

COMMERCE

## Fairmont commits to Middle Eastern growth with new properties

April 27, 2016



*Fairmont's logo*

By STAFF REPORTS

Fairmont Hotels & Resorts is expanding its portfolio with two new property developments in Morocco and Saudi Arabia, both scheduled to open before 2020.

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During the Arabian Hotel Investment Conference (AHIC) in Dubai, United Arab Emirates April 27, Fairmont announced its plans to develop hotels in Taghazout Bay, Morocco and Al Khobar, Saudi Arabia. These openings will bring Fairmont's count in the Middle East, Africa and India (MEAI) region up to 20 by 2020.

Further into the Middle East

Fairmont's announcement to open luxury properties in these two countries will more than double its regional pipeline and will boost its presence within major economic and tourist hubs.

The first of the properties scheduled to open will be the Fairmont Taghazout Bay, Morocco in 2019. The seaside resort will be located north of Agadir, on the Atlantic coast next door to the 18-hole golf course designed by Kyle Philips and completed in 2014.

Fairmont's hotel will feature 155 guestrooms with sea-facing views as well as 52 branded villas. The latter will go on sale later this year and will be the first luxury waterfront villas of this kind in Morocco.



*Golf course in Taghazout Bay, Morocco, near Fairmont's planned hotel*

The property plans to include 27,000 square feet of meeting space, a spa and fitness center and a range of culinary offerings including all-day dining, a speciality restaurant and a beach pool bar and grill.

Fairmont's development will complement the hotelier's more urban Fairmont La Marina Rabat-Sale currently being built near the Moroccan capital of Rabat.

For its Saudi Arabian property, scheduled to open in 2020, Fairmont selected property on the coast of the Arabian Gulf, near the capital of the Eastern Province. This hotel is the second Saudi Arabian venture for FRHI in the eastern region of the oil-rich country.

The Fairmont Al Khobar will have 240 guestrooms and 12 serviced residences. In addition, the hotel will boast a 43,000-square-foot meeting and conference space, a variety of food and beverage offerings including a pastry cafe as well as a wellness and fitness facility.



*Al Khobar, Saudi Arabia skyline*

Furthering its strategic positioning, the property will be within a high-end commercial area of the city and nearby parks, restaurants and shopping centers.

Despite political unrest, there has been a surge in hotel openings and property proposals across Middle Eastern countries from luxury hospitality brands ([see story](#)).

Fairmont, for instance, has also announced the openings of Fairmont Fujairah, United Arab Emirates, Fairmont Amman, Jordan, Fairmont Riyadh, Business Gate in Saudi Arabia and Fairmont City Stars Sharm El Sheikh, Egypt, all of which are scheduled to open between 2016 and 2017.