

Press release

For immediate release

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Owerri, Nigeria's Entertainment Capital, welcomes Swiss International Hotels & Resorts

Beland Hospitality Hotel becomes Swiss International Beland and is Swiss International's fourth Hotel in Nigeria.

Baar (CH)/Ras al Khaimah (UAE)/Nairobi (Kenya), September 29, 2020 – Swiss International Hotels & Resorts announced the signing of a License Agreement for Swiss International Beland in Owerri, Nigeria.

Swiss International Beland is ideally located on Umuguma Road in New Owerri, which is off the Port-Harcourt – Owerri Express road. It is 79km from the oil-rich city of Port Harcourt. The hotel is a comfortable 30-minute drive from Sam Mbakwe Airport. The Airport provides flight services to Abuja, Lagos, Port Harcourt, and Enugu.

Swiss International Beland offers upscale hotel accommodation of 124 rooms, of which 24 are suites. In addition, the hotels offer 1 restaurant, 3 bars & lounges, 5 conference & event rooms, 1 pool and spa, 1 Gym, Parking and free high-speed Wi-Fi. After the re-branding, the Swiss International will offer its guests the Swiss International concepts of the Flavours restaurant, the TED & Co - Bar & Lounge, the Eventives rooms for Meetings and Events and the Inspirations Pool & Gym.

Owerri, also known as the heart of Igboland, is the capital of Imo State in Nigeria. The city is bordered by the Otamini River on the East and Nworie River on the South. The city uses the slogan Heartland as it is a hub for excitement, activities and entertainment for tourists; with its spacious hotels, street casinos, production studios and high-quality centers for relaxation.

Chief Bartholomew Okoro, owner of the Beland Hotel & Tours Ltd. commented on the choice of Swiss International: "our choice for Swiss International is that this franchise adds substantial value to the Beland Hotel, it's not only the strong commercial formula, but also the "in-house" concepts, like the Swiss Flavours restaurant and the TED & Co will upgrade the hotel to the international standards, famous for Swiss International. Our guests will also be able to join the loyalty program "Swiss-Select" giving them points for their stays at Swiss International Hotels & Resorts".

Mr. Henri W.R Kennedie, the CEO of Swiss International Hotels & Resorts, expressed delight when asked about the signing of the contract," Owerri is a bustling city, with lots of attractions for tourists and business visitors.. We are pleased to be present in the hub, accommodating both local and international while meeting our Swiss levels of quality."

Mr. Francis Ogosi, the Business Development & Project Manager in West Africa, shared: "Swiss International Hotels & Resorts continues to strengthen its presence in Nigeria, with two hotels in Port Harcourt and one in Lagos. We are pleased to introduce the Swiss levels of quality to the local and international guests of Owerri."

Swiss International Beland is the chain's first hotel in Owerri and the fourth hotel in Nigeria. Other hotels in Africa are based in Ghana, Tunis, Kenya and Uganda. The pipeline for Africa is another 15 projects, bringing the total up to 24 hotels in operation and under development.

The company is anticipating the growth of the portfolio to 50 hotels in the next 2 years. The Swiss International brands are committed to upholding the Swiss levels of quality.

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](#).

BELAND HOTEL & TOURS

The Beland Hotel and Tours company was created to stimulate tourism and business traffic in Imo state. The Beland hotel is the first investment in the hotel industry in Nigeria.

Now together with Swiss International the company is looking forward to enlarging its footprint in Western Africa.