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Gulf Hotels Group and Marriott International Advance Strategic Collaboration for Gulf Hotel Bahrain

Manama – Gulf Hotels Group, a leading hospitality management company with over 50 years of industry experience, announced an important step in its collaboration with Marriott International. The strategic agreement, signed in September 2024, outlines the hotel's planned transition under the Autograph Collection brand following the successful completion of a comprehensive renovation program over the next two years.

A formal signing ceremony was held during the Arabian Travel Market in Dubai on April 28, 2025, marking a key milestone in this partnership. The hotel remains fully operational throughout the renovation phase, continuing to welcome guests while enhancements are progressively implemented to elevate the guest experience.

Importantly, even after the integration into Marriott Bonvoy and the Autograph Collection, Gulf Hotel Bahrain will remain under the full management of Gulf Hotels Group and continue operating under its iconic name, preserving its rich heritage and distinctive identity.

The phased refurbishment covers guest rooms, suites, the main lobby and reception areas, and recreational facilities. It is designed to align with the elevated design and service standards of Autograph Collection Hotels, while celebrating Gulf Hotel Bahrain's storied history and architecture.

Mr. Ahmed Janahi, Group CEO of Gulf Hotels Group, commented:

"This collaboration represents a strategic advancement in our journey to expand our global reach and deliver enhanced guest experiences, while preserving the authenticity, independence, and heritage that define Gulf Hotel Bahrain. It marks the beginning of a new chapter, built on a proud legacy of excellence and innovation."

This initiative underscores Gulf Hotels Group's ongoing commitment to excellence, innovation, and maintaining the strong identity of Gulf Hotel Bahrain while positioning it at the forefront of the global hospitality landscape.



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About Gulf Hotels Group

Gulf Hotels Group BSC is a public limited liability company quoted on the Bahrain Stock Exchange incorporated in 1967, under the name of Bahrain Hotels Company. The Group is chaired by Mr. Fawzi Kanoo and is led by a Board of distinguished, well-established, and influential businessmen. The vision of the then Bahrain Hotels Company was to provide a standard of hospitality unrivalled on the Island, which was duly delivered with the opening of Bahrain's first 5-star property, the Gulf Hotel. 59 years later, this philosophy remains the same although the Group has continually expanded and upgraded its services to meet the modern-day demands.