



AL ULA

ORGANIC
ECO-RESPONSIBLE
NATURE RACE
COURSE
ACCESSIBLE
TO ALL





Real Eco-Responsible nature
race courses accessible to all

THE CON TEXT

EcoTrail® was founded in Paris with the aim of promoting and organising trail-running races in urban environments. In light of this success, Run For You decided to develop the concept in the form of partnerships with other countries in the world. After the implementation in Europe and then in Asia through 12 destinations, EcoTrail® arrived in Saudi Arabia in 2020. This 13th EcoTrail® project comes from the desire to offer AlUla and its surroundings an organic event, close to nature and accessible. It was important to highlight the cultural and natural character of the region through routes designed to promote this outdoor destination. The production of the 1st edition of the EcoTrail® AlUla in February 2020 was an opportunity for people to visit AlUla and take part in a unique race against stunning natural back-drop.



THE NATURAL AND CULTURAL
ENVIRONMENT

RESPECTING THE ENVIRONMENT

PROMOTING TRAIL RUNNING &
OUTDOOR SPORT

ECO-RESPONSIBILITY

CONVIVIALITY



AL ULA

AlUla is one of the world's undiscovered gems. Currently closed for archaeological survey and preservation, AlUla will open to the general public in 2020. Under the development of the Royal Commission for AlUla (RCU) which was established in 2017, and in partnership with the French agency for AlUla development (Afalula), established in 2018, AlUla will become one of Saudi Arabia's premiere destinations for tourism. Mobilising deep expertise across culture, archaeology, architecture, tourism and sustainable environment management, the RCU and Afalula will develop the region and awaken over 250,000 years of history for the world to discover.

“A REGION THAT BEARS WITNESS TO THOUSANDS OF YEARS OF ARAB WORLD HERITAGE”

الهيئة الملكية لمحافظة العلا
Royal Commission for AlUla



“ We were thrilled to bring EcoTrail® to AlUla in 2020, an event that aligns perfectly with our development of an authentic and responsible tourism destination. With 585 registrations from 51 nationalities in year one of the event, EcoTrail® AlUla clearly appeals to the trail running community. In fact almost 60% of registrations had never taken part in a nature event of this kind before which is also a huge achievement. As a runner myself I heartedly agree with the testimonials provided in this brochure – just look at these images, there is simply no equal in my experience of competition running.

AlUla is a destination that stays in the heart and in the mind of those who visit, many say it is transformational. We hope you back for future events.”



**Phillip Jones, Chief Destination
Management & Marketing Officer**

THE CON TEXT



French Agency for AIUla development

“Saudi Arabia and France share a vision to implement a new economic and touristic development model, focused on the absolute preservation of the environment, respectful of history, and inclusive of local populations. Through art and culture, the project will be dedicated to offering an authentic touristic experience faithful to the traditions of hospitality in the Arab World.”

**Gérard Mestrallet, Executive
Chairman of Afalula**





For EcoTrail® International

“EcoTrail’s concept was created to promote trail running and to invite people to practice running in an eco-responsible way but also to give them the opportunity to discover and appreciate destinations in a unique way. AIUla is the perfect place for EcoTrail®, the locals embraced the event with friendship and enthusiasm to deliver an authentic, unforgettable experience for all.”

Jean Charles Perrin
EcoTrail® Founder



Real Eco-Responsible nature
race courses accessible to all

RUN NERS

TESTIMONIES



RUNNERS

TESTIMONIES



**STEPHANIE
SCHNEIDER**
FRANCE

"What a splendid race! So difficult and so beautiful. I hope to come back next year with more runners! Thanks, guys, for this great experience."

45 KM

**AMANDINE
AVENET**
FRANCE

"Breathtaking landscapes, challenging tracks, and amazing enthusiastic volunteers! Thank you!"

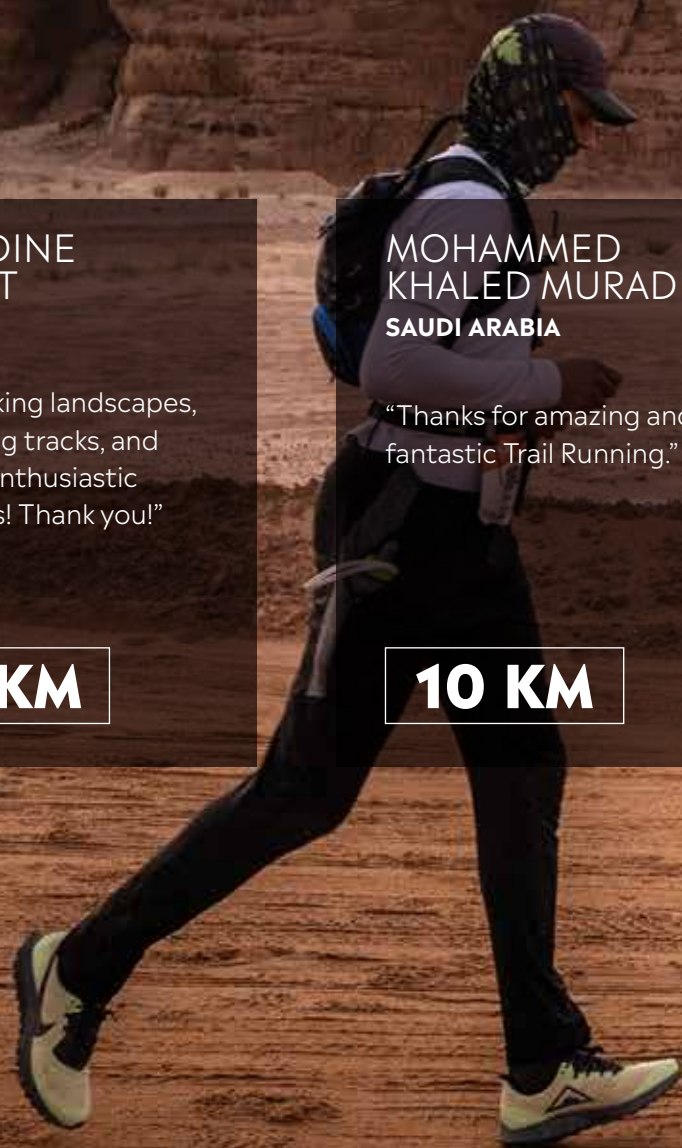
45 KM

**MOHAMMED
KHALED MURAD**
SAUDI ARABIA

"Thanks for amazing and fantastic Trail Running."

10 KM

10





**DELOE
DEAN**
USA

“Overall THANK YOU so much for this event. It was wonderful for our group. We all had a memorable time. I think many would plan again next time and more would join. Hoping EcoTrail® AlUla grows and becomes a fixture here. Also looking to join another of your events soon.”

83 KM

**MARINE
MEDAETS**
BELGIUM

“What is unique: the landscapes and the welcoming of the people, the motivation of the volunteer at the finish line till late evening.”

83 KM

**TATIANA
LEICHENKO**
UKRAINE

“It was incredible, something really different from what I’ve seen before.”

HIKE

RUN NERS

TESTIMONIES



MICKAEL
WARDIAN
USA

“ It was an absolute honour and privilege to have won the first ever trail race in Saudi Arabia. I loved the beautifully challenging course, people and support. It was a first class experience and I highly recommend it to any athlete.”

83 KM



YOANN
STUCK
FRANCE

“It was a crazy time in EcoTrail® AIUla. It was really an incredible experience to run in the desert, on this particular terrain and in this special atmosphere. The landscapes were awesome, it was just magic!”

83 KM

RUN NERS

TESTIMONIES



AMY
PROSTON
USA

“What a weekend! What a place! It was pretty cool to participate in an ultra race in Saudi Arabia, in AlUla. The Saudi mountains were incredible. I really enjoyed the event even if it was hard to run in soft deep sand I had unforgettable memories.”

83 KM





RUTH
THERESIA
INDONESIA

“Thank you very much
for the invitation! A great
opportunity to run in a
desert. Thanks to the
volunteers, local runners
and especially
thank you AlUla.
I really loved that race.”

83 KM



KEY FIGURES





585 registrations



30 % women



45 % foreigners with **51** nationalities



Most represented nationalities
Saudi / France / USA



81 % **Saudi Arabia**
residents



60 %
took part in a nature event for
the very 1 st time



66 % of finishers

KEY

FIGURES

RACES

PO
DIU
MS





2020

TRAIL
83 KM

TRAIL
45 KM

TRAIL
10 KM

WOMAN



MAN



USA

A. SPROSTON



10:02:17

USA

M. WARDIAN



08:19:33

NL

F. RAWEE



05:21:30

KSA

A. ALGHAMDI



03:03:34

USA

M. BYRNE



51:27

KSA

M. MADKHALI



49:49

TRAIL MAPS



Developing a trail running course in a place with no recent historical background in sporting events is never an easy feat. As in every EcoTrail®, we focused on including landmarks of the city, special attractions, and on creating an overall attractive package for participating runners, without seeking too much technicality. Elephant Rock became the event centre together with the nearby Sahary Resort for easy logistics and as the finish venue of all race categories. We opted for an A to B run for all categories in order to showcase as much as possible of the amazing natural scenery in and around AlUla.

The 83km and 45km started in the incredible Ashar Valley, a pristine area normally. When the 45k runners entered the finish area, the 83k runners continued for a spicy finish going up a rocky canyon and through stretches of loose desert sand. It certainly was tougher than most had expected!

K. Van de Velde - Race Director

TRAIL
83 KM



TIME LIMIT
13H



START TIME
6:30



ALTITUDE GAIN
650M D+



20



TRAIL

45 KM



TIME LIMIT
7H



START TIME
6:30



ALTITUDE GAIN
350M D+



TRAIL

10 KM



TIME LIMIT
2H



START TIME
10:00



ALTITUDE GAIN
100M D+



HIKE

10 KM



TIME LIMIT
3H



START TIME
10:00



ALTITUDE GAIN
100M D+







ECO- RESPONSIBLE NATURE RACE

In accordance with the EcoTrail® concept and values, important measures were implemented in the first edition of the race in collaboration with local associations and volunteers to minimise the impact of the event on the environment. A study of the different actions and service providers from an eco-responsible point of view, route cleaning for more than 10 days before & after the event, selective sorting of the different zones thanks to explanatory signage, healthy management of the food offered at the aid-stations, communication with the runners about the best-practices and sustainable restrictions for the event. We are proud of the efforts made on this first edition, many new ideas are already in consideration for future events.



AT DAYBREAK

Crossing of Ashar for the 83km & 45km participants.

Salameh Alaqra, Jordanian runner participating in the 83km continues his ascent.









A UNIQUE ATMOSPHERE

- ▲ Journalists and sports broadcasters gathered to congratulate the runners at the finish area.

83km runner from Malaysia passing by a typical AlUla rock formation. ►







EMOTIONS EXPERIENCED

Shared joy of the Husaak Adventure group at the finish at Sahary Resort.

The start of the 10km is given with more than 400 participants from 32 countries.

Mike Wardian (USA) leading the 83km race.









AUTHENTICITY AND SHARING

Warm-ups for the 10km runners near
Elephant Rock.

83km, a challenge to take up alone or to share
with fellow runners.





Trung Nguyen, coming from Singapore will finish the 83km in 6th position in 10:34:47.



JOY AND THE VALUES OF SHARING

Elephant Rock area sees participants from all over the country waiting for the start.





Runner crossing through
AIUla's natural wonders.



Technical ascent with more
than 500m of positive
altitude for a 83k runner.





Runner flying despite tricky soft sand terrain.



Ruth Theresia, runner from Indonesia, will keep her smile on for 10:50:39.

A father and son, Turki & Tamim Alharthi, before the start of the 10km.





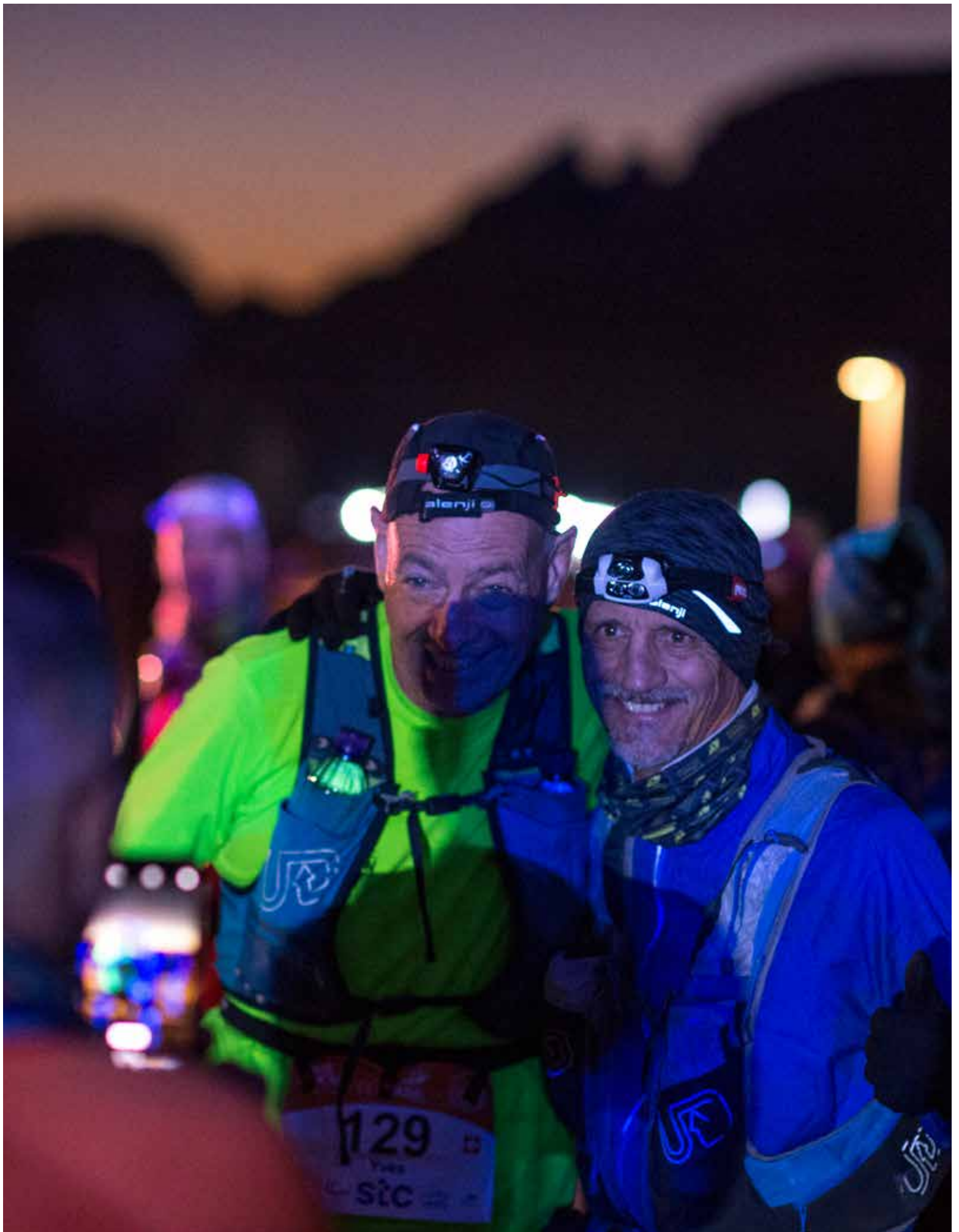


▲ Happy faces on the 10km run & hike.

Last kilometres for the 83km runners
on a stony terrain.







Jacques Pasquier (right) from Switzerland, EcoTrail® International ambassador, about to complete his 13th EcoTrail® destination.



Headlamp on, concentration before the race.

Sunrise for the 45km & 83km runners in Ashar.







88%

of the interviewed persons indicate
the atmosphere/entertainment was
positive/very positive

83%

of the interviewed persons indicate
the EcoResponsible philosophy of the
EcoTrail® AlUla was credible/very credible

91%

of the runners recommend the race

84%

would like to return to AlUla in the next
3 to 5 years as a visitor

Published by: Run For You, AFALULA & RCU
Editorial director: Jean-Charles PERRIN, Mathias CURNIER, Phillip JONES
Editorial in chief: Jeanne GARCIN, Régis DANTAUX, Clément DE STAEL,
Zoe SHURGOLD
Design production: Domaines Publics / Publicis Consultants

©Photos: Alexis BERG / Kirk Kenny_Studio Zag / Royal Commission For AlUla





THANK YOU TO ALL
THE VOLUNTEERS AND
PARTNERS FOR THEIR
SUPPORT

AN EVENT PROPOSED BY:

الألولة
ALULA



الهيئة الملكية لمحافظة العلا
Royal Commission for AlUla

