

# SWISS-BELHOTEL INTERNATIONAL TO TRIPLE ITS INVENTORY OF ROOMS IN BAHRAIN WITH 2 NEWS HOTELS OPENING IN 2018

*SWISS-BELHOTEL INTERNATIONAL TO TRIPLE ITS INVENTORY OF ROOMS IN BAHRAIN WITH 2 NEWS HOTELS OPENING IN 2018*

DUBAI, DUBAI, UAE, April 24, 2018 /EINPresswire.com/ -- DUBAI – As part of its strategic expansion across the GCC, Swiss-Belhotel International unveiled today at the Arabian Travel Market two new hotels slated to open in Bahrain this quarter. With these new openings the group will triple its inventory of rooms in the Kingdom while ushering in two new brands into the country that is its luxurious 5-star brand ‘Grand Swiss-Belresort’ and midscale brand ‘Swiss-Belresidences’.



Superbly located on the scenic water banks of the Seef district, overlooking the Arabian Gulf in close proximity to Bahrain’s major leisure and business attractions, Grand Swiss-Belresort Seef is a magnificent 5-star. Featuring 193 luxurious rooms and suites including four presidential suites, the hotel will welcome its first guest in October 2018. Included in its facilities is an all-day-dining restaurant, two specialty fine-dine restaurants, a Sky Bar, night clubs, a spectacular ballroom with a capacity to accommodate up to 300 guests, spa with five treatment rooms, health club and swimming pool.

The second property, Swiss-Belresidences Juffair is gearing up for opening in the third quarter of 2018. Centrally located in Juffair – a popular hub for dining and shopping venues – it is an upper midscale hotel-apartment complex boasting 129 (1, 2 and 3-bedroom apartments and penthouse) with beautiful facilities. These include an array of leisure and entertainment features for families ranging from a business lounge, superb spa and health club to an outdoor swimming pool, cinema, games room for all ages and playground.

Mr. Gavin M. Faull, Chairman and President of Swiss-Belhotel International, said, “We are pleased to expand our footprint in Bahrain where we have enjoyed great success since the opening of our first property Swiss-Belhotel Seef. The new developments are in line with our multi-brand growth strategy and are testament to the confidence of owners in our brands. Swiss-Belhotel International, with a

strong track record in delivering world-class hospitality with 14 award-winning brands, is well-poised to meet the rising demand for high quality accommodation in the market. We look forward to a long-term partnership with our valued owners and associates.”

Elaborating on Swiss-Belhotel International’s rapid expansion in Bahrain, Mr. Laurent A. Voivenel, Senior Vice President, Operations and Development for the Middle East, Africa and India for Swiss-Belhotel International, said, “Bahrain remains a priority market for us where we see massive opportunity for growth driven by strong demand for the destination. We are confident that our upcoming properties in Bahrain, with their exceptional facilities and superb locations, will appeal to travellers seeking outstanding comfort and value for money. Both Grand Swiss-Belresort Seef and Swiss-Belresidences Juffair are an

excellent addition to our portfolio and, along with our existing business hotel, will be complementing each other. This will tremendously enhance our brand offering in the Kingdom.”

Bahrain welcomed a total of 12.7 million tourists in 2017 and is targeting 15.2 million visitors in 2018. Continued investment in tourism infrastructure with solid increase in arrivals, particularly from the region, is contributing to this massive growth in Bahrain’s tourism sector. Tourism investment is set to rise further with the Bahrain Economic Development Board (EDB) forecasting total foreign direct investment (FDI) in the sector to increase from the current \$300 million to \$500 million in the next few years. As part of these developments, Bahrain International Airport is undergoing a US \$1.1 billion modernisation programme, set to increase passenger capacity from nine to 14 million per year by 2020. Other infrastructure investment projects include the development of fabulous shopping malls such as Dilmunia Mall and the Marassi Galleria shopping complex, to join the recently-opened US \$159 million Avenues Mall at Bahrain Bay.

###

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.

For media contact:

Hina Bakht

Managing Director

EVOPS Marketing & PR

Mob: 00971 50 6975146

Tel: 00971 4 566 7355

Hina.bakht@evops-pr.com

[www.evops-pr.com](http://www.evops-pr.com)

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 New Zealand, Hong Kong, Australia, China, Europe, Indonesia, United Arab Emirates, and Vietnam. [www.swiss-behotel.com](http://www.swiss-behotel.com)

\*Numbers may fluctuate

Hina Bakht  
EVOPS Marketing & PR  
971 50 6975146  
email us here

---

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2018 IPD Group, Inc. All Right Reserved.