



Press Release, 13 December 2017

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## **Willkommen Dubai! Dubai World Trade Centre and AccorHotels debut 25hours Hotels, the first of its kind in the Middle East**

**Dubai, U.A.E:** AccorHotels, the world's leading travel & lifestyle group and Dubai World Trade Centre LLC (DWTC) have today announced the first 25hours Hotels property outside of Europe. The game-changing disruptive hospitality brand, which was conceptualized in Germany, is set to make its debut for the first time ever in the Middle East with the 25hours Dubai Hotel.

The 434-room property, which will become the largest 25hours Hotel worldwide, is expected to open by 2020. 25hours Dubai Hotel will be located in DWTC's One Central development, which is a premium mixed-use lifestyle destination. With the project's first two phases completed ahead of its delivery schedule, One Central showcases a discerning mix of sustainable commercial assets, diverse hospitality offerings, residential sites and an iconic multi-purpose theatre. These elements will create an exciting lifestyle and entertainment destination at the heart of Dubai's central business district.

25hours Dubai will become the first upscale addition to an existing 1210-room cluster of AccorHotels' award-winning economy and midscale brands at the DWTC complex.

Christoph Hoffmann, CEO, 25hours Hotels explained: "The 25hours Hotel for Dubai is an exciting first on many levels. Apart from being our first destination outside of Europe, it is the first development in cooperation with our partner AccorHotels and will be the largest hotel for the brand. At the moment we are at a stage where we are learning a lot about a new market and culture, as we hope to cope with the regional climate. 25hours Dubai Hotel will be a unique hotel reflecting the spirit and international attitude of Dubai."

His Excellency Helal Saeed Almarri, Director General of Dubai World Trade Centre Authority (DWTCA) said: "Through the DWTC Authority and our business-conducive free zone ecosystem, the One Central development delivers a destination proposition

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that emphasises Dubai's global status as a progressive, hyperconnected, competitive hub for businesses to efficiently operate and scale expansion plans across the wider EMEAA region. One Central's distinctiveness lies in its ability to equally deliver a powerful lifestyle value proposition with an eclectic diversity across its hospitality and entertainment portfolio, along with DWTC's core MICE sector propositions. This addition of the 25 Hours Hotel is reflective of the strategic approach that One Central has taken towards its careful selection of product partners that will come together synergistically to further strengthen and underscore Dubai's attractiveness to international corporates and regional businesses, with a view to achieving higher business tourism volumes."

Established in 2005, 25hours Hotels has revolutionized the hospitality industry in Europe with its rich personality and relaxed service. Whilst some hotel brands focus on generic conformity, 25hours Hotels is a celebration of individuality, with each hotel tailor-made for urban, cosmopolitan and culturally aware guests. With an emphasis on social dining concepts, adventure and cutting-edge design, each 25hours Hotel has been shaped into a vibrant community hub.

Olivier Granet, Managing Director & Chief Operating Officer, AccorHotels Middle East & Africa commented: "Dubai is a dynamic and fast-paced city, which continues to grow as a leading destination for global travellers. With its international appeal and bustling energy, the city embodies the spirit of one of our most dynamic concepts. With this, 25hours Dubai Hotel will not only become a flagship property for the brand but also an iconic property within the Middle East."

"Integrating lively, social spaces with world-class amenities and culinary concepts, 25hours Hotels is the perfect brand to spark a shift within regional industry dynamics. Along with Dubai World Trade Centre, we are confident that the unique elements shaping 25hours Dubai Hotel will be further amplified by the hotel's location within One Central District's lively environment", concluded Granet.

The smart upscale hotel will feature a mix of modern rooms and suites with culturally-conscious design elements. With a focus on soulful dining concepts, guests at 25hours Dubai Hotel will also be able to enjoy specially curated meals at two specialty restaurants, a lobby café and rooftop dining venue. The dining concepts will join

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25hours Hotels' portfolio of international restaurants, including the rooftop concept at 25hours Hotel Bikini Berlin, which not only enjoy tremendous popularity locally but have also become regular hangouts for guests.

25hours Hotels offers upbeat and authentic experiences across ten hotels in six European cities including Hamburg, Frankfurt, Berlin, Munich Zurich and Vienna. A further three hotels are planned to open next year in Cologne, Düsseldorf and Paris.

Information on all 25hours Hotels: [25hours-hotels.com](http://25hours-hotels.com)

Videos for the 25hours Hotels: [youtube.com](http://youtube.com)

Media and image material for all hotels in the group:

[25hourshotels.com/de/company/mediaImages](http://25hourshotels.com/de/company/mediaImages)

**Press contact:**

Line Crieloue – AccorHotels

[line.crieloue@accor.com](mailto:line.crieloue@accor.com)

+33 1 45 38 18 11

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### **About Dubai World Trade Centre**

Since opening in 1979, DWTC has played a central role in the growth of the region's international trade. With over 1.3 million square feet of covered exhibition space, it is the region's largest purpose-built events complex, hosting over 500 events annually and welcoming over 3 million visitors. DWTC serves as a multi-dimensional business catalyst, focusing on Venues, Exhibitions and Event Organizing, and Real Estate Management. Most recently, the establishment of the new Dubai World Trade Centre Authority as a Free Zone entity has strengthened DWTC's ability to deliver a logistically efficient, business-conducive regulatory environment, offering global enterprises a uniquely flexible base from which to service new growth opportunities across continents.

### **About 25hours Hotels**

25hours is a young hotel idea that, characterized by personalities and charming, relaxed service, seeks to find answers to the demands of urban, cosmopolitan travelers. The brand focuses on individuality, authenticity and character, and designs each of its hotels together with various designers and in a unique style under the motto "you know one, you know none ". The 25hours Hotel Company was founded in 2005 by Stephan Gerhard, Ardi Goldman, Christoph Hoffmann and Kai Hollmann, and today operates ten hotels in German-speaking countries. Four additional establishments will open soon: 25hours Hotel Paris, 25hours Hotel Düsseldorf, 25hours Hotel Cologne (2018) and 25hours Dubai Hotel (2020). In autumn 2016, 25hours Hotel Company announced their strategic alliance with AccorHotels and now also actively pursues hotel projects right around the globe.

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