

Swissôtel Opens its Doors in Dubai

Al Ghurair Properties launch flagship Swissôtel in Dubai with opening of Swissôtel Al Ghurair

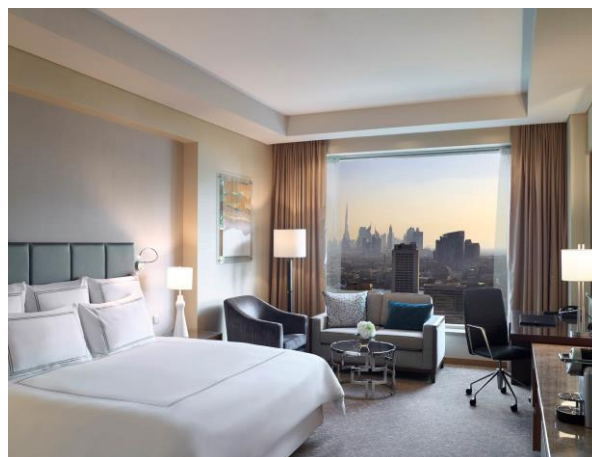


Entrance, Swissôtel Al Ghurair

Dubai, UAE: February 8, 2018: Al Ghurair Properties, the property development arm of Al Ghurair, has partnered with the world renowned Swissôtel to announce the inauguration of Swissôtel Al Ghurair and Swissôtel Living, embedded within Al Ghurair Centre, Deira. This follows from the formal partnership agreement between Al Ghurair Properties and AccorHotels in July 2017, to open the first Swissôtel in the United Arab Emirates.

Consisting of 428 rooms and 192 apartments, the luxury property is located within the Al Ghurair Centre Complex, one of the region's first and most prominent shopping destinations. Geared towards both business and leisure travellers, Swissôtel Al Ghurair & Swissôtel Living is situated in the heart of old Dubai. Guests to Swissôtel Al Ghurair and Swissôtel Living will be able to enjoy easy access to famous landmarks and culturally-significant locations alongside Dubai Creek, Al Fahidi and other historical districts. The property is also located in close proximity to government, consulate and corporate districts in addition to Downtown Dubai, Dubai International Airport and Dubai Union Station.

Sultan Al Ghurair, CEO of Al Ghurair Properties commented: *"In partnership with AccorHotels, we are delighted to introduce Swissôtel in the UAE. With the opening of Swissôtel Al Ghurair & Swissôtel Living, we are confident that this luxury international brand with its unique service offering will contribute to the property's success."*



Guest Room, Swissôtel Al Ghurair

"The Swissôtel brand values of sustainability, vitality and quality resonate strongly with Al Ghurair. The partnership with Swissôtel is just one part of our many initiatives to reposition and enhance our real estate portfolio; the Al Ghurair Centre has many exciting new brands coming as well as the 58 projects currently under development", Al Ghurair concluded.

Al Ghurair are delighted to welcome seasoned Swissôtel stalwart, Emiel Van Dijk, to head the property. Emiel spent over 15 years in numerous leadership roles within Swissôtel Hotels & Resorts and joins Swissôtel Al Ghurair after 4 years in Swissôtel The Bosphorus, where he was instrumental in ensuring the successful operation of the 566 room hotel situated in the center of Istanbul.

The newly appointed General Manager, Van Dijk, said: *"With the opening of Swissôtel Al Ghurair and Swissôtel Living, the first phase of an extensive refurbishment process to launch our award-winning brand in the UAE is complete. Swissôtel shares a clear commitment towards physical and mental wellbeing, which can be found through our unparalleled levels of service, amenities and culinary offerings. With this, guests in the UAE will be able to experience genuine Swiss hospitality with locally-inspired design and dining elements. We are confident that Swissôtel Al Ghurair and Swissôtel Living will set new benchmarks in luxury travel in the Middle East."*

At the hotel, guests are invited to relish in an immersive dining experience, as well as refresh and unwind at The Spa, a 20,000sqft luxurious facility or energise in the state-of-the-art fitness centre, swimming pool and tennis courts.

Swissôtel and Swissôtel Living additionally houses six meeting rooms in addition to the Al Khor Ballroom, where guests may host memorable social and corporate events. The meeting and events facilities can cater to a diverse number of guests with spaces ranging from 43 sq. meters to 300 sq. meters, accommodating up to 300 people.

Swissôtel Al Ghurair & Swissôtel Living joins two other operational Swissôtel properties in the Middle East. Swissôtel Hotels & Resorts is renowned for its Swiss inspired hospitality. Swissôtel brands across the world uphold industry-leading sustainability standards and are committed to treating guests, colleagues and the environment with equal respect. Globally, Swissôtel Hotels & Resorts provides guests with the opportunity to stay at the heart of 30 locations, across 34 properties, where they can confidently explore the best aspects of each destination.

AccorHotels operates 45 properties in the UAE in addition to 24 under development. In the Middle East, the Group currently operates over 100 hotels, encompassing more than 32,000 rooms, across all segments. The network is expected to double in size, bringing over 25,000 additional rooms to the region.

ABOUT SWISSÔTEL

One of the best-known Swiss brands in the world, Swissôtel Hotels & Resorts offers contemporary hotels infused with the freshness and vitality of alpine energy, rooted in the tradition of Swiss hospitality. Respected for its intelligent design, quality craftsmanship and mindful approach to sustainability, Swissôtel gives its guests peace of mind to explore the world, discover life's true rewards and embrace opportunities to 'live it well'. The Swissôtel brand was founded in 1980 and today numbers more than 30 hotels globally including flagship properties such as Swissôtel The Bosphorus in Istanbul, Swissôtel The Stamford in Singapore and Swissôtel Krasnye Holmy in Moscow. Swissôtel is part of AccorHotels, a world-leading travel and lifestyle group which invites travellers to feel welcome at more than 4,200 hotels, resorts and residences, along with some 10,000 of the finest private homes around the globe.

swissotel.com / accorhotels.com

ABOUT AL GHURAIR

Established in 1960, Al Ghurair is one of the largest diversified conglomerates in the Middle East, with six key business units: Foods, Resources, Properties, Construction, Energy and Ventures covering Printing & Publishing, International Exchange, Retail and Education. The enterprise sees itself as a legacy of innovative operations built on excellence, trust and responsibility. Al Ghurair, put quite simply, is mainly in the business of feeding and housing people – meeting vital human needs. Its reach may have a global impact, but its roots are steeped in time-honored family values that date back over half a century. In many ways, the Al Ghurair story and the history of the United Arab Emirates have been one narrative.

Find more information on the Al Ghurair Website: <http://www.al-ghurair.com>

ABOUT AL GHURAIR PROPERTIES

Al Ghurair Properties is one of the foremost real estate development companies in the UAE, with substantial land holdings across the nation. The business unit has a portfolio of properties ranging from residential, commercial, street retail, hospitality, industrial and a shopping mall. Known for its pioneering spirit by building Al Ghurair Centre, the first shopping mall in the MENA region in 1982, Al Ghurair Properties has since expanded its business into various other verticals to cover 800+ hotel rooms and serviced apartments, 700+ residential apartments across Dubai, 180+ office spaces, and 55 warehouses in strategic locations.

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