

## Press release

### For Immediate Release

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## Swiss International Hotels & Resorts Launches its New Website

*"Swiss International invites visitors to explore the new website"*

Baar (CH)/ Ras Al Khaimah (UAE)/ May 03, 2017 – Swiss International announces the launch of a new and redesigned version of its website, [www.swissinternationalhotels.com](http://www.swissinternationalhotels.com). The site's refreshed and simplified look, combined with enhanced content, improved search functionality and also mobile compatibility will allow the customers to better interact with Swiss International's hotels and its services.

The website has a completely new look with a golden touch exemplifying elegance and class. The new features of the website include simplified and faster booking experience, and the new booker's loyalty program – "SWISS-DARLING". After the program's launch in March, SWISS-DARLING prominently features on the new website taking in enrolment registrations, login options, reward tracking and many more.

Along with its hotel guests it also presents substantial information for the hoteliers and owners. With respect to the company's business, it is divided into three sections: who we are, what we do, where we work which clearly explains the overall brand.

Mr. Henri Kennedie, the CEO and Managing Director of Swiss International Hotels & Resorts said, "The new website which offers quick and easy access to essential information is a part of the organisation's on-going effort to enhance the quality and availability of information to its current and prospective guests worldwide"

"The website is the virtual and a vital medium through which the consumers get to learn about us, and we wanted to enhance this medium to let the consumers have the best of experience with us right from where it gets to know about us." added Mr. Henri Kennedie.



Created with the user experience firmly in mind, the website will certainly allow the users to have an engaging experience with the consumers.

Take a look at the new website and why not give us your feedback on the new website by posting a comment or messaging us at our Facebook page.

### **Swiss International Hotels & Resorts**

Founded in 1982, Swiss International Hotels is established in Switzerland. Swiss International Hotels & Resorts is currently associated with hotels in Switzerland, 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, Hotels & Resorts.

(Please see: [www.swissinternationalhotels.com](http://www.swissinternationalhotels.com))