



PRESS RELEASE

Pioneers of Luxury Takeover Ajman's Iconic Beach Hotel Visionary Hoteliers Behind One of the UAE's First Luxury Beach Hotels Return to Launch New Brand in the UAE



Ajman, United Arab Emirates, January 8th, 2018: Hospitality veterans Mr. Reto Wittwer and Mr. Ulrich Eckhardt announced the successful management takeover of the Ajman Hotel, formerly known as Kempinski Hotel Ajman, as of January 1, 2018. The hotel now carries the Blazon Hotels brand and premium service philosophy, as part of their newly established hotel management company Smart Hospitality Solutions (SHS).

Wittwer and Eckhardt share more than ten decades of combined hotel experience between them. The duo successfully opened and operated more than 200 hotels across the world with several major hotel brands. They hired seasoned General Manager George Ganchev to lead the team at Ajman Hotel through an exciting schedule of enhancements to the hotel, which includes 168 guest rooms and fourteen suites, ten restaurants and cafes, and extensive wellness and leisure facilities.



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“We are confident in the continued growth of the UAE hospitality market, which is why we are delighted to be part of the re-birth of the very hotel in Ajman that helped put the Emirate of Ajman on the map back in the 1990’s. We are grateful to hotel’s owners who gave us the opportunity to manage this magnificent property and trusting us to elevate its positioning to the highest level in the region” said Mr. Ulrich Eckhardt, Executive Vice Chairman, Smart Hospitality Solutions.

Under the Blazon flag, Ajman Hotel will unveil enhanced culinary offerings, as well as upgrades to its guest rooms and event spaces during the next twelve months.

About Ajman Hotel:

All 168 rooms and 14 suites of the Ajman Hotel overlook the clear blue waters of the Arabian Gulf. The spacious rooms and suites are well-appointed with modern Arabic décor. The hotel features ten food and beverage outlets and extensive leisure facilities. Ajman Hotel sits on one of the most beautiful white-sand beaches in the UAE. A large swimming pool and a designated kids pool, as well as jet skiing, windsurfing, and sailing, offers something for everyone.

(www.hotelajman.com)

About Smart Hospitality Solutions:

Smart Hospitality Solutions FZ LLC (SHS) is a specialist in hotel and resort management company poised to be an industry innovator and game changer in hospitality management. The founders of SHS are industry veterans with 100 years of combined experience and have successfully opened and operated over 200 hotels across the world with internationally recognized brands. The SHS portfolio encompasses three distinct brands: Blazon, Contempera, and a wellness brand Softouch Hotels.

About Blazon Hotels:

The upscale luxury brand offers a fully customizable experience that creates flexible services around the clock for affluent travelers. At the core of Blazon is an offering to enrich the customer’s experience with an operating philosophy centralized around the expertise and personal attention of the quintessential hotel concierge. Blazon delivers expertise in skills that serve the guests by providing a tailor-made menu of services and choices whenever and wherever demanded.

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