

Miraval to open new resort on SA's Shura Island

- A Monitor Desk Report

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Hyatt Hotels Corporation has announced a management agreement with The Red Sea Development Company for Miraval The Red Sea, an 180-room luxury wellness resort.

Miraval The Red Sea will introduce the brand's signature mindfulness-based wellness practices to the Middle East for the first time. The US-born resort is slated to open as part of phase one of the Red Sea development.

Miraval The Red Sea is the fourth resort in the portfolio, including Miraval Arizona, the brand's original branch in Tucson, Arizona; the second branch Miraval Austin in Texas, and its latest location, Miraval Berkshires in Lenox, Massachusetts.

The Red Sea Project is expected to become the Saudi Arabia's premier international leisure destination and a cornerstone to the country's tourism industry.

Miraval The Red Sea will join Grand Hyatt The Red Sea, which is also under development, as the second Hyatt-managed hotel within the Red Sea development

One bedroom villa One-bedroom villa

Miraval The Red Sea will feature 160 rooms and 20 villas. Designed by the award-winning Foster+Partners, the resort's aesthetic will draw inspiration from the Red Sea environment, creating simple and elegant spaces to "promote moments of mindfulness, relaxation and introspection".

The resort's Life in Balance Spa, which is expected to be the largest within the Red Sea destination, will be the heart of the property with 39 treatment rooms. The spa will offer groundbreaking new treatments and innovative wellness programmes that pay homage to the Middle East.

Miraval The Red Sea's culinary offerings will include a central dining room, the brand's signature Life in Balance Culinary Kitchen and a marketplace offering mindful, healthy dishes. Cooking classes and nutrition workshops will promote and inspire a balanced lifestyle.

Speaking about the launch, head of Miraval Resorts, Susan Santiago said: "We're honoured to elevate the Miraval brand to a global stage with plans for the brand's first property outside of the US. We're especially grateful this property will continue the brand's mission of providing authentic, inclusive and immersive wellness experiences to new guests and audiences."

Hyatt regional vice president of development for the Middle East and Africa, Ludwig Bouldoukian added: "Saudi Arabia has become a thriving hub for global business, arts and culture, and pioneering hospitality experiences, and continues to represent an important growth market for Hyatt. Miraval The Red Sea will expand on Hyatt's growing luxury resort offerings in the Middle East, catering to today's luxury travellers seeking wellbeing experiences."

The Red Sea Development Company CEO John Pagano also commented on the announcement, saying: "We're excited to work with Hyatt to establish the prestigious Miraval brand in this part of the world. We look forward to welcoming guests to experience a new level of unrivalled luxury and immersive wellness tourism."

Once open, Miraval The Red Sea will become the eighth Hyatt-branded property in the Kingdom of Saudi Arabia, building on the success of Hyatt's existing portfolio of properties, including Park Hyatt Jeddah – Marina, Club and Spa; Grand Hyatt Al Khobar Hotel and Residences; Jabal Omar Hyatt Regency Makkah; Hyatt Regency Riyadh Olaya; Hyatt Place Riyadh Al Sulaimania and Hyatt House Jeddah Sari Street.

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