

Press release

For Immediate Release

Swiss International Hotels & Resorts adds its 8th hotel in the Kingdom of Saudi Arabia

The Swiss International Al Hamra will be the Company's first hotel in Jeddah, Saudi Arabia.

Baar (CH)/Ras al Khaimah (UAE)/Nairobi (Kenya), August 7th 2019 – Swiss International Hotels & Resorts is proud to announce the signing of the Swiss International Al Hamra in Jeddah.

The hotel is located in the heart of Jeddah City. The hotel has 127 rooms and suites, 2 Eventives Venues (Meetings & Events), a Business Centre and 3 Food and Beverage Concepts - a Swiss Restaurant and Lounge, a Grill Room and the Moods Shisha Lounge. The hotel is scheduled to open its doors from 1st September 2019.

Jeddah is Saudi Arabia's second largest city of Saudi Arabia and the commercial Capital of the country. Business has thrived in Jeddah on an international level because of its maritime trade routes. Due to its positioning, Jeddah has emerged as the second-largest business center in the Middle East after Dubai.

"We are extremely excited with the expansion of Swiss International Hotels & Resorts in the Kingdom of Saudi Arabia. It is a great achievement for both Swiss International and its Regional Operations and Representation office in Saudi Arabia," said Mr. Henri W.R Kennedy, the CEO of Swiss International Hotels & Resorts.

"Swiss International Hotels & Resorts and Swiss Spirit Hotels & Suites are highly appreciated hospitality brands in the different regions of the world and Saudi Arabia is no exception," added Mr. Kennedy.

Mr. Naji Al Shiha, the CEO of Swiss International Arabia, further added, "Swiss International Arabia has been operating hotels, under the Swiss International brands, in Saudi Arabia since 2016, offering high standards of quality, great comfort and unparalleled levels of services.

With the upscale Swiss International Hotels & Resorts and mid-scale Swiss Spirit Hotels & Suites, our guests have excellent choices of accommodation options to choose from."

Swiss international Arabia is looking for further expansion in the Middle East and is looking the expand the portfolio to 50 hotels in the next 5 years.

About:

SWISS INTERNATIONAL

Founded in 1980, Swiss International Hotels is established in Switzerland. Swiss International Hotels & Resorts is currently associated with hotels in Africa, the Middle East and Asia. 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 YESINN by Swiss International (Economy).

Please visit www.swissinternationalhotels.com for more information or connect with Swiss International on [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#), and [YouTube](#).

SWISS INTERNATIONAL ARABIA (HOSPITALITY DEVELOPMENT GROUP - HDG)

HDG is one of the leading hospitality firms in the Kingdom of Saudi Arabia with a proven record of accomplishment for sound financial performance and aggressive growth plans that provide maximized investor returns. This is complemented by first-class properties and service.

HDG signed a contract with Swiss International to be its exclusive hotel development representative in the Middle East.