



HALLMARK OF ARABIAN HOSPITALITY





# HALLMARK OF ARABIAN HOSPITALITY THE ARABIAN WAY

In the arid expanse of the Arabian sands, a warm embrace blooms.

Born from ancient Arab hearts, hospitality thrives like an oasis.

Time weaves tales of desert dwellers, sharing scarce bounty with weary travelers. Bonded in generosity, their legacy endures.





HALLMARK OF ARABIAN HOSPITALITY

# AMSA HOSPITALITY A WELCOMING SPIRIT FOR THE 21<sup>ST</sup> CENTURY

Amidst golden dunes, Amsa Hospitality blossoms, a tribute to Arabian grace.  
Guided by Arabic warmth, we blend ancient and modern, crafting a symphony of generosity.

Here, in our oasis, timeless hospitality dances, and the essence of Arabian tradition becomes yours –  
an embrace that transcends, as only Amsa Hospitality can.

INTRO





HALLMARK OF ARABIAN HOSPITALITY

# OUR STORY

## A TIMELESS TRADITION RE-IMAGINED

Amsa Hospitality, envisioned by its Chief Executive Officer Mohammad Alathel, rose from a longing for authentic Arabian generosity.

Amidst generic hotels, a unique concept emerged—melding ancient hospitality with modern travel.

Amsa Hospitality soared, poised to revolutionize the Arabian and then the global hospitality landscape.

OUR STORY



# WHO WE ARE GROUNDED IN OUR PAST, FOCUSED ON THE FUTURE

Amsa Hospitality, a novel Saudi Arabian venture, melds expertise with daring visions.

As a Citizen Company championing Corporate Social Responsibility, we reimagine hotels, embracing challenges to innovate and grow while honoring our roots.

Our cutting-edge facilities revolutionize hospitality, adapting timeless Arabian traditions for discerning business travelers', exceeding expectations by proposing quality lifestyle midscale properties in carefully selected locations.







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## **VISION** HALLMARK OF ARABIAN HOSPITALITY

To become a leading hospitality brand, renowned for our unique fusion of authentic Arabian values and modern innovations, ultimately revolutionizing the midscale lifestyle business segment at large.

## **MISSION** ELEVATING THE INDUSTRY

Crafting extraordinary experiences by intertwining authentic Arabian customs with the best contemporary standards.

**WHAT WE'RE ABOUT**



# VALUES

## STRONG BELIEFS, STRONG FOUNDATION



### Embracing Hospitality

We uphold genuine Arabian hospitality, creating warmth and belonging for our guests.



### Sustainable Impact

Committed to responsible practices, we contribute to a sustainable future.



### Growth Mindset

We foster open communication and embrace opportunities for improvement.



### Teamwork & Unity

We cultivate an inclusive, enjoyable environment, driving success through collaboration.



# VISION 2023 A PROSPEROUS TOMORROW

We take pride in our Saudi Arabian roots, fueling our passion for unlocking the nation's potential. We recognize that true success transcends a company's financial achievements, extending to the prosperity of future generations.

In harmony with the Kingdom of Saudi Arabia' Vision 2030, we aim to fortify and diversify the nation's economy, envisioning a robust hospitality sector that will...



**Propel tourism growth**



**Enhance Saudi expertise  
& employment prospects**



**Foster the development  
of second-tier cities**



**Promote a greener,  
sustainable economy**



# TOURISM AND HOSPITALITY ROBUST AND GROWING

Despite challenges like Covid-19, the global hospitality revenue continues to grow, boding well for our industry in the long term, sustaining our development locally, regionally and beyond thanks to our unique business model...



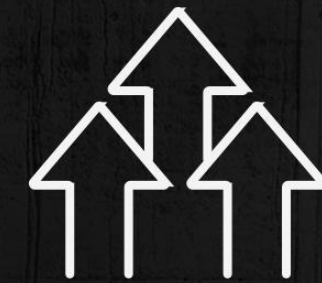
The hospitality sector  
represents 10.3% of global GDP



Hotels generate USD \$4+ billion  
annually around the world



Global industry currently  
enjoys an 18.5% growth



Saudi Arabia is the G20's fastest  
growing tourism destination



## LET'S INNOVATE & COMPETE GROWING TOGETHER

We believe that when one Saudi company excels, we all benefit.

That's why we're committed to sharing our knowledge and experience with peers.

We're creating a diverse thinktank that will bring together hospitality groups, AI developers, HR specialists, training professionals and universities.

Working together, we can broaden the horizons of what's possible.

## SPREAD THE WEALTH HELPING DEVELOP SAUDI ARABIA'S SECOND-TIER CITIES

We actively participate to the development of Saudi Arabia's second-tier cities. Through our major partnership with global hospitality leader Accor, we'll be overhauling hospitality across the kingdom, so that economic opportunities reach all provinces.



# EMPOWERING SAUDI WORKERS

Hotels are only as successful as the people who run them.

That's why we provide the tools and work environment Saudis need to thrive, including...



Industry education & skills training



Management-level job opportunities



A transparent team based work culture that rewards talent & leadership



Saudization initiatives aimed at maintaining an 80% Saudi workforce



Matrix work structure model where teams are participating in all the organization activities to enhance motivation, develop skills and increase productivity



# SUSTAINABLE SOLUTIONS

## SUSTAINABILITY IS OUR GUIDING PRINCIPLE

Arabian caring extends to the planet around us. Our hotels are models of environmental responsibility, featuring...



**Green Key, Green Seal & Sustainable Hospitality Alliance certifications**



**Energy-conscious design including self-powering capabilities**



**Whenever possible, on-site vegetable gardens used by our Chefs to enhance their recipes and reduce our carbon footprint**



**Efficient water & waste management, including grey water recycling**



**Energy-efficient lighting and temperature control**



**Minimum 50% fair-trade product purchasing within 5 years**



**Teams awareness training & incentives for best practices**



# RADISSON RIYADH AIRPORT AWARDS-WINNER 2023

## CELEBRATING A LEGACY OF ACCOLADES

From its inception, our inaugural bespoke hotel made a remarkable impact.

Launched in January 2022, the acclaimed Radisson Riyadh Airport has garnered enthusiastic praise for its innovative approach to guests' experiences.



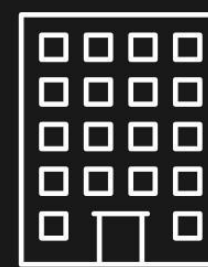


# MORE TO COME ICONIC ARABIAN HOTEL BRAND

Amsa Hospitality is proud to announce its new iconic global hotel brand – sure to be an industrywide game-changer. Expected to be launched in late 2024, our signature lifestyle midscale hotel brand will showcase millennia-old Arabian hospitality adapted to modern ways of life, prioritizing user-friendly smart technology and sustainable practices.



Arabian Hospitality



Business Hotels



Lifestyle Hotels

## OUR HOTELS





# HOTEL FEATURES

## ICONIC ARABIAN HOTEL BRAND



**150-1,000 rooms**



**Guest-centric approach**



**Exclusive Arabian-centric proposal, from décor to redefined service standards**



**World-class facilities and services**



**State-of-the-art meeting and event spaces**



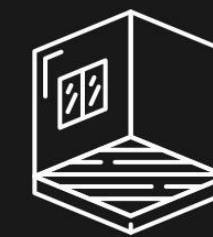
**Open-concept dining options**



**Seamless friendly app & tech innovations**



**Exceptional, highly-trained motivated teams**



**Cutting-edge Arabian design features**



**Eco-responsible**

**OUR HOTELS**





# AN ARABIAN BRAND TO WOW THE WORLD

## 5-YEAR PLAN TO EXPAND OPERATIONS

We are following through on our Riyadh success with an ambitious 5-year plan to expand operations across the Kingdom of Saudi Arabia and the wider world.

We aim at launching 3 to 5 new hotels each year, focusing on midscale segments in prime business locations such as airports, travel hubs, convention centers and major malls.





# ALLROUND 5-YEAR STRATEGY 2023

Our plan is a springboard for future launches across the Middle East and worldwide.

Like the Arabian desert, the sky is our limit!



## 5-YEAR STRATEGIC PLAN





# LEVERAGING WORLD-CLASS PARTNERSHIPS 10-YEAR DEVELOPMENT & FRANCHISING AGREEMENT

In May 2023, Amsa Hospitality was proud to unveil a new 10-year development and franchising agreement with Accor.

Accor is a global leader in the hospitality sector with a 21-year presence in the Kingdom of Saudi Arabia and decades of hotel experience in our region and around the world.





# COMMITTED TO THE KINGDOM OF SAUDI ARABIA

## AMSA HOSPITALITY AND ACCOR

Together, Amsa Hospitality and Accor are committed to help develop Saudi Arabia's regions with 18 midscale branded properties in carefully selected second-tier cities, including Ha'il, Jubail, Taif, Al-Ula, Tabuk, and Jazan.

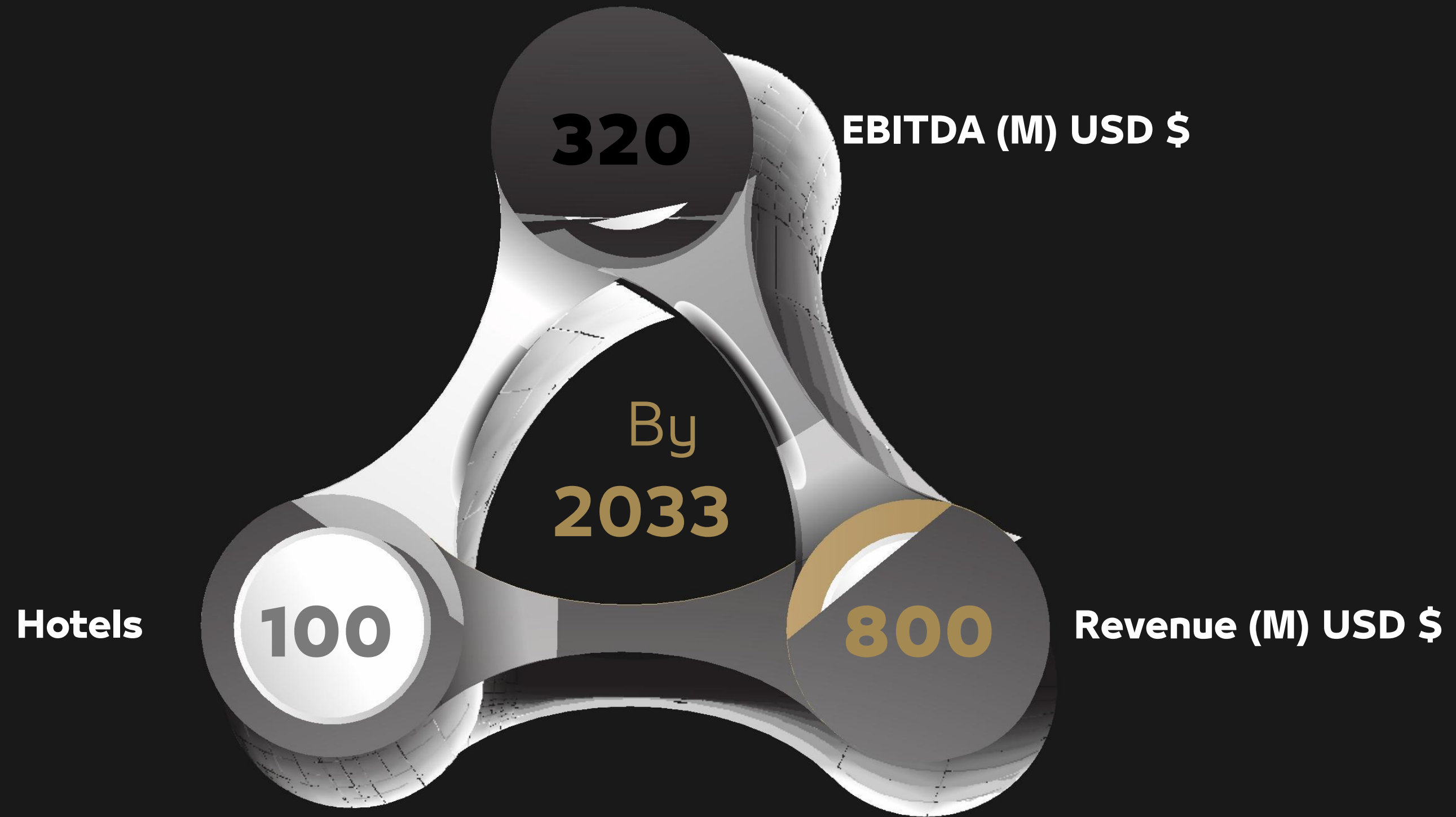
We're excited to bring our inspired vision to established brands including Ibis Styles, Mercure, Mercure Living, Novotel, Novotel Living, Mövenpick, Mövenpick Living and the Handwritten Collection, offering uniquely Arabian-themed service, décor and food.

The new Accor partnership places Amsa Hospitality on the world stage where it is deserving its nickname of Hallmark of Arabian Hospitality.



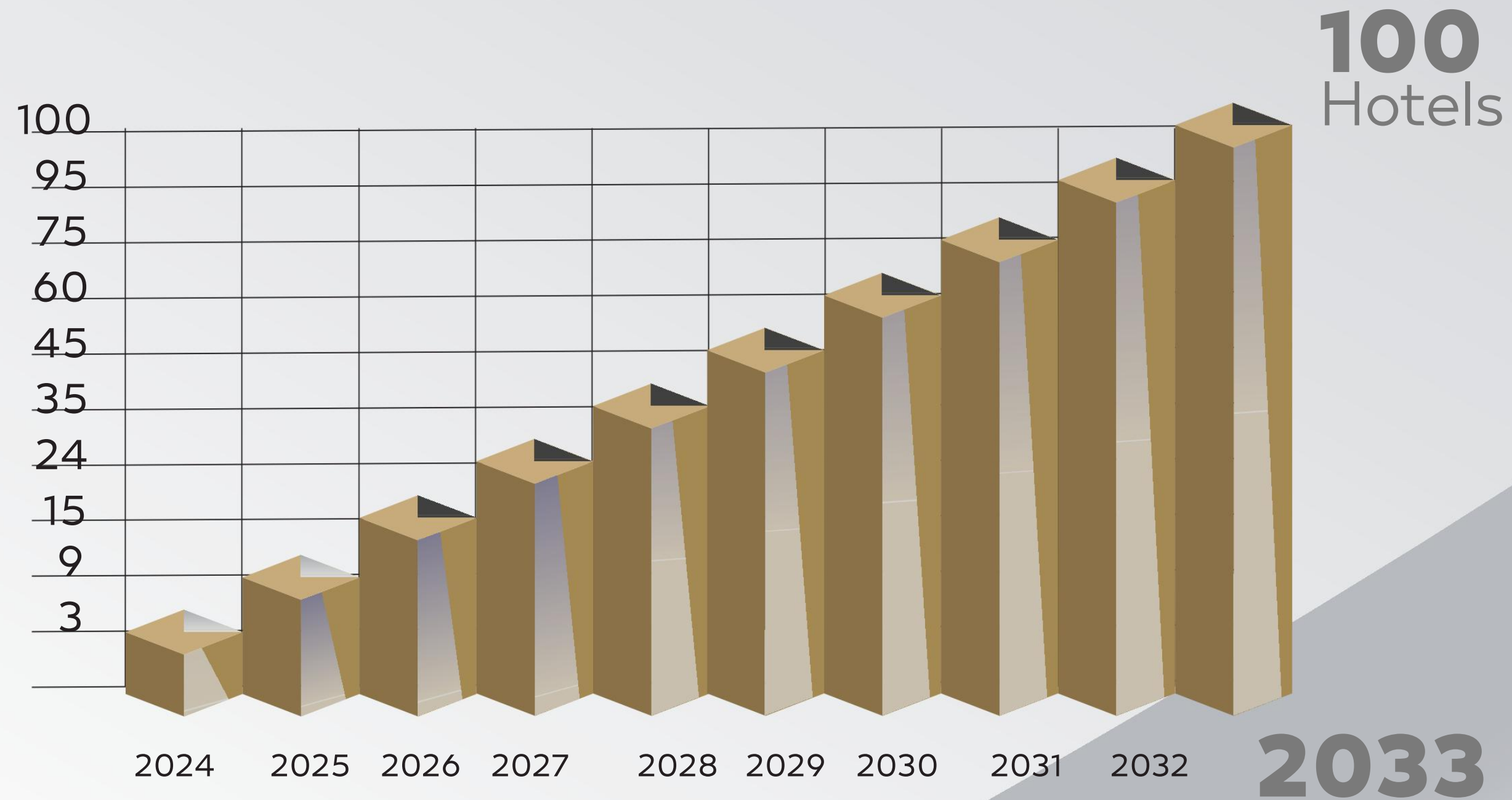


# AMSA HOSPITALITY 10-YEAR FORECASTED DEVELOPMENT 2023-2033



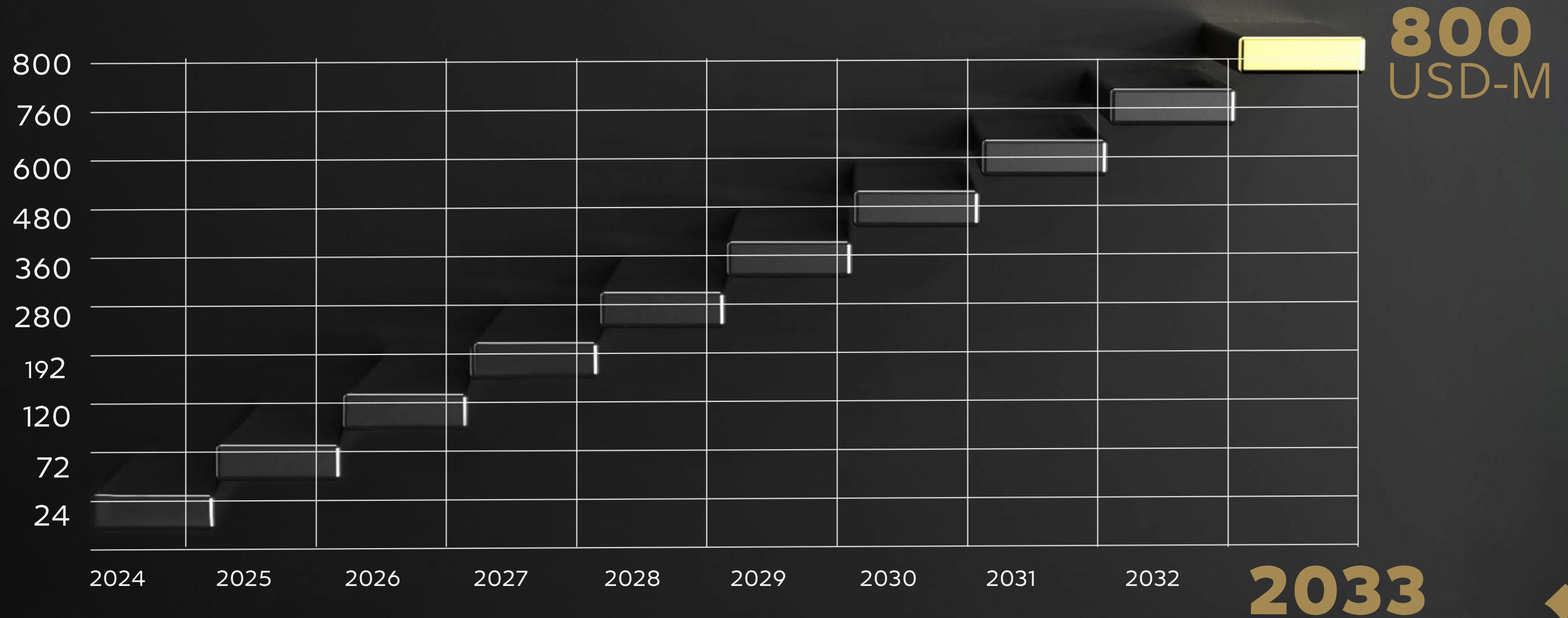


# AMSA HOSPITALITY 10-YEAR FORECASTED DEVELOPMENT HOTEL OPENINGS



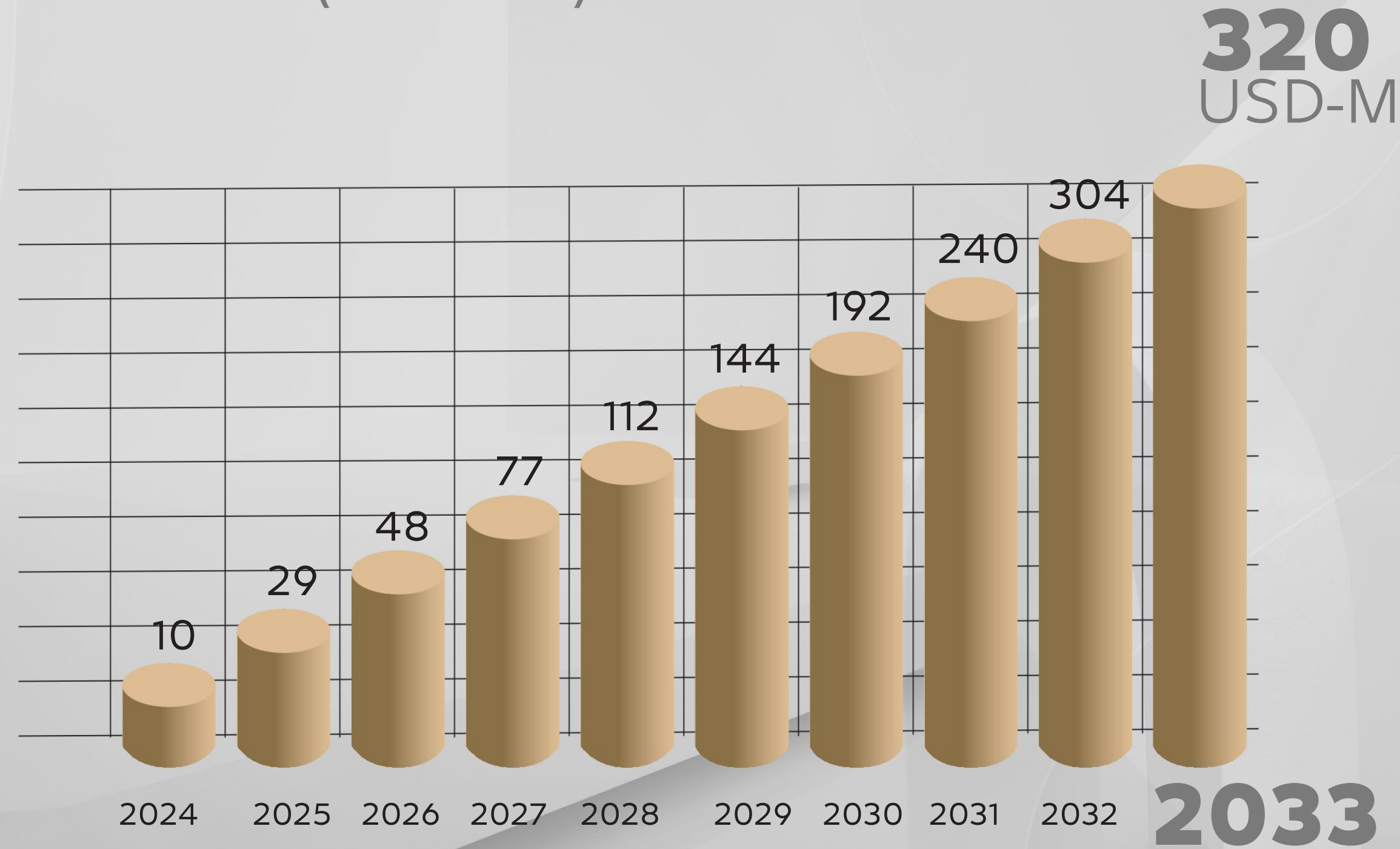


# AMSA HOSPITALITY 10-YEAR FORECASTED DEVELOPMENT REVENUE GROWTH (USD-M)





# AMSA HOSPITALITY 10-YEAR FORECASTED DEVELOPMENT EBITDA GROWTH (USD-M)







HALLMARK OF ARABIAN HOSPITALITY

# TEAM AMSA HOSPITALITY INNOVATIVE THINKERS AND DOERS

At Amsa Hospitality, we recognize the power of cross-departmental synergy.  
We view our colleagues as invaluable team members, each playing a crucial  
role in our collective success.

**TEAM AMSA**

[amsahospitality.com](http://amsahospitality.com)



# A FEW AMSA HOSPITALITY KEY TEAMMATES

## MOHAMMAD ALATHEL CHIEF EXECUTIVE OFFICER

"Together, we're bringing Saudi Arabia's welcoming spirit to the world."



## DENIS SORIN PRESIDENT OF HOSPITALITY

"Together, we are making a new hospitality that will change our industry for ever."



# A FEW AMSA HOSPITALITY KEY TEAMMATES

## MALIK ALI

HEAD OF FINANCE

"We're investing in a sustainable hospitality, one sure to benefit generations to come."



## BANDAR ABDULMAJEED

HEAD OF MARKETING

"Let's give traditional hospitality a modern makeover for the 21st Century."



## AAMIR RIAZ

DIRECTOR OF BUSINESS DEVELOPMENT, TECHNICAL SERVICES & PROJECTS

" We are building a new hospitality centered around people and sustainability because we care"



## MOHAMAD MANDILI

HEAD OF HUMAN RESOURCES

"We're building a work culture that empowers our Teammates so to reach their full potential and allow Saudis to make our culture shine globally."





# THANK YOU!



SCAN THE CODE  
& DOWNLOAD  
AMSA HOSPITALITY  
CORPORATE PROFILE

