

Boutique Group

Factsheet

About Boutique Group:

Boutique Group is a hospitality company wholly owned by the Public Investment Fund (PIF), which aims to develop, manage, and operate historical and cultural palaces in the Kingdom and transform them into ultra-luxury boutique hotels to revive the vibrant national heritage with the authentic culture of the Kingdom, and provide an exceptional and unique hospitality experience. In addition, the group translates the commitment of the Public Investment Fund to developing promising sectors in the Kingdom and contributing to the diversification of the Saudi economy.

Boutique Group's current projects:

Three of the Kingdom's recognizable palaces are being completely renovated to become ultra-luxurious hotels with the goal of providing a grandiose, all-encompassing experience that honors local history and culture.

- **The Red Palace:** Telling astonishing stories about Riyadh city, The Red Palace aims to provide more than 70 keys, 26 deluxe rooms, 44 luxury suites and one royal suite. The Red Palace also provides public event spaces, 8 spa suites and 5 high-end food and beverages outlets.
- **Tuwaiq Palace:** One of Riyadh's architectural landmarks, offering guests a unique local urban experience, Tuwaiq Palace aims to provide more than 96 keys, 56 luxury villas, 40 luxury palace suites, public event spaces, 7 Spa suites and 7 different high-end food and beverages outlets.
- **AlHamra Palace:** Located in Jeddah, Saudi Arabia. It is considered as one of the most prominent hospitality palaces in the kingdom.
It aims to provide more than 91 keys with personal butler services. This hotel will include 47 luxury palaces suites, 44 luxury villas and one royal suite. AlHamra Boutique hotel also provides different public event spaces, 6 Spa suites and 6 high-end food and beverages outlets.

Boutique Group's Website: <https://boutiquegroup.com/>

Twitter: @Boutiquegroupsa

Instagram: @Boutiquegroupsa

LinkedIn: @Boutiquegroupsa