

Beat: Travel

## **ROTANA Announces New Five-Star Hotel in EGYPT s NEW CAIRO CITY at ATM 2018**

### **Signing A New Management Agreement**

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**USPA NEWS** - Further strengthening its Global presence, Rotana, one of the Leading Hotel Management Companies in the Region with Hotels across the Middle East, Africa and Turkey, has announced signing a New Management Agreement in the Capital of Egypt at Arabian Travel Market (ATM) 2018, the Leading Global Event for the Middle East Inbound and Outbound Travel Industry, which is taking place from 22<sup>nd</sup> - 25 April in Dubai.

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Marking the Company's Strong Presence at the Annual Industry Event, Rotana is sharing Key Updates about its Robust Pipeline of 48 Properties that are scheduled for opening before 2020. The Company currently operates 16,161 Keys across its 60 Hotels in 23 Markets and with the Launch of the Hotels under Construction, Rotana will have a Presence in 40 Cities globally.

Among Key Rotana Hotels on display at the High-Profile Exhibition, which attracts more than 28,000 Buyers and Travel Trade Visitors over Four Days at the Dubai International Convention and Exhibition Centre (DICEC), include the Company's Three Latest Openings in the UAE.

Saadiyat Rotana Resort & Villas, a luxurious Five-Star Hotel in Abu Dhabi, took Centre Stage at the Exhibition. Soft-Opened in March 2018, the Luxury Resort is situated on Saadiyat Beach, a Nine-Kilometre stretch of Pristine White Sand on the sprawling Saadiyat Island and features 354 Luxurious Rooms and Suites in Addition to 13 Private Beach Villas. To make it appealing to discerning Leisure, Business and MICE Guests seeking a New Resort and Destination Experience, the one-of-a-kind Five-Star Property features Seven Modern Dining Options, Three Fully-Equipped Banquet and Event Rooms, an Elegant Ballroom and a Spectacular Outdoor Event Venue, among Several Other Amenities.

Visitors to the Rotana stand at ATM 2018 are also given a Glimpse of its Two Stunning New Hotels in Dubai, Al Bandar Rotana, and Al Bandar Arjaan by Rotana. Strategically located in Dubai's Booming Business and Leisure hub on Baniyas Road, the Modern, Architecturally-Striking Five-Star Hotel Al Bandar Rotana, and the Luxurious Hotel Apartment Complex Al Bandar Arjaan by Rotana feature 190 Uniquely-Designed Rooms and Suites and 90 Fully-Furnished Studios and Apartments. Offering Expansive Views of Dubai Creek and Burj Khalifa, the Hotels feature Six State-Of-The-Art Meetings Rooms, Five International Restaurants, and the Bodylines Fitness & Wellness Club, making them an Ideal Destination for Events, Dining, and Recreation.

Rotana is also highlighting its newly opened four-star property in Abu Dhabi, Pearl Rotana Capital Centre, at the exhibition. Located near Rotana Centro and Capital Centre Arjaan by Rotana, the new hotel features 315 rooms, five restaurants, a club lounge and a Bodylines Fitness & Wellness Club.

With the Aim of Extending its Geographic Reach, Rotana will expand to New Markets in Africa with Hotels planned in Luanda, Dar Es Salaam, Nouakchott, Lagos and Cairo. Marking its Entry into Europe and South Asia, the Company has planned Properties in Iskenderun, Istanbul and Mumbai. Within its Home Region, Rotana will add 32 New Hotels in Existing Markets as well as New Cities such as Medina, Dammam, Al Khobar, Sohar, Barka, Duqm, Baghdad and Suleimaniyah.

In 2018, Rotana will open Nine New Properties. Hotels set to be launched in Q2 2018 include Centro WestSide, Istanbul, Turkey (152 keys) and WestSide Arjaan, Istanbul, Turkey (153 keys) ; Centro Salama, Jeddah (189 keys) and Johari Rotana, Dar Es Salaam (256 keys). In Q3 2018, Rotana will open Beach Arjaan by Rotana, Abu Dhabi (326 keys) ; Centro Olaya, Riyadh (156 keys) ; Centro

Corniche, Al Khobar (253 keys) and Imam Reza Rotana, Mashhad, Iran (272 keys) and in Q4 2018, Al Jaddaf Rotana, Dubai will welcome Guests to its 338 Rooms.

Source : Rotana

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