

Press release

For Immediate Release

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Taif, City of roses, welcomes Swiss Spirit – Hotel & Suites in Mecca province in Saudi Arabia.

Swiss International's expansion program continues with this new Swiss Spirit Hotel & Suites Taif

Baar (CH)/Ras al Khaimah (UAE)/Nairobi (Kenya), August 21st 2019 – Swiss International Hotels & Resorts is pleased to announce the signing of Swiss Spirit Hotel & Suites Taif, Saudi Arabia.

The hotel is located on King Saud Road in Taif which is located at 85 km from Mecca. Swiss Spirit Hotels & Suites Taif has 42 superior rooms and suites, a restaurant, an Eventives Venue (Meetings & Events), a Business Centre and a fully equipped Inspirations Gym. The hotel will start operations on 1st September 2019.

Taif bears the name of one of the most ancient and most popular markets in history of the Arabian Peninsula. It has many famous sites and its home to the Taif Regional Museum, which was become one of the most important museums in the Kingdom making it an ideal location for an international hotel brand. The city is the center of an agricultural area, it is well known as the city of roses and it is the best summer destination in Saudi Arabia as it enjoys nice weather during summer.

Mr. Henri W.R Kennedie, the CEO of Swiss International Hotels & Resorts, when asked about the signing of the agreement said, "We are continuously looking to grow our chain with excellent quality hotels. We are pleased to take our brand to Taif. Swiss Spirit Inns Hotels & Suites is a highly competitive brand and we are sure the hotel will prove to be a preferred place to stay, because the city is a great tourist destination."

Mr. Naji Al Shiha, the Managing Director of Swiss International for the Middle East, further added, "Taif is a great location to have our hotels because it's quite popular with tourists. We are glad with this new hotel, because we will be able to respond the growing demand for the hospitality experience in Taif as well as widen our presence in Saudi Arabia."

Swiss International continues to prove its commitment towards the Kingdom of Saudi Arabia. It is with no doubt that, the Swiss International brands have made remarkable impact on global hospitality offerings and businesses. This has led to the growth of the brand with an increasing number of hotels. With every new addition of hotel Swiss International views itself closer to the aim of having 50 hotels in the Middle East by the end of 2022.

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 for more information or connect with Swiss International on [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#), and [YouTube](#).

SWISS INTERNATIONAL ARABIA

Swiss International Arabia is one of the leading hospitality firms in the Kingdom of Saudi Arabia with a proven record of accomplishment for sound financial performance and aggressive growth plans that provide maximized investor returns. This is complemented by first-class properties and service.

Swiss International Arabia signed a contract with Swiss International to be its exclusive hotel development representative in the Middle East.