

## **Rezidor and Al Jassim Group announce Hotel Missoni Doha**

BRUSSELS – January 17, 2012 - The Rezidor Hotel Group, one of the fastest growing hotel companies worldwide, and Al Jassim Group announce Hotel Missoni Doha. The unique luxury lifestyle hotel will be exclusively designed by Rosita Missoni and feature approximately 200 rooms and 70 serviced apartments. It is scheduled to welcome the first guests in late 2015.

“Qatar benefits from very healthy economic conditions. Its people are receptive towards a new kind of luxury and lifestyle – our Hotel Missoni flagship will be a perfect addition to Doha’s rising market”, said Kurt Ritter, President & CEO of Rezidor. Doha is the capital of Qatar and home to strong gas, service, real estate and medical industries. The city is also becoming an important corporate and meetings destination in the Gulf, and will be a true sports-hot spot in 2022 when Qatar will be hosting the FIFA World Cup.

“Inspired by Qatar Nation Vision 2030, we actively seek out new partnerships and aim to raise the bar at every opportunity. Hotel Missoni Doha will add significant value to the existing urban aspect and contribute to the commitment and vision of Qatar by greatly supporting the transformation of Doha into one of the world’s leading business, sport and cultural cities”, said Sheikh Khalid Bin Jassim Al Thani, CEO of Al Jassim Group.

Hotel Missoni will be built along the C Ring Road in the heart of Doha. The proximity of the hotel, being just 10 minutes from the International Airport and the West Bay area, lends itself as the perfect location for a luxury lifestyle experience in Doha. In addition to its central location, the hotel is well situated for all entertainment and leisure activities offered in Doha and the surrounding areas.

Besides approximately 200 rooms and suites, Hotel Missoni Doha will offer around 70 serviced apartments with one, two or three bedrooms. The extensive food and beverage outlets will comprise Hotel Missoni’s signature restaurant “Cucina” with a traditional yet creative Italian menu, a second all-day-dining restaurant, Bar Missoni, a pool bar and a lobby lounge. The food and beverage offering will be further enhanced by a number of distinguished fine dining restaurants providing a variety of culinary tastes incorporating the luxurious and stylish essence of the Hotel Missoni brand. Guests will benefit from an 800 square meter Spa- and fitness area, an outdoor swimming pool, approximately 1,500 square meter conference- and banquet facilities including ball room, and a business centre.

Hotel Missoni is a co-operation between the legendary Italian fashion house Missoni and Rezidor. Each hotel is designed by Rosita Missoni – she combines the vibrant Missoni colours and patterns with international design classics and local touches. Hotel Missoni is a fashionable destination for travellers seeking Italian chic, style and authenticity combined with all luxury services and standards of a contemporary international hotel. Hotels Missoni are operated in Edinburgh/Scotland and in Kuwait City; further properties are under development in Oman, Turkey, Brazil and Mauritius.

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### **About The Rezidor Hotel Group**

The Rezidor Hotel Group is one of the fastest growing hotel companies in the world. The group features a portfolio of more than 415 hotels in operation and under development with 90,000 rooms in over 60 countries.

Rezidor operates the brands Radisson Blu Hotels & Resorts and Park Inn by Radisson in Europe, Middle East and Africa, along with the Club Carlson loyalty programme for frequent hotel guests. Under a worldwide licence agreement with the iconic Italian fashion house Missoni, Rezidor also operates and develops the new lifestyle brand Hotel Missoni.

In November 2006, Rezidor was listed on the Stockholm Stock Exchange. Carlson, a privately held, global hospitality and travel company, based in Minneapolis (USA), is the majority shareholder.

The Corporate office of the Rezidor Hotel Group is based in Brussels, Belgium.

### **About Al Jassim Group**

Al Jassim Group is a leading diversified business group with interests in Real Estate, food & beverage and Fast Moving Consumers Goods with drive, focus, commitment and anticipation of market trends to bring state-of-the-art projects that add value to the economy in the Qatari Market. The group has an in-depth knowledge of the region, its culture and business environment which provides an extensive experience in dealing with leading international brands.