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## Five minutes with Khaled Al Jamal (https://www.hospitalitynewsmag.com/khaled-al-jamal/)

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In an exclusive interview for Hospitality News ME, Hodema consulting services caught up with Khaled Al Jamal, GM of JW Marriott Riyadh, to find out more about the iconic hotel and what it is bringing to the Saudi hospitality scene.

What can we expect from JW Marriott Riyadh?

The first JW Marriott in KSA aims to deliver a warm and thoughtful experience, catering to both business travelers and those seeking relaxation. It is the first JW Marriott property in the Kingdom of Saudi Arabia that offers a combination of personalized

luxury service, a focus on mindfulness and wellness, inspiring design, diverse culinary experiences, holistic wellbeing amenities and extensive meetings and events facilities.

#### How well do you anticipate the hotel will perform in KSA?

We believe that JW Marriott Hotel Riyadh is poised to excel in the KSA hospitality market. As it is the first to debut in KSA, the hotel brings the iconic legacy of the JW Marriott brand, renowned for its personalized luxury service and principles of mindfulness. Our property's prime location in the heart of Riyadh's new commercial and residential district positions us to cater to the needs of both business and leisure travelers. The hotel's 349 modern and spacious rooms, along with its exceptional culinary experiences and state-of-the-art fitness and wellness center, offer guests a transformative and elevated stay. Additionally, our commitment to sustainability, evident through several initiatives, aligns with the increasing demand for eco-conscious hospitality. With the support of Vision 2030 and the growing tourism potential in Riyadh, we are confident that JW Marriott Hotel Riyadh will thrive and become a preferred choice for discerning travelers seeking a modern, wellness-focused and balanced stay in this dynamic destination.

#### What can you tell us about JW Marriott's sustainable development strategy?

In our commitment to environmental responsibility, we have implemented several measures to optimize energy efficiency and reduce water consumption. Firstly, our building management system (BMS) effectively controls pumps and HVAC systems, ensuring energy optimization throughout the hotel, since February 2022. Additionally, our guest room management system (GRMS) is in place to optimize energy usage in guest rooms. To further conserve energy, we have converted all lighting in the entire hotel to LED, resulting in significant energy savings. Furthermore, we have implemented a gray water system, treating wastewater for irrigation purposes, thus promoting water conservation. As part of our comprehensive water-saving efforts, water-saving aerators have been installed throughout the hotel, leading to a remarkable 24 percent reduction in water consumption. As a result, for our sustainability initiatives, we have achieved operating in an environmentally conscious manner while providing exceptional guest experiences.

#### In your opinion, what defines a successful hotelier?

In my opinion, a hotelier possesses a combination of key qualities and skills that contribute to the effectiveness of managing and operating a hotel in a specific market. A successful hotelier is one who inspires and motivates the whole team while prioritizing exceptional customer service and knowing the right target audience. Overall, true success ideally comes from effective communication skills, attention to detail, flexibility to adapt, creating a positive work environment, delivering memorable guest experiences and leading by example.

#### What would you say is missing today in KSA's hospitality sector?

The hospitality sector in KSA is undergoing significant growth and development, particularly in Riyadh, where our JW Marriott Hotel is strategically situated. With the investments made under Vision 2030, the kingdom has witnessed remarkable advancements in infrastructure and hospitality projects, creating ample opportunities for tourism, especially with the diverse attractions available across the country.

[marriott.com \(https://www.marriott.com/\)](https://www.marriott.com/)

[marriottriyadh \(https://www.instagram.com/jwmarriottriyadh/\)](https://www.instagram.com/jwmarriottriyadh/)

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