



SAFIR
hotels & resorts

Corporate Profile





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01 WHO ARE WE?

Safir Hotels & Resorts was established in 1993 as one of the first Arabian hospitality management companies in the region. The company is a subsidiary of Kuwait Hotels Company (KHC), founded in 1962 as part of the Government of Kuwait's investment strategy and privatized in 2003.

Today, Safir mirrors KHC's commitment to global best practice and high-quality standards, while remaining rooted in a genuinely authentic, traditional hospitality that defines Arabian culture. The brand operates hotels, resorts, and serviced residences across Kuwait, Egypt, Oman, Qatar and Syria, with active expansion into Iraq.

VISION

To be a leading Arabian hospitality brand within the GCC and MENA regions, recognized for exceptional, innovative service, a deep commitment to Arabian hospitality and heritage, with sustainable growth as a priority

MISSION

To deliver exceptional Arabian hospitality experiences that honor our cultural heritage while embracing innovation and sustainability.

CORE VALUES

GUEST-CENTRIC

INTEGRITY

TEAMWORK

EXCELLENCE

SUSTAINABILITY

Our values are the foundations that drive our service culture. We believe every guest deserves the best, and we strive to exceed expectations in every detail.

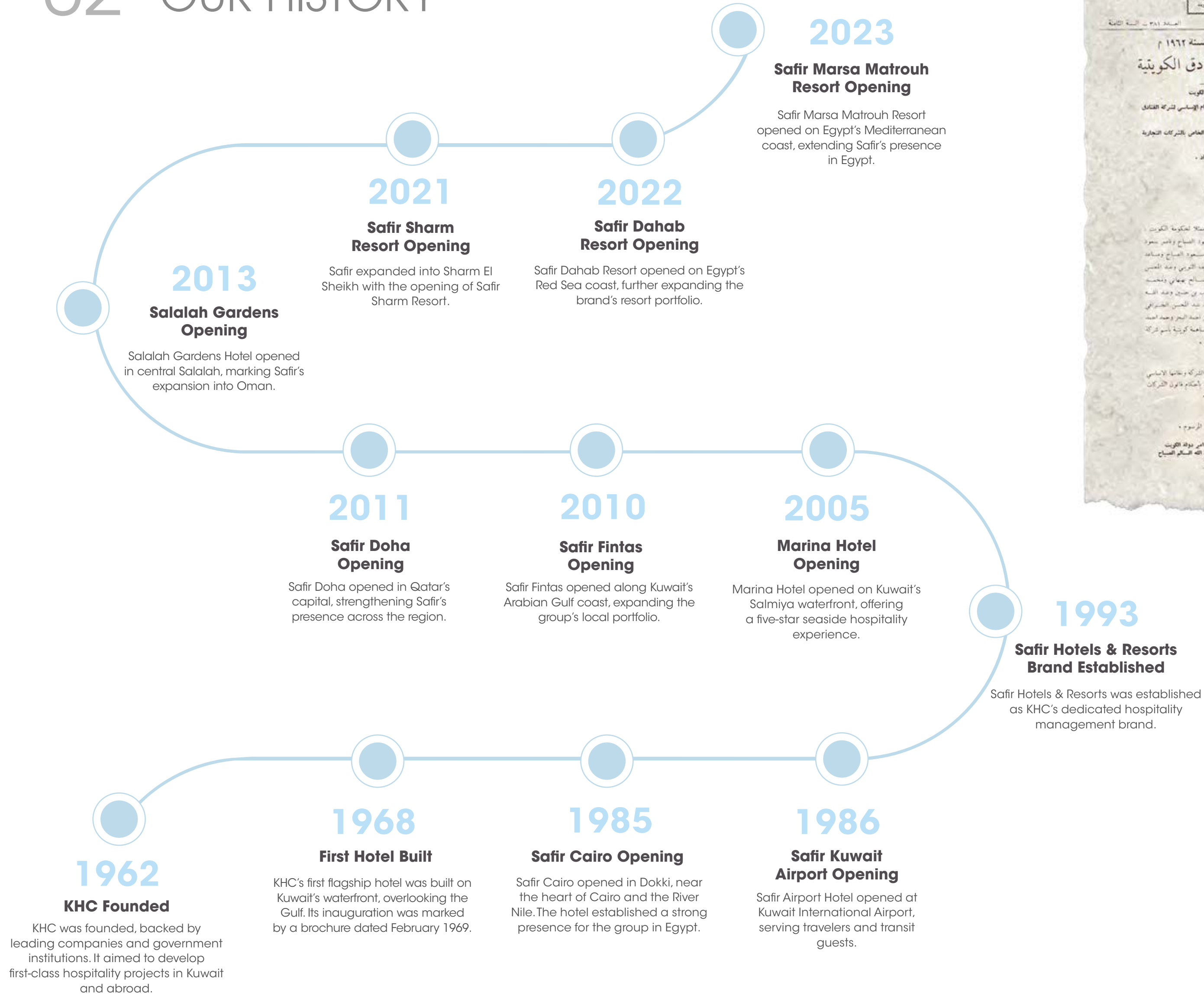
OWNERSHIP



شركة الفنادق الكويتية
Kuwait Hotels Company



02 OUR HISTORY



03 INSTITUTIONAL BACKING

Safir Hotels & Resorts operates under Kuwait Hotels Company (KHC), one of Kuwait's long-established hospitality companies with a heritage dating back to 1962. For more than six decades, KHC has built a strong foundation in hospitality through the development, management and operation of hotels, resorts and related businesses in Kuwait and international markets.

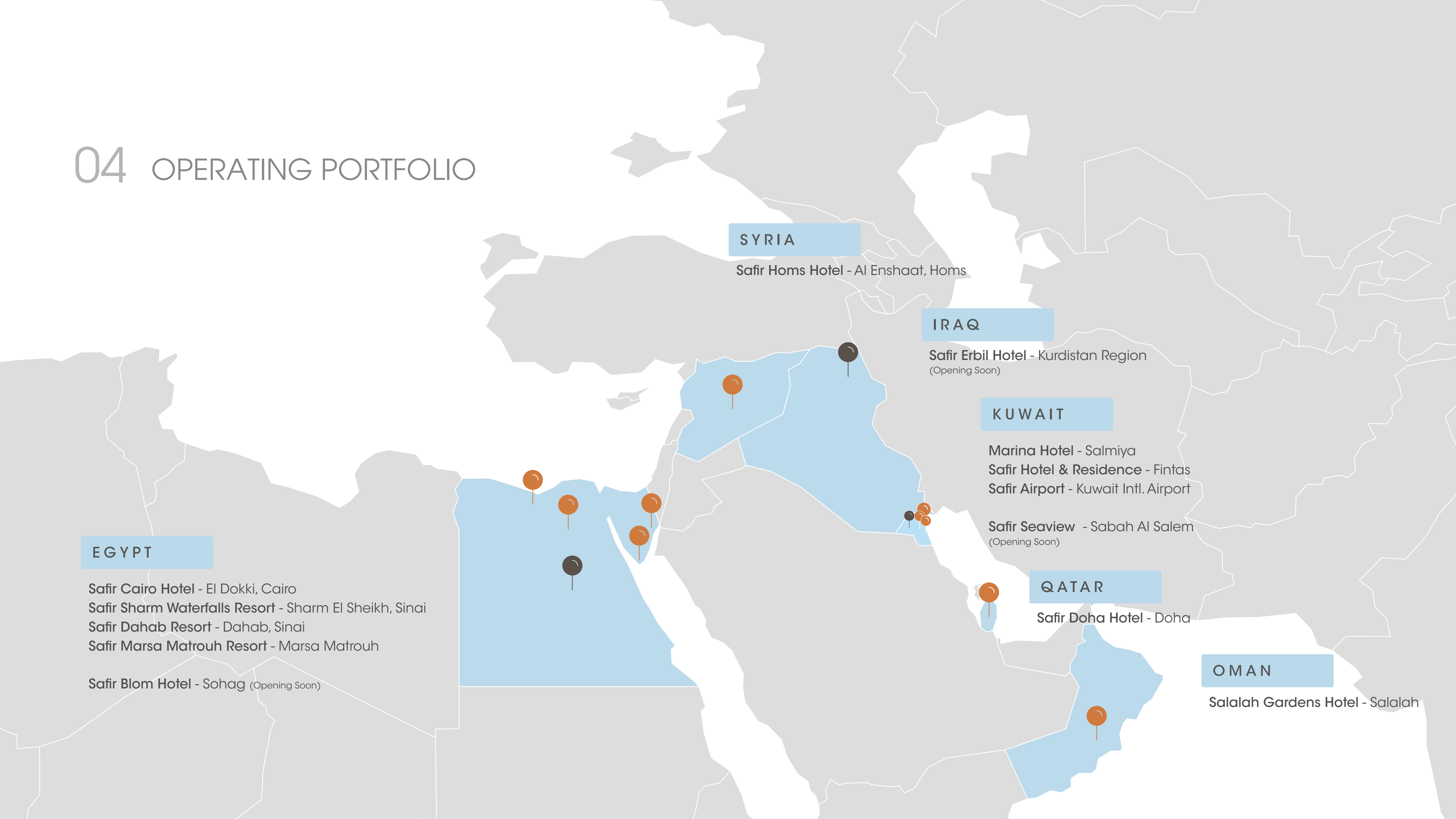
This affiliation provides Safir with the strength of an established hospitality group and access to a diversified network of expertise spanning hotel and resort management, catering, property management, facilities management, support services and specialized operational solutions. Through KHC's integrated capabilities, industry experience and long-standing market presence, Safir is supported by a solid platform for sustainable growth, operational excellence and continued regional expansion.



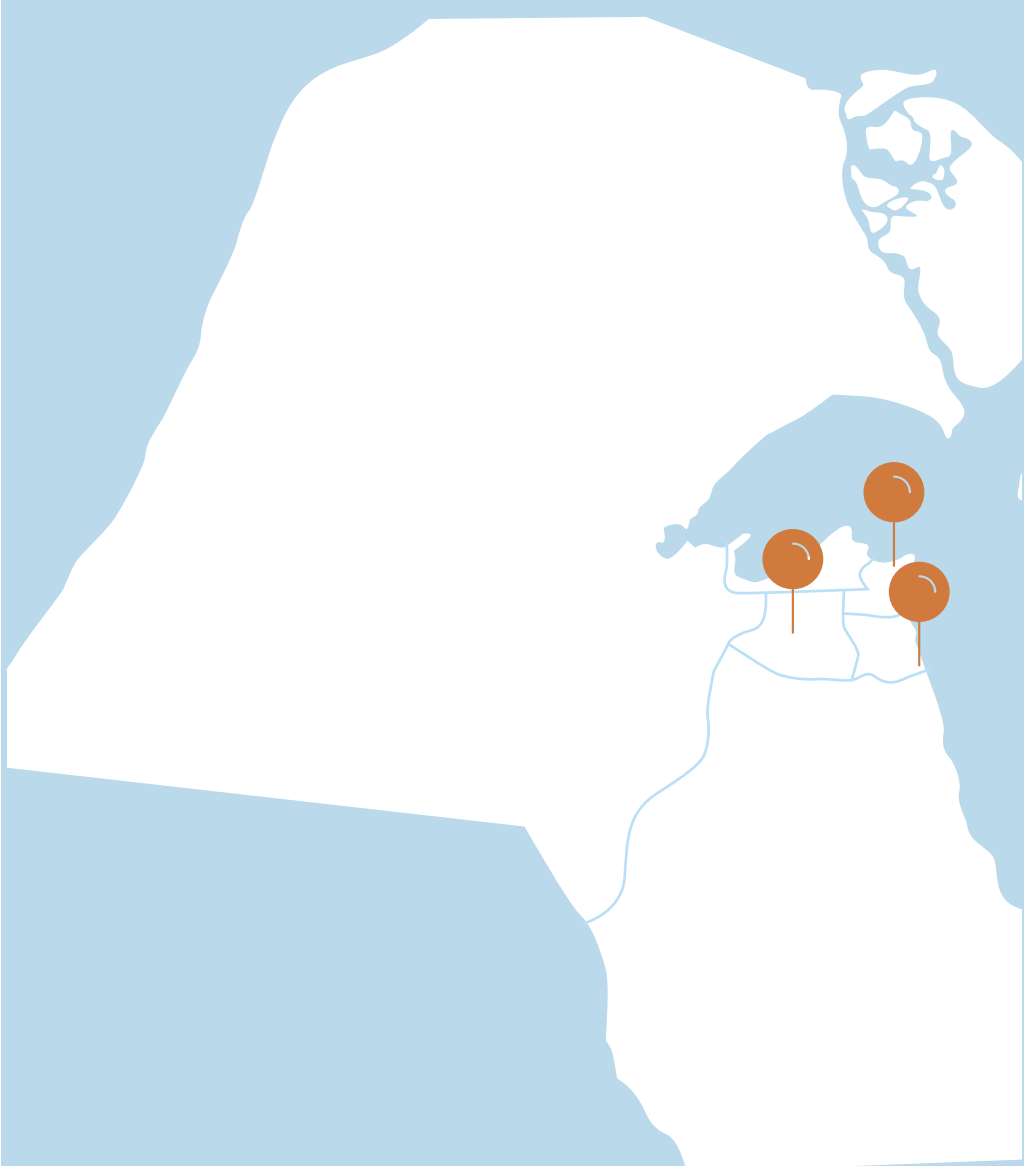
شركة الفنادق الكويتية
Kuwait Hotels Company



04 OPERATING PORTFOLIO



KUWAIT



Safir’s home market and corporate headquarters, with a well-established presence spanning beachside leisure, extended-stay hotel apartments, and convenient airport hospitality, alongside a fourth property currently under development.

Marina Hotel Kuwait



Marina Hotel, part of Marina World development, is a national treasure. It boasts breathtaking Arabian Gulf sea views and a beautiful beach, all within walking distance of Marina Mall and all Marina World facilities.

HOTEL INFORMATION

Keys	91
Swimming Pools	3
Meeting Rooms	3
Outlets	4
Ballrooms	1
Distance from Airport	25 min
Distance from Kuwait City	10 min

GUEST SCORES

 Google	4.3 / 5
 Tripadvisor	4.5 / 5
Booking.com	8.4 / 10



Safir Hotel & Residence - Fintas

★★★★★



Safir Hotel & Residence - Fintas, A refined coastal hotel overlooking the Arabian Gulf, combining relaxing leisure facilities with convenient access to Kuwait’s key destinations.

HOTEL INFORMATION

Keys	150
Swimming Pools	1
Meeting Rooms	4
Outlets	4
Ballrooms	2
Distance from Airport	21 min
Distance from Kuwait City	25 min

GUEST SCORES

 Google	4.7 / 5
 Tripadvisor	3.1 / 5
Booking.com	8.5 / 10

Safir Airport - Kuwait International

★★★



Safir Airport - Kuwait, A convenient and comfortable stay at Kuwait International Airport, ideal for travellers seeking relaxation and ease before their onward journey.

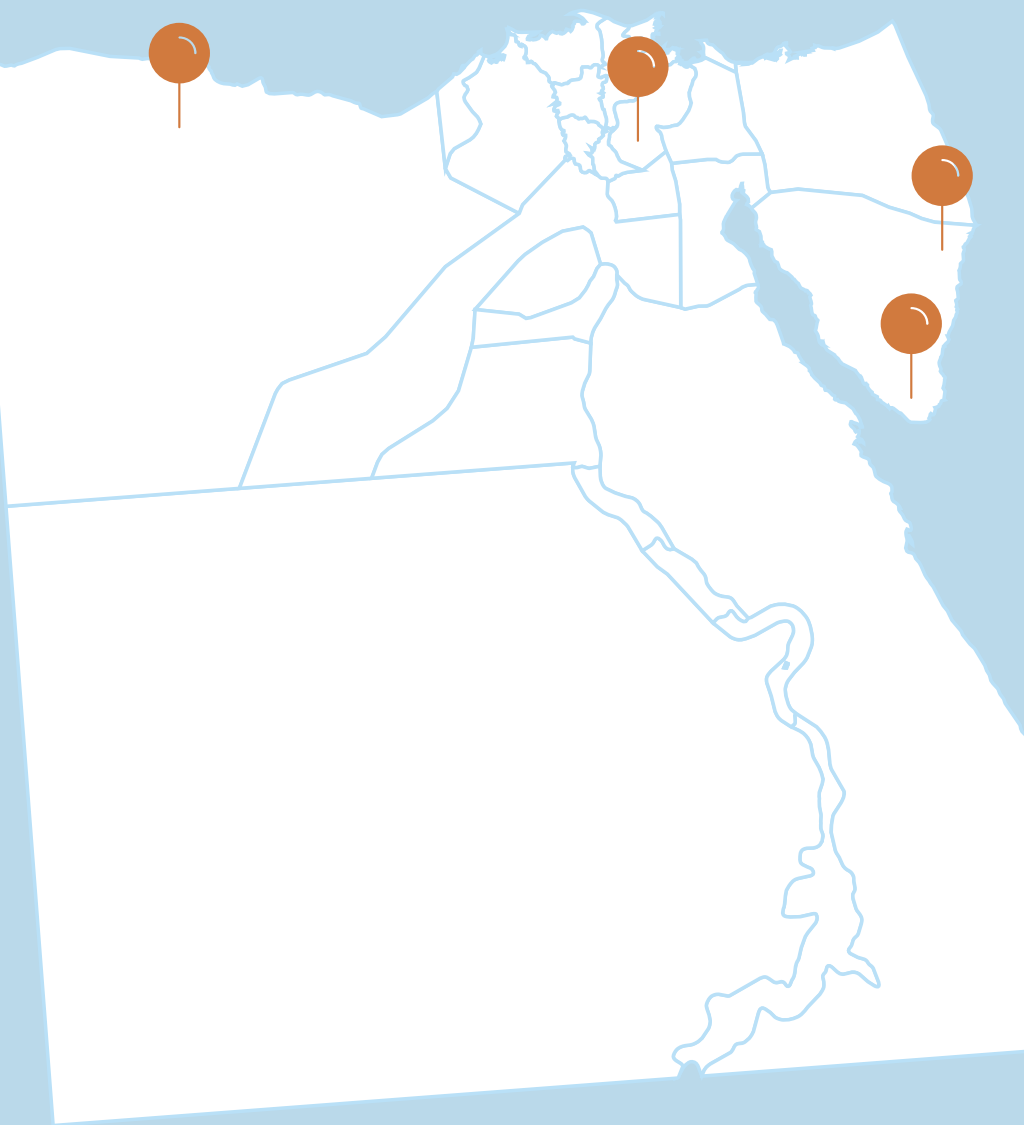
HOTEL INFORMATION

Keys	175
Swimming Pools	1
Game Room	1
Outlets	1
Fitness Center	24/7

GUEST SCORES

 Google	4.2 / 5
 Tripadvisor	3.1 / 5

EGYPT



Safir’s largest market, with a diverse portfolio spanning city hotels and leisure resorts, catering to both business and holiday travellers across key destinations.

Safir Cairo Hotel

★★★★

Safir Cairo Hotel, A welcoming city hotel in the heart of Dokki, perfectly placed for discovering Cairo’s culture, dining, shopping, and iconic attractions.

HOTEL INFORMATION

Keys	283
Swimming Pools	1
Meeting Rooms	5
Outlets	5
Ballrooms	2
Distance from Airport	45 min
Distance to Tahrir Square	10 min

GUEST SCORES

 Google	4.4 / 5
 Tripadvisor	4.5 / 5
Booking.com	8.4 / 10



Safir Sharm Waterfalls Resort

★★★★



Safir Sharm Waterfalls Resort, A vibrant Red Sea escape with a private beach, swimming pools, and exceptional diving, offering the perfect setting for relaxation and adventure.

HOTEL INFORMATION

Keys	401
Swimming Pools	7
Meeting Rooms	1
Outlets	1
Distance from Airport	10
	19 min

GUEST SCORES

Google	4.7 / 5
Tripadvisor	4.4 / 5
Booking.com	9.0 / 10

Safir Dahab Resort

★★★★★



Safir Dahab Resort, A laid-back beachfront retreat on the Red Sea, where stunning scenery, watersports, diving, and peaceful surroundings create an unforgettable escape.

HOTEL INFORMATION

Keys	159
Swimming Pools	1
Outlets	7
Banquet Hall	1
Private Beach	1

GUEST SCORES

Google	4.9 / 5
Tripadvisor	4.5 / 5
Booking.com	9.3 / 10



Safir Marsa Matrouh Resort

★★★★★

Safir Marsa Matrouh Resort, A serene Mediterranean getaway near Cleopatra Beach, offering pristine coastal surroundings and an inviting setting for relaxation and family holidays.

HOTEL INFORMATION

Keys	179
Swimming Pools	2
Outlets	7

GUEST SCORES

 Google	4.3 / 5
 Tripadvisor	4.5 / 5
Booking.com	8.5 / 10



QATAR



A dynamic business hub where Safir caters to both corporate and leisure travellers, combining convenient city stays with warm, contemporary hospitality.

Safir Doha Hotel



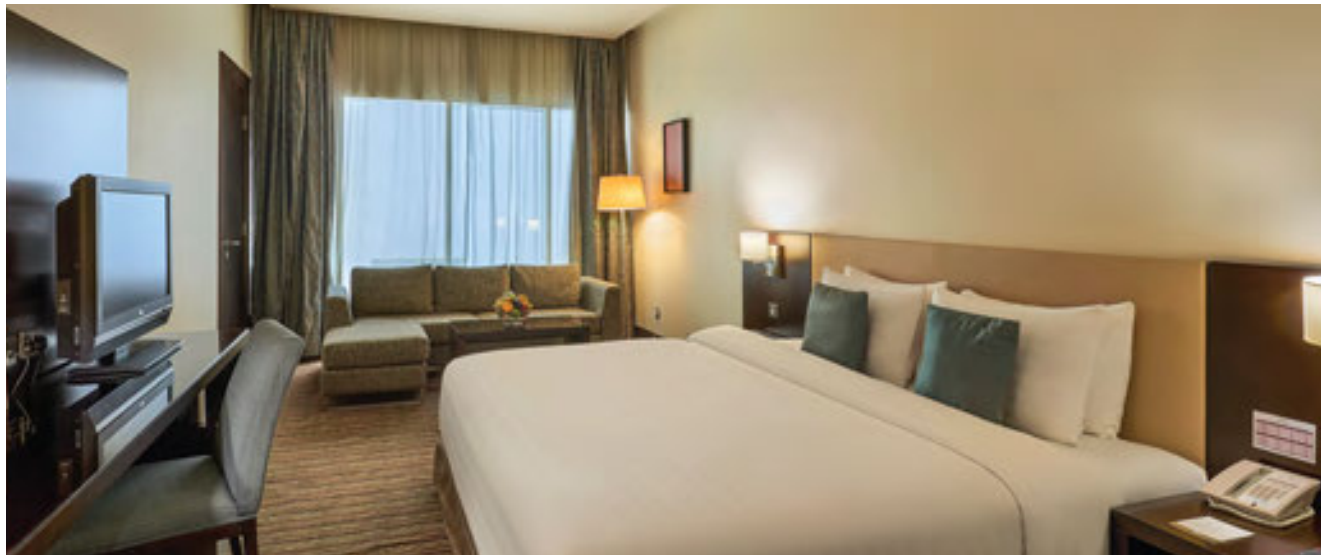
Safir Doha Hotel, A welcoming city stay offering easy access to Doha’s cultural landmarks, shopping, dining, and entertainment, ideal for both leisure and business travellers.

HOTEL INFORMATION

Keys	133
Swimming Pools	1
Meeting Rooms	1
Outlets	3
Distance from Airport	15 min
Distance from Souq Waqif	5 min

GUEST SCORES

 Google	4.7 / 5
 Tripadvisor	4.1 / 5
Booking.com	7.8 / 10



OMAN



A distinctive leisure destination renowned for its natural beauty, seasonal greenery, and relaxed atmosphere, appealing to travellers seeking escape, discovery, and recreation.

Salalah Gardens Hotel



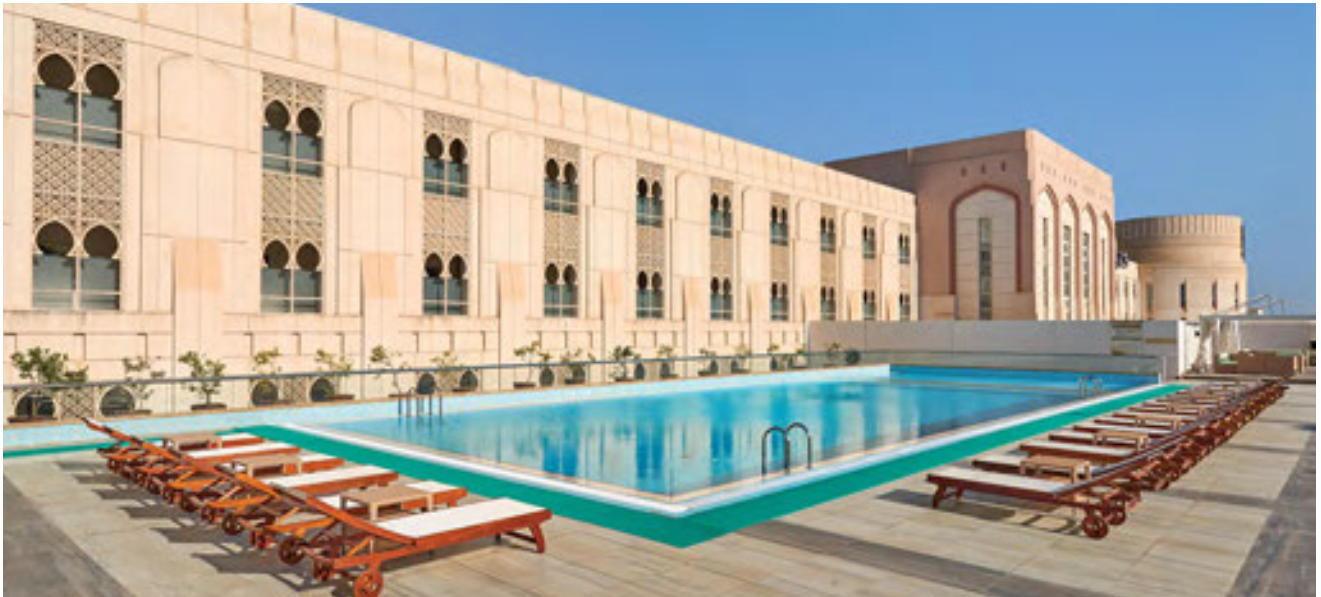
Salalah Gardens Hotel, A contemporary retreat in the heart of Salalah, ideally positioned for exploring the destination’s natural beauty, shopping, dining, and cultural attractions.

HOTEL INFORMATION

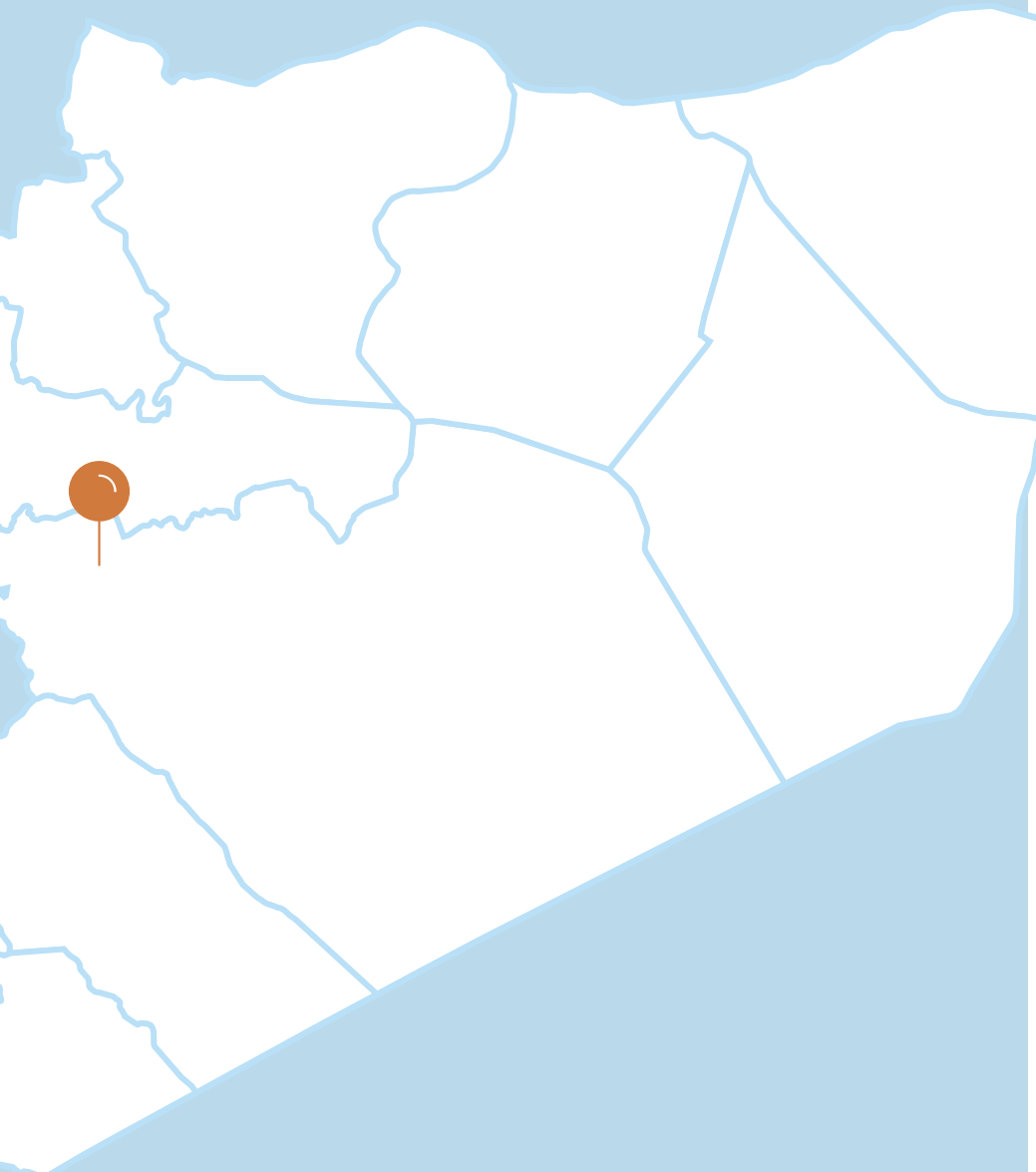
Keys	168
Swimming Pools	1
Meeting Rooms	8
Outlets	4
Fitness Center	1
Kids Club	1
Distance from Airport	10 min

GUEST SCORES

 Google	4.8 / 5
 Tripadvisor	4.7 / 5
Booking.com	8.6 / 10



SYRIA



One of Safir’s longest-standing markets, serving both business and leisure travellers with well-established hospitality and a strong connection to the local market.

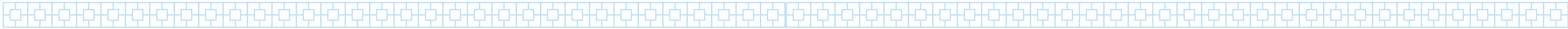
Safir Homs Hotel



Safir Homs Hotel, known as the pride of Homs, a warm and welcoming city hotel offering authentic Syrian hospitality and a comfortable base from which to discover the character and heritage of Homs. An exclusive shopping arcade is attached to the hotel.

HOTEL INFORMATION

Keys	92
Swimming Pools	1
Meeting Rooms	2
Outlets	8





05 BEYOND HOTELS



Safir Winter Camp - Al Dubaiya (Seasonal)

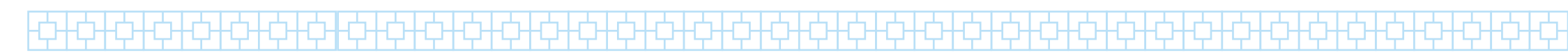


Safir Hotels & Resorts believes hospitality extends beyond the traditional hotel experience, bringing the warmth, authenticity, and spirit of true Arabian hospitality to distinctive concepts and new guest experiences.

A unique desert hospitality concept spanning over 33,000 square metres, blending the beauty of the natural landscape with distinctive tented accommodation and the genuine warmth of true Arabian hospitality.

CAMP INFORMATION

Season Start	15 Nov.
Season End	8 Mar.
Bait Shaar Tents Sunset View	11
Bait Shaar Tents Camp View	7
Camp Tents 4x4	32
Pyramid Tents	15
F&B Outlets	15
Entertainment & Activities Areas	3



06 GROWTH PIPELINE

Upcoming Hotels



SAFIR SEAVIEW

Kuwait City, Kuwait - Opening 2027
207 Keys



SAFIR ERBIL HOTEL

Erbil, Iraq - Opening 2027
95 Keys



SAFIR SOHAG HOTEL

Sohag, Egypt - Opening 2027
385 Keys

In The Pipeline

● SHARQ, KUWAIT ● RIYADH, KSA ● TAIF, KSA ● BASRA, IRAQ ● SALALAH, OMAN ● NORTHERN COAST, EGYPT



07 COMPETITIVE ADVANTAGES

WHY SAFIR?

Safir Hotels & Resorts leverages deep regional market intelligence and rigorous operational standards to consistently maximize asset value and drive sustainable financial returns for our partners.

DEEP-ROOTED HERITAGE

GLOCAL ARCHITECTURE

PROUD REPRESENTATION

WHOLEHEARTED APPLICATION

Cultural Understanding



Rooted in the region, Safir brings a deep understanding of Arabian culture to every aspect of the guest experience. Our hospitality is defined by authenticity, genuine warmth, and a strong sense of place.

Fully Integrated Development Capability



Safir offers owners an integrated development platform supported by an experienced in-house team, providing design guidance, technical services, planning, and commercial market intelligence.



07 COMPETITIVE ADVANTAGES

Growing Durrah Rewards Loyalty Program



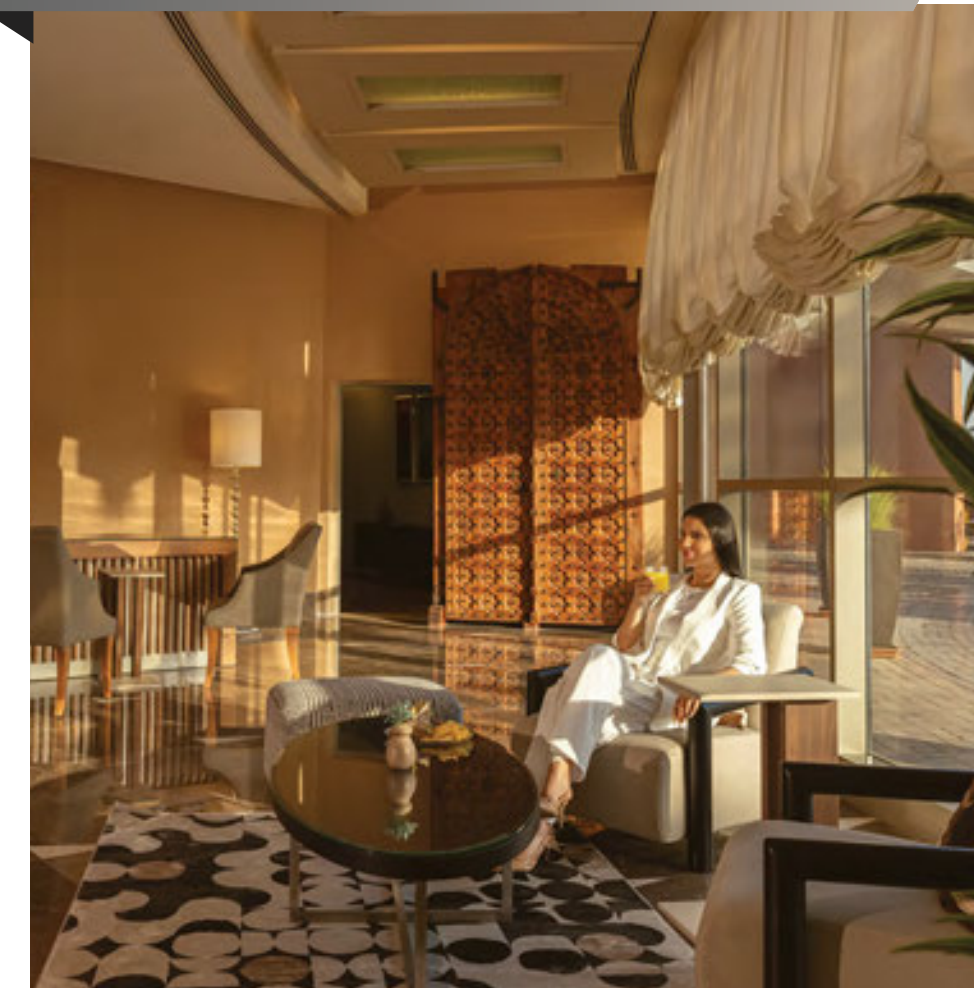
Safir's growing rewards program is designed to strengthen guest loyalty, encourage repeat stays, and build lasting relationships.

Pre-Opening, Repositioning & Turnaround Expertise

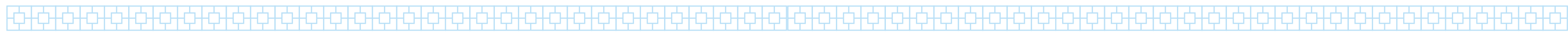


Safir brings proven expertise in hotel openings, repositioning, and operational turnarounds.

Partnership-Driven Approach



Safir approaches every property as a long-term partnership, working closely with owners to align commercial objectives.



08 OUR STAKEHOLDERS



OUR OWNERS

We protect their investment, deliver returns, and elevate the property's reputation. As the face of each hotel, we are measured by the excellence we bring.

OUR GUESTS

Our guests are the heart of our business. We create loyalty through comfort, personalized care, and sincere service delivered with integrity and pride.

OUR COLLEAGUES

Our people are our strength. They deliver the Safir experience. They are the spirit, the family, and the heartbeat of our brand.

OUR ENVIRONMENT

We endeavor to protect the physical, social, and economic environments in which we operate through efficiency, sustainability, and conscientious professional practices.

OUR COMMUNITY

We reflect the spirit of the local community, its culture, values, and traditions. As ambassadors, we open a window to the community and represent it with respect and insight.



09 PURPOSEFUL BRANDS



SAFIR HOTELS & RESORTS

Safir Hotels & Resorts combines modern Arabian hospitality with a strong regional presence and a trusted service heritage.



HONA HOTELS

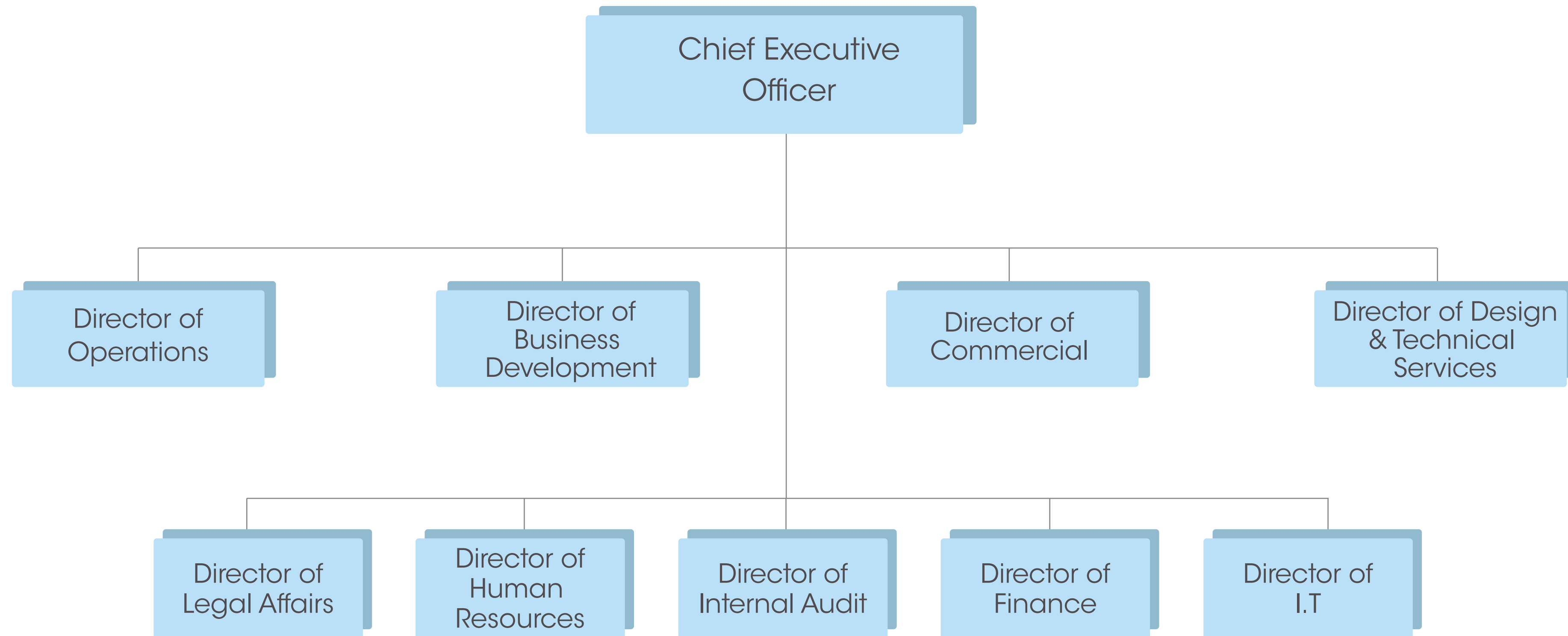
Hona is a youthful hospitality brand designed around social connection, vibrant spaces and experience-led stays for a new generation of travellers.



BUSHRA HOTELS

Bushra is a distinctive hospitality brand offering thoughtful stays inspired by local culture, warm service, and meaningful guest experiences.

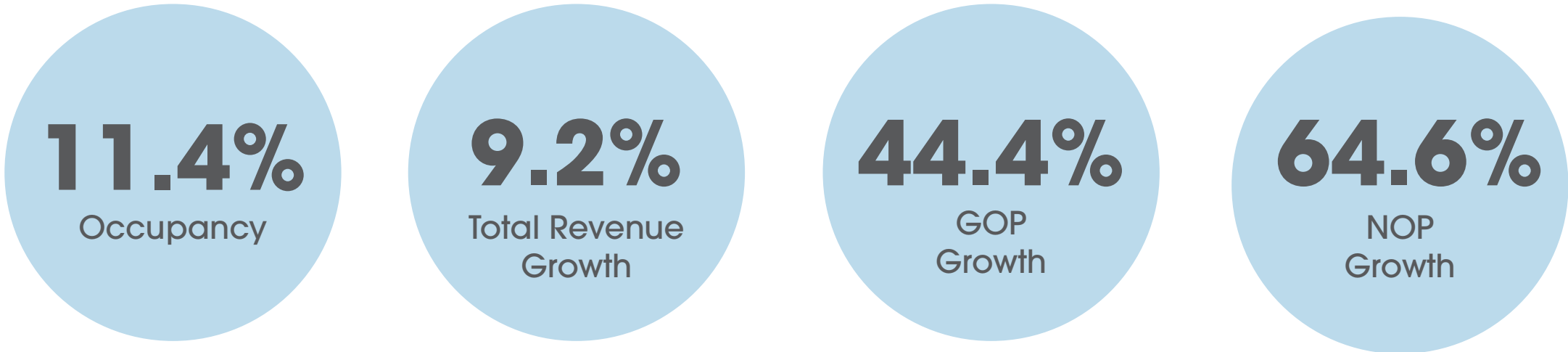
10 CORPORATE STRUCTURE



11 MANAGEMENT PERFORMANCE

Over the past four years, Safir Hotels & Resorts has demonstrated strong and resilient management performance, achieving a significant increase in total revenue, gross operating profit (GOP), and net operating profit (NOP). This sustained growth has been driven by focused management strategies aimed at optimizing revenue, enhancing guest satisfaction, and prioritizing owner returns.

In parallel, we successfully signed several new properties, reinforcing our regional footprint and expanding our diversified portfolio. These milestones reflect our commitment to operational excellence, stakeholder value, and a people-centric culture that nurtures both guest loyalty and employee engagement.



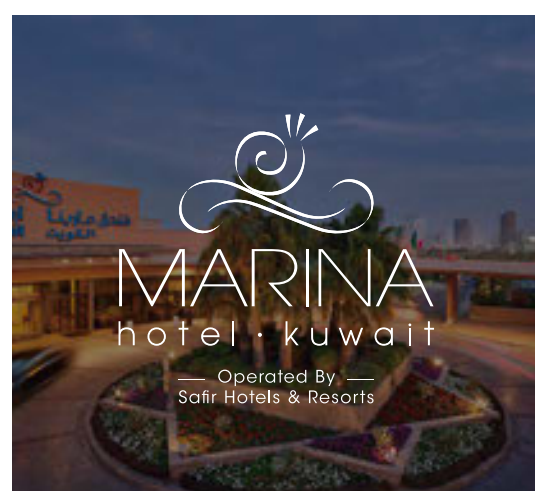
Growth Per Available Room

Indicators	Year-on-Year Change				Average
	Comparing 2020 & 2021	Comparing 2021 & 2022	Comparing 2022 & 2023	Comparing 2023 & 2024	
Occupancy	21.9%	8.4%	11.8%	3.7%	11.4%
Revenue Per Available Room	6.7%	25.2%	1.4%	3.3%	9.2%
Gross Operating Profit Per Available Room	83.6%	41.1%	35.2%	17.7%	44.4%
Net Operating Profit Per Available Room	141.4%	65%	33.7%	18.3%	64.6%



12 TESTIMONIALS

What our guests love about our hotels



I really enjoyed my stay at the hotel. A special thank you to Mr. Islam at the reception for making the experience even better. He was incredibly welcoming, professional, and respectful throughout my stay. I truly appreciated his hospitality and excellent service.

Samir - Booking.com



I had a wonderful stay at the hotel. The staff were exceptionally welcoming, professional, and always willing to help. A special thank you to Fatima from Guest Relations, who went above and beyond to ensure everything was perfect throughout my stay..

Ahmed Busaidi - Google.com



I liked the quiet and the cleanliness. I was visiting from Canada and the staff was very helpful (mainly Jessie and Imad). The free shuttle to and from the airport was a huge plus and room service was great! Breakfast buffet was very filling and the staff were nice.

Ken - Expedia.com



I honestly don't even know where to begin with this review because I could write pages and pages about how amazing my stay was at Safir Sharm Waterfalls Resort. From day one until the very last day, this has been one of the best resort experiences I've ever had.

dekaismail - TripAdvisor.com



Our stay at this hotel was truly a wonderful experience. The hotel was exceptionally clean and well maintained, the staff was friendly and always ready to help, and the service was excellent. The beach was beautiful, well organized, and perfect for relaxation and enjoyment.

Anida Bejdakić - Google.com



Gorgeous hotel. Great price for a room with breakfast and dinner. There are wild beaches right across from the hotel.

Evgenii Popov - Trip.com





KUWAIT . OMAN . QATAR . IRAQ . EGYPT . SYRIA

www.safirhotels.com