

Press release

For Immediate Release

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Swiss Darling launched by Swiss International Hotels & Resorts

Swiss Darling is the Booker Loyalty Program for Corporate accounts

Baar (CH)/ Ras Al Khaimah (UAE), June 01, 2017 – Swiss International is proud to announce the launch of its booker’s loyalty program – “**Swiss-Darling**”; a reward system designed exclusively for the corporate bookers. The program was first launched at Swiss International Lenana Mount Hotel in Nairobi, Kenya on 1st of March. This program is now available for all hotels under Swiss International Hotels & Resorts.

Swiss-Darling is developed to appreciate the bookers who make bookings at Swiss International Hotels & Resorts. The member earns points on every booking made that can be redeemed later at any Swiss International Hotel. That is not all, the member also gets free invitation to cocktail parties, have free access to the hotel’s inspirations pool and gym and also benefits with the special corporate rate bookings.

The membership is hassle free and also allows enrolment online. The program has its own dedicated website where the members can sign in, track their earned points and also initiate their redemption process.

Mr. Henri W.R. Kennedie, Chairman and CEO of Swiss International said, “Typically, we have leisure and business travellers. Swiss-Darling is a step forward to enhance the chain’s relationship with corporate travellers and the corporate world. We want to develop mediums to be able to interact to different segments guests based on their specifications and not try and fit all in one”

“Together with Swiss-Select and Swiss-Darling, we look forward to widen Swiss International’s networks and connectivity by building strong relationships with our guests.”

Swiss International

HOTELS & RESORTS

Mr. Roland Henkel, General Manager of Swiss International Lenana Mount (Nairobi, Kenya) said, "Swiss-Darling is indeed a special product, we have received overwhelming responses ever since our launch. Just how Swiss-Select builds our relationship with the guests, Swiss-Darling allows us to establish strong relationships with our corporate bookers in the surrounding companies at local and regional markets."

Swiss-Darling

Booker Loyalty Program

Swiss International Hotels & Resorts

Founded in 1982, Swiss International Hotels is established in Switzerland. Swiss International Hotels & Resorts is currently associated with hotels in Africa, the Middle East and India. 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 "Swiss International", midscale brand – "Swiss Spirit Hotel & Resorts" and Yes Inn by Swiss International.

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