A FACE FROM JERUSALEM

Raed Saadeh



A Trusted Voice Safeguarding Tourism in Palestine

In Jerusalem, a city where time folds into stone and memory lives in every doorway, Raed Saadeh stands as one of its most insightful interpreters. His bond with the city is not sentimental; it is the bedrock of his identity and the guiding compass behind every professional choice he has made. From his formative years at St. George's School and the YMCA to his scientific training in mechanical engineering, each step shaped him, yet his true calling emerged elsewhere.

Despite the value of his academic specialization, Raed gravitated toward the tourism and hospitality sector, recognizing that Jerusalem's cultural heritage is not merely a legacy to be admired but an economic lifeline to be protected. For him, safeguarding heritage is synonymous with sustaining the city itself. Tourism – through its stories, sites, and cultural rituals – has long been the backbone of the Palestinian economy, and Raed has become one of its most trusted voices.

Over the years, Raed has served as a key reference for international donors, development agencies, and professionals in hospitality, restaurants, and cultural services. His insights consistently highlight the urgent need to revive the sector, invest in cultural preservation, and encourage meaningful government support for an industry that is facing unprecedented challenges.

Raed's commitment has materialized in tangible spaces. After his father's passing, Raed transformed the historic 1890 Jerusalem Hotel into a living cultural landmark, a hotel that functions as both an archive and a gathering place. Today, he extends this legacy through his newest project: an interpretation center in Khan Tankaz, inside the Old City, designed to narrate Jerusalem's heritage through immersive and interactive experiences.

For Raed Saadeh, cultural heritage is not a memory, it is a strategy for resilience. His life's work is a continuous effort to ensure that Jerusalem's story remains whole, dignified, and vividly alive.