

Best Western Premier to open resort in Saïdia, Morocco

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International hotel operators see logic in Saïdia

Property Logic, the leading touristic developer of Mediterranean-Saïdia Morocco is attracting several hotel partners to the new coastal destination. Following the recently announced Radisson management contract to operate two resorts in Le Jardin de Fleur Saïdia, Best Western Premier, the new international superior service brand of Best Western International - the world's largest hotel chain, has chosen the new Saïdia beach resort in Morocco as the location for its first Premier hotel in the Middle East and Africa region.



'The Best Western Premier hotel brand was launched to provide a higher level of service and amenities together with a characterful dimension, and this resort will add to more than 100 Best Western Premier hotels currently located throughout Europe and Asia. We are very proud to be part of the development of the Saïdia resort project, one of the major plans to develop tourism in the country' said Stephane Cremel, Director of Development for Best Western in Morocco. The Best Western Premier Le Jardin de Fleur will feature 126 luxury hotel residences and is scheduled to open in Q2 2009.

Located 35 minutes from Oujda International Airport, in the region known as the 'blue pearl of Morocco', Mediterranean-Saïdia offers 6 km of beautiful beaches, three 18-hole golf courses, a large leisure marina, business conference facilities and a wide variety of international restaurants and shops. The Best Western Premier Le Jardin de Fleur resort will feature a lagoon swimming pool, family entertainment, spa, themed restaurant & café-bar, and clubhouse set within landscaped Moroccan gardens, just minutes walk from the beach and golf course. Best Western Premier's powerful global marketing and reservations network will enable the Saïdia destination to maximize on opportunities in the ever growing short-stay and longer-stay leisure markets.

In the same week, Property Logic signed a third management agreement with a Marrakech-based luxury hotel operator Hivernage, part of the Great Hotels of the World Consortium. The Hivernage Resort & Spa Saïdia will feature 76 villa residences each with their own private pool and will open in 2010. Enjoying a tranquil beach and golf position the resort will feature outdoor and indoor lagoon pools, Moroccan spa, French brasserie, clubhouse and tennis courts.

'We are developing a total of 11 individually-styled resorts that offer full hotel service operated leaseback properties in Le Jardin de Fleur Saïdia. We are currently in the process of finalizing management contracts with additional international and Moroccan hotel brands that will make Saïdia a top quality tourism destination,' comments David Woodward, Director of Hotel and Commercial Operations for Property Logic, the developer behind Le Jardin de Fleur resorts in Morocco.

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About Property Logic

Property Logic is a leading global real estate developer specialized in creating high luxury resort communities in emerging destinations. Headquartered in Spain, the company is currently responsible for the design and construction of prestigious large-scale resort communities aimed at the exclusive luxury market.

Through its flagship brand 'Le Jardin de Fleur', Property Logic has become the prominent leader in the tourist development of Mediterranean-Saïdia, a 7 million square meter coastal development on the northeast coast of Morocco. Le Jardin de Fleur comprises of 11 resorts featuring villas, townhomes, residences and clubhouses.

In 2006 the company acquired the exotic Brazilian island 'Ilha de Cajaíba', approximately 11 million square metres, located in a beautiful bay in the state of Bahia. The development of this island will commence in 2009 and will provide a new generation eco-resort with luxury accommodation, signature golf courses and an emphasis on boating activities. For more information on Property Logic, visit www.property-logic.com.

About Best Western Premier

Founded in 2004, Best Western Premier is Best Western International's top of the range brand. It includes 101 four and five-star hotels around the world, chiefly in Europe and Asia, 15 of which are situated in mainland France and the French overseas territories, with a capacity ranging from 12 to 300 bedrooms. All independent and very different, these hotels are full of character and offer guests a unique art de vivre at each destination while at the same time providing the same high levels of comfort throughout the world. Their architecture, design and hospitality are all influenced by their strong roots, firmly anchored in the local identity of a country or region and often dating back several centuries. Best Western International is THE WORLD'S LARGEST HOTEL CHAIN(R), providing marketing, reservations and operational support to over 4,000 independently owned and operated member hotels in 80 countries and territories worldwide. An industry pioneer since 1946, Best Western has grown into an iconic brand that hosts 400,000 worldwide guests each night. For more information, please visit www.bestwesternpremier.com.

About Hivernage Hotel Group

A member of the Great Hotels of the World Consortium, the Hivernage Hotel Group is a five star boutique hotel company founded and located in the imperial romantic city of Marrakech. Owned by three generations of the Bennani family, the Hivernage Hotel & Spa is a magnificent hotel surrounded by lush gardens, set in the heart of Marrakech. At Hivernage, contemporary design is blended with traditional Moroccan style. Great Hotels of the World (<http://www.ghotw.com>), is a forerunner among luxury hotel marketing alliances representing over 240 of the world's finest hotels and resorts. For more information please visit www.hivernage-hotel.com and www.ghotw.com.

About The Rezidor Hotel Group

The Rezidor Hotel Group is one of the fastest growing hotel companies in the world. The group features a portfolio of over 330 hotels in operation and under development with more than 68,000 rooms in 53 countries.

Rezidor operates the brands Radisson SAS Hotels & Resorts, Regent Hotels & Resorts, Park Inn and Country Inns & Suites in Europe, Middle East and Africa, along with the goldpoints plusSM loyalty programme for frequent hotel guests. Rezidor has signed a worldwide license agreement with the Italian fashion house Missoni, in order to develop and operate a lifestyle hotel brand of the same name: Hotel Missoni.

In November 2006, Rezidor was listed on the Stockholm Stock Exchange. Carlson Companies is the largest shareholder (42%). The Corporate Office of the Rezidor Hotel Group is based in Brussels, Belgium. For more information on Rezidor, visit www.Rezidor.com.

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