Dream of the Desert

# Charter Saudi Arabia's First Ultra-Luxury Train

RESERVE THE ENTIRE DREAM OF THE DESERT EXCLUSIVELY FOR YOUR GUESTS.
A PRIVATE JOURNEY THROUGH THE KINGDOM, METICULOUSLY TAILORED AROUND YOUR VISION.



A MEMBER OF
THE LEADING TRAINS

# Saudi Arabia's First Ultra-Luxury Train

Dream of the Desert is a unique collection of ultra-luxury rail journeys through Saudi Arabia, revealing extraordinary landscapes, cultural landmarks and stories through a new perspective.

Designed by renowned architect and interior designer Aline Asmar d'Amman from the studio Culture in Architecture, this train combines the excellence of "Made in Italy" with Saudi cultural heritage. The experience brings together refined design, exceptional hospitality and thoughtfully curated encounters both onboard and beyond the train.

For guests seeking something truly original, Dream of the Desert offers an intimate way to discover Saudi Arabia unlike any other.



# A Private World, Created Around You



Chartering Dream of the Desert is more than reserving a train, it is creating an entirely private world. Every suite, carriage and member of the onboard team is dedicated exclusively to your guests, allowing every detail to be tailored to your vision.

From bespoke dining and entertainment to extraordinary cultural experiences across Saudi Arabia, each journey is designed around your guests, your occasion and the experience you want to create.

Whether hosting an executive retreat, unveiling a luxury brand, celebrating a defining milestone or gathering for an unforgettable private occasion, Dream of the Desert becomes exclusively yours.







THE TRAIN

# Yours Alone.
# Every Carriage, Every Suite, Every Moment.

## Phase 1

**2027**

- 24 Suite Cabins
- 1 Royal Suite
- 56 Guests
- 1 Restaurant Carriage
- 1 Majlis Carriage

## Phase 2

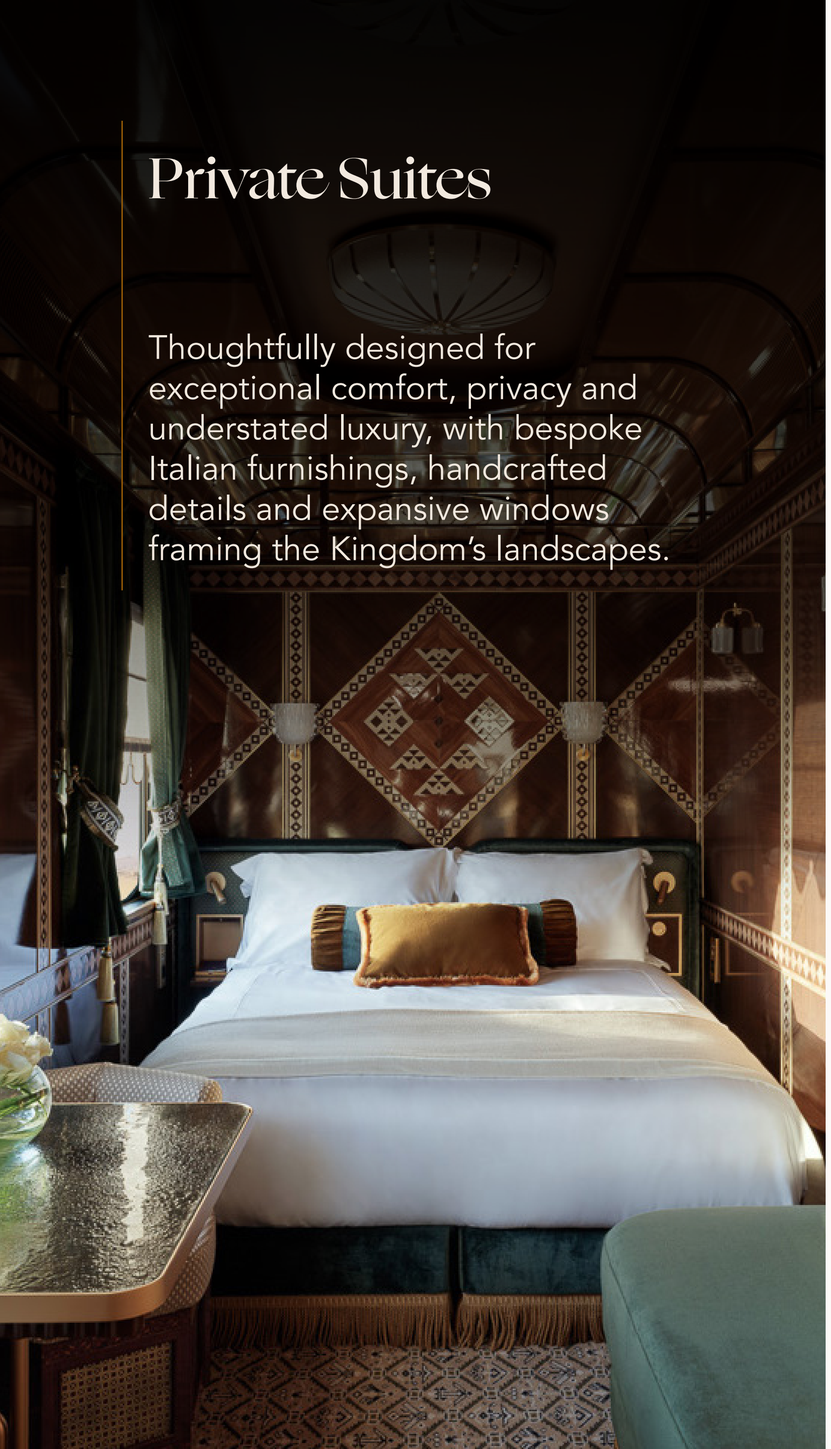
**2028**

- 28 Suite Cabins
- 2 Royal Suites
- 72 Guests
- 1 Restaurant Carriages
- 1 Transformative Dining Carriage
- 1 Majlis Carriage



## Private Suites

Thoughtfully designed for exceptional comfort, privacy and understated luxury, with bespoke Italian furnishings, handcrafted details and expansive windows framing the Kingdom’s landscapes.



## The Majlis

The social heart of Dream of the Desert, an elegant space for conversation, connection, private gatherings and curated entertainment.



## The Restaurant Carriage

A destination in itself, where refined cuisine, Michelin-star dining, Saudi culinary inspiration and world-class craftsmanship turn every meal into part of the journey.



WHY PRIVATIZE DREAM OF THE DESERT

# Why Choose a Private Journey onboard Dream of the Desert




## COMPLETE PRIVACY

Reserve the entire train for your guests, with exclusive access to every suite, carriage and social space, delivered with discretion and seamless service.

## TAILORED TO YOU

Bespoke itineraries, destination experiences, personalised dining, cultural programming and entertainment curated around your vision.

## UNPARALLELED HOSPITALITY

Dedicated Guest Relations, private butler service and meticulous attention to detail throughout the journey.

## THE KINGDOM, UNVEILED

Discover extraordinary landscapes and cultural landmarks with privileged access to experiences beyond the expected.

## A STAGE FOR EXTRAORDINARY OCCASIONS

An unforgettable setting for luxury brand experiences, executive retreats, milestone celebrations and private gatherings.

## MOMENTS THAT ENDURE

Authentic encounters, immersive experiences and remarkable settings create memories that stay with your guests long after the journey ends.

YOUR CHARTER, YOUR STORY

# What Will You Create?

Every extraordinary journey begins with a vision.

Dream of the Desert can be shaped around your objectives, your guests and your occasion.



## EXECUTIVE RETREATS & CORPORATE HOSPITALITY

A private setting for leadership gatherings, strategic conversations, client entertainment and meaningful connection away from the expected.

## LUXURY BRAND EXPERIENCES

A distinctive stage for launches, activations and private client experiences, with carefully considered opportunities to bring your brand into the journey.

## PRIVATE CELEBRATIONS

Milestones and intimate gatherings elevated through bespoke dining, entertainment and extraordinary settings across the Kingdom.

## CULTURAL & HERITAGE JOURNEYS

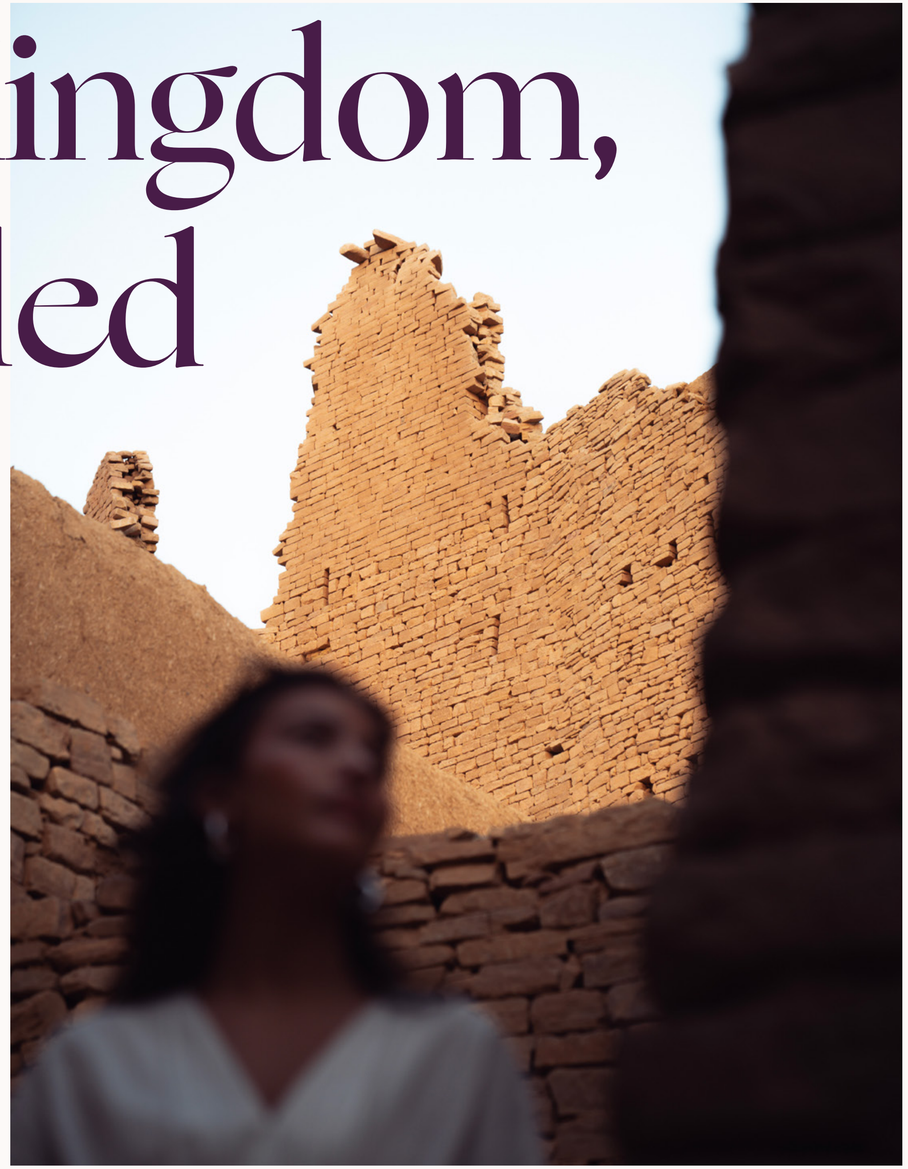
Curated encounters with Saudi Arabia's landscapes, heritage and living traditions through specialist access and meaningful cultural programming.

## VIP HOSPITALITY & EVENT EXTENSIONS

Extend a major event or occasion into a private journey designed for your most valued guests, partners or clients.

ROUTE

# The Kingdom, Unveiled



Every journey begins and ends in Riyadh, travelling north through extraordinary landscapes and cultural destinations that can be woven into your private experience.

## Riyadh

ORIGIN & RETURN

Riyadh North Station: The starting point and final return for every Dream of the Desert journey.

## Al Qassim

DAY JOURNEY OPPORTUNITY

A natural extension for selected one-day private journeys and curated offboard experiences.

## Hail

THE AJA MOUNTAINS

Home to dramatic landscapes and Camp Aja, our private desert experience shaped around nature, culture and Saudi hospitality.

## Al Jouf

MARID CASTLE

A remarkable heritage setting for exclusive cultural experiences and private gala dinners.

DESIGN YOUR JOURNEY

# One Train.
# Three Extraordinary Experiences

Every exclusive journey is thoughtfully tailored to your vision. These three experiences provide a starting point, from a single-day celebration to an immersive multi-day voyage.



# The Signature Escape

**1 DAY**

More than a Train.
A Destination in Itself.

For one unforgettable day, Dream of the Desert becomes exclusively yours. Ideal for executive gatherings, corporate hospitality, luxury brand experiences and intimate celebrations, with the option to unfold entirely onboard or include a curated Al Qassim experience.

- Exclusive use of the entire train
- Private Departure Lounge experience
- Michelin-inspired lunch or dinner
- Curated onboard entertainment
- Optional Al Qassim experience
- Same-day return to Riyadh







# The Desert Odyssey

**2 DAYS**
**1 NIGHT**

Into the Heart
of the Desert

An immersive overnight journey into Northern Saudi Arabia, combining the elegance of life onboard with Camp Aja, our private desert retreat within the Aja Mountains.

- Overnight stay in luxury suites
- Camp Aja - private Aja Mountains desert camp
- Gala dinner beneath the stars
- Stargazing experiences
- Curated cultural programming
- Guided desert experiences

# The Grand Charter

**3 DAYS**
**2 NIGHTS**

The Ultimate
Dream of the Desert
Experience

Our most expansive private journey, revealing the Kingdom through multiple destinations, extraordinary landscapes and exclusive experiences, all curated around your guests and your vision.

- Three-day private journey
- Marid Castle private gala dinner
- Aja Mountains experience
- Multiple destinations across Saudi Arabia
- Bespoke cultural programming
- Fully personalised itinerary

# The Signature Escape

**1 DAY**

More than a Train.
A Destination in Itself.

For one unforgettable day, Dream of the Desert becomes exclusively yours. Ideal for executive gatherings, corporate hospitality, luxury brand experiences and intimate celebrations, with the option to unfold entirely onboard or include a curated Al Qassim experience.

- Exclusive use of the entire train
- Private Departure Lounge experience
- Michelin-inspired lunch or dinner
- Curated onboard entertainment
- Optional Al Qassim experience
- Same-day return to Riyadh



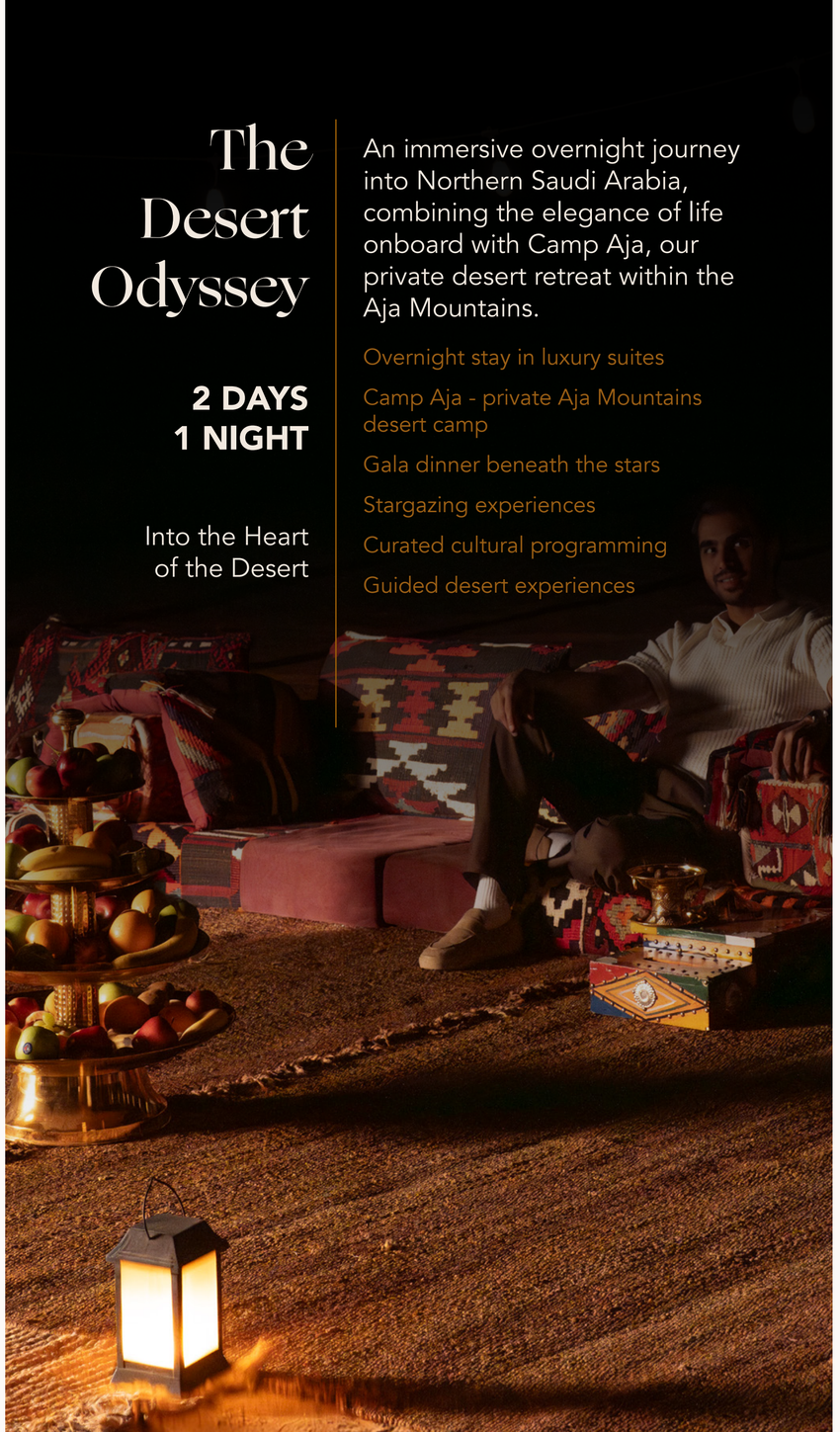
# The Desert Odyssey

**2 DAYS**
**1 NIGHT**

Into the Heart
of the Desert

An immersive overnight journey into Northern Saudi Arabia, combining the elegance of life onboard with Camp Aja, our private desert retreat within the Aja Mountains.

- Overnight stay in luxury suites
- Camp Aja - private Aja Mountains desert camp
- Gala dinner beneath the stars
- Stargazing experiences
- Curated cultural programming
- Guided desert experiences



# The Grand Charter

**3 DAYS**
**2 NIGHTS**

The Ultimate
Dream of
the Desert
Experience

Our most expansive private journey, revealing the Kingdom through multiple destinations, extraordinary landscapes and exclusive experiences, all curated around your guests and your vision.

- Three-day private journey
- Marid Castle private gala dinner
- Aja Mountains experience
- Multiple destinations across Saudi Arabia
- Bespoke cultural programming
- Fully personalised itinerary

# The Signature Escape

DURATION:
**1 DAY**

## More than a Train. A Destination in Itself.

For one unforgettable day, Dream of the Desert becomes exclusively yours.



## Arrival

PRIVATE DEPARTURE LOUNGE

A personalised welcome at Riyadh North Station sets the tone before guests step aboard.

## Your Private World in Motion

Private suites, the Majlis, refined dining and curated entertainment unfold as the Kingdom's landscapes move beyond the windows.

## Tailored to Your Occasion

From executive gatherings and luxury brand experiences to intimate celebrations, the programme is shaped around your brief, with an optional Al Qassim experience.

## Return to Riyadh

A final onboard moment brings the day to a close before returning to Riyadh North Station.

# The Desert Odyssey

DURATION:
**2 DAYS, 1 NIGHT**

## Into the Heart of the Desert

Journey into the dramatic landscapes of Northern Saudi Arabia on an immersive overnight experience where nature, culture and exceptional hospitality come together.



DAY ONE

## Riyadh to the Aja Mountains

Settle into life onboard with curated dining and programming as the train journeys north.

On arrival in Hail, continue to Camp Aja for an exclusive evening of refined dining beneath the stars, cultural storytelling, live entertainment and stargazing.

DAY TWO

## Return to Riyadh

Wake to the tranquillity of the desert and enjoy breakfast onboard as Dream of the Desert begins its return journey to Riyadh.

The Desert Odyssey blends the elegance of the train with an unforgettable experience beyond it, a journey of discovery, connection and extraordinary moments.

# The Grand Charter

DURATION:
**3 DAYS, 2 NIGHT**

## The Ultimate Dream of the Desert Experience

Our most expansive journey reveals the Kingdom through a collection of extraordinary destinations and exclusive experiences, with the freedom to personalise every detail.



DAY ONE

### Departure from Riyadh

Begin with a private welcome and dinner onboard as Dream of the Desert travels north through the Kingdom.

DAY TWO

### Al Jouf & Marid Castle

Spend the day enjoying the train before arriving in Al Jouf for a private gala dinner at historic Marid Castle, an extraordinary setting where heritage, cuisine and culture come together.

DAY THREE

### The Aja Mountains & Return

Continue to Hail for a curated Aja Mountains experience before reboarding for the return to Riyadh, with a final dining experience bringing the journey to a memorable close.

TAILOR EVERY JOURNEY

# No Two Exclusive Journeys Are Ever the Same

Each experience can be elevated with personalised dining, curated entertainment, cultural programming, luxury transfers and bespoke brand touches, ensuring every detail reflects your guests, your occasion and your vision.

## Standard Inclusions

Exclusive use of Dream of the Desert

Private suite and train set-up

Dedicated onboard team

Curated onboard dining

Personalised journey planning

## Optional Enhancements

Onboard entertainment & cultural programming

Enhanced Departure Lounge experience

Offboard experiences in Al Qassim, Hail & Al Jouf

Private luxury transfers

Bespoke branding and occasion-specific touches

Pricing is available upon request and tailored to the journey, guest profile and selected enhancements.

YOUR JOURNEY BEGINS HERE

# Creating Your Exclusive Journey

Creating your exclusive journey is a collaborative experience,
with every detail thoughtfully curated from the very first conversation.

## 1 Begin the Conversation

Share your preferred dates, guest numbers and aspirations with our dedicated team.

## 2 Receive Your Tailored Proposal

Receive a bespoke proposal outlining the recommended journey, experiences and investment.

## 3 Curate Your Experience

Personalise dining, entertainment, cultural experiences, transfers and bespoke touches around your guests.

## 4 Confirm Your Journey

Secure your preferred departure and allow our team to begin preparing every detail.

## 5 Step Aboard

Experience Dream of the Desert as your own private world, created exclusively for you and your guests.




# READY TO CREATE YOUR PRIVATE WORLD?

OUR DEDICATED TEAM WILL WORK WITH YOU FROM FIRST ENQUIRY THROUGH TO FAREWELL,
THOUGHTFULLY CURATING EVERY DETAIL TO BRING YOUR VISION TO LIFE.

**ENQUIRE NOW**

INFO@DREAMOFTHEDESERT.COM | +966 56 600 5568

A MEMBER OF

THE LEADING TRAINS