

## **ROSEWOOD CORNICHE AT THE HEART OF BUSINESS, LEISURE AND RELIGIOUS TOURISM**

**Jeddah attracts millions of visitors every year from all over the world**

Rosewood Corniche, the landmark hotel in Jeddah, Saudi Arabia's commercial capital and cosmopolitan city, has found the perfect formula to attract all types of tourists, from business travellers to holidaymakers, honeymooners and pilgrims.

Rosewood Corniche, recently named Saudi Arabia's Leading Hotel and Saudi Arabia's Leading Business Hotel, enjoys a unique location in Jeddah and offers its guests world-class service and facilities. The hotel's continuous efforts to meet and exceed international standards were recently rewarded when the Saudi Commission of Tourism and Antiquities classified Rosewood Corniche as one of Jeddah's few five star hotels.

Jeddah rose from being a small

fishing port in 500 BC to become a major cosmopolitan business hub in the Arabian Peninsula. The city is the second largest commercial hub in the Middle East after Dubai and counts a great number of expatriates among its population, making it the Kingdom's most cosmopolitan and liberal city.

Rosewood Corniche offers the city's business population as well as business travellers a comprehensive range of corporate packages. With six meeting rooms and three Majlis designed to receive up to 24 people, the premier hotel offers state-of-the-art meeting facilities and invites its business guests to enjoy all-day use of Rosewood Corniche's modern amenities, flawless service and world-class catering at special corporate rates.

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Rosewood Corniche was open three years ago and is the Middle Eastern boutique hotel of Rosewood Hotels and Resorts, the premier manager of various ultra-luxury properties in the United States and throughout the world including The Carlyle in New York and Las Ventanas al Paraíso in Mexico.

"In recent years, Jeddah has been positioned as a lucrative business destination," said Hans-Peter Leitzke, Managing Director at Rosewood Corniche. "Yet more than a business hub, Jeddah is also the Kingdom's favourite leisure destination and we are counting more and more holidaymakers and honeymooners from across the GCC and the Middle East," Leitzke added.

Jeddah is the city where authenticity meets modernity and is often described as the city of history, beauty and charm. Al-Balad, Jeddah's old district, is one of the most beautiful areas in the Kingdom and amazes the most seasoned globetrotters. Visitors, which include many honeymooners, delight in wandering the small back streets

of the city while contemplating the stunning houses made of seashells and coral and feature beautiful ornate wooden balconies.

Jeddah, which means 'Grandmother' in Arabic, is commonly believed to be home to Eve's Grave, the mother of humanity. The city has attracted pilgrims from all over the world for centuries even before Islam. Today, it is the main entrance to the Holy Cities of Mecca and Medina and counts more religious visitors than ever with almost 8 million Muslims visiting the Holy Cities every year.

This number is expected to reach 13 million visitors in 2019 according to research released in summer 2010 by property consultancy Jones Lang LaSalle.

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Expansion plans for King Abdulaziz International Airport reinforces this forecast as the first phase of the city's airport is expected to be complete by 2012 and will more than double passenger capacity to reach 30 million.

"From pilgrims who value a comfortable way to perform their pilgrimage, to business and leisure



Rosewood  
Corniche -  
night view

travellers who wish to make the most of their visit and perform an Umrah or Hajj trip during their stay in Jeddah, we have been receiving an increasing number of religious visitors as a result of our close proximity to the Holy City of Mecca and our efforts to always anticipate,

adapt and fulfill our guests needs," said Mr. Leitzke.

Throughout the year and during the Holy Month of Ramadan, Rosewood Corniche invites its Muslim guests to enjoy a flawless personalised service and focus on inner purification and faithfulness,





and offers a special limousine service for trips to and from the Holy City of Mecca and Al Masjid Al Haram.

Moreover, guests staying in the premier hotel during the first 20 days of Ramadan can also take advantage of great promotions available on the hotel's luxurious rooms.

Designed for both business and leisure travellers, Rosewood Corniche is ideally positioned on Jeddah's Corniche, one of the

city's most impressive districts. The celebrated Jeddah Corniche runs parallel to the Red Sea for over 20 miles and provides convenient access to the city's business and leisure areas.

As Saudi Arabia's leading hotel, the stunning Rosewood Corniche redefines modern elegance and offers unparalleled personal service and world-class amenities, including 24-hour butler service for each of the 127 guest rooms and suites.