



Private Accommodation Facilities Incentive Program

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Private Accommodation Facilities Incentive Program

Versions Log

Version Date	Version No.	Responsible for Change	Changes
28 May 2024	1.0		



Private Accommodation Facilities Incentive Program

Introduction

The Private Accommodation Facilities Incentive Program was established to enhance and improve the quality of the private accommodation facilities in AlUla and ensure compliance with the standards. The program aims to enhance the economic sustainability in the tourism sector and provide an inspiring tourism experience for AlUla visitors. The program aims to support the locals to participate in achieving RCU vision, by developing and increasing the number of keys of private accommodation facilities. The program also aims to increase visitor satisfaction by improving the quality and the services of the facilities.

Terms and Phrases

RCU: Royal Commission for AlUla

Private Accommodation Facility: An independent furnished real estate unit owned by an individual and licensed by RCU that provides accommodation service for a tourist in return for a fee.

License: A document issued by the RCU approving the practice of a private accommodation facility activity



Private Accommodation Facilities Incentive Program

Program Benefits:

- Financial support for the applicants of SAR 20,000 per licensed facility
- List the facility on the Experience AlUla Website on (Where to Stay)
- Complementary training for managing the private accommodation facility

Incentive Program Requirements:

1. Be a Saudi national and a resident in AlUla Governorate
2. Provide an electronic title deed or electronic lease contract (Ejar) stated usufruct of the real property subject of the permit, and national address and clear photos inside & outside the accommodation facility.
3. Not be objected by the owners in a joint real property where the private tourist accommodation facility is located as a daily rent.
4. Having a valid private accommodation facilities license issued by RCU.
5. Adhering to the quality of private accommodation facility standards during the contract period which will be signed between RCU and the applicant. Final approval is subject to RCU approval, and after checking the quality of the unit.
6. Using a unified name across all booking platforms.
7. Having a quality representative for the facility to be the point of contact with RCU.
8. Achieving visitor satisfaction of at least 80% on social media platforms for existing facility.
9. The financial support will be granted when the unit is accepted with (50%) and another (50%) after 6 months
10. The maximum for the private accommodation facility is **3** licensed per citizen
11. The maximum length of stays is 1 month (No long stay guest)



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Grading Process

All applicants are required to fulfil the following mandatory **(M)** standards. Please note that failure to meet the requirements will result in the rejection of the application.

Category	Room / Studio	Apartment	Farm / Villa
Mandatory Requirements (M)	65	70	70

Private Accommodation Facilities Incentive Program

Quality Standards

No	Category	Criteria	Studio / Room	Apartment	Farms / Villas
1	General	Display the valid permit information prominently inside the accommodation facility.	M	M	M
2		Use data and information corresponding with the permit and actual images of the private tourist accommodation facility upon publishing or advertising the same	M	M	M
3		Show general instructions for the use of the private tourist accommodation facility through the travel and tourism service provider in a conspicuous place within the facility, provided that these instructions include the following: use of car parking, waste removal, instructions for using devices, prohibited actions, how to deal with lost items, and numbers of customer service, tourist phone, and emergency numbers.	M	M	M
4		Comply with the laws and the instructions of the competent authorities regarding security, health, and environmental aspects, safety means, first-aid, evacuation, emergency contact numbers etc., and take all measures and precautions to achieve the same	M	M	M
5		Ensure that the private tourist accommodation facility is well prepared, clean and properly maintained to accept tourists before their check-in	M	M	M
6		Use both Arabic and English languages, and the Hijri and Gregorian calendars, in all official offers and publications.	M	M	M
7		Avoid declining to provide the service without legally acceptable reasons in the event of a confirmed reservation	M	M	M
8		Avoid offering reservation services for the private tourist accommodation facility or marketing and advertising the same except through the travel and tourism service providers	M	M	M
9		Maintain immediate updates of information on the private tourist accommodation facility with the travel and tourism service provider engaged with E.g. Booking, Almosafer, Airbnb.	M	M	M
10		Show the capacity of the private tourist accommodation facility upon marketing the unit.	M	M	M
11		Complaints are considered and corrective actions to be implemented Within 5 days for continuous improvement.	M	M	M
12		The accommodation facility manager must answers all complaints promptly. The answers to complaints should be professional and constructive.	M	M	M
13		The location must be on Google map and provide accurate information (short description of the unit)	M	M	M



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Quality Standards

No	Category	Criteria	Studio / Room	Apartment	Farms / Villas
14	General	All Accommodation Facilities are to be non-smoking inside.	M	M	M
15		Availability of staff to be no less than 12hrs a day (in person or with contact telephone)	M	M	M
16		Good quality images, information, site map, amenities are listed on the booking website and on its social media account	M	M	M
17		Air conditioned unit (cold and hot) if the AC is cold only, must provide a radiator heater	M	M	M
18		At least one window per bedroom and living room	M	M	M
19		The front of the building is clean, without wall damage, water leakage, and exposed electric wires.	M	M	M
20		Designated car parking for each unit	M	M	M
21		The entrance area is well-recognizable and clear.	M	M	M
22		Qibla indicator sticker on the ceiling for each unit	M	M	M
23		All areas smell fresh and clean	M	M	M
24	Safety & Security	Maintain the confidentiality and privacy of the tourist's information, and avoid sharing or using same for any purpose whatsoever without obtaining his consent	M	M	M
25		Avoid any action that would force the tourist to leave the unit after checking in, except through the competent authorities, and in accordance with the relevant statutory provisions;	M	M	M
26		Avoid entering the tourist's unit, without obtaining his permission, and whether he is present or not therein, except after coordination with the competent authorities	M	M	M
27		Ensure the tourist's safety from risks, such as fire, gas leak, spoiled food and drinks, etc.;	M	M	M
28		Provide security precautions, in accordance with the controls and requirements of the competent authorities;	M	M	M
29		Provide safety tools, such as fire extinguishers, fire suppression covers, smoke detectors, first aid kits	M	M	M
30		Report immediately and directly to the competent authorities any incident related to the tourist's security and safety, or to the private tourist accommodation facility and its employees, if any; and	M	M	M
31		Avoid receiving a tourist without a valid proof of identity, provided that it is verified by examining its original at check in and matching same with the reservation data, without requesting or taking a copy thereof; in emergency cases, tourists who do not have proof of identity may be received After obtaining approval from the competent authorities.	M	M	M

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Quality Standards

No	Category	Criteria	Studio / Room	Apartment	Farms / Villas
32	Living Room	Comfortable chairs such as armchairs, sofas or similar per guest	M	M	M
33		A flat-screen TV minimum size of 40" including a remote control.	M	M	M
34		Outlet adaptor and/or power extension upon request	M	M	M
35		Table with chairs suitable for the capacity of the unit	M	M	M
36		Waste basket	M	M	M
37	Bed Room	The minimum size of a single bed is 120x200 cm, the queen bed is 180x200 cm and the king is 200 x 200 cm	M	M	M
38		Access to both sides of the bed for double occupancy	M	M	M
39		Two pillows, one duvet, and mattress cover per guest white colour only	M	M	M
40		Iron and ironing board in good condition for each unit.	M	M	M
41		Wardrobe /cupboard suitable for size and number of guests with sufficient hangars	M	M	M
42	Bathroom	Continuous supply of hot and cold water with sufficient water pressure	M	M	M
43		At least one bath towel and one hand towel per guest	M	M	M
44		The presence of a toilet (flush toilet)	M	M	M
45		Separated shower or a bathtub with a curtain	M	M	M
46		Toilet paper	M	M	M
47		Mirror above the washbasin	M	M	M
48		Provide a new guest amenities including (shampoo, shower gel, body lotion) if it is one time use amenities.	M	M	M
49		Ventilation Fan	M	M	M
50		Provide hand soap on the washbasin	M	M	M
51		Waste bin	M	M	M
52		No water leakage and no rust/ mould	M	M	M
53	Kitchen (If Available)	Coffee machine	M	M	M
54		Starter kit with coffee, tea and sugar	M	M	M
55		Microwave	M	M	M
56		Kettle	M	M	M
57		Electric stove with at least two burners		M	M
58		Refrigerator	M		
59		Refrigerator with freezer compartment		M	M
60		Sink with hot/cold water		M	M
61		Waste bin	M	M	M
62		Cutlery including spoon, forks and knives.		M	M
63		Sufficient glassware for number of guest of the unit.	M	M	M
64		Basic supply of cleaning materials such as dish washing-up liquid etc.		M	M
65		Ventilation fan in the kitchen		M	M



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Quality Standards

No	Category	Criteria	Studio / Room	Apartment	Farms / Villas
66	Services	provide a complementary water (at least one bottle of 0.5L) per guest in each unit	M	M	M
67		Provide information about the nearest supermarkets, laundry, restaurants to the unit.	M	M	M
68		Provide information about saving water, and electricity.	M	M	M
69		Complementary (Wi-Fi)	M	M	M
70	Farms / Villas	Inform the guest about environmental protection measures	M	M	M
71		Apply pest control in the unit regularly	M	M	M