

AlUla

**One Place, One Million
Stories**

A Lookbook
featuring AlUla's protected
natural locations

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Introduction (Translate this page into Arabic)

Located in the north-west of Saudi Arabia, the County of AlUla is an area of untouched wilderness, outstanding natural beauty and unique cultural significance, and is home to some of the world's most breathtaking locations, rarely seen on international screens.

AlUla's vast desert landscapes, towering sandstone mountains, lush oases, and ancient heritage sites offer a cinematic backdrop unlike anywhere else on earth. From the dramatic rock formations of Sharaan Nature Reserve to the monumental tombs of Hegra—Saudi Arabia's first UNESCO World Heritage Site—this region offers an extraordinary range of visually rich settings for film and photography.

AlUla's unique geology and historical depth have inspired generations of artists and storytellers. Now, it stands ready to inspire the next wave of global creatives. The locations featured in this catalogue highlight the diverse textures and tones of AlUla—from winding canyons and volcanic plateaus to traditional mudbrick villages and verdant palm groves.

AlUla is also a region of active preservation – 80-85% of the County is protected by law. The locations in this Lookbook are arranged according to Film AlUla's Sensitivity Matrix, a system for zoning locations so that producers know what to expect when filming there. Talk to Film AlUla about your requirements and they will be able to guide you.

Whether you're envisioning a sweeping historical epic, a stylised commercial, or an intimate art project, AlUla offers the space, scale, and mystique to bring bold visions to life. This is a landscape made for storytelling—raw, cinematic, and endlessly inspiring. Welcome to AlUla.



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AlUla Railway

High Sensitivity



Arabic copy (see next slide for English)

AlUla Railway

The AlUla Railway is located in the north of the County, within the highly sensitive UNESCO World Heritage Site of Hegra.

The Ottoman Empire constructed it between 1900 and 1908 to connect Damascus to Medina and it was operational until 1920.

The remnants of the station are of significant historical importance to AlUla and are key to long-term tourism plans.

High Sensitivity



Dadan

High Sensitivity



Arabic copy (see next slide for English)

Dadan

High Sensitivity

Dadan is located in the west of the County in the AlUla Valley and is the oldest civilization in AlUla, with more than a dozen tombs.

Historically, Dadan served as the capital of the Dadanite and Lihyanite kingdoms during the 1st millennium BCE, making it a significant archaeological and cultural site for the region.

Currently the site of live archaeological excavations, a key feature of the site is the seated lion sculptures that mark the famous Lion Tombs.

Dadan is a highly sensitive heritage protection area, and a site of exceptional cultural significance due to the ongoing excavations at the site.



Gharameel Nature Reserve

High Sensitivity



Arabic copy (see next slide for English)

Gharameel Nature Reserve

High Sensitivity

The Gharameel Nature Reserve is part of a protected nature reserve in the north of AlUla County.

It is a remote desert steppe area featuring dramatic rock formations sculpted by natural erosion over millennia, as well as sand dunes, plateaus, and diverse desert flora and fauna.

Gharameel Nature Reserve is one of the first in Saudi Arabia to be designated as an International Dark Sky Park, making it a prime tourism destination for stargazing for the County; under this designation, it must be kept free from light pollution.



Hegra

High Sensitivity



Arabic copy (see next slide for English)

Hegra

High Sensitivity

Hegra is the main heritage site in AlUla and is situated in the north of the County.

It was the second-largest Nabatean Kingdom (after Petra in Jordan) and served as a major trading hub during the 1st century BCE.

It is primarily a desert landscape surrounded by sandstone mountains and rock formations.

It was designated as a UNESCO World Heritage Site in 2008, the first Saudi Arabian location to have that distinction; as a result, it is subject to strict heritage protection guidelines.

The location features more than 110 tombs carved into sandstone outcrops with intricate façades and inscriptions, including the iconic Alfreed Tomb.



Jabal Ikamah

High Sensitivity



Arabic copy (see next slide for English)

Jabal Ikmah

High Sensitivity

Jabal Ikmah is an archaeological site situated in the north-west of the County, near to Dadan, the capital of Dadanite and Lihyanite Kingdoms. It served as a key cultural and religious hub during the 1st century BCE.

It is located in a narrow canyon and is known for its extensive collection of ancient inscriptions and rock art, making it historically and culturally significant.

Often referred to as Saudi Arabia's open-air library, it sits within the Jabal Ikmah Heritage Protection Area, a site of exceptional archaeological significance.



Khaybar



High Sensitivity

Arabic copy (see next slide for English)

Khaybar

High Sensitivity

Khaybar is a unique town site created from desert volcanic activity. It is located about 200 km south of AlUla in Khaybar County.

Khaybar is listed as a location of high Sensitivity due to its historic nature; the ecology supports an abundance of native plant and animal life. The natural conditions of freshwater springs and 'wadis' create an oasis that has encouraged waves of settled and nomadic human activity.

There are also lava fields, ancient forts, palm groves and archaeological ruins.



Old Town

High Sensitivity



Arabic copy (see next slide for English)

Old Town

High Sensitivity

The Old Town is part of the AlUla Old Town Village, a well-preserved historic village in the centre of the County.

There are nearly 900 houses built from mud, a five-km stretch from north to south, as well as restored shops, town squares and a citadel.

The Old Town is part of the Cultural Oasis District, which is a sensitive development and restoration zone.



Raggasat (Dancing Rocks)

High Sensitivity

No photos from
Film AlUla

Arabic copy (see next slide for English)

Raggasat (Dancing Rocks)

High Sensitivity

These natural rock formations are sculpted by nature to appear as if they are swaying in unison.

They are located in the Raggasat Valley within the protected Sharaan Natural Reserve.



Rainbow Rock



High Sensitivity

Arabic copy (see next slide for English)

Rainbow Rock

High Sensitivity

This rock formation is so called because it appears as an arch or a rainbow with two clouds.

The location lies within the protected and highly sensitive Harrat Uwayridh Nature Reserve.



Sharaan Nature Reserve

High Sensitivity



Arabic copy (see next slide for English)

Sharaan Nature Reserve

High Sensitivity

The Sharaan Nature Reserve covers over 1,500 sq km and is located in the North of the County; it represents a typical natural landscape of the AlUla area, which is shaped by sandstone; massive erosion has formed a complex network of valleys, gorges and canyons.

This reserve is the site of ongoing efforts to restore its sensitive ecosystem, which in turn allows the preservation and protection of endangered animals such as Arabian wolves, gazelles and large-eared red foxes; there are plans to reintroduce the critically endangered Arabian Leopard in the future.



Tayma

High Sensitivity



Arabic copy (see next slide for English)

Tayma

High Sensitivity

Tayma is a historic oasis town located north-east of AlUla with a rich legacy dating back thousands of years. Tayma is highly sensitive due to its historic value.

Known for its deep archaeological significance and ancient water wells, Tayma was once a vital stop along the incense and trade routes that connected Arabia with Mesopotamia and the Levant.

The area is home to remarkable sites such as the Tayma Stone and Qasr Al-Ablaq, offering a window into the lives of ancient civilizations that thrived in the Arabian Peninsula.



Wadi Nkhalah

High Sensitivity



Arabic copy (see next slide for English)

Wadi Nkhalah

High Sensitivity

The location lies within the designated protected area of the Wadi Nkhalah Nature Reserve.

It covers approximately 2,452 sq km and is part of the broader efforts to preserve the County's natural heritage.

There are important inscriptions all along the Wadi, including a site that is acknowledged in the UNESCO "Memory of the World" list; the rock faces are of geological significance.



Elephant Rock

Medium Sensitivity



Arabic copy (see next slide for English)

Elephant Rock

Known in Arabic as Jabal AlFil, this is a natural rock formation shaped like an elephant that measures 52 m tall.

The location lies within a natural landscape that is planned to become part of the Rock Formation landscape protected area in the future.

Elephant Rock is open to visitors.



Medium Sensitivity

Fadhla Dunes

Medium Sensitivity



Arabic copy (see next slide for English)

Fadhla Dunes

Medium Sensitivity

The Fadhla Dunes are located in the south-west of AlUla.

The location is an untouched sand dune in pristine condition, which must be preserved.



Harraṭ Uwayrid

Medium Sensitivity



Arabic copy (see next slide for English)

Harrat Uwayrid

Medium Sensitivity

This location is in the Harrat Uwayridh Nature Reserve, in the north-west of the County. It is a vast volcanic plateau that is recognisable by its dramatic black basalt landscapes and sweeping desert vistas. Spanning approximately 180 km in length and 90 km in width, this ancient lava field features scoria cones, expansive lava flows, and tuff cones, offering a fascinating glimpse into the region's geological history.

The Harrat Viewpoint, situated about 30 minutes by car from AlUla's Old Town, offers panoramic views of the AlUla Oasis, Dadan, and the surrounding desert landscapes.

Beyond its geological significance, Harrat Uwayrid is also a site of ecological and archaeological importance. The Harrat Uwayrid Reserve, the largest natural reserve in the AlUla Governorate, is home to 19 species of endangered animals, 43 species of birds—including 8 species of prey—and 55 species of rare plants.



Hegra North / Shalal East

Medium Sensitivity



Arabic copy (see next slide for English)

Hegra North / Shalal East

Medium Sensitivity

The location is on the open plains near to Hegra in the north-east of AlUla.

It features “Serengeti-style” trees and barren desert areas.

Due to the open plain landscape and its proximity to Hegra, any production in this location may have a visual impact on Hegra from long distances.



Madakhil Nature Reserve

Medium Sensitivity

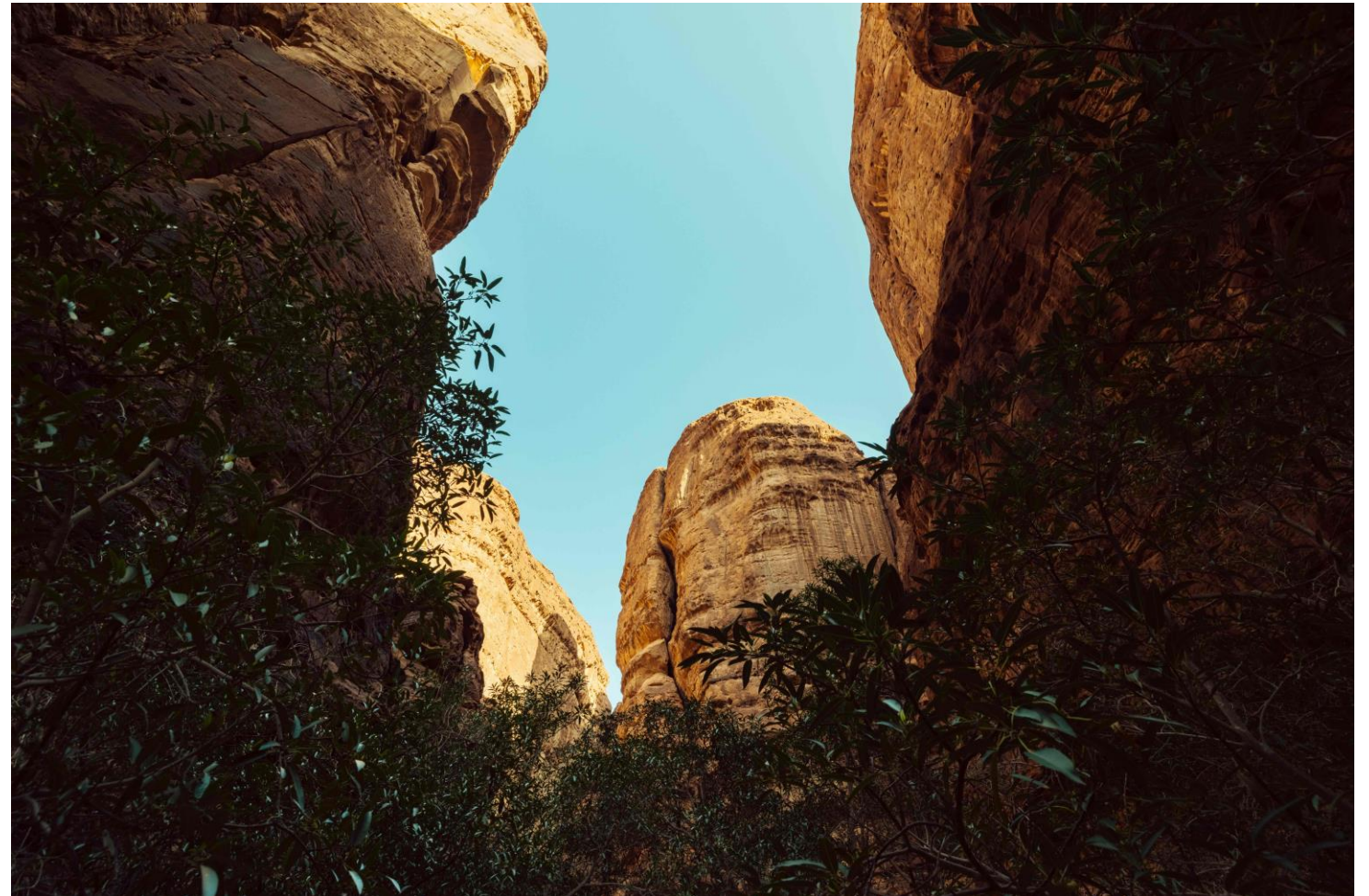


Arabic copy (see next slide for English)

Madakhil Nature Reserve

Medium Sensitivity

The location lies within the protected Sharaan Natural Reserve and features both sandstone and volcanic rocks. It is quite remote with no vehicle or pedestrian access.



Maraya, Ashar Estate

Medium Sensitivity



Arabic copy (see next slide for English)

Maraya, Ashar Estate

Medium Sensitivity

Maraya is a state-of-the-art multi-purpose entertainment venue that is known for its mirrored walls that reflect the natural surroundings of the Ashar Estate, in which it is located.

Ashar Estate lies in an open valley surrounded by mountains and dunes within the Harrat Uwayridh Nature Reserve. It is home to Maraya as well as Banyan Tree and Habitas resort hotels.



Oasis

Medium Sensitivity



Arabic copy (see next slide for English)

Oasis

Medium Sensitivity

- This location is part of the Cultural Oasis District, which is a sensitive development and restoration zone.
- The Oasis is a 6 km “green belt” that runs through the County, and represents traditional farms, full of palm trees and pathways.
- There are both government and private businesses such as restaurants in the Oasis, which is part of the RCU plan for tourism.



AlUla Airport

Low Sensitivity



Arabic copy (see next slide for English)

AlUla Airport

Low Sensitivity

Prince Abdul Majeed bin Abdulaziz International Airport is a small airport in Saudi Arabia and the main airport for AlUla. It is an international airport and serves the area of Al Madinah Al Munnawarah Province, Saudi Arabia.



AlUla Studios

Low Sensitivity



Arabic copy (see next slide for English)

AlUla Studios

Low Sensitivity

This is a new fit-for-purpose studio with two main soundstages, production spaces, and more.

The studio is built in a location with the sandstone mountains as the backdrop; there are plans to create a back lot.



Wadi AlFann

Low Sensitivity



Arabic copy (see next slide for English)

Wadi AlFann

Low Sensitivity

Wadi AlFann is an open valley that includes several rock formations and sand dunes. It is currently a site of major development as a cultural location for AlUla.



Wadi AlNa'am



Low Sensitivity

Arabic copy (see next slide for English)

Wadi AlNa'am

Low Sensitivity

Wadi AlNa'am is a valley that features both sandstone and volcanic rock formations.

It is currently a site for adventure activities.

