



Bavaria Hotels International

Bavaria Hotels International opens Mena Central Reservations Desk

February 2010: **Bavaria Hotels International** is an established dynamic German hotel company driven by the vision to become one of the leading specialists for the profitable planning, development and management of hotels worldwide.

Bavaria Hotels International (BHI) has announced that has set-up a central reservations desk in the United Arab Emirates to meet the growing demand for 24/7 response confirmation for its clients in the region. The new service desk is manned by qualified staff and provides a multilingual one-top-shop service for client inquiries and reservations.

The decision to implement the centralized reservation service was fuelled by the growing demand in the market and the large number of hotels it will be opening in the next 24 months.

Mr Thomas H. E. Gertz, CEO BHI comments:

“We are essentially taking one step closer to our clients by providing a consistent and reliable service for them, in order to serve them better”

Bavaria Hotels International manages hotels passionately, driven by quality and the desire to exceed guest expectations, each hotel displaying its own unique personality and a charm which sets us apart from others. From planning and development to the management of successful hotels, **Bavaria Hotels International** currently operates over 500 beds in the Mena-Region under its growing brand portfolio of Suites, Hotels and Resorts.

More than a hotel operator, Bavaria Hotels International partners with owners and developers offering dynamic management agreements that are both flexible and visionary, ensuring the best return on investment and guest satisfaction ratings whilst providing employee incentives appealing to local and expatriate professionals.

Bavaria Hotels International has a portfolio of traditional hotels in Europe and is rapidly expanding its portfolio in emerging markets such as Asia and the Middle East where it presently has more than 1875 rooms under construction.

For further information, please visit www.bhihotels.com

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