



SOHBA

HOSPITALITY MANAGEMENT



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✦

Welcome to SOHBA!

✦

Where Memories Are Made And
Experiences Are Cherished For A
Lifetime.

Adding Value To Hotels & Owners.

✦

ABOUT US



SOHBA is more than just a hospitality company; it's a beacon of inclusive luxury and personalized service. Founded on the belief that every guest deserves an unforgettable experience tailored to their unique preferences, SOHBA stands as a testament to innovation, elegance, and cultural appreciation. With a diverse portfolio of brands spanning across various segments, SOHBA is committed to redefining hospitality by seamlessly blending tradition with modernity, ensuring that each encounter leaves a lasting impression.



We have a different view

We combine the strengths, experience and advantages of big global hotel groups to manage strong hotel brands with the local flavor and personal service of private hoteliers to create synergies and a level of operational excellence that makes your business even more successful. Think global – act local, because the “one size fits all” approach doesn’t work for your hotel.





OUR BIG IDEA CHECKLIST



ASSET MANAGEMENT
ADDING VALUE



REVENUE MANAGEMENT
MAXIMIZING PROFITS



MAKING OWNERS
PROUD AND HAPPY



DEVELOPING MORE
AND NEW BUSINESS

OUR BIG IDEA CHECKLIST



MANAGING HOTELS
FOR OWNERS & INVESTORS



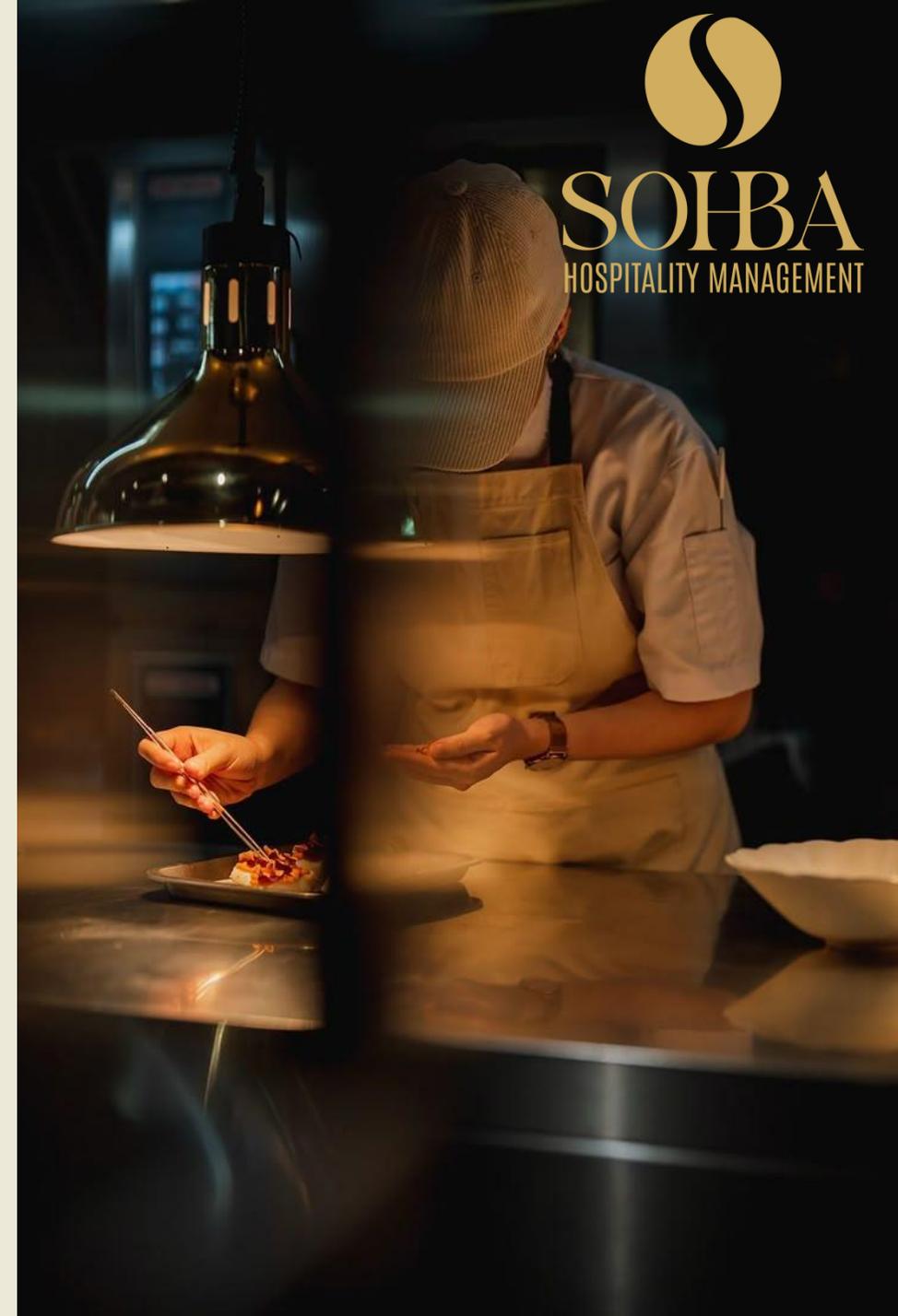
STRONG INTERNATIONAL
FRANCHISE BRANDS



OFFICE IN KINGDOM OF
SAUDI ARABIA



EXPERIENCED TEAM
ARABIC SPEAKING





SOHBA
HOSPITALITY MANAGEMENT

OUR PHILOSOPHY

✦

Service from people - through people - for people

Providing exceptional value for money
Paired with personal & authentic service.

Spacious guest rooms & suites in great
locations in the kingdom of Saudi Arabia
and Egypt.

all in a human, friendly & cultural way
the SOHBA way

OUR VALUES

WE BELIEVE IN 10 CORE VALUES



01

INTEGRITY

02

HONESTY

03

TRUST

04

RESPECT

05

FAITH

06

COURAGE

07

COMMITMENT

08

TEAMWORK

09

PASSION

10

CREATIVITY



SOHBA
HOSPITALITY MANAGEMENT



OUR VISION

*A new dimension of hospitality
Expectation plus 1*



Our vision at SOHBA is to be the epitome of hospitality excellence. We are recognized globally for our commitment to authenticity, innovation, and personalized service. We aspire to create a world where every guest feels valued, every employee is empowered, and every interaction is infused with warmth and sincerity. By embracing diversity, embracing technology, and embracing sustainability, we aim to shape the future of hospitality, setting new standards of excellence that inspire and delight.

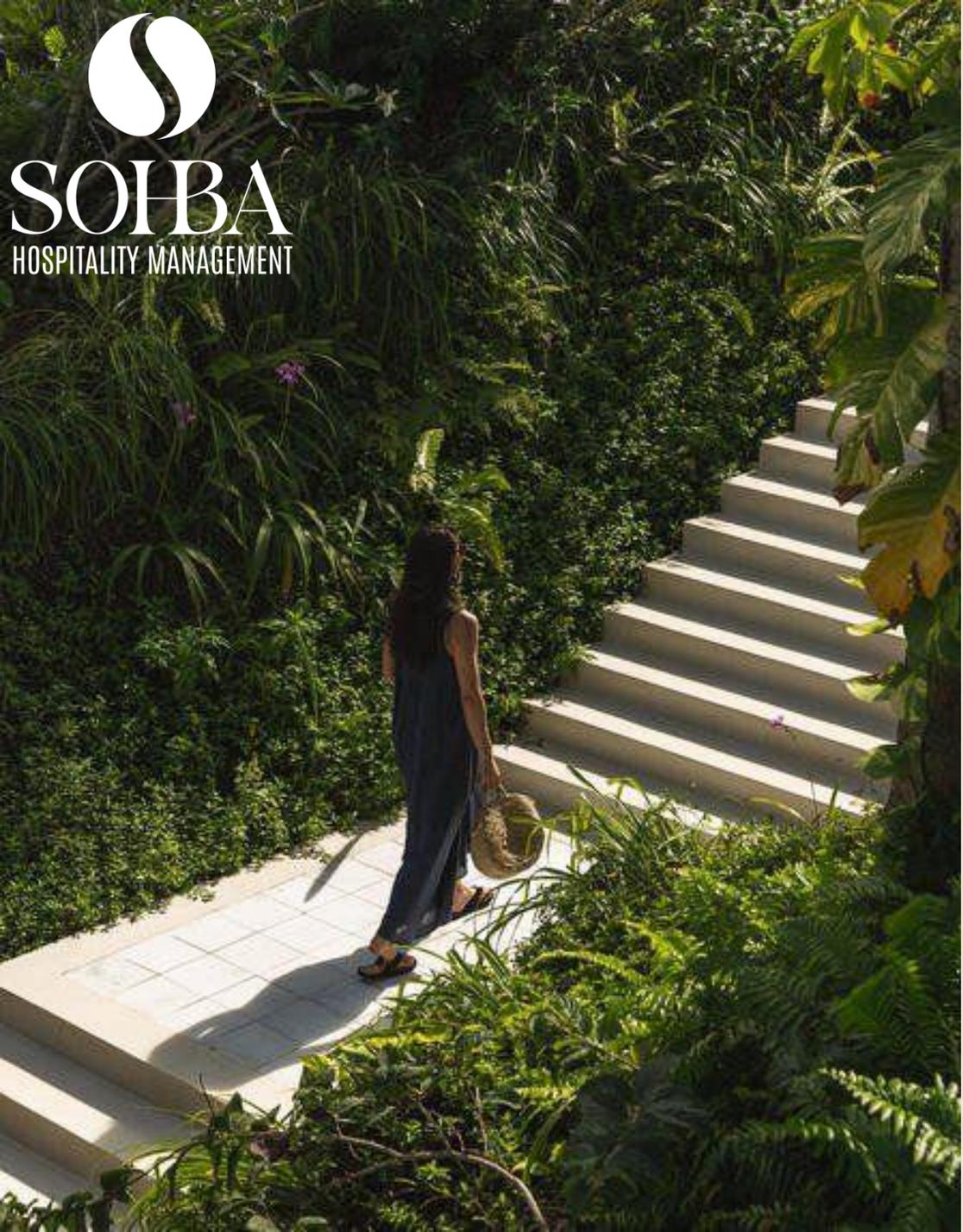
OUR MISSION

A new dimension of hospitality
,S-Q-C Service, Quality, Consistency'



At SOHBA, our mission is to craft exceptional moments and foster genuine connections that transcend boundaries. We strive to exceed the expectations of our guests, partners, and communities by delivering unparalleled service, sustainable growth, and enriching experiences. Through our unwavering dedication to excellence and innovation, we aim to be the catalyst for positive change in the hospitality industry while upholding the values of integrity, diversity, and social responsibility.





OUR BRAND ESSENCE

A new dimension of hospitality



01

Value For Money

02

Dependability

03

Warmth And
Approachability

04

Excellence
And Efficiency

05

Elegance And
Refinement

06

Personalized Service

07

S-q-c Service, Quality,
Consistency

08

Attention To Detail

OUR RECIPE FOR SUCCESS

EXPECTATION +1



01

PEOPLE

02

SERVICE

03

QUALITY

04

CONSISTENCY

05

INTEGRITY

06

WELLBEING

07

SOCIAL
RESPONSIBILITY

08

INNOVATION

09

CLEANLINESS

10

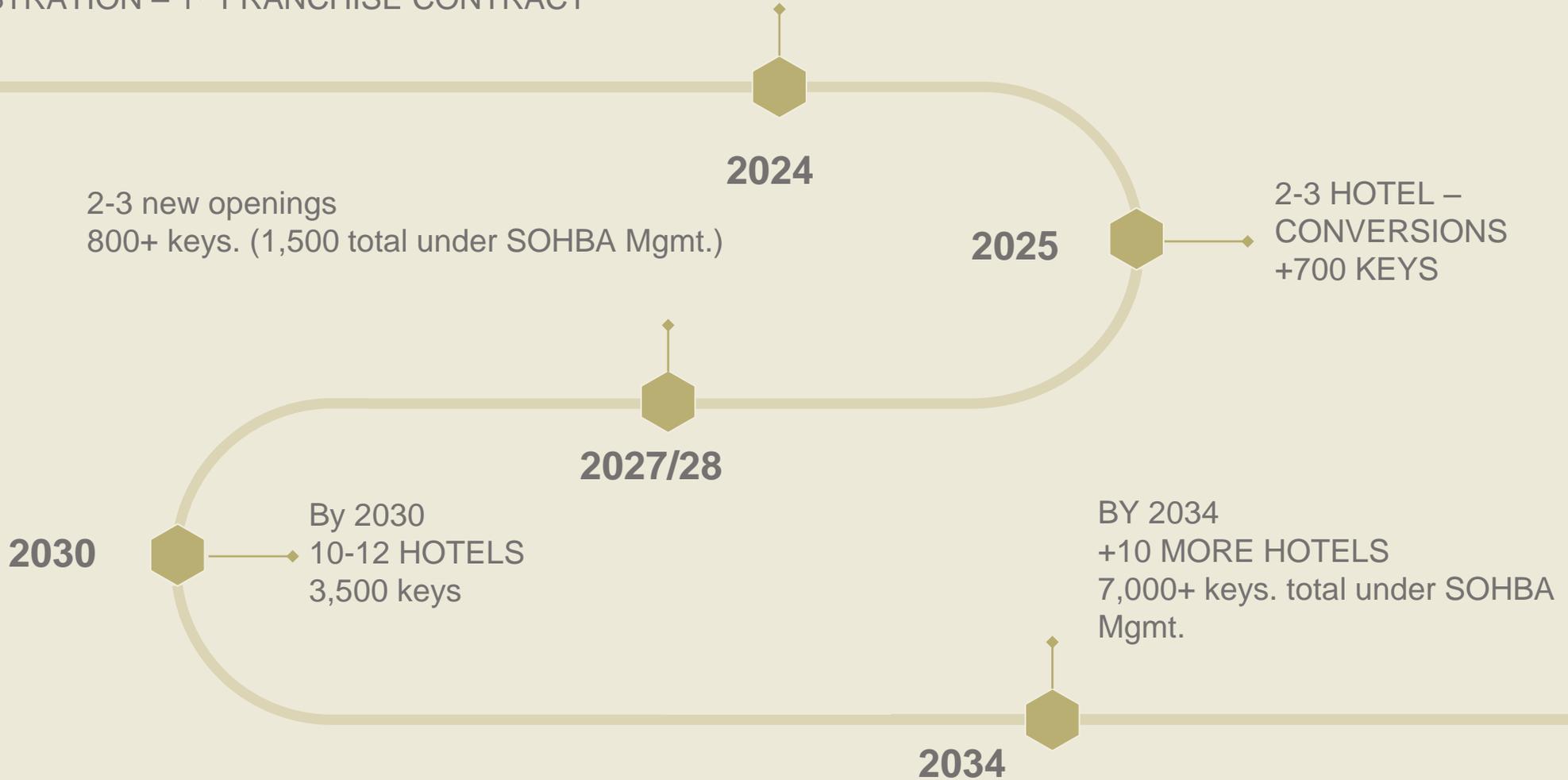
SECURITY



OUR ROADMAP & MILESTONES



START – FOUNDATION
REGISTRATION – 1st FRANCHISE CONTRACT





SOHBA
HOSPITALITY MANAGEMENT

OUR HOTELS



SOHBAFLEX

MADINAH, KSA
150 KEYS



SOHBA FRONT

MADINAH, KSA
400 KEYS



SOHBA PLAZA

SOHBA PLAZA

MADINAH, KSA
580 KEYS



**SOHBA FLEX
WEST**

MADINAH, KSA
180 KEYS

OUR HOTELS



SOHBA
DOWNTOWN

SOHBA DOWNTOWN

CAIRO, EGYPT
150 KEYS



TOYA BY SOHBA

AL MANSOURA, EGYPT
120 KEYS



SOHBA
HEIGHTS

SOHBA HEIGHTS

CAIRO, EGYPT
330 KEYS (GUESTROOMS/APARTMENTS)