

## Press release

### For Immediate Release

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## Swiss International Hotels & Resorts signs an agreement for a new hotel in Istanbul

*Swiss International Boutique Tej Sultan is the chain's first hotel in Istanbul, Turkey*

Baar (CH)/Ras al Khaimah (UAE)/Nairobi (Kenya), December 6, 2019 – Swiss International Hotels & Resorts is pleased to announce the signing of a Boutique hotel in Turkey's largest city, Istanbul.

Swiss International Boutique Tej Sultan is an upscale hotel in the middle of the "Old City" of Istanbul. Famous places of interest here are: Topkapi Palace, Hagia Sofia, the Blue Mosque and the Spice market.

This newly renovated 100-year-old building was renovated and converted into a Boutique hotel, featuring 32 rooms & suites, a Swiss Flavors Restaurant & Lounge a rooftop TED & Co Bar & Lounge, 2 Eventives rooms and an Inspirations Gym. The Swiss International Boutique Tej Sultan will start welcoming guests from 1st October 2020.

This hotel is part of 2 additional expansions with 66 and 80 rooms respectively. All together Swiss International will be present in the Old Town of Istanbul with almost 200 upscale rooms.

Istanbul is Turkey's economic heart and has been attracting over 13,5 million foreign tourists in 2018, 25 % more than that in 2017. With the new Istanbul International Airport, this number is expected to increase even further.

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 bringing Swiss International to the dynamic market of Istanbul and Turkey".

Mr. Rusen Baltaci, the CEO of Kube Real Estate, the Master Developer of the hotels, said: "We are very pleased to have Swiss International coming to Istanbul and to have become our partner in the further development and growth in the City".

The Swiss International brands are committed to upholding the Swiss levels of quality which is delivered when we follow our Swiss Company Values."



Mr. Henri Kennedie, CEO of Swiss International is handing over the Swiss International plaque to Mr. Rusen Baltaci of Kube Real Estate

Swiss International Boutique Tej Sultan is the Company's 25<sup>th</sup> hotel in the Group, which is active in 17 countries in Africa, the Middle East, Europe and South Asia.

Swiss International is expected to grow the portfolio to 50 hotels in the next 2 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](http://www.swissinternationalhotels.com) for more information or connect with Swiss International on [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#), and [YouTube](#).