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Minor Hotels Appointed by Shurooq to Manage Sharjah Collection, UAE



The Sharjah Investment and Development Authority (Shurooq) has appointed Minor Hotels to manage and operate Sharjah Collection, its portfolio of seven nature-led and heritage-inspired properties across Sharjah, UAE marking a significant step in the continued evolution of one of the region's most distinctive hospitality collections.

The agreement was signed during an official ceremony held in Sharjah in the presence of Her Highness Sheikha Bodour bint Sultan Al Qasimi, Chairperson of Shurooq, His Excellency Ahmed Obaid Al Qaseer, CEO of Shurooq, and Amir Golbarg, Chief Operating Officer of Minor Hotels Middle East & Africa, attended by William Heinecke, Founder and Chairman of Minor International.

Minor Hotels will oversee the management and operations of Sharjah Collection, bringing its global hospitality expertise, commercial capabilities and international distribution network while preserving the distinctive identity and heritage that define the unique portfolio of seven boutique properties. Following a programme of investment and enhancement, the properties will join Minor Hotels' upper-upscale and luxury portfolio.

Sharjah Collection brings together a collection of seven unique properties located across the emirate's coastal, desert, mountain and heritage landscapes: Al Badayer Retreat, Al Faya Retreat, Kingfisher Retreat, Moon Retreat, Najd Al Meqsar, Al Rayaheen Retreat and Nomad. Together, they offer immersive hospitality experiences rooted in nature, culture and sustainability, reflecting the emirate's commitment to responsible tourism and authentic destination experiences.

"Sharjah Collection was created from our belief that hospitality can be a powerful expression of place. Our partnership with Minor Hotels marks an important step in expanding the collection's international reach while preserving the authenticity and values that define it. Together, we look forward to welcoming more visitors to experience Sharjah through its culture, heritage and landscapes."

H.H. Sheikha Bodour bint Sultan Al Qasimi, Chairperson of Shurooq

"This partnership marks an important step in strengthening the operational performance and international reach of Sharjah Collection. Minor Hotels brings proven hospitality expertise, global systems and international distribution capabilities, allowing us to further enhance the guest experience while continuing to focus on developing destinations that create long-term value for Sharjah's tourism sector."

H.E. Ahmed Obaid Al Qaseer, CEO of Shurooq

"Our partnership with Shurooq reflects our confidence in the long-term potential of the UAE and our commitment to growing our presence in exceptional destinations across the Middle East. Sharjah has created a distinctive tourism offering that blends culture, nature and heritage in a highly authentic way, and we are proud to support its continued evolution while introducing these remarkable experiences to more travellers from around the world."

William Heinecke, Founder and Chairman of Minor International

"Sharjah Collection is unlike any other hospitality portfolio in the region, with each retreat offering a unique connection to its surroundings and local heritage. Building on Shurooq's vision, we look forward to enhancing the guest experience through our operational expertise, commercial strength and international distribution network, while carefully preserving the individual character that defines each property."

Amir Golbarg, Chief Operating Officer of Minor Hotels Middle East & Africa

The partnership forms part of Shurooq's wider strategy to strengthen Sharjah's tourism sector through collaborations that enhance destination competitiveness, attract new international visitor segments and reinforce the emirate's position as a leading destination for sustainable, experience-led tourism.





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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.

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