

عَسِير
Aseer

A Thousand Welcome to

عَسِير تَهْوَل

Aseer, Awakening Wonder

2024



Welcome to mesmerizing peaks that glisten with their enchanting natural beauty

Nestled in the southwestern part of the Kingdom of Saudi Arabia, where towering mountains, fertile plains, enchanting valleys, and a warm, inviting coast await your discovery. Spanning approximately 81,000 km², Aseer captivates as an alluring tourist destination, showcasing a remarkable blend of natural charm, geographic diversity, and climatic richness.

Make Aseer your next destination and uncover the beauty of peaks that radiate with their unspoiled natural allure, proudly preserving the authenticity of their history and traditions. Write your own tale of discovering unmatched beauty within the heart of Saudi Arabia.



أَسِير
Aseer

About the Region

Culture | Nature | People | Heritage



Home of culture and arts

Aseer is a vibrant tapestry of colors and folk arts, encapsulating a fusion of customs and traditions that embody the authentic spirit of the Kingdom of Saudi Arabia. Each tradition and custom in Aseer serves as a testament to a cultural heritage that resonates to this day through its festivals and arts.

The renowned Aseeri Kat Art, showcased in various arts and handicrafts, has been acknowledged by UNESCO as an intangible cultural heritage. Additionally, Aseer is celebrated for the “Qasab” style, characterized by circular or rectangular structures crafted from mud, stone, or a combination of both, historically used for military observation or grain storage.



Where history comes alive

Aseer boasts a profound and illustrious history that spans millennia, serving as a crossroads for diverse civilizations. Across the ages, Aseer has posed formidable challenges to invaders and colonizers, owing to its rugged terrain, the resilience of its people, and their unwavering determination.

Numerous sites in Aseer bear witness to a rich cultural heritage that has withstood the test of time, defying external influences. This includes over 4,000 historical villages scattered throughout the region, as well as palaces, forts, and majestic castles that have endured for over seven centuries, standing as enduring testaments to the region's storied past

Delve into One of Over 4,000 Historical Villages and Iconic Fortresses



Enjoy the tastiest culinary experiences

Aseer is a treasure trove of culinary delights, boasting a gastronomic heritage that is as rich and varied as its landscape.

Aseer's recipes are more than just food; they are stories of survival, celebration, and community, passed down through generations. Each dish is a chapter in Aseer's living history, offering a taste of the region's soul.

A Tapestry of Timeless Flavors

With over 120 unique Aseeri recipes, Aseer's tasteful legacy has been shaped by the hands of time and the spirit of the land.

عسير
Aseer



Al-Haneeth



Al-Areeka



Al-Aseeda

A close-up photograph of a hand using a brush to paint a traditional Saudi textile pattern. The pattern consists of repeating geometric shapes, including diamonds and squares, in red, yellow, and black on a white background. The textile is stretched over a wooden frame.

AL-Qatt-Al-Asiri was inscribed on the UNESCO list of the intangible Cultural Heritage of Humanity

This vibrant art, traditionally practiced by the women of Aseer, is a celebration of identity, history, and community spirit.

The inscription of Al-Qatt Al-Asiri on the UNESCO list underscores the global importance of preserving such cultural expressions. It highlights the need to protect and promote the unique heritage that shapes the identity of Aseer and its people.

The coolest spot for a vacation or staycation in the GCC.

Despite the soaring temperatures prevalent in the GCC during the summer, the Aseer region stands out by maintaining a consistently cool atmosphere.

With summer temperatures as low as 24 degrees, Aseer establishes itself as the most refreshing haven in the entire region.



Average Temperature: 24°
10 degrees lower than the rest of KSA
Annual rainy days: 95

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Arriving at and Staying in Aseer

Hotel Rooms, Accommodation, Transportation, and
Connectivity.



The Now: Abha International Airport

At an elevation of 6,858 feet (2,090 meters) above mean sea level, there is located the current Abha International Airport.

Providing air services for different Airlines such as Air Arabia, Air Cairo, Egyptair, Flyadeal, Flydubai, Flynas, Jazeera Airways, Nesma Airlines, Nile Air, and Saudia operate regular scheduled and charter flights to destinations including Cairo, Doha, Dubai, Sharjah, and more.

Enhanced Connectivity

The Future: New Abha International Airport

- The new airport will feature 20 gates, along with 41 check-in counters with seven new self-service check-ins.
- The airport's capacity will increase to accommodate over 13 million passengers annually, nearly nine times the current 1.5 million capacity
- The design of the new airport will reflect the architectural identity of the Aseer region and showcase Saudi culture.

Aseer Connectivity Landscape: Exploring Routes Options

Aseer is directly connected to major cities in Saudi Arabia such as Riyadh, Jeddah, and Dammam, as well as other key Gulf traffic hubs like Dubai, all within short flight durations.

Domestic Flights



Flying Time:

Riyadh: 1h 45 min
Jeddah: 1h 15 min
Damman: 2h 15min

International Flights



Direct Flight:

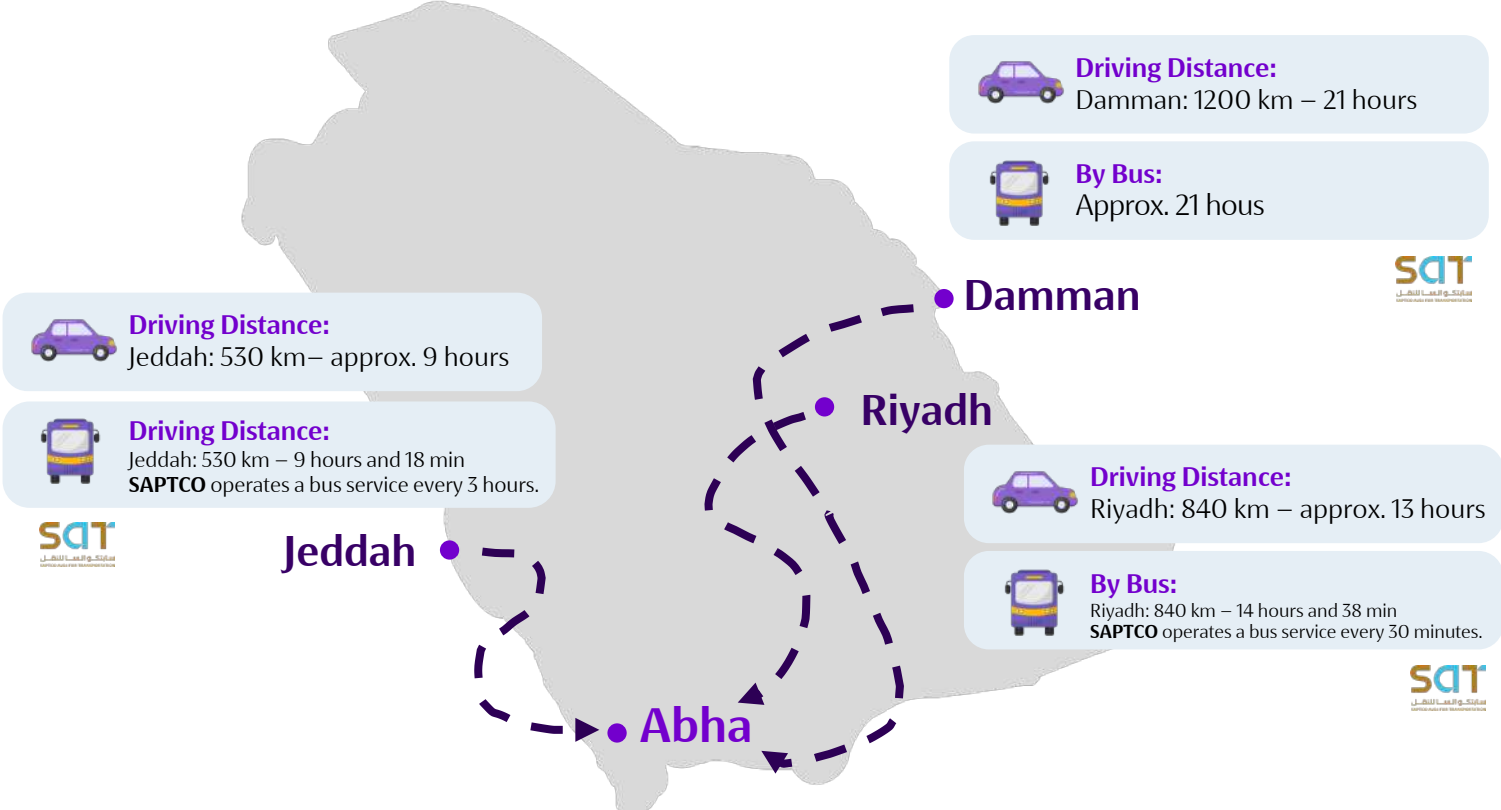
Dubai: 3h
Sharja: 3h
Cairo: 2:50 h

Forecasting Tourism Traffic to Aseer in 2024

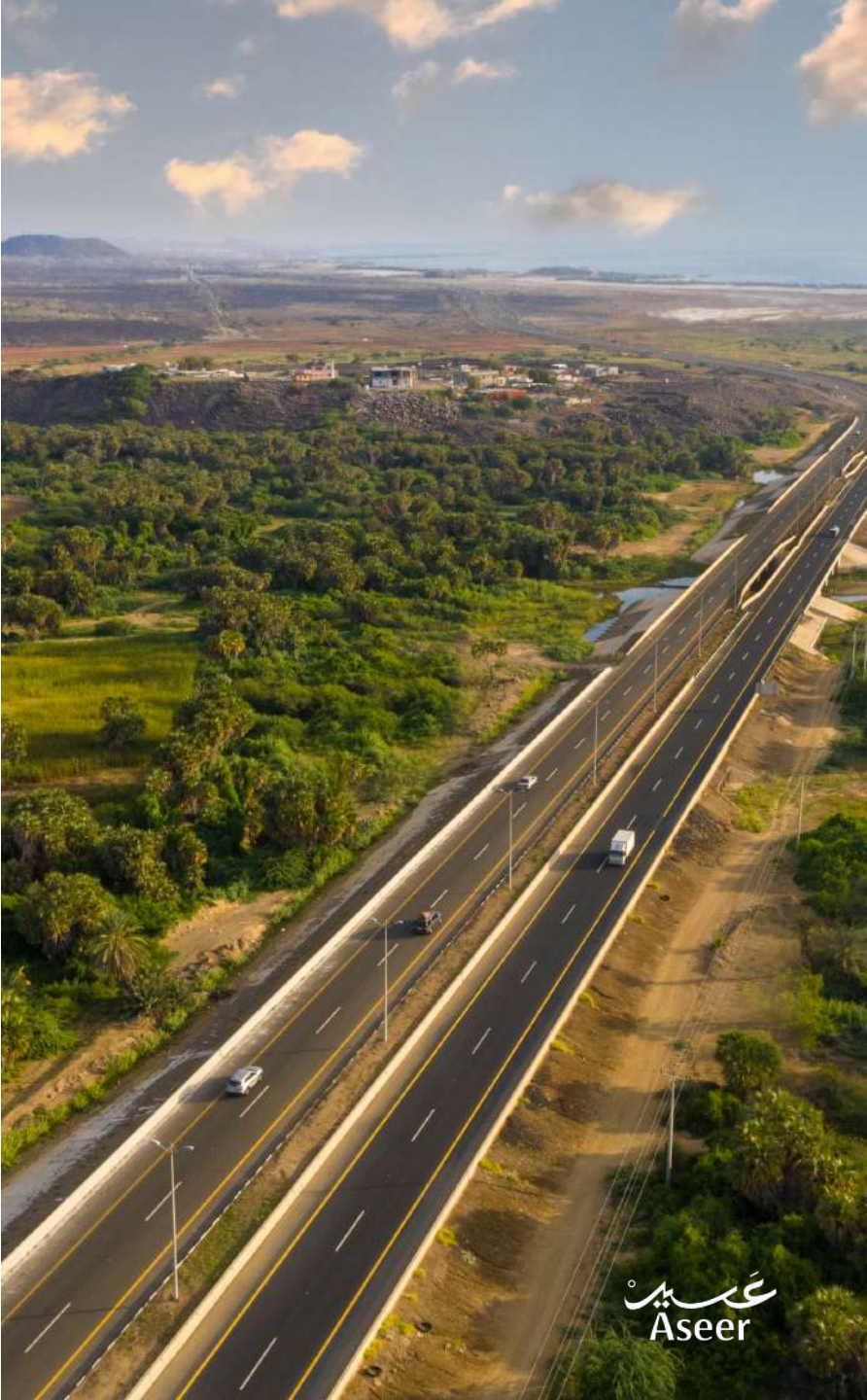
Carrier airlines		Local
Destinations		International
Expected to be operational In 2024	Riyadh, Jeddah, Dammam, Taif, Sharurah, Dubai, Sharjah, Cairo, Kuwait	Current
Expected increase In 2024	Tabuk, Medina, Assiut, Sohag	New
Expected to be operational In 2024	Bahraini Gulf Air, Qatar Airways, Etihad Airways	Airlines
Expected increase In 2024	Bahrain, Doha, Abu Dhabi	Destinations
Expected increase In 2024	13% to 15%	Number of passengers
Expected increase In 2024	10%	number of trips

Aseer Connectivity Landscape: Exploring Transportation Options

You can either take a bus or drive to Abha from several destinations in Saudi Arabia.

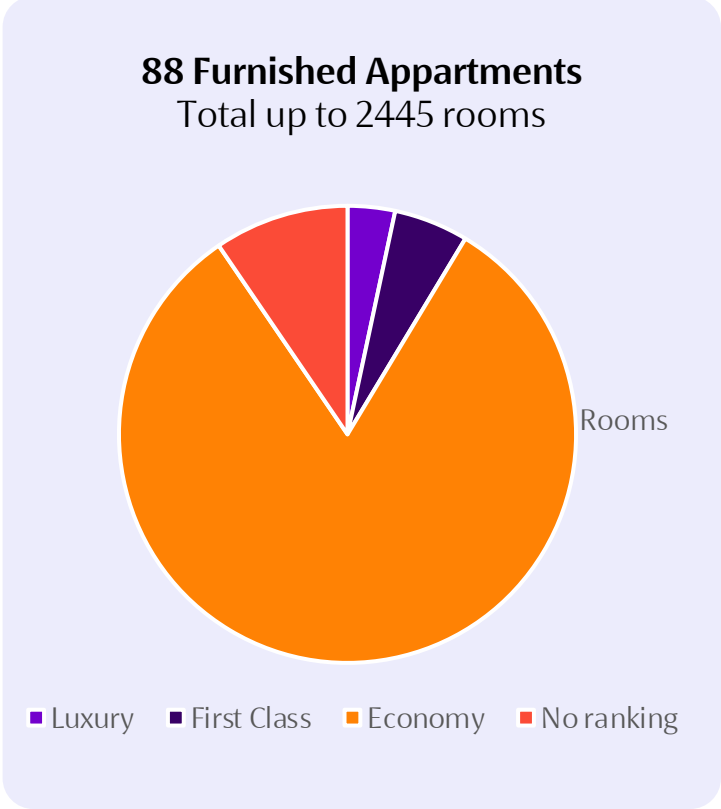
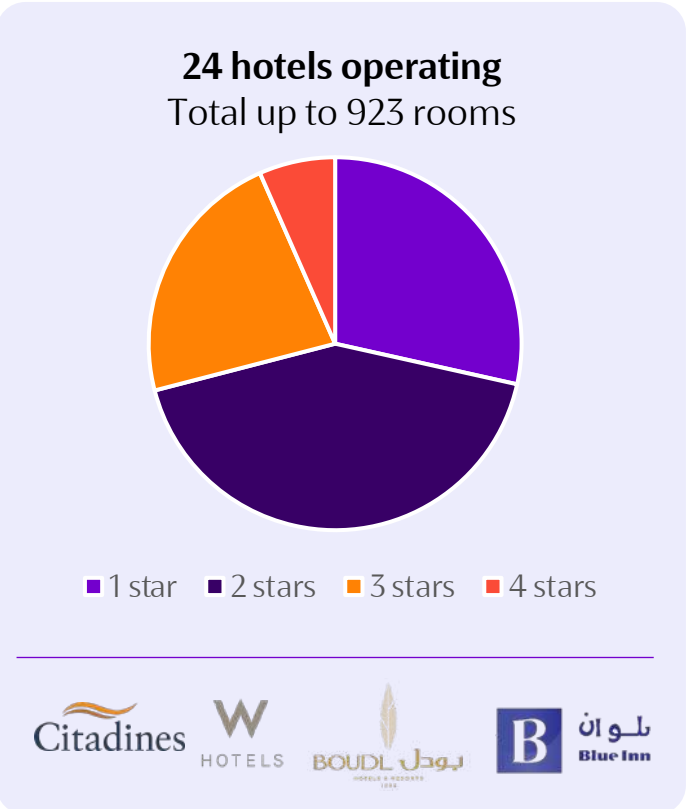


Ride sharing services available in Aseer



Aseer Accommodation Landscape: Exploring Stay Options

For budget-conscious travelers, Aseer boasts a myriad of economy accommodations. Whether it is cozy furnished apartments or budget hotels offering essential amenities, visitors can find comfort without breaking the bank.



Nature...

Aseer's Hidden Gem

In Aseer, the landscapes are a testament to nature's artistry, offering a diverse array of views and contrasting climatic conditions.

The region encompasses lofty mountain peaks, accounting for 34.3% of the area, with elevations ranging from 2000 to 3000 meters.



Coastal Beaches



Mountain Peaks



Desert



Tihama Plains



[link](#)

Mountain Peaks





24°

Abha

City of Fog

Abha, is the gateway to Aseer, Abha is home to the Abha International Airport and has been an authentic tourist destination since ancient times.

The city features entertainment and hospitality projects and services, along with numerous historical landmarks that enhance its touristic value, such as the historic castle of Shamsan, the Rijal Almaa Heritage Museum, and Al Miftaha village. Additionally, it boasts popular markets like the Tuesday Market.



23°

Al Souda

Excitement and Adventure

Al Soudah, located approximately 30 km from the center of Abha city is renowned for its diverse landscapes, making it an ideal destination for nature lovers and those seeking thrilling adventures. It is home to the highest mountains in the Kingdom, reaching an elevation of 3133 meters.



23°

Al Namas

The jewel of Sarawat

The terrain in Al Namas varies, with slopes overlooking the Tihama plains and the Sarat, along with the eastern plateaus, adding to the diverse and picturesque landscape of the region. Visitors to Al Namas can immerse themselves in an authentic and serene experience of southern rural life, where nature and fog envelop the area for most of the year.

Khamis Mushait

Aseer's Artery



24°

Khamis Mushait offers a diverse range of hospitality options and hotels for visitors and tourists, complemented by urban facilities and an array of tourist attractions and natural beauty. Surrounded by towering mountains from all sides, the city features modern tourist destinations like the Khamis Mushait Boulevard and historical heritage sites such as the Ibn Hamisan Village.

Aseer Coastal



Version 2

00:00:59:15



23°

Al Birk

A Gem of Beaches

Al Birk's coastal location along the Red Sea has established it as a sought-after destination for scuba diving enthusiasts, offering mesmerizing beaches that transform into an artistic canvas, blending the colors of sand, greenery, and the blue sky reflected in its clear waters. The presence of mangrove trees provides a natural frame, while the graceful glide of seagulls and swans adds to the captivating scenery.

Renowned for its numerous valleys and charming nature, Al Birk features a mountainous formation that rises to overlook the Red Sea coast. Its land is composed of ancient volcanic black stones, adding to the region's unique geological character.



24°

Waterfront

Aseer's Artery

Prepare for a modern beach excursion with a unique twist at Al Hareedah Beach, situated on the coast of the Aseer region, renowned for its expansive white sands and pristine shores.

The waterfront along the Aseer coast spans over two million square meters, establishing it as the largest waterfront in the Middle East. Located 120 kilometers from the city of Abha, this beachfront destination embodies a modern lifestyle, offering 90 family seating areas, a 20-meter-wide seaside promenade, expansive green spaces covering an area of 200,000 square meters, a marina, a yacht club, a sailing club, children's and water sports facilities, as well as a variety of dining options, cafes, sports fields, and numerous seating areas within the gardens.

Saeedat Alswaleha Beach

Aseer's Artery



24°

Regarded as one of the most beautiful and splendid spots in the Aseer region, Saeedat Alswaleha Beach is located on the border adjacent to the Makkah region. The beachfront in Saeedat Alswaleha spans 14 kilometers, and its modern facilities make it convenient for visitors to engage in beach activities while enjoying charming views of the surrounding natural beauty.

Aseer Desert



Version 2

00:01:02:05



26°

Bisha

A rich history and oases

Renowned as the capital of palm trees, Bisha stands out for producing the finest varieties of Safawi dates. The city hosts the Bisha Safawi Date Festival annually in mid-September, marking one of the most important events that support significant economic ties in the Aseer region.



26°

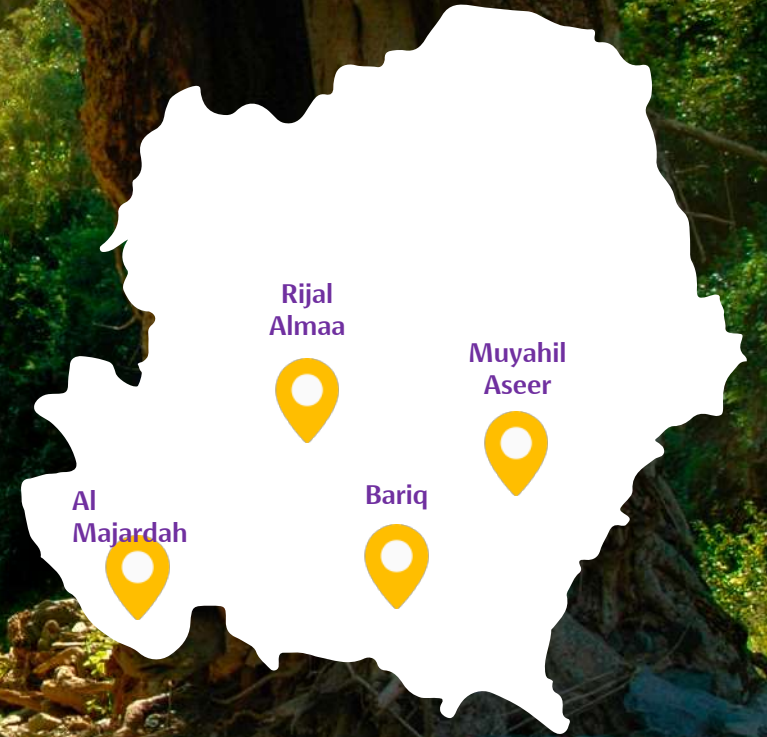
Tathlith

An oasis where sand
intertwines with trees

The climate of Tathlith varies between desert and mountainous, offering a diverse range of activities for its residents, including agriculture, herding, trade, and modern pursuits.

Exploring Tathlith unveils its diverse landscapes, with notable sites such as Wadi Al-Thafn, Al-Raseen, and Jash, ensuring that your visit is a memorable experience. The blend of its desert nature and the fertility of its oases creates a rich natural scene infused with history, culture, and natural beauty.

Tihama Plains



Tihama
Plains

Rijal
Alma

 24°

Rijal Almaa

City of Fog

Abha, is the gateway to Aseer, Abha is home to the Abha International Airport and has been an authentic tourist destination since ancient times.

The city features entertainment and hospitality projects and services, along with numerous historical landmarks that enhance its touristic value, such as the historic castle of Shamsan, the Rijal Almaa Heritage Museum, and Al Miftaha village. Additionally, it boasts popular markets like the Tuesday Market.



30°

Muhayil Aseer

Your destination in winter

Muhayil Aseer, strategically located to connect Sarat Tahama with Tihama, serves as a vital link in a beautifully integrated chain.

Positioned 80 kilometers from Abha city and approximately 70 kilometers from the Red Sea coast, Muhayil Aseer holds historical significance dating back to the pre-Islamic era when it served as a resting place for trade caravans traveling between Makkah and the lands of Persia. Following the advent of Islam, the city evolved into an essential commercial center in the region.



28°

Al Marjadah

The heart of Aseer

Al Majardah, situated northwest of Aseer, is renowned for its captivating fragrances, as it encompasses an expansive agricultural land stretching over an area of 150 kilometers. The fertile valleys of Al Majardah are abundant with bananas, coffee, basil, barley, alfalfa, mint, and various other aromatic trees and plants, making it a fragrant and bountiful part of Aseer, serving as a vital source of its food resources.

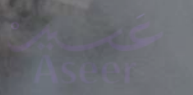


Bariq

The heart of Aseer

Bareq, one of the largest provinces in the Aseer region, spans an expansive area of 5400 square kilometers and is celebrated for its remarkable beauty, characterized by diverse landscapes comprising mountains, valleys, and forests.

Its strategic location near several other provinces in Aseer underscores its historical significance, dating back to pre-Islamic times when it played a pivotal role as part of the ancient trade route from Yemen to Mecca and then to the Levant. Notably, Bareq was home to some of the largest and most significant Arab markets of its time.





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Annual Calendar

Year-Round Allure:
Aseer Welcomes Visitors with
New Experiences Every Season



Thrilling Experiences Awaits You in Aseer

Upon arriving in Aseer, get ready for limitless experiences and activities. These diverse experiences cater to all ages and suit various interests, do not be surprised if one visit is not be enough to experience all of them. Here is an idea of what awaits you in Aseer:

Tourism Programs

Tourism Program (3 days)

- **Day 1:** Traditional Breakfast | Hiking from 9:00 AM to 1:00 PM | Traditional Lunch | Cultural tour of museums
- **Day 2:** Breakfast | Visit to a local market or heritage villages | Shamsan Castle | City tour (Tuesday Market, High City, Street Art, Al Miftaha)
- **Day 3:** Car trip through the mountains | Sunset viewing and paragliding (Al Shurfa Mountain - Open-top Cars)

Tourism Program (5 days)

- **Day 1:** Introductory tour in Abha city | Breakfast | Shamsan Castle | Abu Khayal | High City | Lunch (Haneeth)
- **Day 2:** Tour in Al Soudah | Waterfall areas | Palaces and Museums of Al Soudah
- **Day 3:** Rijal Almaa Village | Honey Hut | Lunch (From local families production, Maghsh, Kabsa, Hanneth) | The Rural House in Haswah | Aqabet Dlaa
- **Day 4:** Reem Valley off-road trip | Lunch in the desert | Coastal area in Al Hareeqah and sunset viewing at the sea | Dinner (fish)
- **Day 5:** Traditional breakfast | Hiking in Wadi Bin Hushabal | Dinner in Qantab Village

Tourism Program (7 days)

- **Day 1:** Introductory tour in Abha city | Breakfast | Shamsan Castle | Abu Khayal | High City | Lunch (Haneeth)
- **Day 2:** Tour in Al Soudah | Waterfall areas | Palaces and Museums of Al Soudah
- **Day 3:** Rijal Almaa Village | Honey Hut | Lunch (From local families production, Maghsh, Kabsa, Hanneth) | The Rural House in Haswah | Aqabet Dlaa
- **Day 4:** Reem Valley off-road trip | Lunch in the desert | Coastal area in Al Hareeqah and watching the sunset at the sea | Dinner (fish)
- **Day 5:** Traditional breakfast | Hiking in Wadi Bin Hushabal | Dinner in Qantab Village
- **Day 6:** Road trip (car) among the mountains sunset viewing and paragliding (Jabal Al Sharif – Open-top Cars)
- **Day 7:** Traditional breakfast | Hiking from 9:00 AM to 1:00 PM | Traditional lunch | Cultural tour in museums



Desert



Tihama Plains



Coastal Beaches



Mountain Peaks

Camping Trips

Visits to Historical & archaeological landmarks

Enjoying Natural Landscapes

Exploring Arts and Culture of Aseer

Attending Folklore Celebrations

Dune Bashing

Visiting Date Palm Farms

Attending Camel Festival

Horseback Riding

Experiencing Aseeri Cuisine

Parks

Exploring Rural Huts

Surfing

Rowing

Scuba Diving

Beach Football

Fishing

Sea Cruises

Meditation and relaxation in nature

Mountain Biking

Mountain Climbing

Adventure Tours

Paragliding

All-Year Round Activities: Enjoying Aseer from Spring to Winter





Aseer's Summer Season in Review: 2023 Edition

The "Aseer 2023 Summer Season" aimed to draw tourists from both within and outside the Kingdom, inviting them to immerse themselves in the beauty and heritage of the region. It offered a myriad of unique and diverse experiences, enticing travelers with promises of unforgettable adventures.



Days of Event

63 operational days



Target

664.000 attendees



Actual Results

1,651.000 attendees



**% Accomplish
Rate**

+100%

Jacaranda Season

The jacaranda season showcases the region's heritage and nature in the midst of jacaranda trees blooming all around Abha.

It offers a delightful blend of music, dining, and family-friendly activities, promising weeks of excitement and entertainment for visitors of all ages.





Summer Season



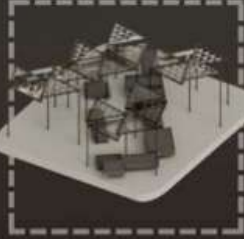
Concert zone



Event description
 Concert zone is an extraordinary musical event set in the heart of Aseer, where music and technology converge to create a mesmerizing experience. Taking place inside a grand dome, this immersive event transforms the traditional concert setting into a breathtaking audiovisual journey.

Location Masrah samra
Duration 90 days
Target Audience All ages

Aseer village



Event description
 Aseer village is a food court concept that weaves together the warmth of community, the richness of diverse cuisines, and the charm of a serene village backdrop, creating an unforgettable dining experience that resonates with the heart and soul of the community.

Location نرحاب / مدهال
Duration Permanent
Target Audience Local Families And Friends

Sports zone



Event description
 Our wild event invites locals to explore the beauty of the region through motorcycling, climbing, hiking, and even safari experiences. Whether navigating mountain trails on a motorcycle, scaling heights through climbing and hiking, or enjoying the thrill of a safari, participants will forge unforgettable connections with the stunning landscapes.

Location منتزه المسقي
Duration 90 days
Target Audience Sports enthusiasts

Abwab al khayal



Event description
 Abwab Al Khayal is a cluster of events coming together to carry the visitors to a parallel world filled with awe-inspiring wonders and entertainment. The festival features several gates that not only grant access to various pop-ups and activities, but also to symbolize fresh opportunities for new experiences, endeavors, and most importantly new worlds.

Location -
Duration 90 days
Target Audience Families And Friends

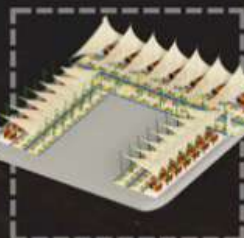
Farm



Event description
 The farm zone is a vibrant celebration activating existing farms and spotlighting local products. Farmers will come together to showcase Aseer's agricultural richness, featuring fruits, organic vegetables and other local products, supporting the sustainability of Aseer's farming communities.

Location -
Duration 90 days
Target Audience Local Families And Friends

Street festival



Event description
 Immerse yourself in live performances, a range of culinary delights, unique finds at retail booths, and play areas. The street festival is a blend between traditional arts, heritage and modernity.

Location -
Duration 90 days
Target Audience -

Nature nest escape



Event description
 Nature Nest Escapes is a visionary architecture project nestled in the heart of the mountains, seamlessly blending luxury bungalows with the allure of glamping. The concept revolves around mimicking the natural contours of the mountainous landscape, creating a harmonious and continuous design that mimics the beauty of the surroundings.

Location منتزه الذهبية
Duration Permanent
Target Audience Families And Friends

Skydiving



Event description
 The skydiving zone is a hub for all skydiving and sports enthusiasts. The project includes lounges, refreshments, retail areas, and preparation rooms and classes.

Location near to the airport
Duration 90 days
Target Audience Skydiving enthusiasts (adults)

BUNGALOW



RES



REST



TOP VIEW



Winter Season

Winter Unleashes Coastal Thrills and Valley Delights in Aseer! The inviting coastal weather beckons adventure enthusiasts to experience the excitement by the sea.

Immerse yourself in cultural highlights like the Flower Man Festival and beyond.





Island Hopping



Traditional Markets



Coastal Lodges



Water Sports



Coastal Cultural Immersion



Ramadan & EID





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What is coming for Aseer?

PIF Projects



Souda Peaks

First Phase 2027

1336

Housing Units

29

 Billion Riyals

Contribution to cumulative GDP

2700

Hotel Rooms

2

 Million

Year-round visitors



Nature & Relaxation



Sports & Adventure



Culture & Heritage



+30%

Green Areas

+19

 Millions

Contribution to cumulative GDP

5 different

Areas





New Abha Airport

13 million Travelers

Iconic Airport

For the region and the nation

Attract Tourism

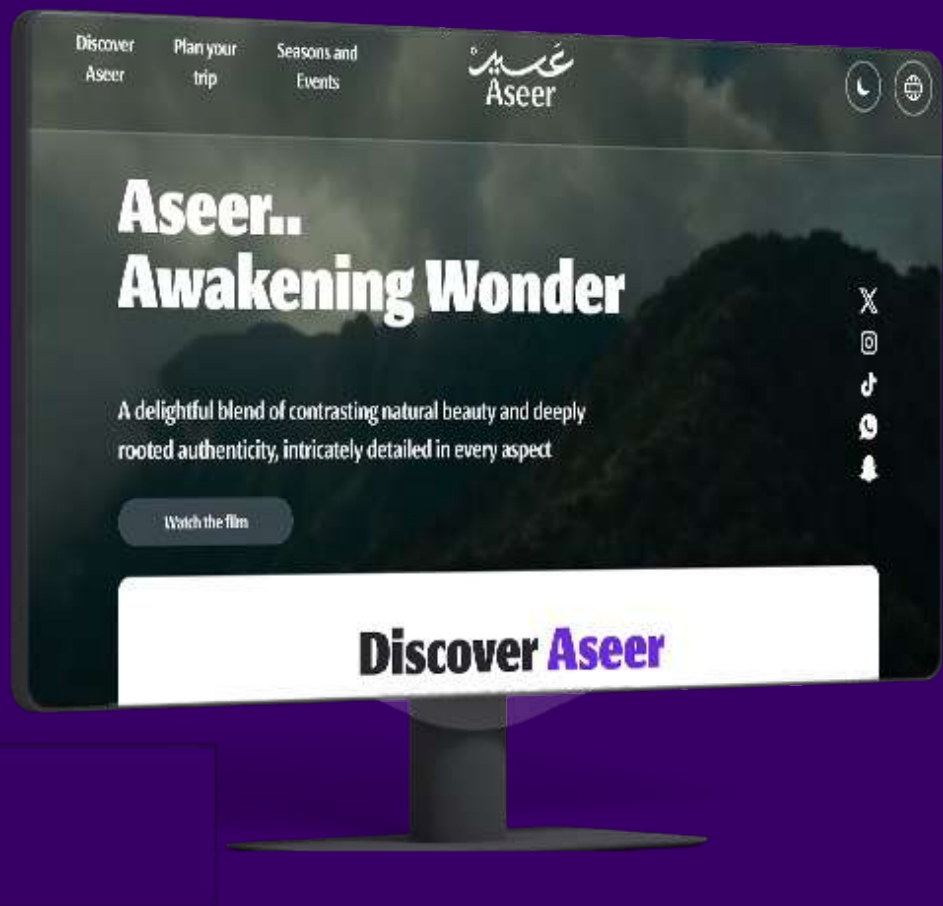
To the Aseer Region



Iman Faisal Bin Turki Natural Reserve

30.157 Square Kilometres





Connect with Aseer

Our digital presence, designed with the traveler in mind, is a vibrant showcase of Aseer's diverse regions and the myriad of experiences they offer. Visit us to embark on a journey that will enchant your senses and create memories to last a lifetime.



@Discoveraseer



THANK YOU

For further details and inquiries, connect with our Marketing Office in Aseer.

Contact us to enhance your journey and make the most of your visit!

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