



Onedar

One home, a world of discovery

Saudi Arabia's leading destination creator



About us

01





Onedar - Saudi Arabia's leading destination creator

ONEDAR is Saudi Arabia's destination creator, curating affordable premium travel across Leisure, MICE, and Cruise. We go beyond logistics to design journeys that connect people, places, and purpose, blending heritage, landscapes, and modern ambition into experiences that resonate.

ONEDAR is operating as part of the wider Sela Group, backed by the Public Investment Fund. Sela is a leading developer and operator of iconic lifestyle and entertainment destinations, creative venues, and large-scale live experiences. By combining land development with experience design, Sela plays a key role in advancing Vision 2030.

With landmark projects such as VIA Riyadh, Boulevard City, the Jeddah Superdome, and Saudi Seasons, Sela creates platforms where culture, leisure, and global brands come together, driven by quality, innovation, and operational excellence.

ONEDAR combines creative intelligence, operational scale, and privileged access to assets, venues, and experiences, redefining what a DMC can deliver in Saudi Arabia.

Onedar



What sets us apart?



Destination creator, not a traditional DMC.

Affordable premium positioning.

Leisure, MICE, and Cruise **expertise**.

Reliable, responsible, scalable delivery.

Nationwide footprint across key Saudi destinations.



What sets us apart?

Our vision

To be Saudi Arabia's leading destination creator, transforming the Kingdom's stories, landscapes, and emerging destinations into authentic, integrated journeys that are accessible, connect people, and inspire lasting memories.

Our mission

ONEDAR leads Saudi Arabia's affordable premium travel segment as a destination creator, curating engaging journeys. We work closely with our leisure, MICE, and cruise partners and deliver reliable, responsible, and thoughtfully designed experiences that connect them to Saudi Arabia's unique and exciting destinations.



Our brand values

Engaging
Pioneering
Accessible
Responsible
Reliable





Our perspective

Built on trust



As a PIF-backed business within a diversified Saudi group, ONEDAR offers long-term stability, strong governance, and financial confidence, grounded in responsible, future-ready tourism.

Connected by design



We operate at the intersection of government, mega-projects, destination authorities, and private partners, unlocking access, speed, and experiences beyond traditional DMC reach.

Operational excellence



Safety and compliance are non-negotiable. With vetted suppliers, rigorous quality systems, and 24/7 operational support, every journey is controlled, compliant, and flawlessly delivered.

Creating the destination



We don't just deliver Saudi Arabia, we help shape how it's experienced. Our journeys bring Saudi stories to life and build demand on a global stage.

Accessible at scale



Our buying power and partnerships enable competitive pricing without compromise, keeping Saudi Arabia commercially viable across markets, segments, and travel styles.



Curated, interest-led journeys

1

We design refined MDT, EAT, and interest-led programs shaped around culture, adventure, lifestyle, and discovery. Every itinerary is enriched with storytelling, authentic encounters, and modular flexibility that goes beyond standard sightseeing.



Dedicated partner focus

2

Each partner works with a dedicated Key Account Manager. This ensures continuity, market insight, and proactive growth, operating as a true extension of your team.



Easy to do business with

3

Our B2B platform provides fast access to products, pricing, availability, and confirmations. Technology drives speed, transparency, and scalability, making Saudi Arabia easy to sell with confidence.



Our core services **Leisure**



Our extensive service & product portfolio



Hotels



Transfers



Roundtrips



Multi-day Tours



Excursions, Activities, Tickets



Tailor-made Packages



Groups & Events



Event & Sporting Packages



VIP experiences



24/7 customer service



Meet & Greet Services



Guide Services



Saudi Arabia

02





Saudi Arabia

Saudi Arabia is one of the world's most compelling emerging destinations, defined by remarkable diversity.

From ancient trade routes and UNESCO World Heritage sites to vast deserts, mountain villages, dynamic cities, and a rapidly evolving cultural scene, the Kingdom offers layered journeys that reward curiosity and connection.

ONEDAR goes beyond the obvious, curating both iconic destinations and lesser-known regions with strong tourism potential.



E-Visa access for
most key source
markets



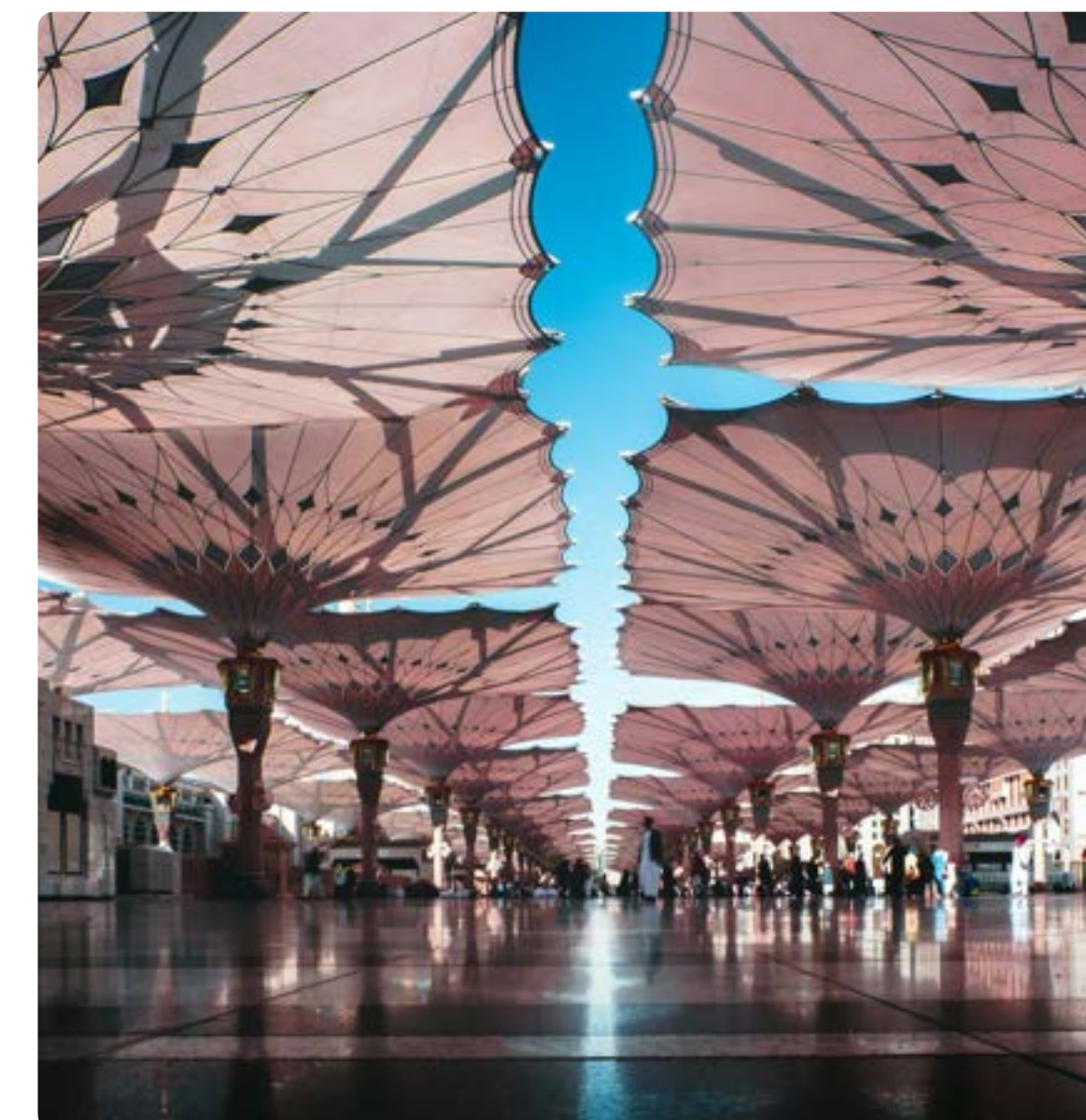
Rich religious, cultural
& lifestyle travel mix



Year-round
destination with
seasonal routing



Safe, modern
infrastructure with rapid
tourism development





01 - Riyadh

Saudi’s dynamic capital blending heritage, giga-project ambition, business, culture, lifestyle and world-class events; primary MICE hub and the anchor for most international routings.



02 - Jeddah

The Red Sea gateway combining Al Balad heritage, F1 glamour and coastal lifestyle; cruise potential, leisure extensions and access to Red Sea developments.



03 - Madinah

Spiritual and cultural centre with profound religious significance; religious inbound anchor and key stop within north-west touring circuits.



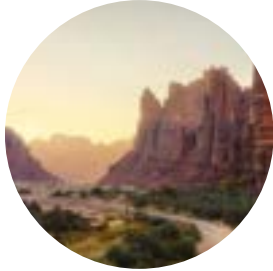
04 - Dammam

Gateway to the Eastern Province and Arabian Gulf coastline; corporate, energy sector access and Eastern touring extensions.



05 - AlUla

Home to UNESCO-listed Hegra, dramatic desert landscapes, culture, heritage, nature and premium curated experiences; Saudi’s strongest global leisure icon and premium storytelling destination.



06 - Tabuk

Northern frontier hub near Wadi Disah and Hisma Valley; nature-driven adventure routes and Jordan extension potential.



07 - Abha

Cool climate mountain escape with green landscapes and village culture; summer tourism and soft-adventure positioning.



08 - Yanbu

Red Sea coastal city with beach and marine access; leisure, dive and cruise shore-ex potential.



09 - Hail

Historic desert city with UNESCO rock art and fort heritage; key stop on north-central cultural touring route.



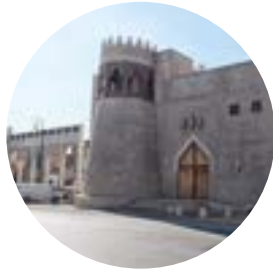
10 - Buraidah

Traditional Najdi heartland and agricultural centre; authentic cultural immersion within Riyadh–Hail routing.



11 - Taif

Mountain retreat known for rose farms and cooler climate; Jeddah extension with scenic and cultural appeal.



12 - Al Hofuf

UNESCO-listed oasis and Eastern Province heritage hub. Strong cultural differentiation and GCC short-break potential.



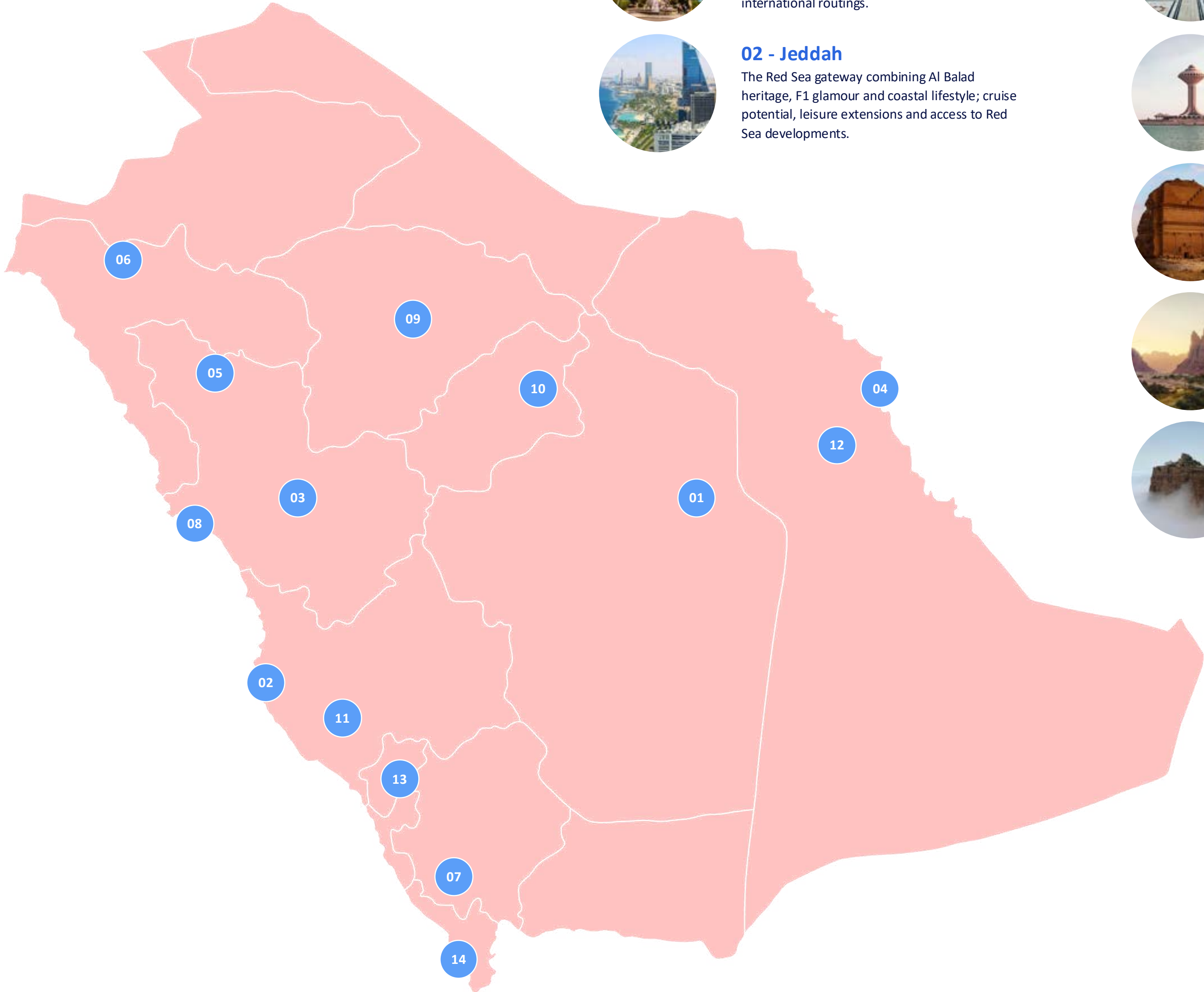
13 - Al Bahah

Forest landscapes and traditional stone villages.



14 - Jazan

Gateway to the Farasan Islands and southern Red Sea; future eco and marine tourism potential.



Saudi Arabia destinations



Saudi Arabia

UNESCO World Heritage Sites



01 - Hegra (Mada'in Salih) – AlUla (2008)

- Saudi Arabia’s first UNESCO site .
- Nabataean city (1st century CE), often compared to Petra.
- 100+ monumental tombs carved into sandstone cliffs.
- Core anchor for AlUla premium itineraries.
- Positioning: Iconic, photogenic, world-class archaeology.



02 - At-Turaif District in ad-Dir'iyah – Riyadh (2010)

- Birthplace of the First Saudi State.
- 15th-century Najdi mudbrick architecture.
- Adjacent to the Bujairi Terrace lifestyle district.
- Positioning: Heritage & modern Saudi vision .



03 - Historic Jeddah, the Gate to Makkah (2014)

- Known locally as Al-Balad.
- 7th-century Red Sea trading port.
- Coral-stone buildings with intricate wooden rawasheen.
- Positioning: Culture, gastronomy, storytelling walks.



04 - Rock Art in the Hail Region – Hail (2015)

- Sites at Jubbah and Shuwaymis.
- Petroglyphs dating back 10,000+ years.
- Human, animal, and hunting scenes.
- Positioning: Deep-time human history (excellent for Cultural Explorer segments).



05 - Al-Ahsa Oasis – Eastern Province (2018)

- World’s largest oasis.
- 2.5+ million date palms.
- Includes irrigation systems, caves, historic structures.
- Positioning: Nature, heritage, farm-to-table experiences.



06 - Cultural Landscape of Hima – Najran (2021)

- Ancient caravan route inscriptions.
- 34 rock art sites.
- South Arabian and early Arabic scripts.
- Positioning: Trade routes, storytelling, desert exploration.



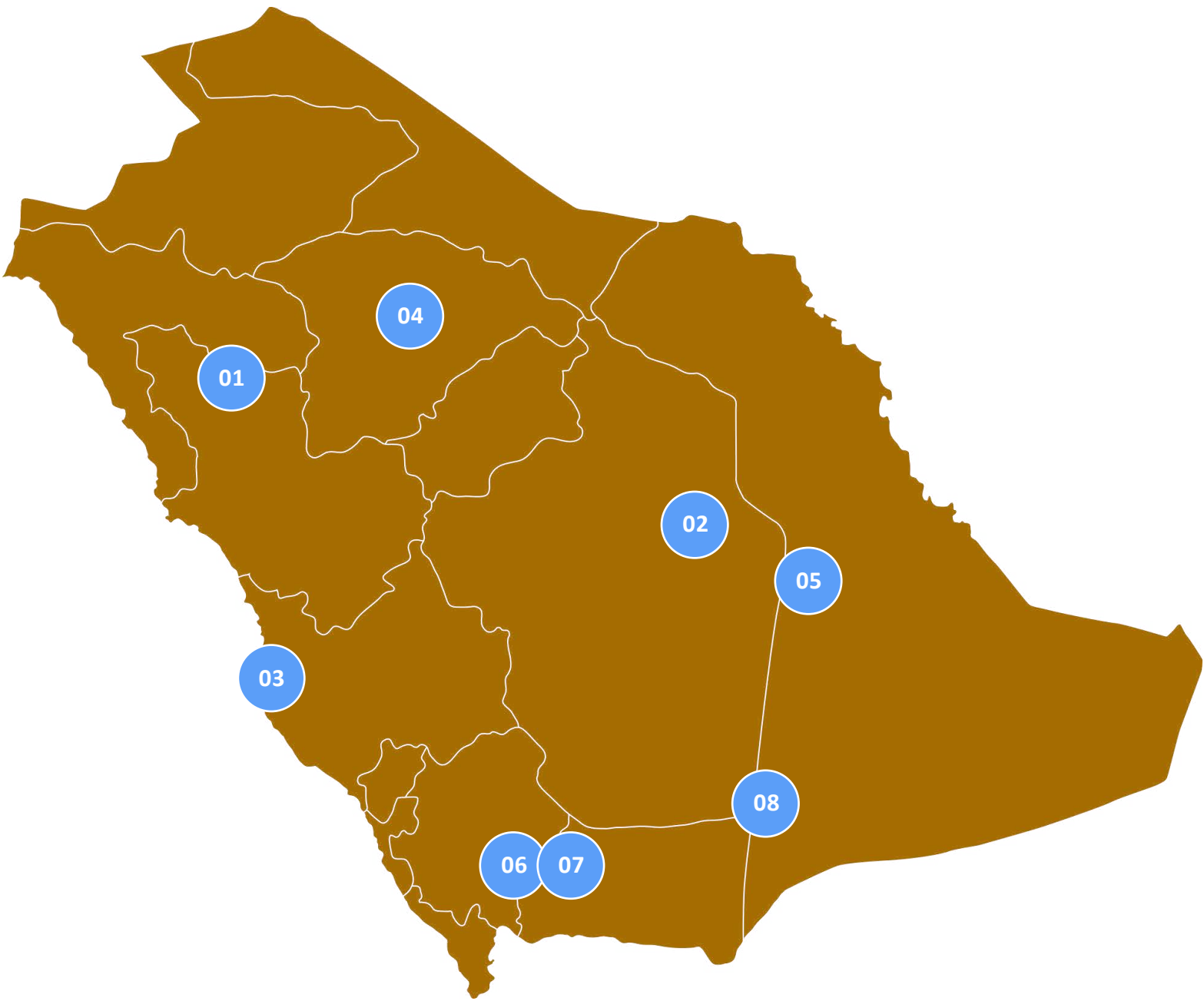
07 - Ḥimā Cultural Area

- Often grouped under Hima/Najran listings.



08 - Uruq Bani Ma'arid – Rub’ al Khali (2023)

- First natural UNESCO site in Saudi Arabia.
- Located in the Empty Quarter.
- Habitat of Arabian oryx and rare desert ecosystems.
- Positioning: conservation, eco-adventure, premium desert journeys.



A journey through civilisations, culture & nature

Saudi Arabia has eight UNESCO World Heritage Sites (as of 2024). These sites span archaeology, culture, religion, trade routes, and natural landscapes, making them powerful anchors for both leisure and MICE storytelling - cultural explorer multi-day tours; premium heritage itineraries; MICE gala dinners in UNESCO backdrops; eco-adventure extensions.



Leisure





Interest-led journeys across Saudi Arabia

We treat every interaction as an opportunity to understand, engage, and deliver with care.

Our dual-account structure and guaranteed quick response times ensure focused attention, continuity, and dependable support at every stage. **Onedar** is present in many destinations, and in each destination, we have on-site teams to cater to and manage accounts locally.

For multi-destination partners, we operate through a global account management structure that enables alignment, consistency, and long-term strategic growth across markets.





Interest-led journeys across Saudi Arabia

What you can expect:

Key account management structure, partnership focus

- Dedicated key-account management structure per partner.
- Market-specific product adaptation.
- Long-term partnership mindset.

01

Distribution channels:

Multi channel distribution for maximum flexibility

A curated, high-value product portfolio

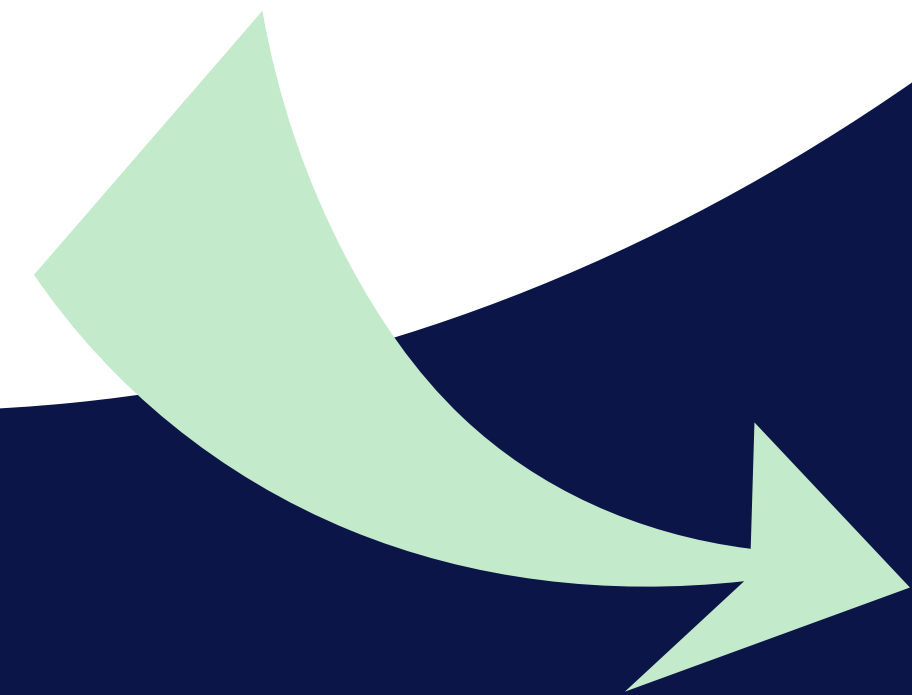
Built on years of expertise, we've refined our approach, strengthened our processes, and developed a deep understanding of what it takes to consistently exceed partner and traveller expectations across the following products.

- FIT / Series / Groups.
- B2B portal + offline contracting.
- Flexible commercial models.

02



Multi-Channel distribution for maximum flexibility



We offer a comprehensive suite of tools and services designed to simplify workflows, streamline data exchange, and ensure seamless connectivity across our full product portfolio, both online and offline.

Direct Integrations

Through XML and API connectivity, we integrate directly with your systems, providing real-time access to our complete portfolio of products and services.

B2B Booking Platform

Our Internet Booking Engine enables real-time availability checks, transparent pricing, and instant reservations for accommodation, excursions, activities, and transfers.

Dedicated Commercial Support

You have direct access to our multilingual commercial team for personalised support on availability, pricing, and strategic account development.



Our extensive product portfolio

We combine deep market understanding with operational expertise to consistently exceed partner and traveller expectations across the following products.



Hotels



Tailor-made Packages



Roundtrips



Transfers



Multi-day Tours



Excursions, Activities, Tickets



Multi-Day Tours

Onedar creates affordable, interest-led multi-day tours designed for different traveller segments across Saudi Arabia; the cultural explorer, the blended traveller and the luxury seeker. The key elements are fixed routings, authentic and localised hotel accommodations, land transportation, local guides for storytelling and curated excursions and activities



Packages

Onedar strengthens inbound leisure tourism by pioneering interest-led, sun and beach or themed package creation. Package themes are built around wellness & relaxation, luxury, family and fun.



EAT

Onedar curates and controls a portfolio of excursions, experiences and activities to enrich our multi-day tours and packages. These are immersive and themed, based on the must-see sights and activities, with interactions with local guides. The priorities are guided heritage, cultural and city tours, cultural desert experiences, traditional cultural market experiences, beachfront experiences and curated food exploration experiences.

Featured products



Multi-Day Tours

The Definitive Saudi Experience

Embark on an immersive journey through Saudi Arabia’s rich cultural tapestry, where ancient history meets stunning landscapes.

Begin in Riyadh, exploring its vibrant heritage sites and traditional Najdi architecture before winding through the timeless mud-brick villages of Shaqra and Ushaiqar, where history breathes in every alley.

Experience authentic local life with a picnic among the serene farms. Delve into the fascinating past in Buraydah and Hail, including petroglyphs and craft workshops that connect you with age-old traditions.

The journey continues to AlUla, home to UNESCO’s Madain Saleh and magnificent natural rock formations, offering photographers and history buffs a dream setting.

Your adventure unfolds further with a peek into the legendary Lawrence of Arabia’s raids, spiritual Medina’s profound hospitality, and the vibrant coastal vibes of Yanbu and Jeddah, ending with snorkeling in azure waters and enchanting twilight tales from Al Balad.

This tour is designed to engage your curiosity and deepen your connection to Saudi Arabia’s captivating culture.

Experience highlights

- Riyadh’s historic forts and vibrant souqs
- Stories from Shaqra and Ushaiqar villages
- UNESCO Petroglyphs site & traditional crafts in Hail
- Saudi Arabia’s first UNESCO site: Madain Saleh, Alula
- A Tryst with Lawrence of Arabia
- Red Sea experience in Yanbu
- UNESCO heritage site; Al Balad in Jeddah

Included

- 10 nights accommodation in selected 4*1 hotels
- All ground transportation in an air-conditioned vehicle
- All excursions are on sharing basis
- Meals as mentioned in the itinerary
- English speaking guide during the tours
- Entrance fees, service charges and taxes.

Culture & History

Ages 12 and above

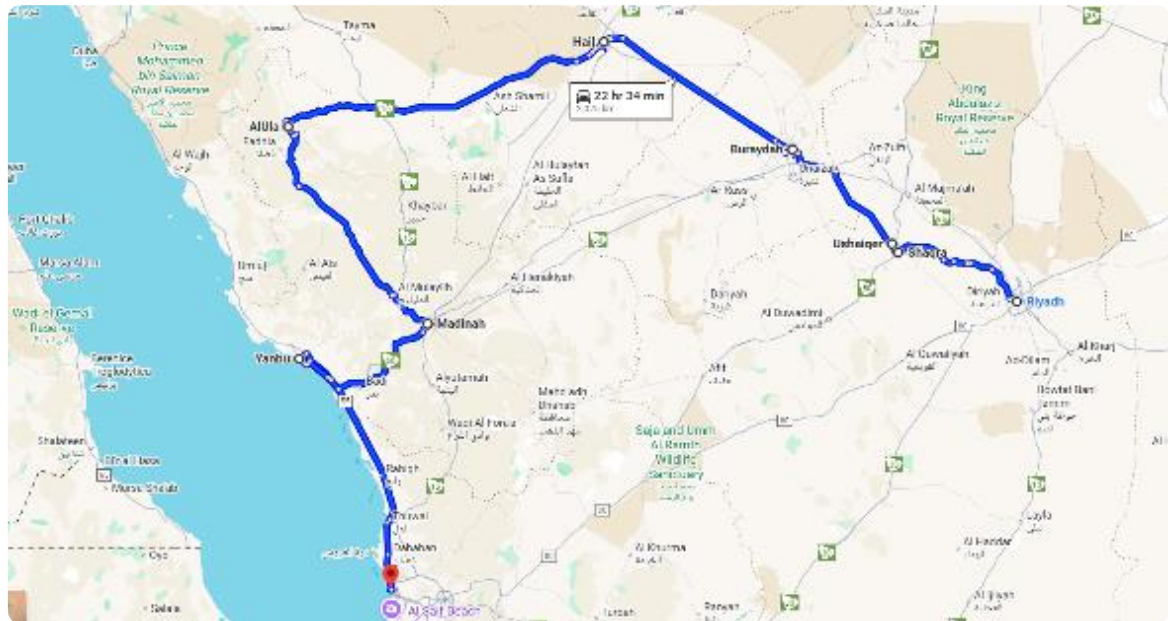
10 nights / 11 days

Tour is in English



Please take note of the following during your journey through Saudi Arabia

- Respect local customs and dress modestly in public
- Carry photocopies of passport and travel documents
- Currency: Saudi Riyal (SAR); credit cards widely accepted
- Check prayer times; businesses close briefly during prayers
- Stay hydrated and protect against desert sun exposure
- Lightweight, breathable clothing suitable for desert and city
- Sunscreen, hat, and sunglasses
- Comfortable walking shoes
- Camera or smartphone
- Travel adapter and portable charger





Our packages

- A Interest-led packages
- B Sun & beach packages
- C Other packages



Joy Awards Package A

Experience the magic of Riyadh’s premier awards with VIP access and world-class performances.

- Owned or 3P accommodation + Sela event + transfers
- Duration 3 nights.



Formula 1 (3 nights) Package A

Experience the thrill of the Saudi Arabian Grand Prix w/ exclusive behind-the-scenes access, pit lane walks, guided paddock tours, and VIP hospitality at the Jeddah Corniche Circuit.

- Owned or 3P accommodation + Formula 1 tickets (Sela event) + Behind the scene visit + transfers



Jeddah sun & beach package Package B

Relax and unwind with beachfront leisure, warm waters, and vibrant coastal vibes in Jeddah.

- Own sun & beach cluster accommodation + transfers + optional EAT
- Duration from 2 to 14 nights



Red Sea Global sun & beach luxury package Package C

Indulge in a luxurious sun-soaked escape with gourmet dining, land, water and beach activities.

- 3P accommodation + transfers + optional EAT



AlUla Package Package C

Experience luxury under starlit skies with visits to AlUla’s iconic historical sites.

- Owned or 3P accommodation + transfers + optional festival tickets + optional EAT



Qiddiya 6 flags & Aquapark package Package C

Family fun awaits with thrilling rides at 6 Flags and splash-filled excitement at Qiddiya’s Aquapark.

- 3P accommodation + transfers + tickets + optional EAT



Ala Khutah

Strategic pillars

- A** Upselling Ala Khutah excursions (EAT) to leisure tourists
- B** Selling overnight packages to leisure tourists
- C** Selling Ala Khutah packages (1-2 or more nights) to religious travellers

Overnight stops

- 01 South of ‘Usfan
- 02 Al-Jihfa
- 03 Wadi Laqaf
- 04 Al-‘Arj Station
- 05 Wadi Al-Qahah Station
- 06 Wadi Reem
- 07 Al-Jithjathah Station



Mecca to Medina

Strategy C

Follow The Prophet’s path on an immersive tour from Mecca to Medina with in-depth experiences of the Prophet’s teachings, experiencing Saudi Culture and exploring must-visit religious sites.



In the Prophet's footsteps, Al Jihfa experience

Strategy A

Discover the Al Jihfa site on the Prophet’s path with engaging exhibits and artisanal workshops that celebrate Saudi heritage and religious history.

02



From Jeddah with overnight stay at Al Jihfa/ South of ‘Usfan

Strategy B

Discover Saudi’s religious and cultural heritage on an immersive overnight package with visits to Al Hufat village, Talub well, ancient inscription sites with fun activities like 4x4 desert safaris and Wadi walks.

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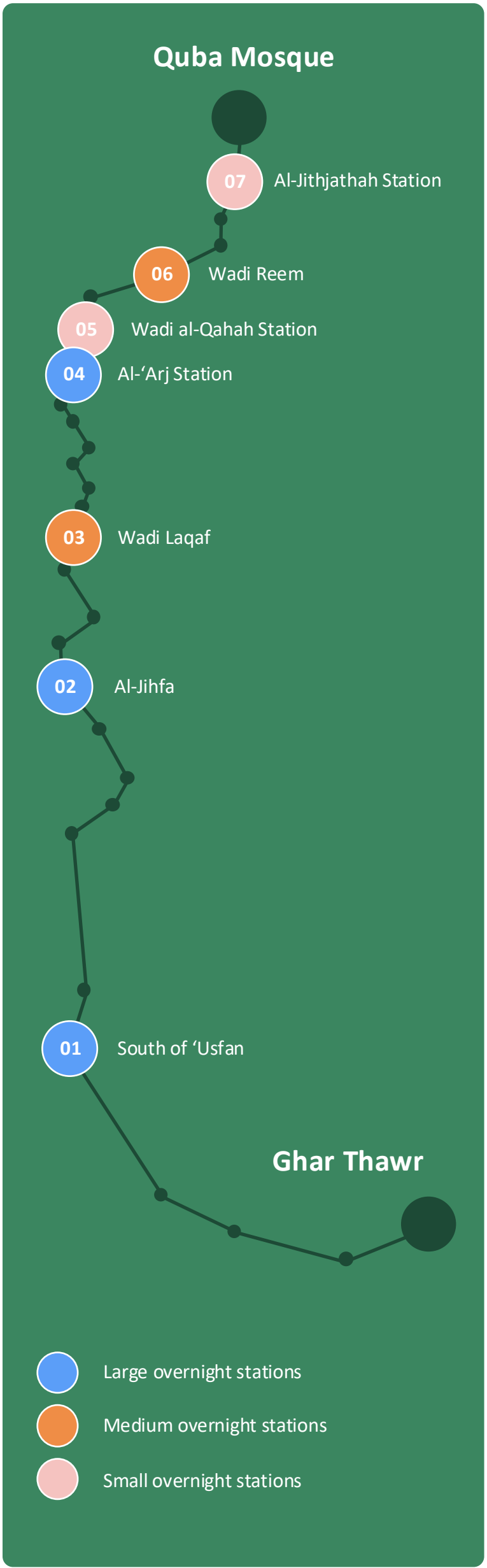


In the Prophet's footsteps, South of Usfan

Strategy A

Explore this historically significant location on the Prophet’s route, brought to life through storytelling, immersive exhibits and authentic artisanal workshops showcasing Saudi heritage.

01



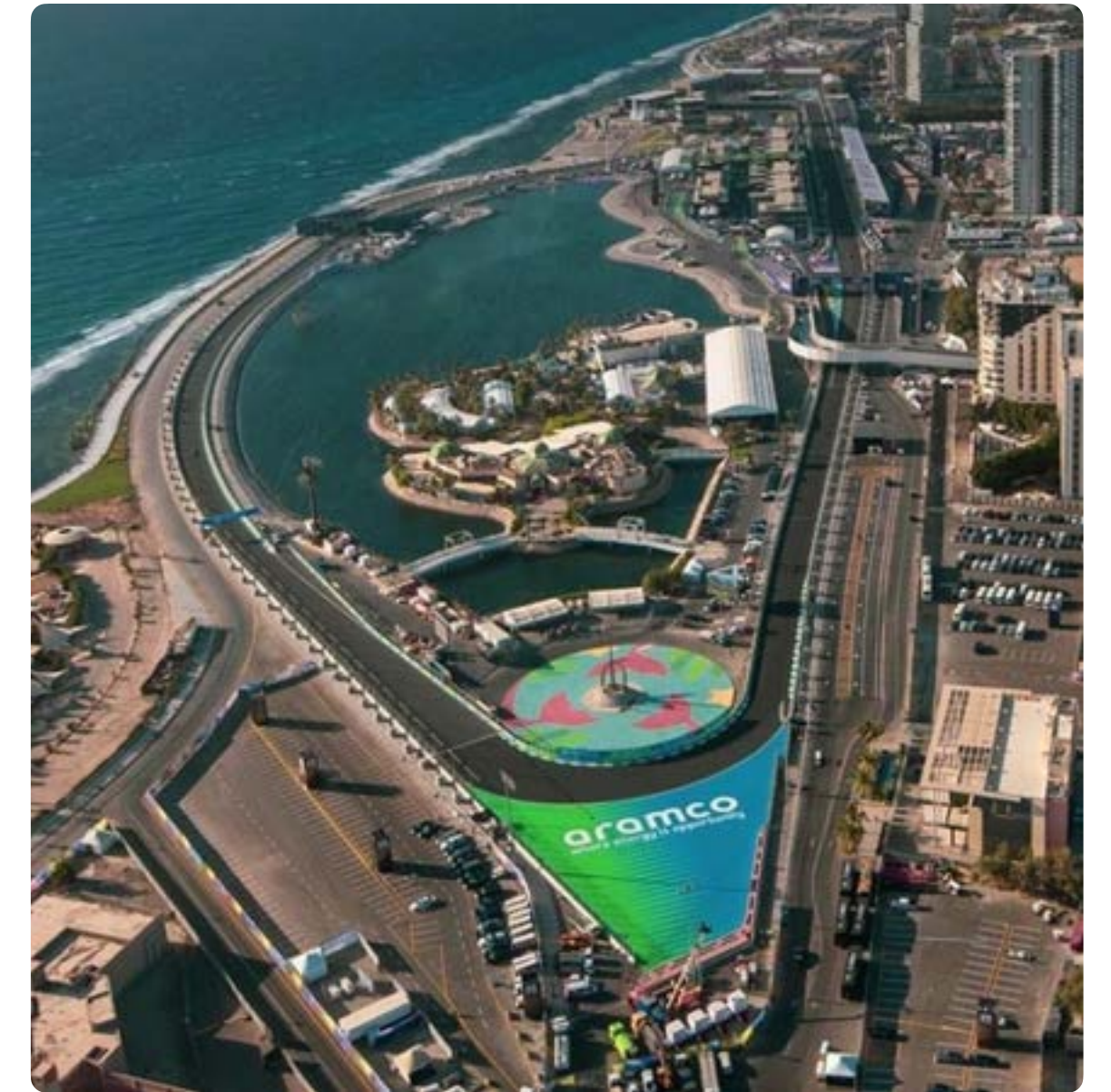


Experiences and Activities

The Jeddah Formula 1 Track Cycling Experience.

Step into the world of champions with a once-in-a-lifetime opportunity to cycle the iconic Jeddah Formula 1 Circuit — where power, precision, and performance meet the beauty of the Red Sea.

This unique experience transforms leisure riders into professional athletes for a day, blending the thrill of sport with the finesse of elite hospitality.





Operational excellence

05





Reliable Delivery Responsible Growth

Our operational pillars

- 01 Governance & compliance.
- 02 Supplier vetting & quality control.
- 03 24/7 support model.
- 04 Scalable delivery (*events, cruise, volume*).
- 05 Sustainability; Travelife certification (*2027*) and animal welfare policy.





Our commitment

Quality sits at the core of everything we deliver.

We operate with clearly defined service standards across all operations, ensuring reliability, consistency, and excellence at every touchpoint.

Whether delivered directly by our teams or through carefully selected local partners, every experience reflects the same level of care, control, and operational precision.

Our services

01

- Clearly defined service standards guide all our operations, ensuring consistency and control across every journey.
- A dedicated internal quality function safeguards delivery, supported by regular audits prioritised by guest volume and experience impact.
- Ongoing training and capability development ensure our teams operate at the highest industry standards.
- Structured feedback loops drive continuous improvement, strengthening reliability, service excellence, and long-term partner confidence.

Third-party services

02

- Standardised Service Level Agreements define clear quality metrics, reporting structures, and feedback frameworks.
- We maintain regular alignment with suppliers to ensure expectations, performance, and delivery remain consistent.
- Defined quality benchmarks and accountability measures safeguard standards across the ecosystem.
- Through structured joint review sessions, we evaluate performance, share insights, and continuously strengthen collaboration and results.



Continuous performance improvement

We foster open dialogue and transparent collaboration with our B2B partners.

Every insight, concern, and opportunity is captured through a structured reporting and feedback framework, ensuring clear accountability and measurable follow-up.

This disciplined approach strengthens performance, elevates service standards, and drives long-term excellence across every journey we deliver.



Structured Feedback & Resolution Framework

- All feedback is formally received and categorised by service area, ensuring clarity and accountability from the outset.
- Each case is assigned to the appropriate team for immediate review and action.
- We assess root causes, define the most effective resolution, and communicate solutions promptly and transparently.
- Resolutions are confirmed with partners to ensure full alignment and satisfaction.
- Every case is documented in detail, creating a knowledge base that strengthens future delivery.
- We continuously monitor response times, open cases, and resolution trends to safeguard performance standards.
- Insights are translated into preventive measures, process enhancements, and product improvements to ensure issues are resolved at the source and do not recur.



What we measure & manage

Arrival and transfers	We assess arrival experience, punctuality, safety, comfort, and overall service quality to ensure a smooth first impression.
Accommodation	We evaluate hotel facilities, food and beverage standards, and overall service delivery to safeguard quality and comfort.
Welcome services	We monitor accessibility of welcome meetings, product knowledge, professionalism, and the ongoing support provided by our representatives.
Excursions and experiences	We measure relevance, variety, value for money, and overall experience quality to ensure every journey delivers meaningful impact.
Continuous improvement	Guest feedback is systematically collected and analysed through a structured review framework. Insights are translated into clear actions that strengthen performance, elevate standards, and continuously enhance the overall guest experience.





Our service

On the ground teams

Our on-the-ground teams combine cultural insight, logistical precision, and real-time market knowledge to manage every requirement with flexibility and confidence.

Multilingual support

Multilingual airport and hotel representatives provide seamless, 24/7 guest assistance, ensuring clear communication at every stage.

Clear response standards

24-hour response on working days,
48-hour response on weekends and public holidays.





Strong Institutional Partnerships

We maintain long-term relationships with local authorities, the Saudi Tourism Authority, and key trade bodies across the Kingdom.

These partnerships strengthen access, accelerate coordination, and unlock greater value for our partners and guests.

How this creates advantage

- Enhanced destination visibility and positioning.
- Access to local intelligence, resources, and insights.
- Co-created, culturally rooted experiences.
- Joint marketing and promotional collaboration.

01

Proven Impact

- Special agreements and licenses enabling distinctive products.
- Access to emerging destinations and improved connectivity.
- Coordinated planning and rapid response during disruptions.

02

The result

A seamless, resilient operation that consistently delivers elevated, memorable guest experiences.

03



Robust Health and Safety Governance

Safety is non-negotiable. We operate with comprehensive health and safety standards applied consistently across all products and services, regularly reviewed with independent audit partners.

Our health and safety commitment

01

- Full compliance with European regulations, reinforced by enhanced internal standards.
- Dedicated Health and Safety Managers in every destination, operating within a global risk framework.
- Independent audits aligned with recognised ABTA and FTO guidelines.
- Continuous monitoring and improvement to maintain best-in-class performance.

What this means for our partners

02

- Consistent safety standards across destinations.
- Reduced operational and reputational risk.
- Confidence for corporates, operators, and end clients.
- Safe, reliable, professionally managed guest experiences.





Incidents, Emergencies and Crisis Management

Preparedness and rapid coordination are essential to protect guests and partners. We operate a structured crisis management framework, supported by regular training and clearly defined response protocols across all destinations.



Our framework

1

- Clear distinction between incidents, emergencies, and crises.
- Defined roles, responsibilities, and escalation pathways.
- Guest safety and wellbeing as the primary priority.

Our response

2

- 24/7 coordinated global and local crisis teams.
- Immediate booking assessment through a dedicated hotline with on-the-ground support.
- Transparent communication with guests, partners, authorities, embassies, and insurers.
- Swift operational coordination to restore services or arrange suitable alternatives.

What this means for our partners

3

- Fast, structured, accountable response.
- Clear communication and decisive action.
- Reduced operational and reputational risk.
- Continuity of service with guest wellbeing at the centre.



Comprehensive insurance protection

Operating in a complex environment requires disciplined risk management. ONEDAR safeguards partners and guests through structured, multi-layered insurance coverage.



Our coverage framework

01

- Group-wide global liability insurance of up to €10 million.
- Destination-specific additional coverage aligned with local requirements.
- Mandatory insurance compliance across all contracted suppliers.

What this means for our partners

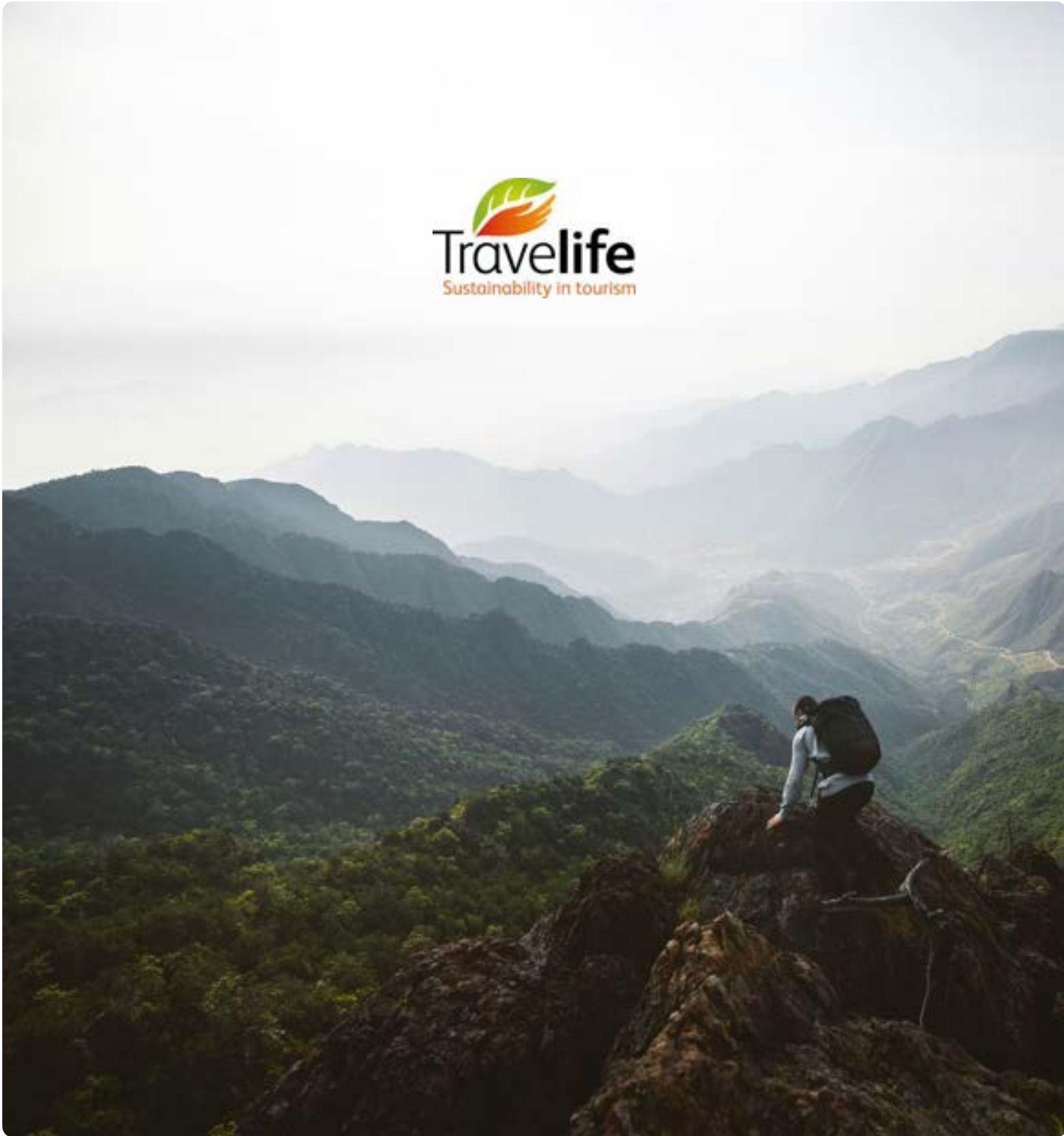
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- Strong financial protection and risk mitigation.
- Alignment with international and local standards.
- Reassurance for corporates, operators, and end clients.
- Secure, professionally managed operations.



Sustainability

Responsible travel is central to ONEDAR’s long-term vision. We are working toward Travelife partnership by Q2 2027, reinforcing our commitment to internationally recognised sustainability standards across our operations.



Our focus

01

- Designing experiences that respect communities, culture, and natural environments.
- Reducing environmental impact across our operations and supplier network.
- Operating with integrity, transparency, and strong governance.
- Promoting diversity, inclusion, and fair employment practices.

What this means for our partners

02

- Alignment with recognised global sustainability standards.
- Stronger credibility with eco-conscious travellers and corporate buyers.
- Responsible destination development with lasting impact.
- A future-focused, values-driven destination partner.



The team

06





Strategic support

We operate with a strong central structure spanning commercial, product, operations, people, and technology. This ensures alignment, governance, and scalable delivery across destinations, while local teams focus on flawless execution and guest experience.

The team



Mario Habig
Chief Executive Officer



Heather Galbraith
Commercial Director

Email - clientrelations@onedar.com



Our model delivers

01

- Clear strategic direction and leadership oversight.
- Streamlined decision-making and operational efficiency.
- Consistent standards across all markets.
- Continuous improvement powered by expertise and data.

What this means for our partners

02

- Senior leadership accountability.
- Globally aligned processes with local agility.
- Strong commercial and operational governance.
- Reliable delivery backed by structure, systems, and expertise.



Onedar

One home, a world of discovery

Thank you!