

Press release

For Immediate Release

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Swiss International continues expansion in KSA, opens 2 hotels in – Tabuk and Al Qaseem!

Swiss International Boutique Hotel Saif – Al Rass and Swiss International Tabuk Hotel will welcome guests this September 2017!

Baar (CH)/Ras al Khaimah (UAE)/Riyadh (Saudi Arabia), September 11, 2017 – Swiss International proudly announces the opening of the chain's 6th and 7th Hotel in Saudi Arabia, Swiss International Boutique Saif – Al Rass and Swiss International Tabuk Hotel.

After entering major cities like Riyadh, Dammam, Jeddah and waving its flags in Al Baha and Turaif, Swiss International now sets its foot in the Tabuk Province and Al Rass region of Al Qaseem Province.

Naji Al Shiha, the CEO of Swiss International Arabia added "We have watched and identified Tabuk and Al Rass as upcoming cities with great potential.

We look forward to welcoming our guests seeking high level of comfort & service, which is synonymous with the Swiss International Brand. In the coming months, we are opening 2 hotels in Jeddah and 1 hotel in Makkah.”

Swiss International Boutique Saif – Al Rass

The newly constructed hotel in Al Rass region of Al Qassim Province is the first International chain hotel in Al Rass offering international standards, comfort and service.

The hotel has 62 rooms and suites with all upscale amenities including free Wi-Fi. The Suite rooms also have Jacuzzi and Sauna.

A revolving restaurant – Grill Room, on the top floor that offers breathtaking 360° view is the talk of the town. In addition, the hotel also has a café for women only and a lobby café on the ground floor.

The facilities also include one big banquet hall with a capacity of 200 guests, 3 meeting rooms, a male Spa and a female Spa.

The hotel is expecting domestic travelers, both leisure and business.



Swiss International Boutique Saif - Al Rass

Swiss International Tabuk Hotel

Located in the heart of the city, with only 3 minutes' drive to Prince Fahad Bin Sultan Hospital and 7 km's from Prince Sultan Bin Abdul Aziz Regional Airport in Tabuk, cater to the needs of business and leisure travelers alike.

The hotel has 82 upscale fully equipped rooms and suites featuring traditionally inspired Arabian décor combined with international standards of service, in compliance with Swiss International's tag line – International Quality, Local Affinity.

The hotel also features 2 meeting rooms, 1 large banquet hall, fine dining restaurant, café, fitness center, indoor pool and a Spa.



Swiss International Tabuk Hotel

Speaking of the new hotel opening, Mr. Henri W.R Kennedie, the President and CEO of Swiss International Hotels & Resorts said: "The 2 openings solidifies the chain's position as one of the fastest hotel developer in the Middle East, while the chain is also celebrating its nomination for "Best Hotel Developer Award" for the upcoming Middle East Hospitality Awards."

Swiss International currently has 30 hotels under contract all over the globe, with 14 hotels in the Middle East, of which 8 are operational.

About:

Swiss International Arabia

Swiss International Arabia was created after Swiss International and HDG from Dammam entered into a regional co-operation for the Middle East and Egypt. Today the company has turned into a one-stop provider of services covering from asset management to operational support. The strategy for growth emphasizes becoming a bridge between investors and Swiss International providing comprehensive and versatile support.

Swiss International Hotels

Founded in 1982, Swiss International Hotels is established in Switzerland. Swiss International Hotels & Resorts is currently associated with hotels in Switzerland, Germany, the Netherlands, Greater China, the Middle East and Africa. The company is registered in Baar, Switzerland and is operating from the UAE (Ras Al Khaimah). Swiss International is operating and licensing its hotels under the following brands: Royal Swiss (Luxury), Swiss International Hotels & Resorts (Upscale), Swiss Spirit Hotels & Suites (Mid-market) and Yes Inn (Economy).

Please also see :(<http://www.swissinternationalhotels.com/>)