

Press release

For Immediate Release

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Swiss International Hotels & Resorts enters into an agreement for a resort in Riyadh

Swiss Spirit Resort Riyadh will be Swiss International's first mid-scale Resort in Saudi Arabia.

Baar (CH)/Ras al Khaimah (UAE)/Nairobi (Kenya), August 14th 2019 – Swiss International Hotels & Resorts is pleased to announce the signing of a resort in Riyadh, Saudi Arabia.

Swiss Spirit Resort Riyadh is a midscale resort is located on the King Fahad Road in Riyadh. This new resort features 20 villas each with a private swimming pool. Swiss Spirit Resort Riyadh will also feature Swiss International's signature concepts such as the Swiss Restaurant & Lounge, the Inspirations Gym and a Spa. The resort will start welcoming guests from the 1st September 2019.

Riyadh is the capital city of Saudi Arabia, the political and administrative center. In addition, it is also of great economic importance as it is the headquarters of many banks, international companies, and the location of the King Abdullah Financial District - which is one of the world's largest financial centers.

Mr. Henri W.R Kennedie, the CEO of Swiss International Hotels & Resorts, when asked about the signing of the agreement said, "We are extremely pleased with the addition of another Swiss International in Riyadh. Riyadh continues to prove to be a key city where we can continue to serve corporate and leisure guests. With the signing of a resort, our intention is to give our guests a comfortable place to stay as they conduct business or relax with their families and friends."

Mr. Naji Al Shiha, the Managing Director of Swiss International for the Middle East, further added, "With every new hotel signing we see that a lot more hotel owners understand the value Swiss International is bringing to the hospitality industry in Saudi Arabia. The Swiss International brands are committed to upholding the Swiss levels of quality which is delivered when we follow our Swiss Company Values."

Swiss international Arabia is looking for further expansion in the Middle East and is looking to 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

Swiss International Arabia 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.

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