



A R S E N A L E

PRESS RELEASE

january - february 2024

SAR teams up with Italian firm to launch SAR 200M luxury train

LINK: <https://www.argaam.com/en/article/articledetail/id/1700440>

Saudi Arabia Railways (SAR) announced signing an agreement with Italy's **Arsenale** Group to launch the "Dream of the Desert" luxury train, with an investment of SAR 200 million. The agreement is valid for 25 years, said the company on social messaging platform X, noting that the train trips will start in the fourth quarter of 2025. SAR stated that the first stage of the route will be from the Al-Shamal train station in Riyadh, passing through Hail and ending at Al-Qurayyat train station. The company added that the duration of the trip of the 40-cabin train will be between one and two nights.

Saudi Arabia to launch ME's first luxurious 'Dream of the Desert' train

LINK: <https://www.htsyndication.com/siasat-daily/article/saudi-arabia-to-launch-me-s-first-luxurious--dream-of-the-desert--train/78774492>

Riyadh, Jan. 25 -- In a groundbreaking move, the Kingdom of Saudi Arabia has signed an agreement to launch the luxurious 'Dream of the Desert' train service for the first time in the Kingdom and the Middle East and North Africa (MENA) region. To introduce this innovative service, Saudi Railways (SAR) and the Italian **Arsenale** Group on Thursday, January 25, entered into a 200 million Saudi Riyals (Rs 4,43,22,32,742) agreement with the Italian **Arsenale** Group in Riyadh. The train will consist of 40 luxury cabins, and the route of the first trips will start from the Al-Shamal train station in Riyadh, passing through Hail and ending at the passenger train station in Qurayyat. Reservations for the 'Dream of the Desert' train are scheduled to ...
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'Dream of the Desert': Saudi Arabia set to roll out Middle East's first luxury train service; See pics

LINK: <https://me.mashable.com/culture/37430/dream-of-the-desert-saudi-arabia-set-to-roll-out-middle-east-s-first-luxury-train-service-see-pics>

The Kingdom of Saudi Arabia has embarked on a transformative journey with the signing of a groundbreaking agreement to unveil the opulent 'Dream of the Desert' train service. This monumental initiative not only marks a first for the Kingdom but also establishes a new benchmark for luxury train travel in the Middle East and North Africa (MENA) region. On Thursday, January 25, Saudi Railways (SAR) and the esteemed Italian **Arsenale** Group sealed a remarkable 200 million Saudi Riyals agreement in Riyadh, signaling a collaborative effort to bring a touch of lavish elegance to the heart of the Arabian desert. Also read: Saudi Arabia set to launch first diplomatic alcohol store; Everything you need to know The 'Dream of the Desert' train is poised to redefine luxury, featuring a total of 40 luxurious cabins. The inaugural journeys are set to commence from the Al-Shamal train station in Riyadh, traversing through the enchanting landscapes of Hail, and culminating at the passenger train station in Qurayyat. Here's a glimpse of the project:

Image Credits: SPA Anticipation is already building as reservations for this exclusive train experience are scheduled to open towards the end of the year, with actual operations slated to commence in the fourth quarter of 2025. This visionary venture aligns seamlessly with the National Strategy for Transport and Logistics, as highlighted by Engineer Saleh Al-Jasser, the Minister of Transport and Logistics. He emphasized that the introduction of luxury train services is a strategic move aimed at enhancing the quality of life while providing robust support to national strategies. Dr Bashar Al-Malik, CEO of SAR, underscored the company's commitment to pioneering initiatives, noting that the 'Dream of the Desert' train is a significant addition to SAR's services. With a focus on tourism and entertainment, the train promises a regal transportation experience for both visitors and residents alike. **Paolo Barletta**, Chairman of the Italian **Arsenale** Group's Board of Directors, revealed that the production stages of the Desert Dream train

have already commenced in Italy, aligning with the announced plan for its grand entry into service. Also read: Saudi Arabia to host a special World Economic Forum meeting soon; Here's everything to know Cover Image Source: SPA

?Dream of the Desert? to elevate Saudi train travel

LINK: <https://www.arabnews.com/node/2448046/business-economy>

?Dream of the Desert? to elevate Saudi train travel
?Dream of the Desert? to elevate Saudi train travel /node/2448046/business-economy ?Dream of the Desert? to elevate Saudi train travel The agreement was signed in Riyadh on Jan. 25. SPA. Short Url ?Dream of the Desert? to elevate Saudi train travel Updated 25 January 2024 Follow RIYADH: Saudi train passengers are in for a luxurious experience as the Italian-made ?Dream of the Desert? debuts on the Kingdom?s railroads. A pioneering service in the Middle East and North Africa, Saudi Arabia Railways has collaborated with the Italian **Arsenale** Group in a SR200 million (\$53 million) deal to introduce this service. The agreement was signed in Riyadh on Jan. 25 between SAR?s CEO, Bashar bin Khalid Al-Malik, and Chairman of the Italian group, **Paolo Barletta**. Also present was Minister of Transport and Logistics Services Saleh bin Nasser Al-Jasser, who also serves as SAR chairman. This formalization follows the initial memorandum of understanding inked by the two parties on Mar. 15, 2023, as reported by the

Saudi Press Agency. Commenting on the agreement, Al-Jasser said that introducing luxury train amenities will elevate the quality of services and increase mobility options within the Kingdom. He noted that this agreement aligns with the National Strategy for Transport and Logistics initiatives, aiming to enhance the quality of life and support critical strategies. Highlighting the transport and logistics sector?s continuous progress, he emphasized the boundless backing from leadership, propelling the industry to successfully implement its service-oriented development projects and initiatives. He also lauded the effective cooperation and cohesive integration among the system and diverse stakeholders in advancing transport patterns, ultimately enhancing the overall experience for beneficiaries. Al-Malik emphasized SAR?s dedication to its national role, which is in harmony with the broader countrywide strategy for transport and logistics. He highlighted that introducing the ?Dream of the Desert? signifies a significant enhancement to the

company?s services, introducing a crucial tourist and entertainment option for its customers. Additionally, he noted that the train allows both visitors and residents of the Kingdom to explore various regions through integrated luxury transport services. Barletta highlighted that the initial production stages of the train have recently begun in Italy in preparation for entering service according to the announced plan. ?The booking process for the train, which features 40 sophisticated cabins, is scheduled to commence by the end of 2024. The train is expected to be operational in the fourth quarter of 2025, initiating its inaugural journey from north Riyadh train station, traversing through Hail, and concluding at the passenger train station in Qurayyat,? he announced. Customer satisfaction must for sustainable growth, says expert Updated 25 January 2024 Hebshi Alshammari January 25, 2024 16:50 RIYADH: The customer experience, an ever-evolving topic among the public and private sectors, took center stage at a specialized forum in Riyadh. Under the

patronage of Saudi Commerce Minister Majid Al-Qasabi, the "Customer Experience World Forum" concluded on Jan. 25 under the theme "We Are Here." The two-day forum was organized by the Customer Experience Association as part of its initiatives to enhance service efficiency in both the public and private sectors. The event included various sessions and panel discussions covering strategies for enhancing client exchange. It focused on measuring experiences and exploring opportunities for improvement by applying artificial intelligence in managing interactions. Awad Al-Qahtani, founder and CEO of Steady Pace, told Arab News that the customer experience has become a "necessary requirement" at the present time. "There is significant maturity among customers across various segments in seeking services, and customers now have numerous options. Their focus has shifted from merely considering price or quality to placing importance on the 'experience,'" he said. Future trends in the client experience sector, especially in the region, revolve around several key aspects. The primary focus is pursuing sustainable improvement in interactions

by retaining customers for as long as possible." He emphasized the importance of "focusing on building emotional connections with customers" and investing in augmented reality, AI, and smart experiences. In today's landscape, clients seek the optimal experience, particularly given the array of choices. Al-Qahtani underscored that the decisive factor has shifted to the customer's interaction with the brand compared to other options. The CEO affirmed that the sector is currently experiencing a mature stage, and the previously increased demand that lacked attention has now become essential. "Market research, in general, and customer experience, in particular, have become some of the most important requirements for customers, as they are now essential for maintaining competitive standards in the market," he said. There has been recent high interest and demand for market research solutions, and as the specialist observed, there is significant maturity today regarding "customer focus and behaviors." The market research sector has recently witnessed a growing and significant demand, attributed to the quality outputs introduced by professional companies in

this field. Al-Qahtani concluded that service seekers have become highly aware of the market research services in enhancing the customer experience. They remain conscious of the benefits and impact on the long-term trajectory of initiatives and strategies, making the success of any undertaking almost guaranteed. Abdulaziz Al-Shamsan, CEO of the forum, affirmed that establishments are striving to enhance client exchanges. Consequently, customer experience has become the key to attracting consumers and distinguishing them from competitors. "I believe that the customer experience in the region is still in its early stages and requires further development and greater attention," according to Al-Shamsan. He further highlighted that the increasing presence of AI, the growth of consumer and beneficiary needs, and the heightened awareness of product demand and competition have made customer experience a decisive factor in the consumer market. "Our goal in the association is for this event to be a meeting point for a group of customer experience professionals at the local and international levels," he clarified. Al-Shamsan added: "Through the forum,

we aim to create and enhance the industry, raising the level of participation from various entities in the sector. This will be achieved through training workshops, working papers, panel discussions, and the participation of companies providing various services in the sector.? He concluded: ?These events aim to increase awareness further about customer experience and the importance of focusing on customers.? Saudi Arabia launches National Biotechnology Strategy to lead global innovation Updated 25 January 2024 Arab News January 25, 2024 15:51 RIYADH: Localizing vaccine manufacturing and improving the health of Saudi citizens are among the key goals of a new National Biotechnology Strategy, launched by Crown Prince Mohammed bin Salman on Thursday. The new initiative also aims to safeguard the environment, achieve food and water security, and solidify the Kingdom?s position as a global leader in the sector, according to the Saudi Press Agency. One of the major focuses of the initiative is localizing vaccine manufacturing to increase the Kingdom?s self-sufficiency and ensure timely access to these medicines for its citizens.

Furthermore, the program targets a 3 percent contribution of the biotechnology sector to the non-oil gross domestic product by 2040, with a cumulative impact of SR130 billion (\$34.66 billion), in addition to providing thousands of high-quality opportunities and jobs. These initiatives are aligned with the Kingdom?s Vision 2030 objectives. ?Localization and biomanufacturing play a vital role in driving the strategy forward, as Saudi Arabia aims to establish itself as the primary biotechnology hub in the MENA (Middle East and North Africa) region,? said the SPA report, adding: ?Developing advanced biopharma manufacturing capabilities and establishing a cutting-edge local end-to-end bio-manufacturing platform are crucial steps.? The program focuses on four strategic directions, including vaccines, with an emphasis on localizing vaccine production, exporting, and leading innovation in the field. Additionally, it prioritizes biomanufacturing, aiming to increase the consumption and localization of biopharmaceuticals. The strategy also highlights genomics, with a focus on pioneering research and gene therapy. Lastly, plant enhancement is a key

aspect, involving efforts to improve cultivation for enhanced self-sufficiency and to lead innovation in enhanced seeds. The Kingdom, being the largest regional market for pharmaceuticals and vaccines, has strategically invested in biotechnology-related sectors. It is committed to developing and training national talent in research, development, and innovation while enabling a competitive and digital infrastructure. The country?s genetic diversity and geographical climate provide ideal conditions for conducting complex studies and research. The strategy aims to empower the local biotechnology industry by streamlining regulatory requirements, providing suitable infrastructure, and offering financing. Through its various programs and initiatives, it seeks to stimulate efforts by private sector investors in this field. The launch of this national scheme aims to provide a flexible regulatory environment and advanced infrastructure, fostering integration between the public and private sectors. US carmaker Lucid Group to boost manufacturing capabilities Updated 25 January 2024 Arab News January 25, 2024 15:57 RIYADH: Saudi-backed carmaker Lucid Group is on track to bolster its

manufacturing capabilities thanks to a new expansion of its US Advanced Manufacturing Plant, known as AMP-1. This development will help propel the building capacity ahead of production of the company's new fully electric sports utility vehicle, the Lucid Gravity, and to support future growth, according to a statement. The firm, which is 60 percent owned by the Kingdom's Public Investment Fund, is ramping up its production capabilities, and opened its first international manufacturing facility, AMP-2, in Saudi Arabia's King Abdullah Economic City in September 2023. "The expansion of our manufacturing footprint in Arizona is a significant milestone for the company, as we prepare for the next phase of Lucid's growth," said Peter Rawlinson, CEO and chief technology officer at Lucid. He added: "Our expanded state-of-the-art factory will allow us to continue to deliver our great cars to our customers around the world, including the Lucid Gravity in the near future." The AMP-1 expansion includes a new 3 million sq. ft. manufacturing facility as well as a warehouse. Once complete, it will bring about a new general assembly line, a new quality and

semi-knock down centers, and expanded body and paint shops. In addition to this, it will also include a relocated logistics center and a relocated and expanded powertrain facility. In December 2023, Lucid's Global Vice President Faisal Sultan revealed the firm had assembled almost 800 cars in its Saudi factory to date. The facility has an initial capacity to produce 5,000 electric vehicles a year, after the Kingdom's government pledged to buy up to 100,000 units from it over 10 years. Visa joins KAFD in digital payment access boost Updated 25 January 2024 ARAB NEWS January 25, 2024 15:24 RIYADH: Businesses in King Abdullah Financial District are poised for advanced digital payment access with card service provider Visa joining the Riyadh economic hub, reinforcing global economic connections. Visa is an internationally recognized company in the sector, facilitating transactions between consumers, merchants, financial institutions and government entities across numerous countries and territories. KAFD announced the news in a post on X saying: "We're happy to welcome Visa to our financial district as part of the KAFD business community, as it

helps power the global economy by connecting businesses, banks and governments in more than 200 countries and territories worldwide." Following its acquisition by Saudi Arabia's Public Investment Fund, the district has evolved to become a prime business and lifestyle destination capturing the core values of Vision 2030. KAFD provides businesses access to advanced office infrastructure and sustainable smart city solutions, while simultaneously offering leisure and retail facilities. We're happy to welcome @VisaCEMEA to our financial district as part of the #KAFD business community, as it helps power the global economy by connecting businesses, banks and governments in more than 200 countries and territories worldwide pic.twitter.com/UL2pyEq6JU ? KAFD | ???? (@Kafd) January 25, 2024 The deal with Visa is the latest collaboration between Saudi Arabia and the company, with past agreements including the establishment a first-of-its-kind tourism data lab in May 2023 to provide travel trends insights. The Saudi Tourism Authority inked a memorandum of understanding with the financial services company

to explore innovative ways to enhance the visitor experience and advance the Kingdom's hospitality industry. The partnership was supported by the payment database VisaNet, which delivers a variety of data on incoming tourists and substantial information on how governments can maximize their cashless approach, a press release noted at that time. The collaboration is in line with Saudi Arabia's National Tourism Strategy, which seeks to attract 150 million visitors by 2030. Closing bell: Saudi main index steady as trading turnover hits \$1.93bn Updated 25 January 2024 Arab News January 25, 2024 15:41 RIYADH: Saudi Arabia's Tadawul All Share Index was steady on Thursday, as it shed just 12.62 points or 0.1 percent to close at 12,161.56. The index posted a trading value of SR7.22 billion (\$1.93 billion) with 121 stocks advancing and 95 declining. The Kingdom's parallel market, Nomu, surged by 1.15 percent to 25,248.70. However, the MSCI Tadawul Index slipped by 0.15 percent to close at 1,583.18. The best-performing stock of the day on the main index was Arabian Pipes Co. The company's share price surged by 5.75 percent to SR132.40. Al Mawarid

Manpower Co. and Gulf Insurance Group, also emerged as top performers as their share prices soared by 3.72 percent and 3.65 percent respectively. The worst performer of the day was media giant MBC Group, as its share price dipped by 9.88 percent to SR58.40. On the announcements front, Almunajem Foods Co. revealed that its net profit for the fourth quarter of 2023 surged to SR81.6 million, up 382.84 percent compared to the same period in 2022. However, the company's overall net profit for 2023 dipped slightly by 3.02 percent to SR282.2 million, compared to the previous year. Meanwhile, Saudi Electricity Co. announced that it has fully redeemed its international sukuk listed on the Irish Stock Exchange, issued on Sept. 27, 2018. In another statement to Tadawul, SEC said that it has also completed the redemption of its local sukuk listed on the Saudi bourse. The company added that its 4,000 international sukuk are due on Jan. 27. The nominal value of each sukuk upon redemption is SR750,000, while the total value is SR3 billion. On the other hand, the company's 4,500 local sukuk are due on Jan. 30. The nominal value per sukuk upon redemption is

SR1 million, while the total value stands at SR4.5 billion. Avalon Pharma, a Saudi-based pharmaceutical company, which is gearing up for its initial public offering announced the completion of the book-building process for participating parties and the final offer price for the IPO, the firm's financial adviser and book-runner Aldukheil Financial Group said. The final offer price for the offering has been set at SR82 per share, implying a market capitalization of SR1.64 billion. The retail subscription period will last for three days, which will commence on Jan.30 and will end on Feb.1. Albilad Capital announced that the IPO of Albilad MSCI Saudi Growth exchange-traded funds closed on Jan. 24. In a Tadawul statement, it noted that the fund raised SR19 million and will start operations on Jan. 31.

Saudi Arabia Unveils Luxurious 'Dream Of The Desert' Train Service - ARAB TIMES - KUWAIT NEWS

LINK: <https://www.arabtimesonline.com/news/saudi-arabia-unveils-luxurious-dream-of-the-desert-train-service/>

This news has been read 454 times! Italian-made 'Dream of the Desert' Train unveiled for Saudi Rail passengers. RIYADH, Saudi Arabia, Jan 25: Passengers on Saudi Arabia's railways are set to experience a new level of luxury with the debut of the Italian-made 'Dream of the Desert' train. In a groundbreaking move for the Middle East and North Africa region, Saudi Arabia Railways (SAR) has entered into a SR200 million (\$53 million) deal with the Italian **Arsenale** Group to introduce this innovative service. The formal agreement was signed in Riyadh on January 25, with SAR's CEO, Bashar bin Khalid Al-Malik, and Chairman of the Italian group, **Paolo Barletta**, putting pen to paper. Minister of Transport and Logistics Services Saleh bin Nasser Al-Jasser, who also serves as SAR chairman, was also present during the signing ceremony. This significant development follows the initial memorandum of understanding signed by the two parties on March 15, 2023, as reported by the Saudi Press Agency. The collaboration aims to elevate the train travel

experience in the kingdom, bringing a touch of Italian luxury to Saudi railways. This news has been read 454 times! 25/01/2024

Saudi Arabia Railways and **Arsenale** Group Signs agreement for Luxury Train Services

LINK: <https://www.saudigulfprojects.com/2024/01/saudi-arabia-railways-and-arsenale-group-signs-agreement-for-luxury-train-services/>

Saudi Arabia Railways and **Arsenale** Group Signs agreement for Luxury Train Services Saudi Arabia Railways and **Arsenale** Group Signs agreement for Luxury Train Services Saudi Arabia Railways and **Arsenale** Group signs an agreement to introduce the luxury train service under the name? Dream of the Desert? for the first time in the MENA region. The capital investment is approximately 200 million Saudi Riyals. The duration of the agreement is 25 years. Booking for the train will be start from forth quarter of 2024 and the operations start from fourth quarter of 2025. The itinerary starts from Riyadh's North Train station in Riyadh passing by Hail and ending in Al-Qurayyat train station. For the latest updates, please join WhatsApp Channel , Google News Share on:

Arsenale together with Saudi Arabia Railways for the first Italian luxury train

LINK: <https://www.breakinglatest.news/business/arsenale-together-with-saudi-arabia-railways-for-the-first-italian-luxury-train/>

Arsenale together with Saudi Arabia Railways for the first Italian luxury train 54 Listen to the audio version of the article It will cross the Kingdom of Saudi Arabia at the end of 2025. It is «Dream of the Desert», the first luxury train resulting from the agreement signed today between **Arsenale**, an Italian company active in luxury hospitality, and Saudi Arabia Railways. After the agreements established by the memorandum of understanding signed last March 15 between SAR and **Arsenale**, Bashar bin Khalid Al Malik, CEO of SAR, and **Paolo Barletta**, CEO of **Arsenale**, in the presence of the Minister of Transport and Logistics Services, president of Board of Directors of Saudi Arabian Railways, Saleh bin Nasser Al-Jasser, signed documents officially welcoming «Dream of the Desert» as a new luxury train project in the Kingdom. 40 luxury cabins made in Italy From the capital Riyadh to Qurayyat, on the northern border with Jordan, «Dream of the Desert» will travel with 40 luxury cabins made in Italy. Saudi Arabia will be the first country to have a luxury

hospitality service by rail. «Dream of the Desert» will be completely customized and inspired by Saudi style and tradition. Bashar bin Khaled Al-Malik, underlined the pioneering role of the Saudi Arabian railway company in the implementation of strategic initiatives linked to the national vision on transport and logistics services (NTLS), also noting that «Dream of the Desert» will represent a great opportunity for the company, as it adds an important tourism and entertainment option to the list of services provided to its customers. Orient-Express, the story of a legendary train at Villa Medici

Saudi Arabia announces Desert Dream luxury train service, starting late 2025

LINK: <https://en.alkhbr.co/arab/saudi-arabia-announces-desert-dream-luxury>

Arriving at the passenger train station in Qurayyat, the route will depart from the North Train Station in Riyadh and pass through Hail en route. Saudi Railways Company (SAR) and the Italian **Arsenale** Group, renowned for managing deluxe train excursions, have inked a pact to introduce the "Desert Dream" luxury train in Saudi Arabia. Comprising 40 opulent cabins, the "Desert Dream" train will be available for reservations by the year-end, with operations slated to commence in the fourth quarter of 2025. This novel train service aims to offer visitors an opportunity to explore different regions of the kingdom, presenting an integrated framework of lavish transportation services. As part of Saudi Railway's initiative to enhance tourism and entertainment offerings, the luxury train will initially operate between Riyadh and Qurayyat. The journey will commence at the North Train Station in Riyadh, traverse through Hail, and conclude at the passenger train station in Qurayyat. Following the signing of a memorandum of understanding (MoU) on

March 15, 2023, between Saudi Railways Company and **Arsenale** Group, the recent agreement outlines the launch plans for the project. **Paolo Barletta**, Chairman of **Arsenale** Group, revealed that the initial production stages of the "Desert Dream" train have commenced in Italy, aligning with the announced schedule. Dr. Bashar bin Khaled Al-Malik, CEO of Saudi Railways Company, emphasized that the proposed luxury train service, a pioneering venture for Saudi Arabia and the MENA region, will enrich transportation options in the Kingdom, enhancing the quality of services provided. The "Desert Dream" train project aligns with the Saudi National Strategy for Transport and Logistics Services, contributing to the improvement of the quality of life and supporting overarching national strategies. The **Arsenale** Company is an industry leader in high-end travel, international hotel and resort administration, and luxury hospitality; it has invested more than SAR200 million in the "Desert Dream" train. The organization presently

undertakes sustainable initiatives for the provision of luxury services while managing a collection of six tourist trains situated in Italy.

Etihad Rail: What's next for mega project after first passenger journey?

LINK: <https://www.thenationalnews.com/uae/transport/2024/01/26/etihad-rail-map-route-explained/>

Etihad Rail, which will connect the Emirates and later link the UAE with Oman, marked its first passenger journey this week. Trains will run between 11 cities and regions, stretching from Al Sila to Fujairah and taking in Al Ruwais, Al Mirfa, Dubai, Sharjah, Al Dhaid and Abu Dhabi. Freight services became fully operational across the country last year and, after the successful maiden passenger service on Thursday, the hope is the network will be open to the public soon. Here's The National's guide to what we know about the project. What is Etihad Rail and where does it go? Work on Etihad Rail began in 2009. Since 2016, two tracks spanning 264 kilometres have been in operation - with trains transporting granulated sulphur from gasfields in Shah and Habshan to an export point in Ruwais. Every day, two trains run across the country, capable of carrying up to 22,000 tonnes of sulphur. Each can pull up to 110 wagons. When complete, the network will connect the seven emirates to the five neighbouring GCC states. The line will

ultimately link the UAE and Saudi Arabia from Fujairah Port to Ghuwaifat, through Mussaffah, Khalifa Port and Jebel Ali Port. Etihad Rail mapped undefined What is already complete? Etihad Rail celebrated a major milestone last year by announcing the network was open and freight services were fully operational. Freight trains can travel at up to 120kph and the fleet of 1,082 wagons can carry everything from shipping containers to construction materials. Sheikh Mohammed bin Rashid, Vice President and Ruler of Dubai, officially opened the freight line. It features a fleet of 38 locomotives and more than 1,000 wagons. What next? Etihad Rail's passenger trains will travel at up to 200kph, carrying about 400 people. A start date for the passenger service has yet to be announced but the first station is being built in Fujairah. Carriages will offer Wi-Fi, entertainment systems, charging points and food and drink options to cater for everyone from families to workers and tourists. Customers were told to expect travel time of 50 minutes between Abu

Dhabi and Dubai and about 100 minutes from Abu Dhabi to Fujairah. A luxury train service is also in the works, after an agreement was reached between Italian luxury hospitality company **Arsenale** and Etihad Rail. This service, consisting of 15 plush carriages, is expected to cross the UAE from Fujairah down to the Liwa desert in Abu Dhabi. Travel time At the 2023 Middle East Rail conference in May, Gottfried Eymmer, chief executive of the Etihad Rail freight network, outlined how the service would bring social and environmental benefits. He pointed out that the trains will help take cars off the roads. "The benefit for people will be very good and positive," he said. "Instead of 300 lorries, you have one train driver. Instead of people waiting in traffic jams, we are moving lorries to railway." "As we are providing those services on a different network, we are delivering the streets for daily road transport." What about Oman? The railway network will connect Sohar, via Sohar Port, to Abu Dhabi. Trains are estimated to take 1 hour 40 minutes between Abu Dhabi and Sohar, and only 47

minutes from Al Ain to Sohar. A start date for the service has yet to be announced.

SAR, Italian **Arsenale** Group Launch Desert Dream Train

LINK: <https://www.leaders-mena.com/sar-italian-arsenale-group-launch-desert-dream-train/>

SAR, Italian **Arsenale** Group Launch Desert Dream Train Enhancing Services, National Strategies Facebook X LinkedIn Messenger Messenger WhatsApp Telegram Share via Email Print Desert Dream Train SAR, Italian **Arsenale** Group has launched Desert Dream Train, the first of its kind in the Middle East, according to SABQ Online Newspaper. The 'Desert Dream' train service was signed by SAR's CEO, Dr. Bashar bin Khalid Al-Malik, and Arsenale Group's Chairman, **Paolo Barletta**. This was in line with the MoU signed between the parties on March 15, 2023. Enhancing Services, National Strategies Saudi Minister of Transport and Logistics Saleh bin Nasser Al-Jasser highlighted that this luxury service is a first in the Middle East and North Africa. It will enrich transportation quality and options in the Kingdom. Additionally, he noted the agreement aligns with the national transportation and logistics strategy. This strategy aims to enhance life quality and support leading national strategies. Moreover, Al-Jasser appreciated the substantial support from the wise

leadership of the Kingdom. This support has been crucial in empowering the transport and logistics sector. Furthermore, it enabled the sector to realize its service and development initiatives. Similarly, he valued the cooperation and integration among various entities. Consequently, this collaboration helps develop transport modes and enhance user experience. Commitment to National Initiatives Meanwhile, Dr. Al-Malik reaffirmed SAR's commitment to its national role. This commitment involves implementing quality initiatives derived from its strategy. This strategy is closely linked to the national transportation and logistics strategy. Furthermore, he stated that the 'Desert Dream' train would significantly augment the company's services. Particularly, it adds a vital tourism and leisure option for its clientele. Additionally, it provides an opportunity for visitors and residents of the Kingdom. Specifically, it allows them to discover more regions through a comprehensive suite of luxurious and comfortable transport services. Production, Service Launch **Paolo**

Barletta reported that the initial production stages of the 'Desert Dream' train recently commenced in Italy, in preparation for service commencement as per the announced plan. The train, comprising 40 luxury cabins, will open for booking by the end of this calendar year. Its actual operation is scheduled to start in the last quarter of the following year; the first journey will commence from the North Train Station in Riyadh, passing through Hail, and ending at the passenger train station in Qurayyat. Investment and Specialty **Arsenale**, having invested over two hundred million Riyals in the 'Desert Dream' train, is an Italian company specializing in luxurious hospitality, management of global hotels and resorts, and high-end travel. It operates sustainable projects for luxury services via tourist trains, with a fleet of six trains operating in Italy.

Dream of the Desert luxury train to be operational in Saudi Arabia in 2025

LINK: <https://saudigazette.com.sa/article/639966>

Dream of the Desert luxury train to be operational in Saudi Arabia in 2025 SAR and **Arsenale** Group sign agreement January 26, 2024 The first luxury train for ?rail cruising? across Saudi Arabia will be operational on a 770-mile route from Riyadh, passing through Hail, to the northern city of Al-Qurayat, close to the border with Jordan. Dr. Bashar Al-Malik, CEO of SAR, and **Paolo Barletta**, CEO of the board of directors of **Arsenale** Group, signed the agreement in the presence of Minister of Transport and Logistics Eng. Saleh Al-Jasser. Follow Saudigazette on Saudi Gazette report RIYADH ? Saudi Arabia Railways (SAR) and the Italian **Arsenale** Group, which specializes in managing luxury train trips, agreed to launch the Dream of the Desert luxury train service in Saudi Arabia. The Dream of the Desert train, which will have 40 luxury cabins and a maximum capacity of 80 passengers, is due to arrive in Saudi Arabia in the summer of 2025, with the first paying guests scheduled to depart in November 2025. Dr. Bashar Al-Malik, CEO of SAR, and **Paolo Barletta**,

CEO of the board of directors of **Arsenale** Group, signed an agreement in this regard recently in a ceremony held in the presence of Minister of Transport and Logistics and Chairman of the Board of Directors of the Saudi Arabia Railways (SAR) Eng. Saleh Al-Jasser. The agreement aims to implement a memorandum of understanding signed between the two parties on March 15, 2023. The first luxury train for ?rail cruising? across Saudi Arabia will be operational on a 770-mile route from Riyadh, passing through Hail, to the northern city of Al-Qurayat, close to the border with Jordan. Speaking on the occasion, Al-Jasser said that the launch of the luxury train services in the Kingdom for the first time in the Middle East and North Africa region, will add qualitative services and additional options in the transportation sector in the Kingdom. ?This agreement is one of the initiatives of the National Strategy for Transport and Logistics Services to improve the quality of life and support leading national strategies,? he said. The minister

highlighted the great and unlimited support that the transportation and logistics services system received from the wise leadership in enabling the sector to achieve its service and development projects and initiatives. He appreciated the cooperation and joint integration between the system and various parties in this field to develop transportation patterns and improve the beneficiary?s experience. Dr. Al-Malik stressed SAR?s commitment to its pioneering national role in implementing qualitative initiatives emanating from the company?s strategy linked to the National Strategy for Transport and Logistics Services, noting that the Dream of the Desert luxury train will represent a great addition to the company?s services as it adds an important tourism and entertainment option to the list of services provided to its customers. This will also provide the opportunity for visitors and residents in the Kingdom to discover more regions of the Kingdom within an integrated framework of luxurious transportation services. On his part Barletta, said that the initial

production stages of the Dream of the Desert train had recently begun in Italy in preparation for entering service according to the announced plan. He said the luxury train will provide Orient Express-style luxury travel. It is noteworthy that **Arsenale** Group, which invested more than SR200 million in the Dream of the Desert train, is an Italian company specialized in luxury hospitality, international hotel and resort management, and luxury travel, and is working on sustainable projects for luxury services through tourist trains with a fleet of six trains operating in Italy.

Saudi Arabia luxury train "Desert Dream" set to launch in late 2025

LINK: <https://enews.alwast.net/arabnews/saudi-arabia-luxury-train-desert-dream>

UAE announces visa-free travel to Armenia starting next week Saudi Railways Company (SAR) and the esteemed Italian **Arsenale** Group, renowned for orchestrating deluxe train excursions, have joined forces to introduce the opulent "Desert Dream" train to Saudi Arabia. Comprising 40 lavish cabins, this train is set to open for reservations later this year, with actual operations scheduled to commence in the fourth quarter of 2025. This innovative train service aims to facilitate exploration of diverse regions within the kingdom, providing an integrated framework of sumptuous transportation services. As part of Saudi Railway's commitment to augmenting tourism and entertainment offerings, the luxury train's initial route will link Riyadh and Qurayyat. Embarking from the North Train Station in Riyadh and traversing through Hail, the journey will culminate at the passenger train station in Qurayyat. Building upon the memorandum of understanding (MoU) signed on March 15, 2023, between Saudi Railways Company and **Arsenale**

Group, the recent agreement delineates the launch plans for the "Desert Dream" project. **Paolo Barletta**, Chairman of **Arsenale** Group, disclosed the commencement of the initial production stages of the train in Italy, aligning with the stipulated schedule. Dr. Bashar bin Khaled Al-Malik, CEO of Saudi Railways Company, underscored that the envisioned luxury train service represents a groundbreaking endeavor for Saudi Arabia and the MENA region, introducing a heightened spectrum of transportation choices that elevate service quality. The "Desert Dream" train initiative aligns seamlessly with the Saudi National Strategy for Transport and Logistics Services, contributing to enhancing the quality of life and reinforcing overarching national strategies. **Arsenale** Group, recognized for its expertise in luxury travel, international hotel and resort management, and upscale hospitality, has invested over SAR200 million in the "Desert Dream" train. Concurrently, the organization is actively engaged in sustainable initiatives, managing a

collection of six tourist trains in Italy, exemplifying its commitment to providing premium luxury services.

Saudi Arabia's Luxury Train Service Desert Dream to Begin Operations in Late 2025

LINK: <https://www.gulf-insider.com/saudi-arabias-luxury-train-service-desert-dream-to-begin-operations-in-late-2025/>

Saudi Railways Company (SAR) and the Italian **Arsenale** Group, which specialises in managing luxury train trips, signed an agreement to launch the "Desert Dream" train in Saudi Arabia. The "Desert Dream" train, consisting of 40 luxury cabins, will open for reservations at the end of the current calendar year, and the actual operation is expected to begin in the fourth quarter of 2025. The new train service is aimed at providing the opportunity for visitors to discover more regions of the kingdom through an integrated framework of luxurious transportation services. The proposed luxury train service, part of Saudi Railway's efforts to provide more tourism and entertainment services to customers, will run between the capital city of Riyadh to Qurayyat in the initial phase, with the route starting from the North Train Station in Riyadh, passing through Hail and ending at the passenger train station in Qurayyat. The latest agreement on launch plans follows Saudi Railways Company and **Arsenale** Group signing a memorandum of

understanding (MoU) for the implementation of the project on March 15, 2023. **Paolo Barletta**, Chairman of **Arsenale** Group, said the initial production stages of the "Desert Dream" train had recently begun in Italy in preparation for entering service according to the announced plan. Dr. Bashar bin Khaled Al-Malik, CEO of Saudi Railways Company, said the proposed luxury train services, a first for Saudi Arabia and the MENA region, will add quality services and additional options to the modes of transportation in the Kingdom. The agreement on the "Desert Dream" train project is one of the initiatives of the Saudi National Strategy for Transport and Logistics Services to improve the quality of life and support leading national strategies. The Arsenale Company, which invested more than SAR200 million in the "Desert Dream" train, specialises in luxury hospitality, international hotel and resort management, and luxury travel. It is currently working on sustainable projects for luxury services through tourist trains through a fleet of six trains

operating in Italy.

Saudi Arabia's New Luxury Train Experience through Kingdom's Desert Set to Add to Tourism Portfolio

LINK: <https://www.sustg.com/saudi-arabias-new-luxury-train-experience-through-kingdoms-desert-set-to-add-to-tourism-portfolio/>

State-owned railway company Saudi Arabia Railways (SAR) recently struck a 200 million Saudi riyals (\$53.33 million) deal with Italian hospitality company **Arsenale** Group to launch the first luxury train in the Middle Eastern kingdom, which paves the way for the Kingdom to have another differentiating tourism experience. Saudi Arabia is getting on board with the slow travel movement in a big way by moving into the luxury train market, CNN reports. According to Saudi-Arabia's State run media, the new train is due to begin operations in late 2025, and will be dubbed "Dream of the Desert." It will offer "luxury train cruise" journeys from the capital city of Riyadh to Qurayyat, which is situated close to the northern border with Jordan, according to a press release issued by SAR last week.

Saudi Arabia to launch 'Dream of the Desert' train

LINK: <https://dunyanews.tv/en/WeirdNews/788243-Saudi-Arabia-to-launch-/'Dream-of-the-Desert/'-train>

RIYADH (Web Desk) - Saudi Arabia has unveiled the plan to launch the 'Dream of the Desert' train service. A first-of-its-kind in the Middle East and North Africa region. The 40-cabin luxury train will add extra quality services and options to the kingdom's means of transportation, as per SPA. Saudi Arabia Railways (SAR) partnered with the Italian **Arsenale** Group, a specialist in administrating luxurious train trips, to launch the 'Dream of the Desert' service. The 40 luxury-cabin 'Dream of the Desert' train will be open for bookings at the end of 2024, and actual operation will begin in the fourth quarter of 2025. The first trips will start from the North Train Station in Riyadh, run through Hail and end at Al Qurayyat train station. Saudi Minister of Transport and Logistic Services and Chairman of the Saudi Arabia Railways (SAR) Engineer Saleh bin Nasser Al Jasser said this would be one of the initiatives the National Strategy for Transport and Logistics has taken to improve the quality of life and support leading national strategies. The signing ceremony held in Riyadh.

SAR Signs Agreement to Launch 'Dream of the Desert' Train in Kingdom, First of its Kind in Region

LINK: <https://www.spa.gov.sa/en/N2036905>

Riyadh, January 27, 2024, SPA -- Minister of Transport and Logistic Services and Chairman of the Saudi Arabia Railways (SAR) Eng. Saleh bin Nasser Al-Jasser has attended the signing ceremony of an agreement between SAR and the Italian **Arsenale** Group, specialized in administrating luxurious train trips, to launch the "Dream of the Desert" train. SAR CEO Dr. Bashar Al-Malik and Chairman of the **Arsenale** Group **Paolo Barletta** signed the agreement, which is part of a memorandum of understanding the two sides signed on March 15, 2023. Al-Jasser said that the launch, for the first time in the Middle East and North Africa region, of these luxury services on trains in the Kingdom will add extra quality services and options to the Kingdom's means of transportation, adding that this is one of the initiatives the National Strategy for Transport and Logistics has taken to improve the quality of life and support leading national strategies. He underlined the considerable support received by the transport and logistics sector from the wise leadership, which enables it to carry out its

projects, services and development initiatives, and praised the cooperation between the transport sector and various stakeholders in the field, which helps develop it and improve the experience of beneficiaries. Al-Malik underscored SAR's commitment to implementing quality initiatives emanating from the company's strategy associated with the National Transport and Logistics Strategy, noting that the "Dream of the Desert" train will be a great addition to the services of the company as it adds an important tourist and entertainment option to the list of services to its customers, and enables visitors and residents to discover more areas of the Kingdom while enjoying luxurious transport services. Barletta said that the initial production stages of the train have recently begun in Italy, in preparation for having it enter into service according to the announced plan. The 40 luxury-cabin "Dream of the Desert" train will be open for bookings at the end of the current year, and actual operation will begin in the fourth quarter of next year. The first trips will

start from the North Train Station in Riyadh, run through Hail and end at Al-Qurayyat train station. -- SPA 15:10 Local Time 12:10 GMT 0007

All Aboard the Dream of the Desert: Saudi Arabia Gears Up for a Luxurious Rail Adventure

LINK: <https://www.mediaoneonline.com/en/all-aboard-the-dream-of-the-desert-saudi-arabia-gears-up-for-a-luxurious-rail-adventure-243802>

English All Aboard the Dream of the Desert: Saudi Arabia Gears Up for a Luxurious Rail Adventure Unveiling Opulence on Wheels: 40 Lavish Cabins, 770 Miles of Majesty, and the Enchantment of Arabian Hospitality Await 27 Jan 2024 11:08 AM GMT Share Email X RIYADH ? Saudi Arabia Railways (SAR) and the esteemed Italian **Arsenale** Group have reached an agreement to introduce the highly anticipated 'Dream of the Desert' luxury train service in Saudi Arabia. The Dream of the Desert train, boasting 40 lavish cabins and accommodating up to 80 passengers, is set to arrive in Saudi Arabia during the summer of 2025. The inaugural departure for paying guests is scheduled for November 2025. The agreement was signed by Dr. Bashar Al-Malik, CEO of SAR, and **Paolo Barletta**, CEO of the board of directors of **Arsenale** Group, in a ceremony attended by Eng. Saleh Al-Jasser, Minister of Transport and Logistics and Chairman of the SAR Board of Directors. The agreement serves to implement a memorandum of understanding signed between the two parties on

March 15, 2023. The first luxury train experience introducing "rail cruising" to Saudi Arabia will cover a 770-mile journey from Riyadh, passing through Hail, and concluding in the northern city of Al-Qurayat near the Jordanian border. Minister Al-Jasser expressed his excitement about the launch of luxury train services, a first in the Middle East and North Africa region, which will bolster qualitative services and provide additional transportation options in the Kingdom. He highlighted that the agreement aligns with the National Strategy for Transport and Logistics Services, aiming to enhance the quality of life and support vital national strategies. The minister acknowledged the invaluable support from wise leadership, enabling the transportation and logistics services sector to achieve significant progress in its service and development projects. He also expressed gratitude for the fruitful cooperation and integration between the sector and various stakeholders in improving transportation infrastructure and

enhancing user experiences. Dr. Al-Malik emphasized SAR's dedication to its pioneering role in implementing qualitative initiatives, aligning with the company's strategy and the National Strategy for Transport and Logistics Services. He regarded the Dream of the Desert luxury train as a valuable addition to SAR's services, offering customers an exceptional tourism and entertainment option. Additionally, the train will provide an opportunity for both visitors and residents of Saudi Arabia to explore the Kingdom's diverse regions within the framework of luxurious transportation services. Barletta, speaking on behalf of **Arsenale** Group, stated that the initial production stages of the Dream of the Desert train have recently commenced in Italy, adhering to the announced plan for its introduction to service. He assured that the luxury train will deliver an Orient Express-style travel experience, ensuring opulence and superb customer satisfaction. **Arsenale** Group, renowned for its expertise in luxury hospitality, international hotel and resort

management, and luxury travel, has invested over SR200 million in the Dream of the Desert train. The company is dedicated to sustainable projects aimed at delivering luxurious services, currently operating a fleet of six tourist trains in Italy. As Saudi Arabia eagerly anticipates the arrival of the Dream of the Desert luxury train, the collaboration between SAR and **Arsenale** Group bears the promise of a remarkable travel experience, introducing uncharted levels of luxury and entertainment.

Unveiling The Opulent Dream Of The Desert Luxury Train In Saudi Arabia By 2025

LINK: <https://arablocal.com/news/unveiling-the-opulent-dream-of-the-desert-luxury-train-in-saudi-arabia-by-2025>

In a historic collaboration between Saudi Arabia Railways (SAR) and the prestigious Italian **Arsenale** Group, the opulent Dream of the Desert luxury train service is set to grace the landscapes of Saudi Arabia in 2025. Featuring 40 lavish cabins capable of accommodating up to 80 discerning passengers, this exquisite train is scheduled to arrive in Saudi Arabia during the summer of 2025, with its inaugural journey commencing in November of the same year. The formal agreement between Dr. Bashar Al-Malik, SAR's CEO, and **Paolo Barletta**, CEO of the **Arsenale** Group, was solidified at a recent signing ceremony, attended by Eng. Saleh Al-Jasser, Minister of Transport and Logistics, and SAR's Board of Directors Chairman. This collaboration stems from a memorandum of understanding signed on March 15, 2023, aiming to introduce the first-ever "rail cruising" experience across Saudi Arabia. The 770-mile route from Riyadh, through Hail, to Al-Qurayat in the north, near the Jordanian border, promises a unique and luxurious travel adventure. Speaking at the event, Minister Al-Jasser

expressed excitement about the introduction of luxury train services, marking a groundbreaking development in the Middle East and North Africa region. He emphasized how this initiative aligns with the National Strategy for Transport and Logistics Services, contributing to enhanced quality of life and supporting key national strategies. Highlighting the tremendous support from visionary leaders, Minister Al-Jasser applauded the collaboration's role in enhancing transportation routes and elevating the overall passenger experience. CEO of SAR, Dr. Al-Malik, reaffirmed SAR's commitment to spearheading quality initiatives in line with the National Strategy for Transport and Logistics Services. He underlined the Dream of the Desert luxury train as a significant addition to SAR's service portfolio, providing travelers with an unparalleled mode of transportation and entertainment. **Paolo Barletta**, CEO of **Arsenale** Group, shared insights into the ongoing preparations for the Dream of the Desert train, drawing parallels with

the iconic Orient Express in terms of comfort and luxury. With an investment exceeding 200 million riyals, **Arsenale** Group specializes in high-end travel, international hotel and resort management, and luxury hospitality. The company envisions long-term plans for similar luxury services, boasting a fleet of six tourist trains in Italy. As anticipation builds, the Dream of the Desert luxury train promises not only a remarkable journey but also an opportunity for locals and tourists alike to explore the beauty of Saudi Arabia in unparalleled style and comfort.

The Magnificent Dream of the Desert: Saudi Arabia's First Luxury Train Experience

LINK: <https://en.hocmarketing.org/the-magnificent-dream-of-the-desert-saudi-arabias-first-luxury-111771>

Discover the opulent and breathtaking journey of the Dream of the Desert, Saudi Arabia's first luxury train, set to redefine travel in the Middle Eastern kingdom. Embark on a journey through stunning desert landscapes and experience the epitome of luxury train travel. The Arrival of Luxury Train Travel Saudi Arabia's state-owned railway company, Saudi Arabia Railways (SAR), has recently announced a groundbreaking partnership with Italian hospitality company **Arsenale** Group, marking the inception of the first luxury train experience in the Middle Eastern kingdom. The "fully-customized" trains, made up of 40 luxury cabins, are already under construction. The "fully-customized" trains, made up of 40 luxury cabins, are already under construction. The Dream of the Desert, as it is aptly named, is set to revolutionize travel in Saudi Arabia, offering travelers an unparalleled journey through the kingdom's mesmerizing landscapes in the lap of luxury and comfort. A rendering of Dream of the Desert, which will be the first luxury train in the Middle Eastern

kingdom. A rendering of Dream of the Desert, which will be the first luxury train in the Middle Eastern kingdom. With a burgeoning interest in attracting international tourists, Saudi Arabia has been making significant strides in enhancing its tourism sector, and the introduction of this luxury train marks a pivotal moment in the kingdom's efforts to offer unique and unforgettable travel experiences. The kilometer route will extend across Saudi Arabia's stunning desert landscapes, along with the city of Hail. The kilometer route will extend across Saudi Arabia's stunning desert landscapes, along with the city of Hail. An Extravagant Voyage Awaits The Dream of the Desert will embark on a 1,300-kilometer odyssey from the vibrant capital city of Riyadh to the enchanting city of Qurayyat, nestled close to the northern border with Jordan. This extraordinary route promises to showcase the splendor of Saudi Arabia's desert landscapes, with the addition of a captivating stop in the city of Hail. Boasting a design inspired by Saudi style and tradition,

the Dream of the Desert will feature 40 fully-customized luxury cabins, exuding opulence and elegance. The train is currently undergoing meticulous construction, and reservations are slated to open later this year, offering travelers the chance to embark on one or two-night journeys of unparalleled grandeur. With a maximum capacity of 82 passengers, the Dream of the Desert promises an exclusive and intimate experience, curated to perfection by **Paolo Barletta**, CEO of **Arsenale** Group, who expressed his anticipation for the train's debut in the kingdom. A Vision for Sustainable Travel Saudi Arabia's foray into the luxury train market aligns with the global shift towards sustainable travel, presenting an environmentally-conscious alternative to traditional modes of transportation. As the demand for high-speed trains and luxury rail cruises continues to rise worldwide, the Dream of the Desert emerges as a greener choice, offering travelers an eco-friendly and luxurious mode of exploration. Amidst substantial investments in

rail infrastructure across the globe, Saudi Arabia's commitment to enhancing its rail network and introducing high-speed services underscores its dedication to sustainable and efficient travel. The upcoming launch of the Dream of the Desert follows the success of the Haramain High Speed Railway, reflecting the kingdom's unwavering pursuit of innovative transportation solutions. The ambitious concept of the Dream of the Desert stands as a testament to SAR's commitment to redefining luxury travel by train, offering a glimpse into the future of sustainable and opulent tourism experiences in the Middle Eastern kingdom.

Gulf country to launch luxury train service 'Dream of the Desert'

LINK: <https://www.eastcoastdaily.in/2024/01/29/gulf-country-to-launch-luxury-train-service-dream-of-the-desert.html>

Riyadh: Saudi Arabia will launch a luxury train service. The luxury train is named 'Dream of the Desert'. This train service is a first-of-its-kind in the Middle East and North Africa region. 'This is one of the initiatives the National Strategy for Transport and Logistics has taken to improve the quality of life and support leading national strategies,' said Saudi Minister of Transport and Logistic Services and Chairman of the Saudi Arabia Railways (SAR) Engineer Saleh bin Nasser Al Jasser at the signing ceremony held in Riyadh. Saudi Arabia Railways (SAR) partnered with the Italian **Arsenale** Group to launch the 'Dream of the Desert' service. The train will have 40 luxury-cabin. The 'Dream of the Desert' train will be open for bookings at the end of 2024, and actual operation will begin in the fourth quarter of 2025. The first trips will start from the North Train Station in Riyadh, run through Hail and end at Al Qurayyat train station.

Saudi Arabia announces luxury train service 'Dream of the Desert' - News

LINK: <https://dailyguardian.ae/saudi-arabia-announces-luxury-train-service-dream-of-the-desert-news/>

Facebook Twitter LinkedIn Pinterest Email Saudi Arabia on Saturday (Jan 27) announced the plan to launch the 'Dream of the Desert' train service. A first-of-its-kind in the Middle East and North Africa region, the 40-cabin luxury train will add extra quality services and options to the kingdom's means of transportation, reported SPA. Saudi Arabia Railways (SAR) partnered with the Italian **Arsenale** Group, a specialist in administering luxurious train trips, to launch the 'Dream of the Desert' service. The 40 luxury-cabin 'Dream of the Desert' train will be open for bookings at the end of 2024, and actual operation will begin in the fourth quarter of 2025. The first trips will start from the North Train Station in Riyadh, run through Hail and end at Al Qurayyat train station. 'This is one of the initiatives the National Strategy for Transport and Logistics has taken to improve the quality of life and support leading national strategies,' said Saudi Minister of Transport and Logistic Services and Chairman of the Saudi Arabia Railways (SAR) Engineer Saleh bin Nasser

Al Jasser at the signing ceremony held in Riyadh. Stay up to date with the latest news. Follow KT on WhatsApp Channels. He underlined the considerable support received by the transport and logistics sector from the wise leadership, which enables it to carry out its projects, services and development initiatives, and praised the cooperation between the transport sector and various stakeholders in the field, which helps develop it and improve the experience of beneficiaries. SAR CEO Dr Bashar Al Malik and Chairman of the **Arsenale** Group **Paolo Barletta** signed the agreement, which is part of a memorandum of understanding the two sides signed on March 15, 2023. Al Malik underscored SAR's commitment to implementing quality initiatives emanating from the company's strategy associated with the National Transport and Logistics Strategy, noting that the 'Dream of the Desert' train will be a great addition to the services of the company as it adds an important tourist and entertainment option to the list of services to its customers, and enables visitors and

residents to discover more areas of the Kingdom while enjoying luxurious transport services. **Paolo Barletta** said that the initial production stages of the train have recently begun in Italy, in preparation for having it enter into service according to the announced plan. Inputs from SPA

The 'Dream of the Desert' Luxury Train Service has been Announced by Saudi Arabia.

LINK: <https://theemiratestimes.com/the-dream-of-the-desert-luxury-train-service/>

The Emirates Times 0 The inauguration of the 'Dream of the Desert' train service was announced by Saudi Arabia on January 27. The 40-cabin luxury train, a first for the Middle East and North Africa, will enhance the kingdom's transportation options and services with more high-quality services, according to SPA. Launching the 'Dream of the Desert' service, Saudi Arabia Railways (SAR) teamed up with the Italian **Arsenale** Group, an expert in managing opulent train excursions. Reservations for the 40-cabin 'Dream of the Desert' train will open at the end of 2024, and service is scheduled to start in the fourth quarter of 2025. The initial journeys will begin at Riyadh's North rail Station, travel through Hail, and conclude at the Al Qurayyat rail station. At the signing ceremony in Riyadh, Saudi Minister of Transport and Logistic Services and Chairman of the Saudi Arabia Railways (SAR), Engineer Saleh bin Nasser Al Jasser, said, 'This is one of the initiatives the National Strategy for Transport and Logistics has taken to improve the quality of life and support

leading national strategies.'
Also Read:

Dream of the Desert: Saudi Arabia is launching its own luxury train

LINK: <https://edition.cnn.com/travel/dreams-of-the-desert-saudi-arabia-luxury-train>

Dream of the Desert: Saudi Arabia is launching its own luxury train By Tamara Hardingham-Gill, CNN Updated 10:21 AM EST, Mon January 29, 2024 Link Copied! A rendering of luxury train Dream of the Desert, which is due to launch in Saudi Arabia in 2025. **Arsenale** S.P.A./Saudi Arabia Railways Editor's Note: This CNN Travel series is, or was, sponsored by the country it highlights. CNN retains full editorial control over subject matter, reporting and frequency of the articles and videos within the sponsorship, in compliance with our policy . CNN ? Crossing the desert could be about to get much more glamorous. State-owned railway company Saudi Arabia Railways (SAR) recently struck a 200 million Saudi riyals (\$53.33 million) deal with Italian hospitality company **Arsenale** Group to launch the first luxury train in the Middle Eastern kingdom. Saudi Arabia officially opened its doors to international tourists in a ?historic moment? back in 2019 and the Middle Eastern kingdom has been pulling out all the stops to lure visitors over ever since. The destination has made a

number of high-profile tourism investments in recent years ? a \$500 billion model city in the desert of northwest Saudi Arabia among them. Now Saudi Arabia is getting on board with the slow travel movement in a big way by moving into the luxury train market. ?Luxury train cruise? According to Saudi Arabia's State run media, the new train is due to begin operations in late 2025, Dream of the Desert will offer ?luxury train cruise? journeys from the capital city of Riyadh to Qurayyat, which is situated close to the northern border with Jordan, according to a press release issued by SAR last week. The 1,300-kilometer route is to stretch across Saudi Arabia's stunning desert landscapes, along with the city of Hail. With a design inspired by ?Saudi style and tradition,? the ?fully-customized? trains, made up of 40 luxury cabins, are already under construction, with reservations scheduled to open at the end of the year. One or two-night trips will be available to book, with a maximum capacity of 82 passengers, according to **Paolo Barletta**, CEO of **Arsenale**. ?The initial

production phases of the Dream of the Desert carriages in Italy have recently commenced, and we can't wait for the debut of our first train in the kingdom in the coming years,? Barletta said in an official statement. ?Greener choice? The ?fully-customized? trains, made up of 40 luxury cabins, are already under construction. **Arsenale** S.P.A./Saudi Arabia Railways Saudi Arabia's decision to enter the luxury train market comes as demand for high-speed trains and luxury ?rail cruises? continues to increase around the world. Many countries have been investing millions, or billions in some cases, into new infrastructure as customers seek out more sustainable alternatives to short haul travel and/or gridlocked highways. US President Joe Biden has pledged \$30 billion for rail projects and upgrades across the country, while, according to Reuters, France plans to strengthen its rail network by investing around ?100 billion (\$106 billion) into train travel by 2040. The Saudi service is scheduled to launch a year or so after ? Orient Express ? La Dolce Vita, ? a

collaboration between **Arsenale** Group and the Accor Group. Related article The best things to experience in Saudi Arabia according to the people who know it Renderings of the 11-carriage train, which takes inspiration from the 'La Dolce Vita' period of the 1960s, were unveiled back in 2021, revealing an incredibly opulent interior, with 12 'deluxe cabins,' 18 suites, an 'Honour Suite' and a restaurant carriage. 'Train travel represents the greener choice of transportation, enhancing trips to great cities as well as small-medium sized locations with appealing cultural sites and scenery,' Luigi Corradi, CEO and General Manager of Trenitalia, part of Italy's state railway company Ferrovie dello Stato, said in a statement at the time. News of the upcoming arrival of Dream of the Desert comes nearly six years after the launch of Saudi Arabia's Haramain High Speed Railway, connecting the holy cities of Mecca and Medina with King Abdulaziz International Airport in Jeddah, in 2018. Infrastructure investment A rendering of Dream of the Desert, which will be the first luxury train in the Middle Eastern kingdom. **Arsenale** S.P.A./Saudi Arabia Railways Carrying trains at speeds of up to

300 kph (186 mph,) the rail network is expected to eventually stretch all the way across the Middle Eastern kingdom. Enhancements are also being made into existing lines in the country's northwest, with more high-speed services to come. Back in January 2022, Saudi Arabia's Investment Minister Khalid al-Falih announced plans to build 8,000 kilometers (4,970 miles) of rail across the whole country. And more developments are likely to be announced in the coming months as the Middle Eastern kingdom moves full steam ahead with its bid to invigorate its tourism sector, diversify its economy, and reduce its reliance on oil revenue. Saudi Arabia plans to invest over \$800 billion into tourism over the next 10 years, aiming to attract 70 million international tourists a year by 2030. Projects currently underway include a brand-new luxury regenerative tourism destination along the Red Sea coast and futuristic city NEOM, which is being built from scratch in the desert of northwest Saudi Arabia. The kilometer route will extend across Saudi Arabia's stunning desert landscapes, along with the city of Hail. **Arsenale** S.P.A./Saudi Arabia Railways Recent figures

suggest that these efforts have been paying off. According to the UNWTO, the country reported a 56% growth in international arrivals in 2023 from 2019 pre-pandemic levels. The Saudi Railway Company has pledged its commitment to a government program known as Saudi Vision 2030 aimed at diversifying the country's economy over the next decade, stressing that the development of the tourism and culture sector 'is one of its most important objectives.' SAR's CEO, Bashar bin Khaled Al Malik, says he believes that Dream of the Desert will prove to be a significant addition to the company, offering both visitors and residents the chance to discover more of the kingdom's regions 'within an integrated framework of luxurious transportation services.' So will Dream of the Desert be impressive enough to compete with the likes of Orient Express 'La Dolce Vita, Venice Simplon-Orient-Express, which runs from London to Venice, or even Seven Stars in Kyushu, one of Japan's most luxurious trains. We'll have to wait and see. But it's clear that SAR has high hopes for the ambitious concept. 'The signing of this MoU [memorandum of understanding] between SAR and **Arsenale** is to be

considered a first step towards the introduction of a new offer within the tourism market with an experience of luxury travel by train,? says Al Malik. CNN?s Lilit Marcus and Ben Jones contributed to this article. Related

Saudi Arabia Unveils 'Dream of the Desert' Luxury Train Service

LINK: <https://notebookcanvas.com/saudi-arabia-unveils-dream-of-the-desert-luxury-train-service/>

Saudi Arabia is set to redefine luxury travel with the launch of the 'Dream of the Desert' train service, a groundbreaking initiative in the Middle East and North Africa. The 40-cabin luxury train, a collaboration between Saudi Arabia Railways (SAR) and the Italian **Arsenale** Group, aims to elevate the kingdom's transportation options. The luxurious 'Dream of the Desert' train is scheduled to be open for bookings at the end of 2024, with actual operations commencing in the fourth quarter of 2025. The inaugural trips will embark from the North Train Station in Riyadh, traverse through Hail, and culminate at the Al Qurayyat train station. Saudi Minister of Transport and Logistic Services and SAR Chairman, Engineer Saleh bin Nasser Al Jasser, emphasized that this initiative aligns with the National Strategy for Transport and Logistics, contributing to enhancing the quality of life and supporting key national strategies. The signing ceremony held in Riyadh marked a significant step towards realizing this vision. According to SAR,

the 1,300-kilometer route will offer a "luxury train cruise" experience from Riyadh to Qurayyat, showcasing the kingdom's breathtaking desert landscapes and the city of Hail. The fully-customized train comprises 40 luxury cabins, reflecting "Saudi style and tradition." Reservations for one or two-night journeys, accommodating up to 82 passengers, will open by the end of the year. **Paolo Barletta**, CEO of **Arsenale**, expressed excitement about the project, stating that the initial production phases have commenced in Italy. The 'Dream of the Desert' train is designed to provide an unparalleled travel experience, blending comfort and opulence.

Arab Saudi Siap Luncurkan Kereta Mewah Dream of the Desert 2025

LINK: <https://travel.kompas.com/read/2024/01/30/163700427/arab-saudi-siap-luncurkan-kereta-mewah-dream-of-the-desert-2025#>

KOMPAS.com - Saudi Arabia Railways (SAR) dan perusahaan perhotelan Italia **Arsenale** Group telah meluncurkan kereta mewah Dream of the Desert. Kereta mewah Dream of the Desert tersebut telah mencapai 200 juta riyal Saudi atau sekitar Rp 841miliar dan mulai dioperasikan pada 2025 mendatang. Baca juga: Kisah Kereta Djoko Kendil, Kereta Mewah bak Hotel Bintang 5 pada Zamannya Melansir CNN Travel, Dream of the Desert akan melakukan perjalanan dari Ibu Kota Riyadh ke Qurayyat, yang terletak dekat dengan perbatasan utara dan Jordan. Kereta mewah ini memiliki rute sepanjang 1.300 kilometer, melintasi lanskap gurun Arab Saudi yang menakjubkan, bersama dengan Kota Hail. Dream of the Desert didesain dengan gaya dan tradisi Arab Saudi, dengan 40 kabin mewah yang masih dalam tahap pembangunan. Baca juga: Arab Saudi Tambah 6 Negara yang Bisa Ajukan Visa Elektronik Kapasitas untuk kereta mewah ini hanya mengangkut 82 penumpang, dengan durasi perjalanan satu hingga dua malam. "Tahap produksi

awal gerbong Dream of the Desert di Italia baru-baru ini dimulai, dan kami tidak sabar menunggu debut kereta pertama kami di kerajaan tersebut pada tahun-tahun mendatang," kata **Paolo Barletta**, CEO **Arsenale**, dikutip dari CNN Travel. Kereta mewah Dream of the Desert ini memiliki kecepatan hingga 300 kilometer per jam. Jalur kereta mewah ini juga akan melakukan perluasan di barat laut negara tersebut, dengan memberikan layanan berkecepatan tinggi. Perusahaan Kereta Api Saudi (SAR) berkomitmen untuk mendukung visi 2030 Arab Saudi, yang bertujuan untuk pertumbuhan perekonomian negara tersebut. Salah satu cara SAR untuk mendukung visi tersebut adalah dengan mengembangkan sektor pariwisata dan budaya, untuk mendorong pertumbuhan ekonomi dan mempromosikan Arab Saudi ke dunia. CEO SAR, Bashar bin Khaled Al Malik, mengatakan bahwa ia percaya Dream of the Desert akan menjadi nilai plus yang signifikan bagi perusahaan. Kereta tersebut akan menawarkan kesempatan bagi

pengunjung dan penduduk untuk menjelajahi lebih banyak wilayah Arab Saudi dalam transportasi mewah yang terintegrasi. "Penandatanganan MOU [Memorandum of Understanding] antara SAR dan **Arsenale** ini dianggap sebagai langkah awal menuju pengenalan tawaran baru di pasar pariwisata dengan pengalaman perjalanan mewah dengan kereta api," kata Al Malik. Artikel ini telah tayang di Kompas.com dengan judul "Arab Saudi Siap Luncurkan Kereta Mewah Dream of the Desert 2025", Klik untuk baca : <https://travel.kompas.com/read/2024/01/30/163700427/arab-saudi-siap-luncurkan-kereta-mewah-dream-of-the-desert-2025#>.

Italian Company 'Arsenale Group,' who built Orient Express La Dolce Vita, is partnering with Saudi Arabia Railways to build a luxury, 40-cabinet train

LINK: <https://neom.directory/neom-news/italian-company-arsenale-group-who-built-orient-express-la-dolce-vita-is-partnering-with-saudi-arabia-railw...>

Saudi Arabia has made a \$53 million deal with an Italian company to build a dream in the desert, a train that shall be the first of its kind in the Middle East. The Italian Company 'Arsenale Group,' who built Orient Express La Dolce Vita, is partnering with Saudi Arabia Railways (SAR) to build a luxury, 40-cabinet train that shall pass from the North Train Station in Riyadh and end at Al-Qurayyat Train Station. When finished, the train will be the first of its kind in the region, offering a second-to-none Arabian experience. SAR CEO Dr. Bashar Al-Malik underscored SAR's commitment to implementing quality initiatives emanating from the company's strategy associated with the National Transport and Logistics Strategy, noting that the "Dream of the Desert" train will be a great addition to the services of the company as it adds an important tourist and entertainment option to the list of services to its customers, and enables visitors and residents to discover more areas of the Kingdom while enjoying luxurious transport services. Barletta said that

the initial production stages of the train have recently begun in Italy, in preparation for having it enter into service according to the announced plan.

Saudi Arabia's First Luxury Train Service Is Coming in 2025

LINK: <https://www.cntraveler.com/story/saudi-arabia-luxury-train-service>

Ream of the Desert will run 800 miles from Riyadh to Al Qurayyat. BY CLARE DIGHT January 30, 2024 Rendering of Dream of the Desert a luxury train set to launch in KSA in 2025 Supplied Production has started on Dream of the Desert, the first luxury train service in Saudi Arabia, scheduled to cut a swathe across the kingdom's spectacular desert interior by the end of 2025. Made in Italy, by hospitality company **Arsenale** Group, and commissioned by Saudi Arabia Railways (SAR), the 40-cabin train will run on 800 miles of existing railway lines from the capital Riyadh to Al Qurayyat in the northern province of Al Jawf, making stops along the way. The planned one- to two-day route takes in Al Qassim, Hail and Al Jouf, on the edge of King Salman bin Abdulaziz Nature Reserve, before it terminates some 20 miles from the border with Jordan. ADVERTISEMENT SAR chief executive Bashar bin Khalid Al-Malik said the train service would enable Saudis and tourists to explore more of the Kingdom when he signed an agreement with **Arsenale** CEO, **Paolo**

Barletta, on Tuesday. The railway carriages will be built in Italy, Barletta said, but would be "fully customized and inspired by Saudi style and tradition." The Italian company is already working in collaboration with Orient Express on La Dolce Vita, a new luxury rail service with six itineraries criss-crossing Italy, set to launch this year. **Arsenale** has also signed an agreement with the UAE's national railway company, Etihad Railway, to develop a luxury train that will travel across the Middle Eastern peninsula. The ventures come as luxury train cruising is set to become a popular post-Covid travel trend. ADVERTISEMENT The update on Dream of the Desert is one of many as Saudi Arabia fast-tracks its ambitions to become a leading tourist destination, with plans to attract 150m visitors by the end of the decade. Last year was marked by news of hotel and resort developments across the Kingdom, from AlUla, the ancient oasis city near the sandstone monuments of Hegra; to the Red Sea coast and its islands; Sindalah Island, part of the Neom

gigaproject; and the historic settlement of Diriyah. A version of this story originally appeared on Condé Nast Traveller Middle East.

All About the Luxury Train Service 'Dream of the Desert'!

LINK: <https://www.saudimoments.com/all-about-the-luxury-train-service-dream-of-the-desert-634153.html>

Saudi Arabia has revealed plans to introduce the 'Dream of the Desert' luxury train service, a pioneering venture in the Middle East and North Africa. Collaborating with the Italian **Arsenale** Group, specialists in upscale train journeys, Saudi Arabia Railways (SAR) aims to enhance the kingdom's transportation options. The 40-cabin luxury train is set to be available for bookings by late 2024, with actual operations commencing in the fourth quarter of 2025. The inaugural journeys will originate from Riyadh's North Train Station, passing through Hail and concluding at Al Qurayyat train station. Engineer Saleh bin Nasser Al Jasser, Saudi Minister of Transport and Logistic Services and SAR Chairman highlighted the initiative's alignment with the National Strategy for Transport and Logistics. Emphasizing the improvement of the quality of life and support for key national strategies, Al Jasser underscored the significant backing from the country's leadership for the transport and logistics sector. Commending cooperation among stakeholders, he emphasized the sector's ability to execute projects,

provide services, and drive development initiatives. The 'Dream of the Desert' luxury train represents a noteworthy step in advancing transportation options, showcasing Saudi Arabia's commitment to enhancing experiences and meeting the evolving needs of its citizens.

Saudi Arabia luxury travel to be transformed by Dream of the Desert luxury train in 2025

LINK: <https://www.fxcompared.com/magazine/news/saudi-arabia-luxury-travel-be-transformed-dream-desert-luxury-train-2025>

Saudi Arabia's tourism industry is set to get a boost with the introduction of the Dream of the Desert luxury train in 2025. This milestone, which is the first of its kind in the Middle East and North Africa region, will not only provide qualitative services and additional transportation options, but also support national strategies and improve the quality of life for the people. The project is being spearheaded by **Arsenale** Group, an Italian company known for its expertise in luxury hospitality and international hotel and resort management. Saudi Arabia Railways (SAR) and the Italian **Arsenale** Group, a leading company in managing luxury train trips, have recently announced plans to launch the Dream of the Desert luxury train service in Saudi Arabia. The partnership aims to bring a new level of sophistication to train travel in the kingdom, aimed at wealthy international travellers. With a maximum capacity of 80 passengers, the Dream of the Desert train will have 40 cabins and is set to make its debut in Saudi Arabia in 2025. In a recent ceremony attended

by Saleh Al-Jasser, Minister of Transport and Logistics; the CEO of SAR, Dr. Bashar Al-Malik; and **Paolo Barletta**, CEO of the board of directors of **Arsenale** Group, an agreement was signed. This agreement paves the way for the implementation of a memorandum of understanding signed between the two parties earlier this year. International high net-worth individuals (HNWIs) looking to experience the Dream of the Desert luxury train should use safe modes of money transfer when booking their trip. The train will traverse a 770-mile route from Riyadh to Al-Qurayat, providing passengers with views of desert landscapes. With initial production stages already underway in Italy, the train promises to provide an Orient Express-style luxury travel experience. Minister Al-Jasser expressed his gratitude for the support from the leadership and highlighted the cooperation between the transportation and logistics services system and various parties, to enhance transportation patterns and enhance the overall customer

experience. This development reflects SAR's dedication to its strategic role in implementing innovative initiatives in line with the National Strategy for Transport and Logistics Services. The Dream of the Desert will provide visitors and residents with the opportunity to explore more regions of the kingdom. As the demand for luxury travel experiences continues to soar, this highly anticipated train is expected to attract discerning travellers from around the globe. HNWIs wishing to travel on this train can secure their bookings early by making safe international payments. Wealthy travellers should ensure that they take advantage of the best exchange rates available.

Saudi Arabia's First Luxury Train: 5-Star Locomotive To Debut In 2025

LINK: <https://www.travelandleisureasia.com/th/news/saudi-arabia-train-a-5-star-locomotive-to-debut-in-2025/>

By Paint Chayanin and Priyaja Bakshi Published on Jan 30, 2024, 11:30 AM
Image credit: **Arsenale** Group/YouTube
Ever dreamed of gliding seamlessly across the far-reaching sand dunes? Well, dream no more because Saudi Arabia is about to welcome its first luxury train: the Dream of the Desert. **Arsenale** Group, the Italian multi-brand company behind Soho House Roma, Hotel Santavenere Maratea, **Orient Express La Dolce Vita** and more, is collaborating with Saudi Arabia Railways to construct this train project. The SAR 200 million (approximately THB 1,883,962,296) project will usher in a new era of tourism in the Middle Eastern kingdom. All you need to know about the luxury train in Saudi Arabia Named Dream of the Desert, the five-star train will take travellers on a 1,300-km-long journey through Saudi Arabia's desert and cities. It will start from Riyadh, traverse through Hail, and culminate in Qurayyat. The new luxury train aims to promote tourism within the country, offering visitors

and residents the opportunity to experience this mysterious kingdom in the lap of luxury train travel. While the train is scheduled to launch in 2025, reservations open at the end of 2024, allowing avid rail buffs to be part of its maiden ride, as reported by Asharq Al-Awsat. The train's design will draw inspiration from Saudi style and traditions and will feature 40 luxury cabins catering to all needs throughout the scenic journey. Dream of the Desert will have a maximum capacity of 82 passengers, providing a select few individuals with a taste of opulence and luxury. Related Stories

Everything we know about Saudi Arabia's Dream of the Desert train

LINK: <https://www.factriyadh.com/saudi-arabia/news-saudi-arabia/everything-we-know-about-saudi-arabias-dream-of-the-desert-train>

337 views 0 The luxury train will operate from 2025. Get ready to hop on board. Saudi Arabia is launching a luxury train service, Dream of the Desert. The first of its kind in the Middle East, the service is scheduled to open for bookings by the end of 2024, and begin operating by the end of 2025. Saudi Arabia Railways has partnered with Italian **Arsenale** Group, which specialises in high-end train trips. The first trips will begin from the North Train Station in Riyadh, and run through Hail to Al Qurayyat. The Dream of the Desert service will include 40 cabins and aims to elevate the train travel. Plus, it will add to the tourist and entertainment offerings in the Kingdom. Saudi Minister of Transport and Logistic Services, and Chairman of the Saudi Arabia Railways Engineer, Saleh bin Nasser Al Jasser, explained: "This is one of the initiatives the National Strategy for Transport and Logistics has taken to improve the quality of life and support leading national strategies." Dream of the Desert's initial production stages have begun in Italy. Italian

Arsenale Group is a high-end hospitality group, which develops and manages hotels in Italy. The company has also previously partnered with the Orient Express, Trenitalia-Gruppo Ferrovie dello Stato and Fondazione FS Italiane. In 1947, the first railway line was constructed in Saudi Arabia. In 1981, Riyadh Dry Port was opened, and 2018 the Haramain high-speed railway was introduced. In a bid to create environmentally friendly modes of transport, the Kingdom has also been testing out hydrogen-powered trains. Check in with FACT for the latest travel news. GO: Visit www.sar.com.sa for more information. Share

Saudi Arabia announces luxury train service, 'Dream of the Desert'

LINK: <https://www.newsbytesapp.com/news/lifestyle/saudi-arabia-to-launch-luxury-train-service/story>

What's the story Saudi Arabia Railways (SAR) is teaming up with Italy's **Arsenale** Group to launch the Middle East's premier luxury train experience, called 'Dream of the Desert.' This 1,300-kilometer journey will connect Riyadh to Al Qurayyat, near the Jordanian border, offering one or two-night trips for up to 82 passengers. With 40 lavish cabins, the train is set to start running in late 2025, and bookings will open at the end of 2024. Next Article Design Train's design is inspired by Saudi style and tradition The opulent train's design is influenced by "Saudi style and tradition." **Arsenale**'s CEO, **Paolo Barletta**, announced in an official statement that the initial production stages of the Dream of the Desert carriages have recently begun in Italy. The train's goal is to offer an all-inclusive luxury transportation experience for visitors and locals alike, as they cross the stunning desert landscapes. The initial journey will begin at Riyadh's North railway station, travel through Hail, and conclude at the Al Qurayyat station. Tourism

boost This is part of Saudi Arabia's tourism investment strategy This extravagant train venture is part of Saudi Arabia's strategy to expand its economy and enhance its tourism industry. The nation plans to pour over \$800 billion into travel and tourism over the next ten years, with a goal of attracting 70 million international tourists annually by 2030. Other projects in Saudi Arabia include a new luxury regenerative tourism destination along the Red Sea coast and the futuristic city NEOM. You're 50% through Agreement Agreement was signed last year The agreement about the launch comes after the project's implementation was agreed upon in a memorandum of understanding (MoU) signed on March 15, 2023 by **Arsenale** Group and SAR. Bashar bin Khaled Al Malik, SAR's CEO believes that Dream of the Desert will be a valuable addition to the company, giving both tourists and locals an opportunity to explore more of the kingdom's regions through a comprehensive luxury transportation service. Luxury trains The move toward luxury train

travel is a global trend Saudi Arabia's entry into the luxury train market coincides with the growing global demand for high-speed trains and upscale rail cruises. Countries like the US and France are investing billions in new infrastructure as travelers seek eco-friendly alternatives to short-haul flights and congested highways. The Saudi service is slated to debut a year after **Arsenale** Group's collaboration with Accor Group, "Orient Express - La Dolce Vita," another luxury train project inspired by the iconic 1960s "La Dolce Vita" era.

Saudi Arabia Railways & Arsenale to invest USD 53 million in ?Dream of the Desert? luxury train

LINK: <https://indiaoutbound.info/trade-news/saudi-arabia-railways-arsenale-to-invest-usd-53-million-in-dream-of-the-desert-luxury-train/>

Featuring 40 luxury cabins and a maximum capacity of 80 passengers, the ?Dream of the Desert? luxury train for ?rail cruising? across Saudi Arabia will be operational on a 1230 km route from Riyadh. Rate this post Saudi Arabia Railways (SAR), the national railway, and the Italian **Arsenale** Group, which specialises in managing luxury train trips, are on course to launch the ?Dream of the Desert? luxury train service in Saudi Arabia. According to press reports, the **Arsenale** Group has invested more than SAR 200 million or USD 53 million in the ?Dream of the Desert? train and is working on sustainable projects for luxury services through tourist trains with a fleet of six trains operating in Italy. The statement says that the ?Dream of the Desert? train is due to arrive in Saudi Arabia in the summer of 2025, with the first paying guests scheduled to depart in November 2025. It will feature 40 luxury cabins and a maximum capacity of 80 passengers, says the statement. It adds that Bashar Al-Malik, CEO of SAR and **Paolo Barletta**, CEO of the board of directors of **Arsenale** Group,

signed an agreement in this regard recently in a ceremony held in the presence of Minister of Transport and Logistics and Chairman of the Board of Directors of the Saudi Arabia Railways (SAR) Saleh Al-Jasser. The agreement aims to implement a memorandum of understanding signed between the two parties on March 15, 2023, under which the first luxury train for ?rail cruising? across Saudi Arabia will be operational on a 1230 km route from Riyadh. It will pass through Hail to the northern city of Al-Qurayat, close to the border with Jordan. Saleh Al-Jasser ?The launch of the luxury train services in the Kingdom for the first time in the Middle East and North Africa region, will add qualitative services and additional options in the transportation sector in the Kingdom. This agreement is one of the initiatives of the National Strategy for Transport and Logistics Services to improve the quality of life and support leading national strategies,? Al-Jasser said. The minister highlighted the great and unlimited support that the transportation and logistics

services system received from the wise leadership in enabling the sector to achieve its service and development projects and initiatives. He appreciated the cooperation and joint integration between the system and various parties in this field to develop transportation patterns and improve the beneficiary?s experience, adds the statement. It says that the Al-Malik stressed SAR?s commitment to its pioneering national role in implementing qualitative initiatives emanating from the company?s strategy linked to the National Strategy for Transport and Logistics Services, noting that the Dream of the Desert luxury train will represent a great addition to the company?s services as it adds an important tourism and entertainment option to the list of services provided to its customers. This will also provide the opportunity for visitors and residents in the Kingdom to discover more regions of the Kingdom within an integrated framework of luxurious transportation services. Barletta says that the initial production stages of the Dream of the Desert train had recently begun in

Italy in preparation for entering service according to the announced plan. He said the luxury train will provide Orient Express-style luxury travel.

SAR launches Dream of the Desert train service in Saudi Arabia, first in MENA

LINK: <https://economysaudiarabia.com/news/sar-dream-of-the-desert-saudi-arabia-mena/>

SAR launches Dream of the Desert train service in Saudi Arabia, first in MENA \$53 million deal with Italian **Arsenale** Group to introduce luxury train ride Dream of the Desert train (Image source: SPA) Saudi Arabia recently announced the launch of the Italian-made Dream of the Desert train. Saudi Arabia Railways (SAR) signed the SAR200 million (\$53 million) agreement to introduce the service with Italy's **Arsenale** Group . The agreement was signed in Riyadh recently between SAR's CEO, Bashar bin Khalid Al-Malik; and chairman of the Italian group, **Paolo Barletta**. The Minister of Transport and Logistics Services, Saleh bin Nasser Al-Jasser, who also serves as SAR's chairman, was present at the signing ceremony. Quality services Al-Jasser explained that launching the luxury Dream of the Desert train service in Saudi Arabia, for the first time in the Middle East and North Africa region, will add quality services and additional transportation options in the kingdom. This agreement is one of the initiatives under the National Transport and Logistics Strategy. It aims

to improve the quality of life and support leading national strategies. Al-Jasser noted the great and unlimited support that the transportation and logistics system has been receiving from Saudi's leadership. This enabled the sector to develop its services, projects, and initiatives. He also valued the cooperation and joint integration between the government and various parties to develop the transportation sector and improve customer experience. Tourism and entertainment Meanwhile, Dr. Al-Malik stressed SAR's commitment to its pioneering national role in implementing qualitative initiatives. Hence, SAR's strategy is directly linked to the national strategy for transport and logistics services. He emphasized that the Dream of the Desert train service is a great addition to the company's services. Moreover, it provides the opportunity for visitors and residents of the kingdom to discover more regions through the integrated framework of luxurious transportation services.

Saudi Arabia's luxury train service Desert Dream to begin operations in late 2025

LINK: <https://www.arabianbusiness.com/industries/travel-hospitality/saudi-arabias-luxury-train-service-desert-dream-to-begin-operations-in-late-20...>

Saudi Arabia's luxury train service Desert Dream to begin operations in late 2025 Saudi Railways Company and the Italian **Arsenale** Group, which specializes in managing luxury train trips, signed an agreement to the launch plan on Thursday Saudi Arabia's luxury train service Desert Dream The route will start from the North Train Station in Riyadh, pass through Hail, and end at the passenger train station in Qurayyat Saudi Railways Company (SAR) and the Italian **Arsenale** Group, which specialises in managing luxury train trips, signed an agreement to launch the 'Desert Dream' train in Saudi Arabia. The 'Desert Dream' train, consisting of 40 luxury cabins, will open for reservations at the end of the current calendar year, and the actual operation is expected to begin in the fourth quarter of 2025.

Saudi Arabia's Dream of the Desert luxury train to start operations in Q4 2024

LINK: <https://www.zawya.com/business/travel-and-tourism/saudi-arabias-dream-of-the-desert-luxury-train-to-start-operations-in-q4-2024-il4thy73>

Saudi Arabia's Dream of the Desert luxury train to start operations in Q4 2024
The total capital investment will be \$53.33mIn Staff writer, ZAWYA TRAVEL AND TOURISM SAUDI ARABIA TRAVEL PHOTO State-owned Saudi Arabia Railways (SAR) has signed an agreement with Italy's **Arsenale** Group to launch the 'Dream of the Desert' luxury train - the first in the MENA region - at an investment of 200 million Saudi riyals (\$53.33 million). The train trips will start in the fourth quarter of 2025, the company said on messaging platform X. Saudi Arabia Railways has signed an agreement with Italy's **Arsenale** Group to launch the 'Dream of the Desert' luxury train - the first in the MENA region. Image courtesy: Saudi Press Agency The agreement will have a duration of 25 years. The train will start from Riyadh's North Train station, pass through Hail, and end at Al-Qurayyat station. The trip duration of the 40-cabin train will be between one and two nights. (Editing by Seban Scaria seban.scaria@lseg.com)
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?Dream of the Desert? Train to Start Trips in Q4 2025

LINK: <https://english.aawsat.com/business/4814106-saudi-arabia-%E2%80%98dream-desert%E2%80%99-train-start-trips-q4-2025>

The Saudi Railways (SAR) signed an agreement with Italy's **Arsenale** group on Thursday to launch the ?Dream of the Desert? luxury train, with 40 luxury cabins worth \$53.3 million. The CEO of Saudi Railways, Bashar al-Malik, and Chairman of **Arsenale**'s Board of Directors **Paolo Barletta** signed the 25-year agreement under the patronage and presence of the Minister of Transport and Logistics, Saleh al-Jasser. The train will be scheduled for reservations at the end of this year, and actual operation will begin in Q4 of 2025. The first stage of the route will be from the al-Shamal train station in Riyadh, passing through Hail and ending at al-Qurayyat train station. The Saudi minister indicated that launching these luxury services on trains for the first time in the Middle East and North Africa region will introduce quality services and additional mobility options within the Kingdom. Jasser pointed out that this agreement is one of the National Strategy for Transport and Logistics initiatives to improve the quality of life and support leading national strategies. He highlighted the

government's support for transport and logistics, enabling the sector to achieve its service and development projects and initiatives. The minister lauded the effective cooperation and joint integration between the system and various stakeholders in developing transportation patterns and enhancing the beneficiary experience. SAR's CEO emphasized the commitment to its pioneering national role in implementing qualitative initiatives emanating from the company's strategy linked to the National Strategy. He highlighted that introducing the ?Dream of the Desert? significantly enhances the company's services, presenting a crucial tourist and entertainment option for its customers. The train will allow visitors and residents of the Kingdom to explore various regions within an integrated framework of luxurious transportation services, said Malik. The Chairman of **Arsenale** stated that the initial production stages of the luxurious train had recently begun in Italy in preparation for entering service according to the announced plan. **Arsenale** is

a multi-brand company that develops and manages luxury hospitality and lifestyle assets. It develops luxury hotel concepts and works on sustainable projects for luxury services via tourist trains through a fleet of six trains operating in Italy.

Saudi Rail to launch 'Dream of the Desert' train

LINK: https://www.trade Arabia.com/news/TTN_418244.html

Saudi Rail to launch 'Dream of the Desert' train RIYADH, 2 days ago Saudi Arabia Railways (SAR) has announced that it has sealed a strategic partnership with Italian **Arsenale** Group, a specialist in administrating luxurious train trips, for launching its 'Dream of the Desert' train service. A first-of-its-kind in the Middle East and North Africa region, the 40-cabin luxury Dream of the Desert train will add extra quality services and options to the kingdom's means of transportation, reported SPA, citing a senior minister. "This is one of the initiatives the National Strategy for Transport and Logistics has taken to improve the quality of life and support leading national strategies," said Saudi Minister of Transport and Logistic Services and Chairman of the Saudi Arabia Railways (SAR) Engineer Saleh bin Nasser Al Jasser at the signing ceremony held in Riyadh. The agreement, inked by SAR Chief Executive Dr Bashar Al Malik and **Arsenale** Group Chairman **Paolo Barletta**, comes as part of a MoU sealed by the two sides in March last year. Al Jasser underlined the considerable support

received by the transport and logistics sector from the wise leadership, which enables it to carry out its projects, services and development initiatives, and praised the co-operation between the transport sector and various stakeholders in the field.

Al Malik underscored SAR's commitment to implementing quality initiatives emanating from the company's strategy associated with the National Transport and Logistics Strategy. He pointed out that the Dream of the Desert train will be a great addition to the services of SAR as it adds an important tourist and entertainment option to the list of services to its customers, and enables visitors and residents to discover more areas of the kingdom while enjoying luxurious transport services, reported SPA.

According to SAR, the Dream of the Desert train will be open for bookings at the end of the current year, but the actual operations will kick off in Q4 next year.

Barletta said that the initial production stages of the train have recently begun in Italy, in preparation for having it enter into service as per schedule. The first trips

will begin from the North Train Station in Riyadh, run through Hail and end at Al Qurayyat train station.
Tags:

The first luxury train to arrive in Saudi Arabia in 2025

LINK: <https://www.mediabeast.pk/the-first-luxury-train-to-arrive-in-saudi-arabia-in-2025/>

Saudi Arabia is preparing to introduce "Dream of the Desert," its first-ever luxury train service, by the end of 2025, in a move that will revolutionise luxury travel in the country. The ambitious project is scheduled to span an 800-mile, captivating route from the bustling metropolis of Riyadh to the northern province of Al Jawf's Al Qurayyat. It is a collaboration between Saudi Arabia Railways (SAR) and the Italian hospitality company **Arsenale** Group. 800 Miles of Magnificence The train, which has 40 opulent compartments, is a voyage through the breathtaking desert interior of the kingdom as well as a mode of transportation. The one- to two-day itinerary has been meticulously planned and will stop in Al Qassim, Hail, and Al Jouf, giving travellers a taste of Saudi Arabia's varied terrain and rich cultural diversity. The ultimate location, which is only 20 kilometres from the Jordanian border, gives the journey a more global flavour. The CEO of SAR, Bashar bin Khalid Al-Malik, expressed enthusiasm for the planned luxury train service, highlighting its contribution to enabling

residents and visitors to the Kingdom to see more of it. **Paolo Barletta**, the CEO of **Arsenale**, was signing the agreement. Al-Malik emphasised the train's importance in boosting travel, inviting guests to set out on a remarkable adventure influenced by Saudi culture and customs. Italian precision meets Saudi tradition. There is no denying Dream of the Desert's Italian artistry. **Arsenale** Group contributes its knowledge to the undertaking. The train cars are made in Italy, but they will be painstakingly altered to showcase Saudi Arabia's diverse cultural heritage. Passengers may anticipate an unmatched and distinctive travel experience thanks to this fusion of Italian precision with Saudi history. Dream of the Desert's debut fits in with Saudi Arabia's aggressive tourism objectives, which include drawing 150 million tourists by the end of the decade. The monarchy has quickly developed a number of tourism sites, thanks to its ambitious aim. From the contemporary Neom gigaproject to the picturesque Red Sea coast, the old oasis city of AlUla is alluring. The **Arsenale** Group's participation in

other luxury train initiatives, such as La Dolce Vita in Italy and a partnership with Etihad Railway in the United Arab Emirates, suggests that luxury train cruising is becoming a more popular post-Covid travel option. Saudi Arabia is not only keeping up but also setting new benchmarks in the tourism industry with the launch of Dream of the Desert, an opulent journey through the Arabian Peninsula.

Saudi Arabia to launch 'Dream of the Desert' train

LINK: <https://pakobserver.net/saudi-arabia-to-launch-dream-of-the-desert-train/>

Saudi Arabia has unveiled the plan to launch the 'Dream of the Desert' train service. A first-of-its-kind in the Middle East and North Africa region. The 40-cabin luxury train will add extra quality services and options to the kingdom's means. Of transportation, as per SPA. Saudi Arabia Railways (SAR) partnered with the Italian **Arsenale** Group, a specialist in administrating luxurious train trips, to launch the 'Dream of the Desert' service. The 40 luxury-cabin 'Dream of the Desert' train will be open for bookings at the end of 2024, and actual operation will begin in the fourth quarter of 2025. The first trips will start from the North Train Station in Riyadh, run through Hail and end at Al Qurayyat train station. Saudi Minister of Transport and Logistic Services and Chairman of the Saudi Arabia Railways (SAR) Engineer Saleh bin Nasser Al Jasser said this would be one of the initiatives the National Strategy for Transport and Logistics has taken to improve the quality of life and support leading national strategies. The signing ceremony held in Riyadh. Production has started on Dream of the

Desert, the first luxury train service in Saudi Arabia, scheduled to cut a swathe across the kingdom's spectacular desert interior by the end of 2025. Made in Italy, by hospitality company **Arsenale** Group, and commissioned by Saudi Arabia Railways (SAR), the 40-cabin train will run on 1,300 kilometres of existing railway lines from the capital Riyadh to Al Qurayyat in the northern province of Al Jawf, making stops along the way. The planned one- to two-day route takes in Al Qassim, Hail and Al Jouf, on the edge of King Salman bin Abdulaziz Nature Reserve, before it terminates some 30km from the border with Jordan. SAR chief executive Bashar bin Khalid Al-Malik said the train service would enable Saudis and tour-ists to explore more of the Kingdom when he signed an agreement with **Arsenale** CEO, **Paolo Barletta**, on Tuesday. The railway carriages will be built in Italy, Barletta said, but would be "fully customised and inspired by Saudi style and tradition". The Italian company is already working in collabo-ration with Orient Express on La Dolce Vita, a new luxury rail service with six itineraries criss-crossing

Italy, set to launch this year. **Arsenale** has also signed an agreement with the UAE's national railway company, Etihad Railway, to develop a luxury train that will travel across the Middle Eastern peninsula. The ventures come as luxury train cruising is set to become a popular post-Covid travel trend. The update on Dream of the Desert is one of many as Saudi Arabia fast-tracks its ambitions to become a leading tourist destination, with plans to attract 150m visitors by the end of the decade. Last year was marked by news of hotel and resort developments across the Kingdom, from AlUla, the ancient oasis city near the sandstone monuments of Hegra; to the Red Sea coast and its islands; Sindalah Island, part of the Neom gigaproject; and the historic settlement of Diriyah.- INP

Saudi Arabien bekommt seinen ersten Luxuszug

LINK: <https://www.diepresse.com/18053028/saudi-arabien-bekommt-seinen-ersten-luxuszug>

Der Luxuszug "Dream of the Desert" führt 1300 Kilometer durch die Wüste und soll dem Trend zum Slow Tourism Tribut zollen. Wer bei Luxuszug und Saudi Arabien an den Orientexpress denkt, der liegt nicht ganz falsch. Tatsächlich haben sich für das neue Zugprojekt die s t a a t l i c h e Eisenbahngesellschaft Saudi Arabia Railways mit der **Arsenale** Group zusammengetan, die eben auch Touren mit dem Orientexpress anbietet. Der Luxuszug namens "Dream of the Desert" soll dabei 1300 Kilometer durch die Wüste von der Hauptstadt Riad nach Al Qurayyat nördlich der Grenze zu Jordanien führen. Ein Highlight auf der Strecke soll unter anderem die Oasenstadt Ha'il sein. 82 Passagieren sollen in 40 Suiten ein exklusives und glamouröses Erlebnis auf Schienen geboten werden. Ab Ende 2025 soll der Zug Fahrt aufnehmen, mit dem Bau wurde in Italien bereits begonnen, der ganze Zug wird "Made in Italy" sein. Optisch soll er aber von der saudischen Tradition **i n s p i r i e r t** sein. "Bahnkreuzfahrten" im Trend Saudi Arabien möchte mit "Dream of the

Desert" auf den Trend zum Slow und Experimental Tourism aufspringen, "Bahnkreuzfahrten" seinen besonders populär, heißt es in einer Presseaussendung. Der Zug soll ein weiterer Anziehungspunkt für Touristen sein, bis 2030 will man 150 Millionen Besucher jährlich im Königreich Saudi Arabien empfangen. Zugreisen sind ein Trend, **d e r n a c h d e r** Covidpandemie noch beliebter geworden ist. Das Unternehmen **Arsenale** führt in diesem Jahr sechs Routen durch Italien mit dem **Orient Express La Dolce Vita** ein. Und auch die Vereinigten Arabischen Emirate wollen einen **L u x u s z u g**. Eine Vereinbarung mit der Eisenbahngesellschaft Etihad Railway wurde bereits unterzeichnet. (cg)

'Dream Of The Desert' Luxury Train To Be Built In Saudi Arabia

LINK: <https://dailyausaf.com/en/latest-news/dream-of-the-desert-train-to-be-built-in-saudi-arabia.html>

IYADH: The 'Dream of the Desert' train service is set to begin operations, according to a Saudi announcement. An unprecedented event in the Middle East and North Africa. According to SPA, the 40-cabin luxury train will expand the kingdom's transportation alternatives and quality services. Read More: Tourists stranded at Murree amid snowfall Launching the 'Dream of the Desert' service, Saudi Arabia Railways (SAR) teamed up with the Italian **Arsenale** Group, an expert in managing opulent train excursions. Reservations for the 40-cabin "Dream of the Desert" train will open at the end of 2024, and service is scheduled to start in the fourth quarter of 2025. The initial journeys will begin at Riyadh's North rail Station, travel through Hail, and conclude at the Al Qurayyat rail station. Read More: Gold Rate in Pakistan Today-1 February 2024 This is one of the steps the National Strategy for Transport and Logistics has taken to enhance the quality of life and support leading national strategies, according to Saudi Minister of Transport and Logistic Services and Chairman of

the Saudi Arabia Railways (SAR), Engineer Saleh bin Nasser Al Jasser. The signing event that took place in Riyadh.

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Saudi Arabia's First Luxury Train Service Is Coming in 2025

LINK: <https://scenenow.com/Traveller/Saudi-Arabia-s-First-Luxury-Train-Service-Is-Coming-in-2025>

Saudi Arabia is preparing to unveil its latest travel experience - Dream of the Desert, the Kingdom's first luxury train service, promising access to the country's diverse landscapes and cultural sights. The project, commissioned by Saudi Arabia Railways (SAR) and executed by the Italian **Arsenale** Group, involves the creation of a 40-cabin train specifically designed for luxurious travel. Scheduled to launch by the end of 2025, this rolling hospitality project will traverse 800 miles across existing railway lines, starting in the capital Riyadh and culminating near the Jordanian border in Al Qurayyat. Passengers can expect stopovers in destinations like Al Qassim, Hail, and Al Jouf, each offering a glimpse into the Kingdom's culture and heritage. The train's design will blend modern luxury with traditional Saudi aesthetics, while the carriages, which will be crafted in Italy by renowned rail travel experts **Arsenale** Group, will be customized to reflect the distinct style and heritage of Saudi Arabia. This project also aligns with Saudi Arabia's

ambitious Vision 2030 tourism goals. Aiming to attract 150 million visitors by 2030, the Kingdom is actively developing its tourism infrastructure, including hotels and resorts across diverse regions. Dream of the Desert acts as a strategic initiative, attracting high-end tourists and showcasing the nation's hidden treasures. Furthermore, with post-pandemic travel trends leaning towards experiential and slow travel, luxury train cruising is gaining significant traction. Dream of the Desert capitalizes on this trend, offering a unique and personalized way to explore the heart of Saudi Arabia.

Arábia Saudita irá lançar primeiro trem de luxo do Oriente Médio

LINK: <https://saobentoemfoco.com.br/arabia-saudita-ira-lancar-primeiro-trem-de-luxo-do-oriente-medio/>

LinkedIn WhatsApp A empresa ferroviária estatal da Arábia Saudita (SAR, na sigla em inglês) fechou um acordo de 200 milhões de riais sauditas (US\$ 53,33 milhões) com a italiana **Arsenale** Group para lançar o primeiro trem de luxo do Oriente Médio. A Arábia Saudita abriu oficialmente as suas portas aos turistas internacionais em "momento histórico" em 2019, e o reino do Médio Oriente tem feito todos os esforços para atrair visitantes desde então. O país fez vários investimentos turísticos de alto nível nos últimos anos "entre eles, uma cidade modelo de US\$ 500 bilhões no deserto do noroeste da Arábia Saudita. Agora, o reino está aderindo ao movimento slow travel em grande estilo, entrando no mercado de trens de luxo. "Cruzeiro de trem de luxo? De acordo com a mídia estatal da Arábia Saudita, o novo trem deve começar a operar no final de 2025. O Dream of the Desert oferecerá viagens de "cruzeiro de trem de luxo" da capital, Riad, para Qurayyat, que fica perto da fronteira norte com a Jordânia, de acordo com um comunicado à imprensa

emitido pela SAR. A rota de 1.300 quilômetros se estenderá pelas paisagens desérticas da Arábia Saudita, juntamente com a cidade de Hail. Com um design inspirado no "estilo e tradição sauditas", os trens "totalmente personalizados", compostos por 40 cabines de luxo, já estão em produção, com reservas programadas para serem abertas no final do ano. Viagens de uma ou duas noites estarão disponíveis para reserva, com capacidade máxima de 82 passageiros, de acordo com **Paolo Barletta**, CEO da **Arsenale**. "As fases iniciais de produção dos vagões do Dream of the Desert na Itália começaram recentemente, e mal podemos esperar pela estreia do nosso primeiro trem no reino nos próximos anos", disse Barletta em um comunicado oficial. Escolha mais ecológica A decisão da Arábia Saudita de entrar no mercado de trens de luxo ocorre no momento em que a demanda por trens de alta velocidade e "cruzeiros ferroviários" de luxo continua a aumentar em todo o mundo. Muitos países têm investido milhões, ou bilhões em

alguns casos, em novas infraestruturas à medida que os clientes buscam alternativas mais sustentáveis para viagens de curta distância ou escapar de rodovias congestionadas. O presidente dos EUA, Joe Biden, prometeu US\$ 30 bilhões para projetos e melhorias ferroviárias em todo o país, enquanto, de acordo com a Reuters, a França planeja fortalecer sua rede ferroviária investindo cerca de 100 bilhões de euros (US\$ 106 bilhões) em viagens de trem até 2040. O serviço saudita está programado para ser lançado cerca de um ano depois do "Orient Express" La Dolce Vita?, uma colaboração entre o **Arsenale** Group e o Accor Group. As projeções do trem de 11 vagões, que se inspira no período "La Dolce Vita" da década de 1960, foram reveladas em 2021, revelando um interior com 12 "cabines de luxo", 18 suítes, uma "Suíte de Honra" e um vagão-restaurante. "As viagens de trem representam a opção mais ecológica de transporte, aprimorando as viagens a grandes cidades, bem como a locais de pequeno e médio porte com

locais culturais e paisagens atraentes?, disse Luigi Corradi, CEO e gerente geral da Trenitalia, parte da empresa ferroviária estatal italiana Ferrovie dello Stato, em um comunicado na época. A notícia da chegada do Dream of the Desert ocorre quase seis anos após o lançamento da Ferrovia de Alta Velocidade Haramain da Arábia Saudita, que conecta as cidades sagradas de Meca e Medina ao Aeroporto Internacional Rei Abdulaziz em Jeddah, em 2018. Investimento em infraestrutura Transportando trens a velocidades de até 300 km/h, espera-se que a rede ferroviária se estenda por todo o reino do Oriente Médio. Também estão sendo feitos aprimoramentos nas linhas existentes no noroeste do país, com mais serviços de alta velocidade por vir. Em janeiro de 2022, o Ministro de Investimentos da Arábia Saudita, Khalid al-Falih, anunciou planos para construir 8.000 quilômetros de ferrovias em todo o país. E é provável que mais desenvolvimentos sejam anunciados nos próximos meses, à medida que o reino do Oriente Médio avança a todo vapor em sua tentativa de revigorar seu setor de turismo, diversificar sua economia e reduzir sua dependência da

receita do petróleo. A Arábia Saudita planeja investir mais de US\$ 800 bilhões em turismo nos próximos 10 anos, com o objetivo de atrair 70 milhões de turistas internacionais por ano até 2030. Os projetos atualmente em andamento incluem um novo destino turístico de luxo ao longo da costa do Mar Vermelho e a cidade futurista NEOM, que está sendo construída do zero no deserto do noroeste da Arábia Saudita. Números recentes sugerem que esses esforços estão valendo a pena. De acordo com a Organização Mundial de Turismo (OMT), o país relatou um crescimento de 56% nas chegadas internacionais em 2023 em relação aos níveis pré-pandêmicos de 2019. A Saudi Railway Company prometeu seu compromisso com um programa governamental conhecido como "Visão 2030", que visa diversificar a economia do país na próxima década, enfatizando que o desenvolvimento do setor de turismo e cultura é um de seus objetivos mais importantes?. O CEO da SAR, Bashar bin Khaled Al Malik, diz acreditar que o Dream of the Desert será um acréscimo significativo à empresa, oferecendo aos visitantes e residentes a chance de descobrir mais regiões do reino dentro de

uma estrutura integrada de serviços de transporte de luxo?. Então, será que o Dream of the Desert será impressionante o suficiente para competir com trens como o Orient Express? La Dolce Vita, o Venice Simplon-Orient-Express, que vai de Londres a Veneza, ou mesmo o Seven Stars in Kyushu, um dos trens mais luxuosos do Japão? É esperar para ver, mesmo que esteja evidente que a SAR tem grandes esperanças em relação a esse ambicioso conceito. ?A assinatura desse MoU [memorando de entendimento] entre a SAR e o **Arsenale** deve ser considerada um primeiro passo para a introdução de uma nova oferta no mercado de turismo com uma experiência de viagem de luxo por trem?, diz Al Malik. Matéria traduzida do inglês: Leia a reportagem original aqui Compartilhe:

Arábia Saudita irá lançar primeiro trem de luxo do Oriente Médio

LINK: <https://www.cnnbrasil.com.br/economia/negocios/arabia-saudita-ira-lancar-primeiro-trem-de-luxo-do-oriente-medio/>

Arábia Saudita irá lançar primeiro trem de luxo do Oriente Médio Switch A seguir Arábia Saudita irá lançar primeiro trem de luxo do Oriente Médio Estatal saudita e grupo italiano fecham contrato de US\$ 53 milhões para projeto inédito no reino Novo trem deve começar a operar no final de 2025 D i v u l g a ç ã o / S A R 04/02/2024 às 04:00 | Atualizado 04/02/2024 às 20:43 Compartilhe: A empresa ferroviária estatal da Arábia Saudita (SAR, na sigla em inglês) fechou um acordo de 200 milhões de riais sauditas (US\$ 53,33 milhões) com a italiana **Arsenale** Group para lançar o primeiro trem de luxo do Oriente Médio. A Arábia Saudita abriu oficialmente as suas portas aos turistas internacionais em ?momento histórico? em 2019, e o reino do Médio Oriente tem feito todos os esforços para atrair visitantes desde então. O país fez vários investimentos turísticos de alto nível nos últimos anos ? entre eles, uma cidade modelo de US\$ 500 bilhões no deserto do noroeste da Arábia Saudita. Agora, o reino está aderindo ao movimento slow travel em

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Malik. Matéria traduzida do
inglês: Leia a reportagem
original aqui Tópicos

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Arab Bikin Kereta Mewah Dream of The Desert, Lintasi Gurun Pasir

LINK: <https://www.cnbcindonesia.com/lifestyle/20240201142845-33-510875/arab-bikin-kereta-mewah-dream-of-the-desert-lintasi-gurun-pasir>

Arab Bikin Kereta Mewah Dream of The Desert, Lintasi Gurun Pasir Lifestyle - Tim Redaksi, CNBC Indonesia 01 February 2024 17:35 SHARE Foto: Kereta Mewah Dream of the Desert Milik Arab Saudi. (Dok. **Arsenale** S.P.A./Saudi Arabia Railways) Jakarta, CNBC Indonesia - Pernah membayangkan naik kereta mewah membelah gurun pasir? Anda bisa merasakan pengalaman tersebut di Arab Saudi. Perusahaan kereta api Saudi Arabia Railways (SAR) baru-baru ini mencapai kesepakatan senilai US\$53,33 juta (sekitar Rp826 miliar) dengan perusahaan perhotelan Italia **Arsenale** Group untuk meluncurkan kereta mewah pertama di kerajaan Timur Tengah tersebut. Menurut media yang dikelola pemerintah Arab Saudi, kereta baru ini akan mulai beroperasi pada akhir tahun 2025. Kereta yang diberi nama 'Dream of the Desert' akan menawarkan perjalanan mewah dari ibu kota Riyadh ke Qurayyat, yang terletak dekat dengan perbatasan Jordan, menurut siaran pers yang dikeluarkan SAR pekan lalu.

A D V E R T I S E M E N T

Super Mewah, Arab Saudi akan Operasikan Kereta Orient Express ala Gurun Pasir

LINK: <https://serpong.inews.id/read/401283/super-mewah-arab-saudi-akan-operasikan-kereta-orient-express-ala-gurun-pasir>

Super Mewah, Arab Saudi akan Operasikan Kereta Orient Express ala Gurun Pasir Anton Suhartono Selasa, 30 Januari 2024 | 08:17 WIB Saudi Arabia Railways akan mengoperasikan kereta super-mewah Dream of the Desert mulai 2025 (Foto: S P A) R I Y A D H , iNewsSerpong.id - Operator kereta Arab Saudi , Saudi Arabia Railways (SAR) menggandeng Italian **Arsenale** Group , perusahaan yang mengelola perjalanan kereta s u p e r m e w a h , mengoperasikan kereta melintasi gurun pasir. Layanan ini akan tersedia paling cepat pada N o v e m b e r 2025 , menambah atraksi wisata di negara Teluk tersebut, sekaligus sebagai sarana transportasi kelas atas. CEO SAR Bashar Al Malik serta bos **Arsenale** Group **Paolo Barletta** menandatangani perjanjian kerja sama tersebut baru-baru ini, disaksikan Menteri perhubungan dan Logistik Arab Saudi yang juga Ketua Dewan Direksi SAR, Saleh Al Jasser. Al Jasser mengatakan, peluncuran layanan kereta api super-mewah di Saudi ini merupakan yang pertama

kali di kawasan Timur Tengah dan Afrika Utara. ?Perjanjian ini merupakan salah satu inisiatif Strategi Nasional Layanan Transportasi dan Logistik untuk meningkatkan kualitas hidup dan mendukung strategi unggulan nasional,? ujarnya, dikutip dari Saudi Gazette , S a b t u (27/1/2024). Sementara itu Al Malik mengatakan, layanan kereta mewah bernama Dream of the Desert itu menjadi nilai tambah bagi perusahaan. Kereta itu menjadi alternatif serta atraksi pariwisata baru dan hiburan dalam layanannya . Pada kesempatan yang sama, Barletta mengatakan tahap awal produksi Dream of the Desert telah dimulai di Italia dan akan selesai sesuai rencana. Dia menjanjikan kereta mewah t e r s e b u t akan menghadirkan perjalanan mewah ala kereta legenda Orient Express pada 1880-an yang menghubungkan P a r i s d e n g a n Konstantinopel. Kereta Dream of the Desert memiliki 40 kabin mewah dengan kapasitas maksimal 80 penumpang. Kereta akan tiba di Arab Saudi pada musim panas 2025.

Kereta mewah pertama yang akan melintas di atas rel khusus penjelajah ini akan beroperasi sejauh 1.232 km, yakni dari Ibu Kota Riyadh menuju Al Qurayat, dekat perbatasan dengan Yordania. (*)