

June 29 2026, 17:15 (+07)

Minor Hotels Signs First NH Hotels & Resorts Property in the Middle East with Debut in Saudi Arabia



Minor Hotels, a global hospitality leader with more than 640 properties in operation and under development across 66 countries in Asia Pacific, the Middle East, Africa, Europe and the Americas, is pleased to introduce NH Riyadh Prime Square Hotel to Saudi Arabia, marking the debut of NH Hotels & Resorts brand in the Middle East.

Developed by Heyazah Real Estate Development, the hotel will form part of Prime Square, a mixed-use development located in Riyadh's King Fahad District along King Abdullah Road, one of the capital's established commercial corridors. Scheduled to open in 2030, the property will offer a contemporary hospitality experience designed to meet the needs of both business and leisure travellers visiting the rapidly growing Saudi capital.

The signing reflects Minor Hotels' commitment to expanding its diverse brand portfolio across key growth markets while supporting Saudi Arabia's Vision 2030 ambitions to enhance tourism, attract investment and strengthen the Kingdom's position as a global destination.

Comprised of 121 guestrooms and suites, including 80 King Rooms, 25 Deluxe King Rooms and 16 NH Suites. Guests will enjoy a range of dining and lifestyle facilities, including an all-day dining restaurant, specialty restaurant, rooftop pool bar and lounge, swimming pool, fitness centre, business centre and meeting facilities.

Prime Square has been conceived as an integrated urban destination centred around a landscaped plaza with retail outlets, cafés, restaurants and lifestyle amenities. The development benefits from excellent connectivity, with proximity to both Al Wurud Metro Station and STC Metro Station, providing convenient access to Riyadh's key commercial and leisure districts.

"We are delighted to introduce NH Hotels & Resorts to the Middle East through this landmark signing in Riyadh," said Amir Golbarg, Chief Operating Officer Minor Hotels Middle East & Africa. "Saudi Arabia continues to represent one of the most compelling hospitality markets globally, driven by strong economic growth, increasing visitation and ambitious national development plans. NH Riyadh Prime Square Hotel will bring the brand's trusted hospitality offering to one of the region's most dynamic cities."

Adel Ahmed Al-Saif, Chief Executive Officer, Heyazah Real Estate Development, added: 'We are proud to partner with Minor Hotels to introduce NH Hotels & Resorts to Saudi Arabia through Prime Square. This signing reflects Heyazah's commitment to developing destinations that combine strategic location, quality design and long-term commercial value. With its integrated mix of hospitality, offices, retail and lifestyle offerings, Prime Square is positioned to contribute meaningfully to Riyadh's evolving urban landscape and growing visitor economy.'

Founded in 2005 and operating as part of Ahmed Al-Saif Holding Group, Heyazah Real Estate Development has established a strong presence in Saudi Arabia's real estate sector, delivering and developing a diverse portfolio of commercial, residential and mixed-use projects. The company

currently has approximately 621,000 square metres of completed developments and more than 1.1 million square metres under development.

The signing comes amid continued growth in Saudi Arabia's tourism sector, supported by significant infrastructure investment, economic diversification initiatives and increasing domestic and international travel demand. Riyadh is expected to see substantial growth in visitor numbers over the coming years as it strengthens its position as a regional business, tourism and events hub.

NH Hotels & Resorts is Minor Hotels' upscale brand, recognised globally for delivering dependable, high-quality hospitality experiences in prime urban destinations. The addition of NH Prime Square Riyadh Hotel further strengthens Minor Hotels' presence in Saudi Arabia and supports the group's broader growth strategy across the Middle East.



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About NH Hotels & Resorts

NH Hotels & Resorts is a globally recognised select hospitality brand known for its exceptional quality of service and facilities. Since its beginnings in Spain in 1978, NH has delivered trustworthy hospitality that meets the expectations of guests searching for functional hotels and resorts. The brand has grown to over 210 hotels and resorts in prime destinations across Europe

and the Americas and is expanding into Asia, Africa, the Middle East, and the Indian Ocean. NH provides guests with value-for-money, smart service, and all the necessary comforts for work, rest or enjoyment, ensuring each stay is always a pleasure.

NH Hotels & Resorts is a Minor Hotels brand and recognises its guests through one unified loyalty programme, Minor DISCOVERY, part of GHA DISCOVERY.

Visit nh-hotels.com for more information and connect with NH Hotels & Resorts on Facebook, Instagram, and YouTube.

About Minor Hotels

Minor Hotels is a global leader in the hospitality industry with more than 640 hotels, resorts and branded residences in operation and committed development across 66 countries. The group crafts innovative and insightful experiences through its hotel brands including Anantara, Elewana Collection, The Wolseley Hotels, Tivoli, Minor Reserve Collection, NH Collection, nhow, Avani, Colbert Collection, NH, Oaks, and iStay, as well as a diverse portfolio of restaurants and bars, travel experiences, and spa and wellness brands. With over four decades of expertise, Minor Hotels builds stronger brands, fosters lasting partnerships, and drives business success by always focusing on what matters most to our guests, team members and partners.

Minor Hotels is a proud member of the Global Hotel Alliance (GHA) and recognises its guests through one unified loyalty programme, Minor DISCOVERY, part of GHA DISCOVERY.

Discover our world at [minorhotels.com](https://www.minorhotels.com) and connect with Minor Hotels on [Facebook](#), [Instagram](#), [LinkedIn](#), [TikTok](#) and [YouTube](#).

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