

Hotel firm eyes Mideast growth despite delays

by Louise Oakley on Tuesday, 08 September 2009

German hotel company Bavaria Hotels International (BHI) said on Tuesday it was still pursuing expansion in the Middle East, despite delaying plans to open the region's largest all-suite hotel.

Originally scheduled to open earlier this year, the launch of the 2,100-room Bavaria Executive Suites Dubai — billed as the largest all-suite hotel in the Middle East, North Africa and Europe — has been postponed to March 2010 "due to the prevailing market conditions".

"Naturally we have had to rethink and revise our hotel opening targets so that they coincide with the market recovery, which we see as imminent and as just starting now in the emerging markets and Europe," said BHI CEO Thomas HF Gertz in comments published by Hotelier Middle East.

Related: Mideast hotel openings set to hit record high

Related: Accor eyes 44 hotels in Mideast by 2011

"It is now an excellent time to develop new properties and we are pleased and fortunate to be able to provide the necessary support and add value in such cases."

In addition to the "luxury designer" suites planned for Bavaria Executive Suites Dubai, the company has 2,200 new hotel rooms under development, predominately in the Middle East, he added.

Bavaria Bayview Suites Ajman is set to open in December 2009, marking the launch of the brand in the Middle East.

It is set to be followed by the opening of Bavaria Executive Suites Dubai in March 2010, Bavaria Executive Suites Sharjah in April 2010 and Bavaria City Suites Doha in October 2010.

In 2011, BHI is scheduled to open two further hotels in Dubai; the 575-room Bavaria Cornice Hotel Dubai and the 350-room Bavaria City Suites Dubai.

The company also has two projects under construction in Kazakhstan; Bavaria Hotel and Spa Almaty opening in June 2010 and Bavaria Hotel and Spa Astana opening in 2012.

[< Previous article](#)
090909 - the day of the Dubai Metro