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Saudi Arabia's Active Lifestyle Destinations:

How the Kingdom's Mega Projects are Reshaping Sport, Active Mobility, and Sustainable Transport



June 2025

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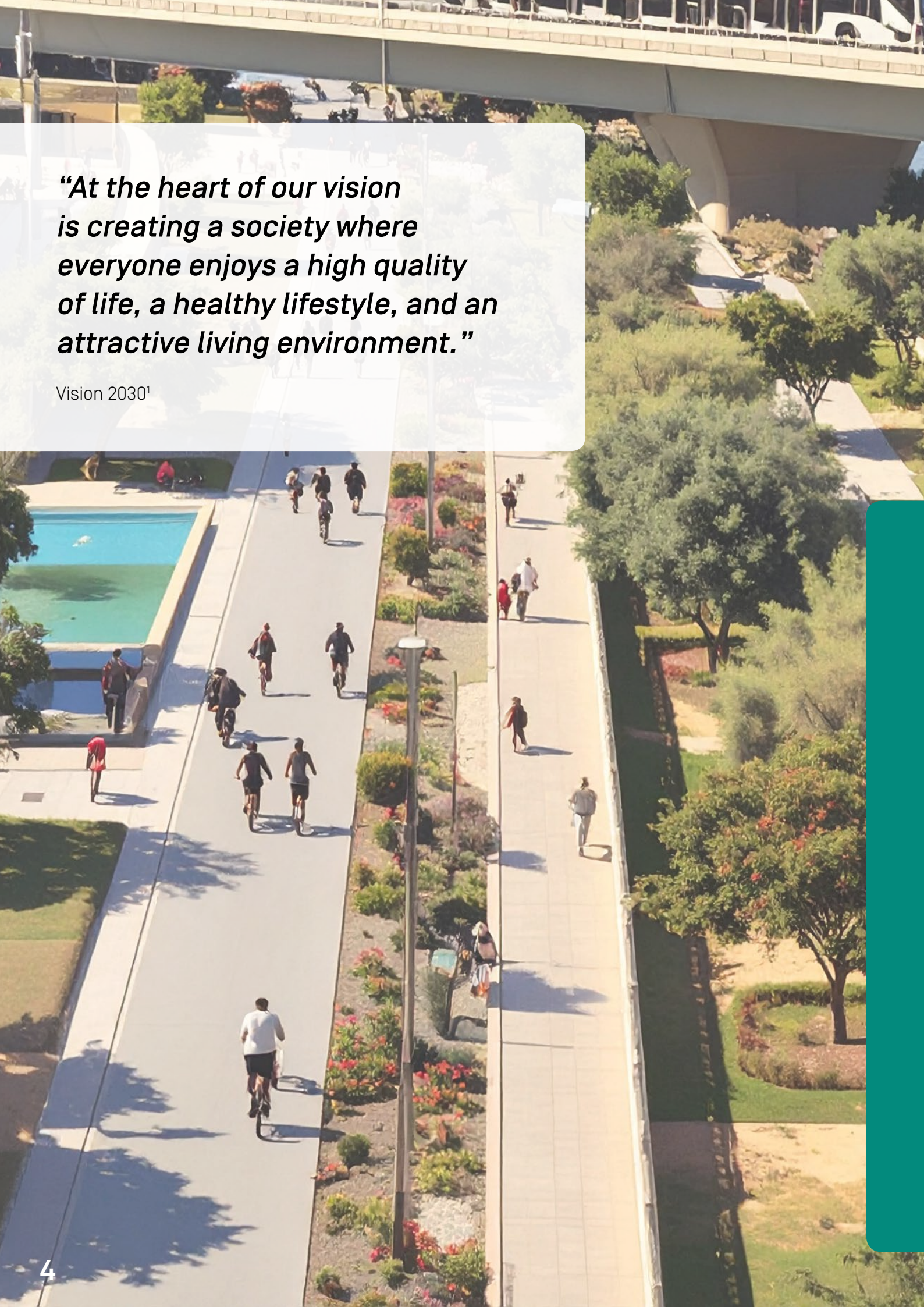
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About the Author:

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***“At the heart of our vision
is creating a society where
everyone enjoys a high quality
of life, a healthy lifestyle, and an
attractive living environment.”***

Vision 2030¹

Introduction

Saudi Arabia is encouraging its population to adopt more active lifestyles and make physical activity part of everyday life. A healthier, more active nation is a core objective of Vision 2030, the Kingdom's national transformation strategy.

Popular demand is rising too. A recent Knight Frank survey found that 87% of Saudi residents (nationals and expats) are willing to walk 5 minutes or more to reach amenities: 29% for 5-10 minutes, 35% for 10-15 minutes, 16% for 15-20 minutes, and 7% for over 20 minutes.²

To support this shift, Saudi cities are being retrofitted with pedestrian infrastructure, walkable neighbourhoods, cycling lanes, and green spaces. Sports participation is being encouraged through new community events, improved facilities, and changing social norms around women's involvement. The Kingdom is also positioning itself as a global sports tourism destination – and is confirmed to host the 2029 Asian Winter Games, 2034 Asian Games, and 2034 FIFA World Cup.

These changes promise to boost economic activity, save on national healthcare costs, improve people's quality of life, and reduce transport-related CO2 emissions. They will also help revitalise a way of life that, until recently, was common across Saudi

Arabia. Active lifestyles were the norm for Saudi citizens just one or two generations ago, before the widespread adoption of private cars.

Progress is being made. In 2023, 62.3% of adults engaged in at least 150 minutes of weekly physical activity, surpassing the 2023 target of 51% and approaching the 2030 target of 64%.³

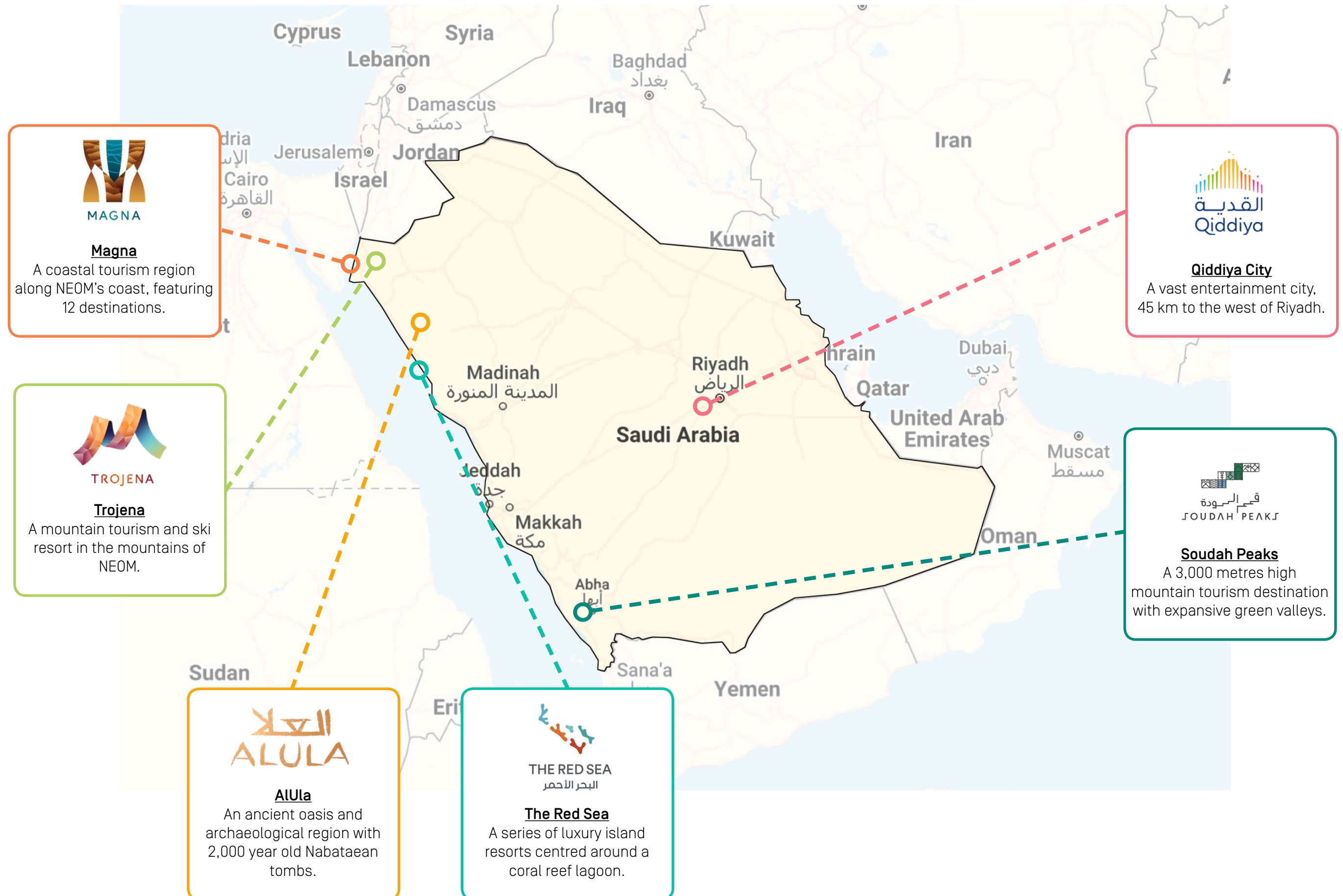
Across the country, the Kingdom is developing a series of iconic active lifestyle destinations – places with physical activity, health and wellbeing at their core. Some will serve residents in daily life, while others will support Saudi Arabia's ambitious tourism plans by attracting adventure seekers from around the world.

Active mobility – such as walking and cycling – and other modes of sustainable transport will play a major role in these developments. Riyadh's Sports Boulevard is building world-class cycling infrastructure, NEOM's Trojena will offer 30 km of ski slopes, and Soudah Peaks in southwest Saudi Arabia will feature extensive hiking and mountain biking trails.

This report explores these destinations and some of the broader transformations taking place across Saudi Arabia.

Active Lifestyle Destinations in Saudi Arabia

The following giga and mega projects are currently under development in Saudi Arabia [among others]:



Why Active Cities Matter

Cities that promote regular physical activity are becoming increasingly important worldwide. Active mobility – such as walking and cycling – is now a key component of sustainable urban planning. Active cities offer multiple benefits:

Health

Regular physical activity delivers significant health benefits and helps reduce rates of obesity and diabetes. This saves on national healthcare costs and boosts economic productivity. Active individuals are more likely to maintain a healthy body weight. People with diabetes who exercise have 2.4 times better glucose control than those who don't.⁴

Wellbeing

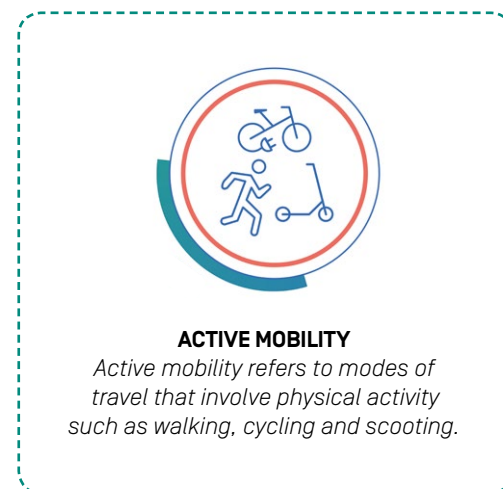
Physical activity also supports mental well-being. Walking can enhance your social interactions and sense of community, while cycling can be a joyful and energising way to travel. Recreational sports can boost your self-esteem and foster a sense of belonging. Reducing car use can lower traffic-related stress and feelings of isolation.

Community

Active cities increase access to public open spaces such as parks, playgrounds, and walking paths. These shared spaces promote regular interaction between different segments of society, helping to build a stronger, more cohesive community.

CO₂ Emissions

Active modes of transport help reduce CO₂ emissions. Transport is responsible for 15% of global greenhouse gas emissions, with 10% from road transport. Replacing car journeys with walking and cycling cuts emissions, reduces energy use, and improves air quality by limiting pollution from fossil fuel vehicles.



How do people travel to and from your buildings?

This is the focus of ModeScore, a sustainability rating and certification system that promotes sustainable transport. It functions as a green building certification, helping developers and building owners introduce the right infrastructure and services to enable sustainable transport to, from, and within their developments. ModeScore certifies buildings, real estate developments, and entire masterplans.

The World Health Organisation (WHO) recommends:



30 Minutes Daily Exercise [adults]

Adults (age 18+) should engage in at least 150 minutes of moderate-intensity physical activity per week



60 Minutes Daily Exercise [children]

Children (age 5-17) should engage in at least 60+ minutes of moderate to vigorous-intensity physical activity daily.⁵

Health Challenges in Saudi Arabia:

Physical Inactivity

41% of adults (18+) did not meet WHO guidelines of 30 mins daily exercise in 2024.⁶

Children

Only 19% of children (5-17) exercised for 60 mins daily in 2024.⁷

Lifestyle Diseases

Inactivity increases risk of non-communicable diseases: heart disease, stroke, diabetes, certain cancers.⁸

Economic Cost

Non-communicable diseases cost the Saudi economy \$24.4 billion in 2019.⁹

Obesity

Over 68% of adults were overweight (45%) or obese (23%) in 2024.¹⁰

Increased Mortality

Globally, inactive people face 20-30% higher risk of death than active people.¹¹



How can buildings support active mobility?

This is the focus of ActiveScore, the sister certification of ModeScore. It assesses and certifies active mobility infrastructure, such as walking and cycling facilities, in buildings, real estate developments, mega projects, and cities. ModeScore extends the scope of ActiveScore by assessing all types of transport used to move between buildings. ModeScore incorporates ActiveScore within its assessment criteria.



Vision 2030 and Active Lifestyles



Numerous initiatives have been introduced under Vision 2030 to encourage Saudi Arabia's population to follow more healthy and active lifestyles.

National Targets:

Regular Exercise

64% of adults participating in 150+ minutes of physical activity per week by 2030.¹²

Liveable Cities

3 Saudi cities ranking among the world's top 100 most liveable cities by 2030.

Life Expectancy

Increase average life expectancy from 74 years in 2016 to 80 years by 2030.¹³

Green Spaces

Increase Riyadh's green coverage from 1.5% to 9%, with 7.5 million trees planted by 2030.¹⁴

Community Sports:



The Saudi Sports for All Federation (SFA) is responsible for driving community sports and raising the population's physical activity levels. It does this through educational campaigns, sports challenges, and community activities. SFA launched the first women's community football league in 2020 and the Riyadh Marathon in 2022.



Sports Tourism:

By hosting international sports tournaments, the Kingdom is aiming to boost both domestic sports participation and the growth of sports tourism.

Women's Participation:

Social norms around women's participation in sports are changing rapidly in Saudi Arabia. Women were allowed to attend football matches as spectators for the first time in 2018. The women's national football team was launched in 2021, followed by the Women's Premier League in 2022.

70,000 Girls –The football Girls' Schools League launched in 2022. In its first season (2022–2023), 48,000 female players took part. This rose to over 70,000 in 2023–2024, a 45% increase.¹⁵



Green Cities:

Saudi cities are increasing their tree and vegetation cover. The Green Riyadh project is planting 7.5 million trees along streets and in neighbourhood parks. This will provide more shade for walking and is expected to reduce Riyadh's temperature by 1.5° – 2° C. Green canopies absorb less heat than dark urban surfaces and release moisture into the air, cooling surrounding areas.



Walkable Neighbourhoods:

ROSHN is developing neighbourhoods with walkable, cycle-friendly streets. It is pioneering the 'living street' concept, with shaded, tree-lined walkways and green spaces that encourage outdoor activity, social interaction, and healthier lifestyles.¹⁶



The National Housing Company (NHC) is developing neighbourhoods that prioritise walkability, green spaces, and connectivity. Its Khuzam suburb in northern Riyadh will have daily amenities within a 10–15 minute walk and a 4.5 km², 8.7 km-long park running through it.¹⁷



Riyadh's Active Lifestyle Destinations

Riyadh is developing a series of mega projects which have a strong focus on active lifestyles:

Sports Boulevard

A 135 km-long linear park with sports facilities, pedestrian paths, horse riding trails, and 220 km of cycling tracks. The first phase of the project opened in February 2025.



King Salman Park

A 16 km² urban park with 11 km² of green spaces. This will be the world's largest city park. It will include a 7.2 km circular promenade surrounding the centre of the park, designed for walking and cycling.



Riyadh
الرياض



King Abdullah Financial District:

A mixed-use financial district featuring a 15.5km-long skywalk network of enclosed walkways. The skywalks connect KAFD's buildings, enabling people to walk throughout the development during hot weather.



Diriyah:

A new culture and lifestyle destination built around an 18th century mud-brick town. It is designed to be a 100% walkable development and Riyadh's most pedestrian-friendly neighbourhood.



New Murabba:

A new modern downtown featuring a pedestrianised loop connecting key sites within the development. All major amenities will be within a 15-minute walk.



Misk City:

A new district dedicated to non-profit organisations and education institutions. It will have a pedestrian-friendly design with extensive footpaths. Cycling will be the city's preferred mode of transport.



King Abdulaziz Park and Al-Urubah Park:

The Green Riyadh program is developing several large city parks, including Al-Urubah Park in central Riyadh which will be 754,000 m² and feature a 14 km-long walking trail.

King Abdulaziz Park in northern Riyadh will be 4.3 km² with over 2 million trees and shrubs, shaded paths for walking and cycling and home to King Salman Stadium.

Red Bull's Gee Atherton: Designing Mountain Biking Destinations



ModeScore has partnered with mountain biking world champion Gee Atherton to help developments design adventure sport infrastructure, experiences and events. Gee shares his insights below:

Tell us about your background.

Cycling has shaped my entire life. Over the past two decades, my siblings and I have built careers in mountain biking, racing all over the world and earning three world titles along the way. We now run Atherton Bikes, building custom mountain bikes using 3D printing, and founded Dyfi Bike Park in the Welsh mountains—a resort attracting tens of thousands of visitors each year.

How have mountain biking destinations evolved globally?

The growth of mountain biking destinations worldwide has been incredible. Global resorts like Morzine in France and Whistler in Canada are now pulling in hundreds of thousands of visitors each year, transforming into year-round tourism hubs. It shows the power of well-designed trail networks—not just for athletes, but for tourism, community, and local economies.

What events have you helped create?

In partnership with Red Bull, we created Red Bull Hardline, one of the world's toughest downhill mountain bike races. This takes place at Dyfi Bike Park in Wales and Maydena Bike Park in Tasmania, Australia. It attracts tens of millions of views online.

What are the main challenges in designing destinations?

Creating the right trail mix is key. Too hard, and you limit your audience to elite riders; too easy, and people lose interest. A successful venue needs a variety of trails, a vibrant off-bike experience, and enough wow factor to make it a global destination. Getting this balance right is what sets truly iconic resorts apart.

What benefits do these destinations bring?

They bring enormous benefits—tourism, jobs, and global recognition. A great trail centre can transform a region's identity and economy. It fosters a healthy, sustainable lifestyle, supports local businesses, and builds strong outdoor communities. These places aren't just playgrounds—they become cultural anchors.

What opportunities do you see in Saudi Arabia?

The potential here is massive. Saudi's under-explored landscapes, dramatic terrain, and year-round climate could support some of the world's most beautiful and fun-to-ride trails. With the right guidance and investment, Saudi Arabia could quickly become the next mountain biking capital of the world.

What services do you offer?

We bring deep, hands-on experience in building trails, launching successful parks, and engaging the global mountain biking community. We're excited to help Saudi projects design cutting-edge destinations that could become the next must-ride locations on the global map. From concept and trail design to event planning and community building, we can support every stage of development.

Get in touch to explore how Gee Atherton and ModeScore can support your project: info@modescore.com



Trojena

Trojena is a mountain tourism and ski destination being built in the mountains of NEOM, rising to altitudes of up to 2,600 metres above sea level. This mountain range, the Hijaz Mountains, stretches from Jordan down the western side of Saudi Arabia. In winter, temperatures regularly drop below zero, and the area receives light snowfall – enabling Trojena to produce artificial snow. The destination will host the Asian Winter Games in 2029. Trojena is designed to be a year-round destination, with activities for every season.

Project Overview:

Key Features:



Ski Village

2,400 metre-high ski village, 30 km ski slopes, snow covered December to March.

The Lake

2.8 km-long artificial freshwater lake at the centre of the development.

The Vault

A vertical village built inside a hollow mountain, serving as the gateway into Trojena.

Discovery Tower

330 metre-tall crystalline skyscraper with observation decks and restaurants.

Key Stats:¹⁸



Announced: 2022

Completion Date: early 2029¹⁹

Site Footprint: 57 km²

Visitor Target: 700,000 tourists per year by 2030

GDP Contribution: \$800 million by 2030²⁰

Project Value: \$14 billion²¹

Development Authority: NEOM

Climate: Sub-zero winter temperatures

Active Lifestyle Features:

Transport Design:



Cable Cars:

Integrated into Trojena's public transport system.

Funicular Railway:

Mirage Visitor Centre connected to The Vault (1 km above), through two 3.8 km-long tunnels.²²

Electric Pods:

Autonomous electric pods and clean energy vehicles.

Air Mobility:

Advanced air mobility solutions including air landing ships and drone ports.

Key Activities:



Skiing

3 months snow skiing on 28 km of slopes, 6.5 km year-round dry ski slopes.²³

Water Sports

Sailing, kayaking, rowing, paddle-boarding, water biking on The Lake.

Winter Sports

Trojena aims to become a world-class hub for winter sports and adventure.

Hiking

Hiking trails and climbing with access to NEOM's 1,400 km² mountain region.



[Credit: NEOM]



[Credit: NEOM]



“It is set to redefine luxury mountain living and hospitality while becoming a world-class center for winter sports and adventure.”

NEOM



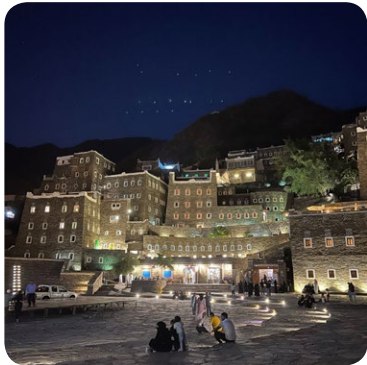
[Credit: NEOM]

Soudah Peaks

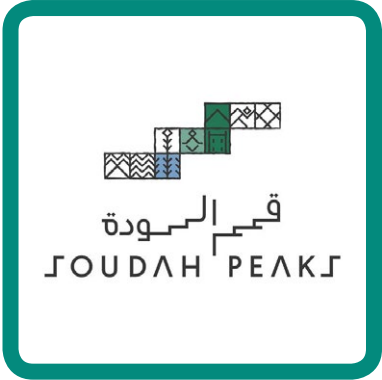
Soudah Peaks is a mountain tourism destination under development in Saudi Arabia's Aseer Region. It is centred around Mount Soudah – the Kingdom's highest plateau at 3,015 meters. Located along the Sarawat Mountain range, the area has a cooler, greener climate and is already popular among domestic tourists. The project will enhance and redevelop this existing destination, offering year-round adventure experiences and wellness retreats, while celebrating the region's rich culture and heritage. Soudah Peaks will also support the Saudi Green Initiative through rewilding and large-scale tree planting efforts.



(Credit: Charles Phillips)



(Credit: Charles Phillips)



Project Overview:

Key Features:



Highest Mountain

Mount Soudah is Saudi Arabia's highest point, at 3,015 meters.

Rijal Almaa

A 900 year old heritage village with stone towers, situated in a mountain valley.

Unique Nature

Green valleys with terraced hill farming, juniper forests, coffee plantations.

6 Districts

Each with hotels, residential communities, adventure sports, and nature activities.

Key Stats:²⁴



Announced: 2021

Completion Date: 2033

Site Footprint: 627 km² (1% developed on)

Visitor Target: 2 millions visitors per year by 2030

GDP Contribution: \$7.8 billion by 2033 (cumulative)

Project Value: \$7.7 billion

Development Authority: Soudah Development

Climate: 20°C average

“A year-round luxury mountain tourism destination with immersive cultural experiences while celebrating the region’s natural landscape.”

Soudah Development

Active Lifestyle Features:

Transport Design:



Walkability:

Pedestrianised developments with walking paths through natural landscapes.

Cycling:

Cycling trails along the upper mountain plateau.

Cable Cars:

Cable cars to transport people across mountain valleys.

EVs:

Low-carbon transport options including electric vehicles.

Key Activities:



Adventure Sports

A range of adventure sports including paragliding, horse riding, rock climbing.

Hiking

A network of scenic hiking trails, national parks, and local parks.

Mountain Biking

Mountain biking trails and a dedicated bike park.

Yoga

Yoga retreats and meditation centres in clean, cool mountain air.



(Credit: Soudah Development)

AlUla

AlUla is an ancient oasis and archaeological region in northwest Saudi Arabia. It is one of Vision 2030’s first mega projects. Previously a remote area, the Royal Commission for AlUla [RCU] was established in 2017 to transform AlUla into a global tourism destination. AlUla is home to Saudi Arabia’s first UNESCO World Heritage Site, Hegra, which is the sister city of Petra in Jordan and features 2,000 year old Nabataean tombs. AlUla was a major crossroads along ancient trading routes, with a largely underexplored history.

Project Overview:

Key Features:



Hegra

2,000 year old rock-cut tombs in an archaeological park. Formerly known as Mada’in Saleh.

Old Town

An 800 year old mudbrick town, abandoned in the 1980s, currently being restored.

Oasis

A vast expanse of 2.3 million date palm trees stretching through a valley with red cliffs.

Sharaan Reserve

1,500 km² nature reserve which is rewilding ostriches, ibex, gazelles, Arabian Leopards.

Key Stats:²⁵



Announced: 2017

Opening Date: 2020

Site Footprint: 20 km-long valley

Visitor Target: 2 millions visitors per year by 2035

GDP Contribution: \$32 billion by 2035

Project Value: \$16 billion

Development Authority: Royal Commission for AlUla

Climate: Desert climate, mild winters



[Credit: Habitas]



[Credit: Charles Phillips]



“From serene strolls through lush oases to challenging treks amidst ancient pictographs, there’s a trail for every explorer.”

Royal Commission for AlUla



[Credit: Charles Phillips]

Active Lifestyle Features:

Transport Design:



Walkability:

Walkable pathways run through the oasis with natural shade from palm trees.

Micromobility:

E-bikes, e-scooters and an integrated app planned.²⁶

Tram:

A 22.4 km battery-powered tramway line [world’s longest] will connect AlUla’s 5 districts.

360 Mobility Plan:

A comprehensive plan for a seamless, sustainable, and innovative mobility network.

Key Activities:



Hiking

Hiking trails through the oasis, heritage sites, volcanic landscapes and canyons.

Adventure Sports

Rock climbing, zip lining, and abseiling at AlUla’s Adventure Hub.

Cycling

45 km road bike track, mountain biking trails, host of annual AlUla Tour race.

Yoga

Yoga classes and host of the AlUla Wellness Festival.

The Red Sea

The Red Sea is a luxury tourism destination on Saudi Arabia's west coast, centred around a coral lagoon and spanning more than 90 islands and a vast inland desert. The first hotel opened in late 2023²⁷, with 50 hotels planned across 22 islands by 2030²⁸. The project has a strong focus on regenerative tourism, actively enhancing the local environment, biodiversity, and marine life. The developer, Red Sea Global (RSG), is also behind Amaala – a luxury wellness tourism resort located 130 km north of The Red Sea.

Project Overview:

Key Features:



90 Islands

An archipelago of 90 islands, 22 of which will be developed.

Coral Lagoon

The world's 4th largest barrier reef system with heat tolerant coral species.

Unique Hotels

Futuristic pod-like villas above water, rock-cut rooms in desert cliffs.

Desert

A vast inland desert and volcanic landscape, with six inland sites.

Key Stats:²⁹



Announced: 2017

Completion Date: 2030

Site Footprint: 90 islands

Visitor Target: 1 million visitors per year by 2030

GDP Contribution: \$5.3 billion per year by 2030

Project Value: \$17 billion (RSG)

Development Authority: Red Sea Global

Climate: 33°C summer average³⁰

Active Lifestyle Features:

Transport Design:



Active Mobility:

RSG's resorts promote walking and cycling.

Electric Vehicles:

EV fleet and large off-grid charging network (1,000 charging stations by 2025).³¹

SAF:

35% blend Sustainable Aviation Fuel available to all airlines at Red Sea International Airport.³²

Comprehensive:

Comprehensive strategy for green mobility across land, sea and air.³³

Key Activities:



Water Sports

Kayaking, snorkelling, diving, sailing, eFoiling, wind surfing, paddle-boarding.

Adventure Sports

Akun is RSG's adventure sports company with adventure hubs across sites.

Hiking

Hiking through rugged granite hills, ancient volcanic fields, and sweeping plains.

Yoga

Yoga pavilions and wellness retreats.



(Credit: Red Sea Global)



(Credit: Red Sea Global)



“Dive into vibrant coral reefs, explore historic shipwrecks, kayak in crystal-clear waters, or venture on land with exhilarating hikes and mountain escapades.”

Red Sea Global



(Credit: Red Sea Global)

Magna

Magna will be NEOM's coastal tourism region, consisting of 12 unique destinations along a 120 km stretch of the Gulf of Aqaba coastline. Among them, 10 will feature ultra-luxury hotels and residences, one will include a concert hall built inside a mountain, and another will be a beach club. Several destinations have a particular focus on active lifestyles, while Magna overall has a strong emphasis on eco-tourism. The 12 destinations include: Epicon, Norlana, Siranna, Utamo, Aquellum, Leyja, Zardun, Xaynor, Jaumur, Elanan, Gidori, and Treyam.³⁴

Project Overview:

Key Features:



Hollowed Mountains

Aquellum: a city built within a mountain, Utamo: a concert hall.

Sports Complexes

Norlana: an active lifestyle community with a range of sports facilities.

Nature Reserve

Zardun: an eco-tourism and wildlife retreat with rewilded animals.

3 Marinas

Norlana (120-berth), Jaumur (for large superyachts), Aquellum (floating marina).

Key Stats:³⁵



Announced: 2024

Site Footprint: 120 km of coastline

Visitor Target: 300,000 overnight visitors per year

GDP Contribution: \$700 million by 2030

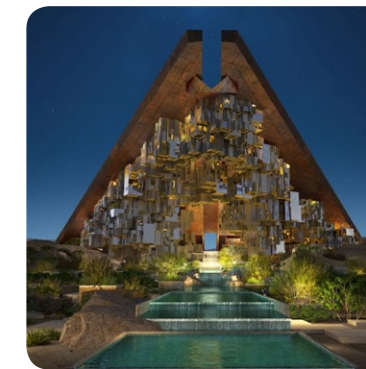
Project Value: \$2.6 billion

Development Authority: NEOM

Climate: 23°C average across the year³⁶



(Credit: NEOM)



(Credit: NEOM)



“Our exquisite year-round experiences will include deep sea diving, exploration of wildlife and nature experiences.”

NEOM

Active Lifestyle Features:

Transport Design:



Walkability:

Walkable pathways will connect Norlana's 4 distinct communities.

Minimal Roads:

A single carriageway along 120 km of coastline, connecting the 12 destinations.

Water & Air Mobility:

Water mobility connections, 5 helipads, 1 private airstrip.

Seamless Connectivity:

NEOM's transport network will offer a seamless connectivity experience.

Key Activities:



Water Sports

A range of water sports including sailing, eFoiling, and diving.

Adventure Sports

Mountain biking, rock climbing, hiking (73 km route from Leyja to Trojena).

Horse Riding

Horseback nature trails, and an equestrian and polo centre.

Golf

18-hole golf course and golf academy in Giordi, Magna's coastal golf resort.



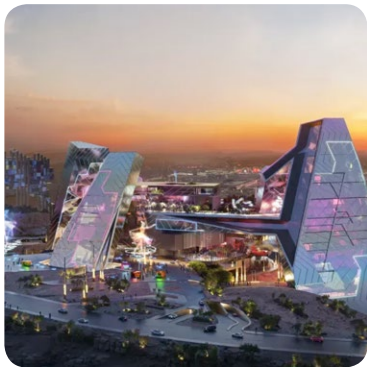
(Credit: NEOM)

Qiddiya City

Qiddiya City is a vast entertainment destination under construction to the southwest of Riyadh. It straddles a large mountain escarpment, with sites being developed on both the upper cliffs and lower plains. It is set to become Saudi Arabia's sports and entertainment capital and will feature theme parks, sports arenas, a performing arts centre and a Formula One race track. Located about a 40-minute drive from Riyadh, Qiddiya City will also include hotels and residential communities.



(Credit: PwE)



(Credit: Qiddiya)



Project Overview:

Key Features:



Six Flags

Large theme park with 28 rides, including 5 world record-breaking rides.

Race Track

Racing track that will host international motorsport events.

Performing Arts Centre

2,000 seat venue on the edge of a cliff with a rooftop sky garden.

Stadium

46,000 seating capacity, climate-controlled venue with retractable roof.³⁷

Key Stats:²⁴



Announced: 2017

Opening Date: Late 2025 (first theme parks)³⁹

Site Footprint: 376 km² (total site area)

Visitor Target: 48 million visits per year upon completion

GDP Contribution: \$36 billion once fully operational

Project Value: \$21.8 billion

Development Authority: Qiddiya Investment Company

Climate: Desert climate, mild winters

“The world’s first city built for Play. This is where thrilling entertainment & sports meet cultural experiences.”

Qiddiya Investment Company

Active Lifestyle Features:

Transport Design:⁴⁰



Active Mobility:

Transport system designed to prioritise walking and cycling.

15 Minute City:

Essential services within a 15-minute walk, bike ride, or public transit ride.

Public Transport:

Internal metro system, cable cars and high-speed rail connection.

Zero Cars:

Zero internal car trips, supported by several Park & Ride sites encircling the city.

Key Activities:



Hiking

Walking paths and bike trails across the city for serious hikers and casual explorers.

Water Sports

White-water kayaking, rafting, canyoneering, surf pool.

Golf

18-hole championship golf course.

Sports Hub

43 state-of-the-art sports facilities. A global hub for sports tourism.



(Credit: Qiddiya)

Sports Boulevard's ActiveScore Certification



In October 2024, Sports Boulevard became the world's first development to be ActiveScore Communities Certified. The masterplan for Prince Mohammed Bin Salman Road achieved an ActiveScore Communities Platinum rating, recognising its best-in-class cycling, walking and active mobility infrastructure. The design plans for Global Sports Tower also received an ActiveScore Platinum rating.

Promoting ModeScore & ActiveScore

ModeScore and Sports Boulevard Foundation (SBF) are working together to ensure real estate developments along the Sports Boulevard are designed with active mobility and sustainable transport in mind. To achieve this, SBF is encouraging developers within its Area of Immediate Influence (AOII) to pursue ModeScore and ActiveScore certification.

Achieving Gold or Platinum certification under ModeScore and ActiveScore can strengthen any application submitted to SBF for approval. For more information, please contact the SBF Design Code team or the ModeScore/ActiveScore team at info@modescore.com



[Credit: Sports Boulevard Foundation]



[Credit: Sports Boulevard Foundation]



[Credit: Sports Boulevard Foundation]



[Credit: Sports Boulevard Foundation]



**Prince Mohammed Bin Salman Road
[masterplan]**
ActiveScore Communities
Platinum Rating

Linear park running through Riyadh with pedestrian and cycle paths, green spaces, and modern real estate.



Global Sports Tower
ActiveScore
Platinum Rating

130-metre-high iconic building with courts for different indoor sports, including a velodrome.

Footnotes:

1) Vision 2030, 2025: *A Vibrant Society* [https://www.vision2030.gov.sa/en/overview/pillars/a-vibrant-society]

2) Knight Frank, 2025: *The Saudi Report, Part one* [https://content.knightfrank.com/research/2631/documents/en/the-saudi-report-2025-11978.pdf]

3) Vision 2030, 2025: *Key Performance Indicators* [https://www.vision2030.gov.sa/en/explore/key-performance-indicator]

4) Saudi Sports for All Federation, 2024: *The Saudi Sports for All Federation Strategy* [https://sportsforall.com.sa/wp-content/uploads/2024/03/Sports-for-All-Strategy-EN.pdf]

5) World Health Organization, 2025: *Physical Activity* [https://www.who.int/initiatives/behealthy/physical-activity]

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