

TRAVEL AND HOSPITALITY

Equinox Hotels launches luxury resort hub in Saudi Arabia

July 26, 2023



This latest resort will be part of Triple Bay, a wellness-focused development project. Image credit: Equinox

By LUXURY DAILY NEWS SERVICE

Equinox Hotels, the hospitality arm of luxury fitness club Equinox, is debuting a new location in the Middle East.

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Teaming up with regenerative developer Red Sea Global, the property is set to open sometime in 2024. The Equinox Resort Amaala will be situated along Saudi Arabia's northwestern coast, and will run on 100 percent renewable energy.

"Amaala is a destination that perfectly aligns with our mission of redefining luxury hospitality," said Christopher Norton, CEO of [Equinox Hotels](#), in a statement.

"Our highly differentiated resort offering will provide guests an unparalleled experience that only a brand like Equinox can deliver," Mr. Norton said. "We're excited to partner with an amazing developer like Red Sea Global that has similar and strong values rooted in sustainability."

Equinox gets green light

The Equinox Resort Amaala is the first hotel to join Triple Bay, a subdevelopment serving as a masterplan for the inaugural phase of an overarching real estate project.

The health-focused destination will feature a total of 29 hotels housing 3,900 rooms. According to the hotel group and its partner, 1,200 spaces embedded into luxury residential villas, apartments and estate homes will support high-end establishments spanning dining, retail and recreation.

Sitting adjacent to the Triple Bay Marina Yacht Club, boasting views of mountain vistas and glittering waters, Equinox's footprint will eventually be accompanied by seven other resorts.

[#AMAALA](#) is partnering with [@Equinox](#) to bring you the Equinox Resort AMAALA. This luxury hotel will offer sports, fitness, and lifestyle amenities, including a rooftop pool, spa, and beach club to offer unparalleled luxury at [@AMAALA](#). Read more: <https://t.co/eV8FeuEJ7i>

pic.twitter.com/O6Po7SiaTT

Red Sea Global (@RedSeaGlobal) July 25, 2023

Staying true to the brand's active philosophy, guests will not only have access to local cultural hotspots, but to sporting opportunities along the sea. Amenities will complement the outdoor adventures available, listing nutrition and movement-centric events and spaces such as a spa, a magnesium salt rooftop pool, a Beach Club, various culinary concepts and, of course, Equinox's trademark Fitness Club.

The 128-room resort also honors Amaala's sustainable luxury tourism push, meeting Triple Bay with regenerative design. The entire community will not only be 100 percent powered by renewable energy but, once fully operational, will run with a zero-carbon footprint, Equinox included.

The development slots in alongside a bevy of other luxury hospitality names that are eyeing the Middle East, many of which expanding into the region with new openings ([see story](#)).

Equinox Resort [#AMAALA](#) is the first hotel announced as part of our Marina Village, with a focus on high-performance sports, fitness, nutrition & recovery. It will comprise 128 keys, world-class culinary concepts, magnesium salt rooftop pool, and a signature Equinox Fitness Club.

pic.twitter.com/8WobnOEmDa

AMAALA | (@AMAALA) July 25, 2023

"Amaala brings the best in health and wellness together in an area of extraordinary natural beauty to offer exceptional and transformative experiences for guests," said John Pagano, group CEO of Red Sea Global, in a statement.

"Equinox's unique brand of luxury and fitness is a fantastic fit, allowing visitors to choose self-improvement during their stay, getting back to nature on land or at sea, or simply enjoying quiet moments with loved ones in comfort and privacy."

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