

TRAVEL AND HOSPITALITY

Four Seasons expands presence in Saudi Arabia with new Red Sea location

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The Four Seasons Red Sea will be set within 124 miles of the nation's Western coastline. Image credit: Four Seasons Hotels and Resorts

By LUXURY DAILY NEWS SERVICE

Hospitality group Four Seasons Hotels and Resorts continues to support Saudi Arabia's mission of becoming a global tourism destination.

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The group, in partnership with Red Sea Global, a multi-property developer funded by Saudi Arabia's Public Investment Fund (PIF), will open a new resort on Shura Island, a luxury destination located just off the nation's Western coast. This venture is part of the partner's Red Sea Project, which in turn is part of Saudi Vision 2030.

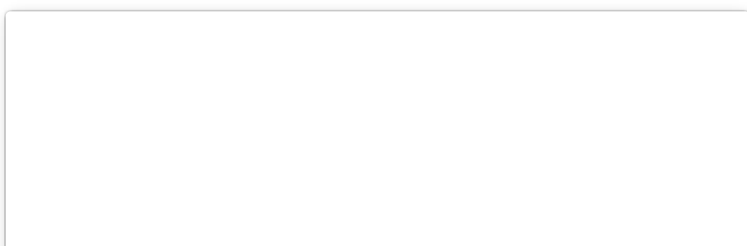
"As we continue to expand Four Seasons presence in the region, our new project in the Red Sea will be one of our first resorts in the kingdom, blending the best of beachside travel with the natural and cultural wonders of Saudi Arabia," said Bart Carnahan, president of global business development and portfolio management at **Four Seasons Hotels and Resorts**, in a statement.

Vision in red

Saudi Vision 2030 is a strategy that aims to reduce Saudi Arabia's dependence on oil by diversifying its economy with revenues from other industries, tourism included.

Under this strategy, tourism will make up 10 percent of the economy, with the country aiming to welcome 100 million yearly visitors by the year 2030.

The Red Sea Project supports this larger mission by developing ventures in its namesake location, including 16 hotels to be opened by 2024.



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A post shared by Four Seasons Hotels | Resorts (@fourseaso..

The Four Seasons Red Sea will join other brand marques in Saudi Arabia such as capital city location Riyadh Kingdom Center. The property opened its doors in 2003.

Upcoming properties include a location 15 minutes away from Kingdom Center in the city of Diriyah, a UNESCO World Heritage Site considered to be the birthplace of the country ([see story](#)), and another Red Sea establishment, Jeddah at the Corniche.

The Four Seasons Red Sea on Shura Island will contain 149 suites and rooms, each with views of the water.

Dolphin-shaped Shura Island is one of 92 in an archipelago that stretches out into the Red Sea and boasts the world's fourth-largest barrier reef system. Water activities will make up a large part of the resort's attractions, which also include three outdoor pools, separate beaches for adults and families and a spa complete with a hammam.

The new resort's design comes courtesy of British architectural firm Foster and Partners, behind such projects as the Millennium Bridge and the Wembley Stadium reconstruction in London. Additionally, the firm designed the Red Sea International Airport, also part of the 2030 project, which is expected to be completed this year.

As part of Four Seasons' commitment to sustainability and environmentally sensitive practices, as designated zones of conservation, much of the area surrounding the hotel will remain untouched.

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