

## Press Release

Dubai, United Arab Emirates, 07 November 2013

# *Accor opens fifth Novotel in the United Arab Emirates*

**The Novotel Al Barsha is the fifth Novotel hotel in the United Arab Emirates as Accor Middle East continues its expansion across the Middle East in key business and leisure hubs**

Accor Middle East, one of the leading hospitality groups in the region, today announced the opening of Novotel Al Barsha, adding another property to its rapidly expanding upper mid-scale hotel brand across the region. Owned by API Hotels and Resorts, the 465 guest rooms, four-star property is conveniently located on Sheikh Zayed Road and offers both business and leisure travellers a widely recognised high-standard of spacious guest rooms and meeting facilities with panoramic views of the Dubai coastline.

Christophe Landais, Managing Director for Accor Middle East said, “The worldwide Novotel brand model has proven to be hugely successful in the Middle East since we introduced it to the Dubai market in 2003. It offers our guests’ world-class value for money in terms of both services provided and facilities they can trust for the consistency of its high standards”.

The Novotel Al Barsha, following the trend of its sister hotels across the world, is located close to key business and social hubs of the city. The iconic Novotel Al Barsha is highly visible on the Sheikh Zayed Road with easy access to the Mall of the Emirates, Media City and the Dubai World Trade Centre as well as the Dubai Metro which is just a short walk away. Guests can easily reach any of the cities’ many tourist and business hot spots through the various transport networks readily available close-by.

The statuesque hotel tower further contributes to the already stunning Dubai skyline, with its 376 well-appointed rooms and 90 suites, five restaurants and bars aimed to satisfy every taste. The hotel offers extensive banqueting and meeting facilities with the innovative **EUREKA** meeting concept for the UAE, designed to enhance discussion and creative thinking in a multi flexible meeting room environment found only within the Novotel brand. **IN BALANCE** by Novotel is the hotel’s fitness and spa facility that offers a range of state of the art Techno-gym equipment as well as expert personal training services. With seven massage rooms, a designated relaxation area,

two saunas, two steam baths and an outdoor swimming pool, guests can enjoy a healthy getaway providing local residents with a tranquil escape from the hustle and bustle of city life.

The Novotel Al Barsha is Accor's fifth Novotel property in the United Arab Emirates and the 13<sup>th</sup> region-wide (three in the Kingdom of Saudi Arabia, one in Bahrain and four in Egypt) representing 2,547 rooms. Five additional properties are committed for development in the region by the close of 2015.

Accor's current regional portfolio of 60 hotels includes ten operational hotels in the United Arab Emirates with 19 new hotels planned to open by the close of 2015, six are committed for the United Arab Emirates.

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#### Accor ME

Accor ME is one of the fastest growing hospitality groups in the Middle East. Currently, the Group's regional portfolio includes a total of 60 operational hotels representing 14,273 rooms in ten countries. Among the existing global brands ranging from Sofitel, Novotel, Mercure and ibis, new brands such as Pullman and Adagio are emerging as strong players in the region.

With over 25 years of regional experience, Accor ME is the first to establish a training academy. Dubbed as Tamheed – Accor Academie Middle East, the training facility is dedicated to educate and prepare staff at all levels and ensure optimal career development.



Accor, the world's leading hotel operator and market leader in Europe, is present in 92 countries with more than 3,500 hotels and 450,000 rooms. Accor's broad portfolio of hotel brands - Sofitel, Pullman, MGallery, Grand Mercure, 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.

[www.accor.com](http://www.accor.com) | [www.accorhotels.com](http://www.accorhotels.com)

#### About Novotel

Novotel is the midscale hotel brand of Accor, the world's leading hotel operator, present in 92 countries with nearly 3,500 hotels and 160,000 employees. Novotel's consistently high standard of service contributes to the wellbeing of both business and leisure travelers: think spacious, modular-design guestrooms, balanced cuisine available 24/7, excellent meeting facilities, attentive staff, dedicated children's areas and rejuvenating wellness facilities. With PLANET 21, Accor's sustainable development program, Novotel commits itself to the planet! To meet today's challenging environmental and social issues, the brand has chosen to rely on a world renowned environmental certification, ISO 14001.

Novotel offers close to 400 hotels and resorts in 60 countries, situated in the center of major international cities from business districts to tourist destinations. More information at [www.novotel.com](http://www.novotel.com)

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