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**The Red Sea, A New Frontier for Travel**

*An emerging destination where islands, desert, and sea converge through world-class experiences*



*High-res images* [*here*](https://we.tl/t-4vyafRL9Ye)

As global travel shifts away from predictability, [The Red Sea](https://www.redseaglobal.com/en/our-destinations/the-red-sea/) is emerging as one of the world’s most distinctive destinations for travelers seeking something new and exciting. Stretching along Saudi Arabia’s western coast, the destination unfolds across an archipelago of more than 90 pristine islands, alongside vast desert landscapes, volcanic mountains, and coral-rich waters, offering a rare sense of scale and discovery in an increasingly crowded travel landscape. As one of the world’s newest destinations to welcome international travelers, it presents a moment few places can offer; the chance to explore a region while it is still being revealed.

Across islands and inland terrain, exploration is shaped by contrast and depth. On the water, Shebara’s mirrored overwater and beach villas open directly onto sailing, e-surfing, and reef ecology experiences, while the Ummahat Islands, home to The St. Regis Red Sea Resort and Nujuma, a Ritz-Carlton Reserve, invite immersion through snorkeling, kayaking, marine workshops, and nights filled with stargazing ventures setting a gateway for the curious astronomer, set against white sand beaches and calm lagoons. Inland, the landscape shifts dramatically. Desert Rock is carved into ancient volcanic formations, offering guided climbs, desert navigation, including stargazing, while Six Senses Southern Dunes, The Red Sea draws inspiration from Nabataean heritage through sadu weaving, spice blending, desert wellness rituals, and nature-led culinary experiences shaped by centuries of desert wisdom.

Exploration across land and sea is unified through The Red Sea’s experience brands. WAMA delivers responsible over-water activities, Galaxea opens access to vibrant underwater ecosystems through guided diving and reef exploration, and Akun leads guests across desert trails, geological routes, and night skies once used by ancient travelers for navigation. Together, they form an ecosystem of discovery rooted in respect, education, and place.

Anchoring this emerging frontier is a collection of world-class resorts and experiences developed as part of a regenerative tourism vision that prioritizes protection over expansion. Architecture and infrastructure are designed in harmony with the landscape rather than reshape it, positioning The Red Sea as both a destination of the future and a blueprint for responsible growth.

The destination is easily reached via Red Sea International Airport, with direct flights from Riyadh, Jeddah, Dubai, Doha, and Milan, alongside one-stop connections from major cities across Europe and beyond. For travelers, The Red Sea offers not simply a new destination, but a place defined by vast landscapes and experiences shaped by land and sea.

For more information, visit: [www.visitredsea.com](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.