

Radisson hotel group inks deal with KEC

- A Monitor Desk Report

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Riyadh: In a landmark move set to boost the hospitality landscape of Madinah, Saudi Arabia, Radisson Hotel Group is thrilled to announce its strategic partnership with Knowledge Economic City (KEC), one of Saudi Arabia's premier Master Developers, to introduce two new Park Inn by Radisson hotels in the heart of Madinah.

The two Park Inn by Radisson properties at Islamic World District (IWD), Knowledge Economic City, will include 733 keys in total: 587 hotel rooms and 146 serviced apartments.

This initiative is a testament to Radisson Hotel Group and Knowledge Economic City's commitment to realize the ambitious objectives of Saudi Arabia's Vision 2030 for the tourism sector.

Specifically, it underscores both companies' dedication to expanding and enhancing the hospitality infrastructure in Madinah, a city of

unparalleled spiritual and cultural significance.

The introduction of two Park Inn by Radisson properties at IWD, KEC, not only aligns with the Kingdom's strategic goals to diversify the economy and attract international tourists but also reinforces Madinah's status as a leading destination for visitors from around the globe.

By partnering with Knowledge Economic City, Radisson Hotel Group is aligning with one of the Kingdom's leading Master Developers and contributing to the realization of KEC's vision to deliver approximately 10,000 hotel rooms across the Kingdom.

This collaboration marks a significant milestone in strengthening Madinah's position within the travel and tourism industry and increasing its appeal as a key destination within Saudi Arabia and beyond.

"As we continue to build on last year's success, this addition to our portfolio in Madinah represents a major step forward in our ongoing efforts to realize the ambitious objectives of Saudi Arabia's Vision 2030 for the tourism sector.

We are grateful for the trust of Knowledge Economic City and look forward to further expanding and enhancing the hospitality infrastructure in Madinah", said Elie Younes, Executive Vice President and Global Chief Development Officer at Radisson Hotel Group.

The Park Inn by Radisson properties at IWD, KEC, will offer a contemporary, comfortable, and vibrant hospitality experience catering to the needs of modern travelers. Designed with both leisure and business guests in mind, the hotel and adjacent serviced apartments will feature state-of-the-art amenities, including stylish accommodations, international dining options, and flexible meeting and event spaces.

The hotels will also provide guests with easy access to Madinah's rich historical and religious sites to encourage guests to make the most of their travels. They combine business and leisure travel as they discover one of Islam's oldest and most sacred cities.

Mohammad Al Mubarak, Chief Executive Officer of KEC, said, "It gives me great pleasure to share our partnership with Radisson Hotel Group, bringing two new Park Inn by Radisson branded hotels to the city.

Introducing these upcoming properties is a pivotal step in our mission to grow technology and knowledge-driven developments in Madinah and deliver unparalleled hospitality experiences to residents and visitors across all sectors.”

With the other two holiest cities in Islamic tradition, Madinah is considered the most significant cradle of Islamic culture and civilization. In addition to making pilgrimage visits for Ziyarah, visitors come to see the prominent mosques and landmarks in the city that hold great religious significance, such as Mount Uhud Al-Baqi’s cemetery and the Seven Mosques.

Radisson Hotel Group has almost 50 hotels in operation and under development in the Kingdom of Saudi Arabia with the goal to reach 100 hotels (in operation and under development) by 2030.

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