Dream of the Desert

Discover the Soul of Saudi Arabia. By Train.



INAUGURAL JOURNEYS FROM

October 2027

IN COLLABORATION WITH SAUDI ARABIA RAILWAYS, THE MINISTRY OF CULTURE, AND THE SAUDI TOURISM AUTHORITY



A Kingdom of Worlds Yet to Be Discovered

Beyond Saudi Arabia's best-known destinations lies a northern landscape shaped by ancient settlements, mountain ranges, desert horizons and communities whose traditions remain part of everyday life. Each region has its own character, formed through centuries of movement, trade, agriculture and cultural exchange.

Al Jouf

In Al Jouf, historic fortifications and settlements tell the story of a region that once connected important routes across Arabia. Marid Castle, overlooking Dumat Al Jandal, stands among its most recognisable landmarks, reflecting the architectural and cultural legacy of northern Saudi Arabia.

Aja Mountains

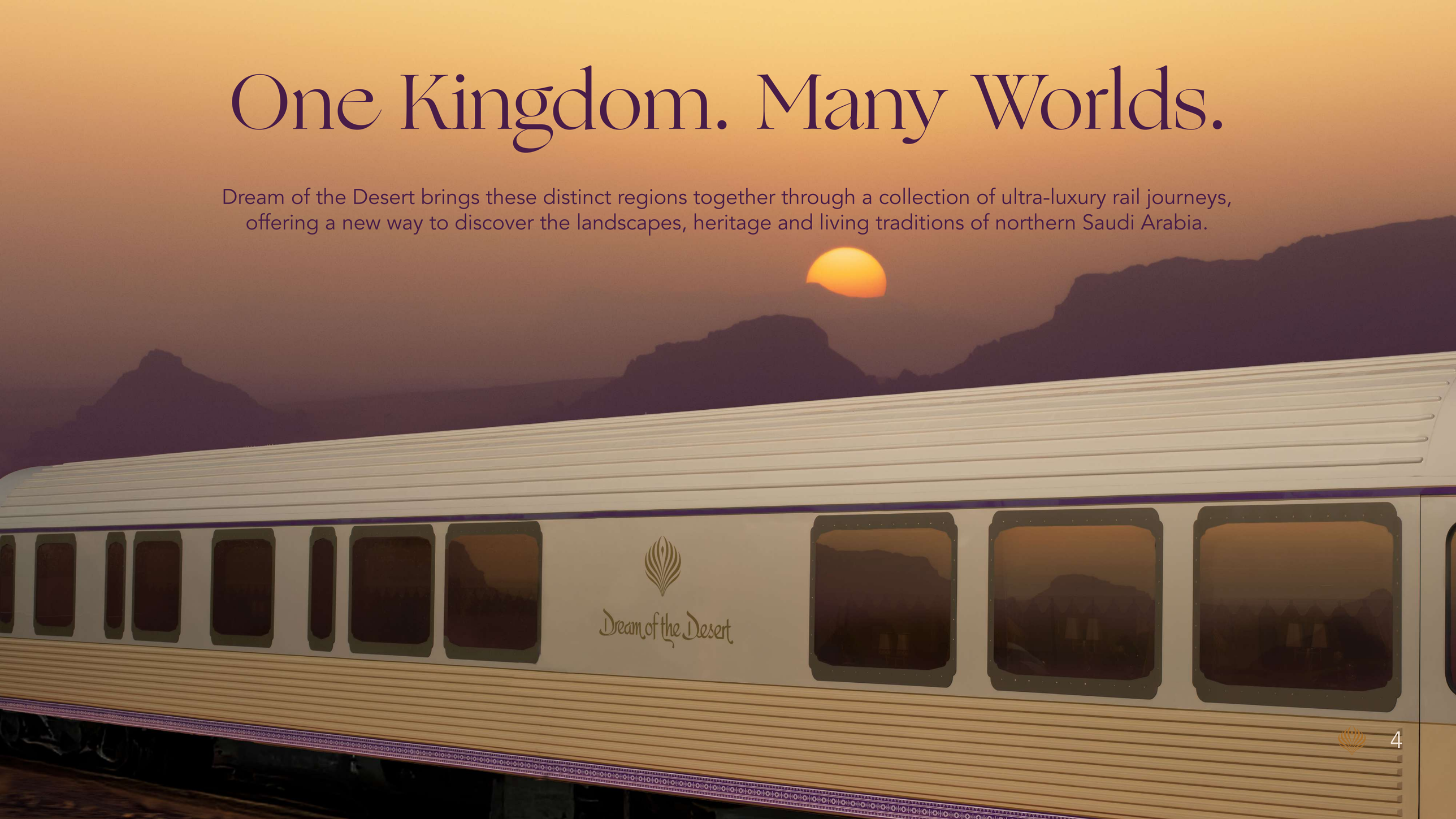
Further south, the Aja Mountains rise above Hail, their distinctive formations forming part of a landscape long associated with Arabian history, poetry and hospitality. The surrounding desert provides a setting in which the natural environment and the traditions of the region remain closely connected.

Al Qassim

In Al Qassim, cultivated land and date farms offer another perspective on the Kingdom. Here, agricultural heritage and food traditions reflect the relationship between local communities and the oasis landscapes that have sustained them for generations.

One Kingdom. Many Worlds.

Dream of the Desert brings these distinct regions together through a collection of ultra-luxury rail journeys, offering a new way to discover the landscapes, heritage and living traditions of northern Saudi Arabia.





The World's First Ultra-Luxury Desert Journeys by Train

Dream of the Desert is the world's first ultra-luxury desert journeys by train, introducing a new way to experience Saudi Arabia through a collection of carefully curated rail journeys that bring together luxury hospitality, cultural discovery and exclusive access.



A JOURNEY BEYOND THE DESTINATION

Unlike traditional luxury travel, where destinations are experienced individually, Dream of the Desert brings each encounter together as part of one continuous journey. From private cultural experiences and historic landmarks transformed after dark to destination dining and wilderness escapes, every itinerary has been designed to offer guests an intimate and distinctive perspective on the Kingdom.

INTIMATE LUXURY, ROOTED IN SAUDI TRADITION

The experience extends beyond the destinations themselves. With just 24 Suite Cabins in its inaugural season, Dream of the Desert offers an intimate setting where personalised hospitality, thoughtful design and Saudi traditions come together to create a journey that feels both exclusive and deeply connected to its surroundings.

A NEW WAY TO DISCOVER THE KINGDOM

Developed in collaboration with Saudi Arabia Railways, Dream of the Desert combines the romance of rail travel with a contemporary approach to luxury hospitality, creating a new way to discover the Kingdom through experiences designed specifically for its guests.

THE JOURNEY BEGINS IN 2027

With reservations opening on 4 November 2026 and inaugural departures beginning in October 2027, Dream of the Desert invites travellers to experience the Kingdom through a collection of journeys that bring its landscapes, heritage and hospitality together.

DREAM OF THE DESERT AT A GLANCE

Key Facts & Reservations

RESERVATIONS OPENING
4 November 2026

FIRST DEPARTURES
October 2027

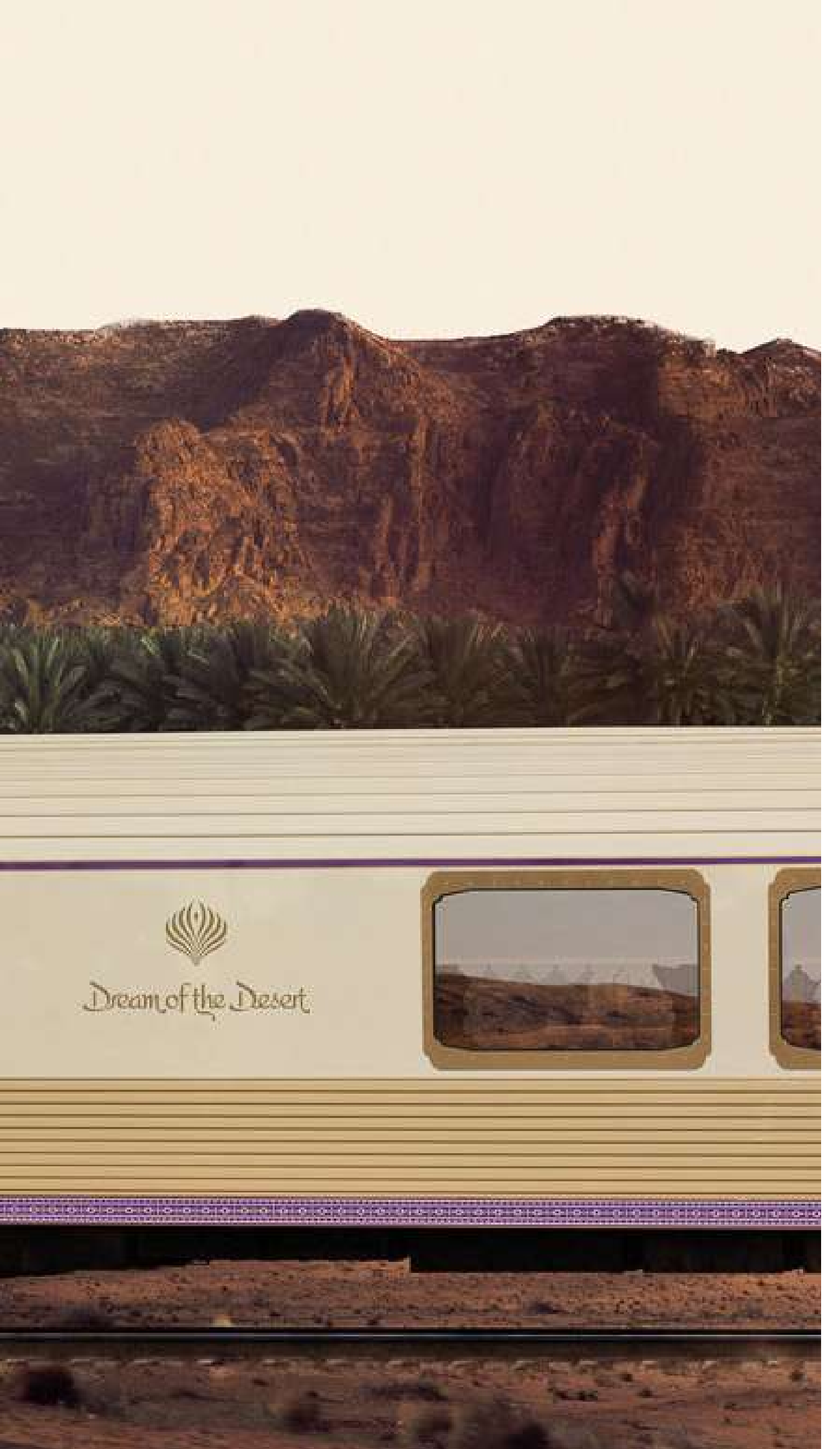
DEPARTURE POINT
Riyadh

The Desert Kingdoms
4 days, 3 nights

Riyadh – Al Jouf – Hail – Riyadh

Shadows of Aja
3 days, 2 nights

Riyadh – Hail – Aja Mountains – Al Qassim



STARTING PRICE

SAR 86,250

(GBP 17,250 / USD 22,997)

per couple, per suite, for a two-night journey including VAT, your private suite cabin, onboard and offboard dining and all signature experiences.

RESERVATIONS:

www.dreamofthedesert.com



Train Composition

Phase 1 – October 2027

24
SUITE CABINS

48
GUESTS CAPACITY

1 Restaurant Carriage

1 Majlis Carriage

Phase 2 – 2028

32
SUITE CABINS

2
ROYAL SUITES

68
GUESTS CAPACITY

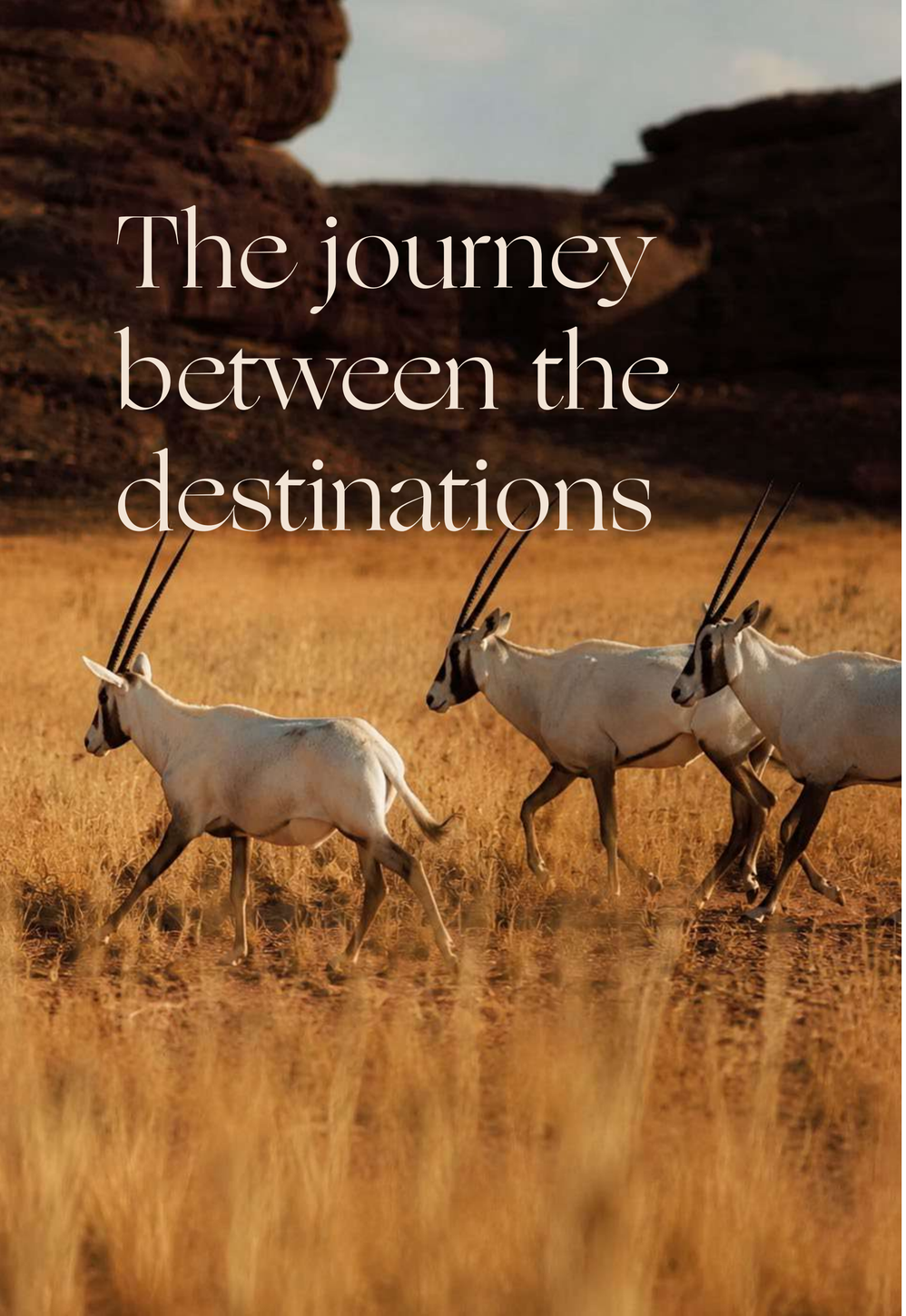
1 Restaurant Carriage

1 Majlis Carriage

1 Transformative Dining Carriage







The journey between the destinations

On Dream of the Desert, the journey continues long after guests leave one destination and before they reach the next. The train provides a constant connection between the experiences along its route, allowing guests to discover Saudi Arabia at a different pace.

Life on board moves between the privacy of the suites, refined dining and time spent in the Majlis, where guests can gather, relax, share stories and enjoy live entertainment. Beyond the train, carefully curated experiences introduce the history, culture and traditions of the destinations visited, creating a natural rhythm between moments of discovery and time spent on board.

Guests might return from an evening at a historic landmark to enjoy dinner as the train continues its journey, or wake to a new landscape beyond their suite. These moments become part of the experience itself, with the train providing continuity between each destination.

The Inaugural Journeys

Rather than simply transporting guests from one place to another, Dream of the Desert allows the journey to unfold gradually, connecting life on board with the experiences and encounters that make each destination distinctive.

The inaugural collection introduces two journeys through northern Saudi Arabia, each offering a different perspective on the Kingdom's landscapes, history and living traditions.



The collection will soon expand with a dedicated journey to AlUla, opening a new chapter in the Dream of the Desert story.
Further details of this journey, conceived around rare access, cultural immersion and exceptional encounters, will be revealed soon.

The Desert Kingdoms



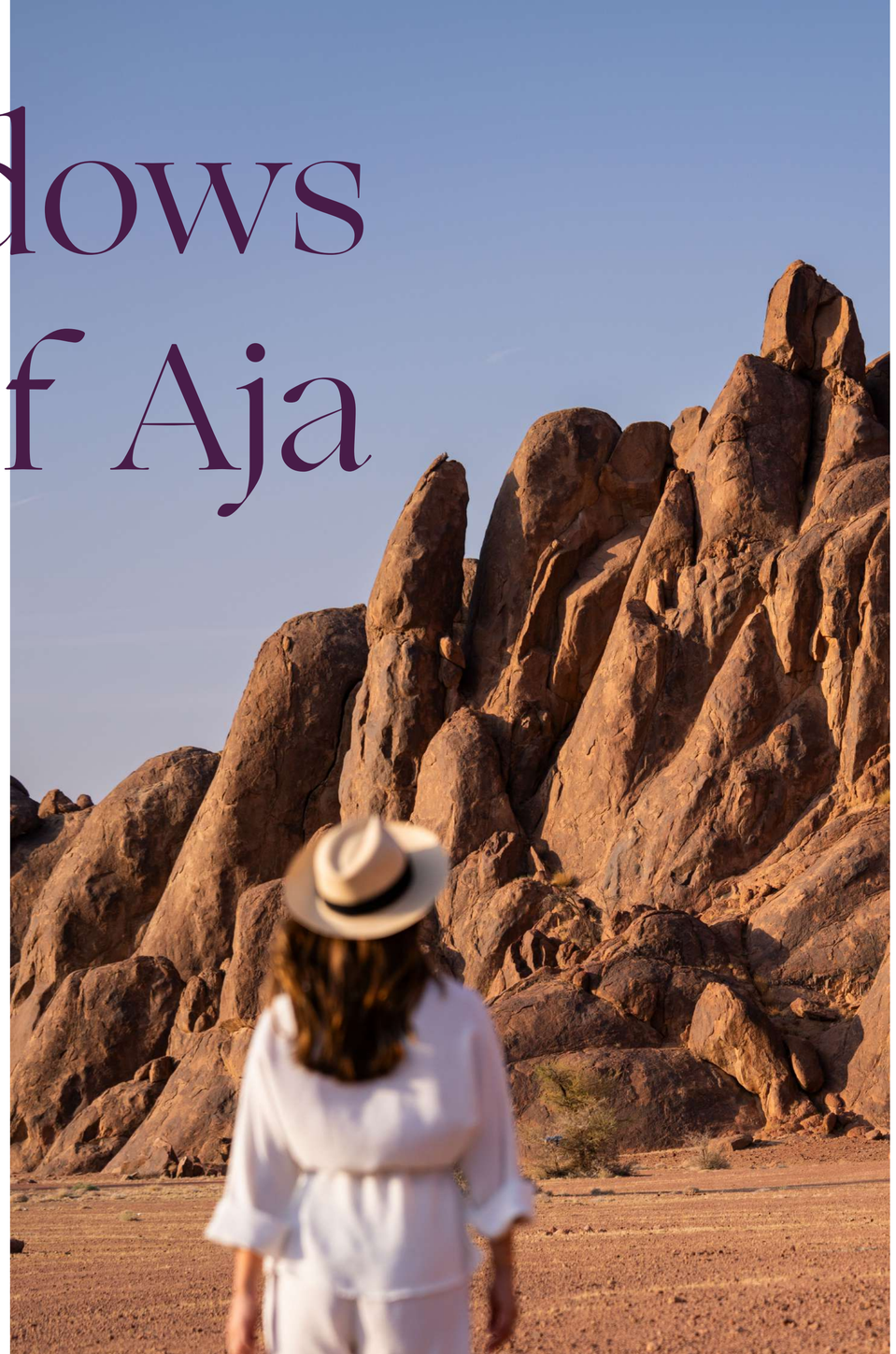
4 days, 3 nights

Riyadh – Al Jouf – Hail – Riyadh

The Desert Kingdoms takes guests on a rediscovery of Al Jouf and Hail through the stories, landscapes and living traditions that shaped Arabia, from the historic settlements of Al Jouf to the dramatic mountain landscapes of Hail.

Highlights include Legends of Marid, a signature experience at Marid Castle in Dumat Al-Jandal, and a private wilderness escape in the Aja Mountains.

Shadows of Aja



3 days, 2 nights

Riyadh - Hail - Aja Mountains - Al Qassim - Riyadh

Shadows of Aja is a three-day journey into the wilder side of northern Arabia, travelling from the mountain landscapes of Hail to the palm-filled oasis of Al Qassim.

The itinerary includes the Aja Mountains Wilderness Escape, with cultural encounters and astronomy, before continuing to Al Qassim for The Oasis Table, an immersive farm-to-table experience. Seasonally, the journey may also extend to the white salt landscapes of Al-Awshaziyah.

Experiences beyond the train

Each of Dream of the Desert's inaugural journeys is shaped by a collection of exclusive encounters that bring the history, landscapes and living traditions of northern Saudi Arabia to life. From an immersive performance within a historic castle to private wilderness experiences and dining beneath the date palms, these signature experiences reveal the distinctive character of each journey.



Desert Kingdoms



LEGENDS OF MARID

At Dumat Al-Jandal, Legends of Marid transforms the historic castle into an immersive world of storytelling, music, light and theatrical performance. This Dream of the Desert signature show culminates in an intimate candlelit gala dinner inspired by the flavours and dining traditions of Al Jouf.

AJA MOUNTAINS WILDERNESS ESCAPE

Guests leave the railway behind for a private wilderness escape among dramatic red and purple granite peaks. Arabian horses, local hosts, poetry, music, fire and storytelling bring the traditions of Hail to life in an experience created specifically for Dream of the Desert guests, turning heritage from something observed into something lived.



Shadows of Aja

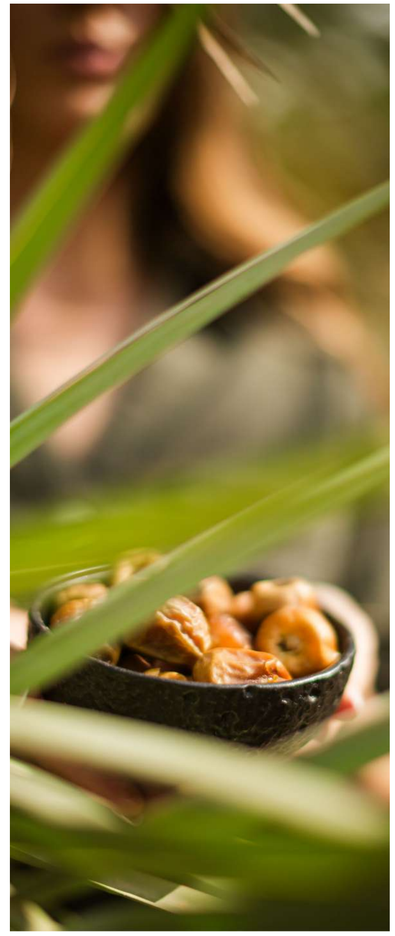


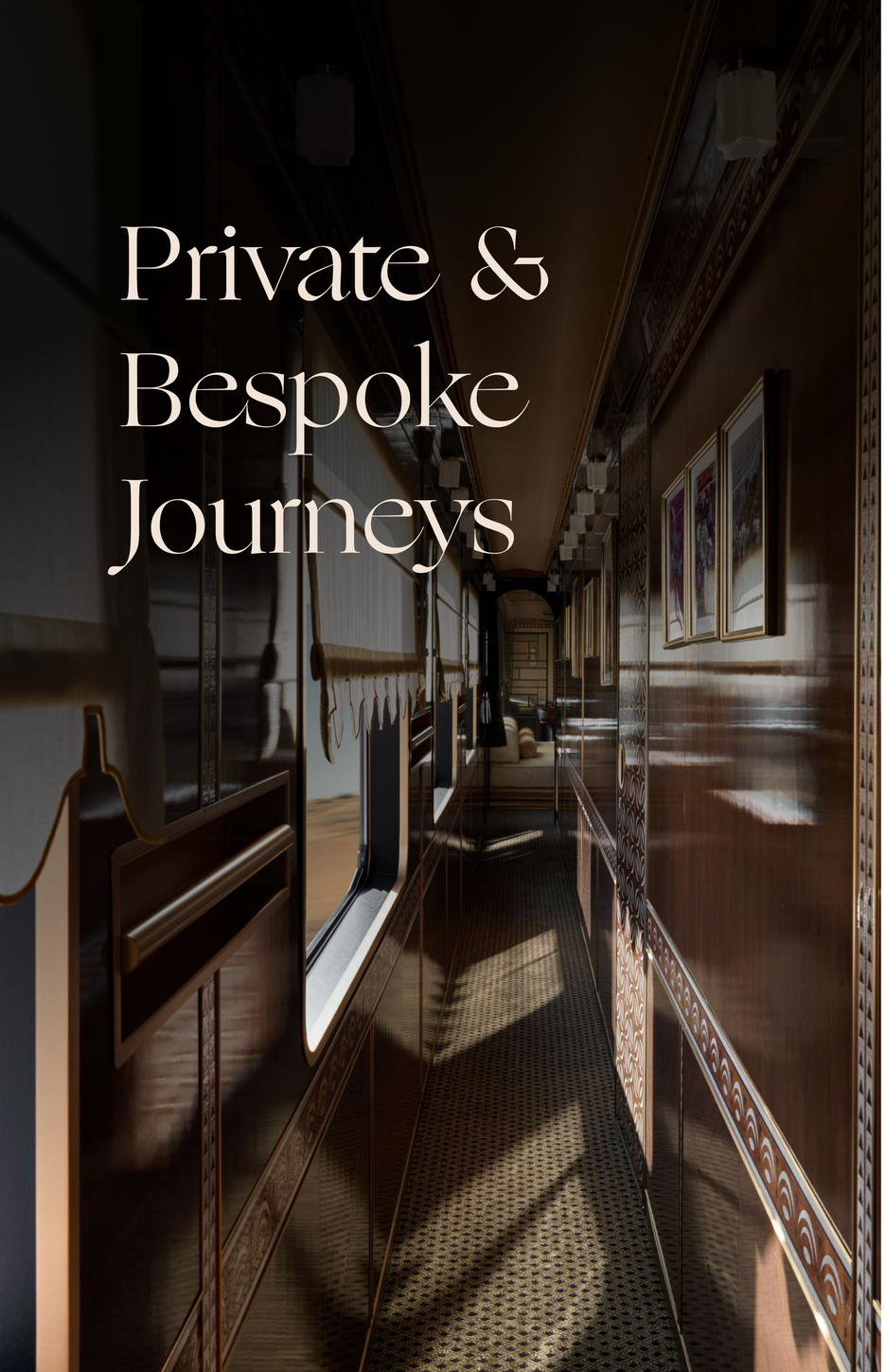
AJA MOUNTAINS WILDERNESS ESCAPE

Guests travel by 4x4 into a private desert setting where mountain exploration, Arabian horses, Saudi riders, storytelling, art and music unfold across the landscape. As night falls, dinner is served at The Pavilion before specialist astronomers reveal the celestial stories and navigation traditions that once guided travellers across Arabia.

THE OASIS TABLE – AL QASSIM

Beneath the date palms, encounters with farmers, artisans and storytellers culminate in The Oasis Table, an immersive farm-to-table experience built around regional produce, Saudi coffee, dates, live cooking and local traditions.





Private & Bespoke Journeys

Dream of the Desert will also offer exclusive private journeys, ranging from a single day to overnight escapes and multi-day experiences across the Kingdom.

THE SIGNATURE ESCAPE

A one-day private experience offering guests an introduction to Dream of the Desert through an exclusively reserved journey.

THE DESERT ODYSSEY

A two-day, one-night private journey in the Aja Mountains, combining the intimacy of luxury rail travel with an extended encounter with the region's mountain and desert landscapes.

THE JOURNEY COLLECTION

Guests may also reserve private departures of The Desert Kingdoms and Shadows of Aja, with dining, entertainment, cultural discovery, wellness and destination experiences tailored to the occasion.

Design, Craft and Atmosphere

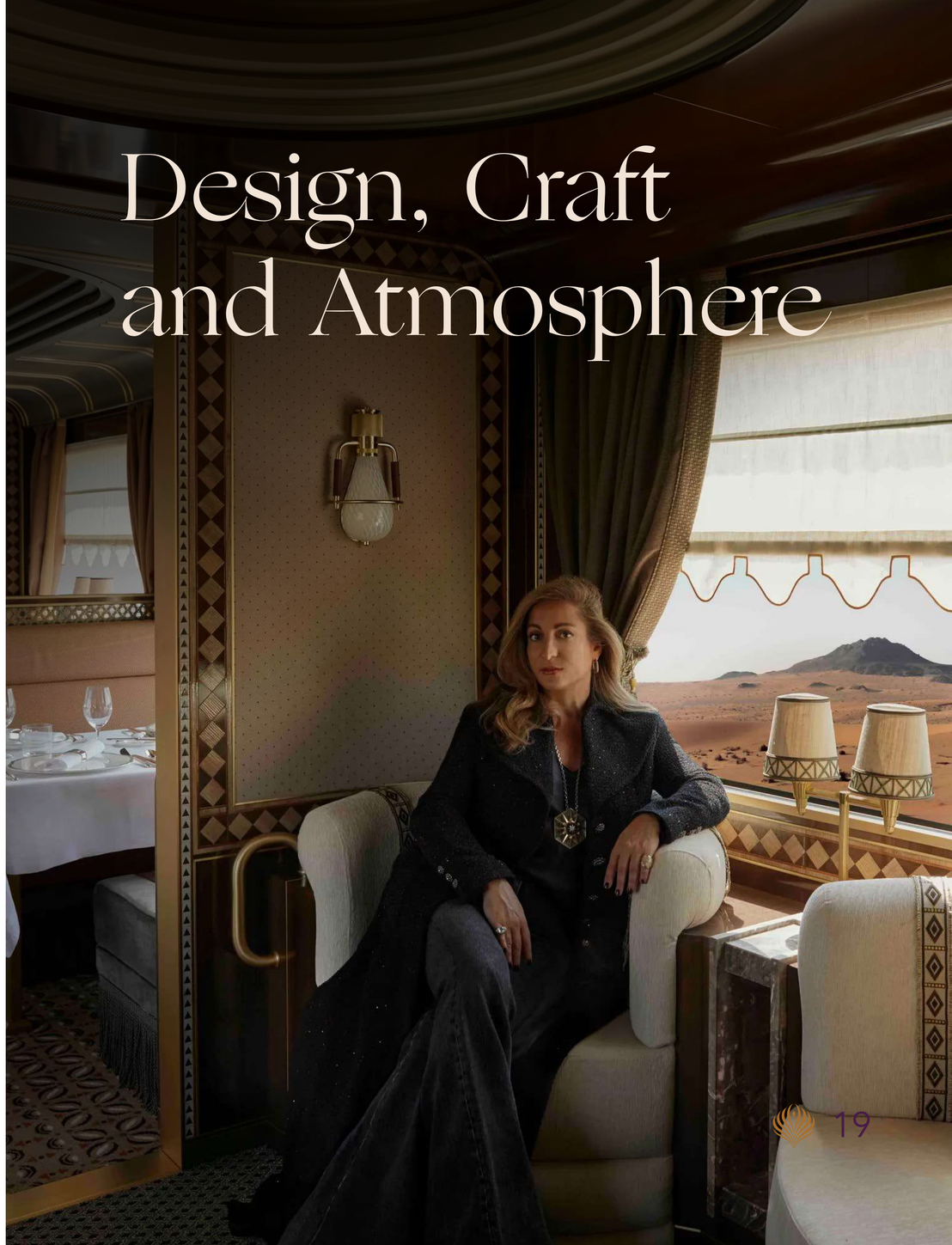
Designed by renowned architect and interior designer Aline Asmar d'Amman, founder of Culture in Architecture, the interiors of Dream of the Desert interpret Saudi Arabia's landscapes, architectural traditions and cultural identity through a contemporary design approach, brought to life with Italian craftsmanship.

Crafted textures, reinterpreted textile weavings and carved motifs draw inspiration from the Kingdom's artistic heritage, while the palette of earthy browns, sand tones and oasis greens reflects the landscapes through which the train travels.

Murano blown-glass lighting introduces a further layer of Italian craftsmanship, its warm glow recalling the atmosphere of traditional lanterns. Together, these elements create interiors that feel connected to the Kingdom while providing a refined and comfortable setting for life on board.

The design extends across the private suites, Majlis and dining spaces, creating a consistent visual language that supports the wider experience of travelling through Saudi Arabia.

Rather than standing apart from the destination, the interiors offer another interpretation of its character, bringing together cultural references, material craftsmanship and contemporary hospitality.





The Majlis Carriage

AVAILABLE FROM OCTOBER 2027

The Majlis Carriage offers a spacious lounge area accommodating up to 40 guests, conceived as a contemporary interpretation of the traditional majlis. The space is designed to provide a warm introduction to the traditions of Saudi Arabia, reflecting the essence of local hospitality.

Its interiors highlight refined craftsmanship through rich fabrics and carefully curated decorative elements inspired by the architectural heritage of Hegra and the mountains of Hijaz.

Lounge Area · Up to 40 guests

Available from the inaugural season, the Majlis provides a welcoming space for guests to gather, share conversations and spend time together as the train travels through the Kingdom.

Suite Cabins

AVAILABLE FROM OCTOBER 2027

Each suite brings together Saudi heritage, Italian craftsmanship and contemporary comfort, offering a quiet setting to unwind between experiences across the Kingdom.

- 24 Suite Cabins available in Phase 1
- 11 m118 / ² sq ft
- Private en-suite bathroom
- Dedicated 24-hour Butler Service
- In-suite dining

Phase 2 - 2028

The second phase will expand the train's accommodation to
32 Suite Cabins and 2 Royal Suites, increasing total guest capacity to 68.





The Restaurant Carriage

AVAILABLE FROM OCTOBER 2027

The Restaurant Carriage reinterprets Saudi ingredients, traditions and stories through contemporary gastronomy.

Michelin-starred expertise meets Saudi chefs, showcasing the flavours and hospitality of the Kingdom.

Guest chefs and seasonal menus bring new perspectives to the table.

- 38 Guests Capacity
- Michelin-starred culinary expertise
- Celebrated Saudi chefs and local talent
- Guest chefs and special collaborations
- Menus inspired by the Kingdom's regions and traditions

Dining extends beyond the train through selected experiences, including private dining at Marid Castle, lunch in the Aja Mountains, dinner at Aja Camp Pavilion and The Oasis Table in Al Qassim, where local produce and agricultural traditions become part of the experience.

Phase 2 - 2028

In Phase 2, Dream of the Desert will introduce a Transformative Dining Carriage, conceived as a versatile dining space designed to adapt to different settings, event formats and dining concepts.

Raffaele Breschi

CEO, Arsenale International
General Manager, Dream of the Desert

Raffaele Breschi is General Manager of Dream of the Desert, leading the project as it prepares for the opening of its inaugural journeys in October 2027.

Breschi brings extensive experience across international expansion, tourism and luxury hospitality. He joined Arsenale Group in 2023 as part of its global leadership team, following senior roles focused on growth across the Middle East. He previously served as a Partner at McKinsey & Company, advising global developers and sovereign entities on large-scale tourism and hospitality strategies.

As General Manager, Breschi oversees the end-to-end setup of Dream of the Desert in Saudi Arabia, spanning organisational development, regulatory coordination, product development, distribution, talent development and operational performance.

In parallel, as CEO of Arsenale International, he supports the Group's international expansion in luxury rail and hospitality, working across projects that combine Italian expertise with the cultural identity of their respective destinations.

His role places him at the heart of bringing Dream of the Desert to life in the Kingdom, working alongside national partners to shape an experience rooted in Saudi Arabia's landscapes, heritage, culture and hospitality.



Arsenale Group

For further information, visit

http://www.arsenalegroup.com/

Arsenale Group is an Italian luxury hospitality company specialising in the development of high-end hotels, resorts and luxury rail experiences. Founded in 2020, the Group operates across two principal divisions, Hospitality Hotels & Resorts and Luxury Train Cruising, bringing together hospitality development, design and international partnerships.

Through its Luxury Train Cruising division, Arsenale is developing rail hospitality projects in international markets, including Saudi Arabia, the United Arab Emirates, Uzbekistan and Egypt. Its approach combines Italian expertise in engineering, design and hospitality with the cultural identity and tourism ambitions of each destination.

Dream of the Desert forms part of Arsenale's international luxury rail portfolio, developed in collaboration with Saudi Arabia Railways and national partners to introduce a new form of travel within the Kingdom.

Saudi Arabia Railways

Saudi Arabia Railways (SAR) was established in 2006 by the Public Investment Fund (PIF) to develop and operate a modern railway network that enhances connectivity and drives economic growth.

Today, SAR manages a 5,000km network linking key cities, industrial hubs, and ports. Its services span passenger transport, freight logistics, and high-speed rail, covering the North-South Railway (NSR), the Eastern Railway, and the Haramain High-Speed Railway (HHR), which serves millions annually.

As a key enabler of Saudi Vision 2030 and the National Transport and Logistics Strategy, SAR is committed to “Bridging Distances, Building Tomorrow.”

Dream of the Desert is being developed in collaboration with SAR, bringing a new luxury tourism experience to the Kingdom's rail network and connecting guests with destinations across northern Saudi Arabia.

Press Contacts

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