

## Mövenpick Hotels & Resorts strengthens its presence in booming Jeddah.

**International hospitality firm reveals plans to open Mövenpick Hotel Heraa Jeddah in 2019, its fourth property in the city and 14th kingdom wide.**



Dubai (United Arab Emirates), 7 July 2015: Mövenpick Hotels & Resorts is consolidating its Saudi Arabia expansion plans by adding a fourth property in the kingdom’s thriving city of Jeddah.

The 300-key Mövenpick Hotel Heraa Jeddah, which is scheduled to open in the first quarter of 2019, will take Mövenpick’s KSA offering to 14 properties strong. It is one of five Saudi new builds being rolled out by the hospitality firm over the next four years, with two planned for Riyadh, one for Al Khobar and the 233-key Mövenpick Hotel City Star Jeddah.

Set to occupy a prime location on Prince Sultan Road, Mövenpick Hotel Heraa Jeddah will be ideally placed to capitalise on the city’s growing popularity as a business and leisure destination, with several major infrastructure developments underway designed to cater to the on-going swell in tourism numbers.

“The hotel is just five minutes from Jeddah’s King Abdulaziz International Airport, which is currently undergoing a US\$7.2 billion expansion to take its ultimate capacity to 80 million passengers annually. We will therefore be the first point of call for travellers stopping in Jeddah en-route to the two Holy Cities, Makkah and Madinah,” says Andreas Mattmüller, Chief Operating Officer, Mövenpick Hotels & Resorts, Middle East and Asia.

He was speaking after a management deal for Mövenpick Hotel Heraa Jeddah was recently inked with Dr. Mohamed Ali Al-Turki, Chairman/CEO of Mohamed Al-Turki Group of Companies. The signing ceremony was attended by Jean Gabriel Pérès, President and CEO of Mövenpick Hotels & Resorts.

“Mövenpick has a strong track record in managing properties in Jeddah and across Saudi Arabia, which made the hospitality firm a natural partner for this exciting new venture,” said Dr. Mohamed Ali Al-Turki.

The hotel will be in close proximity to high-profile mega developments such as the Kingdom Tower and Jeddah Waterfront. Several “stand out” food and beverage outlets including two signature restaurants, plus a ballroom, seven meeting rooms, health club with gym, and seven stand-alone villas will set Mövenpick’s new Jeddah property apart from the competition.

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