

TRAVEL AND HOSPITALITY

Four Seasons tailors hospitality service for Mecca visitors, pilgrims

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Four Seasons and Jabal Omar Development Company to Open New Hotel in Makkah, Saudi Arabia. (PRNewsfoto/Four Seasons Hotels and Resorts)

By STAFF REPORTS

Four Seasons Hotels & Resorts is continuing to expand its portfolio in the Middle East with the announcement of a second property in Saudi Arabia.

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The hospitality brand currently operates a property in Riyadh and will add a hotel in the Holy City of Makkah, also known as Mecca, through a development partnership with Jabal Omar Development Company (JODC). Due to the new Four Seasons' adjacency to the Al-Masjid Al-arm, or Grand Mosque, the hotel is likely to be of interest to affluent Muslims visiting the Holy City.

"As Four Seasons continues to expand its portfolio in the Middle East, we are pleased to partner with JODC to create a fully customized Four Seasons experience in Makkah," said J. Allen Smith, president and CEO of Four Seasons, in a statement.

Each Four Seasons is reflective of its destination and the people who stay with us, and this project in particular is designed to accommodate the unique needs of those who visit Makkah," he said. "This magnificent new building will set the stage for tailored service in a luxurious environment, enhancing the connection to this important place for all who visit."

Gracious accommodations

Four Seasons Hotel Makkah will consist of a multi-towered building set above a "retail podium" leading down to the Grand Mosque. The design by Foster + Partners, will seamlessly integrate its public spaces into the Haram.

The design of the hotel allows for clear views of the Kaaba from every guestroom and suite. Each guestroom and suite is designed to include one or more private prayer rooms.

Four Seasons Hotel Makkah will include approximately 375 guestrooms and suites. The property will also include approximately 90 Four Seasons Private Residences.

The property will also include three restaurants and lounges, a ballroom, meeting rooms and spa and fitness center.

Four Seasons will also offer special facilities and programs specifically for families visiting the property.



Four Seasons Hotel Makkah will join Four Seasons' Riyadh property (pictured). Image credit: Four Seasons

"Four Seasons will be the jewel in the Jabal Omar master development plan," said Yasser Faisal Al-Sharif, CEO of Jabal Omar Development Company, in a statement. "With our design partners and Four Seasons, we will bring to life a vision for the ultimate hospitality experience to enhance Hajj and Umrah pilgrimages."

The hospitality chain, which was established in 1960, has recently been expanding its presence in in-demand markets.

For example, Four Seasons is entering the Greek hotel market with the rebranding and renovation of an existing property on the Athenian Riviera.

Working Greek hotelier Astir Palace Vouliagmeni, Four Seasons will bring its first hotel to Greece following extensive upgrades to the existing Astir Palace property. The new hotel will debut as Four Seasons Astir Palace Hotel Athens in spring 2018 ([see story](#)).

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