

Press release

For Immediate Release

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Swiss International enters the Kingdom of Bahrain with the signing of the Swiss International Palace Hotel

The well-known Palace hotel, located in the Gudaibiya area of Manama will be rebranded to receive its guests as the Swiss International Palace hotel, effective July 1, 2016.

Baar (CH)/Ras al Khaimah (UAE)/Manama (Bahrain), June 28th, 2016 – The Palace hotel (formerly known as the Ramada Palace hotel) concluded a franchise agreement with Swiss International, with effect from July 1, 2016. The signing took place on Monday June 20th at the hotel in Gudaibiya Avenue Road in Manama, Bahrain. The Managing Director of the owning company, Sheikh Mohammad Sajid and the Chairman of Swiss International, Mr. Henri Kennedie signed the agreement in the presence of the management team of the hotel, under the guidance of Mr. Harish K. Bhojwani, the hotel's General Manager.



Picture of the Management team of the hotel together with Mr. Kennedie, Chairman of Swiss International

With the addition of Bahrain in the company's portfolio, Swiss International embarks on the journey to create its mark in yet another region of Middle East which displays the brand's strong commitment to the Middle East. Coupled with the different attractions that Bahrain offers catering to the distinct interests of people will reap positive results for the hotel and its shareholders.

The Company is already represented in Saudi Arabia with 9 hotels and is looking for further expansion in the Emirates, Oman, Qatar and Kuwait.

"After 10 years, we wanted to be affiliated with a brand that would align better with our product positioning. Swiss International's Mission Statement: "Living up to the reputation of Swiss Hospitality" is exactly what we want for our hotel in the coming years", said Sheikh Mohammad Sajid.

Mr. Harish K Bhojwani added, "Swiss International offers everything and more what we need to effectively operate in the Bahraini market. A state-of the art central reservation system, forward looking reputation management system, an strong revenue management system and a set of loyalty & reward programs that will impress our guests",

The Chairman of Swiss International, Mr. Henri Kennedie said: "For some time now, we were looking for the right partner in Bahrain to get affiliated with. The company, Al Jabriya Hotel Management CO WLL is committed to the hospitality industry with several hotels in Bahrain and Qatar. Their Palace hotel in Manama is a prime example of an upscale hotel, representing the Swiss Values, which we want to see so dearly in our hotels."

The Swiss International Palace hotel will offer:

- ❖ Hotel of 84 spacious rooms and suites with free wifi
- ❖ Restaurants: Swiss Café – Restaurant & Lounge, TED & Co, Bar & Lounge, Akbar, Indian specialty restaurant, Thai restaurant and a Turkish Moroccan restaurant
- ❖ Eventives for conferences and Banquets – Capacity from 10 delegated to 2,000
- ❖ Twister Club
- ❖ Inspirations Pool & Gym and Thai Spa



The Swiss International Palace hotel in Manama - Bahrain

The rebranding of the Palace Hotel to the Swiss International Palace hotel will be completed by September 1, whilst the reservation channels will be open as from July 1, 2016.

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 more 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 and 150 hotels worldwide by the end of 2020.

About:

Swiss International Hotels

Founded in 1982, Swiss International Hotels is established in Switzerland. Swiss International Hotels & Resorts is currently associated with hotels in Switzerland, Germany, the Netherlands, 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 following brands: Royal Swiss (Luxury), Swiss International Hotels & Resorts (Upscale), Swiss Spirit Hotels & Suites (Mid-market) and Yes Inn (Economy).

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