

HERO

EXPERIENCES GROUP

Company Profile



About us

Hero Experiences is the travel experience Group behind some of the most engaging and immersive adventures across Saudi Arabia and the United Arab Emirates. Driven by strong values of sustainability, empowerment, and uniqueness, we have committed to creating highly immersive experiences that respect the destination's environment, culture, and heritage. With an expanding portfolio, the brands currently forming the Hero Experiences Group in AlUla, Saudi Arabia, are Platinum Heritage Saudi and Hero Balloon Flights Saudi.

The Hero Experiences Group is also present in the United Arab Emirates with Platinum Heritage Desert Safaris, Balloon Adventures Dubai Hot Air Balloon Flights, The Dubai Balloon at Atlantis and Absolute Adventure.





The Group's mission is to inspire individuals to be the HERO of their own lives, to take positive action to better themselves and those around them, to go beyond their comfort zone, and discover what it truly means to BE A HERO.

By crafting one-of-a-kind air, sea, and land bucket list experiences, Hero Experiences Group aims to elevate various locations worldwide, transforming them into must-visit travel destinations on a global scale.

All of our adventures have been designed for people who seek out positive growth from new experiences. Whether it's by learning about a new culture, appreciating the great outdoors, getting outside the comfort zone, or ticking something off the bucket list, our goal is to empower, educate and inspire people.

With a division dedicated to Events Management, our experiences also cater to those looking for unique venues and tailor-made events in AlUla and Dubai.



Our Portfolio




**PLATINUM
HERITAGE**
UAE




**PLATINUM
HERITAGE**
SAUDI



**Balloon
Adventures
Dubai** 



HERO
Balloon Flights
Saudi 



 **THE DUBAI
BALLOON**
AT ATLANTIS



 **ABSOLUTE
ADVENTURE**



Embark on an unforgettable journey with Hero Balloon Flights Saudi as we unveil the mesmerizing wonders of AlUla, soaring over the majestic Hegra UNESCO site. Our mystical hot air balloon flights offer guests the chance to unlock their inner explorer amidst the heritage-carved rocks that whisper tales of ancient civilizations.



Drift high above AlUla's enchanting canyons and tombs, immersing yourself in a landscape steeped in history and mystery. As far as the eye can see, the panorama unfolds, captivating the senses and igniting a sense of wonder. Drawing upon our expertise in the aviation industry, we proudly orchestrated the magnificent AlUla Skies Festival in 2023, showcasing the unparalleled beauty of this timeless land.



AlUla's allure lies not only in its historical significance but also in its breathtaking natural splendor. Each sunrise unveils a landscape rich in heritage, adventure, and captivating narratives, spanning over 2,000 years of human history. There's no better way to experience the grandeur of AlUla than by drifting through its skies aboard a hot air balloon, guided by the expert hands of Hero Balloon Flights, the official hot air balloon operator of AlUla.





An unforgettable journey through the enchanting landscapes of AlUla, immersed in a symphony of culture, history, nature, and exploration. The timeless terrain of Sharaan's Natural Reserve is a protected ecosystem exclusively accessible at night on Platinum Heritage safaris.





Covering an extensive area of 1,500 square kilometers, the Sharaan Nature Reserve is characterized by its striking rock formations, towering cliffs, and diverse flora and fauna. Visitors to the reserve have the opportunity to explore its unique landscape, experiencing the beauty and tranquility of the desert environment.

At its heart is the restoration of its delicate ecosystem, ensuring the protection and preservation of endangered species like Arabian wolves, gazelles, and large-eared red foxes, all thriving due to the diligent work of conservation experts. Journey through one of the world's most beautiful and mysterious landscapes, where you will uncover natural sandstone structures, admire the biodiversity of the desert and decipher ancient symbols and inscriptions.





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