

شتاء طنطورية
Winter at Tantora

المدينة الملكية لمحافظة العلا
Royal Commission for Al-Ula



Weekend Experience Overview

Winter at Tantora



Winter at Tantora Experiences Overview

الهيئة الملكية لمحافظة العلا
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Winter at Tantora Overview

Winter at Tantora

Winter at Tantora is a celebration of local and international culture that connects East and West, bringing to life the natural wonder of Al-Ula

Through a series of themed weekends that highlight numerous excursions and experiences, alongside notable musical performances, guests of Winter at Tantora will rediscover wonder, seeing the traditions of Tantora come to life.

Winter at Tantora will act as a 'sneak peek' for what to expect at Al-Ula. It will engage with opinion leaders and affluent travelers.

It will give us an opportunity to 'pilot' and 'test' the offering, to receive feedback and ensure that Al-Ula is the best it can be when we open to the world.



The Inspiration

The meaning of Tantora

Tantora is a sundial located in Al-Ula's old town. It has been used by the local population for hundreds of years as both a mode of telling time and a marker for the changing of the seasons.

Tantora has, over time, become the focal point of an annual festival marking the start of the winter season. The daylight striking through the sundial and hitting a stone, marks the first day of winter. The local population celebrates this beginning as the return of agricultural activity in the region.

But what is most wonderful about the celebration of seasons and the Winter Solstice, is that it is recognized all over the world

Tantora is global, and unifying



The Message of Winter at Tantora

A celebration of Life & Light

Authentic, Inspired...And Truly Unforgettable

From showcases of ancient cultural traditions and heritage tours to souk shopping and star-gazing, guests will be excited, inspired, and surprised, by how much Al-Ula has to offer.

This is a truly magical destination unlike anywhere else in the world. We are choosing a select few who can see it in the early stages of its reawakening. As special guests to the region, they'll have exclusive access through private tours to breath-taking sites of Al-Ula that are currently closed to the public, like Mada'in Salah and Dedan.

The message? Come visit, leave the world behind, and help carve a path for others to follow.





Winter at Tantora Weekend Experience Overviews

Week 1

A Celebration of Light & Life

20-22 December 2018

The Wonder of Winter is a seven-day celebration inspired by Al-Ula's tradition of marking the beginning of the harvest season. A feast for the senses, visitors can experience the authentic essence of Al-Ula – from shopping in a traditional souk, encountering art and performance theatre, through to enjoying local delicacies.

Mohamed Abdo, The Voice of Arabia

In the midst of our Winter Solstice celebrations, be transported to another world by critically acclaimed Saudi Arabian singer Mohammed Abdo.

Known as the Artist of Arabia, Abdo sings songs with over a thousand years of heritage that still strike a chord in the hearts of people around the world today.



Week 2

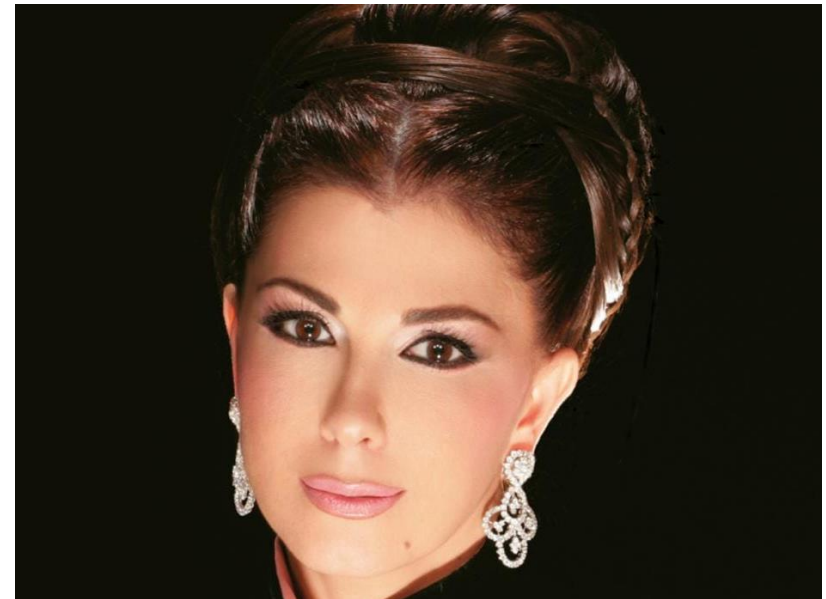
Immerse Yourself in Another World

27-29 December 2018

During your stay, the main event will be an Authentic Weekend. Engage your five senses and experience the authentic essence of Al-Ula. Explore the traditional souk, watch with wonder as local handicrafts are created. Enjoy traditional cuisine and discover a range of art installations and the natural wonders that lie beyond it.

Majida El Roumi, Poetry & Peace

Known for her beautiful singing voice, the Lebanese soprano's multi-award winning repertoire brings the written word to life with her lyrical, poetic performances.



Week 3

Vitality and Virtuosity

03-05 January 2019

During your stay, the main event will be an Authentic Weekend. Engage your five senses and experience the true essence of Al-Ula. Explore the traditional souk, watch as local handicrafts are created. Enjoy traditional cuisine and discover a range of art installations and the natural wonders that lie beyond it

Renaud Capuçon, Strings of Life

From the age of 4, Renaud Capuçon has dazzled audiences with his virtuoso talents on the violin. Today, he is regarded as one of the world's premier soloists and the chance to see him in concert is a rare opportunity to witness a true musical maestro at work.



Week 4

Jewel of Arabia

10-12 January 2019

During your stay, the main event will be an Authentic Weekend. Engage your five senses and experience the authentic essence of Al-Ula. Explore the traditional souk, watch with wonder as local handicrafts are created. Enjoy traditional cuisine and discover a range of art installations and the natural wonders that lie beyond it

Omar Khairat, Mountains & Valleys in Music

To see Omar Khairat in concert is a truly unforgettable experience. The gem of Arabia, this multi-award-winning composer and conductor has enriched the world with symphonies and provided the soundtracks for over fifty movies.



Week 5

A Monumental Talent

17 January – 19 January 2019

During your stay, the main event will be an Authentic Weekend. Engage your five senses and experience the authentic essence of Al-Ula. Explore the traditional souk, watch with wonder as local handicrafts are created. Enjoy traditional cuisine and discover a range of art installations and the natural wonders that lie beyond it.

Lang Lang, A Modern Classical Legend

Very few artists can claim to have the same profound impact on the world of music as Lang Lang has had.

As a pianist, educator and philanthropist, as well as an influential ambassador for the arts, Lang Lang has fully embraced new technology and innovation, leading the way in bringing classical music into the 21st century.



Week 6

Diva of Arabia

24-26 January 2019

During your stay, the main event will be an Authentic Weekend. Engage your five senses and experience the authentic essence of Al-Ula. Explore the traditional souk, watch with wonder as local handicrafts are created. Enjoy traditional cuisine and discover a range of art installations and the natural wonders that lie beyond it

Oum Kalthoum, Star of the Orient

Oum Kalthoum is considered a national icon in her native Egypt and has been dubbed as “The voice of Egypt” and “Egypt's fourth pyramid”. She remains the most revered legendary singer in Egypt and the Arabic-speaking world, and in a revolutionary show, her likeness will be cast in hologram on the striking background of the Al-Ula formations.



Week 7

The Al Khamsa Legacy

31 January – 2 February 2019

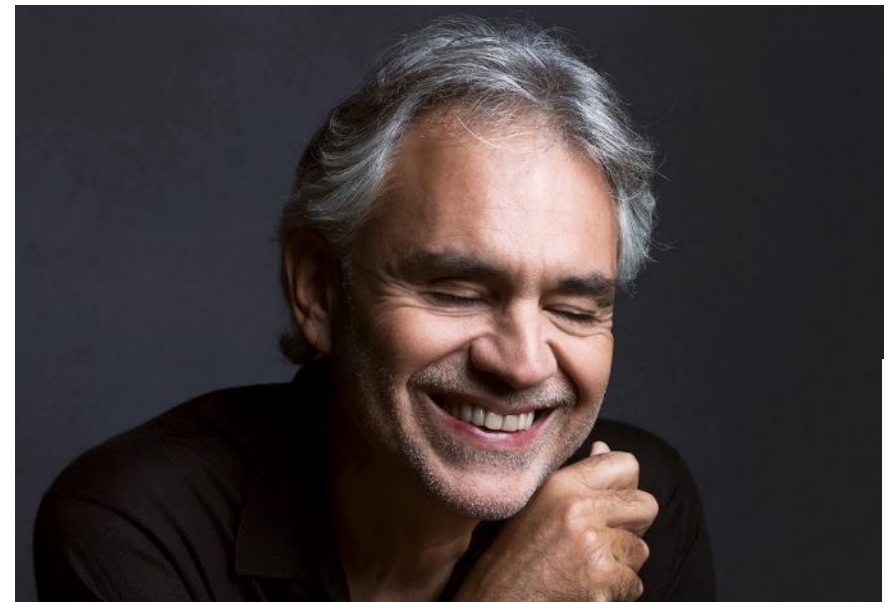
Fursan is a celebration of the Arabian horses that were such a crucial element to the Bedouin lifestyle. Bringing together the majesty of Arabian horses, with the stunning natural setting, Fursan is a must-attend event.

The Al-Ula Balloon Fiesta promises to be a magical sight to behold. Watch the skies above the valley fill with floating colour, or take to the skies yourself to see the wonders of Al-Ula from a new height. Other activities include picnics and camel rides, or, if you're a thrill seeker, go off-roading across the desert.

Andrea Bocelli, Majesty in Song

As one of the most famous operatic vocalists of all time, Andrea Bocelli is both an inspiration to millions and a legend in his own lifetime.

Described as having the most beautiful voice in the world, the chance to see him in concert in this unique setting will be an absolutely unforgettable experience.



Week 8

Wonder Awakened

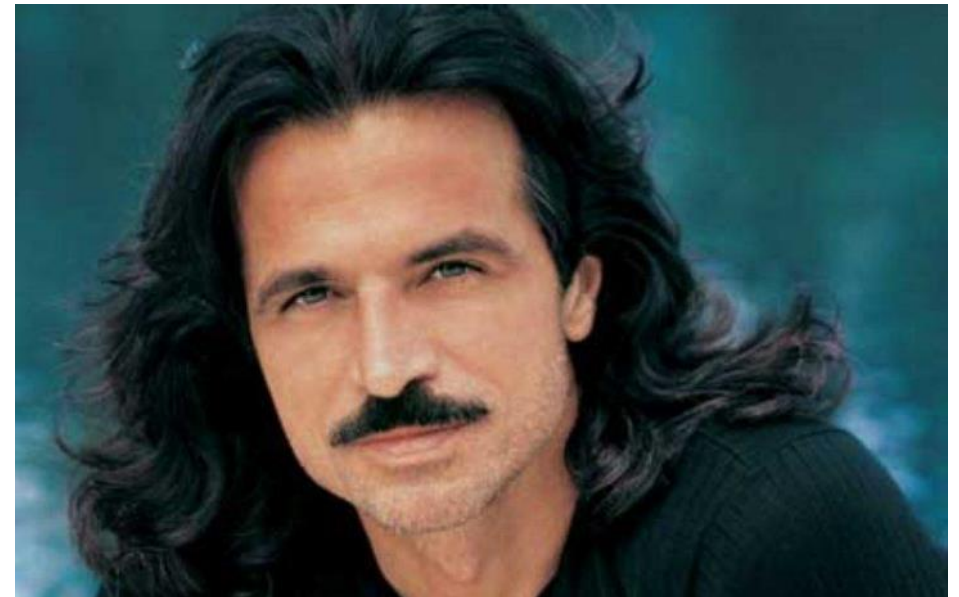
8-10 February 2019

The Al-Ula Balloon Fiesta promises to be a magical sight to behold. Watch the skies above the valley fill with floating colour, or take to the skies yourself to see the wonders of Al-Ula from a new height. Other activities include picnics and camel rides, or, if you're a thrill seeker, go off-roading across the desert.

Yanni, A New World Wonder

No one puts on a show quite like Yanni. Experience a dazzling concert under the stars with the high energy musical brilliance of this living legend.

A truly global artist, Yanni has performed for over 5 million people during his career, as well as accumulating more than 40 platinum and gold best-selling albums. Prepare for an unforgettable night.





The Winter at Tantora Guest Journey

Beginning The Guest Journey

Upon their arrival in Al-Ula, personal porters will be waiting to assist the guests in the transportation to their selected accommodations. The Guest Experience Management Team will be ready to ease the burden of travel by hand delivering luggage to our guests' final destination, providing them with authentic Saudi refreshments as they step off their planes, and transporting them in style to their respective accommodations.

Each of the one-of-a-kind accommodation options will serve to enhance the experience of every guest in attendance, providing them with another lens to more fully experience Al-Ula, and an opportunity to relax and recharge throughout their stay. Diamond guests will have the pleasure of exploring the luxurious Winter Camp or Shadin hotel, Platinum attendees will have the chance to experience the premium Shadin or Sahari hotels, and Gold prestige guests will have the unique opportunity to stay either at the Sahari hotel or experiencing a cruise ship on the famed Red Sea.

Each accommodation will have in-room gifts that contain information about Winter at Tantora and Al-Ula, which will enable the guests to better understand the significance of Al-Ula throughout history, and prepare them for the weekend of adventure that lays ahead.

Al-Ula Guest Experiences

Three full days of activities will allow attendees of Winter at Tantora to experience a range of once-in-a-lifetime activities, ranging from authentic Saudi markets to archaeological marvels and intimate artist encounters. Guests will have the chance to visit world-renowned heritage sites, including the Madain Salih, Dadan Kingdom, and so many more.

With festival highlights including a seven-day celebration of harvest, weekly activities and events, and unique opportunities to experience one of the world's greatest heritage treasures as it's opened to the world for the first time, the Winter at Tantora festival is not to be missed. Tantora has, over time, become the focal point of an annual festival marking the start of the winter season. It has become a local tradition of increasing popularity over the years, showcasing the ancient human tradition of creation, development and inevitable progress. It is with these values in mind that RCU has created a once-in-a-lifetime experience true to the spirit of Al Ula.

The 2019 Fursan Festival brings together the majesty of Arabian horses, with the stunning natural setting - wonder at the Endurance Horse Race, Marathon Horse race and a Tent Pegging competition, you can also learn more about these stunning creatures and how these Arabian horses are trained through our equine education programs.

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Example Excursion Schedule

Day One

15:30: Arrive in Al-Ula, depart for Hotel

18:00: Depart Hotel for Tantora

22:00: Depart Tantora for Hotel

Day Two

10:00: Depart Hotel for Madakheel

15:00: Depart Madakheel for Dadan Kingdom

16:30: Depart Dadan Kingdom for Hotel

18:30: Depart Hotel for Concert Venue

23:00: Depart Concert Venue for Hotel

Day Three

10:00: Depart Hotel for Madain Salih

13:30: Madain Salih for Shelal

16:30: Depart Shelal to Old Town

18:00 Depart Old Town to Hotel

19:20: Depart Hotel for Airport



Example Excursion Narrative

Guests arriving in the afternoon from Riyadh or Jeddah will be treated to Winter at Tantora's signature Festival experience on their first evening in Al-Ula by visiting the Festival's namesake. At Tantora, a sundial which for centuries has displayed the winter solstice, and helped distributed scarce agricultural resources amongst the population.

On Day Two, guests begin their day with a walkthrough at Madakheel, one of the region's most majestic rock formations. In the morning, sunlight climbs between the formations for a stunning take on natural art and beauty.

From there, guests will either have an exclusive tour of the renowned Dadan Kingdom, where guests will view some of the world's most ancient remains from centuries past. These tombs are covered with inscriptions, and pepper the mountainside.

Guests will return to their hotels to refresh ahead of the weekend's crown jewel, the evening concert. After meeting at the concert venue, all will enjoy dinner and relax underneath the stars. The guests will enjoy the weekend's headlining performance tucked away amongst the natural amphitheater and ambience of the rock formations which make up the Al-Ula skyline. As the concert comes to a close, the guests will head back to recharge for their final day.

To round out the Al-Ula experience, a visit to the majestic and exclusive heritage site Madain Salih will bring guests to one of the region's most famous landmarks. Guests will walk among sites like Diwan, a massive smoothed enclave where tribal leaders met to congregate. The group will head next to Shelal, a local citrus farm that will highlight the natural resources in Al-Ula. Before departing Al-Ula, guests will have a chance to wander among the Old Town and experience Al-Ula for what it is truly known for – its incredible community and its people.



Guest Package Breakdown

Packages have been created at three different levels



Experience Packages

Choose from three exclusive travel packages to make arranging your visit to Winter at Tanora easy and worry-free.

In addition to helping coordinate accommodations and other logistics, our travel team will assist with the visa process to ensure you have all necessary documents to visit Al-Ula.

Registration Events Experience

Diamond Package

- Business class flight from Riyadh or Jeddah to Al-Ula
- Luxury accommodation in a purpose built 'camp' that includes hotel suites and Bedouin style tents
- Luxury car service in Al-Ula
- Excursion around Al-Ula cultural heritage sites and authentic experiences
- VIP ticket to concert
- Visa support

\$6,000

Platinum Package

- Business class flight from Riyadh or Jeddah to Al-Ula
- Accommodation at a local luxury resort
- Car service in Al-Ula
- Excursion around Al-Ula cultural heritage sites and authentic experiences
- Ticket to concert
- Visa support

\$4,000

Gold Package

- Economy class flight from Riyadh or Jeddah to Al-Ula
- Accommodation in a traditional camp that provides guests amazing stargazing opportunities in a more rustic setting.
- Car service in Al-Ula
- Excursion around Al-Ula cultural heritage sites and authentic experiences
- Ticket to concert

\$2,000

Winter at Tantora Guest Packages

	Tier		
	Diamond	Platinum	Gold
Accomodation	Winter Camp, Shadin	Shadin, Sahari	Sahari
Excursions	Luxury Experience	Premier Experience	Standard Experience
Concerts	Diamond Section	Platinum Section	Gold Section
Visa	Standard	Standard	Standard
Transportation	Luxury (Lexus 4 x 4, model 2018 or later)	Premium (Nissan or Toyota 4 x 4, model 2018 or later)	Standard (Luxury charter bus, model 2018 or later)
Total (SAR)	SAR 22,100	SAR 13,700	SAR 7,600
Total (USD)	\$ 6,000	\$4,000	\$2,500

A large, ancient rock-cut building, possibly a tomb or temple, is carved into a massive sandstone cliff. The structure features a series of rectangular niches and a small, arched entrance at the base. The building is set against a clear blue sky, and the surrounding landscape is a dry, rocky desert with other smaller rock formations visible in the distance.

Thank you

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