

ROSEWOOD

ROSEWOOD AMAALA INTERIM FACT SHEET (WORKING DRAFT)

1. Overview

Set within the natural landscape of AMAALA along Saudi Arabia's northwestern Red Sea coast, Rosewood AMAALA is envisioned to set a new benchmark for refined luxury hospitality in the Kingdom. Rooted in *a sense of place* philosophy of Rosewood, the resort is conceived as a sanctuary of restorative well-being, cultural expression, and refined coastal living - where nature, design, and meaningful experiences exist in harmony.

Designed for discerning global travelers seeking depth, privacy, and personal transformation, Rosewood AMAALA blends contemporary Arabian elegance with restorative principles, offering a deeply personal and emotionally resonant resort experience.

2. Key Facts & Facilities

Location: AMAALA, Triple Bay, Kingdom of Saudi Arabia.

Resort Footprint: Approximately 40 hectares of low-density coastal landscape.

Total Keys: 110 guest rooms, suites, and villas, complemented by 25 branded residences.

Accommodation Style: Low-rise, villa-residential resort arranged in intimate clusters.

Dining: 9 food and beverage venues.

Wellness/Spa: Asaya - an integrated well-being sanctuary featuring a full-service spa with wet areas and saunas, two gyms (one female-only and one mixed) equipped with Technogym ARTIS equipment, two movement pavilions, eight treatment pods, relaxation spaces, and Asaya Lounge. Additionally available Social House - a dedicated private day spa available for exclusive hire.

Kids Club: Rosewood Explorers – a dedicated kids club offering age-appropriate experiences designed around creativity, discovery, and connection to nature. The resort also features a dedicated shaded children's swimming pool located in close proximity to family-oriented areas.

Pools: All accommodations include private, temperature-controlled swimming pools, complemented by multiple shared resort pools, including two natural seawater rock pools.

Opening Date: To be confirmed.

3. Accommodation Overview

Rosewood AMAALA unfolds as a villa-residential landscape, with low-rise accommodations arranged in intimate clusters that sit gently within the terrain. Designed to feel expansive yet discreet, the resort offers a sense of space, privacy, and calm that allows guests to experience the destination at an unhurried, human scale.

Total Keys: 110

Size Range: 60 sqm to 390 sqm

ACCOMMODATION CATEGORIES:

Sea View Private Pool Pavilion

Sea View Private Pool Suite

Sea Front Private Pool Pavilion

Sea Front Private Pool Suite

One Bedroom Private Pool Asaya Lodge

One Bedroom Private Pool Asaya Sakina

Sea View One Bedroom Private Pool Villa

Sea Front One Bedroom Private Pool Villa

Sea View Two Bedroom Private Pool Villa

ROSEWOOD

Sea Front Two Bedroom Private Pool Villa
Royal Three Bedroom Private Pool Villa
Family Two Bedroom Private Pool Villa
Family Three Bedroom Private Pool Villa
Royal Four Bedroom Private Pool Villa

All accommodations emphasize indoor–outdoor living, privacy, and seamless connection to nature. Pavilion, Suite, and Villa categories enjoy open views over the Red Sea and feature generous terraces, private swimming pools, and thoughtfully integrated living spaces.

Select categories include fire pits, barbecue facilities, skylights, and fully equipped kitchens. Wellness-focused accommodations, including Asaya Lodge and Asaya Sakina, feature private treatment spaces and are complemented by dedicated, personalized well-being journeys.

4. Dining & Culinary Experiences

Dining at Rosewood AMAALA is approached as a form of cultural expression and sensory storytelling, guided by seasonality, provenance, and a strong sense of place. Across nine distinct venues, the culinary offering spans progressive Middle Eastern cuisine, Mediterranean and wellness-led dining, modern grill concepts, shoreline experiences, and refined lounges.

Saha - Progressive Middle Eastern Cuisine

Saha offers a refined expression of Middle Eastern cuisine, where warmth, generosity, and regional heritage are interpreted through contemporary technique and shared moments of gathering.

Olea Zahra - Mediterranean Kitchen

Olea Zahra offers a relaxed yet refined Mediterranean dining experience, inspired by coastal traditions and seasonal ingredients, where freshness, simplicity, and shared moments take center stage.

The Grill House - Modern Grill

The Grill House presents a contemporary interpretation of the classic grill, focused on premium cuts, live-fire techniques, and an atmosphere that feels confident, social, and timeless.

The Grill House Rooftop (name to be announced)

Set above the coastline, the rooftop lounge offers an elevated setting for evening gatherings, where crafted drinks, light bites, and open views create a relaxed sense of occasion.

Puro Cove Club - Shoreline Dining

Puro Cove Club is a relaxed shoreline destination, blending laid-back coastal dining with an effortless rhythm shaped by sea, sun, and shared leisure.

Wadi Library - Arrival & Departure Lounge

Wadi Library is a refined gathering space designed for moments of pause, conversation, and cultural exchange, offering light refreshments alongside curated talks, sessions, and experiences that reflect the intellectual and creative spirit of the destination.

Pool Bar – Relaxed International (Southern Reef)

The Pool Bar offers relaxed, all-day refreshment with an international sensibility, set within the calmer rhythm of the Southern Reef, where softened light and open horizons invite unhurried moments of ease and reflection.

ROSEWOOD

Pool Lounge – Relaxed Mediterranean (Northern Reef)

Pool Lounge presents light Mediterranean fare in a vibrant poolside setting shaped by the energy of the Northern Reef, where fresh flavors, open space, and a natural sense of movement encourage shared moments and daytime conviviality.

Asaya Lounge – Mindful Conscious Cuisine

Asaya Lounge is a sanctuary for mindful nourishment, offering wellness-aligned cuisine and restorative beverages that support balance, clarity, and intentional living. Designed as a natural extension of the Asaya well-being journey, it provides a calm, considered setting for nourishment before or after treatments, between sessions, or as a quiet pause within the day.

5. Wellness – Asaya at Rosewood

Asaya at Rosewood AMAALA is the emotional and experiential heart of the resort. More than a spa, it is a sanctuary for intentional living, shaping the guest journey through restorative experiences that support physical vitality, emotional balance, and inner clarity.

Well-being journeys are personalized and may be restorative, preventative, or immersive in nature, allowing guests to engage deeply or lightly at their own pace. Asaya extends beyond its dedicated spaces, influencing movement, nourishment, rituals, and daily rhythms across the entire resort.

6. Guest Experience Pillars

- Restorative luxury as a way of living
- A deep and intuitive sense of place
- Personal journeys, thoughtfully curated
- Cultural depth and creative expression
- Residential-style privacy, relationship-driven service, and a deep connection to nature

7. Culture, Art & Sense of Place

Rosewood AMAALA is deeply rooted in the cultural, artistic, and natural heritage of the Red Sea. Architecture, interiors, and landscapes draw inspiration from Saudi maritime history, desert forms, and traditional craftsmanship, interpreted through a refined, contemporary lens.

Curated collaborations with Saudi and regional artists, alongside select international contributors, are woven throughout the resort, creating moments of discovery that feel authentic, meaningful, and quietly immersive.

8. Sustainability & Regenerative Commitments

Sustainability at Rosewood AMAALA is guided by a regenerative mindset, seeking to restore and protect the natural and cultural environments in which the resort is set. Design, operations, and guest experiences are shaped by long-term stewardship and environmental responsibility.

Through Rosewood Explorers, younger guests are invited to engage with nature, culture, and well-being through purposeful play, fostering curiosity, respect, and connection across generations.

9. Rosewood AMAALA vs Rosewood Red Sea

Rosewood AMAALA and Rosewood Red Sea offer two distinct yet complementary expressions of the Rosewood brand. Rosewood Red Sea reflects the rhythm of island living and marine discovery, while Rosewood AMAALA unfolds as a sanctuary of restorative luxury shaped by land, culture, and well-being.

ROSEWOOD

Together, the two resorts create a naturally flowing journey, allowing guests to experience the Red Sea through contrasting yet harmonious perspectives, united by the commitment to refined design, intuitive service, and emotionally resonant hospitality synonyms with Rosewood.

10. Notes

This document represents an interim overview for internal and stakeholder use only and is shared on a provisional, non-final basis. All information remains subject to final operator brand approval and may change as positioning and operational details are confirmed. Any distribution, publication, or use of this information is undertaken at the recipient's own discretion and risk, and the recipient is responsible for ensuring that all materials are updated immediately should revised information be provided by Rosewood AMAALA or Rosewood.