

ضيافتنا

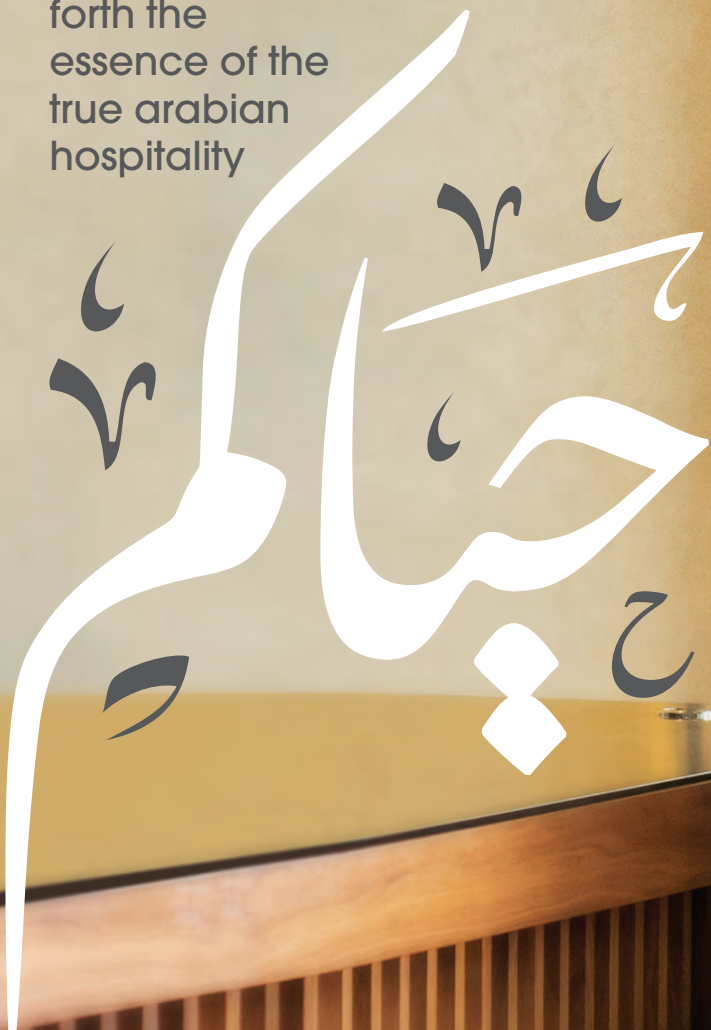
عربية

True Arabian
Hospitality



SAFIR
hotels & resorts

Infusing
traditional
heritage with a
modern outlook,
we aim to bring
forth the
essence of the
true arabian
hospitality





LEGACY

KHC was founded in 1962 as part of the Government of Kuwait's investment strategy. In its initial years, KHC successfully owned and operated Hotels across Europe, North Africa and the Middle East. In 2003, KHC and its subsidiaries were privatized and evolved into a holding company with subsidiaries specializing in hotels and hospitality management, catering and ancillary services, and after becoming part of the United Real estate Company (URC) portfolio, it has built its credibility as a recognized member of the KIPCO group.

Safir Hotels & Resorts was established in 1993 as one of the pioneer hospitality & hotel management companies in Kuwait and the MENA region. As a subsidiary of the Kuwait Hotels Company (KHC), its primary initiative was to manage hotel properties previously managed directly by KHC, and ever since has enjoyed a strong unique presence across the same region.

With such historic and renowned roots and affiliations, Safir mirrors KHC's commitment to excellence - evident in their collective compliance to global best practices and high-quality standards in hotel and hospitality management, while continuing a deeply grounded commitment to delivering genuinely authentic, traditional hospitality that is so much the defining element of our culture and that of our forefathers before us.

PHILOSOPHY

To us success is not only viewed in terms of financial growth but also in terms of the extent to which we share with and promote our cherished traditional values and principles to our guests, within our culture as well as to the wider community, driven by the belief that genuine hospitality cannot be faked and must be embodied from within.

As a result, our business philosophy will permanently encompass the interests of all our stakeholders (guests, employees and business partners) as well as our commitment to Corporate Social Responsibility.





PURPOSE

We enthusiastically carry the responsibility and relay the heritage of generations who committed to delivering genuine traditional hospitality. In the process, we consistently aspire to yield the most sustainable environmental, social and economic outcomes along with substantial returns on investment for our stakeholders through operational excellence, high standards of customer service and advanced hospitality management, while preserving and celebrating the refined contextual, culinary, architectural, artistic, musical and mainly definitive elements of our heritage.

PROMISE

We continually strive to differentiate ourselves, and our offering, from our industry partners by unconditionally committing to our philosophy and purpose.

With every interaction, at every level and touch point with our stakeholders, we make every effort to assure that it is distinctive and personalized.

VALUES

Excellence

in our operations, and overall strategies. We are constantly challenging our own benchmarks in order to exceed our last achievement.

Prudence

in our financial, investment and business management. We endeavor to deliver continued consistent returns to our investors for their patronage and confidence in our capabilities.

Innovation

in our key offerings and core competencies. We are constantly developing and realizing innovative catering and hospitality solutions.

Expertise

of our Colleagues (employees), across all levels of management. We place significant importance on investing in people as they are the most potent Ambassadors of the Safir brand to our guests and all who come into contact with us.





STAKEHOLDERS

Colleagues

We are determined to create an environment, which is conducive to the care and personal development of our colleagues.

Partners

We aim to deliver sustainable and healthy returns on investment to partners, investors and shareholders who mutually share our image and responsibilities.

Guests

We work to deliver total guest satisfaction, by offering traditional heritage-based hospitality using technologies of the day in the most constructive, professional and creative way.

Industry

We are committed to advancing the industry as a whole through mutual respect, active and influential participation in industry events as well as the diligent attempt to improve industry-wide benchmark standards and global best practices.

Environment

We endeavor to do everything possible to protect the environment and surroundings in which we function, whether physically, socially or economically, through efficiency, sustainability and a resolute belief in conscientious professional interactions.

Welcoming you
to the essence
of hospitality

أهلاً وسهلاً



STRATEGY

“Deep-rooted Heritage”

By conveying a unique service stemming from traditional service

“Glo-cal Architecture”

By leveraging local heritage while championing global brand consistency & reassurance

“Proud Representation”

By recruiting, training and developing diligent generations of Safir Ambassadors

“Wholehearted Application”

All brand touch points reflect our purpose, promise and principles

“One belief, multiple strategies”

خطوة
عزیزہ



COMPETITIVE ADVANTAGE

Knowledge

Being from the region gives us a detailed and more intimate understanding of the region's cultural and guest expectations, which has helped to characterize the experiences we provide to guests and stakeholders

Attitude

We offer people interactions of a distinctive type, distinguished by modesty, respect and simple positive relations, and achieved by selectively appointing team members and building a work culture on the binding principles of heritage and tradition

Conviction

Through a shared passion for hospitality service and a practiced sincerity in delivering that service, we honor the heritage of generations who committed to delivering genuine traditional hospitality

"Guest Experience defines
Safir distinctiveness"

تفضل
حياك



VISION

"We view hospitality at its core as a practice that never changes at the heart but can be modified and reinterpreted to fit all eras and every locale"

An acute awareness of the ever-changing demands and needs of the hospitality and tourism market across the MENA region enables Safir to offer stakeholders a strong and dependable partnership together with sustainable returns through strategic future expansion strategies and educated regional outlooks and forecasts.

By tactically introducing the brand to different new markets, Safir plants the seeds, and aims to target a new brand of traveler, and a diverse new hospitality market which is expanded through by technology, multimedia, social networking and creative efficient ways of providing lodging services to more sensible and knowledgeable world travelers.

As a result, Safir aims to devote considerable amounts of its resources to tailor its hospitality offering to the 21st Century Business Traveler, where connectivity and the need to reduce the stress and loneliness of being away are essential, along with a new Leisure Traveler, comprised mainly of the Millennial Generation, who are self-assured, optimistic, globally connected and curious.



PORTFOLIO

With a portfolio of hotels located around the MENA region, whether in busy city centers, vibrant up-market shopping areas, eventful commercial districts, sunny sandy shores or serene natural settings, Safir Hotels are currently providing genuine traditional hospitality in:

KUWAIT

Safir Fintas Hotel - Marina Hotel - Safir Airport Hotel

QATAR

Safir Doha Hotel

OMAN

Salalah Gardens Hotel

EGYPT

Safir Cairo Hotel - Safir Sharm Waterfalls Resort

LEBANON

Safir Bhamdoun Hotel

SYRIA

Safir Homs Hotel

PIPELINE

Dahab | Muscat | Jeddah

FUTURE OUTLOOK

Saudi Arabia | Egypt | UAE | Kuwait | Oman | Qatar | Iraq | Turkey | Algeria | Morocco

28
YEARS

Established in 1993



9 properties



Located in 6
countries



One of the first
hotel management
companies in the Middle East



2 Projects
Under Development
Safir Dahab
Safir Muscat
Safir Jeddah



1,600 keys



950 colleagues



2 new brands



Our average score
Booking.com = 8.4/10
Expedia = 4.4/5
TripAdvisor = 4.5/5



Highlights

ENRICHING LIVES THROUGH LOCAL CULTURAL EXPOSURE

HØ NA

SOCIAL HOTELS

Rooted in culture, brings to life our Arabian Hospitality.

At the heart of communities, your familiar amongst the crowd. Lively, vibrant and dynamic. We unite those on different paths. There for your every day adventure.

Coffee house meets hotel, we are always here for you. Coffee brings us together, and it's the moments together that we celebrate.

Mix, mingle, meet, debate and deliberate — we are your outlet.

HONA .. WE ARE YOUR HUB.

A GLIMPSE INTO THE CITY



MUDUN
HOTELS & RESIDENCES

MUDUN is a brand rooted within the vibrancy and culture of each city it lives in. It is a reflection of the city's dynamism, energy, charm, passion, pride and heritage.

MUDUN Hotels & Residences acts as a key that unlocks the door to the community for its guests.

We adapt every aspect of the user journey to reflect Arabian hospitality.

MUDUN.. YOUR HOME IN OUR CITY





SAFIR
hotels & resorts

Safir Fintas Hotel (Kuwait)
Tel: (965) 2 545 5555

Marina Hotel (Kuwait)
Tel: (965) 2 223 0030

Salalah Gardens Hotel (Oman)
Tel: (968) 2 338 1000

Safir Airport Hotel (Kuwait)
Tel: (965) 2 2271 000

Safir Doha Hotel (Qatar)
Tel: (974) 4 445 5333

Safir Cairo Hotel (Egypt)
Tel: (20) 2 374 82424

Safir Sharm Waterfalls (Egypt)
Tel: (20) 6 9366 3232

Safir Bhamdoun Hotel (Lebanon)
Tel: (961) 5 262 200

Safir Homs Hotel (Syria)
Tel: (963) 31 211 2400

safirhotels.com