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Press Release

Wednesday 7th May 2014

Shaza Hotels Signs a Second Management Contract with Taameer Investment

Shaza Hotels partners once again with Oman based Taameer Investment to manage a new hotel in Muscat.

Dubai, UAE. Located on the prestigious Marina-front of The Wave Muscat, the hotel will offer a unique experience in the Sultanate for guests looking for a contemporary and trendy setting, which at the same time is respectful of the Omani culture.

The Marina side of the iconic Omani development will become a major leisure attraction for the local community as well as for tourists visiting the capital. Key demand generators such as the adjacent shopping district and the water-front board walk, with its various dining options, will allow the hotel to attract a very diverse market, creating an important anchor and accessible focal point for the neighbourhood.

Simon Coombs, President and CEO of Shaza Hotels, expressed his gratitude to Taameer Investment for entrusting Shaza with yet another project: "This is our second hotel with Taameer Investment. We first signed a beautiful resort in Salalah which we expect to open in 24 months, and are now keen to manage our partner's innovative 190 room hotel which will definitely signify a new stage platform in the Sultanate's hospitality offer."

Coombs also added that the trust that Taameer Investment has in Shaza to deliver on its promise and achieve owner's expectations, is very rewarding recognition for a brand that is growing rapidly. Shaza has recently announced several hotel projects including Doha, Amman, and Jeddah, with other projects currently under negotiation in Dubai, Riyadh, Bahrain and Istanbul. "Our business philosophy is to foster a strong partnership with owners who share our vision, and are looking to develop with Shaza a unique collection of hotels that respect the values and cultures of the region, and celebrates them. We are grateful to have found such a partner in Taameer Investment".

Mr. Sulaiman Bin Masoud Al-Harthy, CEO of Taameer Investment, commented: "we are proud today to announce the birth of Taameer Investment's new development and we are delighted to appoint Shaza Hotels once again as operator for this hotel in Oman."

Since 2012, Oman has seen the birth of several hospitality projects from renowned brands. The increase in tourism arrivals, the expansion of the major airports, the demand for quality accommodation, and the steady growth of average room rates have encouraged Shaza to solidify its presence in the Omani market. Shaza strongly supports the tourism vision of the Sultanate, and is keen to continue its Omani expansion across the country.

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Shaza Hotels

Shaza Hotels was recognised as the Best Hotel Concept 2012 and the World's Leading Emerging Luxury Hotel Brand 2013 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 projects include; Shaza Amman, Shaza Al Madina, Shaza Doha, Shaza Cairo Nile, Shaza Fez, Shaza Jeddah, Shaza Marrakech and Shaza Salalah. For further information please visit www.shazahotels.com.

Taameer Investment

Taameer Investment (S.A.O.C.) is one of Oman's leading investment companies which has various investments in real estate, industrial, financial and service sectors. Taameer Investment was established in the year 2006 and since then, the company has grown progressively to be one of the leading investment companies in Oman which made efficient contributions towards the national economic growth due to the solid determination, dedication and commitment of its team of experts.

Global Hotel Alliance & GHA Discovery

Shaza Hotels is a member of the Global Hotel Alliance (GHA). GHA is the world's largest alliance of independent hotel brands. GHA's member brands are currently: Anantara, Art Series, AVANI, Doyle Collection, First, Kempinski, The Leela, Lungarno Collection, Marco Polo, Mokara, Omni, Pan Pacific, PARKROYAL, Per AQUUM, QT, Rydges, Rixos, Shaza, Tangram, Thon, Tivoli and Ultratravel Collection encompassing 425 upscale and luxury hotels with over 100'000 rooms across 63 different countries. For more information visit www.gha.com

About the GHA Discovery programme

GHA Discovery, which has over 4 million members, is about making travel unforgettable. Using a common technology platform, members receive recognition and rewards across 425 hotels, resorts, palaces and spas in all of the Global Hotel Alliance members' hotels. *Local Experiences*, the innovative rewards of the GHA Discovery programme, are unique, authentic experiences, which are designed by the hotels to give a taste of local traditions and culture. Naturally, members also receive stay benefits, such as complimentary Wifi, room upgrades and of course enhanced personal recognition as they move through the membership levels, each and every time they stay at a Global Hotel Alliance hotel. For more information visit www.gha.com



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Attachments

Images



Photo caption: Exterior rendering image of Taameer Investment's Project at The Wave, Muscat



Photo caption: Mr. Simon Coombs (President & CEO of Shaza Hotels) and Mr. Suleiman Masoud Al-Harthy (CEO of Taameer Investment) during the signing ceremony.

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