

## R Hotels signs with Accor for ibis Styles

### Signed in the presence of His Highness Sheikh Rashid Bin Humaid Al Nuaimi during ATM



R Hotels inked the deal with Accor Hotel Services Middle East to franchise ibis Styles Jumeirah, through an official contract signing between the two groups during the second day of the Arabian Travel Market.

Signed in the presence of His Highness Sheikh Rashid Bin Humaid Al Nuaimi, Chairman, R Holding, and Chairman, Ajman Municipality and Planning, the agreement was made official by Sumair Tariq, Managing Director, R Hotels, and Christophe Landais, Chief Operating Officer, Accor Hotel Services Middle East, at R Hotels' inaugural stand at ATM.

Other officials present during the event include top management executives from R Holding and R Hotels; Jean-Jacques Dessors, CEO, Accor HotelServices Mediterranean, Middle East, Africa, Caribbean Islands, Indian Ocean; Olivier Granet, Senior Vice President – Development, Accor HotelServices Middle East; and Louis Abi Abboud, Development Director Accor HotelServices Middle East.

Expected to open in the second half of 2015, the ibis Styles Jumeirah hotel will be the first operational ibis Styles in the UAE. The 191-key hotel will target both leisure and business travellers looking for reasonably-priced accommodation within a central location in Dubai. Strategically situated in Al Mina Road in Jumeirah, ibis Styles Jumeirah will feature a combination of rooms and suites, an all-day dining restaurant, banquet facilities, gym and swimming pool, concept spa, meeting rooms, business centre, and retail space.

Commenting on the new partnership, Sumair Tariq, Managing Director, R Hotels, said: "The group is delighted to sign up with an esteemed group such as Accor, and we are positive that this partnership will bear fruitful results for both parties. This is an exciting time for the UAE hospitality industry and R Hotels is poised to establish our mark by teaming up with notable brands, expanding our portfolio in key locations and offering suitable products to the right market."

Christophe Landais, Chief Operating Officer, Accor Hotel Services Middle East, said: "We are privileged to have signed our inaugural agreement with R Hotels. Our two groups share a similar, ambitious vision for the region which will surely result in further, great opportunities for future partnership. The ibis Styles Jumeirah will for the first time offer a lifestyle accommodation experience in central Dubai, while maintaining the ultimate promise of modernity, simplicity and wellbeing at the best price. We hope these key, complementary values of the ibis brand will positively inspire the mood of our guests."

ibis Styles hotels, together with ibis and ibis budget, belong to the ibis family, which guarantees the highest level of comfort in its economy category. The ibis brand has proven to be a favourite among guests who opt for a smart, chic and welcoming yet cost-effective stay.

ibis Styles Jumeirah will be R Hotels' fifth property in the UAE. The group currently owns and manages Ramada Hotel and Suites Ajman, Ramada Beach Hotel Ajman, Ramada Downtown Dubai, and Hawthorn Suites by Wyndham in Jumeirah Beach Residence. R Hotels also announced the opening of its sixth property at The Palm, which is expected to open in the last quarter of 2016.





## R Hotels at ATM

R Hotels participated as first-time exhibitor in the annual Arabian Travel Market. Here are some snap shots from the four-day exhibition.



Iftikhar Hamdani, Cluster General Manager of RHSA and RBHA was one of the panellists in ATM's Responsible Tourism seminar. He shared the hotel's initiatives in reducing carbon footprint and water consumption, and how resource efficiency generates financial and environmental benefits.



## Ramada Hotel & Suites Ajman and Ramada Beach Hotel Ajman introduce Privilege Club



Ramada Hotel & Suites Ajman and Ramada Hotel Ajman unveil the first Privilege Club to provide discounts and incentives to its loyal guests.

The hotels will issue a Privilege Club Card to select corporate groups and individuals, which entitles the guests to enjoy 50% off at Orchid Restaurant, 20% off at King's Grill Restaurant, 25% discount on spa treatments and health club membership, complimentary room upgrades, plus other exciting benefits.

The Privilege Club was officially launched at R Hotels' inaugural stand at the Arabian Travel Market. The first recipient of the card was a loyal guest who has been staying at Ramada Hotel and Suites Ajman for six years.



## CSR Corner

### Ramada Hotel and Suites Ajman observes Earth Day 2015

In line with its ongoing efforts on green and sustainable tourism, Ramada Ajman welcomed the delegation from Ajman Tourism Department and Safehotels Alliance to showcase its groundbreaking initiatives including the zero landfill project and urban farm.

The staff also planted trees and additional ornamental plants around the hotel grounds to signify their commitment and support to the hotel's environmental initiatives.



### Ramada Downtown and Hawthorn Suites 'Make a Mark' for a Greener Earth

In commemoration of World Earth Day, the associates and guests of Ramada Downtown Dubai and Hawthorn Suites by Wyndham had 'made their mark' on a globe to symbolize their pledge and commitment to sustainable initiatives not only in the daily hotel operations, but even in their respective homes for the benefit of Mother Earth.



## R Scene

### New HR Initiatives at Ramada Downtown Dubai

To reach out to associates who are assigned in the night shift, Ramada Downtown Dubai organized a breakfast meeting at Kenza with GM Samir Arora. The meeting provides an opportunity to communicate feedback and suggestions to improve the PM shift operations and the guest experience.

In addition, Ramada Downtown Dubai revamps its recognition program and launches the 'I am Ramada' Ambassador Award. The award acknowledges the associates in the company who demonstrate the "I am Ramada" values and are excellent role models who inspire fellow associates.



### Hawthorn Suites by Wyndham beefs up its 'Count On Me' Service Culture


The associates of Hawthorn Suites by Wyndham attended a 'Count On Me' training to further service excellence. During the session, the associates honed their knowledge and abilities in creating a secure and tranquil hotel environment for the guests.







# R Hotels Social Media

Keep up with R Hotels' most up-to-date news and exciting deals by following our social media pages.

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## Hawthorn Suites by Wyndham says "Aloha!"

Hawthorn Suites by Wyndham held its first annual staff party with a Hawaiian-themed celebration. The staffs donned floral and beach-inspired outfits and each department presented thrilling performances to delight the audience.



## Promotions

**Beat the summer heat with the affordable rates from our hotels**



### Downtown Summer Lovin'

Sit back and relax at the centre of now by booking a room at Ramada Downtown Dubai, starting at AED550/ for a One-Bedroom Suite with City View and AED660/ One-Bedroom with Fountain View. The offer is inclusive of breakfast at Kenza Restaurant, free Wi-Fi for up to four devices, and complimentary shuttle service to The Dubai Mall and Burj Khalifa Metro Station. The promotion is valid until 10th October 2015, excluding public holidays.

### Ajman Summer Getaway

Take your pick between Ramada Hotel & Suites Ajman and Ramada Beach Hotel Ajman, to enjoy a fun-filled summer holiday with your family. For only AED350/ per night, book a Double Room inclusive of breakfast, buffet lunch or dinner, 30-minute massage per adult and free access to the Private Beach Shapes Health Club. The offer applies for a minimum occupancy of two adults and two kids below six years old. The promotion is valid from until 30th September, excluding public holidays.

### Beach and the City

You don't need a long drive away from the city to enjoy summer as Hawthorn Suites by Wyndham offers exciting deals. Check-in for as low as AED400/ per night for a Deluxe Room and AED480 for a One-Bedroom Suite, inclusive of breakfast at Flavours Restaurant, free Wi-Fi for four devices per suite, and complimentary shuttle service to major shopping malls. The offer is valid until 30th September 2015, excluding public holidays.