

PREVIEW GUIDE

ANCIENT KINGDOMS FESTIVAL

7 - 30 NOVEMBER 2024

Discover exciting history-inspired experiences
at the heart of ALULA's ancient Incense Road



**الأول
SAB**

**With thanks to our Official Partner,
Saudi Awwal Bank, for supporting the preservation
of Saudi Arabia's cultural heritage.**

HISTORY AWAKENS

AT THE ANCIENT KINGDOMS FESTIVAL,
7 - 30 NOVEMBER 2024, ALULA

Get ready for the third edition of AlUla Moments's flagship heritage extravaganza, presenting a dazzling, curated menu of memory making experiences set in spectacular historic sites.

From daytime discoveries to immersive after-dark experiences, visitors of all ages can explore the wonders of AlUla's open-air living museum at the heart of the ancient Incense Road.



YEAR OF THE CAMEL

In celebration of Saudi Arabia declaring 2024 'The Year of the Camel', the Ancient Kingdoms Festival is proud to illuminate the profound cultural heritage of these 'ships of the desert' celebrating the unique cultural value represented by camels in the lives of historic civilisations up to the present day.

Tickets are strictly limited to protect our precious places, and enable premium curated experiences of close-up encounters with ancient history.

Early booking is strongly advised.
Reserve your place in history at
experiencealula.com



Ancient Kingdoms Parade



The Incense Road Experience



Hegra After Dark

UNFORGETTABLE JOURNEYS IN EXTRAORDINARY PLACES

THIS ANCIENT KINGDOMS FESTIVAL, OUR PROGRAMME OF SPECIAL EVENTS TAKES PLACE ACROSS ALULA'S EXTRAORDINARY COLLECTION OF HERITAGE AND CULTURAL SITES, SHOWCASING 7,000 YEARS OF HUMAN HISTORY.



OLD TOWN

A historic maze of atmospheric mudbrick buildings.



DADAN

An epicentre of archaeological discovery, as the capital city of two Arabian kingdoms.



JABAL IKMAH

A UNESCO Memory of the World Site with inscriptions dating back thousands of years.



WADI ALNAAM

A spectacular valley for adventure and rock art discovery in the landscape of ancient hunters.



MARAYA

The world's largest mirrored building hosting global icons.



HEGRA

The awe-inspiring UNESCO World Heritage Site made famous by the Nabataeans.

A JOURNEY OF DISCOVERY ALONG THE ANCIENT INCENSE ROAD

The heritage of the Incense Road can be experienced both in the historic sites of AlUla, such as Hegra and Dadan, and in the memories of the people who can be encountered in the Old Town.

During the Ancient Kingdoms Festival this year, this living legacy comes alive in this spectacular programme of events and activities.

Our connected sites are easily accessible by car, taxi or scheduled bus transportation from Winter Park.

Time your visits to catch all the festival highlights.

Old Town to Dadan - 10 minutes

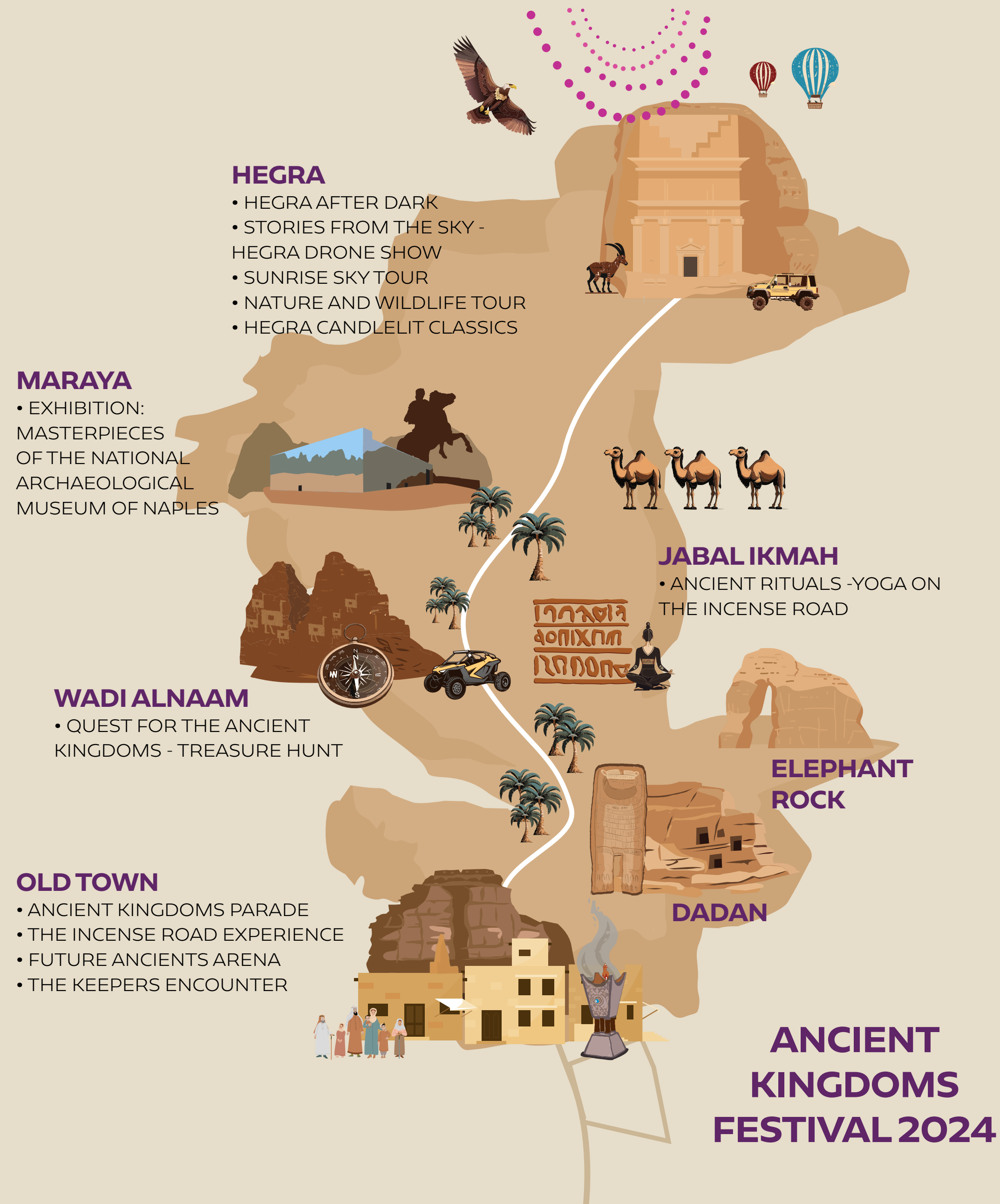
Dadan to Jabal Ikmah - 10 minutes

Jabal Ikmah to Wadi AlNaam - 10 minutes

Old Town to Maraya - 20 minutes

Maraya to Hegra - 15 minutes

Hegra to Old Town - 30 minutes



THE INCENSE ROAD EXPERIENCE

Embark on a captivating journey through AIUla's Old Town, where ancient history meets living heritage in an unforgettable two-hour experience.

This immersive adventure blends live performances, state-of-the-art technology, and hands-on exploration, transporting you through a series of multisensory worlds culminating in an exclusive showcase of archaeological treasures.

Begin with an enchanting introduction from legendary figures of the ancient world, then follow your map to uncover the secrets of aromatic plants, the daring pursuits of early traders, the riches of the Incense Road, and the vibrant cultural traditions that continue to thrive in AIUla.

Crafted with meticulous attention to detail and brought to life by leading experts in theatre design, creative technology, interactive storytelling, and the local community, this experience promises to surprise and delight every explorer at heart.

- **7 November 2024 - 5 April 2025**
- **Open every day from 16:00 - 23:00 with last entry at 21:00**
- **Experience runs every 30 minutes**
- **Group size limited to 14 people**

IMMERSIVE

MULTISENSORY

DISCOVERY

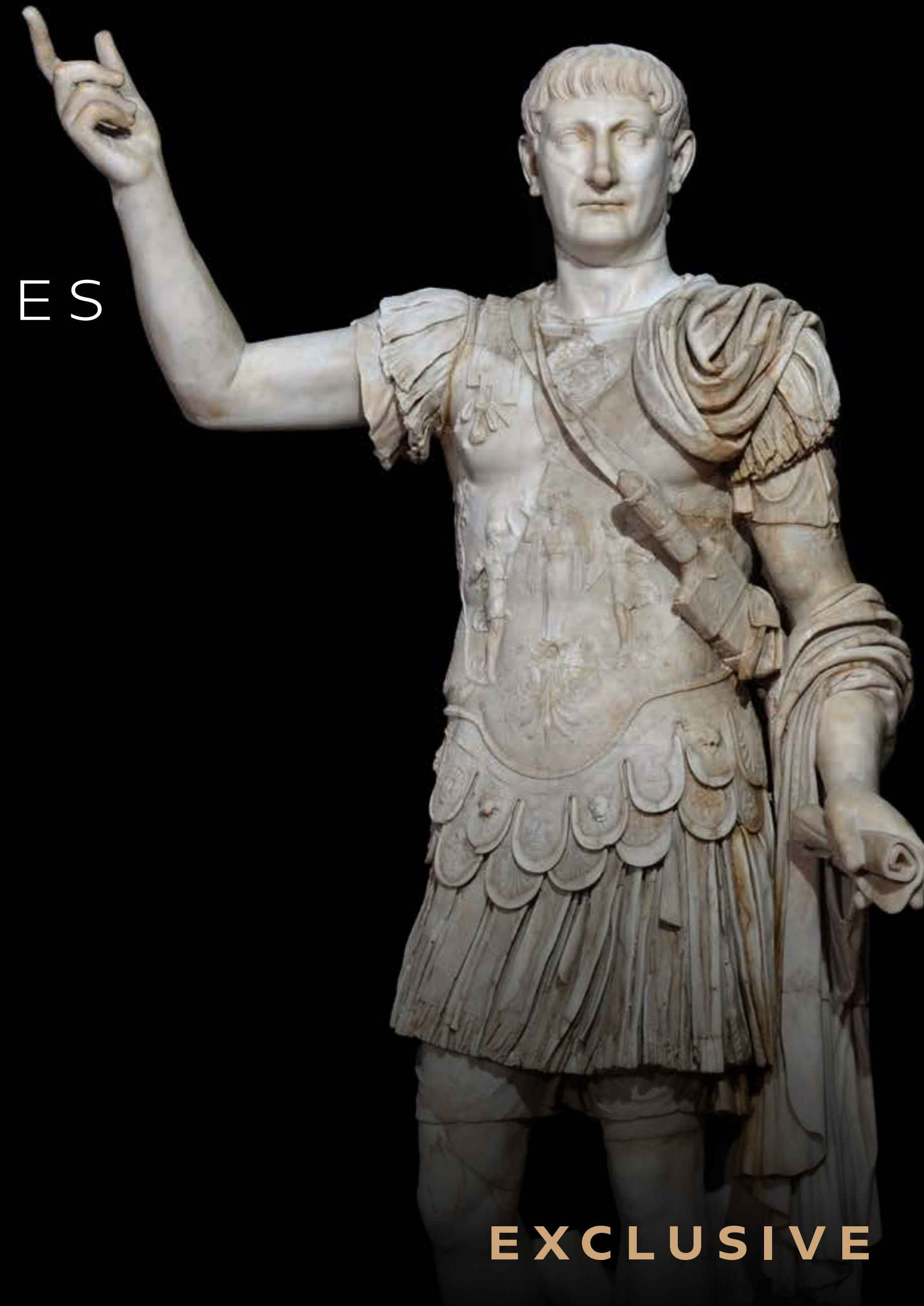
MASTERPIECES OF THE NATIONAL ARCHAEOLOGICAL MUSEUM OF NAPLES

Presented for the first time in Saudi Arabia, encounter exceptional art history from Pompeii and Herculaneum in the stunning cultural venue, Maraya, the largest mirrored building in the world.

Starring icons of history such as Alexander the Great, Emperor Trajan and Marcus Aurelius, this showcase exhibition shares a perspective of the ancient world interconnected with AlUla's legacy as the heart of the Incense Road.

Your ticket will grant you exclusive access to Maraya, the new wonder of AlUla, and a 30 minute audio guide that shares the stories behind these fascinating characters of history, featuring curators from the National Archaeological Museum of Naples (MANN), Italy.

- **7 November - 14 December 2024**
- **Open daily, 10:00 - 18:00 (weekdays)
10:00 - 20:00 (weekends)**
- **Suitable for all ages**
- **Audio guides available in Arabic, English and Italian**



INTRIGUING

ICONIC

EXCLUSIVE

HEGRA AFTER DARK

An eternal favourite - Hegra After Dark is back for the third year running, offering a bigger, bolder flavour of the ancient world.

Praised by global travellers and media, Hegra After Dark is a world leading immersive night time experience at Saudi Arabia's first UNESCO World Heritage site, recognised as a 'chapter of global heritage' - a true memory maker, not to be missed!

Following a magical expedition through the landscape, you will be welcomed into a 'theatre of life', set amongst some of Hegra's most spectacular tombs - an inspired reimaging of history, brimming with the sights, sounds, smells and tastes echoing the era of the Nabataeans.

"Hegra After Dark"...is an ethereal dream that is created to last fleetingly for an evening; the memories are etched forever..."

-Outlook Traveller, India

- **1 November 2024 - 28 February 2025**
- **Tuesday - Saturday**
- **2 shows per night at 18:00 and 20:00**
- **90 minute experience**



IMMERSIVE

IMAGINATIVE

MULTISENSORY

'STORIES FROM THE SKY' HEGRA DRONE SHOW

A special edition of the classic Hegra After Dark, this experience is limited to the first two weekends of the Ancient Kingdoms Festival. Early booking is strongly advised!

A night of marvel and wonder, your Hegra After Dark experience will be extended to include an ultimate crescendo - a truly spectacular audio visual production illuminating the monuments of Hegra, with aerial choreography from hundreds of drones presenting the legends, characters and stories of Hegra's great history.

Epic, immersive, and truly memorable - this concerto of storytelling and spectacle will be an experience that you will want to capture and share, for a lifetime.

- **Weekends 7 - 8 and 14 - 15 November 2024**
- **2 shows per night at 18:00 and 20:30**
- **120 minute experience**
- **Limited edition tickets (included in your Hegra After Dark ticket offer)**

LIMITED EDITION

ICONIC

INNOVATIVE

HEGRA CANDLELIT CLASSICS

Two unforgettable evenings of exceptional performances, set in the Kingdom's first UNESCO World Heritage Site.

- **22 & 29 November 2024**
- **Artist announcements to follow on experiencealula.com**

Take your seat and be immersed in the enchanting atmosphere of these one-of-a-kind musical experiences.

The critically acclaimed Hegra Candlelit Classics series returns to the Ancient Kingdoms Festival 2024, featuring three extraordinary artists who will grace the stage at Hegra over two magical nights.

IMMERSIVE

ENCHANTING

EXCEPTIONAL

**HEGRA, JABAL IKMAH,
WADI ALNAAM,
OLD TOWN & MARAYA**

Dynamic ways to explore the cultural sites of AlUla, on foot, by hot air balloon, horse and carriage or vintage Land Rover - this year's festival has more options than ever!

HEGRA SUNRISE SKY TOUR



HEGRA
7 - 30 November 2024
Weekends, 4:30 (3 hour tour)

THE KEEPERS ENCOUNTER




OLD TOWN
7 November 2024 - 5 April 2025
Open daily from 10:00 - 23:00

MASTERPIECES OF THE NATIONAL ARCHAEOLOGICAL MUSEUM OF NAPLES




MARAYA
7 November - 14 December 2024
Open daily, 10:00 - 18:00 (weekdays)
10:00 - 20:00 (weekends)

QUEST FOR THE ANCIENT KINGDOMS - TREASURE HUNT



WADI ALNAAM
7 November 2024 - 27 February 2025
Open daily, 07:30 - 17:00

ANCIENT RITUALS - YOGA ON THE INCENSE ROAD




JABAL IKMAH
Two day exclusive
23 & 30 November 2024
9:00 - 10:00

HEGRA WILDLIFE & NATURE TOUR



HEGRA
7 - 30 November 2024
Daily, 6:30 - 16:00

FUTURE ANCIENTS ARENA



OLD TOWN
7 - 30 November 2024
Open daily, 17:30 - 20:30

HEGRA FAMILY TOUR



HEGRA
9, 16, 23 & 30 November 2024
Tour in English at 8:00
Tour in Arabic at 10:00

لحظات العلاء
ALULA MOMENTS

روائع

متحف نابولي
الوطني للآثار

Masterpieces

of the NATIONAL ARCHAEOLOGICAL
MUSEUM of NAPLES

قاعة مرايا، العلاء Maraya, AlUla

من ٧ نوفمبر إلى ١٤ ديسمبر 7th November - 14th December

احجز تذكرتك الآن

Book your tickets now



experiencealula.com

إطلاق حصري لمهرجان الممالك القديمة ٢٠٢٤

Launching exclusively for the Ancient Kingdoms Festival 2024

Museo
archeologico
nazionale
di napoli

العلاء
ALULA



OLD TOWN & HEGRA

Discover the cultural sites of AlUla 'after dark', with immersive experiences that ignite the senses and reveal the mysteries of civilisations that once thrived on this ancient land.

'STORIES FROM THE SKY' HEGRA DRONE SHOW



HEGRA
7 - 8 & 14 - 15 November 2024
2 shows per night, 18:00 & 20:30
Strictly limited tickets per show

HEGRA CANDLELIT CLASSICS



HEGRA
22 & 29 November 2024
Strictly limited tickets per show

THE INCENSE ROAD EXPERIENCE



OLD TOWN
7 November 2024 - 5 April 2025
Open daily, 16:00 - 23:00
(last entry 21:00)

HEGRA AFTER DARK



HEGRA
1 November 2024 - 28 February 2025
Tuesday - Saturday
2 shows per night, 18:00 & 20:00

ANCIENT KINGDOMS PARADE



OLD TOWN
7 - 9 November 2024
2 shows per night
17:00 & 19:00

تجربة
طريق
البخور

رحلة غامرة عبر التاريخ العريق
والتراث الحي في بلدة العِلا القديمة

THE
INCENSE
ROAD
EXPERIENCE

An immersive journey through ancient history
and living heritage in AlUla's Old Town

من ٧ نوفمبر ٢٠٢٤ إلى ٥ أبريل ٢٠٢٥
مفتوح يوميًا من الساعة ٤ عصرًا

7 NOVEMBER 2024 - 5 APRIL 2025
OPEN DAILY FROM 4.00PM

لحجز تذكرتك الآن
BOOK YOUR TICKETS NOW



experiencealula.com



A FESTIVAL DELIVERED BY THE COMMUNITY OF ALULA AND CONSTELLATION OF HISTORICAL SPECIALISTS



Our frontline Cultural Sites Management team are primarily from the AIUla community, working together to facilitate visitors on their journeys of discovery.

‘Rawis’ - meaning ‘storytellers’ in Arabic - skillfully combine AIUla’s traditional hospitality with deep historical knowledge passed down through generations and refreshed through expert training from archaeologists.



Rawis are joined by Heritage Rangers, who ensure visitor safety and preserve our cultural heritage, reflecting our commitment to protecting these wonders for future generations.

We kindly ask every visitor to be responsible guests as we continue to be a place of heritage for the world - leaving nothing but footprints, and taking nothing but memories.



We are proud to work alongside archaeologists, subject specialists and the local community to guide the experiences on offer at this year’s Ancient Kingdoms Festival, and year round at our cultural heritage sites.

Their profound wisdom and the discoveries that continue to be made through archaeological and intangible cultural heritage



research enables every detail to be carefully curated, offering fresh perspectives on how to bring history to life.

This distinctive world-class approach to creating history inspired experiences gives the festival a unique and dynamic offering - making it the region’s most popular celebration of ancient history.

Elevate your festival experience by booking a Rawi led tour at one of AIUla’s many heritage sites. To know more, visit experiencealula.com

لحظات العُلا
ALULA MOMENTS



ANCIENT KINGDOMS FESTIVAL 2024, ALULA

FOLLOW US ON SOCIAL MEDIA:

@alulamoments

