



A AMSA HOSPITALITY

العلامة الفارقة للضيافة العربية
HALLMARK OF ARABIAN HOSPITALITY



OUTLINE

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Saudi
Arabia

AMSA
HOSPITALITY

01

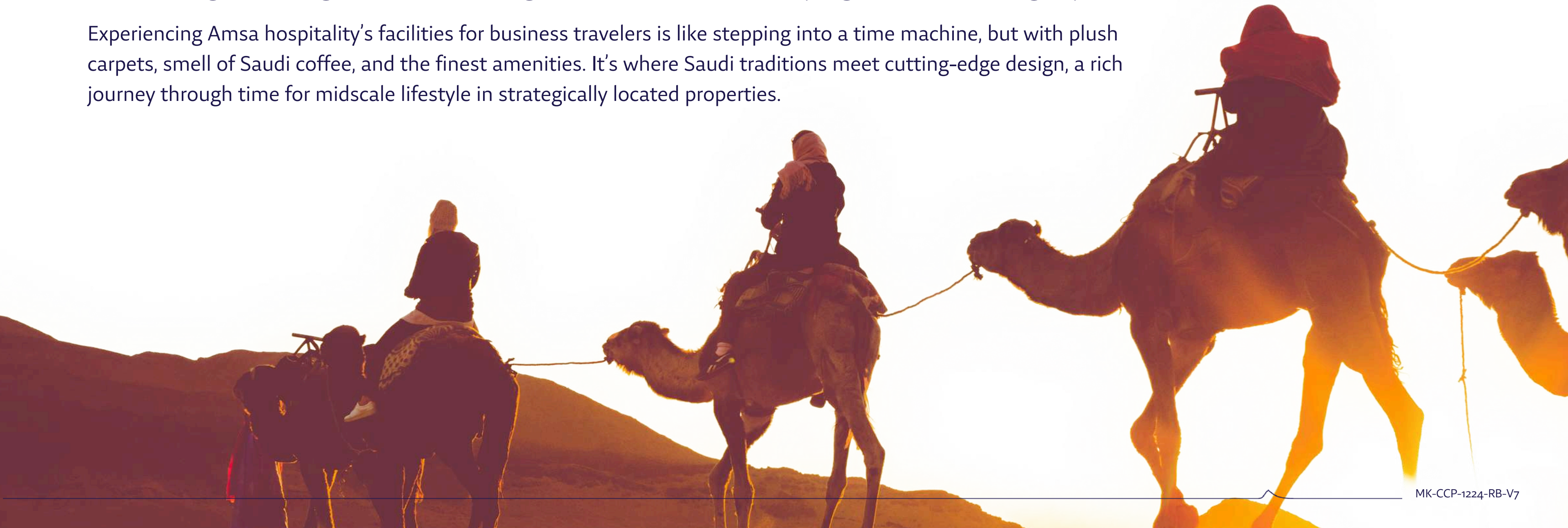
MEET

AMSA HOSPITALITY

SERVING A FUTURE WITH AUTHENTIC SPIRIT

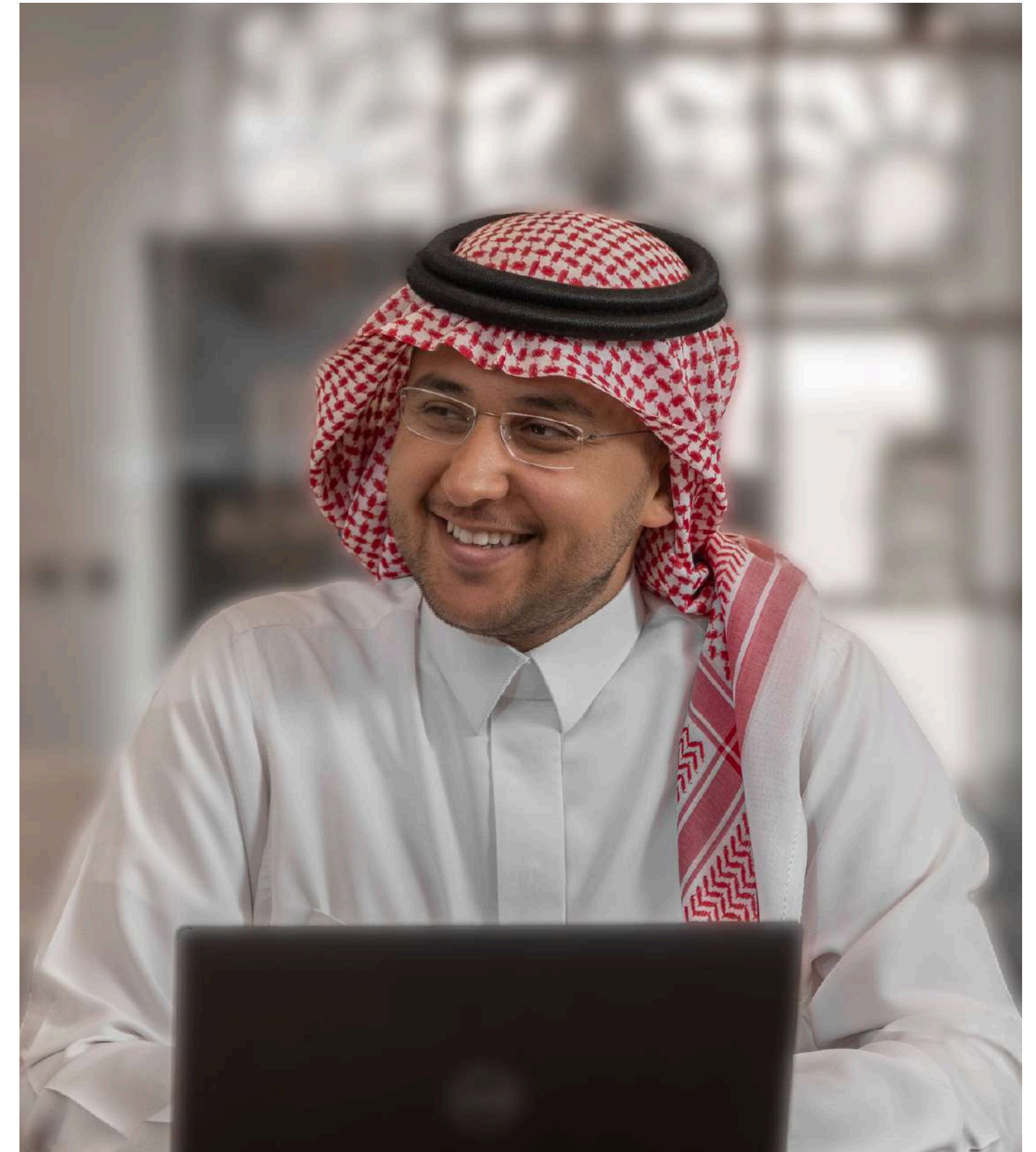
Rooted in the rich tapestry of Saudi Arabian heritage, Amsa Hospitality weaves modernity into its own story. Amsa Hospitality bridges the past and future of the hotel industry by embracing challenges and fostering innovation while staying true to our legacy.

Experiencing Amsa hospitality's facilities for business travelers is like stepping into a time machine, but with plush carpets, smell of Saudi coffee, and the finest amenities. It's where Saudi traditions meet cutting-edge design, a rich journey through time for midscale lifestyle in strategically located properties.



THE FIRST HOST, AND THE FIRST INITIATIVE

Amsa Hospitality, envisioned by Vice Chairman **Mohammad Abdulaziz Alathel**, rose from a longing for authentic Arabian generosity. In a sea of generic hotels, a distinctive concept took shape and spread through Saudi Arabia, seamlessly blending ancient hospitality with a contemporary lifestyle.



OUR VISION

Hospitality partner you can rely on.

OUR MISSION

Transforming the Saudi hospitality scene through sustainable innovation.



OUR VALUES

RELIABILITY

We deliver consistent service that our business partners can always count on.

INNOVATION

We embrace technological advancements to deliver better outcomes.

EFFICIENCY

We optimize processes to best manage resources and maximize value.

SUSTAINABILITY

We make responsible choices to preserve our planet for future generations.

RESILIENCE

We rise and adapt to every challenge with a positive outlook.



MEET THE LEADERS



MOHAMMAD ALATHEL
Vice Chairman of the Board

AMSA Hospitality is inspired to craft its unique Arabian imprint from its Arabian roots and global presence.



AAMIR RIAZ
CHIEF OPERATING OFFICER

We are keen to provide smooth and unique experiences to our customers through sustainable practices



BANDAR ABDULMAJEED
CHIEF BRAND & MARKETING OFFICER

We aim to spread the authenticity of hospitality in a manner compatible with the twenty-first century



MUIN SERHAN
CHIEF EXECUTIVE OFFICER

We are working on Arabian hospitality with a contemporary spirit that will change the hospitality industry forever.



02

WHY

AMSA HOSPITALITY

WE ARE...

- A matrix of innovation and resilience management style.
- NOP mentality oriented for sustainable growth and long-term success.
- A local perspective with global reach.
- Leveraging global expertise: Amsa Hospitality's collaborative approach.
- Comprehensive hospitality solution.



SERVICES

- **HOSPITALITY CONSULTANCY & ADVISORY**

- Strategic planning and business development
- Feasibility studies & market analysis
- Financial analysis and investment appraisal
- Concept development and branding

- **HOTEL DEVELOPMENT & DESIGN**

- Construction and project management
- FF&E procurement and installation
- Kitchen design and equipment specification
- Architecture and interior design

- **HOTEL OPERATIONS & MANAGEMENT**

- Hotel management and operations
- Asset management and optimization
- Revenue management and sales & marketing
- Food & Beverage concept development & operations
- Human resources and talent management

- **TRAINING & DEVELOPMENT**

- Hospitality training programs
- Leadership development and coaching



SISTER COMPANIES



امسا القابضة
AMSA HOLDING



AL-QUSSIE INTERNATIONAL COMPANY



AMSA ACADEMY
أكاديمية أمسا

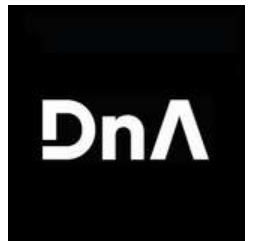
DUNKIN'

PARTNERS

RELEVANT SECTORS

- F&B CONSULTANT
- ICT/ LOW CURRENT
- MATERIAL CONTROL
- KITCHEN EQUIPMENT
- MAIN CONTRACTORS
- PURCHASING AND INVENTORY
- IT
- MEP
- FF & E
- OS & E
- GYM EQUIPMENT
- INTERIOR DESIGN





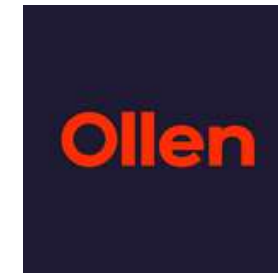
TERA
SYSTEMS



FUTURELOG

MagicMirror²

Technologies
ALEEN



ValuStrat

KEANE



BAS
HOSPITALITY



dezigndistrict



DANUBE
HOSPITALITY

Dun Trading Est. DUN مؤسسه دن التجارية
Hospitality Equipment Suppliers



SANA
Creative Engineering Solutions



البحراوي
Bahrawi

CHBIB

DIAMOND GLARE



الرقطان
Raqtan



03

PILLARS

VISION 2030

Aligned with Saudi Vision 2030, our aim is to strengthen & diversify the nation's economy.

We envision by that a vibrant hospitality sector that will:

- Enhance employment opportunities & expertise within Saudi Arabia
- Drive tourism growth
- Foster the development of secondary cities
- Promote a greener & more sustainable economy



EMPOWERING SAUDI TALENT

- apprenticeship programs
- Training that ends with employment
- Localization initiatives aimed at maintaining an 80% Saudi workforce
- A transparent team-based work culture that recognizes and rewards talent and leadership
- A matrix work structure model that encourages team participation in all activities, fostering skill & productivity.



STRIVING FOR SUSTAINABLE SOLUTIONS

MAKING SUSTAINABILITY OUR GUIDING PRINCIPLE

Our unwavering commitment to environmental responsibility is deeply rooted in the essence of Arabian hospitality, and our hotels epitomize the harmonious blend of exceptional guest experiences with sustainable practices.

Our initiatives include:

- Accreditation from the competent authorities in sustainability
- Goal of achieving a minimum 50% fair-trade product purchasing within 5 years
- Efficient water & waste management
- Utilizing green spaces in projects by turning them into vegetable gardens
- Adopting the best training practices & incentives for the team
- Energy saving through energy-efficient lighting & temperature systems & self-powering capabilities



NURTURING GROWTH

BY MANAGING & OPERATING HOTELS UNDER WHITE LABEL INTERNATIONAL BRANDS

Along with its global partners, Amsa Hospitality is working to revolutionize the hospitality sector by launching future projects across the Kingdom and expanding into the Middle East as part of its path toward a global presence.

In addition to managing **21** projects, Amsa Hospitality is targeting to reach **10,000** keys by **2034**.





04

RECENT PROJECTS





THE HOTEL IS LOCATED IN

King Khalid International Airport, Riyadh 13442 Saudi Arabia.

NUMBER OF KEYS

471 Keys

FACILITIES

Restaurant

4 Pools

Gym

60 Car parking spaces

Coffeeshop

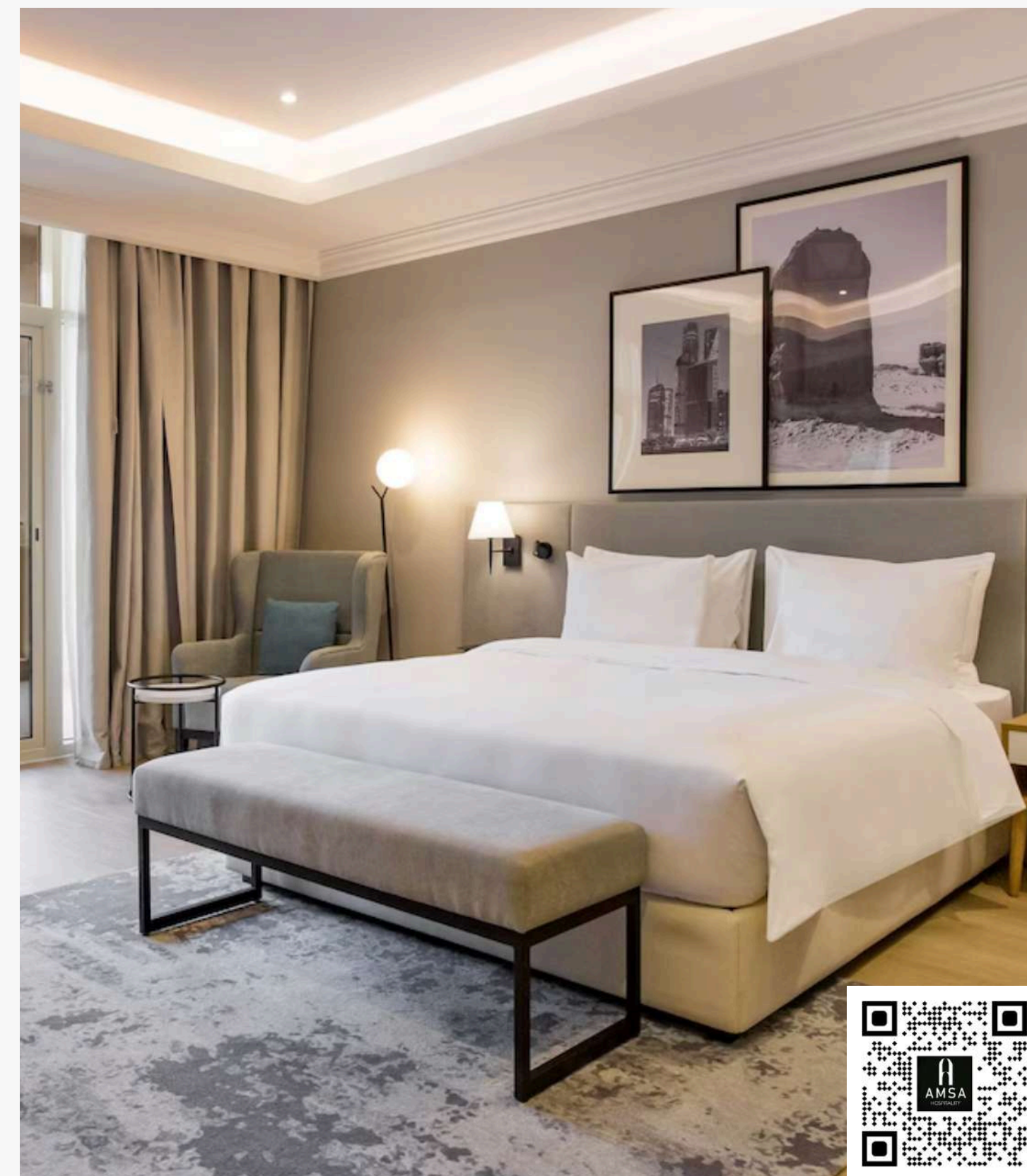
Laundry

Reception

Rooms for special needs people

5 km from King Khalid International Airport

16 km from Business Gate **28 km** from King Abdullah Financial District (KAFD)





THE HOTEL IS LOCATED IN

Ad Duwaimah, AL-Madinah 42315 Saudi Arabia.

NUMBER OF KEYS

165 Keys

FACILITIES

Meeting rooms Restaurant Pool **108** Car parking spaces
Panoramic elevators Coffeeshop Retail shops Rooms for special needs people

16 km From Prince Mohammad Bin Abdulaziz International Airport

3 km From Al Masjid an Nabawi **750 m** From Quba Mosque



MERCURE

HOTEL

K H A M I S M U S H A I T

THE HOTEL IS LOCATED IN

Kingdom of Saudi Arabia, Khamis Mushait, 3148, Kaisan Almqbari Al Madani, Al Musa Subdivision Plan.

NUMBER OF KEYS

93 Keys

FACILITIES

- Restaurant
- Laundry
- Gym
- Rooms for special needs people
- Reception
- Pool
- Coffeeshop
- 60** Car parking spaces

15 km From Abha International Airport

2 km From Shopping Distance **16 km** From Seven project



THE PALM QASSIM

HOTEL



THE HOTEL IS LOCATED IN

Al Kayan Avenue in Buraydah, Al Qassim, Saudi Arabia

NUMBER OF KEYS

147 Keys

FACILITIES

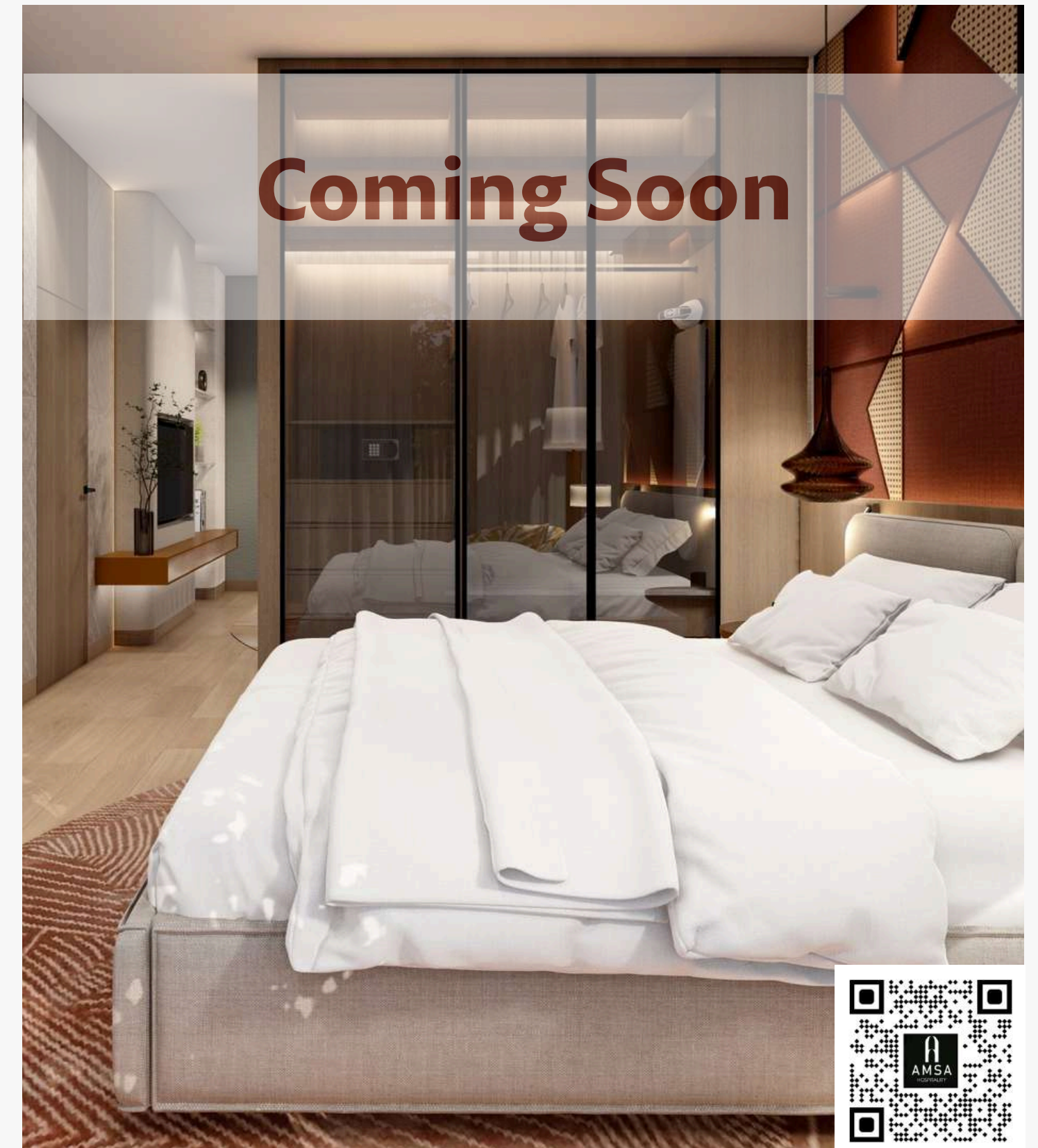
Restaurant Laundry Gym Coffeeshop **120** Car parking spaces

Reception Pool **2** Meeting rooms Rooms for special needs people

24 min From Prince Naif Bin Abdulaziz International Airport

11 min From City Hub

22 min From Al Qassim Railway Station



AMSA VUE

MEMBER OF
RADISSON Individuals.

THE HOTEL IS LOCATED IN

3379 st. Al Safarat, Riyadh

NUMBER OF KEYS

243 Keys

FACILITIES

- Restaurant Laundry Gym Tennis Multi purpose Room
- Reception Pool Coffeeshop **209** Car parking spaces Retail shops

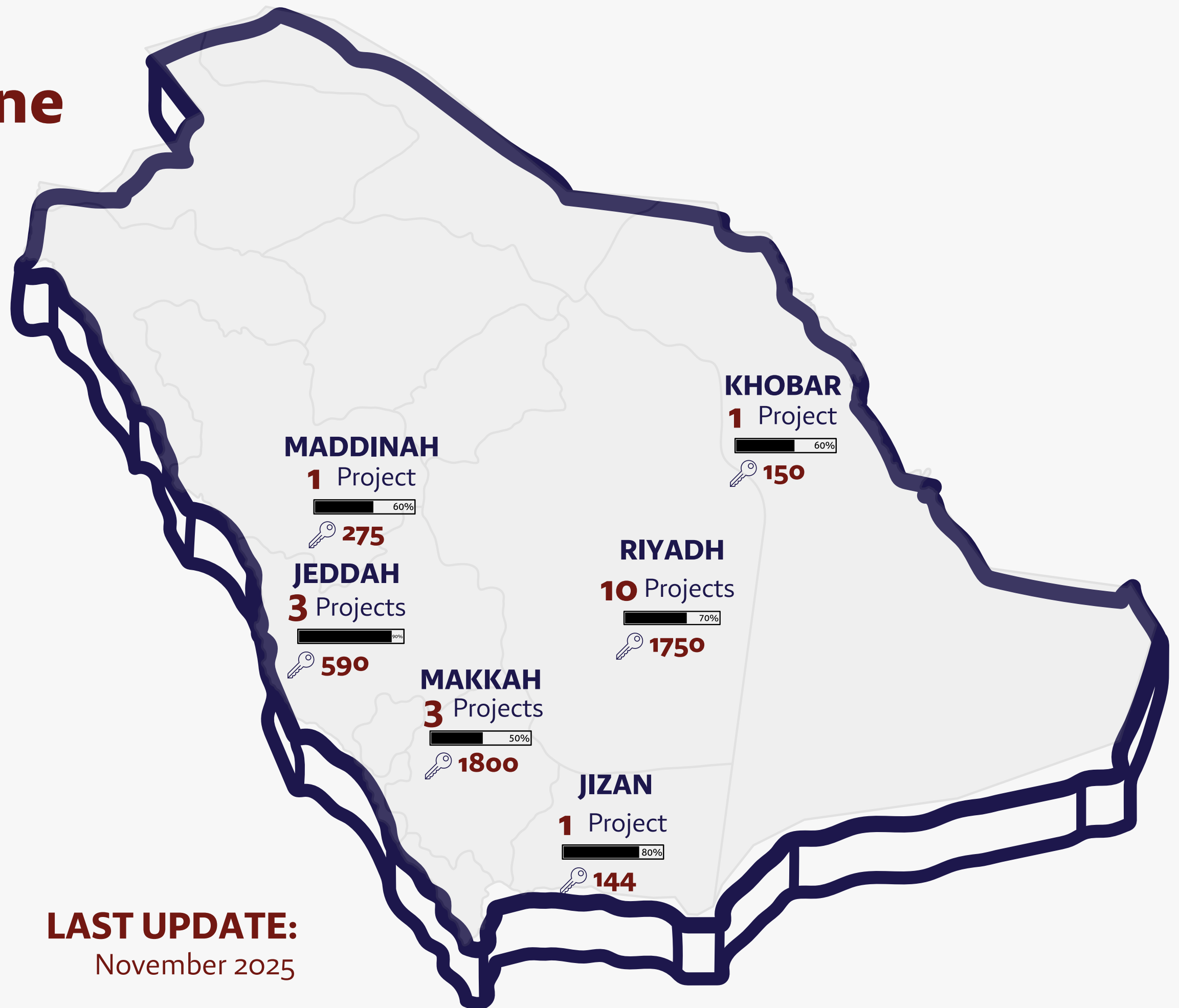
20 min From National Museum & Historical Center

6 min From Via Riyadh **10 min** From Tuwaiq Palace



Projects in the pipeline Coming Soon

6 Cites
19 Projects
4709 Keys



LAST UPDATE:
November 2025



05

RECOGNITIONS

AWARDS & CERTIFICATES

Amsa Hospitality has gained widespread renown since its launch in 2022 as a Saudi company specialized in the field of hotel investment. It has won many honorable awards in multiple fields that reflect its dedication and excellence in the hospitality sector. It has also been accredited by authorities specialized in hospitality and sustainability thanks to its innovative vision and tireless endeavor to provide exceptional stay experiences for visitors of its managed hotels.



THANK YOU



www.amsahospitality.com