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## PRESS RELEASE

### ELEGANT RESORTS PARTNERS WITH ALULA IN SAUDI ARABIA

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Leading luxury tour operator Elegant Resorts is delighted to announce their partnership with AlUla in Saudi Arabia to deliver a multi-platform marketing campaign, targeting all segments of the operator's affluent database including key travel agent partners. The "Mesmerising Moments in Time" campaign is designed to raise awareness of the destination and showcase its diverse offering.

Throughout the campaign, Elegant Resorts is planning to entice clients and agents to book holidays to AlUla by focussing on four specific themes:

- **Historical Heritage** – Including UNESCO heritage sites and AlUla Old Town
- **Culture and Events** – Promoting arts, cultural festivals and event programmes
- **Adventure & Experiences** – Showcasing a diverse range of experiences from hikes and tours to more adventurous activities
- **Authentic Arabian Hospitality** – Meeting with locals and staying in luxury accommodation to experience the warm Saudi welcome



The campaign will also shine a spotlight on three itineraries created to showcase Saudi Arabia and AlUla, including a four-night fully immersive AlUla tour, a twin centre trip with 3 nights in AlUla and 7 nights in Dubai and an 8-night multi centre itinerary including Riyadh, AlUla and Dubai. These packages can be booked through the trade.

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MASTERS IN LUXURY TRAVEL SINCE 1988

The UK Travel Trade will be encouraged to book holidays to AlUla and Saudi Arabia for their clients and are invited to attend Agent Webinar Sessions, to enhance their knowledge. The campaign will also include the creation of dedicated destination pages and blogs on the Elegant Resorts website, staff training, digital content creation, features in Elegant Traveller Magazine and a PPC campaign.

Elegant Resorts' Managing Director Lisa Fitzell commented: "We are thrilled to be partnering with AlUla. It is a destination that has so much to offer to the affluent traveller in the UK with its incredible history, vibrant culture and numerous events and vast choice of experiences. Our itineraries give our clients the opportunity to travel stress free and make the most what AlUla has to offer. We hope that we can entice them to visit this magical destination."

**-Ends –**

**For further press information on Elegant Resorts please contact Charlotte Wilmots at Charlotte's Web PR – [charlotte@charlotteswebpr.co.uk](mailto:charlotte@charlotteswebpr.co.uk) or call 07867785091**