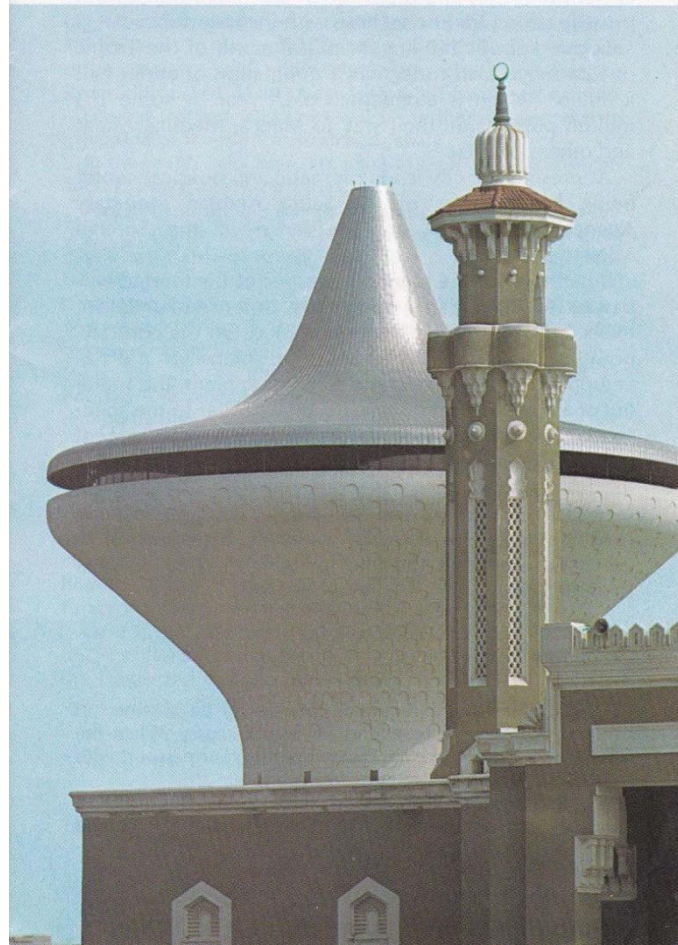
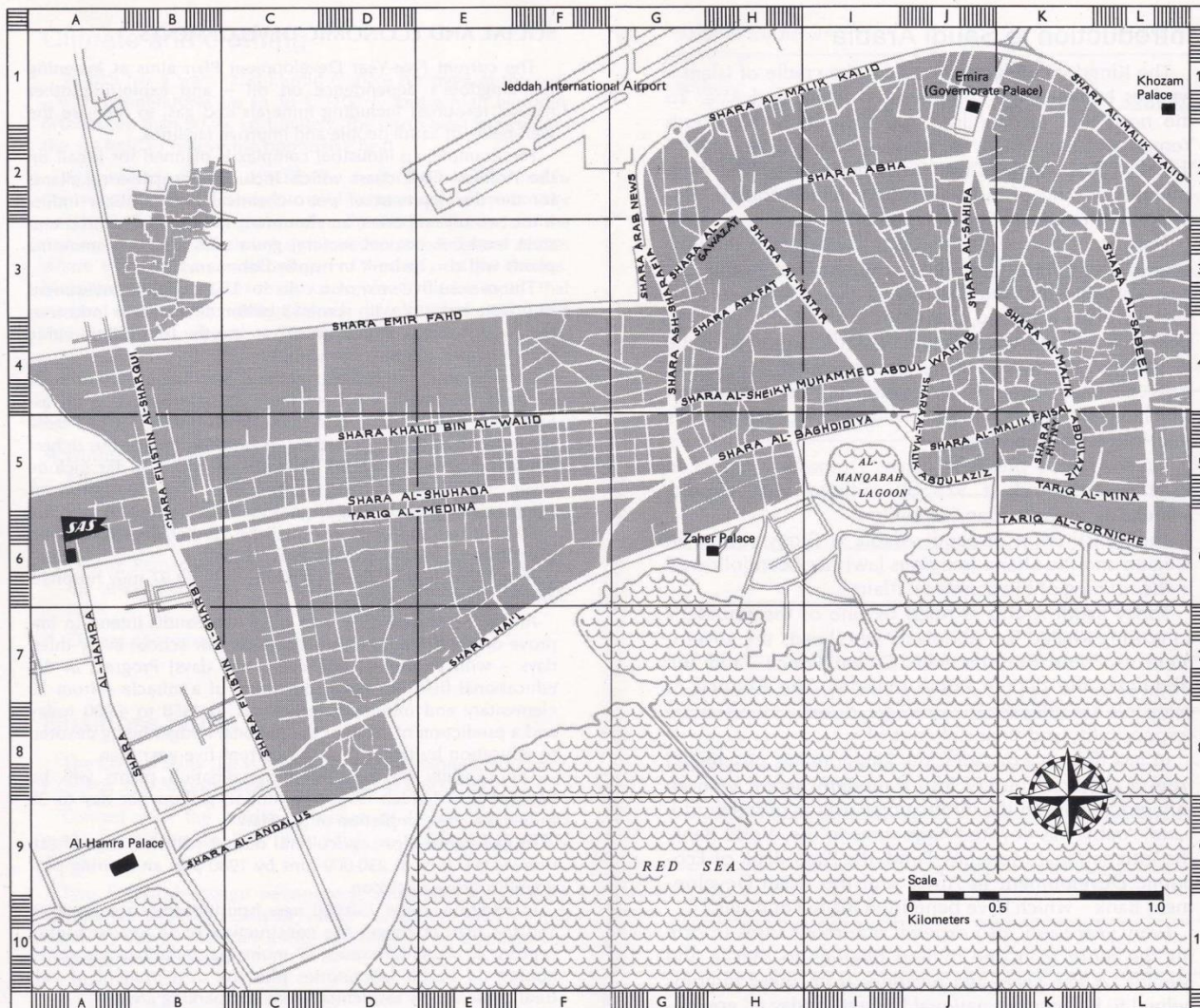


Jeddah

SAS City Portrait






Code numbers in this booklet refer to the above map. Thus (A6) is located where lines drawn from "A" and "6" cross each other.

Interesting sights in Jeddah

- (L1) Water Tower.
- (B4) Jeddah Dome.

Distance from city center to airport: 3 km (2 miles).

Useful addresses

-  **SAS Ticket Office:**
New Jeddah Shopping Center (A6), Medina Road.
Tel. 58975, 58988.
Open hours: 9 a.m. to 1 p.m. and 5 p.m. to 8 p.m. daily except Fridays.
- SAS General Sales Agent:**
Saddik & Mohammed Attar Co., King Abdulaziz Street (J5).
Tel. 21249, 23574, 22937.
Open hours: 9 a.m. to 1 p.m. and 5 p.m. to 8 p.m. daily except Fridays.

Introduction to Saudi Arabia

The Kingdom of Saudi Arabia – the cradle of Islam – wedges between the continents of Africa and Asia. To the north lies Jordan, Iraq and Kuwait, to the south Yemen and the Oman, to the west the Red Sea and to the east the Arabian Gulf, Qatar and the United Arab Emirates. A land of more than two million square kilometers with a population of seven million.

The recent history of this desert kingdom is reminiscent of a tale from One Thousand and One Nights . . . how the late King Abdulaziz Al Saud in a series of military victories achieved the unification of the country. How a wise king encouraged nomadic tribes to settle in villages, discovered water and pumped it to them. How he later signed a concession for oil exploration which led to today's nation owning 25 % of the world's total known oil supplies.

Saudi Arabia's predicted Gross Domestic Product in 1979 is estimated at \$72,500 millions with exports amounting to more than \$40 billion!

The constitution of Saudi Arabia is firmly rooted in religion and the Sharia (religious law) has been followed in the running of the country's affairs.

Today Saudi Arabia is ruled by one of the founder's sons, King Khaled Ibn Abdulaziz who heads the government as Prime Minister with Crown Prince Fahd Ibn Abdulaziz the deputy Prime Minister. The Council of Ministers has full executive powers, direct administrative responsibility and financial control.

In less than five decades, the kingdom has progressed from a pastoral country into a modern nation with an influential voice in the international arenas of the world. Saudi Arabia has devoted huge sums to the World Bank, the International Monetary Fund, the Arab Bank of Economic Development in Africa and the Asian Development Bank – which have benefitted many countries.

Every year Saudi also expends enormous sums to care for the more than one million pilgrims to Mecca and Medina. A few years ago revenues from these pilgrims helped to balance the national budget – today all government employees contribute an average of four months of each year to work connected with the Pilgrimage, such is the rapid change of events since the discovery of oil.

SOCIAL AND ECONOMIC DEVELOPMENTS

The current Five-Year Development Plan aims at lessening the kingdom's dependence on oil – and exploiting other natural resources including minerals and gas, to increase the well-being of Saudi people and improve facilities.

For example, an industrial complex is planned for Jubail on the Arabian Gulf coast which includes gas-gathering plants for the development of petro-chemical and fertilizer industries; two oil refineries, an aluminum smelter and an iron and steel works. A cement factory, grain silos and two ammonia plants will also be built in nearby Dammam.

The current five year plan calls for US\$17 billion investment in private industry with some \$3 billion allocated to industries relating to oil e.g. a huge system to use the four billion cubic feet of natural gas now burned off.

In addition to the Jeddah steel mill, iron and steel works are planned to exploit the new finds of iron ore at Wadi as-Sawawin, Jabal Idsas and Wadi Fatimah. In fact, it has been suggested that Saudi Arabia could become one of the richest mining areas in the world. Deposits recorded so far include silver, copper, gold, zinc, chromium, clay, semi-precious stones, silica sand, barite, magnesite, salt, fluorite and gypsum.

Existing rail and road links will be further developed with expansion of the ports of Jizah and Jubail.

In the health field, there are plans to build 97 new hospitals and 212 new clinic dispensaries.

And difficult though it is to grasp, the Saudis intend to improve on their record of erecting one new school every three days – with an aim of one every two days! Progress in the educational field has been something of a miracle – from 20 elementary and intermediate schools in 1958 to 4,000 today and a prediction of 25 % of the national budget being devoted to education by the end of the current five-year plan.

The capacity of the present desalination plants will be boosted – in Jeddah from five million gallons per day to 35 million by the completion of the Plan.

In this connection, agricultural output will rise, e.g. wheat, from 74,000 tons to 250,000 tons by 1980 plus an exciting program for growing cotton.

In addition, some 338,000 new housing units are required and the plan envisages the construction of 54 new shopping centers, 80 slaughterhouses, 97 municipal buildings and warehouses, 13 health laboratories plus the development of cultural centers, new residential areas and parking areas.

Over 13,000 kilometers (8,100 miles) of main and 10,000 km (6,250 miles) of secondary roads will be constructed during the Plan – and in the communication field 20 new radio stations will be started.

This is the first edition of Jeddah City Portrait printed in 35,000 copies with information based on facts available in December 1978.

Jeddah

"Jeddah" means a long wide road – and it is an appropriate name for a city which is a major center of communications. Jeddah is the kingdom's second largest city, the most important harbor on the Red Sea and the gateway to Mecca.

It epitomizes the progress, the contrasts and the contradictions of Saudi Arabia. Since the problem of water supplies has been solved, the city's growth has been phenomenal – yet as more and more glass-and-concrete high rise buildings spread north and east, the suqs, the ancient mosques and the wooden balconied houses still provide strong traditional links with the colorful past.

Located about 150 km (94 miles) south of the Tropic of Cancer, Jeddah today has a population of about half a million which is augmented each year by some 1½ million pilgrims on their way to Mecca, Medina, Arafat and other holy places.

At present the city is a diplomatic and political center being headquarters of the Saudi Arabian Monetary Agency, PETROMIN and residence of the Foreign Ministry.

But even with the planned removal of the foreign embassies to Riyadh in a few years' time, Jeddah is not expected to lose any of its importance. On the contrary, pointing to its future prosperity are plans for the development of the seawater desalination plant, the building of a new tropical disease hospital similar to the spectacular King Faisal Hospital in Riyadh, a new cement factory, expansion of the oil refinery and construction of lubricating oil plants.

Jeddah – bride of the Red Sea – is a city moving rapidly along the wide road to success, experiencing an urban development the likes of which has to be seen to be believed...

Your arrival in Jeddah

A valid entry visa is required. This should be obtained in advance from your nearest Saudi Arabian Embassy. When departing by SAS from Jeddah, please deposit your passport with the SAS office on the day prior to departure.

Your SAS aircraft lands at Jeddah International Airport, 3 km (2 miles) from downtown Jeddah. Before landing you should

have completed a landing card handed to you by one of the cabin attendants.

After disembarking, a passenger terminal coach will take you to the Customs and Immigration area of the terminal building where passport and customs control takes place.

IMPORTANT: Please note that it is **strictly prohibited** to import alcohol, pork and Coca Cola (even in small quantities!)

No coach service is available from the airport into town, though some hotels offer a limousine service which should be booked in advance. Taxis are available just outside the Arrival Hall exit. Fare to any hotel/city center is approximately SRI15.

There are no bank, post- or telegraph offices at the airport.

SAS ground personnel will be present in the arrival area to provide you with any assistance you may require.

Currency

The currency unit in Saudi Arabia is the Saudi Riyal (SRI). The Riyal is divided into 100 halalah. The following denominations are in circulation: notes – 1, 5, 10, 50 and 100 SRI, coins – 5, 10, 25 and 50 halalah. There are no restrictions on the amount of money which may be taken into and out of the country.

Hotels

It is of paramount importance to make a reservation – and confirm the booking – for a hotel room prior to your arrival. The hotel situation in Jeddah is very tight and it is always difficult to obtain a room. At the time of going to press the Meridien Hotel on Mecca Road and the Sheraton Hotel on the Airport Road were near completion.

Among the hotels are:

Al Attas Oasis Hotel (H3)

Prince Fahd Street.
Tel. 20400, 20211, 20418,
20609.

Telex 40158 ATASTEL SJ.

International Hotel (J5)

King Abdulaziz Street.
Tel. 29814, 29022, 29412.
Telex 40116 BAKSH.

Jeddah Airport Hotel (H3)

Airport Street.
Tel. 33155, 33261, 33489.
Telex 40115.

Jeddah Palace Hotel (J4)

P.O. Box 473.
Tel. 32255, 32387.

Kandara Palace Hotel (G2)

Airport Road.
Tel. 23155, 25755, 25700.
Telex 40095
KANDARAPALACE SJ.

Red Sea Palace Hotel (J5)

King Abdulaziz Street.
Tel. 28555, 28730, 28898,
28876, 28787.
Telex 40014 RESOTEL SJ.

Restaurants and cuisine

Most of the large hotels have dining rooms open to the public. In addition, we list a few restaurants together with our usual warning to travelers in hot countries – please take

special care when eating out. For example, stick to bottled, canned or hot beverages and remember to avoid ice cubes. Try to eat only cooked food and use caution when confronted with local dairy products.

American Style (B5)
Khalid Ibn al Walid Street.

El Hamra Casino (A10)
Seafront, opp. Hamra Guest Palace.
Lebanese food.

Jeddah International (C9)
near US Embassy.

National's Beach (Al-Kawather) (J5)
Queen's Building, Abdulaziz Street.
Lebanese and European food.

Le Castello (D5)
off Khalid Ibn al Walid Street.
Italian.

Topkapi (E5)
Khalid Ibn al Walid Street.
Turkish, Arabic and European food.

Waterfall Restaurant (K5)
(Call of the Roast Chicken), near Queen's Building off King Abdulaziz Street.
Lebanese and American style food.

Wimpy Bar (B6)
Medina Road.

Sights and excursions

SIGHTS

Water Tower (L1) – see picture on the front cover of this city portrait. The Jeddah Water Tower is to have a First Class Restaurant located in the top of the building – as yet not opened as we go to print. But it is a worthwhile photographic subject.

Jeddah Dome (B4). This is a special exhibition center open when there are fairs, seminars and exhibitions held there.

EXCURSIONS

There are several excursion goals which make pleasant day trips in the Jeddah area. For drives further afield, please consult local residents or the SAS office. If you are interested in visiting the desert, the Saudi Arabia Natural History Society in Jeddah sometimes arranges field trips with experienced guides and the necessary equipment.

The Creek (Sharm Obhor). Located off Medina Road, some 32 km (20 miles) north of Jeddah. This is an ideal place for swimming, snorkeling, scub diving, water skiing and boating. An inlet in the reef, the Creek is lined on both sides by motels



and private cabins (some of which can be rented). On the southern shore is a marina and the Red Sea Sailing Club House.

Taif. To get away from Jeddah's summer heat, it is a good idea to drive the 200 km (125 miles) along the Trans-Arabian Highway into the mountains to 600 ft.-high Taif. Please note there is a control point some 52 km (32 miles) from Jeddah where you may be asked to show your passport. Only Muslims can continue on the Mecca Road. On the non-Muslim bypass, one drives through scrubland until the Mecca ringroad is rejoined at km 129 (80 miles). As well as being a cool respite from the heat, Taif is a fascinating shangri-la for the souvenir hunter. In the suqs are gold jewelry, old guns and knives, heavy shepherd coats, leather sandals, carvings from old houses and embroidered bedouin dresses which can be made to order.

Business hours

Shops and offices are open 9 a.m. to 1 p.m. and 5 p.m. to 8 p.m., Government offices open from Saturday to Wednesday from 8 a.m. to 2 p.m.

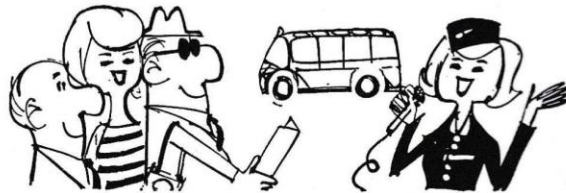
Shopping

The main shopping areas in Jeddah are centered on and around King Abdulaziz Street (J5). Here you can buy inexpensive imports from all over the world including radios, cameras, television sets, video sets, watches plus all the famous brand names in clothes, cosmetics and writing pens.

If you're interested in a locally-made gift, head for the street called "The Gold Souk" where every shop sells gold, jewels, diamonds and pearls in classical and modern designs.

Transportation

There are a number of difficulties in connection with private motoring which make it impractical to hire a self-drive car – and we recommend that you use the taxis in Jeddah. Cabs are available with a minimum fare of SR14 and the daily hire cost is SR100–150.



Climate and clothing

Jeddah has a warm and humid climate for most of the year – with temperatures up to 38°C (100°F) and a high humidity often more than 90%. Fortunately, the north-west winds from the sea help to relieve the oppressive heat.

Lightweight suits are suitable for most of the year – and in the “winter” from December to mid-February ordinary summer weight clothing, with light woollen dresses for women, are the order of the day. Jackets are only needed in hotels and offices where there is air conditioning. For women, cotton dresses, blouses and skirts are most convenient. Please note that women should dress conservatively at all times and avoid wearing trousers, sleeveless dresses and short skirts.

Useful information

- During the summer months, remember to take a little extra salt in tablet form – or dissolved in tomato juice.
- The holy cities of Mecca and Medina cannot be visited by non-Muslims.
- During Ramadan visitors should refrain from eating, drinking (except in hotel) or smoking in public during the daytime.
- Do not photograph people without permission.

Business notes

The Central Bank (J5) is the Saudi Arabian Monetary Agency, P.O. Box 394, Airport Street, Jeddah, tel. 31306/31130.

Contact with the Jeddah Chamber of Commerce can be made by writing to P.O. Box 1264 or telephoning 31059/23535.

Two English-language newspapers, Arab News and Saudi Gazette are published daily in Jeddah – while the weekly Saudi Economy Survey includes useful information on business and development projects.

National and public holidays

Thursday and Friday are holidays when government and business offices are closed.

Try to avoid visiting Jeddah during the month of the pilgrimage to Mecca when it is extremely difficult to secure a hotel room. The final 10 days of the month of Ramadan and the following 10 days should also be avoided if possible.

Name of my hotel:

Address:

Tel.:

Edited by Mike Simon

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