



## COOL INC ANNOUNCES ROAM, ITS DESTINATION MANAGEMENT COMPANY

*ROAM, a Joint Venture Between Cool Inc and Pelorus, Offers Unique High-End Tourism Products and Services to Enhance the Tourism Infrastructure Across the Kingdom of Saudi Arabia.*

ROAM, a joint venture between Cool Inc and Pelorus is set to launch as a new luxury Destination Management Company (DMC) in Saudi Arabia in March 2023. ROAM is a company built on an understanding of adventure, curation, and awe, constantly striving to be bold in all its endeavors. The launch event, which was held on March 13, celebrated the beginning of ROAM's journey, marking the start of a new era of luxury travel.

Pelorus is the leading ultra-luxury global travel company in the UK, providing bespoke travel and yachting experiences that aim to transform our perspective of the world and our impact on the planet. The company believes that everyone can experience the most unknown, beautiful, and culturally diverse places on Earth with the right people who can deliver this safely, comfortably, and with an eye for extraordinary innovation. Pelorus offers luxury yacht charters, expeditions, and tailor-made life-changing experiences on land, and was founded by ex-army captains Geordie Mackay-Lewis and Jimmy Carroll. The company's growth and success are a testament to its different approach and unique experiences, having received multiple awards and global acclaim.

Commenting on the launch, Sinan Al Saady, Group CEO, of Cool Inc said, "We are delighted to partner with Pelorus, a key tastemaker in ultra-luxury travel intelligence, to improve the infrastructure of Saudi Arabia's tourism industry and bring our contribution to Vision 20230. Through our partnership, we give local and international travelers the unprecedented opportunity to discover the hidden gems of KSA, making it possible for them to experience the beauty and diversity of our country in a luxurious and comfortable way. ROAM brings together every experience within Cool Inc's ecosystem and builds it around all of the consumers' travel and leisure needs including where to eat, where to stay, how to get there and what to do. Through its product offerings, ROAM has the capability to build temporary infrastructure so local and global travelers can visit and enjoy the best and most unexplored destinations within the Kingdom. Pelorus' focus on unique experiences aligns with our goal of providing bespoke travel experiences that challenge the norm and exceed expectations."

Cool Inc and Pelorus have collaborated to develop a unique strategy that incorporates the essence of Saudi culture and leverages each company's strengths to create innovative and enduring DMC experiences. By combining Pelorus' expertise in experiential travel with Cool Inc's local knowledge and market understanding, ROAM can now offer tailored DMC services specifically designed for the Kingdom, setting them apart from their competitors and enabling them to provide unparalleled levels of customer service. This approach distinguishes ROAM as a luxury travel and tourism brand that delivers exceptional, one-of-a-kind tourism products and services, contributing to the development of the Kingdom's tourism infrastructure and making it easier for travelers to discover its beauty.

Asked about the partnership, Geordie Mackay-Lewis, Co-Founder & CEO Pelorus said, "We are thrilled to partner with Cool Inc to deliver our bespoke, life-changing travel experiences to local



and international tourists in Saudi Arabia. Our team at Pelorus is committed to delivering unprecedented, sustainable DMC experiences that showcase the beauty and diversity of the Kingdom while preserving and protecting its unique environment. Environmental protection is at the heart of our mission, and we are excited to support the development of and take care of Saudi's diverse environment through our partnership with Cool Inc. Together, we are determined to set a new standard for luxury travel in Saudi Arabia that is socially responsible and environmentally sustainable."

ROAM's multi-vertical, product-driven, and service-led business is made up of four key verticals, including Bespoke Travel, Tour Services, Accommodation Bookings, and Transportation. The company will also offer Aviation, Concierge Services, Brand Experiences & Events, Luxury Events & Activations, VIP Guest Management, and VIP Transportation.

ROAM's unique products include Mobile Camps, Day Camps, E-Buggies & E-Quads, Paratrikes, and Private Dining Experiences. These products highlight the very best of Saudi Arabia and are available for purchase as part of the company's bespoke travel service or as standalone experiences.

ROAM will be activating regions throughout the year, following the seasons, with destinations including Tabuk, NEOM, Al Ula, Jeddah (HQ), Riyadh, Al Ahsa Oasis, and Red Sea from October to March, and Taif, Al Baha, Tanomah, Abha, Jazan region, and Farasan Island from March to September.

ROAM is happy to unveil its new DMC experiences and offer an incredible lineup of summer activities, starting with its mountain destinations in Taif and Al Bahah. With activities designed to cater to virtually every discerning traveler's interest and taste, we're confident that adventurers and thrill-seekers will find the unforgettable memories they crave while exploring the unique beauty and culture of the Kingdom. We're excited to announce that bookings for these activities will open on April 30th, with more activities to be unveiled in the coming weeks. Book your activities with ROAM to experience the best of Saudi Arabia this summer and embark on an unforgettable adventure of a lifetime.

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#### **ABOUT COOL INC:**

Cool Inc is a luxury and lifestyle hospitality holding shaping the future of what's cool in Saudi Arabia. Pioneering the transformation of the leisure and hospitality market in the Kingdom, Cool Inc combines the local entrepreneurial spirit with an affluent global skillset to provide consumer-centric experiences.

Cool Inc is committed to introducing a vibrant lifestyle to the Kingdom's selective clientele with an exclusive portfolio of leading destination dining & members' clubs, bespoke travel, luxury lodging and adventure experiences.

Visit [www.coolinc.com.sa](http://www.coolinc.com.sa) for more information.

#### **ABOUT PELORUS**

Pelorus is a luxury experiential travel and yachting company, operating since 2017. They design tailor-made travel experiences and yacht expeditions in extraordinary places across the globe that seek to transform our perspective. Founders Geordie Mackay-Lewis and Jimmy Carroll are



ex-British Army captains and bring their experience leading British reconnaissance units on long-range desert patrols and helicopter operations to their truly custom trips. The knowledge and skills they forged during these years lay the foundations upon which Pelorus is built. In a time when genuine escape is hard to find, Pelorus takes a new approach to the travel and yachting sectors. Delivering boundary-pushing ideas for the new era of discovery. Visit [www.pelorusx.com](http://www.pelorusx.com) for more information.

### **ABOUT ROAM**

ROAM is a luxury Destination Management Company (DMC) operating in The Kingdom of Saudi Arabia since March 2023. Enablers and innovators, with a sense of adventure, ROAM is developing luxurious travel to its full potential across The Kingdom. Turning exceptional and undiscovered places into individual and memorable experiences. Roam gives travelers, both domestic and international, the chance to experience the unexperienced, by operating a robust multi-vertical, product-driven, and service-led business made up of four key verticals: inbound tour operations, brand activations and events, VIP transportation, and tourism product development. ROAM aims to rewrite the narrative of local tourism in KSA and become the most trusted luxury travel and tourism brand in The Kingdom. Visit [www.experiencesbyroam.com](http://www.experiencesbyroam.com) for more information.