



Press Kit

2026

HALLMARK OF ARABIAN HOSPITALITY

[Amsahospitality.com](https://amsahospitality.com)





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About Amsa Hospitality

Amsa Hospitality was founded in 2020 with a vision set by its founder, Mohammed Abdulaziz Alathel, to introduce a contemporary Saudi model to the hospitality sector. Inspired by the ambitions of Saudi Vision 2030 and the Kingdom's rapidly evolving hospitality landscape, the company seeks to redefine Arabian hospitality through a distinctly Saudi approach, one that brings together the authenticity of Saudi culture, the warmth of Arabian generosity, and world-class standards in management and operations.

Guided by its promise, "The Hallmark of Arabian Hospitality," Amsa Hospitality creates distinctive stays that connect guests with local places and culture. It supports owners, enhances asset performance, attracts leading global brands, and develops local talent, creating lasting value for guests, owners, partners, and communities.

Today, Amsa Hospitality manages a growing portfolio backed by strategic partnerships and ambitious expansion plans. This reinforces its position as a trusted hotel management company and enables it to help shape a future for hospitality rooted in the spirit of Saudi Arabia.

Amsa Hospitality has earned numerous awards and accreditations across the hospitality and sustainability sectors, recognising its excellence and innovative approach to delivering exceptional guest experiences.



For more information, visit www.amsahospitality.com or visit our social media accounts   



Amsa Academy

Amsa Hospitality Academy, our vocational training academy, made its debut in May 2024 and was developed in collaboration with Luxury Hotelschool Paris, a globally recognized institution known for its pedagogical excellence.

The training materials, certified and reviewed by Luxury Hotelschool Paris, help aspiring Saudi hoteliers develop the skills needed to excel in the hospitality industry.

The academy has entered into partnerships with leading Saudi universities, including King Khalid University and Princess Noura University, to train their graduates at properties across the Kingdom.



Discover our portfolio at www.amsahospitality.com/amsa-academy  

Hotels Portfolio

Hotels We Manage. Destinations We Shape.

Amsa Hospitality's portfolio reflects its growing presence in Saudi Arabia's hospitality sector. It comprises more than 10 hotel projects and over 1,930 hotel keys across eight cities in the Kingdom, alongside a development pipeline of more than 10,782 keys through 2035.

The portfolio spans operating hotels and projects under development, featuring a selection of leading global brands and landmark destinations.

Discover our portfolio at www.amsahospitality.com/portfolio





Meet The Leaders

Mohammad Abdulaziz Alathel

Vice Chairman

At the helm of Amsa Hospitality as Founder and Vice Chairman, Mohammed utilizes his entrepreneurial spirit and visionary leadership to make a lasting impact. His career path through the investment world has equipped him with expertise in business development. In his current capacity, Mohammed focuses on building a citizen company, driving our company's success. Outside of the professional sphere, Mohammed finds joy in outdoor family outings.



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Meet The Leaders

Muin Serhan

Chief Executive Officer

Driving Amsa Hospitality's business growth as Chief Executive Officer, Muin Serhan brings 25 years of global experience with leading hotel brands, guiding the team toward long-term success and an ambitious IPO target. His career as a high-performing hotelier demonstrates a strong track record in operating successful properties in key tourism markets. A prolific public speaker, Muin has received numerous industry accolades, including "Hotelier of the Year" at the Hotelier Saudi Awards and "Hotel Executive of the Year" at the Leaders in Hospitality KSA Awards.



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Meet The Leaders

Aamir Riaz

Chief Operating Officer

As Chief Operating Officer, Aamir leverages his engineering background to steer our hotel group towards success. With experience in facility management, Aamir has a deep understanding of sustainable hotel operations. His current focus is on overseeing the development of Amsa Hospitality's new hotel buildings, ensuring they meet the high standards of our company's portfolio. In his personal time, Aamir is passionate about football.



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Meet The Leaders

Bandar Abdulmajeed

Chief Brand & Marketing Officer

Bandar brings a wealth of experience to the role of Chief Brand & Marketing Officer. Having previously held senior positions across various industries, Bandar has demonstrated multi-functional expertise in corporate marketing and communications. In his current role, he is responsible for building Amsa Hospitality's reputation, contributing significantly to the success of our hotel group. Outside of work, Bandar is passionate about music.



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Meet The Leaders

Mahmoud Habib

Chief Finance Officer

As Chief Financial Officer, Mahmood leverages his extensive financial leadership experience to support Amsa Hospitality's strategic growth. With a strong background across real estate, hospitality, financial institutions, investment, and audit, Mahmood brings deep expertise in financial governance, performance management, and sustainable expansion. His current focus is on strengthening the company's financial strategy while supporting Amsa Hospitality's continued growth across the region.



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Press Materials



Amsa Hospitality

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Vittori Suites

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Hotel The Palm Qassim, Handwritten Collection, Saudi Arabia

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Thank you

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