

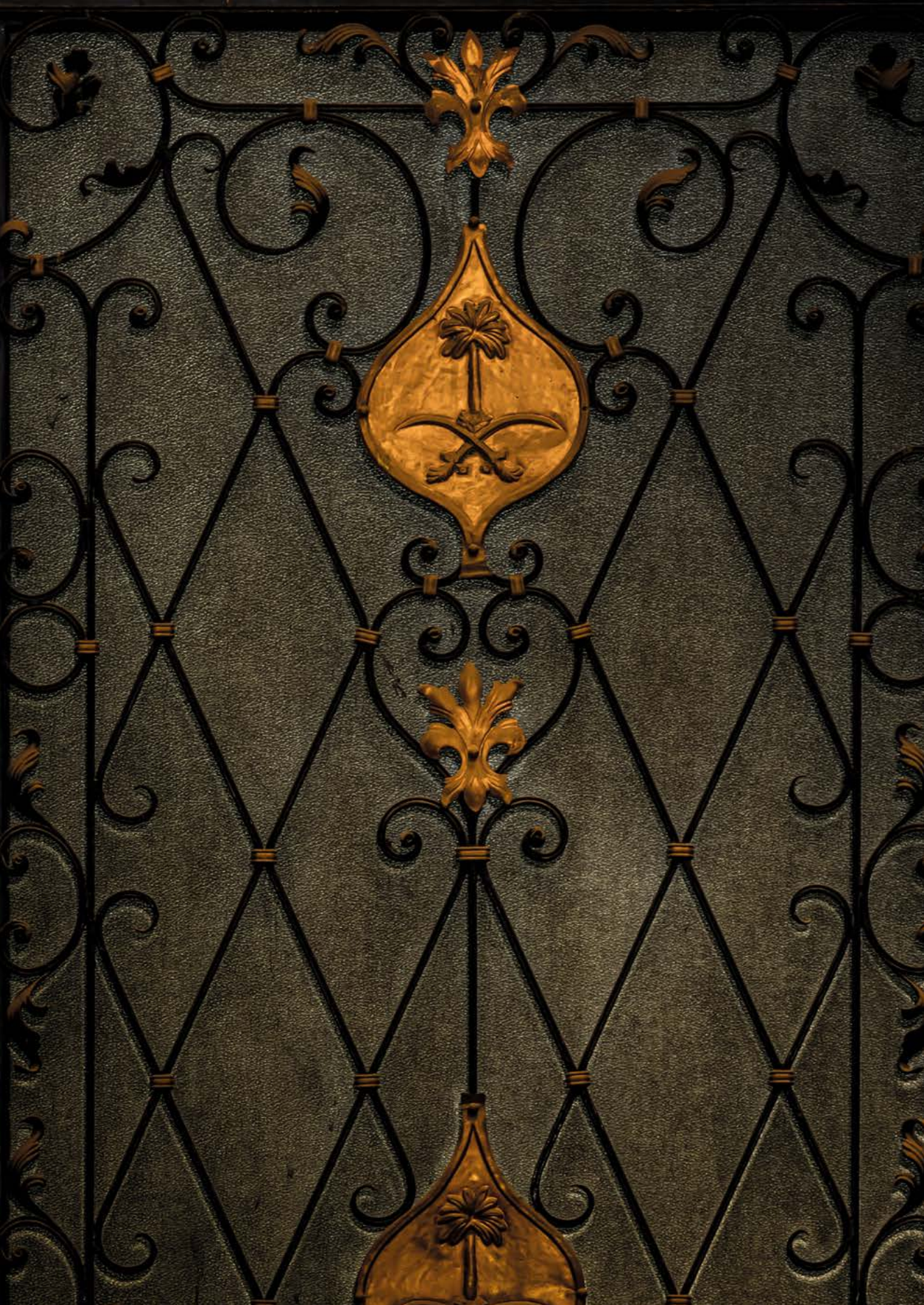
BOUTIQUE GROUP

مجموعة بوتيك

Creating personal journeys of discovery  
in the heart of the Kingdom.







A STORY OF  
HERITAGE AND  
HOSPITALITY





Created to unveil the legacy of the Kingdom to the world by transforming historic and cultural palaces into ultra-luxury hotels, Boutique Group creates enriching journeys of discovery within the walls of Saudi Arabia's most iconic landmarks.





# OUR PALACES

Boutique Group palaces offer unmatched Saudi hospitality experiences, informed by the rich history of Saudi Arabian culture. Located in the cultural centres of the Kingdom, with Al Hamra Palace in Jeddah, and The Red Palace and Tuwaiq Palace in Riyadh, each palace showcases the unique aspects of their region, from guests' arrival through the beautifully designed *porte-cochère* to the finest restaurants serving dishes inspired by regional cuisine. Palatial suites and ultra-luxurious villas come with dedicated butlers to tend to your every need, while expansive wellness centres offer both traditional and state-of-the-art treatments to restore body and mind.

Throughout each property, historical elements have been carefully preserved, from the smallest architectural details to the grandest pavilions surrounded by peaceful gardens. In addition to offering a myriad of international fine-dining restaurants, the palaces will provide spaces for prestigious cultural gatherings, such as gala dinners, awards ceremonies, exhibitions in elegant boulevard galleries and celebrations hosted in gardens adorned with sculptures and fountains.



AL HAMRA PALACE



THE RED PALACE

TUWAIQ PALACE

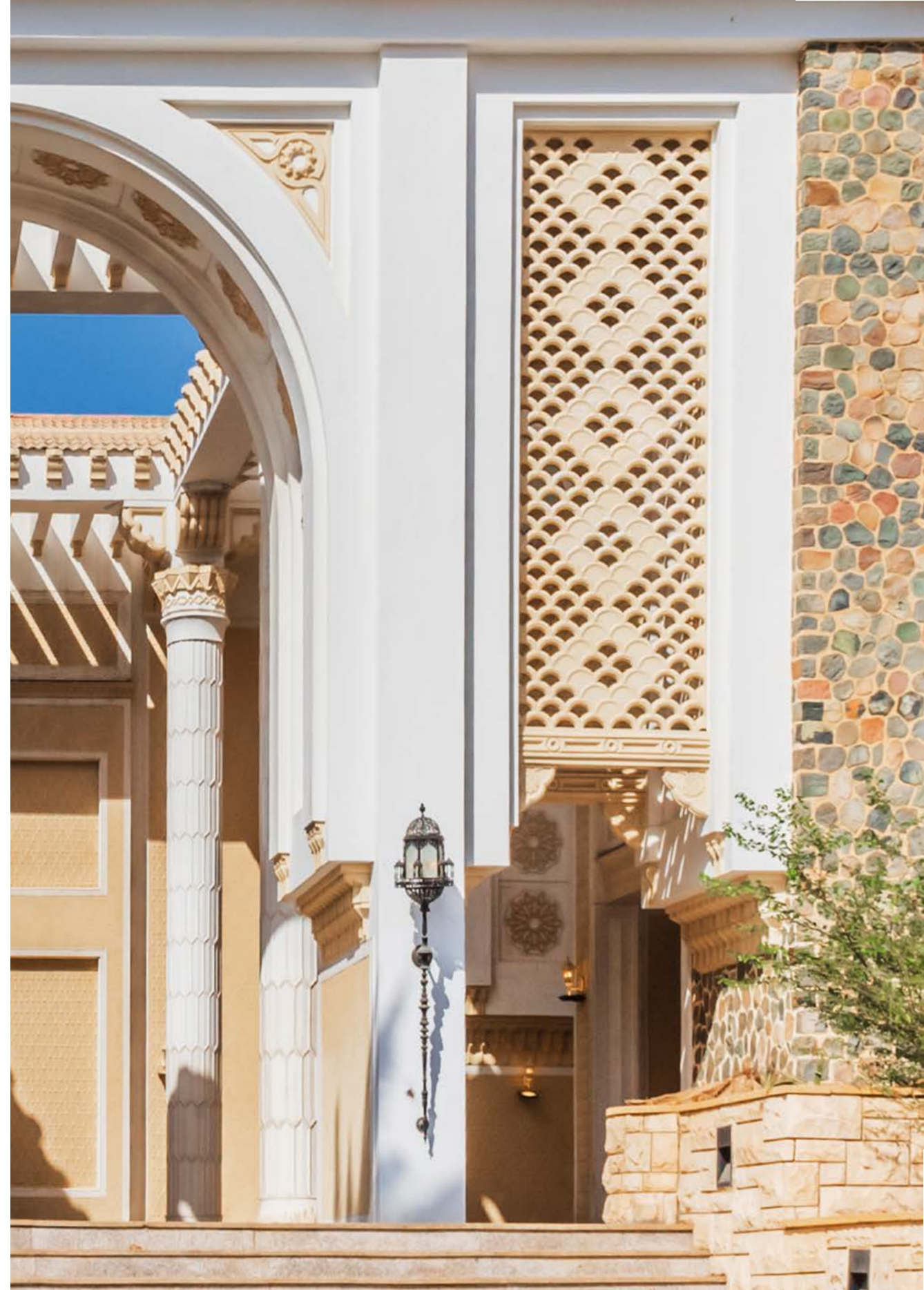




# AL HAMRA PALACE



An iconic landmark on the shores of the Red Sea, Al Hamra Palace is situated near the Historic Quarter of the vibrant city of Jeddah, a UNESCO World Heritage Site.







Set within beautiful walled gardens in the heart of Jeddah, Al Hamra Palace was built at King Faisal's request in the late 1960s and has hosted honoured guests such as the presidents of Arab and Islamic nations, and global figures such as Richard Nixon, Diana Princess of Wales and King Charles III. Surveying the city's captivating cornice, the palace pays tribute to traditional Hijazi Islamic architecture with Neoclassical elements, adorned with elegant arched gateways, slanted roofs with aqua-green tiles and a striking façade crafted from Riyadh stone.

#### **FACILITIES**

81 Keys, 47 Suites, 34 Villas,  
5 Fine-dining Restaurants, 6 Wellness Suites,  
5 Event and Meeting Spaces



# THE RED PALACE



The Red Palace is an architectural masterpiece and a key element of the history of modern Riyadh.



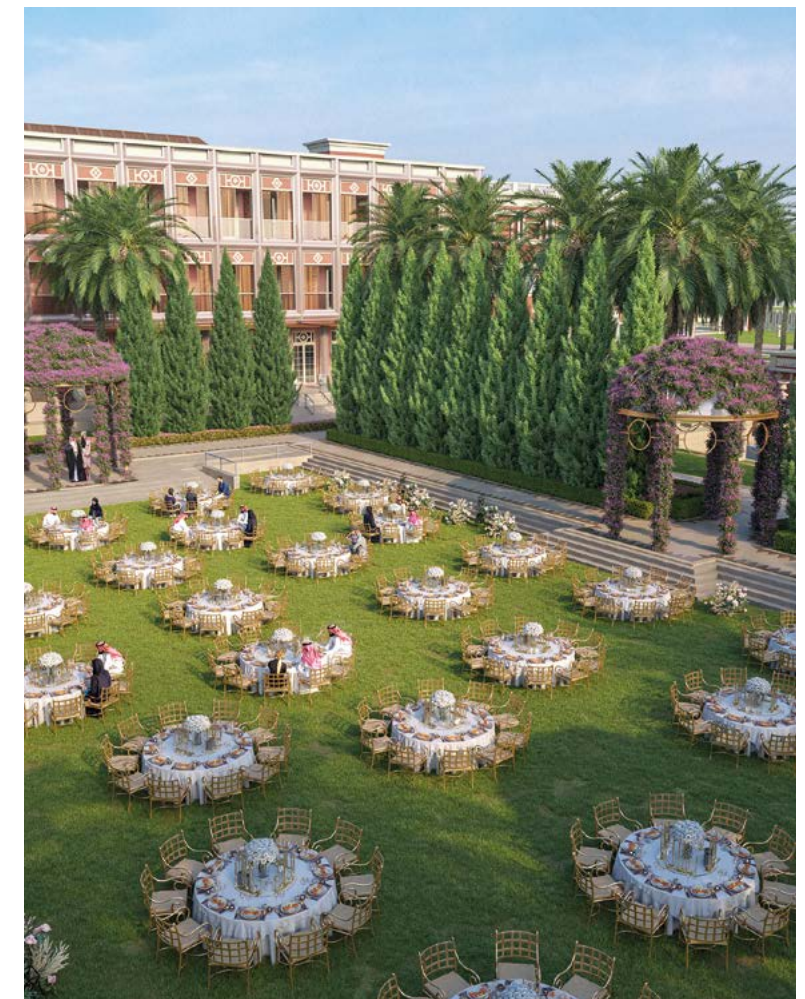




The Red Palace was the first building in Riyadh to be constructed with concrete, articulated through distinguished craftsmanship and a subtle blend of elegant Art Deco and Najdi Classicism. Built in the early 1940s by King Abdulaziz Al Saud and named after its distinct colour, The Red Palace has a fascinating history of continuous cultural reinvention, hosting international receptions and royal banquets, and later serving as the Council of Ministers' headquarters for over three decades.

#### **FACILITIES**

70 Keys, 26 Rooms, 44 Suites,  
4 Fine-dining Restaurants, 8 Wellness Suites,  
9 Event and Meeting Spaces





# TUWAIQ PALACE



Strategically located in the Diplomatic Quarter of Riyadh, the history of Tuwaiq Palace is intertwined with state receptions and festivals celebrating art and culture.







Tuwaiq Palace was awarded the prestigious Aga Khan Award for its unique design that embraces the spirit of an oasis. Seamlessly blending with the surrounding landscape, the palace's villas connect guests to both the serenity of Wadi Hanifa and the skyline of a modern metropolis. Framed by soft arches and soaring, vaulted ceilings, the deep greens and blues of the natural landscape transition into indoor spaces, blurring the lines between interior and exterior worlds.

#### **FACILITIES**


96 Keys, 40 Suites, 56 Villas,  
6 Fine-dining Restaurants,  
8 Wellness Suites, 5 Event Spaces





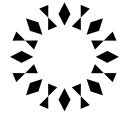
A LEGACY FOR  
THE FUTURE





Breathing new life into historic and cultural palaces throughout the Kingdom, Boutique Group is transforming the spirit, purpose and significance of ultra-luxury hotels, creating iconic spaces for celebration and ceremony, and inviting the world to discover the heart of Saudi hospitality.





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