

**Press Release**  
23 January 2019



## **'Mysk by Shaza' Win the Pitch Among Top New Brands at the Saudi Arabia Hotel Investment Conference**

### ***Drawing on the brand's compelling proposition for owners***

**Riyadh:** Chris Nader, Vice President – Development, Shaza Hotels, made a special presentation to a large audience of hotel owners and investors about 'Mysk by Shaza' at the Saudi Arabia Hotel Investment Conference (SHIC) in Riyadh. Mysk was voted the winner of The Three Minute Pitch out of the 16 leading brands that participated in the session open for owners and investors only.

Emphasising on the brand's unique personality inspired by the Arabian lifestyle, Chris said, "Mysk by Shaza has been designed to provide a distinct guest experience combined with a compelling investment proposition to owners. A significantly lower cost of development per key than expected for such a quality upscale hotel, better back of house efficiencies, reduced staff to key ratio and stronger ADR (Average Daily Rate) versus the competition allow us to deliver a strong return on investment."

Speaking about expansion in KSA, Chris stated, "Saudi Arabia is a priority market for us with 35 per cent of our portfolio located in the country and SHIC is an excellent platform to showcase our latest brand offering to hotel owners and investors. We have operated in the Kingdom with great success since the launch of our first 5-star property Shaza Al Madina and thereafter expanded to Makkah, Riyadh and will soon be open in Jeddah."

The recent reforms and widespread investment in Saudi Arabia's tourism's sector are driving demand for a new generation of hotels and Mysk by Shaza is ideally suited for the market given its innovative concept and compelling brand proposition.

Chris stressed, "The upscale segment is one of the fastest growing sectors in KSA and represents a massive opportunity for us that we are eager to capitalise on. As the leading alcohol-free brand in the luxury and upscale segment that proudly celebrates the Arabian hospitality, we are well placed to unlock the enormous potential for growth in Saudi Arabia while accelerating expansion in primary and secondary cities."

A member of the Global Hotel Alliance, Mysk by Shaza has a strong development pipeline with fabulous hotels coming up in the UAE and Kuwait in addition to its hugely successful flagship hotel Mysk Al Mouj in Oman.

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### **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 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), the world’s largest alliance of independent hotel brands, brings together 35 brands with 550 hotels in 76 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 over 11 million members exclusive opportunities to immerse themselves in local culture wherever they travel. For more information, visit [www.gha.com](http://www.gha.com)

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