



## **PARK INN HOTELS LAUNCHED IN MID EAST**

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Rezidor SAS Hospitality, the international multi-brand hotel management company, is set to further expand its Middle East presence with the regional launch of the Park Inn brand.

Park Inn will make its debut in the Kingdom of Saudi Arabia, in Riyadh and Al Khobar. With three properties already in operation and a recently-announced fourth, the Al Madinah Paradise Resort, being developed in Saudi Arabia under the first class Radisson SAS brand, Rezidor SAS is looking to use its existing knowledge and understanding of the country to successfully launch the highly efficient, no-fuss chain.

Park Inn has a fresh and energetic approach, and is focused on mastering the essentials of a great hotel experience. It currently operates 40 hotels in eight countries and is set for extensive growth in city centres, suburbs and main travel points across Europe, Africa and the Middle East.

Park Inn Olaya, Riyadh opens in mid 2007. The property will feature 212 beautifully appointed guestrooms, as well as one restaurant serving a variety of Mediterranean and international cuisine.

"Riyadh is an excellent choice for the Park Inn brand; it is the capital of the Kingdom and an influential business hub that attracts a variety of corporate travellers, said Jean Marc Busato, Vice President, Rezidor SAS Hospitality Middle East.

"It boasts one of the world's largest airports and is also one of the fastest growing cities in the world, increasing in size one hundred fold in less than half a century. Park Inn provides all the fundamental requirements for frequent travellers - warm and casual service, comfort and affordability."

Al Khobar is one of the largest towns in the eastern region of Saudi Arabia and is the centre of the area's import-export activity. The hotel, which is scheduled to open in the first quarter of 2007, will be conveniently close to the main highway between Al Khobar and neighbouring Dammam. The 148 rooms will overlook the blue waters of the Arabian Gulf and the town's majestic harbour.

"Park Inn Al Khobar will be ideally positioned to cater for the expanding MICE (meetings, incentives, conferences, exhibitions) industry in the region," explained Busato. "Al Khobar is an important industrial port heavily involved in the production and refining of oil, the country's primary source of income. Business

travellers looking for a spotlessly clean and hassle-free hospitality experience will find that the Park Inn delivers all their requirements and more.”

Commenting on the future of Rezidor SAS Hospitality, Busato added: “The company has ambitious development plans. We aim to include 700 hotels under the different brands by 2012, and the regional launch of Park Inn plays an important part in that growth strategy. With 13 successful hotels currently operating in the Middle East under the Radisson SAS brand, we feel that we have all the tools and experience required for rapid and sustainable growth here.”

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