

TRAVEL AND HOSPITALITY

Luxury Collection to make Saudi Arabian debut in 2020

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Assila Hotel will be part of Luxury Collection from 2020. Image credit: Assila Hotel

By STAFF REPORTS

Marriott's The Luxury Collection is expanding to Saudi Arabia with an upcoming opening in Jeddah.

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The hotel group has signed an agreement to make Assila Investments' Assila Hotel part of the Luxury Collection portfolio from 2020. The Luxury Collection is entering Saudi Arabia as the kingdom seeks to make itself a tourism destination through a broader visa policy and investments.

"We are thrilled to have Marriott International manage the beautiful Assila Hotel under the Luxury Collection brand," said Bader Alissa, CEO of Assila Investments, in a statement. "This only affirms Assila Hotel's position as a premier luxury hotel in Jeddah."

Saudi Arabia arrival

Assila Hotel sits on Prince Mohammed Bin Abdulaziz Street, previously Tahlia Street, which is the main commercial thoroughfare in Jeddah.

The property, which was previously managed by Rocco Forte Hotels, has 210 guestrooms and suites and 94 residential apartments. Among the accommodations is a 6,350-square-foot Royal Suite.

Assila Hotel has a spa, fitness center and squash court.

Putting a global spin on dining, the hotel includes restaurants that center on Mediterranean and Argentinean cuisines.



Exterior of Assila Hotel. Image courtesy of Marriott International

While Saudi Arabia was previously only open to religious and business travelers, leisure tourists can now obtain visas to visit the kingdom.

Saudi Arabia has opened to tourism for the first time, as it positions itself as a luxury destination set to welcome more than 100 million annual visitors by 2030.

In the next decade, the Middle Eastern country hopes that tourism will contribute to 10 percent of its gross domestic product, up from 3 percent. It is expected to become a leading luxury travel destination, as affluent travelers develop an appetite for truly unique experiences ([see story](#)).

This management agreement also furthers Marriott's Middle Eastern expansion.

Marriott International is planning to grow its luxury presence in the Middle East and Africa by more than 70 percent by the end of 2023.

Through the course of 2019, the company is planning to open seven new luxury hotels in the region. Across the group's portfolio, it is expecting to have almost 270 properties and more than 60,000 rooms in the region by the end of the year ([see story](#)).

"We are delighted to announce plans for the first Luxury Collection property in Saudi Arabia, in collaboration with Assila Investments," said Alex Kyriakidis, president/managing director for the Middle East & Africa at Marriott International, in a statement. "This deal signing supports our plans to further diversify our footprint in the kingdom while enhancing our overall luxury portfolio in the region."