

Grand Hyatt Muscat boosts Mice facilities

THE Grand Hyatt Muscat located in the central business district and diplomatic area has established itself as the premier five-star hotel in the city. Nestled between the stunning Hajar Mountains and Gulf of Oman the hotel is in the ideal location for corporate and leisure guests. The hotel boasts a total of 280 rooms, including 54 suites ranging from 42 to 350 sq m all offering garden and sea views.

The Grand Hyatt Muscat has a wide choice of dining options to suit all guest tastes from Habana Sports Bar's Pub fare to Tuscany serving authentic Italian cuisine as well as Mokha Café, an all day dining restaurant. Club Olympus state-of-the-art gym also has two swimming pools, extensive beach front and access to an uncrowned natural beach.

As a leading corporate hotel Grand Hyatt Muscat continues to be in high demand for meetings and events. The hotels extensive 815 sq m Afrah Ballroom which accommodates 850 people is a versatile space that can be used in a variety of combinations. The adjoining pre-function foyer can be used as a natural extension to a main event in the ballroom or for small gatherings and cocktail functions.



Franzen... more demand for short-term leisure breaks

The hotel's general manager Christoph Franzen says: "The Mice segment is a big growth area for the hotel. Situated within the main business district of the city the Grand Hyatt is a natural choice for our local and international clients."

Two executive board rooms have been added to the hotels meetings facilities to keep pace with demand. Conference rooms and break out sessions can be staged at Habrout and Lubaan Meeting Rooms and Yahsum Conference Rooms. A total of eight meeting and board rooms are now available at the hotel.

The hotels recent marketing strategy focusing on the leisure segment has increased business from the GCC and emerging markets such as Russia, India and China.

"We are working closely with the Oman Ministry of Tourism supporting them in their efforts to establish Oman as a leading destination for both business and leisure in the region," says Franzen.

Oman has earned a reputation as a very safe destination with an established inbound market from Mainland Europe and the UK. With heightened awareness of what the country has to offer both the business and leisure traveller as a preferred destination interest and business levels are steadily growing and this trend set to continue throughout 2012.

"We have recorded a pick-up in medium and short term leisure breaks from the regional and international markets and the newly opened Royal Opera House has added to the appeal of Oman as an outstanding destination," says Franzen.

"Primarily we are a corporate hotel but due to our exceptional beach facing location and the leisure facilities at the property we are well placed to develop the leisure sectors locally, regionally and internationally. A winning combination of the city and beach front a foot step away, the hotel location captures the best of both worlds," he adds. ■

Grand Hyatt Muscat... best of both worlds



Coral Beach Resort heads to Berlin

AIMING to expand its guest profile in new European markets, the Coral Beach Resort - Sharjah will be sending a delegation to the ITB travel exhibition in Berlin to promote a new all-inclusive summer package at the hotel.

According to Jean-Pierre Simon, regional general manager, Northern Emirates, Coral Hotels & Resorts, "15 per cent of guests at the hotel originate from Germany. There is potential to increase this while also tapping in to other regional markets such as Poland and the Czech Republic.

"While the Coral Beach Resort enjoyed extremely healthy occupancy rates last year, averaging 85 per



The Coral Beach Resort, Sharjah now offers competitive packages

cent, and has begun 2012 with very positive guest arrivals, we know that long-term sustainability of profit is dependent on generating a mix of business," he says.

"Reliance on just a few source markets can be det-

perimental if there is a downturn, and we are looking to broaden our customer base in Europe through participation at ITB - which remains the biggest and most influential of any travel trade events."

The 156-room resort

features an extensive sand beach and two pools, plus a range of sports and leisure facilities including the Aladdin kids' club with dedicated pool and indoor playroom, and management will be promoting an all-inclusive deal valid through the summer that is targeted primarily at families.

"With festivals in both Sharjah and Dubai during the summer months, it is an ideal time to visit the area with plenty to amuse both children and adults," adds Simon. "Prices are extremely competitive, and we are hopeful that our new packages will appeal to travellers in Europe who want to try out a new destination." ■

Ramada looks to strengthen awareness at ITB Berlin

A DELEGATION from Ramada Hotel & Suites Ajman and Ramada Downtown Dubai will attend ITB 2012 in Berlin, to strengthen its position and brand awareness in key markets such as the UK and Germany.

Iftikhar Hamdani, general manager, Ramada Hotel & Suites Ajman, said: "ITB Berlin is one of the major travel fairs that we need to attend in order to renew ties with our business partners, seek new contacts and learn the latest travel industry trends. As a driving force in the travel industry, ITB Berlin gives important information to a continuously growing market. The German market is our top feeder from the leisure segment. In fact, we had an increase of 49 per cent in bookings from Germany in 2011 as compared to year 2010. By attending the ITB and meeting our partners, we hope to bring more business from this market and at the same time, search for new partners who can promote Ajman as a destination to other potential markets!"

Wael EL Behi, executive assistant manager, Ramada Downtown Dubai, said: "ITB is an event where executives from the travel and hospitality industry around the globe gather on a single platform to discuss existing and future marketing and



Hamdani... looking to develop new contacts at ITB Berlin

travel concepts. By attending ITB, we will have an opportunity to evaluate other similar industries related to hospitality and meet visitors and exhibitors to create new fruitful business relationships. We will also take opportunity to update ourselves with the latest concepts and technology that will help us in running the business successfully!"

Ramada Hotel & Suites Ajman's will highlight its modern amenities and its good value for money. The hotel features 324 well-appointed spacious suites tastefully furnished with rich accessories, a business centre, banquet and conference halls, well equipped Spa & Health Club, heated swimming pool, a 24-hour help desk and room services.

Ramada Downtown Dubai will showcase its key USPs such as its location and the stunning views. Boasting 181-rooms, the hotel caters to both business and leisure travellers who prefer to stay in Dubai's most vibrant district. The hotel's ambience also provides a wholesome feel especially to families who travel with their children. As an alcohol-free hotel with a number of innovative products and services, it is an ideal destination for either a short break or an extended holiday. ■

Hyatt to manage three new hotels in Saudi Arabia

HYATT Hotels Corporation announced that a Hyatt affiliate has entered into agreements with Naseel Holding Company to manage three new Hyatt-branded hotels in the kingdom of Saudi Arabia.

With the addition of these three new hotel agreements, there are six Hyatt-branded hotels under development in Saudi Arabia across five of Hyatt's brands. Currently, there is one Hyatt-branded hotel in Saudi Arabia - Park Hyatt Jeddah - Marina, Club and Spa, which opened in 2009.

"Saudi Arabia is an important market for Hyatt, having just increased our worldwide sales team to include on the ground support in the country," said Peter Fulton, managing director for Hyatt International - South West Asia.

"Expanding the number of Hyatt-branded hotels in the kingdom will be a significant step towards our goal of being the preferred brand for global travellers, and we are pleased to be working with Naseel Holding Company to manage these outstanding new properties," Fulton added.

Park Hyatt Riyadh, currently slated to open in the fourth quarter of 2015, will

be a stand-alone building located on King Fahd Road in the Olaya District in the city of Riyadh, situated near the Kingdom Centre and the Al Faisaliya Tower.

The 275-room hotel, designed by Skidmore, Owings & Merrill LLP (SOM), will have 50 suites, as well as three restaurants, a lounge, 1,450 sq m of meeting and event space, including a 1,000 square meter ballroom, and a spa and fitness centre. Grand Hyatt Jeddah, with 400-rooms, including 48 suites, will be located in the centre of the city of Jeddah.

The hotel, which is expected to open in early 2016, will feature three restaurants, a lobby lounge, and a Grand Club Lounge. In addition, the hotel will have 5,700 sq m of meeting and event space, including grand and junior ballrooms. The hotel will also have a spa and fitness centre.

Hyatt Regency Jeddah, with 240-rooms, including 30 suites, is expected to open in the second half of 2015, will feature three restaurants, a lobby lounge, and a Regency Club lounge. In addition, the hotel will have 1,700 sq m of meeting and event space, including a ballroom and boardroom, as well as a spa and fitness centre. ■

Spring escapes with Rocco Forte

ROCCO Forte Hotels has launched its Springtime City Escape promotion, providing Middle Eastern guests with the opportunity to enjoy 25 per cent off two nights or more at selected hotels. Those booking an early pre-summer escape can also take advantage of some of the concierges' hottest tips for enjoying everything each remarkable city has to offer.

In St Petersburg, guests can stay at the 100 year old Hotel Astoria and discover the true spirit of Russia this Spring. In Rome, guests at Hotel de Russie will be able to marvel over 100 original documents dating from the 8th to the 20th century. In Prague, guests at the August-

tine Hotel can dance the dark nights away at one of the many balls held across Prague and to traditional waltz or jazz hits of 1930. In Brussels celebrations for 'Brusselicious, Gourmet Year' kick off and guests at Hotel Amigo are invited to board a sleek, white futuristic gourmet tram which, seating up to 34 will take foodies on a two-hour round trip, taking in some of Brussels' best sights while savouring a menu of Belgian classic dishes.

The Early Springtime City Escapes rates are available when booking two nights or more at selected hotels and is available until March 31, 2012. ■