

Visit Saudi

The World's Most Exciting
New Destination





Saudi: Witness a Nation Transforming

There are rare moments in travel when a destination opens itself to the world and travellers get to witness something truly extraordinary – not a polished end product, but a country evolving in real time.

Saudi is in that moment now.

Driven by Vision 2030, the Kingdom is transforming faster than any destination we've seen in decades. Ancient civilisations are being carefully restored, entire regions are opening to travellers for the first time, and world-class resorts are emerging from landscapes that, until recently, were untouched.

Why Now is the Perfect Time to Go

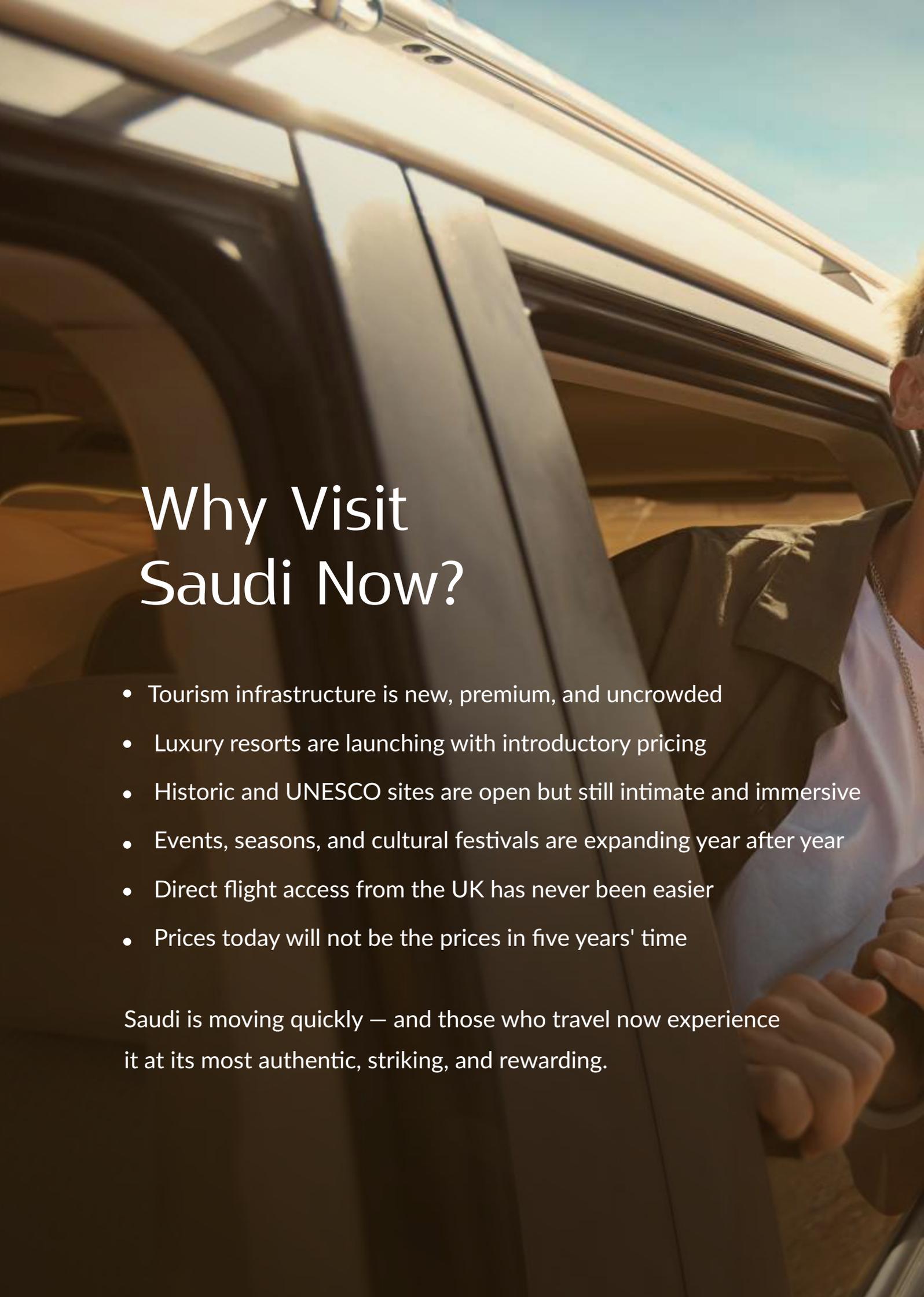
With the power of social media, global curiosity, and unprecedented investment, Saudi is changing almost month by month. For travellers, this creates a rare opportunity — to experience a destination before it fully booms, before prices rise sharply, and before availability becomes limited.

This is the Saudi you'll one day say:

“I went before everyone else did.”

At Brightsun Travel, we don't just sell Saudi — we understand it. Our Saudi specialists work closely with airlines, hotels, and on-the-ground partners, shaping itineraries as the country evolves and ensuring every journey is seamless, informed, and exceptional.



A close-up photograph of a person wearing a traditional white Saudi thobe and ghutra, looking out of an airplane window. The person's hands are visible, gripping the window frame. The background shows the interior of the airplane and a clear blue sky.

Why Visit Saudi Now?

- Tourism infrastructure is new, premium, and uncrowded
- Luxury resorts are launching with introductory pricing
- Historic and UNESCO sites are open but still intimate and immersive
- Events, seasons, and cultural festivals are expanding year after year
- Direct flight access from the UK has never been easier
- Prices today will not be the prices in five years' time

Saudi is moving quickly — and those who travel now experience it at its most authentic, striking, and rewarding.



Riyadh: Where Modern Arabia Comes to Life

Best for: first-time visitors, couples,
culture lovers, stopovers, luxury city breaks

Riyadh is bold, fast-moving, and quietly fascinating. It's where Saudi's future is being built — yet its past remains deeply woven into daily life.

Days are spent between architectural icons and historic districts; evenings unfold in world-class restaurants and stylish cafés that rival London, Dubai, and New York.



Highlights you'll love:

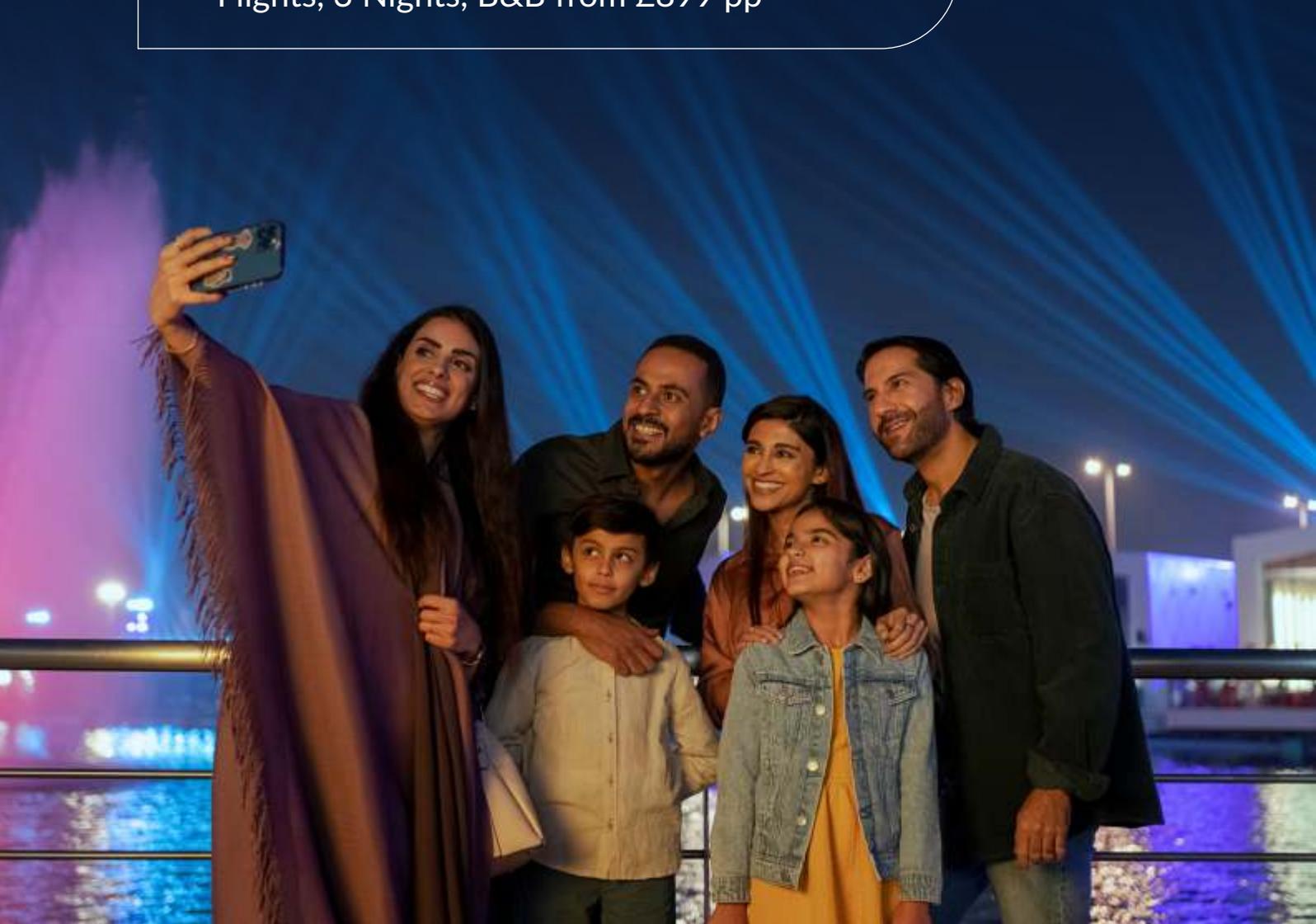
- Kingdom Centre & Sky Bridge – sweeping city views, especially at sunset
- Diriyah & At-Turaif (UNESCO) – the birthplace of the Saudi state
- Souqs & Heritage Markets – traditional crafts, oud perfumes, spices
- Dining Scene – refined international brands and local concepts
- Edge of the World – desert landscapes, hiking, 4x4s, stargazing

Why Brightsun recommends Riyadh:

It works brilliantly as a 2–3-night stopover, a luxury short break, or the perfect starting point for a wider Saudi itinerary.

Hilton Riyadh Hotel & Residences

Flights, 3 Nights, B&B from £899 pp





Jeddah: Laid-Back, Lived-In & By the Sea

Best for: families, couples, beach lovers,
culture seekers, Umrah stopovers

Jeddah feels different — more relaxed, more coastal, more lived-in. As Saudi's gateway city, it blends centuries of history with Red Sea living and a welcoming, cosmopolitan atmosphere.

Highlights you'll love:

- Al-Balad (UNESCO) — coral-stone houses and winding alleyways
- The Corniche — seafront walks, cafés, beaches, public art
- Red Sea Diving & Snorkelling — vibrant coral reefs
- Resorts & Family Hotels — relaxed stays with beach access

Why Brightsun recommends Jeddah:

Perfect for families, Umrah travellers, or anyone wanting a softer, coastal introduction to Saudi.

Rixos Murjana

Flights, 3 Nights, All Inclusive from £1099 pp





AlUla: Ancient Arabia, Reimagined

Best for: luxury travellers, couples, culture lovers, photographers, once-in-a-lifetime journeys

AlUla is Saudi's showstopper. Remote, cinematic, and deeply historic, it's where ancient civilisations meet contemporary luxury.

What you'll experience:

- Hegra (UNESCO) — Nabataean tombs carved into sandstone cliffs
 - Elephant Rock & Ashar Valley — natural icons at sunset
 - Arts & Culture — festivals and installations
 - Activities — hiking, 4x4s, stargazing, guided heritage tours
- Luxury with Purpose — sustainable, design-led resorts

Brightsun insight:

AIUla pairs beautifully with Dubai, Riyadh, or as part of a curated luxury Saudi circuit.

Shaden Resort AIUla

Flights, 5 Nights, B&B from £1199 pp





The Red Sea: Barefoot Luxury & Untouched Nature

Best for: honeymoons, couples, ultra-luxury travellers,
wellness escapes

Saudi's Red Sea coast is one of the world's most exciting new luxury destinations — pristine, low-density, and environmentally focused.

Expect:

- Snorkelling & diving in untouched reefs
- Island resorts with private beaches
- Wellness & spa experiences
- Yachting, paddle boarding & desert excursions

Brightsun insight:

AlUla pairs beautifully with Dubai, Riyadh, or as part of a curated luxury Saudi circuit.

Intercontinental The Red Sea Resort by IHG

Flights, 5 Nights, B&B from £3199 pp



Umrah Stopovers with Brightsun Travel

A Seamless Spiritual Journey — At No Extra Cost

For travellers heading to Asia, the Far East, or Africa, Saudi offers an exceptional opportunity to combine long-haul travel with an Umrah stopover — often at no additional cost on selected fares.

What Brightsun can arrange:

- Free Umrah stopovers in Jeddah (fare-dependent)
- Flights, hotels & transfers in one booking
- Haram-proximate hotels
- Visa assistance
- Optional guided religious & heritage tours





Saudi won't stay this way forever.

Prices will rise. Demand will surge. Availability will tighten.
Those who travel now experience Saudi at its most raw,
refined, and remarkable — before the rest of
the world catches up.

This is the moment. This is the destination.

And Brightsun Travel is your gateway.