

Qasr Al Sharq to Join The Waldorf=Astoria Collection

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The 46-All Suite Palace Hotel in Jeddah, Saudi Arabia Becomes First International Property in the Luxurious Collection of Hotels

Hilton Hotels Corporation (NYSE:HLT) today announced that Qasr Al Sharq or 'Palace of the Orient,' the company's first ever palace hotel in the region, will join the prestigious Waldorf=Astoria Collection, Hilton's new luxurious hotel brand, becoming the first international managed property in the collection. Qasr Al Sharq opened on June 1 this year, as Hilton's fourth hotel in Saudi Arabia, and stands as a symbol of unrivalled opulence and hospitality in the Kingdom.

'Qasr Al Sharq is a perfect addition to our pinnacle brand - The Waldorf=Astoria Collection. This exciting alliance solidifies the importance of the Middle East region to us, and marks the start of significant international developments for the collection,' said David Greydanus, senior vice president - brand management, The Waldorf=Astoria Collection speaking at a media briefing in Jeddah.

At the same time, the palace announced the launch of its own dedicated Arabic and English website www.qasralsharqjeddah.com/english where guests can access detailed information and also book suites.

The Waldorf=Astoria Collection currently has four properties in the United States, comprising of the legendary Waldorf=Astoria(R) in New York, Grand Wailea Resort Hotel & Spa in Maui, Hawaii, Arizona Biltmore Resort & Spa in Phoenix, Arizona and La Quinta Resort & Club in Southern California.

Criteria for the exclusive designation of The Waldorf=Astoria Collection includes architectural significance, unique decor and original artwork, historic or landmark status and a reputation for product and service excellence.

'We are extremely pleased that Qasr Al Sharq has been selected to join The Waldorf=Astoria Collection,' said Rudi Jagersbacher, Hilton's Vice President, Arabian Peninsula at the event. 'As the first hotel outside the United States to join this prestigious collection, Qasr Al Sharq will favorably impact the brand and heighten the brand's presence in the international market.'

Located in Jeddah, Saudi Arabia, Qasr Al Sharq promises its guests unparalleled luxury, lavish interiors, true Arabian hospitality and cutting-edge technology - just a few of the many outstanding qualities that hold the palace high.

The 46 all-suite premier property offers a host of first-ever amenities, such as the largest guest suites in the region, a unique personalized butler service and an exceptionally opulent interior design. Qasr Al Sharq comprises two Palace suites, eight Royal suites, 12 Executive suites and 24 Junior suites, all inclusive of state-of-the-art technology for audio-visual equipment, WiFi Internet access and automated controls for lighting, curtains, temperature control and refreshment centers.

Qasr Al Sharq offers its travelers an all encompassing experience, opening doors to a new kind of luxury. As an affiliated Waldorf=Astoria Collection hotel, Qasr Al Sharq will become even more prominent on the worldwide platform, with the ability to reach the most distant of travelers.

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