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### **Welcoming Travelers to Shura Island: The Beating Heart of The Red Sea**

*The island debuts with its first three luxury resorts and the Kingdom’s first championship island golf course.*

*A collage of buildings and structures

AI-generated content may be incorrect.*

*High-res images* [*here*](https://we.tl/t-yGqUIBdVKJ)

Set among coral reefs, turquoise lagoons, and soft white sands, **Shura Island** opens as the beating heart of **The Red Sea**, the place where the destination truly comes alive. As the vibrant hub of this pioneering new world of travel, the island brings together world-class hospitality, adventure, and relaxation across one extraordinary setting. Master planned by Foster + Partners, the island’s design takes inspiration from the Coral Bloom vision. Shaped to blend seamlessly with its surrounding land and sea, Shura captures the destination’s spirit of energy, culture, and connection, an island alive with beauty and purpose.

Set to welcome guests from November 2025, the island introduces its first three resorts, **The Red Sea EDITION**, **SLS The Red Sea**, and **InterContinental The Red Sea Resort**, together with the newly opened **Shura Links**, the Kingdom’s first championship island golf course. Beyond its hotels, Shura Island offers a world of experiences that celebrate the beauty and vitality of the Red Sea. At its centre, the 118-berth **Shura Marina** serves as a yachting hub for exploration, connecting guests to sailing excursions, diving adventures, and sunset cruises across the archipelago. Nearby, **The Village** unfolds as a lively retail and leisure promenade with boutique stores, luxury brands, dining outlets, and a curated mix of homegrown labels and pop-up concepts. Guests can also enjoy the Athletic Kids and Beach Club, a dedicated dive centre, elegant wedding venues, and open-air entertainment on the central lawn.

The Red Sea Experiences invite travellers to connect with nature through adventure and learning. **WAMA** offers kayaking, canoeing, stand-up paddleboarding, foiling, kite surfing, and sailing, all guided by expert instructors. **Galaxea** opens a window to the underwater world with scuba diving, PADI courses, conservation and heritage dives, and snorkelling excursions led by certified professionals. On land, **Akun** caters to every level of explorer with gravel and electric biking, trail running, hiking, climbing, and ziplines that reveal the destination’s striking landscapes from new perspectives. Each resort offers its own distinctive personality, from serene coastal living to vibrant social spaces and family-friendly retreats.

**The Red Sea EDITION** opens as Shura’s first hotel and a new expression of contemporary luxury. Set along a kilometer of private beachfront with uninterrupted views of the Red Sea and Shura Links, the resort embodies EDITION’s signature blend of energy and understated elegance. 240 rooms and suites are crafted in coral stone, natural oak, and soft sand hues that echo the island’s palette. Guests can unwind at the spa, enjoy the rhythm of *JIWA Beach Club*, or dine at *ANASA*, an Aegean-inspired restaurant led by Saudi chef Basma Elkhereiji. Guests can avail the exclusive opening offer while booking between 1st November until 23rd December including breakfast for two, late check-out, complimentary cabana access, and a SAR 375 resort credit.

**SLS The Red Sea** takes center stage at the heart of the island, where theatrical flair meets coastal beauty. Welcoming guests in December 2025, it introduces 150 rooms, suites, and villas, including fifteen signature pool villas designed for privacy and indulgence. The resort’s bold interiors and playful touches create a space alive with energy and design. Five destination restaurants reimagine global dining, from London’s celebrated *Seabird* to the Japanese-inspired *Floating World* and the beloved *Fi’lia*, known for its Italian warmth and creativity. Whether at the lively pool scene, outdoor cinema, or in the presence of Saudi artist Heba Ismail’s reinterpretation of the iconic SLS duck, every detail invites guests into a world of imagination and glamor.

A short stroll away, **InterContinental The Red Sea Resort** embodies the timeless elegance that has defined the brand for more than seventy-five years. Its 210 rooms and suites, ranging from tranquil beachfront sanctuaries to family two-bedroom retreats, balance comfort and calm. Dining spans five unique restaurants including *Darein*, which fuses Levantine and Moroccan flavors, and *Chimes*, inspired by Mediterranean coastal living. *Club InterContinental* offers exclusivity and personal service, while a spa and wellness center provide holistic experiences inspired by the sea. Guests booking their stays during the first three months of opening will enjoy daily breakfast and dinner for two, plus 50 percent savings on a second room.

At the heart of the island lies **Shura Links**, the Kingdom’s first championship island golf course and one of The Red Sea’s signature experiences. Designed by **Brian Curley**, the par-72 course stretches across dunes and shoreline, offering panoramic views that merge sport with landscape. A clubhouse welcomes players and guests alike, complete with elevated dining, a golf academy, and relaxed practice greens.

The Red Sea is now closer than ever to the rest of the world. With **Red Sea International Airport (RSI)** welcoming direct flights from **Riyadh**, **Jeddah**, **Dubai and Doha**, and one-stop connections from major European and Eastern European cities including **London**, **Paris**, **Rome, Milan**, **Berlin, Frankfurt,** **Barcelona, Madrid**, **Almaty** and **Moscow**, the destination is quickly becoming one of the most accessible escapes in the region. From RSI, **Shura Island** is just an hour’s drive across **Saudi Arabia’s longest overwater bridge**, linking travelers directly to the vibrant hub of The Red Sea. Whether traveling for relaxation, celebration, or discovery, every moment on Shura Island invites connection and possibility.

For more information visit: <https://www.visitredsea.com/en>

**About The Red Sea**

The Red Sea is a pioneering destination on Saudi Arabia’s west coast, inviting guests to experience a place of extraordinary natural beauty across more than 28,000 km² and an archipelago of 90+ pristine islands framed by desert and mountains. Open since 2023, The Red Sea welcomes guests to a growing collection of world-class resorts operated by world-renowned hotel brands and Red Sea Global. Shura Island, the heart of the destination, began welcoming guests in 2026 and is currently home to three open resorts with a total of 11 resorts planned for the island. The island is set to be fully live in 2026. Signature experiences also include high-adrenaline water and land sports to cultural and nature-based adventures, delivered by destination activity brands WAMA (over-water), Galaxea (underwater), and Akun (inland).

Red Sea International Airport (RSI) offers a seamless arrival experience, with its design inspired by the desert, oasis, and sea. Within three hours’ flying time for 250 million people and eight hours for 85% of the world, RSI currently connects via regular flights from Riyadh, Jeddah, Doha, Milan, and Dubai, with additional regional and international routes launching soon.

Developed by Red Sea Global (RSG), a multi-project developer advancing responsible, regenerative tourism while actively strengthening its environment, culture, and community, The Red Sea will comprise of 50 resorts, 8,000+ hotel keys, and 1,000+ residential properties, complemented by luxury marinas, golf courses, and leisure facilities by 2030. We limited our development to accommodate no more than 1 million visitors a year at The Red Sea and 500,000 at AMAALA to protect the delicate ecosystems, and the destination is powered by 100% renewable energy, targeting a 30% net conservation benefit by 2040.