

KERTEN HOSPITALITY GEARS UP FOR MIDDLE EAST DEBUT OF ITS AWARD-WINNING ‘THE HOUSE HOTEL’ BRAND

*Luxury boutique concept in high-profile mixed-use lifestyle destination poised to
make its regional foray in Saudi Arabia*



Dubai (UAE), September 11, 2019: Specialist mixed-use operator Kerten Hospitality is bringing its award-winning boutique hotel brand – The House Hotel – to the Middle East region for the first time, with The House Hotel Jeddah, part of a dynamic mixed-use destination that is a first in the city, scheduled to open its doors in Q4 2019.

The one-of-a-kind hospitality project will showcase Kerten’s expertise in creating innovative spaces for working, living and socialising, with the hotel hosting Jeddah’s second Ouspace - a modern workspace, serviced offices and business club that enables entrepreneurs and businesses to work flexibly and collaboratively.

In a regional first that redefines traditional hotel meetings and events floors, Ouspace will complement the property’s high-tech meeting rooms, ballroom and welcome lounge, creating a unique business hub for coworking, events and networking. Ouspace is curated to offer the best office solutions to meet the needs of individuals and corporates, encouraging collective growth.

The 114-key The House Hotel Jeddah will be the focal point of the new City Yard complex – a creative lifestyle hub in Jeddah’s upmarket Al Rawdah district, just 12km from King Abdulaziz International Airport – making its mark as a luxury design-led boutique hotel offering a unique blend of Arab and European hospitality and a personalised service.

“Since the announcement and ongoing implementation of Vision 2030, Saudi Arabia’s blueprint for economic diversification and growth, we have witnessed a significant uplift in GDP and tourism, providing significant opportunities for operators and owners to introduce new and innovative hospitality concepts to this dynamic and fast-changing market,” says Marloes Knippenberg, CEO of Kerten Hospitality.

“The House Hotel is well-positioned to capitalise on this favourable economic climate, meeting robust demand for contemporary lifestyle destinations that promote a work-life balance and we continue to

identify opportunities to partner with like-minded investors to maximise the brand's potential in the kingdom."

The House Hotel is a rapidly expanding luxury hospitality concept with a global reputation for quality, individuality and creating inspiring destinations for business and tourism in key global locations.

Since the opening of the first House Hotel in Turkey in 2015, the brand has become known for marrying art and culture with a blend of classic and contemporary styles and connecting guests with the local culture through unique experiences.

In line with Kerten Hospitality's commitment to supporting and enriching local communities, every House Hotel is distinctive, tells a story, and has a sense of place.

Part of the Design Hotels™ collection, The House Hotel Jeddah will incorporate elements that complement the aesthetics of the region and celebrate local culture in ways that are brought to life by a team for whom genuine warmth and hospitality is a priority.

Property highlights will include a Baker & Spice Restaurant, a spa, barbershop, TechnoGym with a glass-walled bridge, ballroom hall, meeting spaces, and a rooftop pool dotted with olive trees.

Following The House Hotel's success in Istanbul with The House Hotel Karakoy and The House Hotel Bomonti making an impact in two up-and-coming neighbourhoods, its Jeddah debut signals Kerten Hospitality's focus on expanding the brand into new dynamic markets, with further properties under development in Egypt, Georgia and Kuwait.

The company's strategy is to operate 35 House Hotels across the Middle East region by 2025. For more information visit: www.househotels.com

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