

## Press release

### For Immediate Release

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## **Swiss International Hotels & Resorts Launches its New Website**

*"Swiss International is pleased to announce the launch of its new website"*

Baar (CH)/ Ras Al Khaimah (UAE)/ February 26, 2018 – Swiss International announces the launch of its newly upgraded website, [www.swissinternationalhotels.com](http://www.swissinternationalhotels.com). The new website has been designed to provide the ultimate user-friendly experience with improved navigation and functionality and compatibility to today's browsers and mobile devices.

The website has a refreshing new look with a gold touch exemplifying elegance and class. Together with its new look, the website's new features include a simplified and faster online booking experience, access to the loyalty programs – both the Swiss Select Guests Loyalty program and the Swiss Darling Bookers loyalty program, real-time guests feedback and an image gallery for each of the hotels.

The new website presents substantial information not only for the hotel guests and bookers but also for hoteliers and owners. These information include the company's brands and license formula and the company's development initiatives.

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"

Mr. Henri Kennedie further added that "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 when they begin to get to know about us."



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

Swiss International is pleased to invite everyone to visit the new website and to share your feedback either by email: [info@swissinternationalhotels.com](mailto:info@swissinternationalhotels.com) or on Facebook or Twitter.

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

Founded in 1982, Swiss International Hotels is established in Switzerland. Swiss International Hotels & Resorts is currently associated with hotels in Europe, Asia, the Middle East and Africa. The company is registered in Baar, Switzerland and is operating from the U.A.E. (Ras Al Khaimah). Swiss International is operating and licensing its hotels under the luxury brand Royal Swiss, the upscale brand Swiss International, the midscale brand Swiss Spirit Hotels & Suites, as well as the company's economy brand YES INN.

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