



Your Story, Our Stage — Film AIUla.

*AIUla - A UNESCO World
Heritage Site spanning
22,500 km*



ONE PLACE, ENDLESS STORIES

AlUla, located in northwest Saudi Arabia, is a unique destination where natural beauty and ancient heritage meet. Spanning 22,500 km² (about the size of Belgium), AlUla is a living museum and home to Saudi Arabia's first UNESCO World Heritage Site, and a vibrant community of 65,000 residents.

With a history stretching over 200,000 years — from the Stone Age to the Nabateans and Ottomans — AlUla rivals any desert setting in the world, offering a journey through time, culture, and civilizations.

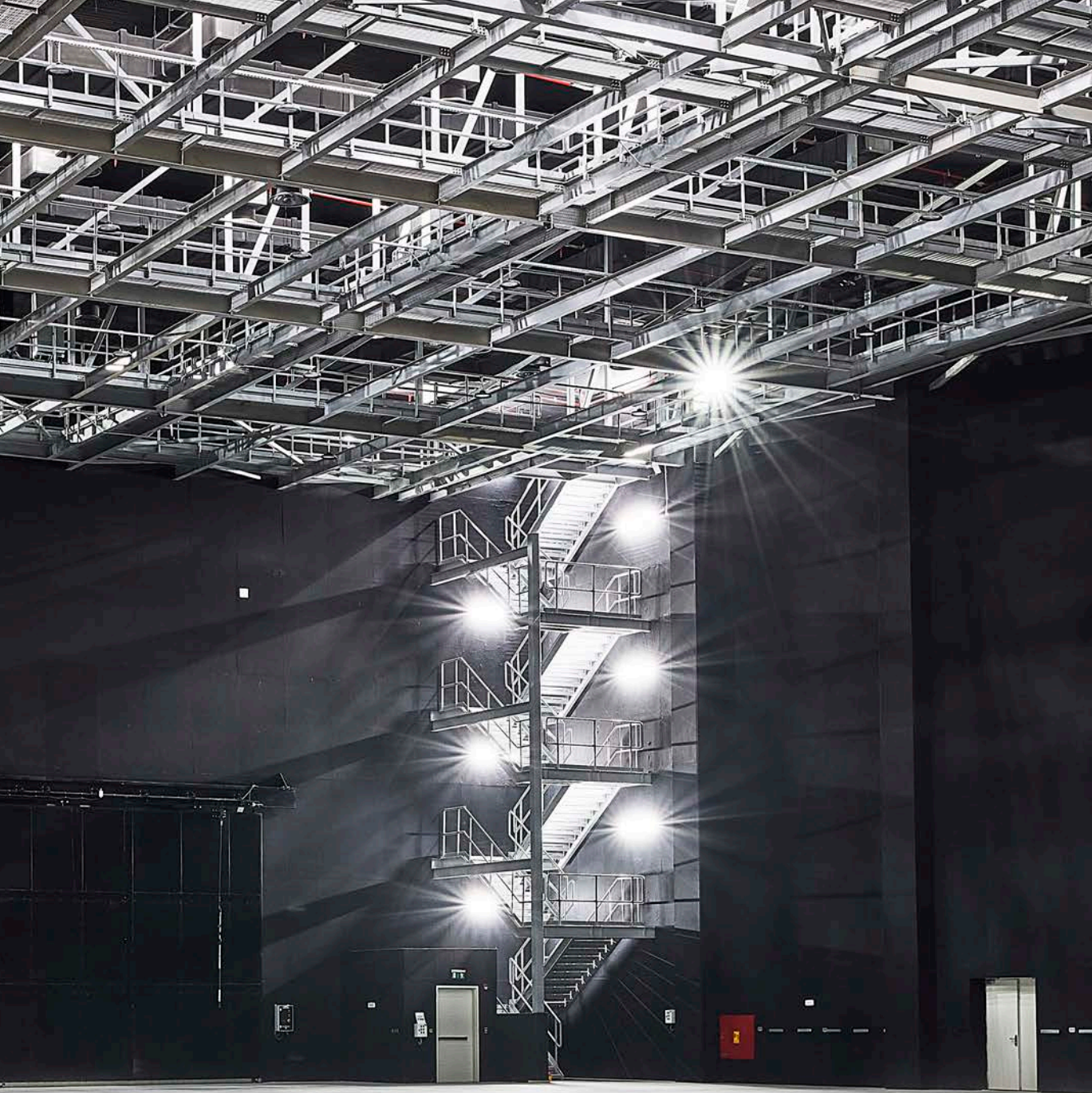


ABOUT FILM ALULA – YOUR PRODUCTION PARTNER

Film AlUla, the film agency of the Royal Commission for AlUla, was established in 2020 with a mandate to promote and support local, regional, and international film and TV productions in the AlUla region.

The mission is to build AlUla's worldwide reputation as an exciting film destination, while showcasing Saudi Arabia as a country rich in cinematic landscapes, talent, and growing infrastructure. By welcoming local, regional, and international productions to AlUla, Film AlUla is developing a film-friendly environment supported by a suite of incentives. A key focus is the cultivation of a skilled below-the-line crew, ensuring that productions are supported by local talent at every level and contributing to the growth of a sustainable, world-class filmmaking ecosystem.





GLOBAL
PRODUCTION
AWARDS 2024
PRESENTED BY
SCREEN
INTERNATIONAL

*Recognized by Screen International
with the Emerging Location award
and named Film Commission of
the Year at the Global Production
Awards 2024*

A WORLD MADE FOR CAMERA

AlUla offers filmmakers a distinctive range of landscapes, ideal for any genre and capable of doubling for a multitude of locations around the world. From dramatic rock formations and volcanic craters to lush oases and stunning sandstone canyons. The region is a natural filmset just minutes from the town and world-class studios. AlUla features vast deserts, ancient towns, sweeping mountain ranges, and unobstructed night skies.

With 300+ days of blue skies and golden light, AlUla provides endless possibilities for creative filming.

Elephant Rock



HEGRA: A UNESCO WORLD HERITAGE TREASURE

Hegra, one of AlUla's most significant heritage landmarks, is an ancient Nabatean city spanning 52 hectares. Surrounded by over 100 monumental, beautifully preserved tombs, it holds the distinction of being Saudi Arabia's first UNESCO World Heritage Site.



GHARAMEEL: A GATEWAY TO THE MILKY WAY

Gharameel is home to mystical rock formations that seem to reach up to the Milky Way. This otherworldly location offers a rare, light-pollution-free view of the night sky, where millions of stars are visible to the naked eye, framed by stunning, towering rock formations.



OASES: LUSH HAVENS IN THE DESERT

In the heart of AlUla's desert, vibrant oases with palm groves, natural springs, and diverse flora offer cool shelter. The air is fragrant with dates, citrus, and mint, providing a serene escape at the crossroads of an ancient world.



OLD TOWN: A TIMELESS MAZE OF HISTORY

AlUla's Old Town is the living heartbeat, blending heritage with vibrant modern life. Dating back to the 12th century, is an atmospheric labyrinth of 900 mud brick shops, houses and squares. Overlooked by the 10th-century Musa bin Nusayr Castle, this culturally significant site offers fascinating insights into desert life in Arabia.



MARAYA: A MASTERPIECE REFLECTING ALULA'S BEAUTY

Nestled in Ashar Valley, Maraya is a purpose-built event venue that blends architectural brilliance with AlUla's natural beauty. The world's largest mirrored building, it reflects the desert's grandeur and serves as a world-class venue for events and content production.



SHARAAN NATURE RESERVE: A UNIQUE DESERT ECOSYSTEM

The Royal Commission is dedicated to restoring and protecting AIUla's delicate ecosystem. Within the reserve, a diverse array of species roams freely, including Nubian ibexes, red-necked ostriches, Idmi gazelles, endangered Arabian wolves, foxes, Cape hares, Rock hyrax, and a rich variety of birds.



ALULA RAILWAY: A JOURNEY THROUGH TIME

Built in 1909 CE by Ottoman Sultan Abdulhamid II, the AlUla Railway winds through the historic Wadi AlQura, a valley long tied to travel and exploration. Its embankments pass through AlUla's breathtaking desert landscapes, preserving an important piece of history.



VOLCANIC WONDERS: ALULA'S DRAMATIC LANDSCAPES

In Alula, black volcanic rock and dormant volcanoes rise from seas of golden sand, creating otherworldly landscapes. Shaped by volcanic activity and erosion over millions of years, these formations have provided natural shelters, influencing the region's historical and cultural significance with their dramatic scenery.

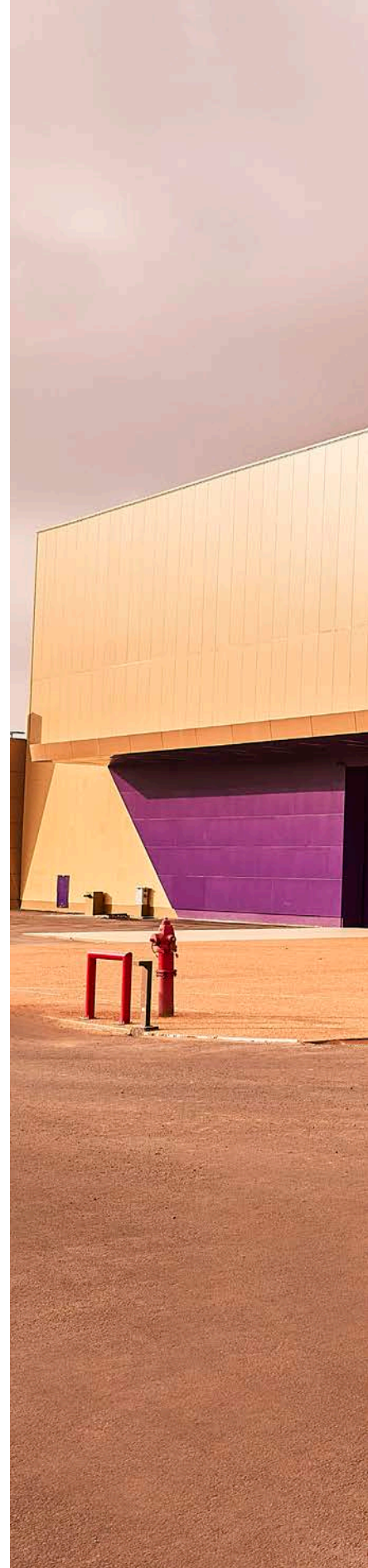


ALULA STUDIOS POWERED BY MBSTUDIOS

AIUla Studios is a state-of-the-art production complex set against the breathtaking landscapes of AIUla. It features two sound stages (25,828 sq. ft. each) supported by dedicated production buildings (17,761 sq. ft.). Operated by MBStudios, a leading global studio services provider, this marks the first partnership of its kind in the region.

The Creative Production Hub at AIUla Studios is designed to support all stages of production and includes workshops, set offices, construction warehouses, prop shops, communal areas, green rooms, dressing rooms, hair and makeup rooms, wardrobe space, executive offices, a boardroom, and a catering facility capable of accommodating up to 400 guests. The site also features a large activation space for events.

AIUla Studios also features world-class audio production facilities, including a 32-piece orchestra space with advanced acoustics and cutting-edge technology. The studios also include meeting rooms, four VIP offices, a private consultation office, and the support of a skilled in-house team. Together, they provide the perfect complement to productions taking place on the sound stages and on-location sets — all set against the breathtaking landscapes of AIUla.





FINANCIAL REBATES & SUPPORT INCENTIVES

Whether you're producing a feature film or TV project, our cash rebates and support incentives are designed to reduce production costs, maximise your budget, and provide comprehensive support throughout your shoot.

Film AIUla offers up to a 40% cash rebate to international, regional, and local film and TV productions, with the rebate elevated to 50% for Saudi nationals.

Support incentives of up to 10% are available for projects that contribute to crew development and training, marketing and promotional activities, enrich local culture and talent both in front of and behind the camera.



Support Services

Film AIUla offers tailored support for your production at every stage, from pre-production to the final shot, including:

- Guidance on financial incentives and production spend.
- Location scouting, and access to diverse filming locations.
- Government liaison for regulations, customs, permits, and script approval.
- Access to experienced, skilled crew and introductions to regional service providers.
- Visa support for talent and crew.
- Additional incentives for workforce development and training.

CAST AND CREW ACCOMMODATION

AIUla offers diverse lodging options, from airstream trailers and rustic camping to luxury resorts for ultimate comfort.

Cloud 7, designed for film professionals, provides:

- 300 fully furnished units and dining options
- Film-friendly office spaces (short & long-term)
- Gym, swimming pool, padel court, yoga & pilates

For talent and crew, top-tier and mid-range stays include:

- Habitas AIUla – eco-luxury retreat
- Banyan Tree AIUla – tranquil elegance
- Shaden Resort – comfort & convenience
- The Chedi Hegra - cultural immersion meets luxury





SEAMLESS TRAVEL TO ALULA

AlUla International Airport (ULH), just 30 minutes from the city center, offers direct flights from Riyadh, Jeddah, Dammam, Doha, Amman, Manama, and Dubai, with charter options available for talent and crew. AlUla's strategic location places 40% of the global population within a six-hour flight.

Habitas AlUla



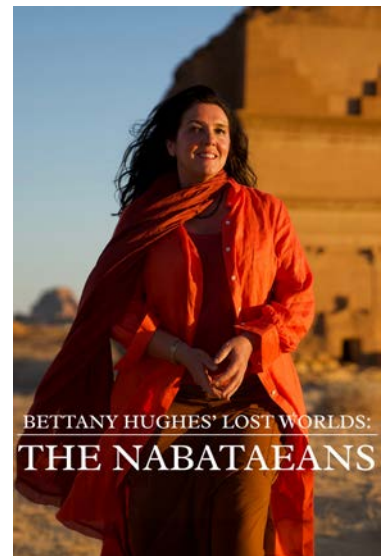
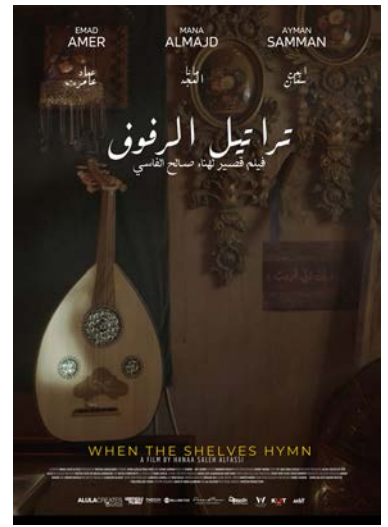
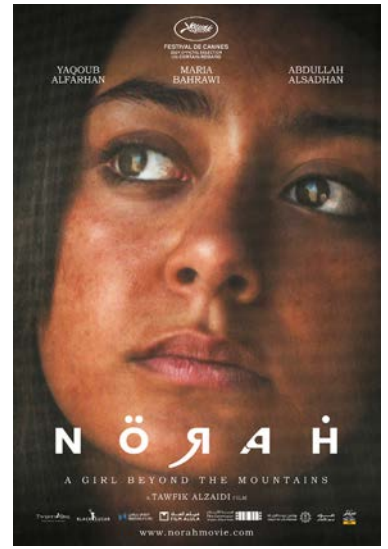
A HUB OF ARTS, CULTURE, AND ADVENTURE

AlUla provides a dynamic environment for crew and talent, with a packed calendar of events and activities. From world-class exhibitions, sports events, and music festivals to wellness retreats, AlUla offers a wide range of dining experiences and endless opportunities for exploration, relaxation, and adventure against stunning desert landscapes.



PROVEN TRACK RECORD IN GLOBAL FILM & TV

AlUla has hosted a wide range of TV and film productions across Hollywood, the Arab world, and Saudi Arabia, including fashion shoots, feature films, TV dramas, reality shows, commercials, and documentaries.



WHAT THE INDUSTRY IS SAYING ABOUT ALULA

“When I saw the photos of AlUla, my immediate response was, ‘Yes, let’s go shoot there.’ The photos do no justice; it’s a breathtakingly beautiful place.”

Ric Roman Waugh
Film Director

“Film AlUla supported bringing *Norah* to life through logistical support, stunning locations, comfortable accommodations, and a dedicated local crew. It was a fantastic experience, and I sincerely hope to film there again.”

Tawfik Alzaidi
Film Director



“We were able to take advantage of AlUla’s natural beauty to deliver real production value for our film. We were thrilled to work with so many Saudi women on the crew to help train the next generation of filmmaking talent.”

Greg Silverman
CEO of Stampede Ventures

“The experience for me was just incredible. I’ve shot in various places throughout my career, and I have to say what makes Saudi such a unique experience was everyone that I worked with there.”

Matthew Rhodes
President of The Hideaway Entertainment

“AlUla is one of the most exciting, dazzling, beautiful, and natural landscapes on the planet. This is a very special place and I know that myself and everyone on my crew cannot wait to come back.”

Steve Backshall
Presenter and Explorer

“You’d go out, and it was like you were on Mars. There are red rocks everywhere. It’s so quiet. The stars were super bright. I’ve travelled a lot and sometimes you feel history. You could just feel it when you touch the ground. It was spiritual with beautiful people.”

Anderson.Paak
Musician and Film Director





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FILM ALULA

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