



*Zannier Hotels announces a partnership
with Neom for a new luxury development in
Saudi Arabia*



Creator of one-of-a-kind hospitality projects, Zannier Hotels, has announced a partnership with NEOM to develop a new luxury eco-resort in Zardun, one of Magna's destinations located in the Northwest of Saudi Arabia on the coast of the Gulf of Aqaba. Overlooking crystalline waters, Zannier Zardun nestles into the exquisite landscape stretching from the mountains to the low hills, across the coastal plain to the sea.

Known for its distinct hotels and resorts that harmonize with their environments, Zannier Hotels is partnering with NEOM to develop Zannier Zardun, a tranquil retreat for discerning guests seeking authentic experiences amidst a breathtaking natural setting. The resort, situated within the four square kilometers of Zardun in a carefully restored semi-desertic landscape thriving with native fauna and flora, will feature a total of 100 rooms and suites, spread over three striking signature buildings, each themed to offer diverse and breathtaking experiences.

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A distinctively unique experience centre welcomes guests through an underground entrance, leading to a 360-degree observation deck that reveals the splendor of Zardun, providing a setting for the most intimate connection between humans and nature. Guests will enjoy transformative experiences, educational programs on nature conservation and rewilding, and various sports and leisure activities including trekking, mountain biking, rock climbing, stargazing, meditation, and yoga.

"We are thrilled to officialize our collaboration with NEOM" commented Arnaud Zannier, Founder and CEO of Zannier Hotels, highlighting that "this partnership marks a significant milestone, solidifying our position among top-tier hospitality brands. It highlights our ambitious vision and commitment to excellence, serving as both a cornerstone for our brand's evolution and a testament to our emergence as a formidable contender in the luxury hospitality market."

As part of NEOM and Zannier Hotels' dedication to preserving and enhancing the natural environment, the resort will feature a series of lush oases designed to support diverse habitats, aiding the reintroduction of native animal, tree, and plant species.

"Zannier Zardun epitomizes NEOM's dedication to crafting unrivaled experiences that celebrate the precious environment and rich heritage of Magna. Together we will carefully and diligently cultivate and conserve the vibrant ecosystem along the coast for future generations" said Jeremy Lester, Executive Director, Magna. "This partnership with Zannier Hotels reflects a unified vision where ultra-luxury and sustainability coexist in perfect harmony. Zannier Zardun charts new horizons, merging our grand ambitions and shared values to create lasting memories for our guests and visitors to cherish."

This project represents another major achievement for Zannier Hotels continuing to make its mark as an ambitious and creative global hospitality brand and a leader in new-generation luxury.

"Our collaboration with Zannier Hotels, a brand that shares our commitment to authenticity, sustainable practices, and creating unique guest experiences rooted in nature, represents a powerful partnership for NEOM," said Chris Newman, Executive Director of NEOM Hotel Division. "Zannier Hotels' dedication to authentic experience makes them the ideal partner for Magna. Together, we will create a sanctuary that embraces the stunning natural beauty of the Gulf of Aqaba, pushing boundaries in progressive architecture with the aim to redefine how we travel, stay and live."

Zannier Hotel's strength lies in its "Simple Mastery" approach, which emphasizes customization, immersion, sustainability, and authenticity. All projects are crafted by the acclaimed Zannier Interior Design Studio, ensuring a unique and masterful touch.



ABOUT ZANNIER HOTELS

Zannier Hotels creates one-of-a-kind stays and experiences, united by a desire to inspire Life's Greatest Stories. Our hotels celebrate the beauty of simplicity, the return to simple pleasures and appreciation of adventure, gastronomy and nature. Echoing the spirit of their surroundings, each new destination enraptures every sense, inviting our guests to experience enriching exchanges with local traditions, cultures and communities. Today, we embrace a collection of five properties and seven private estates in Europe, Africa and Asia. Our journey and desire to share unforgettable moments continues with Zannier Bendor opening in May 2026 and future projects considered in Europe and the Middle East.

ABOUT NEOM

NEOM represents a catalyst for human advancement and a bold vision for a future reimagined. Located in the Northwest of Saudi Arabia along the Red Sea, this groundbreaking region is being constructed from the ground up as a living laboratory. It will serve as a hub for visionary entrepreneurs to shape the future. NEOM is envisioned as a premier destination and home for those with big dreams, dedicated to building an unparalleled model of exceptional livability, fostering thriving businesses, and pioneering environmental conservation. NEOM will feature interconnected, intelligent cities, ports, enterprise zones, research centers, sports and entertainment venues, and tourist attractions. As a center of innovation, it will attract entrepreneurs, business leaders, and companies eager to research, develop, and commercialize cutting-edge technologies and ventures in revolutionary ways. Residents of NEOM will embrace an international mindset and a culture of exploration, risk-taking, and diversity, paving the way for a new era of human progress.

ABOUT MAGNA

Magna is NEOM's new luxury coastal region comprising twelve destinations along 120 kilometers of exquisite Gulf of Aqaba coastline. Magna will redefine sustainable luxury living and hospitality by seamlessly blending architectural masterpieces with technological innovations amidst an awe-inspiring landscape. Each distinctive destination – Epicon, Norlana, Siranna, Utamo, Aquellum, Leyja, Zardun, Xaynor, Elanan, Gidori, Jaumur and Treyam – will offer unique human experiences like nothing on Earth. It will be a place where innovators and creators can foster original thinking in an effortlessly chic setting. Magna's 15 luxury hotels, 1,600 hotel rooms, suites, and apartments, along with over 2,500 premium residences will have sustainability embedded at every stage, and align with NEOM's commitment to conservation and innovation, embodied by 95% of the land being set aside for nature.

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