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## PRESS RELEASE

### ELEGANT RESORTS PARTNERS WITH SAUDI TOURISM AUTHORITY

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Leading luxury tour operator Elegant Resorts is delighted to announce their partnership with the Saudi Tourism Authority to deliver a multi-platform marketing campaign, targeting all segments of the operator's affluent database, including key travel agent partners. The campaign is designed to raise awareness of the destination, from its authentic Arabic culture to its buzzing cosmopolitan cities and the beautiful Red Sea coast.

Throughout the campaign, Elegant Resorts aims to entice clients and agents to book holidays to Saudi and its key emerging destinations including spectacular AlUla where 200,000 years of human legacy sits alongside 7000 years of human civilisation and the Red Sea, the brand new regenerative beach destination with its variety of luxury accommodation options including Six Senses Southern Dunes, the upcoming Ritz Carlton Reserve and St Regis hotels, the new airport and air connections as well as the range of cultural, outdoor, and wellness experiences on offer.

The campaign will run from early December 2023.

Elegant Resorts' Managing Director Lisa Fitzell commented: "We are thrilled to be partnering with The Saudi Tourism Authority. Saudi as a destination has so much to offer to the affluent traveller, it has the perfect blend of culture, heritage, authenticity, landscapes and adventures that our clients are looking for. Discovering new destinations is so exciting and we love that sustainability is at the core of everything. Saudi is a very exciting place to visit with beautiful landscapes, fascinating culture and stunning coastline, combined with a state-of-the-art infrastructure to welcome holidaymakers. How thrilling to be able to explore a brand-new destination in this day and age!"

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**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**