



Company Profile

2026

HALLMARK OF ARABIAN HOSPITALITY

Amsahospitality.com





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Our Journey

Amsa Hospitality was born from the spirit of Saudi Arabia, where generosity is more than a gesture; it is a way of life.

Founded by Mohammad Abdulaziz Alathel, Amsa Hospitality was created to redefine Arabian hospitality for a new era, blending Saudi authenticity, Arabian warmth, and international hotel management standards.

Inspired by Vision 2030, Amsa Hospitality is building a Saudi hospitality platform that supports owners, strengthens asset performance, attracts global brands, develops local talent, and delivers guest experiences rooted in Arabian generosity.

Today, Amsa Hospitality is moving with a clear ambition to become one of the most trusted hotel management companies in Saudi Arabia and the region, creating lasting value across assets, destinations, and guest experiences.

MOHAMMAD ABDULAZIZ ALATHEL

FOUNDER AND VICE CHAIRMAN

[CLICK HERE FOR MORE INFORMATION](#)

Our Direction

OUR PURPOSE **To create hotel experiences that connect people, places, and culture while delivering long-term value for owners, guests, partners, and communities.**

OUR VISION **To be Saudi Arabia’s leading hospitality operator, combining authenticity, innovation, and strong returns for our partners.**

OUR MISSION **We operate and grow guest-loved midscale-to-upscale hotels and serviced apartments across Saudi Arabia, delivering authentic hospitality powered by technology enablement, disciplined operations and distinctive brands, to generate consistently strong returns for our partners.**

- OUR VALUES**
- 01 Reliability**

04 Agility
- 02 Sustainability**

05 Efficiency
- 03 Innovation**

[CLICK HERE FOR MORE INFORMATION](#)

Why Amsa Hospitality

Amsa Hospitality helps hotel owners and hospitality investors turn their assets into successful destinations. Through disciplined operations, effective asset management, global brand partnerships, and guest experiences inspired by Saudi hospitality, we create value for owners and lasting memories for guests.

From investment decisions and brand selection to opening, operations and continuous improvement, Amsa gives owners one integrated platform and clear accountability at every stage.

01 Hotel Operations and Management

We help owners operate their hotels efficiently through integrated daily management.

03 Hotel Development and Advisory

We support hotel projects from concept to feasibility, positioning, and operating model selection.

05 Pre-Opening and Operational Readiness

We manage the preparation stage before operations, including team setup, procedure development, staff training, system readiness, and standard implementation before welcoming guests.

02 Hospitality Asset Management

We view the hotel as an asset that requires continuous monitoring.

04 Strategic Hotel Brand Partnerships

We help connect hotel projects with the right brands, considering the market, project location, target segment, and owner ambitions.

[CLICK HERE FOR MORE INFORMATION](#)

Leadership



Muin Serhan

CHIEF EXECUTIVE OFFICER



Aamir Riaz

CHIEF OPERATING OFFICER



Bandar Abdulmajeed

CHIEF BRAND & MARKETING OFFICER



Mahmood Habib

CHIEF FINANCE OFFICER



Mueen Lababidi

CORPORATE DIRECTOR OF OPERATIONS



Ahmed Sultan

LEARNING & DEVELOPMENT DIRECTOR



Shiju Thomas

DIRECTOR - ASSETS & PORTFOLIO MANAGEMENT

[CLICK HERE TO
VIEW OUR TEAM](#)

Amsa Hospitality at a Glance

1,930+

HOTEL KEYS

10,782+

TARGETED KEYS
BY 2035

21

PROJECTS UNDER
MANAGEMENT
AND DEVELOPMENT

8

CITIES ACROSS
THE KINGDOM

18

Awards & Accreditation
Certificates

6+

GLOBAL BRANDS
PARTNERSHIPS

[CLICK HERE FOR MORE INFORMATION](#)

Strategic Roadmap – 5 Years

01 Establishment & Quick Wins with Lower Risks

Focus: Lease contracts and brownfield development.

Outcome: Building the foundation and focusing on know-how accumulation.

02 Building the Foundation of Market Credibility

Focus: Showcasing operational knowledge and expertise while developing proprietary brands.

Outcome: Building credibility, proprietary brand creation, and demonstrating operational excellence.

03 Building Amsa Hospitality Brand Equity

Focus: Building pre-brand foundation, architecture definition, sop creation, and systems integration.

Outcome: Building leadership, foundational systems, and governance.

04 Ramping Up Operations

Focus: Amsa Hospitality proprietary brand and expansion of white label and brownfield operations.

Outcome: Establishing first Amsa Hospitality brand flagship hotel while ramping up white label and brownfield developments.

05 Towards the Next Stage

Focus: Scaling and clustering operations to build functional depth.

Outcome: Amsa Hospitality becoming owner, franchisee and operator.

Sister Companies



Partners in Specialized Fields

We collaborate with trusted specialists across every stage of hospitality development, bringing together expertise in design, construction, technology, procurement, engineering, equipment, and operations.

01 Interior Design

02 Main Contractors

03 Food and Beverage Consultants

04 Materials Monitoring

05 Kitchen Equipment

06 Operating Supplies and Equipment

07 Information Technology

08 Procurement and Inventory

09 Electrical and Mechanical Engineering

10 Display Screens

11 Sports Equipment

12 Furniture, Fixtures and Equipment



Vision 2030. Durable growth.

Saudi Arabia's hospitality transformation is building a broader, more capable sector. Amsa Hospitality aligns its growth with that national ambition, expanding hotel supply, developing Saudi talent, supporting secondary cities and advancing more sustainable operations.

- 01 More jobs and hospitality capability
- 02 Stronger secondary-city destinations
- 03 More sustainable hotel operations
- 04 Continued tourism growth



Global Affiliations



[CLICK HERE TO VIEW OUR PORTFOLIO](#)



OUR PORTFOLIO

Radisson Hotel Riyadh Airport

Your gateway to comfort near Riyadh airport, designed for business trips, family escapes and seamless events.



471

KEYS

11

VILLAS

250

AUDITORIUM SEATS

LOCATION

Riyadh, Saudi Arabia

NEAR BY

King Khalid Int. Airport

MEETING SPACES

11 Meeting Rooms

RESTAURANT

Lune, All Day Dining

TERRACE

Pera Sky Terrace

CAFÉ

Kasbah Café

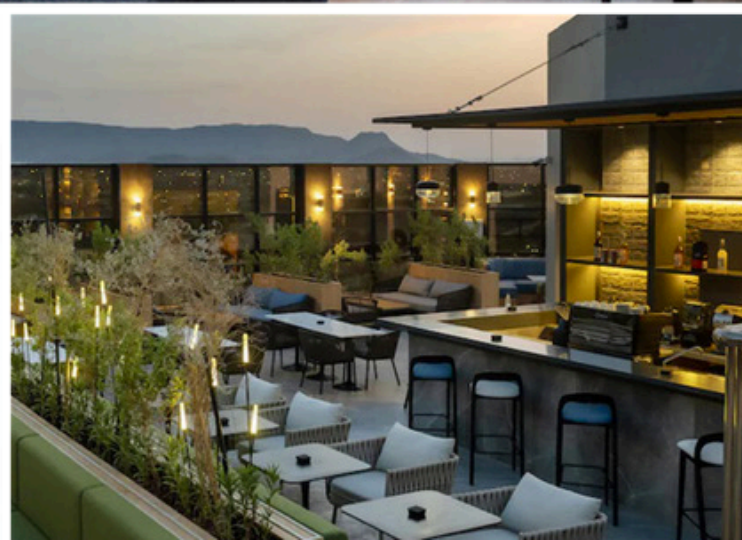
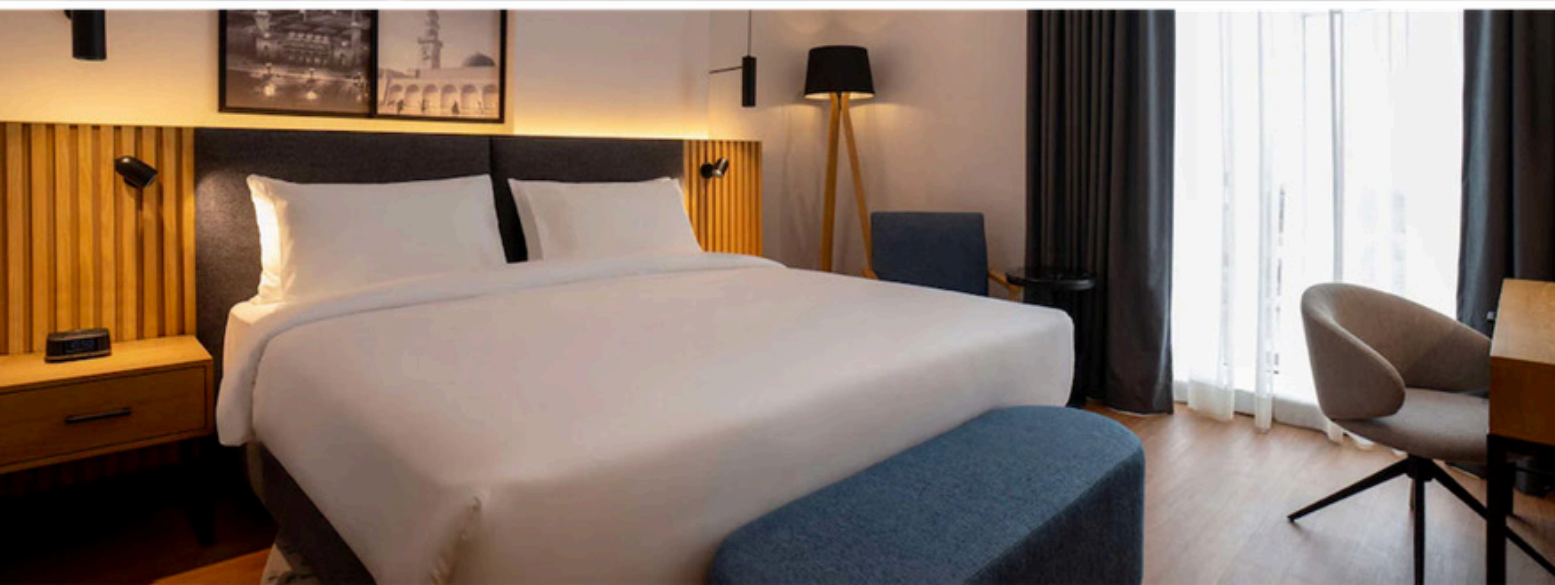
FITNESS & WELLNESS

Gym & Spa

SWIMMING POOLS

2 Indoor, 3 Outdoor, & 1 Kids Pool

[CLICK HERE FOR MORE INFORMATION](#)



OUR PORTFOLIO



Radisson Hotel Madinah

Your peaceful gateway to Madinah, where comfort, calm, and heartfelt hospitality come together.

165

KEYS

53

SUITES

105

PARKING LOT

LOCATION

Riyadh, Saudi Arabia

NEAR BY

Quba Mosque
& The Prophet's Mosque

MEETING SPACES

3 Meeting Rooms

RESTAURANT

The View, All Day Dining

TERRACE

The Point Terrace

LOUNGE

The Hub Lounge

FITNESS & WELLNESS

Gym, Sauna & Steam

SWIMMING POOLS

Outdoor Pool

[CLICK HERE FOR MORE INFORMATION](#)



— OUR PORTFOLIO

MERCURE
HOTEL
K H A M I S M U S H A I T

Mercure Hotel Khamis Mushait

Your Khamis Mushait retreat to comfort, culture, and effortless hospitality, designed for business trips, family stays, and relaxed escapes.

93

KEYS

43

SUITES

45

PARKING LOT

LOCATION

Khamis Mushait,
Saudi Arabia

RESTAURANT

The View, All Day Dining

TERRACE

The Point Terrace

CAFÉ

The Hub Café

SWIMMING POOL

Indoor Pool

FITNESS

Gym

MEETING SPACE

One Meeting Room

[CLICK HERE FOR MORE INFORMATION](#)



OUR PORTFOLIO

AMSA VUE

MEMBER OF
RADISSON **Individuals.**
• PREMIER •

AMSA VUE, a member of Radisson Individuals

A refined Diplomatic Quarter stay where privacy, green living, and quiet Saudi elegance come together.

240

KEYS

64

VILLAS

167

APARTMENTS

LOCATION

Riyadh, Saudi Arabia

RESTAURANT

All Day Dining

COURTS

Multipurpose Courts
& Padel Court

PROJECT BUILT-UP AREA

68,123 sqm

FITNESS & WELLNESS

Gym, Sauna & Steam

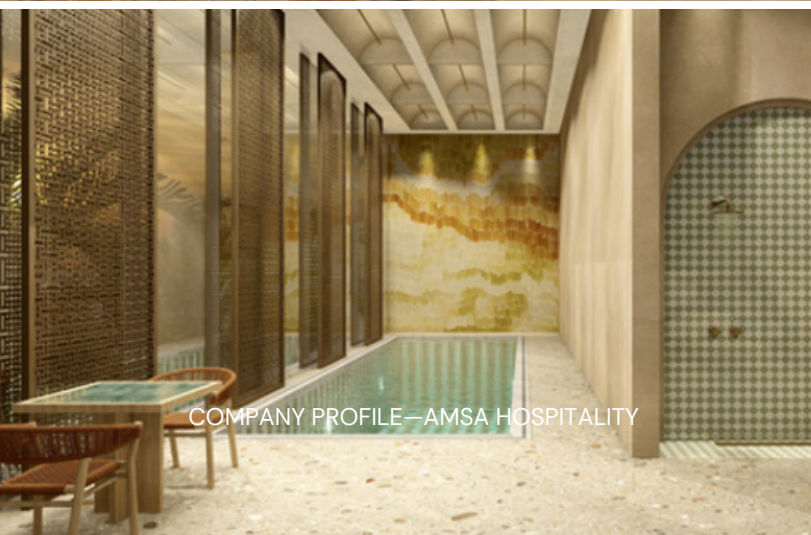
SWIMMING POOLS

Outdoor Pool
& Children's Pool

PARKING

Dedicated, Underground
& Valet Parking

[CLICK HERE FOR MORE INFORMATION](#)



OUR PORTFOLIO

The Palm Qassim, Handwritten Collection

THE PALM
QASSIM
HOTEL

Handwritten
COLLECTION

Qassim stay with a personal signature, local character, and heartfelt hospitality

142

KEYS

43

SUITES

LOCATION

Qassim, Saudi Arabia

RESTAURANT

All Day Dining

CAFÉ

Lobby Level

TERRACE

First Floor

FITNESS

Gym, Sauna & Steam

SWIMMING POOLS

Indoor Pool

UNDERGROUND PARKING

Available

[CLICK HERE FOR MORE INFORMATION](#)



— OUR PORTFOLIO

Gardino Hotel Riyadh



A refined Riyadh stay where modern comfort, wellness, and effortless city convenience come together.

99

KEYS

LOCATION

Riyadh, Saudi Arabia

RESTAURANT

All Day Dining

CAFÉ

Lobby Level

MEETING SPACES

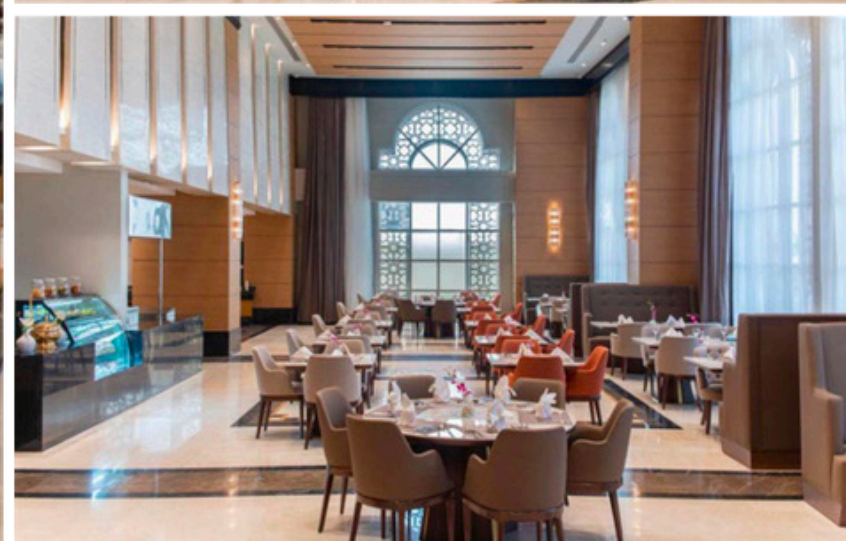
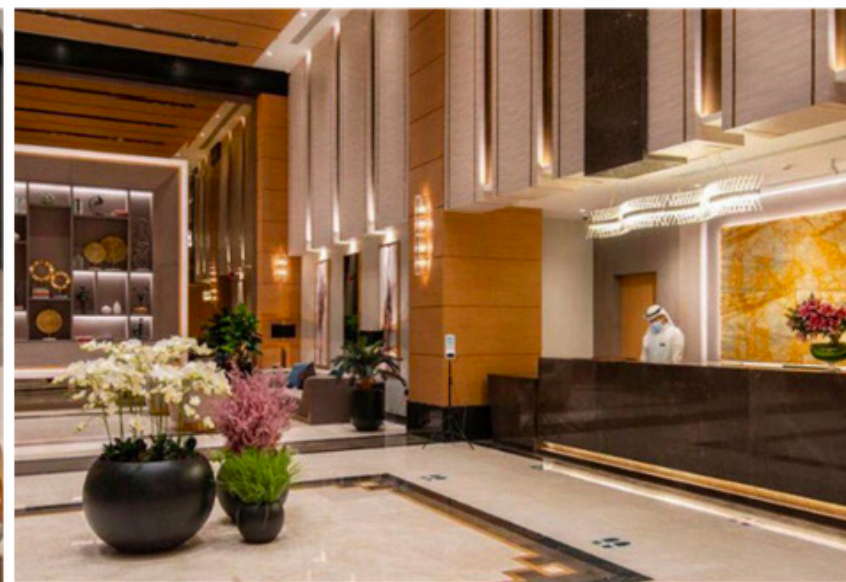
4 Meeting Rooms
and Wedding Hall

FITNESS & WELLNESS

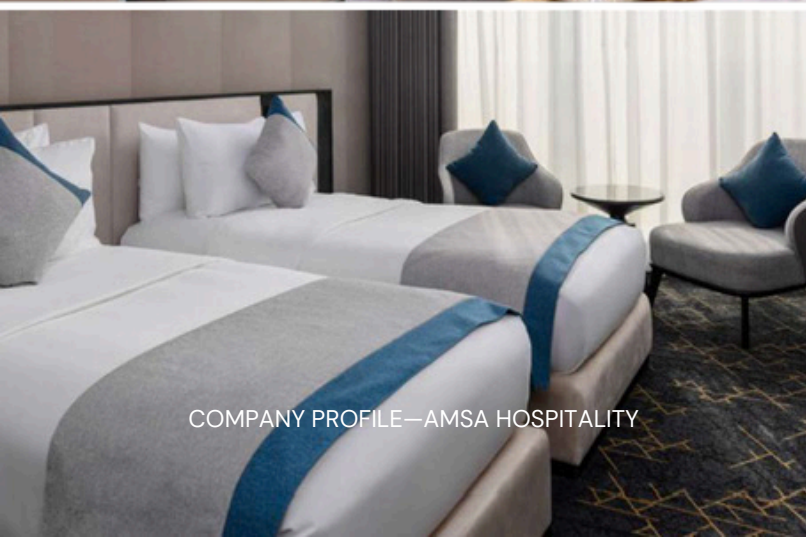
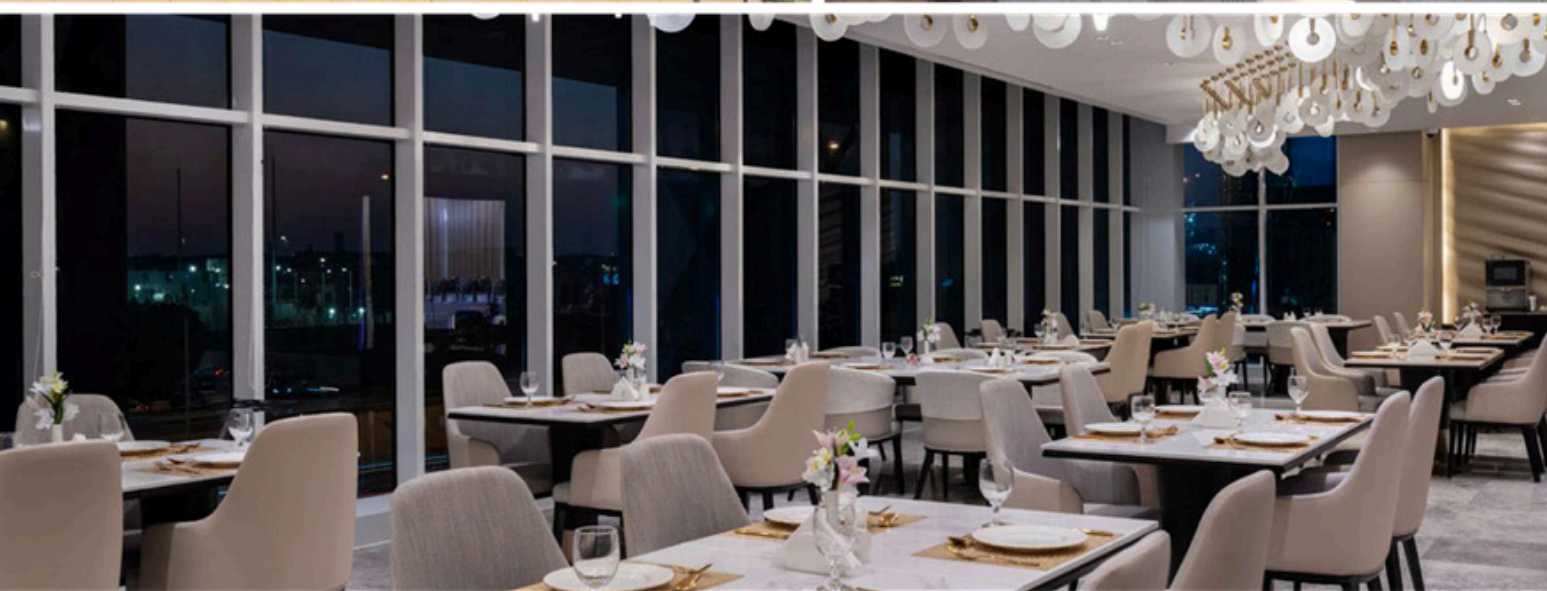
Gym & Spa

SWIMMING POOL

Indoor Pool



[CLICK HERE FOR MORE INFORMATION](#)



OUR PORTFOLIO

Vittori Garden Hotel Riyadh



A contemporary Riyadh stay where comfort, convenience, and warm hospitality come together in Al Sahafah.

117

KEYS

3

MEETING SPACES

LOCATION

Riyadh, Saudi Arabia

RESTAURANT

All Day Dining

CAFÉ

Lobby Level

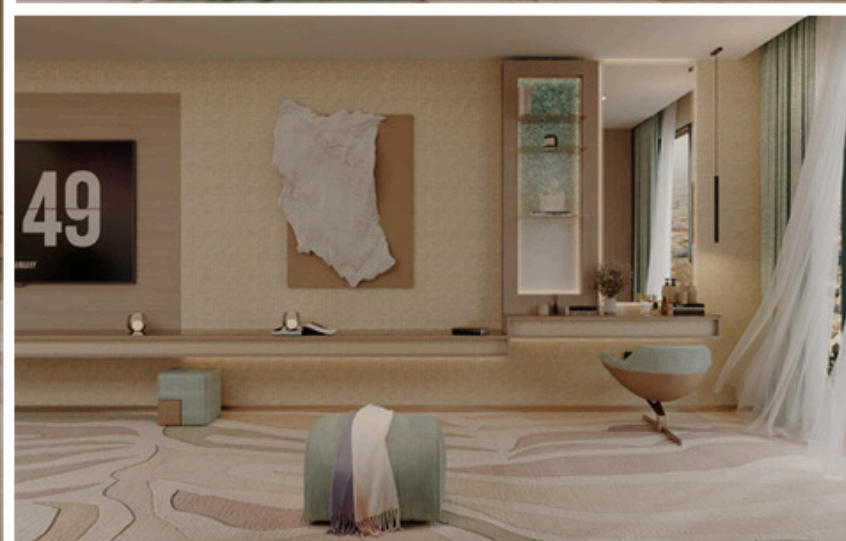
SWIMMING POOL

Roof Pool

FITNESS & WELLNESS

Gym & Spa

[CLICK HERE FOR MORE INFORMATION](#)



OUR PORTFOLIO

Vittori Suites Riyadh



Vittori Suite Hotel is an all-suite hospitality destination in the heart of Riyadh, combining contemporary elegance, comfort, and exceptional guest experiences.

68

KEYS

LOCATION

Riyadh, Saudi Arabia

RESTAURANT

All Day Dining

CAFÉ

Lobby Level

FITNESS & WELLNESS

Gym & Spa

SWIMMING POOL

Roof Pool

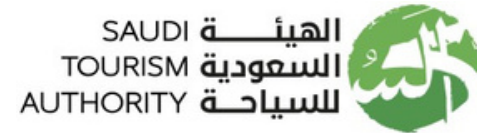
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Amsa Academy



Amsa Hospitality invests in education, structured on-the-job training and transparent career pathways to build the capability hotels need to perform consistently. Saudization initiatives target an 80 % Saudi workforce, strengthening local leadership and long-term organizational resilience.

Saudi hospitality is lived before it is taught. Amsa Academy translates Hafawah, welcome from the heart, into practical service capability. Accredited by TVTC in 2025, the Academy develops hotel-ready talent through applied training, professional development and hands-on learning.



[CLICK HERE FOR MORE INFORMATION](#)





Academy Programs

Amsa Academy delivers practical, industry-focused programs that equip hospitality professionals with real-world knowledge, essential skills, and leadership capabilities to excel and grow throughout their careers.

Hospitality Apprentice

2 WEEKS | ACCREDITED BY TVTC

A short, intensive introduction to the fundamentals of hospitality service. Build confidence and essential service skills to begin your career in hospitality.

Hotel Operations Certification

60 DAYS | ACCREDITED BY TVTC

A comprehensive program covering core departments and daily hotel operations. Gain practical knowledge and operational skills to perform confidently in hotel roles.

Hospitality Leadership Excellence (HLX)

ADVANCED | BY APPLICATION

An advanced leadership program designed to develop future hospitality leaders. Strengthen leadership capabilities and drive high-performing teams.

I-Co-Pro Sales System

CORPORATE | CUSTOM DURATION

A practical sales system built for hospitality professionals and sales teams. Improve sales performance and build stronger client relationships.



“

I wanted one place where Swiss precision meets Saudi warmth. Where every graduate walks out ready, not almost ready... Ready!

MOHAMMAD ABDULAZIZ ALATHEL – FOUNDER AND VICE CHAIRMAN

”

Our programs combine accredited training, industry expertise, practical learning, and career-focused development to prepare hospitality professionals for long-term success.

Accredited by TVTC

All eligible programs are accredited by the Technical and Vocational Training Corporation.

Industry Experts

Learn from experienced hospitality professionals with real-world industry knowledge.

Practical Learning

Hands-on training and real-world scenarios to build confidence and competence.

Career Growth

We prepare you for real opportunities and long-term success in the hospitality industry.

AMSA HOSPITALITY

Let's turn your asset into a successful destination



An Ambitious Vision, Continuous Achievements



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