



Bavaria Hotels International

Bavaria Hotels International Announces New Project in Sharjah, UAE

Dubai, June 2007: **Bavaria Hotels International** Chief Executive Officer, Thomas H. F. Gertz, recently announced the signing of a contract to manage a new all-suite property in Sharjah for the Doha Real Estate Company.

“With one large-scale suite hotel already under development in Dubai, **Bavaria Hotels International** is delighted to continue the trend of upscale all-suite hotels right here in the UAE” commented Mr Gertz. “The Sharjah property will be managed under the Executive Suites brand, signifying a 5-star product in a strategically excellent location.”

The *Bavaria Executive Suites* brand of hotels represents full serviced luxury suite hotels for guests residing in a destination longer than the average traveller, or families who require fully equipped accommodation. The concept design is focused on quality accommodation and guest support services, together with food and beverage facilities. Interior design consultants for the Dubai and Sharjah projects are IDS; main contractor for Bavaria Executive Suites Sharjah is Sun Engineering. The first property to open in the UAE will be Bavaria Executive Suites Dubai, scheduled to open during the last quarter of 2007 at Dubai Media City with two 40-storey towers linked by a temperature controlled footbridge across Sheikh Zayed Road.



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Upon signing the deal, Mr. Nadir Badruddin, Chairman of Doha Real Estate Company commented:

“There are a number of international and regional hotel operators offering management services, but we selected Bavaria Hotels International for its combination of European quality and hospitality expertise combined with an in-depth understanding of local cultures, as well as its flexibility to incorporate the individual identity and character of each of the properties it operates. This is more than the management contract of a AED 500 million project, it is a partnership dedicated to providing the very best of services and facilities to our guests and to upholding the unique Arabian hospitality, combining tradition with modern hospitality.”

Bavaria Executive Suites Sharjah will incorporate the corporate Bavaria Hotels International brands *Café Haus*, *Lifestyle Fitness* with two roof top pools, *Personal Assistant* and *Business Club*, in addition to spa and meetings facilities. The project consists of Ground plus 3 parking floors, 20 guest floors, Penthouse and Health Club floor. With a strong technical and IT infrastructure, **Bavaria Executive Suites Sharjah** will deliver the ultimate high performance living and working environment incorporating four unique Product Lifestyles, namely: Modern Living, Wellness, Successful Business and a Commercial Centre with support services.

The futuristic office and meeting environment will be designed and created to exceed the demands and challenges of the future with smart technological features required by today's business traveller.



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About Bavaria Hotels International

Bavaria Executive Suites Dubai operated by **Bavaria Hotels International**, will open late 2007 with 2,100 luxury designer suites, multi-purpose meeting rooms for up to 1000, offices and extensive business centre, plus an Angsana Spa, kid's club and 2 fitness clubs, strategically located on Sheikh Zayed Road within the Dubai Technology and Media Free Zone, minutes from the Jumeirah beaches, world-class golf courses and newly opened luxury shopping malls.

Bavaria Executive Suites Sharjah, opening late 2008 just minutes from Dubai International Airport, will incorporate the Bavaria Hotels International brands *Café Haus*, *Lifestyle Fitness* with two roof top pools, *Personal Assistant* and *Business Club*, in addition to spa and meetings facilities. The project consists of 20 guest floors, plus Penthouse and Health Club floor. With a strong technical and IT infrastructure, **Bavaria Executive Suites Sharjah** will deliver the ultimate high performance living and working environment.

Bavaria Hotels International is an established German Hotel Company with headquarters in Munich, Germany, specializing in the development and management of hotels and resorts.

For further information, please visit www.bhihotels.com

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