AlUla Peregrina to Showcase Saudi-Made Luxury Hotel & Spa Solutions at Hotel & Hospitality Expo Riyadh

Powered by the First Supply Chain from the Desert of Arabia and Arabian Care Traditions:



RIYADH, SAUDI ARABIA, September 16, 2026 /EINPresswire.com/ -- AlUla Peregrina Trading Company (APTC), wholly owned by the Royal Commission for AlUla (RCU), will participate in the Hotel & Hospitality Expo Riyadh, where it will introduce its brand AlUla Peregrina and its portfolio of Saudi-made luxury hotel amenities and spa solutions developed from Moringa peregrina, one of Arabia's most distinctive native botanicals.

Powered by the 1st fully integrated supply chain from the Desert of Arabia and 100% Saudi-made, AlUla Peregrina's hotel and spa portfolio combines naturally derived ingredients, scientific innovation, and responsible sourcing to support premium skincare, haircare, and personal care applications. The collection is designed for luxury hotel amenities, wellness brands, and spa concepts seeking formulations that combine performance, traceability, and authentic Arabian heritage.

During the exhibition, AlUla Peregrina will showcase a range of hotel and spa formulations, including luxury guest amenities, bath, body and massage products designed for wellness experiences and premium hospitality environments. Developed and manufactured in AlUla, Saudi Arabia, the collection offers hotel operators an opportunity to introduce products inspired by authentic Arabian care traditions that combine proven efficacy, responsible sourcing, and full traceability.

AlUla Peregrina's participation reflects the growing demand across the hospitality sector for locally developed, premium wellness products that enhance guest experiences while supporting sustainable procurement and regional value creation.

Through its unique approach, AlUla Peregrina also collaborates with hospitality partners to

develop bespoke formulations tailored exclusively to the identity of each hotel, resort, or spa. From signature fragrances and premium guest amenities to customized wellness collections, every solution is designed to reflect the property's unique character while delivering high-performance formulations inspired by the botanical and traditional heritage of AlUla.

Nicolas Levron, Chief Operating Officer of AlUla Peregrina Trading Company, said: "Today's luxury guests are looking for experiences that are authentic, memorable, and connected to the destination they are visiting. Through our hotel and spa solutions, we are bringing the unique botanical and traditional heritage of AlUla into hospitality, enabling hotels to offer premium wellness experiences that are both locally inspired and scientifically developed."

Visitors are invited to meet the AlUla Peregrina team at Stand 1C159 during the Hotel & Hospitality Expo Riyadh to discover how AlUla Peregrina Saudi-made formulations can bring a distinctive Arabian signature to guest experiences through next-generation hospitality and wellness solutions.

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