true hidden gem in

the Arabian Peninsula, and we are slowly revealing its secrets. I am looking forward to sharing more about our work to the passengers onboard SAUDIA's Museum in the Sky."

Kerrie McEvoy, Channel Director, Discovery Channel, Europe, Middle East & Africa said: "We are delighted that Architects of Ancient Arabia will be displayed onboard SAUDIA IFE system, we aim to serve our passionate audience of superfans around the world with content that inspires, informs and entertains. This was a special project for Discovery, and AIUla is a special place with untouched desert and some of the most stunningly well-preserved evidence of ancient civilizations. We hope that all SAUDIA passengers will enjoy the movie during their flight times."

Said Phillip Jones, Chief Destination Management and Mar-

keting Officer at RCU: "Museum in the Sky is providing a true connection back to AIUla as a living museum and the significance of the archaeological work we do in AIUla, which we believe is the biggest archaeological program in the world right now. We are honored to work with SAUDIA and to welcome these passengers and all those who are planning visits over the next few months to discover more of AIUla's living history."

From SAUDIA Group, Khaled Tash, Vice President of Corporate Communication said: "As the national flag carrier and Wings of Vision 2030, it is a privilege to showcase heritage sites and hidden gems of the Kingdom. We have created a dedicated channel in our In-Flight Entertainment System to do just that and to display this beautifully produced documentary by the Discovery Channel.

Broadening our partnership with the Royal Commission for AIUla, we are creating a 'Museum in the Sky' experience to AIUla that brings its rich heritage to life on board SAUDIA. We are eager to promote AIUla globally as an unmissable tourist destination and bring the world to AIUla."

AIUla is offering a wide range of all-year-round and seasonal activities to welcome both domestic and international visitors over the coming months.

Guests on the Museum in the Sky will have the opportunity to book some of the first tickets to the new Hegra After Dark experience. This new progressive evening event in the World Heritage Site welcomes guests to enjoy the silence and have a taste of AIUla with light refreshments served in a candlelit setting, enjoy the popular living immersion theatre performance, Queen

Shuqailath, and end with a stargazing experience surrounded by the stunning Nabataean works of art.

Under the banner of AIUla Moments, musical events kicked off end of last month, with famous musical artist Hiba Tawaji, who performed a live event to her fans on October 29th at Maraya — the first concert at the venue since March 2020.

A new program of four distinct festivals commences from 21st of December 2021 including the 3rd Winter at Tantora, AIUla Skies, AIUla Arts, and AIUla Wellness Festival.

In addition, visitors will enjoy a wide variety of new culinary experiences such as Maraya Social by Chef Jason Atherton, the return of Annabel's.

Equestrian events will include the eagerly awaited new haute couture horse fashion event, the return of the competitive Custodian of the Two Holy Mosques Endurance Race and AIUla Desert Polo.

Guests from all over the world can book special rate packages in AIUla that include flights, accommodations, and activities through www.saudiolidays.com

About AIUla:

Located 1,100 km from Riyadh, in North-West Saudi Arabia, AIUla is a place of extraordinary natural and human heritage. The vast area, covering 22,561km², includes a lush oasis valley, towering sandstone mountains and ancient cultural heritage sites dating back thousands of years to when the Lihyan and Nabataean kingdoms reigned.

The most well-known and recognised site in AIUla is Hegra, Saudi Arabia's first UNESCO World Heritage Site. A 52-hectare ancient city, Hegra was the principal southern city of the Nabataean Kingdom and is comprised of 111 well-preserved tombs, many with elaborate facades cut out of the sandstone outcrops surrounding the walled urban settlement.

Current research also suggests Hegra was the most southern outpost of the Roman Empire after the Roman's conquered the Nabataeans in 106 CE.

In addition to Hegra, AIUla is also home to ancient Dadan, the capital of the Dadan and Lihyan Kingdoms and considered to be one of the most developed 1st millennium BCE cities of the Arabian Peninsula. And Jabal Ikmah, an open air library of hundreds of inscriptions and writings in many different languages. Also AIUla Old Town, a labyrinth of more than 900 mudbrick homes developed from at least the 12th century, and Hijaz Railway and Hegra Fort, key sites in the story and conquests of Lawrence of Arabia.

About Saudi Arabian Airlines (SAUDIA):

Saudi Arabian Airlines (SAUDIA) is the national flag carrier of the Kingdom of Saudi Arabia. Established in 1945, the company is one of the Middle East's largest airlines.

SAUDIA is a member of the International Air Transport Association (IATA) and the Arab Air Carriers Organization (AACO). It has been one of the 19 member airlines of the SkyTeam alliance since 2012.

SAUDIA has received many prestigious industry awards and recognitions. Most recently, it was ranked a Global Five-Star Major Airline by the Airline Passenger Experience Association (APEX) and the carrier was awarded the Diamond status by APEX Health Safety powered by SimpliFlying.

editor's choice

