

TRAVEL AND HOSPITALITY

Four Seasons announce Saudi Arabia property

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As Saudi Arabia furthers plans to become a luxury destination, Four Seasons is opening a new property just outside of the capital city. Image credit: Four Seasons

By LUXURY DAILY NEWS SERVICE

Hospitality group Four Seasons Hotels and Resorts and Diriyah Gate Development Authority (DGDA) have unveiled plans for a new luxury hotel in the historic Saudi Arabian town.

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A three-century-old site located 15 minutes from the capital city Riyadh, Diriyah is considered the birthplace of the country, the capital of the first Saudi state and is home to the UNESCO World Heritage Site, At-Turaif. With the new project, Four Seasons intends to pay homage to the extensive history of Saudi Arabia.

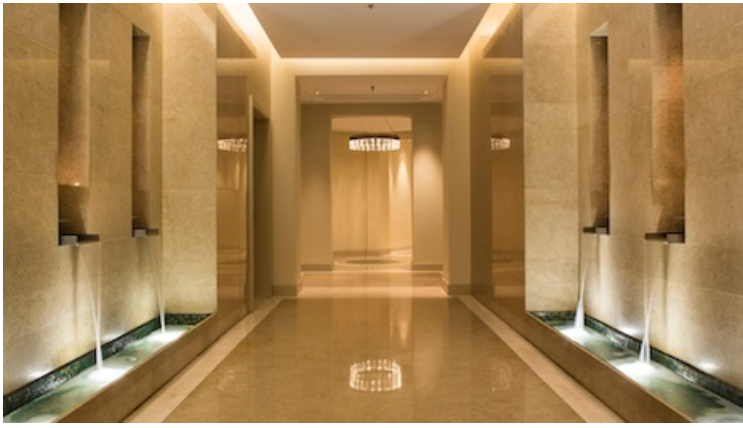
"Diriyah is an exceptional project that speaks to the tremendous growth and economic development in the region while remaining deeply rooted in the destination's historic and cultural past," said Bart Carnahan, president of global business development and portfolio management at Four Seasons Hotels and Resorts, in a statement.

"Saudi Arabia is an important growth market for Four Seasons, and we are proud to be part of Diriyah's exciting future," he said. "We look forward to partnering with DGDA to bring the Four Seasons luxury experience to life within this iconic, landmark development."

Four Seasons, Diriyah

DGDA's current development plan for Diriyah includes 13 unique districts inclusive of residences, hospitality offerings, office space, retail destinations, museums, cultural institutions and outdoor attractions.

The project is a major part of the country's [Saudi Vision 2030](#) plan.



Four Seasons already owns a luxury property in the capital city Riyadh. Image credit: Four Seasons

Four Seasons Hotel Diriyah, Saudi Arabia will include approximately 150 rooms and suites, meeting and event spaces, a wellness spa with seven treatment rooms and a fitness center, as well as two outdoor pools with private cabanas.

Located next to Diriyah's district along the Wadi Hanifah valley, the hotel will also feature four culinary spots, including a poolside restaurant and lounge.

The Diriyah development aims to become one of the Middle East's most pedestrian-friendly cities. Upon completion, it will become the world's largest cultural and heritage site.

To honor the heritage of Saudi Arabia, the plans have been designed with traditional Najdi architectural concepts.

Saudi Arabia began pursuing top luxury destination status in 2019 when it opened to tourism for the first time, expecting to welcome more than 100 million annual visitors by 2030.

By 2030, the country hopes tourism will contribute to 10 percent of its gross domestic product, up from 3 percent. It is expected to become a leading luxury travel destination, as affluent travelers develop an appetite for unique experiences ([see story](#)).

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