**Take the Detour: Experience Balance and Discovery at The Red Sea**

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**High-res images** [**here**](https://www.dropbox.com/scl/fo/hspqbk2rl6g4h42kipcwe/AAyeJnCIRgHH6hR6AeT4Dbw?rlkey=rjr3o61sv4viwbc540oheyaan&st=lkdqbuut&dl=0)

As business travel across the Gulf continues to grow, specifically to Saudi Arabia, a fast emerging business hub, [The Red Sea](https://www.visitredsea.com/en) invites travellers to reimagine what it means to extend a trip with purpose. Just a short flight from Riyadh or Jeddah, the destination offers an extraordinary detour where productivity gives way to presence, and discovery unfolds across desert, mountain and sea. Surrounded by coral islands and open horizons, The Red Sea offers the perfect pause between meetings and moments of meaning.

Adventure and leisure flow together through the destination’s three experience brands. WAMA takes guests out on the water to kayak, sail or paddleboard through calm lagoons and mangrove-lined shores. Galaxea opens a window to the underwater world with guided snorkeling and diving among world’s fourth largest barrier reefs. Akun brings the landscape to life inland with mountain hikes, desert biking and stargazing under vast, unbroken skies. Each experience offers an easy transition from city’s pace of work to the calm of the coast, making The Red Sea an inspiring detour within easy reach.

Across its resorts, The Red Sea introduces a collection of stays that capture the destination’s many moods. Guests at Six Senses Southern Dunes, The Red Sea can slow down with sunset yoga among the dunes, while Nujuma, a Ritz-Carlton Reserve, curates island-to-reef adventures and astronomy sessions under clear night skies. The St. Regis Red Sea Resort brings relaxed indulgence with overwater villas and dining by the shore, Shebara creates a feeling of weightless escape, where mirrored villas seem to drift between sea and sky, and Desert Rock Resort offers the quiet calm of the mountains. Together, they create a detour that feels both effortless and unforgettable.

Red Sea International Airport (RSI) makes a weekend escape refreshingly easy. Operated by Saudia, direct flights from Riyadh and Jeddah every Thursday to Saturday make The Red Sea an effortless long-weekend detour. Travellers from the UAE can also fly direct from Dubai every Thursday and Sunday, while Qatar Airways now offers direct flights from Doha. Beond has also introduced direct services from Milan, opening the destination to European travellers seeking a warm-weather getaway. With seamless access and short flight times, The Red Sea fits naturally into regional and international travel plans.

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, will begin welcoming guests in 2025, debuting 11 exceptional resorts alongside Shura Links golf course, a marina, retail, and dining experiences. 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, 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.