

**Press Release**  
18 March 2019



## **Shaza Hotels Signs First Mysk in KSA**

### ***It is the group's fifth property in Saudi Arabia***

**Jeddah:** Shaza Hotels, a member of the Global Hotel Alliance, has signed a management agreement with Sheikh Sultan Al Harthi to operate Mysk Jeddah – the Mysk brand's first property in KSA. Superbly located on Heraa street, close to the Jeddah Corniche, the four-star hotel is expected to open in 2021. Included in its facilities are a restaurant, a café, meeting rooms, a kids' club, fitness centre and rooftop pool.

Sheikh Sultan Al Harthi stated: "To support the tourism initiatives for Saudi Vision 2030, we have decided to enter the tourism sector and we are developing an upscale hotel in a prime location in Jeddah Province. We have chosen Shaza Hotels to operate it under the Mysk by Shaza brand as we were keen on bringing a new and fresh brand to the Saudi market. This hotel will be one-of-a-kind in the Kingdom.

Mr. Simon Coombs, President and CEO of Shaza Hotels, commented: "The tourism landscape in KSA is changing rapidly due to the various government initiatives being put in place to boost the number of arrivals into the country. New destinations are being created and a new generation of hotels is entering Saudi Arabia. Mysk Jeddah is one of them, catering to the evolving needs of the Saudi tourism sector where discerning guests are seeking a more personalised experience aligned with their lifestyle. We are very grateful to Sheikh Sultan Al Harthi for having entrusted us with the management of Mysk Jeddah and we are confident that this Mysk will become the new sought-after address in Jeddah".

Mysk Jeddah is the brand's seventh property, the first being the award-winning Mysk by Shaza Al Mouj in Muscat, and the next hotels to open are three Mysk retreats that are part of the Sharjah Collection as announced recently at ITB in Berlin. In addition, two other Mysk properties are under development in Palm Jumeirah in Dubai and Kuwait that are scheduled to open by Q4 of 2019 and 2020 respectively. Following the win of the pitch at Saudi Arabia Hotel Investment Conference (SHIC), Mysk has received considerable attention from the investment community in KSA and various other opportunities are under discussion in Jeddah, Madinah, Riyadh and Al Khobar.

**####**

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## **Attachment**



*Mr. Simon Coombs, President and CEO of Shaza Hotels, with Sheikh Sultan Al Harthi*

## **About Shaza Hotels**

Shaza is the leading hotel management company dedicated to offering true Arabian hospitality inspired by the traditions and culture of various countries along the Silk Route and reflected by the supremely elegant Middle Eastern style décor and serene ambiance that is appreciated by the most discerning travellers.

With four hotels already operational in the Middle East – Shaza Makkah in the Holy city, the multiple award-winning Shaza Al Madina, the newly opened Shaza Riyadh and the flagship hotel under the “Mysk by Shaza” brand Mysk Al Mouj in Muscat – the brand is expanding rapidly with the opening this year of three retreats under the Sharjah Collection, followed by Shaza Doha, Shaza Salalah and Mysk The Palm in Dubai. Shaza is a member of Global Hotel Alliance (GHA), the world’s largest alliance of independent hotel brands.

**For more information please visit [www.shazahotels.com](http://www.shazahotels.com)**

## **About Global Hotel Alliance**

Global Hotel Alliance (GHA) is the world’s largest alliance of independent hotel brands, bringing together more than 30 brands with over 500 hotels in 75 countries. GHA uses a shared technology platform to drive incremental revenues and create cost savings for its member brands. GHA’s award-winning loyalty programme, DISCOVERY, provides 13 million members exclusive opportunities to immerse themselves in local culture wherever they travel. For more information, visit **[discoveryloyalty.com](http://discoveryloyalty.com)**

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