Dusit International continues Middle East expansion with first hotel in Bahrain





Bangkok, 12 July 2017 – Thailand-based, global hospitality company Dusit International has signed a hotel management agreement with Al Manzil Hospitality Group to operate the dusitD2 Seef Bahrain, a contemporary leisure and business hotel, scheduled to open in Manama, the country's modern capital, next year.

In line with Dusit International's strategy for sustainable and profitable growth, which includes balancing its portfolio to include half of its operations outside of Thailand by 2022, the new hotel will be the company's first hotel in the Kingdom of Bahrain. The opening will help to position Dusit for further expansion within the GCC region, where it already operates five hotels, with another five confirmed in the pipeline.

The dusitD2 Seef Bahrain is conveniently located near Bahrain International Airport and other major flagship developments concentrated along the King Faisal and Sheikh bin Salman Highways, which connect the Saudi Causeway with Central Manama.

Predominantly appealing to Saudi travellers, which constitute approximately 60% of inbound visitors to Bahrain, the contemporary upscale hotel will comprise 195 spacious units with sea views. Amenities will include meeting facilities, a kids' club, an expansive health and fitness centre with spa and rooftop pool, and a multitude of restaurants.

Despite being a small country, Bahrain is renowned for its rich cultural and historical legacy, making it an excellent destination for adventurous travellers keen to explore its ancient burial mounds and other significant archeological sites, such as the well-preserved ruins of residential houses, temples and cemeteries which date back to the Third millennium BC.

In addition, Bahrain also boasts two UNESCO World Heritage Sites: the Qal'at al-Bahrain, also known as the Fort of Bahrain; and the Suq al Qaisariya, a collection of old shops selling traditional products such as pears, spices, and teas.

"We are delighted to add Bahrain to our list of international destinations, further strengthening Dusit's presence within the GCC region," said Ms Suphajee Suthumpun, Group Chief Executive Officer, Dusit International. "By combining Dusit's signature gracious hospitality with local hospitality customs and excellent entertainment facilities, dusitD2 Seef Bahrain will provide a truly distinctive experience for our guests. Working with Al Manzil Hospitality Group, we are confident the hotel will be a great success, and a new landmark in the region."

Managing Director of Al Manzil Hospitality Group, Ms Shaikha Al Fadhel, said, "We are extremely happy to join hands with Dusit International. The Kingdom of Bahrain will soon experience the unmatched hospitality and service that are signatures of the Dusit Group. We intend to take this strategic relationship forward, creating more unique projects that add value to the growing Bahraini tourism sector."

Dusit International currently operates 29 properties in key destinations around the globe with another 51 projects in the pipeline. Alongside dusitD2, other brands in the company's international

portfolio include Dusit Thani, Dusit Devarana, and DusitPrincess.

Notes for editors

About Dusit International
Dusit International was founded in 1948 by Honorary Chairperson Thanpuying Chanut Piyaoui, whose first hotel was the Princess on Bangkok's New Road. Today the company is a leader in hotel management, franchising and education and comprises a unique international portfolio of distinctive hotels and resorts operating under four brands: Dusit Thani, dusitD2, Dusit Princess and Dusit Devarana.
The company currently operates 29 properties worldwide and has 51 confirmed projects in the pipeline in key destinations such as Australia, Bhutan, China, Indonesia, Kenya, Myanmar, Oman, Philippines, Qatar, Saudi Arabia, Singapore, Thailand, Turkey, UAE, and Vietnam.
Dusit International also operates the signature Devarana Spa and has a fast-growing Education Division. The latter, established in 1993, comprises Dusit Thani College, which offers vocational and postgraduate hospitality degrees at campuses in Bangkok and Pattaya; Le Cordon Bleu Dusit Culinary School; and the recently opened Dusit Thani Hotel School, which is Thailand's first hospitality school based on the ASEAN Common Competency Standards for Tourism Professionals. In 2018 Dusit will open the pioneering Dusit Hospitality Management College, a unique fully integrated hospitality school and hotel in Manila, Philippines.
For more information, please visit www.dusit.com.

About Al Manzil Hospitality Group
A proud member of Al Fadhel Business Group (AFBG), Al Manzil Hospitality Group (AMHG) was formed in 2009 and currently owns and manages three hotels, three restaurant chains and a food truck concept in the Kingdom of Bahrain. Hospitality Business has consistently ranked Al Manzil Hospitality Group and its affiliates among the Top Hospitality Management Companies in the Kingdom.
For more information, please visit www.alfadhelbizgroup.com