



BOUTIQUE
GROUP
مجموعة بوتيك



Introduction

Boutique Group transforms Saudi Arabia's heritagerich historic palaces into ultra-luxury hotels, simultaneously preserving the Kingdom's treasures and sharing them generously with visitors. The Group's portfolio unveils a dazzlingly unique and exclusive approach to ultra-luxury hospitality. Four key pillars lie at the heart of Boutique Group's ethos: heritage, generosity, nobility and contemporary. These driving principles dictate every step of Boutique Group's approach, resulting in an exceptional end product that showcases Saudi Arabian hospitality at its most sublime.

The Group is an embodiment of Vision 2030, supporting the transformation of Saudi Arabia's tourism sector into a thriving pillar of the economy. To help meet our ambitious goals, Boutique Group is opening properties across Saudi Arabia, each one offering a unique blend of respect for tradition and contemporary spirit. The formerly noble palaces are delicate expressions of Saudi culture, where guests are immersed in different experiences at each property, and each palace reflects the individual culture and local traditions of its city or region. Saudi Arabia boasts vibrant cities, breathtaking mountains and vast deserts: Boutique Group's portfolio will and vast deserts: Boutique Group's portfolio will showcase these, offering guests an all-encompassing Saudi experience. The Group is committed to absolute excellence, from its innovative leaders to the tailormade service provided to every single guest.



A trio of core objectives guides Boutique Group:

Promote Saudi Arabian heritage and culture Own a unique experience spotlighting Saudi culture and heritage while preserving owned or managed historic properties.

Own a unique, luxury Saudi experience

Deliver and define unique hospitality that includes curating unique properties, reflecting historical heritage, and opening exceptional doors to a new vision of ultra-luxury hospitality to local, regional and global audiences, powerfully and effectively targeting the competitive luxury segment

Enhance the Kingdom's position as a leading cultural tourism destination

Diversify tourism opportunities in the Saudi market by developing historical and cultural palaces in the Kingdom and transforming them into ultra-luxury boutique hotels.







Who is Boutique Group

Boutique Group, a hospitality company fully owned by the Public Investment Fund (PIF), develops historical & cultural palaces into ultra-luxury boutique hotels; to enrich the luxury hospitality experience; reflecting values of heritage and modern-day Saudi Arabia.

Our Vision

To provide our guests an exceptional luxurious experience reflecting values of heritage and modern-day Saudi Arabia.

Our Mission

To be pioneers in developing historical and cultural palaces into ultra-luxury boutique hotels, providing our guests with exclusive and exceptional experiences, and contributing to local economic growth.

Our Palaces

Each of Boutique Group's palaces offers stunning suites and villas boasting exclusive concierge services. The properties showcase the finest international restaurants, as well as relaxing wellness centres, each one offering an impressive range of treatments. Other shared qualities across the portfolio include prestigious social spaces and private members' clubs.

Boutique Group's core offering features several distinctive elements promoting Saudi Arabian culture and history and conveying a luxury experience. Noteworthy aspects of the experience include the arrival, when guests are dropped off at the beautifully designed porte-cochère (traditional grand entrance) reflecting local architectural styles.

Throughout each property, critical historical elements of the building have been carefully preserved such as art galleries, stately civic spaces and peaceful gardens. Dedicated butlers and protocol officers assigned to each guest ensure a personalised service. In addition to fine dining offerings featuring Saudi Arabian and regional-specific cuisine; each palace provides cultural and exhibition spaces, a boulevard gallery and green spaces decorated with art, sculptures and fountains. Guests can enjoy an exclusive membership club, with access to bespoke services and restricted areas

Al Hamra Palace

Al Hamra Palace was built in the center of Jeddah upon King Faisal's request in 1971 to transform it into a hospitality palace to host the Kingdom's guests. Surveying the city's Corniche, the palace pays eloquent tribute to traditional Arabic-Islamic architecture with richly adorned arched gateways, slanted roofs with aqua-green tiles, and a striking façade crafted from Riyadh stone.



Al Hamra Palace

Boutique Group aims to preserve the historical heritage of Al Hamra Palace, Jeddah. It is considered as one of the most prominent hospitality palaces in the Kingdom.


Applying international standards, Boutique Group aspires to transform Al Hamra Palace into an ultra-luxury boutique hotel in the center of Jeddah.

 **75+**
Keys

 **32**
Suites

 **44**
Villas

 **12**
Restaurants and cafes
outlets + Cinema

 **1**
SPA + Wellness
center





The Red Palace

The Red Palace is located in the heart of old Riyadh. It was the first building to be constructed of reinforced concrete. It got its name because of its unique reddish color. In 1957, it became the headquarters of the Council of Ministers for 30 years. The palace then became the headquarters of the Board of Grievances until 2002.

THE RED PALACE FACILITIES

The Red Palace tells astonishing stories about Riyadh city. Boutique Group aims to develop and transform the palace into an ultra-luxury boutique hotel with international standards in the heart of Riyadh.



70+
Keys



25
Rooms



45
Suites



5
Restaurants and cafes



1
SPA + Wellness center



Tuwaiq Palace

The history of Tuwaiq Palace is interwoven with state receptions and festivals celebrating arts and culture, due to its strategic location in the Diplomatic Quarter (DQ) in Riyadh, on approximately 110,000 sqm of land area. The palace was awarded the prestigious Aga Khan Award for its unique design that embraces the spirit of an oasis, blending in with its surrounding landscape.



TUWAIQ PALACE FACILITIES

Tuwaiq Palace is an architectural landmark in Riyadh. Boutique Group aspires to transform the Palace into a luxury boutique hotel which offers its guests the chance to experience hospitality that is inspired by the spirit of the local urban identity.

 **95+**
Keys

 **40**
Suites

 **56**
Villas

 **8**
Restaurants and cafes

 **1**
SPA + Wellness center





A Legacy For The Future

Boutique Group redefines the Saudi legacy with alluring and unique experiences for the global and local tourist, while preserving its heritage for future generations to come.



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