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Press Release

Monday 6th May 2013

Shaza Hotels increases its presence in the region with a new project in Doha.

The success story of Shaza Hotels continues with the signing of this iconic hotel, as announced at the Arabian Travel Market 2013.

Dubai, UAE: Opening in Spring 2016, Shaza Doha, is located in the heart of the cultural district, within walking distance of major tourist attractions, including the famed Museum of Islamic Art, the Qatar National Museum and Souq Waqif. Shaza Doha will have 180 rooms and suites, three dining venues, an executive club, the signature Shaza Hammam & Spa, an innovative Kids' Club, and the country's first art gallery to be integrated into the lobby.

Shaza Doha will boast one of the country's first business clubs for leaders of society, with membership being by invitation. The club comprises of a restaurant, where celebrity chefs will be flown in from around the world offering the ultimate dining experience. The club will offer members a variety of privileges including private meeting rooms, exclusive suites, cigar lounge, library lounge and access to the hotel's recreational facilities.

The dining venues at Shaza Doha will be the most innovative concepts brought into the country, inspired by the cuisines of Silk Route. The hotel will also have two ballrooms, media centre and the Shaza signature Shalimar lounge. The Kids' Club at Shaza Doha, will be the first of its kind in the region, based on the philosophy of the three "Es" -Entertainment, Exploration and Education for our younger guests.

At this ATM "We are very excited to announce the signing of Shaza Doha. Doha is keen to develop and showcase the region's arts and heritage. This complements Shaza's vision, to recognise and embrace the values and cultures of this region. We are a natural fit for this project and look forward to being a part of this aspiring city." said Simon Coombs, President & CEO of Shaza Hotels during the signing of project.

Shaza Doha will complement Shaza Hotels' existing portfolio of 9 hotel projects in operation or under development, these include Shaza Al Madina (Al Madinah Al Munwarrah, Kingdom of Saudi Arabia) and Hotel Bristol Sarajevo (Sarajevo, Bosnia & Herzegovnia), Shaza Cairo Nile, Shaza Doha, Shaza Fez, Shaza Al Rawdatain Karbala Residences, Shaza Marrakech, Shaza Salalah and Shaza Sarajevo.

Shaza aims to increase its portfolio across the region with projects in Amman, Dubai, Istanbul, Jeddah, Muscat and Riyadh, among others.

Simon Coombs, President & CEO of Shaza adds "Our vision is to create a unique brand for the Region, that celebrates its diverse cultures, whilst still delivering international standards of luxury. We continue to selectively engage with owners and developers who share this vision, and who desire to create innovative hotels that express the local culture with a lasting personality."

End

Shaza Hotels (Management) Limited, Dubai Branch, PO Box 213566, Dubai, United Arab Emirates
T +971 4 437 6460 | F + 971 4 445 8543 | info@shazahotels.com
shazahotels.com



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Shaza Hotels was recognised as the Best Hotel Concept 2012 at the World Travel Awards. Shaza is the only international luxury five star hotel brand, inspired by the cultures of the Silk Route in a contemporary setting. The cultures of the Silk Route have strong similarities across the region in architecture, art, language, cuisines, values and hospitality. Shaza Hotels represent these cultural similarities in a contemporary style with understanding and sincerity, creating richness and inspirational spaces that guests from the region desire. Shaza Hotels' is a result of a joint venture with world renowned hotelier Kempinski Hotels.

For more information please visit www.shazahotels.com.

Global Hotel Alliance

Shaza Hotels is a member of the Global Hotel Alliance (GHA). GHA is the world's largest alliance of independent hotel brands. GHA currently includes brands such as Anantara, Art Series, Doyle Collection, First, Kempinski, Individual Collection, Leela, Lungarno Collection, Marco Polo, Mokara, Omni, Pan Pacific, PARKROYAL, QT, Rixos, Rydges, Shaza, Tangram and Tivoli encompassing over 330 upscale and luxury hotels with over 75,000 rooms in 57 different countries. For further information visit www.gha.com

Attachments

Shaza Doha Property Factsheet

Images

Shaza Doha Exterior Render
Simon Coombs – President & CEO of Shaza Hotels



Exterior rendering of Shaza Doha



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Simon Coombs – President & CEO of Shaza Hotels



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For further information please contact:

Katrina Thornely
Marketing Coordinator

Shaza Hotels

Website: www.shazahotels.com

Email: Katrina.thornely@shazahotels.com

Mobile: +971 50 658 3952

Office: +971 4 437 6460

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