

Zafir Rashid spearheads luxury eco-resort planning near Saudi Arabia's Sa'ad National Park

SAN FRANCISCO, CA, UNITED STATES, August 7, 2025 /EINPresswire.com/ -- [Zafir Rashid](#), international developer and Head of Real Estate Development at [Teramir Group](#), has initiated early-stage planning for [a luxury eco-resort](#) near Saudi Arabia's Sa'ad National Park. The project is part of Teramir Group's broader strategy to develop sustainable, site-specific hospitality assets across high-potential destinations in the Gulf.

Located roughly 90 minutes from Riyadh, Sa'ad National Park is a protected desert region known for its natural beauty, cultural heritage, and growing tourism interest. The planned resort is still in its feasibility phase, with environmental assessments, regulatory consultations, and land-use evaluations now underway.



Portrait image of Zafir Rashid.

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Zafir Rashid

“It's about designing with the land,” said Zafir Rashid. “We're studying how people already connect with this environment and how we can enhance that experience without disrupting it.”

Sustainable vision rooted in local culture

According to early development plans, the resort will prioritize environmental sensitivity and cultural alignment.

Designs under consideration include low-rise structures integrated into the dunes, passive cooling techniques, and the use of natural materials sourced from the region. The layout will follow the natural topography to reduce environmental disruption and enhance privacy.

Programming is expected to include stargazing, guided hikes, desert equestrian activities, and culinary offerings rooted in traditional Saudi cuisine. Rashid is also consulting with local tribal leaders and artisans to ensure cultural integrity and economic inclusion.

Strategic value for Saudi tourism and Teramir Group

The Sa'ad initiative is positioned as a long-term asset within Teramir Group's Gulf development portfolio. It reflects a pivot toward wellness tourism, conservation-based hospitality, and low-density luxury experiences. While Teramir continues to pursue family and entertainment-driven projects elsewhere, this development emphasizes ecological value and restorative travel, aligning with a global shift in traveler preferences.

The location's balance of seclusion and accessibility makes it ideal for both domestic and regional tourism. As infrastructure in the area remains limited, Teramir's entry as an early-mover brings competitive differentiation in a space with high long-term potential.

Alignment with Vision 2030

The project is being developed in full alignment with Saudi Arabia's Vision 2030 strategy, which prioritizes tourism diversification, environmental protection, and responsible land stewardship. Preliminary conversations with national and regional regulators are already in progress, and the development team is operating under strict environmental due diligence guidelines.

"If approved, this will be one of the first full-scale eco-resorts of its kind in the region," Rashid added. "Our goal is to create something meaningful — a destination that can become part of the local and national identity over time."

Internal teams are already reviewing potential training pipelines to integrate local employment



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into the operational model once construction begins. This includes hiring and upskilling regional talent in hospitality, maintenance, and cultural programming roles.

Hands-on execution and next steps

Known for his direct involvement in every development phase, Rashid continues to lead strategy, design coordination, stakeholder relations, and capital alignment for the Sa'ad project. His approach emphasizes not just aesthetic design, but long-term resilience and alignment with local ecosystems, economically, socially, and environmentally.

Next steps include finalizing environmental studies, architectural schematics, and permit applications. Subject to approvals, initial development could begin in the next project cycle.

About Zafir Rashid

Zafir Rashid is an international developer and founder of Teramir Group, a diversified real estate and infrastructure firm focused on large-scale, sustainable destination projects across emerging markets.

About Teramir Group

Teramir Group is a global development firm specializing in strategic hospitality, tourism, and infrastructure assets. With operations globally, the company focuses on long-term, site-driven projects that combine cultural integrity with commercial viability.

Zafir Rashid

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