

## Press release

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# Opening of Pullman Dubai Deira City Centre

## Pullman adds a new worldwide vibrant address to its portfolio

Pullman, Accor's upscale brand for international seasoned travellers, opens Pullman Dubai Deira City Centre with 317 rooms. This new property is the first step of a key year, sustained by a strong expansion in main tourist hubs and a new way to experience upscale hospitality through a cosmopolitan, vibrant and in style journey. This opening will also reveal the first Pullman Artnight, an exclusive and original event which takes guests into the heart of the Pullman brand.

"Adding Pullman Dubai Deira City Centre to our global properties is a milestone for us. Our Pullman network currently counts 78 hotels in 23 countries. We have huge ambitions for this brand which offers a strong and differentiated proposal to customers and owners. Middle East's strong travel and tourism outlook matches Accor's development goals of managing 150 Pullman hotels worldwide by 2015-2020, among which 15 will be in key GCC destinations." says Yann Caillère, President and Chief Operating Officer Accor.

### **Pullman Dubai Deira City Centre: a cosmopolitan, and in style hotel in Dubai**

Pullman Dubai Deira City Centre is located in the Deira district, connected to one of the city's largest malls. Close to Dubai International Airport, the location is popular among business and leisure travellers. The hotel has undergone a complete refurbishment to reflect the brand's creative DNA.

Offering an amazing view of Dubai's creek and lush landscape of Dubai Golf and Yacht Club, Pullman Dubai Deira City Centre features the best of the brand's signature services including the Welcomer, Pullman bed, free Wi-Fi, Connectivity Lounge, Co-Meeting offer for the MICE market, Nespresso® experience, Vinoteca by Pullman wine list and Pullman Fit & Spa Lounge. This hotel radiates Pullman's DNA and treats cosmopolitan guests to an all-new experience at the top of upscale hospitality range, combining performance and pleasure into a lifestyle where working and relaxing are no longer contradictory terms

Christophe Landais - Managing Director Accor Middle East, added: "We are committed to further strengthen our position in the region and the Pullman Dubai Deira City Centre will undoubtedly be the choice hotel for business and leisure travellers. We currently operate four Pullman hotels in the Middle East, and will add two more - the 354-room Pullman Dubai Jumeirah Lakes Towers which will open this year and the 468-room Pullman Doha West Bay which will open in 2015."

### **Modern and connected rooms**

The Pullman Dubai Deira City Centre's 317 rooms provide first-class comfort and state-of-the-art technology. All rooms have a new bedding concept, which offers memory foam pillows to relieve neck pain and provide a better sleep. The hotel is designed to be a perfect balance between business and leisure. Its environment facilitates efficient and quiet work thanks to its latest connectivity features.

## Contemporary food and beverage outlets, facilities for sports, recreation and wellbeing

The property, with four restaurants and bars, provides international and local cuisine tailored to cosmopolitan travellers and local customers alike: Le Cafe, a 24-hour lobby lounge; all-day dining restaurant Medley; La Fabrique, a New York-style venue for after-work drinks or to watch the latest sport broadcast; and the outdoor rooftop pool lounge, Azure, the perfect place to unwind, sip cocktails amidst views of the Dubai skyline. The luxurious SOMA Spa, uses famous Clarins products while the 'Fit Lounge' has latest generation cardio and weight-training equipment.

## State-of-the-art meeting areas and latest generation technology to be unveiled soon

In October 2013, the hotel will have an entire floor dedicated to meetings and events with 9 totally renovated meeting rooms, a dedicated meeting space of 909 square metres. It will feature the Pullman Co-Meeting concept, which offers comfort and connectivity and also encourages dedication and cohesion. A fully dedicated team, with an Event Manager and IT Solutions Manager, deals with all last minute details (from the break areas, meeting room set-up, dining rooms, video-conferencing services, Pullman Chill out Spaces and innovative breaks) to assure success of all professional events. The Pullman Connectivity Lounge allows clients to stay tuned, print documents and efficiently work with the latest-generation of PCs and printers.

## The first Pullman Artnight: a vibrant experience on the occasion of Pullman Dubai Deira City Centre launch

Pullman Artnights, series of signature events produced locally around the globe, have been launched for the Pullman Dubai Deira City Centre opening. These international encounters with the Pullman brand will become the common thread for each event, recognizable and identifiable global Pullman moments, rooted in the destination city as well as in the brand DNA: cosmopolitan, in-style and vibrant.

"Whether they are staying for business, leisure, or both, our objective is to offer our guests a cosmopolitan, vibrant and in style experience. In 2013, starting with Paris, London and Brussels, Pullman will start building with both emerging and established living artists a contemporary art collection that explores an essential aspect of our times : the re-emergence of cultural identities in a modern world marked by universality and cultural mixing." explains Xavier Louyot - Senior Vice President Global Marketing Pullman.



### About Pullman

Pullman is the upscale international hotel brand of Accor, the world's leading hotel operator, present in 92 countries with over 3,500 hotels and 160,000 employees. Located in the main regional and international cities and in prime tourist destinations, Pullman Hotels & Resorts is principally designed to cater for the requirements of cosmopolitan, seasoned travelers. The brand's four and five-star establishments provide an extensive range of tailored services, access to groundbreaking technologies, including a new approach to organizing events: meetings, seminars and upscale incentive events. At Pullman hotels, customers can choose between being independent or be given a helping hand by staff available around the clock. The Pullman network has almost 80 hotels in Europe, Africa, the Middle East, Asia-Pacific and Latin America. Our objective is to have 150 hotels around the world by 2015-2020. Pullman, like most of brands

within Accor's portfolio, is proud to offer the Le Club Accorhotels(R) loyalty program. Further information concerning the Pullman hotels is available on [www.pullmanhotels.com](http://www.pullmanhotels.com).

#### **About Accor**

**Accor, the world's leading hotel operator and market leader in Europe**, is present in **92 countries** with **nearly 3,500 hotels** and **440,000 rooms**. Accor's broad portfolio of hotel brands - **Sofitel, Pullman, MGallery, Novotel, Suite Novotel, Mercure, Adagio, ibis, ibis Styles, ibis budget and hotelF1** - provide an extensive offer from luxury to budget. With more than **160,000 employees in Accor brand hotels** worldwide, the Group offers its clients and partners 45 years of know-how and expertise.

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#### **CONTACT**

**Debra Kelman Loew**

Robertson Solutions

[debra@robertsonsolutions.com](mailto:debra@robertsonsolutions.com)

(917) 612-2325