



Bavaria Hotels International

Bavaria Hotels International develops Competitive Edge Standards for Future Projects

October 2007: **Bavaria Hotels International** is an established dynamic German hotel company, with the vision to become one of the leading specialists for profitable planning, development and management of hotels worldwide. More than a management company, Bavaria Hotels International partners with owner/developers from a very early stage in the hotel construction to ensure delivery of a premium product to benefit owners, operators and guests.

Since commencing the development of the largest all-suite hotel in the Middle East, North Africa and European region, the 2,100 all suite hotel ***Bavaria Executive Suites Dubai***, Bavaria Hotels International has been refining its brand and standards offerings, to the benefit of developer partners and end users.

The business principles of **Bavaria Hotels International** (BHI) are embedded in the company's corporate culture, supported by operating policies and procedures evident throughout the hotels under development by the group. A progressive company, demonstrating a modern international management culture with a European professional history, the organisation is flexible and constantly evolving. The latest industry methodology and technological capabilities are applied at all levels, together with aggressive marketing and strategic planning capabilities.

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

“BHI has established a set of competitive edge standards by which we measure all projects. From the very onset of management discussions, a



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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.”

These **Competitive Edge Standards** include implementation of the latest technology to secure data networks and property performance to safeguard owner ROI as well as the now standard high speed internet access, best online rate guarantees and GRM management tools for the benefit of guests.

A unique culinary programme is being developed for each of the restaurants, focusing on transparency for health conscious guests, and even the smallest of guests will be well looked after with exciting Kids Club concepts for each property.

“We have also developed dynamic management agreements with underlying performance guarantees, establishing BHI as one of the most flexible international chains for owners and developers seeking partnerships in hotel operation rather than merely management contracts.” Comments Mr Gertz.

Bavaria Hotels International operates several corporate brands, evident in each of the properties developed by the Group, namely: - ***Café Haus*** – living the European coffee tradition and generally located on the Ground Floor or high traffic areas for easy access; ***Lifestyle Fitness Club*** - offering personal training and fitness planning; ***Personal Assistant*** – administrative and secretarial services available in the language of choice; and ***Terrasso*** – European and International specialty buffet restaurant.



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Strategic Global Alliances have also been forged with powerful provider brands such as Utell International, Protel, Precor, and Banyan Tree Spas from Asia to ensure that the Group retains its competitive and technological edge in business, products and services whilst consistently meeting guest expectations.

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** operates three main brands: Executive Suites, City Hotels & Suites, and Grand Hotels & 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.

Notes for the Editor:-

About Bavaria Hotels International

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

Bavaria Executive Suites Dubai operated by **Bavaria Hotels International**, will be the largest all-suite hotel in the Middle East, North Africa and European region 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 two fitness clubs, strategically located on Sheikh Zayed Road within the



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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, is under construction just minutes from Dubai International Airport, and 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 Corniche Hotel Sharjah belongs to the Bavaria City Hotel brand portfolio of **Bavaria Hotels International** and will offer excellent leisure facilities located in a prime centre, catering for both companies and individuals.

Additional projects will be announced shortly in the Middle East and Asia.

For further information, please visit www.bhihotels.com

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