

## **CHOICE HOTELS EXPANDS PORTFOLIO WITH CONTINUATION OF SEERA GROUP MASTER LICENCE AGREEMENT AND UPCOMING OPENINGS IN SAUDI ARABIA**

- *Agreement continues, with at least ten hotels planned to open within the next five years*

Choice Hotels Europe has repositioned itself as Choice Hotels EMEA as it continues its [master license agreement with Seera Hospitality](#), a fully owned subsidiary of Seera Holding Group, the largest publicly listed travel company in the Middle East and North Africa (MENA) region, to open at least ten hotels in the Kingdom within the next five years.

Seera is at the forefront of travel and tourism recovery efforts in the Kingdom and beyond, and as part of the agreement, currently there are several identified projects for Choice Hotels brands throughout Saudi Arabia in various stages of development.

The first three properties – Clarion Jeddah Airport, Comfort King Road Jeddah, and Comfort Olaya Riyadh – are due to open at the end of this year and are available to pre-book now.

Clarion Hotel Jeddah Airport has 200 rooms and is located on the Prince Majid Road, just three minutes away from the new King Abdul-Aziz International Airport and Jeddah Airport Train Station. It is easily accessible from the Jeddah City Centre and also located close to the Mall of Arabia, one of the biggest shopping centres in Jeddah.

The Comfort King Road, with 125 extended stay suites, is located in one of the most prominent areas of Jeddah and in close proximity to the Jeddah Corniche, Jeddah International Airport, and the Madinah Road.

The Comfort Olaya Riyadh is located in Olaya, in one of the most prized locations in the city's central business district near the iconic Kingdom Tower. The hotel boasts 97 well-appointed extended stay suites, as well as a rooftop lounge with unique views of the Riyadh skyline.

**Commenting on the agreement, Choice Hotels EMEA CEO, Jonathan Mills said:** "I'm excited to continue this master license agreement in Saudi Arabia and welcoming Seera group and the forthcoming properties to our portfolio."

"With these openings, we reposition our division as Choice Hotels EMEA, further supporting our growth strategy and focus on investing in our business for our stakeholders.

"We are the only global hotel company to enter the Middle East market through Saudi Arabia, a country placing a substantive focus on developing travel and tourism. By entering the region together with a strong hospitality group, we strive to increase Choice Hotels footprint in the region. We have been focused on this approach for some time, so I am pleased to be continuing this agreement today.

"I look forward to the first properties opening within the third quarter of this year and am sure our guests will be excited by their offerings."

**Majed Alnefaie, CEO of Seera Group said:** "Saudi Arabia is recording transformational growth through path-breaking initiatives, including a focus on strengthening the entire tourism sector. Together with Choice Hotels EMEA, we aim to set new standards in the Middle East hospitality sector. Across our portfolio of travel brands, Seera Group has several platforms to promote travel and tourism to achieve the Kingdom's vision and this agreement continues to be a great step towards realising that vision."

**Shuja Zaidi, Seera Chief Hospitality Officer said:** "Our new Clarion and Comfort hotels are setting new standards for the next generation of hotels in the region. The design of these new hotels has engaged state-of-the-art technology blended with Arabian hospitality to introduce unique and best-in-class product in the Middle Eastern markets. In teaming with Choice Hotels, we found the perfect collaborator to achieve these goals."

The announcement comes shortly after Helen ter Beek, Senior Director Commercial and Operation, and Edwin Broers, Director Deployment Operations, joined the Choice Hotels Leadership team, bringing a wealth of hotel operational and commercial experience. Helen oversees all commercial activities as well as deployment services for Choice Hotels' partners, with Edwin leading the operational onboarding of all new partners including Seera Group.

For further information on Choice Hotels, please visit:

<https://www.choicehotels.com/en-uk>

**ENDS**

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## **Notes to Editors**

### **About Clarion Hotel Jeddah Airport**

Clarion Hotel Jeddah Airport has 200 rooms and is located on the Prince Majid Road, just three minutes away from the new King Abdul-Aziz International Airport and Jeddah Airport Train Station. It is easily accessible from the Jeddah City Centre and also located close to the Mall of Arabia, one of the biggest shopping centres in Jeddah.

### **About Comfort King Road**

The Comfort King Road, with 125 rooms, is located in one of the most prominent areas of Jeddah and in close proximity to the Jeddah Corniche, Jeddah International Airport, and the Medina Road.

### **About Comfort Olaya Riyadh**

The Comfort Olaya Riyadh is located in Olaya, in one of the most prized locations in the central business district near the iconic Kingdom Tower. The hotel boasts 97 well-appointed extended stay suites with roof top lounge with unique views of the Riyadh skyline.

### **About Choice Hotels EMEA™**

With more than 7,100 hotels representing nearly 600,000 rooms, in over 40 countries and territories, Choice Hotels International, Inc. is one of the largest hotel groups in the world (as of June 30, 2021). In EMEA Choice Hotels EMEA™ is represented by more than 400 hotels under the Ascend Hotel Collection™, Clarion™, Quality™ and Comfort™ brands, including around 80 hotels in Germany, Italy, the Czech Republic and Turkey. The award-winning Choice Privileges™ rewards programme offers guests a wide range of benefits, from small conveniences in everyday travel to extraordinary extra benefits.

### **Forward-Looking Statement**

This communication includes "forward-looking statements" about future events, including anticipated development and hotel openings. Such statements are subject to numerous risks and uncertainties, including construction delays, availability and cost of financing and the other "Risk Factors" described in our Annual Report on Form 10-K and our Quarterly Reports on Form 10-Q, any of which could cause actual results to be materially different from our expectations.

### **About SEERA**

Seera is the leading provider of diverse travel services in the Middle East and North Africa region. With its balanced portfolio of brands across seven verticals, Seera is regarded as the most knowledgeable and accomplished travel service provider. The Group is a significant contributor to the growth of the domestic, inbound, and outbound tourism economies of the Kingdom of Saudi Arabia and a best-in-class business partner in unlocking the opportunities in the region. Providing technology-powered travel services for consumers, businesses, government partners and pilgrims, Seera offers the opportunity to travel in the Kingdom, across the region, and beyond, like never before. Seera's strategic business units as below:

- Elaa, Seera's travel management company, leading in the Corporate and Government sector in KSA
- Mawasim, Seera's wholesale tour operator for Hajj & Umrah
- Almosafer, the flagship brand of Seera's consumer travel business unit
- tajawal, a leading online travel agency in the UAE
- Lumi, Seera's car rental and leasing brand
- Discover Saudi, Seera's integrated destination management company

- Almosafer Concierge, Saudi Arabia's first holistic luxury travel concierge service catering to the discerned needs of travelers from the Kingdom. do we add this?

Seera – Imagine Where Travel Can Take Us Together

For more information:

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