



Press Release

Shurooq Partners with Shaza Hotels For Management of Sharjah Collection Retreats in Sharjah

The announcement was made during its 12th participation at ITB Berlin marking the debut of Shaza Hotels in Sharjah

Berlin, Germany - 9 March 2019: The Sharjah Investment and Development Authority (Shurooq) has appointed Shaza Hotels to manage three luxurious retreats, which are Kingfisher Lodge in Kalba, Al Badayer Oasis in Al Badayer and Al Faya Lodge in Mleiha.

The high-end destinations, which fall under the 'Sharjah Collection' brand by Shurooq, will be operated and fall under the management of the *Mysk by Shaza* brand, specialised for its international-based qualities and hospitality experiences that support the authenticity and culture of servicing unique lifestyles in the travel and tourism market.

The announcement took place during Shurooq's 12th participation at the 53rd edition of ITB Berlin, under the Sharjah Pavilion led by the Sharjah Commerce and Tourism Development Authority (SCTDA). The world's largest travel and trade exhibition is slated to conclude on March 10th.

Attending the announcement was His Excellency Marwan bin Jassim Al Sarkal, Executive Chairman of Shurooq, His Excellency Khalid Jasim Al Midfa, Chairman of Sharjah Commerce and Tourism Development Authority (SCTDA), Ahmad Obaid Al Qaseer, COO of Shurooq, Simon Coombs, President & CEO of Shaza Hotels, and representatives from Sharjah state entities, Shaza Hotels and international media representatives.

Surrounded by magnificent landscapes and majestic dunes, the Sharjah Collection is one of its kind in Sharjah and the UAE. From the natural retreat experiences in Kingfisher Lodge to the desert escapes-themed Al Faya Lodge or the Caravanserai in Al Badayer Oasis, each of these boutique-like resorts offers guests the opportunity to immerse themselves in the nature, culture and heritage of the location and discover a fascinating mix of indigenous experiences.

His Excellency Marwan bin Jassim Al Sarkal, Executive Chairman of Shurooq, said: "Our three upcoming luxurious lodges will further strengthen Sharjah's positioning and leading rank in the world of authentic and eco-tourism experiences worldwide. Our initiatives in doing this announcement during ITB Berlin is to strengthen this message among international tourists and international investors keen on expanding their operations in the UAE and the region."

He continued: “These three hospitality properties and destinations are the emirate’s first of their kind, proving services and experiences that are niche and new on a regional level, creating perfection in our concept of merging nature, luxury, culture and heritage into each destination.”

He added: “Our new appointment follows our vision that is set for all three properties respectively, with absolute confidence and trust into Shaza’s world-renowned services and qualities that will directly transform this vision into a physical and tangible reality that is opened to all guests, visitors and tourists of all ages in Sharjah and the world.”

Shaza Hotels, a member of the Global Hotel Alliance, is growing rapidly in the Middle-East with a focus on strengthening its presence in the UAE. Mr. Simon Coombs, President & CEO of Shaza Hotels, stated, “We are very proud to partner with Shurooq and grateful to H.E. Marwan bin Jassim Al Sarkal for entrusting us with the management of the Sharjah Collection by Mysk. Each retreat is a superb addition to our portfolio as it is unlike any other hotel accommodation in the region.”

He added: “We greatly value our relationship with Shurooq and have a genuine interest in supporting the government initiatives to promote multiple destinations in Sharjah. Each member of the Sharjah Collection is like a tourism pavilion of the Emirate, and we are keen to develop with Shurooq other flagship retreats to allow visitors to discover the hidden beauties of Sharjah.”

The Kingfisher Lodge in Kalba will offer guests a gateway to a unique world of conservation, in an intimate setting. A 60-minute drive from Kalba is Al Badayer Oasis, which portrays a perfect example of a Caravanserai. A picturesque desert stop set against the sweeping dunes of central Sharjah and a perfect place for relaxing after a day of adrenaline-fuelled desert excitement. As for Al Faya Lodge located near Fossil Rock in Mleiha, guests will immerse themselves in the region’s ancient culture and history through archaeology, recreational activities, wellness and breath-taking natural landscapes.

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Photocaptions:

During the official announcement by Shurooq and Shaza Hotels at the 53rd ITB Berlin 2019

About Shurooq

Shurooq is an independent government entity under the Emiri decree no. 2, that facilitates partnerships and connects investors with relevant opportunities. Shurooq aims to create authentic destinations that are committed to enhancing the quality of life for citizens and residents, as well as foster an environment where businesses thrive and ideas flourish. Shurooq strives to encourage investment in Sharjah by adopting the best international standards in providing quality services that help attract investors from both the region and the world.

For more information please visit www.shurooq.gov.ae

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

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

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