

## Bavaria Executive Suites Dubai postponed

Louise Oakley , September 8th, 2009

**German hotel company Bavaria Hotels International (BHI) is focused on "aggressively pursuing its expansion plan" in the Middle East, despite announcing revised opening targets of some previously announced properties.**

Originally scheduled to open early in 2009, the launch of the 2100-key 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".

BHI CEO Thomas H. F. Gertz said: "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.

"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 2200 new hotel rooms under development, predominately in the Middle East.

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.

In BHI's home country of Germany, the Bavaria City Suites Berlin is also expected to open in 2012.

Commenting on the development plans, Gertz added: "Our expansion is based on our established set of competitive edge standards by which we measure all projects. From the very onset of management discussions, a decision is taken whether to proceed with projects based on the ability to apply these standards to the end product.

"We work with developers who share the BHI philosophies and passions, and in return offer dynamic management agreements with an underlying minimum performance guarantee," he said.

