

## The Warwick Experience

An Interview with Ghassan El Hindi, Chief Operating Officer, Warwick Hotels & Resorts - MENA Region

**EDITORS' NOTE** *Ghassan El Hindi has over 35 years of experience in the hospitality industry. He is currently the Chief Operating Officer at Warwick Hotels & Resorts - MENA Region. Prior to this role, he served as the Group Regional Operation/Development Manager MENA. El Hindi also has extensive experience as a General Manager, having worked at Al Khozama Banqueting & Conference Center, Grand Hills 5-star Hotel, Coral International, Mobd Abdul Aziz Al-Rajbi Establishment, Movenpick Hotel, Sharjah Grand 5-star Hotel, and InterContinental Hotels Group. In these positions, he was responsible for various aspects of hotel management, including overseeing operations, sales, marketing, and budgeting. El Hindi earned his BBA degree at the University of Toledo, majoring in marketing and hotel management.*



Ghassan El Hindi

### Are there certain characteristics that define a Warwick property?

A Warwick property is distinguished by its unwavering commitment to personalized guest experiences, cultural sensitivity, strategic locations celebrating local heritage, and a seamless blend of international standards with regional charm.

### Will you provide an overview of Warwick Hotels & Resorts' properties?

Nestled amidst the rich tapestry of the MENA region, Warwick Hotels & Resorts invites guests to discover a collection of dazzling gems, each radiating with distinct cultural charm and modern-day luxury. From the vibrant souks of Lebanon to the breathtaking landscapes of Turkey, our portfolio of 4- and 5-star hotels unveils the essence of this captivating corner of the world.

Warwick Hotels & Resorts boasts a strategic presence across Lebanon, Turkey, Qatar, and most notably, Saudi Arabia. Each location is meticulously chosen to immerse guests in the unique tapestry of the region. Saudi Arabia, a land of rich heritage and boundless potential, holds a special place in Warwick's MENA collection. Our hotels here are strategically

positioned to cater to both leisure and business travelers, offering a gateway to vibrant cities like Riyadh and Jeddah, as well as the awe-inspiring landscapes of the Red Sea.

At Warwick Hotels & Resorts, luxury goes beyond opulent settings. We are dedicated to delivering personalized hospitality that anticipates your every need. Our commitment to innovative amenities ensures a seamless and effortless experience, whether you're on a business trip, a cultural exploration, or a relaxing escape.

### What are your views on Warwick Hotels & Resorts' growth opportunities in the Middle East?

Warwick Hotels & Resorts sees significant growth opportunities in the Middle East, driven by the region's dynamic hospitality landscape. With our strategic presence in key countries, including Saudi Arabia, Lebanon, Turkey, and Qatar, we aim to capitalize on emerging travel trends, increasing tourism, and the region's economic development. Our commitment to blending luxury with local cultural experiences aligns with the preferences of discerning travelers in the Middle East. We are poised to further enhance our footprint, exploring new partnerships and innovative offerings, ensuring Warwick remains a top choice for those seeking

**COMPANY BRIEF** *Founded in 1980 by Richard Chiu, Warwick Hotels and Resorts (warwickhotels.com) represents a collection of distinct, upscale hotels and resorts known for quality throughout the world with over 40 hotels on five continents. As a collection, Warwick hotels are renowned for their exceptional locations and remarkable stories.*

### What have been the keys to the strength and leadership of Warwick Hotels & Resorts in the MENA region?

Warwick Hotels & Resorts' strength and leadership in the MENA region are fueled by our unwavering commitment to exceptional hospitality, strategic location embracing diverse cultures, and a culture of adaptability. Our flexibility in customizing guest experiences and leveraging innovative technology ensures seamless operations, setting us apart in delivering unforgettable stays.

At Warwick Hotels & Resorts, our unwavering commitment to excellence in hospitality has been a cornerstone of our success and leadership. In the dynamic and diverse landscape of the MENA region, we pride ourselves on the following key factors that contribute to our strength:

1. Exceptional Hospitality Culture
2. Flexibility and Adaptability
3. Strategic Locations and Cultural Sensitivity
4. Operational Excellence
5. Innovated Technology Integration



Warwick Doha, Qatar





*Warwick Al Khobar, Saudi Arabia*

exceptional hospitality in this thriving market. Looking ahead, Warwick's ambitions in the Middle East remain steadfast, planning to further expand the portfolio in countries like Dubai, Egypt, Kuwait, Bahrain, and Oman, capitalizing on the region's potential for sustained growth. With its keen understanding of the market and unwavering commitment to delivering exceptional experiences, Warwick Hotels & Resorts is poised to remain a prominent player in the ever-evolving landscape of Middle Eastern hospitality.

**What key initiatives and innovations is Warwick Hotels & Resorts planning to implement in alignment with the evolving hospitality landscape outlined in the MENA Vision 2030?**

Warwick Hotels & Resorts is committed to aligning with the dynamic hospitality landscape outlined in the MENA Vision 2030, and to achieve this, several key initiatives and innovations are in the pipeline. Our focus is on incorporating sustainable practices, embracing technological advancements, and enhancing guest experiences. In summary, Warwick Hotels & Resorts is strategically advancing key initiatives and innovations to align with the MENA Vision 2030, ensuring that our hospitality offerings contribute to the overall objectives of sustainable development, technological progress, cultural enrichment, workforce empowerment, and community engagement. Here are some examples of Warwick Hotels & Resorts' actions:

**Enhancing Guest Experience:**

**Culture Immersion Programs:** Warwick Hotels & Resorts is actively promoting cultural enrichment through programs that showcase local traditions, arts, and heritage, providing guests with authentic and immersive experiences.

**Community Engagement:** Collaborating with local communities for mutually beneficial partnerships, supporting local businesses, and organizing community events to foster positive relationships.

**Wellness Initiatives:** Invest in wellness amenities and services, including state-of-the-art fitness facilities, spa services, and healthy dining options to prioritize guest well-being.

**Embracing Technologies:**

**Smart Room Technologies:** Warwick Hotels & Resorts is incorporating cutting-edge smart room technologies, enabling guests to control room amenities through mobile apps, ensuring a seamless and personalized experience.

**Contactless Services:** Introducing contactless check-in/check-out processes, mobile room keys, and touchless payment options to prioritize guest safety and convenience.

**Data Analysis For Efficiency:** Leveraging data analytics to optimize hotel operations, enhance guest services, and streamline resource allocation based on real-time insights.

**Will you highlight Warwick Hotels & Resorts' investment in its workforce and commitment to training?**

We prioritize our workforce's development, viewing them as our most valuable asset. Our commitment to training is evident through continuous investment in professional development programs, ensuring our team members are equipped with the latest skills and industry knowledge. This investment fosters a culture of excellence, empowering our staff to deliver exceptional service and uphold the high standards that define the Warwick experience. Our dedication to the growth and well-being of our workforce reflects our belief that a skilled and motivated team is fundamental to our success in the competitive hospitality industry. Concrete areas that exemplify Warwick's commitment

to training include comprehensive training programs, career development opportunities, technology enhancement, and innovation.

**How do you focus your efforts as COO of Warwick Hotels & Resorts?**

As the COO of Warwick Hotels & Resorts, my focus is on operational excellence and strategic growth. I lead efforts to streamline operations, enhance guest experiences, and ensure seamless coordination across our diverse portfolio. By leveraging innovation and fostering a culture of continuous improvement, I aim to drive the company's success in a dynamic and competitive hospitality landscape. Additionally, I prioritize sustainable practices and strategic partnerships to position Warwick as a leader in the global hospitality industry.

As financial performance, optimizing costs, driving revenue, and ensuring profitability are crucial, I delve into data analytics, implement strategic budgeting, and lead revenue management efforts to ensure financial stability and support growth initiatives.

Maintaining Warwick's distinct identity amid fierce competition is critical. I champion initiatives that showcase our commitment to cultural experiences, local immersion, and personalized service, differentiating us from cookie-cutter hotel chains.

I believe in pushing boundaries and embracing responsible practices. I spearhead the development of innovative amenities, sustainable initiatives, and technological advancements that enhance guest experiences while minimizing environmental impact. ●



*Warwick Riyadh, Saudi Arabia*