

## Shaza Hotels Places Cultural Authenticity at the Heart of Modern Luxury

**Dubai (8 April 2026)** – At a time when the definition of luxury is undergoing a profound transformation, [Shaza Hotels](#) is emerging as a brand that goes beyond conventional hospitality – placing cultural authenticity, emotional connection and purposeful experiences at the heart of its philosophy.

In an industry often driven by scale and standardisation, Shaza Hotels offers a distinct perspective: that true luxury lies not in excess, but in relevance. Inspired by the rich traditions and stories of the historic Silk Route, the brand has built its identity around creating spaces and experiences that resonate deeply with today’s discerning traveller.

Rather than replicating a uniform model across destinations, Shaza Hotels approaches each property as a reflection of its cultural context – where design, service and guest experience are thoughtfully curated to reflect the heritage, spirit and narrative of the location.

Commenting on the brand’s positioning, Shaji Abu Salih, Vice President, Business Development and Growth, Shaza Hotels and Mysk by Shaza, said: “Luxury today is no longer defined by scale or opulence alone. It is defined by how relevant and meaningful an experience feels to the guest. At Shaza Hotels, we believe that cultural authenticity is not a differentiator – it is a responsibility. Our focus is on creating spaces that are rooted in heritage yet designed for the modern traveller, where every stay feels both personal and purposeful.”

At the core of the brand are three defining pillars: Cultural Authenticity, Experiential Depth and Thoughtful Growth.

Cultural Authenticity is not treated as a design theme, but as a guiding principle. From architecture and interiors to culinary offerings and service rituals, every touchpoint is designed to evoke a sense of place and belonging. Guests are not just accommodated – they are invited into a journey shaped by tradition and storytelling.

Experiential Depth reflects the brand’s commitment to creating meaningful and memorable stays. Whether through curated dining experiences, tranquil wellness offerings or culturally inspired guest interactions, Shaza Hotels focuses on emotional resonance as much as operational excellence.

Thoughtful Growth underpins the brand's expansion strategy. Rather than pursuing rapid scale, Shaza Hotels prioritises sustainable development, strategic market selection and long-term value creation – ensuring that each new property strengthens the integrity of the brand.

This philosophy is reflected across Shaza's growing portfolio, which spans key destinations in the Middle East and beyond. Each property is designed to deliver a sense of calm, refinement and connection – balancing traditional influences with contemporary expectations.

As a member of the Global Hotel Alliance (GHA), Shaza Hotels also extends its reach globally, offering guests access to a wider network of distinctive properties while maintaining its unique identity and independence.

In a rapidly evolving hospitality landscape, Shaza Hotels stands as a reminder that the most powerful experiences are not those that impress – but those that connect.

## Ends

### About Shaza Hotels

Shaza Hotels is a luxury hotel management company renowned for delivering authentic Arabian hospitality. Drawing inspiration from the rich traditions and cultures along the historic Silk Route offering an unparalleled experience defined by exquisite Middle Eastern décor, tranquil ambiances and impeccable service, crafted for the most discerning travelers.

With an impressive portfolio of iconic properties, including Shaza Doha in Qatar, The flagship Mysk Al Mouj in Muscat, Mysk Al Balad in Madinah and Mysk Al Fateh, Bahrain. Shaza continues its rapid expansion. Its upcoming openings this year in KSA, UAE and Orlando will further reinforce the brand's position as a leader in luxury hospitality.

As a proud member of the Global Hotel Alliance (GHA), Shaza Hotels provides guests with access to an extensive portfolio of upscale and signature hotels worldwide. For more information, please visit [www.shazahotels.com](http://www.shazahotels.com)

### نبذة عن فنادق شذا:

فنادق شذا هي شركة متخصصة في إدارة الفنادق الفاخرة، تشتهر بتقديم الضيافة العربية الأصيلة. تستوحى فنادق شذا رؤيتها من التقاليد والثقافات العريقة التي ازدهرت على طول طريق الحرير التاريخي، لتوفر تجربة استثنائية تتميز بالديكورات الشرق أوسطية الراقية، والأجواء الهادئة، والخدمة الرفيعة المصممة خصيصاً لتلبية تطلعات المسافرين الأكثر تميزاً

تضم محافظة شذا مجموعة من الفنادق الأيقونية، من بينها شذا الدوحة في قطر، وفندق مسك الموج في مسقط الذي يعتبر الفندق الرائد للعلامة، مسك البلد في المدينة المنورة، ومسك الفاتح في البحرين. تتواصل السلسلة شذا توسعها السريع بافتتاح فنادق جديدة هذا العام في كل من المملكة العربية السعودية، الإمارات العربية المتحدة، وأورلاندو (و.م. أ)، مما يعزز مكانتها كعلامة رائدة في مجال الضيافة الفاخرة.

تتيح فنادق شذا لضيوفها فرصة الاستمتاع بمجموعة (GHA) وبصفتها عضوًا فخوريًا في تحالف الفنادق العالمي واسعة من

الفنادق الراقية والتميزة حول العالم. للمزيد من المعلومات، يرجى زيارة

[www.shazahotels.com](http://www.shazahotels.com)

## About Global Hotel Alliance (GHA) & Discovery Loyalty Program

Global Hotel Alliance (GHA) is the world's largest alliance of independent hotel brands with 50 brands and 950 hotels in 100 countries. Its award-winning loyalty programme – GHA DISCOVERY – provides more than 34 million members with recognition, D\$ rewards and exclusive experiences across its hotels and partners, both with and without a stay. Through membership in GHA, brands expand their global reach, drive incremental revenue and reduce dependence on third-party channels, all while maintaining management independence and individual positioning.

**For more information,  
visit [globalhotelalliance.com](http://globalhotelalliance.com) or [ghadiscovery.com](http://ghadiscovery.com)**

التحالف الفنادق العالمي ديسكفري هو أكبر تحالف في العالم للعلامات التجارية الفندقية المستقلة، ويضم 50 علامة

التحالف العالمي للفنادق (GHA) هو أكبر تحالف في العالم لعلامات الفنادق المستقلة، حيث يضم 50 علامة فندقية و950 فندقًا في 100 دولة. ويوفر برنامج الولاء الحائز على جوائز GHA DISCOVERY — لأكثر من 34 مليون عضو مزايا التقدير، ومكافآت D\$، وتجارب حصرية عبر فنادقه وشركائه، سواء مع الإقامة أو بدونها. ومن خلال العضوية في GHA، توسع العلامات الفندقية نطاق حضورها العالمي، وتزيد من إيراداتها الإضافية، وتقلل اعتمادها على قنوات الطرف الثالث، مع الحفاظ في الوقت ذاته على استقلالية الإدارة وتميز مكائنها الفردية.

لمزيد من المعلومات، يُرجى زيارة:

[ghadiscovery.com](http://ghadiscovery.com) أو [globalhotelalliance.com](http://globalhotelalliance.com)

**For further information please visit:**

Shaza Hotels

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