

**Press Release – 26 April 2019**

## **Shaza Hotels Sweep the Board with Five Wins at the World Travel Awards 2019**

Shaza, the unique luxury hotel brand inspired by the cultures of the Silk Route, walked off with no less than five trophies at the World Travel Awards presentation ceremony, held 25th April at Warner Brothers in Abu Dhabi, UAE.

The awards were: Saudi Arabia's Leading Hotel Residences 2019 won by the recently opened Shaza Riyadh Hotel Residences; Saudi Arabia's Leading Luxury Hotel 2019 won by Shaza Makkah; Madinah's Leading Luxury Hotel 2019 won by Shaza Al Madina. The Middle East's Leading Retreat 2019 won by Kingfisher Lodge, Sharjah Collection by Mysk, United Arab Emirates; and Oman's Leading Lifestyle Hotel 2019: won by Mysk by Shaza Al Mouj, Oman.

“This was a great evening for us and we truly appreciate being honoured by these prestigious awards,” said Ali Ozbay, Director of Marketing & Communications “The World Travel Awards are among the most coveted in the travel, tourism and hospitality industry and to win five awards across such a comprehensive spectrum of categories is high recognition of Shaza and Mysk brands as the region’s best loved provider of luxury and upscale hospitality experiences .”

Shaza is dedicated to offering hospitality inspired by the legendary caravanserais stationed along the fabled Silk Route in bygone days. Its hotels are exquisitely designed in a style that reflects the refined elegance of the fashionable riads of Marrakesh and are an oasis of serenity where travellers can escape from the fast moving pace of the world outside and retreat into a cocoon of luxurious comfort.

The World Travel Awards™ was established in 1993 to acknowledge, reward and celebrate excellence across all key sectors of the travel, tourism and hospitality industries. Today, the World Travel Awards™ brand is recognized globally as the ultimate hallmark of industry excellence.

Shaza is a member of Global Hotel Alliance (GHA) the world's largest alliance of independent hotel brands, bringing together more than 30 brands with over 550 hotels in 75 countries

GHA's award-winning loyalty programme, Shaza DISCOVERY, provides 10 million members exclusive opportunities to immerse themselves in local culture wherever they travel.

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### **Shaza Hotels**

Shaza is one of the leading luxury hotel brands in the Middle East, characterized by its dedication to offering true Arabian hospitality inspired by the traditions and culture of the legendary Silk Route and reflected by the supremely elegant Middle Eastern style décor and serene ambiance that is appreciated by the most discerning travellers.

With five hotels already operational in the Middle East – Shaza Makkah, the multiple award-winning Shaza Al Madina, Shaza Riyadh, Kingfisher Lodge Sharjah Collection UAE, and Mysk by Shaza in Oman - the brand is expanding across the region and the next opening will be the Shaza Jeddah scheduled for 2020.

Shaza is a member of Global Hotel Alliance (GHA), the world's largest alliance of independent hotel brands, bringing together more than 30 brands with over 550 hotels in 75 countries. GHA's award-winning loyalty programme, DISCOVERY, provides over 10 million members exclusive opportunities to immerse themselves in local culture wherever they travel. 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 550 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 14 million members exclusive opportunities to immerse themselves in local culture wherever they travel. For more information, visit [globalhotelalliance.com](http://globalhotelalliance.com)

#### **About DISCOVERY Loyalty**

A memorable trip demands more than a comfortable stay. DISCOVERY, an award-winning global loyalty programme, provides 14 million members recognition and perks across over 550 hotels, resorts and palaces in 75 countries. Elite members have the opportunity to immerse themselves in local culture through *Local Experiences*, distinctive activities that capture an authentic taste of each destination. For more information, visit [discoveryloyalty](http://discoveryloyalty)

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