



Bavaria Hotels International

New All Suite Hotel in Dubai to offer 2,100 Suites plus Meetings & Conference Facilities - all under one roof

Dubai, April 2006: Finding hotel and meetings space for medium to large size groups has long been a challenge in the rapidly developing Dubai. This challenge will soon be overcome when **Bavaria Executive Suites Dubai** opens late 2006 with 2,100 designer suites in two 40-storey towers connected by an air-conditioned pedestrian walkway, located within the Dubai Technology and Media Free Zone in the heart of the city's vibrant business district.

Designed as a full service luxury suite hotel for guests residing longer than the average traveler, families requiring fully equipped accommodation or business travelers and groups enjoying luxury accommodations with a well planned and equipped working environment, **Bavaria Executive Suites Dubai** will deliver the ideal high performance living and working environment, incorporating 4 product lifestyles: Modern Living, Wellness, Successful Business and the Commercial Centre.

With 2,100 luxurious 1-, 2-, and 3-bedroom suites ranging in size from 65 – 190sqm, offering well equipped work stations, complimentary high speed internet access with desk mounted plugs, additional storage drawers in all rooms and terraces from which to enjoy spectacular sunsets, **Bavaria Executive Suites** ensures that groups of all sizes can sleep, meet and relax under one roof. In addition, each bedroom has its own bathroom, enabling delegates to share accommodation without compromising privacy.

Comments Thomas Gertz, CEO Bavaria Hotels International:

“For conferences large or small, Bavaria Executive Suites Dubai is more than a hotel; it is a flexible marketing tool, with all the components necessary for successful business under one roof. We do not merely host groups; we are partners in the delivery and execution of successful meetings and events, from before the arrival to beyond the departure. Our objective, as host hotel, is to ensure the delegates experience the very best of Dubai, and depart with a sense of achievement and fulfillment.

The **Successful Business Product** is an integral part of the **Bavaria Hotels International** hospitality philosophy, and specifically designed for the business, corporate and MICE markets to meet tomorrow's business challenges today.



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The extensive facilities incorporate the following features:-

- **Meeting Centre:** Situated on the 4th Floor, the Meeting Centre offers 38 meeting rooms for 8 to 1000 persons, terraces, powerful audio-visual equipment and wireless connectivity throughout. The multipurpose Conference Room and 4 breakout rooms have natural daylight and access to the terrace overlooking the ocean; an option that is quite rare in Dubai.
- **Business Centre,** adjacent to the Meeting Centre on the 4th Floor, with 40 fully equipped and manned offices of varying sizes, and service support provided by a trained and dedicated team, taking care of all administrative and document processing requirements.
- **Business Club:** delivering luxury and exclusivity to its discerning members, with a dedicated Rooftop Business Club Lounge. Membership benefits include complimentary access to Business Club Lounges, private car park, guaranteed accommodation and complimentary upgrade in all Bavaria Hotels International properties, as well as access to the Lifestyle Fitness Club and all other wellness facilities.
- **Personal Assistant Service:** an exclusive service of Bavaria Hotels International to support corporate and business clients in meeting their deadlines.

Technology powered by Siemens, a Global Strategic Partner of Bavaria Hotels International, ensures the very latest in technological products, and efficient cost-effective services.

According to Mr Gertz:

“60% of our business will be corporate, with 30% of this coming from the MICE market. MICE Groups generally stay an average of 4 nights, with 50+ participants. At least one day consists of official meetings, with the remainder of the time being spent exploring the city either on organized excursions or personal leisure. This represents a considerable amount of money being brought into the city by Bavaria Executive Suites Dubai. The average rates we will be charging start from US\$150 per night, making Bavaria Executive Suites Dubai a very affordable option for groups and incentives to the region.”



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Not only will it be possible for medium to large conferences to take place under one roof, the flexible suite accommodations ensure that families have the option to join delegates at no extra cost, and to enjoy a number of activities ranging from treatments in the Angsana Spa, workout in the Lifestyle Fitness Club or at the Rooftop Sports Arena, or swim in one of the two 25 m pools – with the little ones professionally cared for and entertained throughout it all in the extensive Kids Club adjoining the Angsana Spa.

All this just minutes from the Jumeirah beaches and the city's newest shopping malls - Ibn Battuta and Mall of the Emirates.

Bavaria Executive Suites Dubai, operated by **Bavaria Hotels International** is the ideal choice for guests seeking a fully serviced luxury suite hotel, whether individuals, families or groups, for leisure or on business. For larger Groups and Incentives, the hotel is the perfect choice with 2,100 suites, extensive fitness and wellness facilities and the ideal, technologically advanced meeting venue.

Bavaria Hotels International, an established German Hotel Company with headquarters in Munich, Germany, specializing in the development and management of hotels and resorts, is committed to delivering the highest German management and operational standards within the global hospitality marketplace, to the benefit of its guests, partners and owners.

For further information and previous press releases, please visit www.bavaria-hotels-international.com

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