

Press release

For Immediate Release

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Swiss International and Alisa Hotels Ltd has signed a License Agreement as Swiss Spirit Hotel & Suites - Alisa Accra

The agreement starts May 1, 2016 and this marks the entry of Swiss International in Ghana, the Company's 5th African country.

Baar (CH)/Ras al Khaimah (UAE)/Accra (Ghana), April 1, 2016 – Swiss International Hotels & Resorts is proud to announce the signing of a license agreement with the owning company of Alisa Hotel Accra.

The hotel is undergoing re-branding and training initiatives and will continue for a period of 3 months. The new name of the hotel will be: **Swiss Spirit Hotel & Suites Alisa - Accra.**

This 199 room hotel is strategically located in the upscale North Ridge district of Accra. North Ridge was originally planned as a neighborhood for civil servants and businessmen in the colonial era. Today, North Ridge remains one of the best residential neighborhoods in Accra. The area of North Ridge, West Ridge, and East Ridge, collectively referred to as "The Ridge" is populated by several major embassies, including those of Germany and the United Kingdom, making it an ideal location for an international hotel brand.

The Swiss Spirit Hotel & Suites Alisa – Accra will offer besides the 199 oversized rooms and suites, a Swiss Café Restaurant & Lounge, a TED & Co Bar & Lounge, The Box – for Meetings & Events and an Inspirations Pool & Gym.

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The General Manager of the Alisa Hotels Ltd, Mr Yusuf Olela stated: "With Accra becoming one of the leading destination cities in Africa, there has always been a call for Alisa Hotel to be competitive in the global market and to reorganize its services to international standards. We believe the association with Swiss International will empower us to offer top international hospitality services."

The Hotel is the first hotel of the chain in Ghana. The hotel has entered a license agreement with Swiss International on March 3rd, and as such will benefit from the strength and offerings of an international brand.

"We live in a globalized world. Travellers seek the same levels of service and quality from the hotels at home and abroad indicating demand for international hotel brands. Swiss International is making its debut in the country and we are happy that we entered the capital" commented Mr Henri W.R Kennedie, the CEO of Swiss International Hotels & Resorts.

Mr Kwame Ofosu Bamfo, the owner of the hotel added "This is an exciting time for our company as we partner with Swiss International to gain and secure a stronger position in the hotel market of Accra. I am convinced that our hotel, under the flag of Swiss International, will continue to see higher peaks of success."



When asked about the role that emerging markets like Ghana play in the broader portfolio of International hotel brands like Swiss International, Dr Wasiu Babalola, Managing Director - Africa for Swiss International Hotel & Resorts commented: "In general, Africa is considered to be the market with the biggest possibility for growth, as it is yet to maximize its development potential. The hospitality industry in Ghana and Accra in particular has seen huge growth around rising commercial centers and natural resources extraction."

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The arrival of Swiss Spirit Hotel & Suites brand in Ghana earmarks Swiss International's commitment to Africa. The chain is already represented in Nigeria with 2 hotels, in Rwanda with 1 hotel and in Sierra Leone with 1 hotel and it is moving to Kenya to operate a luxury resort.

Swiss International plans to become a leading brand in Africa. For this reason Swiss International has recently moved its Service center to Ras Al Khaimah, UAE. The availability of the company's 6 brands; Royal Swiss (Luxury), Swiss International Hotel & Resorts (Upscale), Swiss International The Residences (Upscale), Swiss Spirit Hotel & Suites (Mid-market), Swiss International Boutique (Boutique) and Yes Inn by Swiss International (Budget) and its associated concepts will make it possible to reach the company expansion objective of having 150 hotels by the year 2020 globally.

About:

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 luxury brand "Royal Swiss" the upscale Swiss International and The Residences by Swiss International, as well as the company's midscale brand Swiss Spirit Inns, Hotels & Resorts.

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