

# SWISS-BELHOTEL INTERNATIONAL SAILS INTO TANZANIA WITH BEACHFRONT SWISS-BELRESORT ZANZIBAR

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DUBAI, DUBAI, UAE, April 23, 2018 /EINPresswire.com/ -- DUBAI – Swiss-Belhotel International signed today at the Arabian Travel Market (ATM) in Dubai a management agreement with Zanzibar Crown Hotel and Resort Limited to operate the beautiful Swiss-Belresort Zanzibar expected to open for business in 2019. This marks the group's debut in Tanzania, and with it East Africa, that is currently witnessing a massive demand for quality hotels. Located on an idyllic salt-white beach, Swiss-Belresort Zanzibar is being developed at an investment of US\$ 25 million on the prime Indian Ocean coastline merely 3 km from Abedi Amani Karume International Airport and 7 km from the Wonders Palace, Stoned Town and Forodhani Gardens.

Mr. Nadhim Said Hamdan Al Rawahi, the Owner of Zanzibar Crown Hotel and Resort Limited, said, "Zanzibar is the jewel of the Indian Ocean where Africa meets Arabia and we are delighted to expand our attractive local hospitality portfolio with Swiss-Belhotel

International. With its fascinating beachfront location Swiss-Belresort Zanzibar is perfectly situated to offer its guests a relaxing and enjoyable experience in this tropical paradise bursting with nature, culture, adventure and history. Embodying high-quality standards with world-class facilities, the hotel is being developed to provide travellers a unique opportunity to intimately connect to their surroundings, beaches, nature and the welcoming Swahili 'Karibu' atmosphere."

Whether you want to simply gaze for hours over the scenic sea and sky, spend dazzling days in the sun lazing on sunbeds alongside the beach, discover the secrets of the sea by diving and snorkeling



Entrance - Swiss-Belresort Zanzibar



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in the clear blue waters, or enjoy exciting watersports, the resort will make all your dreams come true.

Mr. Gavin M. Faull, Chairman and President of Swiss-Belhotel International, said, "We are thrilled to debut in Zanzibar and very pleased to collaborate with Crown Hotel and Resort Limited in this exciting venture. The Swiss-Belresort Zanzibar will be among the few internationally branded resorts operating in the island to accommodate upper/midscale travellers which gives us access to one of the fastest growing market segments that we are eager to capitalize on. Our aim with this project is to provide guests all the fun, comfort and enjoyment without the hefty price tag."



Boasting 125 keys (with sweeping views of the Indian Ocean), Swiss-Belresort Zanzibar, is being equipped with a wide range of facilities and entertainment activities to serve the varied needs of its guests. On site will be an all-day-dining restaurant, a specialty restaurant, a banquet hall, a beach lounge, kids pool and kids club, swimming pool, spa and health club and variety of watersports.

Swiss-Belhotel International continues to experience strong growth in the MEA region. Mr. Laurent A. Voivenel, Senior Vice President, Operations and Development for the Middle East, Africa and India for Swiss-Belhotel International, stressed, "We are very excited to expand our footprint in Africa with a historic and vibrant destination like Zanzibar. It is an extremely significant development for us being our first in East Africa which is the continent's most lucrative market for hotels. Zanzibar is a leading holiday destination. The number of tourists visiting the island has been consistently growing at 8-10 per cent a year for the past decade resulting in exceptional performance by hotels which places us in a very buoyant market. With its stunning coastal location, Swiss-Belresort Zanzibar is being tailored to provide its guests, outstanding comfort and value with an enriching experience."

In addition to its natural and historic charm, recent upgrade of the airport in Zanzibar with a new terminal and extended runway as well as superb new leisure attractions such as a planned 18-hole Ernie Els golf course are all contributing to the boom in tourism.

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Swiss-Belhotel International will be present at Arabian Travel Market from 22 to 25 April on stand 'HC1130' in Sheikh Saeed Hall in Dubai International Convention and Exhibition Centre.

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### About Swiss-Belhotel International

Swiss-Belhotel International currently manages a portfolio of more than 145\* hotels, resorts and projects located in Cambodia, China, Indonesia, Malaysia, Philippines, Vietnam, Bahrain, Egypt, Iraq, Kuwait, Oman, Qatar, Saudi Arabia, United Arab Emirates, Australia, New Zealand, Bulgaria, Georgia, Italy and Tanzania. Awarded Indonesia's Leading Global Hotel Chain for six consecutive years, Swiss-Belhotel International is one of the world's fastest-growing international hotel and hospitality management groups. The Group provides comprehensive and highly professional development and management services in all aspects of hotel, resort and serviced residences. Offices are located in Hong Kong, New Zealand, Australia, China, Europe, Indonesia, United Arab Emirates, and Vietnam. [www.swiss-behotel.com](http://www.swiss-behotel.com)

\*Numbers may fluctuate

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