

Al Khoory Hotels embarks on massive expansion

AED500mn project to add 508 keys to the existing 650 ahead of Expo 2020



Dubai, Apr 27, 2019 ([IssueWire.com](http://www.IssueWire.com)) - Al Khoory Hotels, the hospitality arm of family-owned UAE conglomerate Al Khoory Group, is poised for a significant expansion ahead of Expo 2020 in Dubai.

The Arabian Travel Market (ATM 2019), set to start on 28th April at the Dubai International Convention and Exhibition Centre, will see the company announcing an 80 per cent increase in the number of keys, with an investment of UAE dirhams (AED) 500mn for expansion projects in Dubai that are expected to be completed ahead of Expo 2020.

The company plans to add to the already significant number of Chinese and Russian speaking visitors who patronise its hotels. It will launch a brand new website that will include both Mandarin and Russian languages. The website will be unveiled at the Al Khoory Hotels stand, to be featured prominently at the ATM as part of a section dedicated to Dubai Tourism (DTCM).

Al Khoory Hotels' Vice-Chairman, **Mr. Abdulla Mohamed Tayeb Khoory**, said the hospitality industry in the UAE is currently experiencing an exciting growth phase. "We feel now is the time to expand our footprint in the market and showcase our brand as the best in Arabian hospitality."

The company — which currently has four hotels in Dubai with a total of 650 keys — is adding 508 keys more ahead of Expo 2020. Two of the new properties are coming up close to each other in the city's Al Quoz area in the second half of the year. They are **Urban By Al Khoory**, a three-star 92-key hotel, and **Al Khoory Courtyard**, a four-star 158-key property.

The company is also building a premier four-star property, namely **Al Khoory Sky Garden**, close to Dubai International Airport. The new hotel, with around 258 keys, is expected to open by mid-2020, ahead of the Expo that begins in October. The company also has plans in the near future to add 300 more keys, with two new properties planned in Muscat and Sohar in Oman.

With four hotels in Dubai's premier business destinations and tourist spots, Al Khoory Hotels has already established itself as a leading player in Dubai's hospitality landscape.

Mr Arun Kumar, General Manager — Hospitality, Al Khoory Hotels, says "it's an advantage for the company to run hotels largely based on *Sharia* principles, as we understand what regional travellers want".

"Our hotels strive to offer modern Arabian hospitality. We have positioned our 'dry hotels' to compete and win against top hotel chains, with our main target markets being the Middle East, North Africa, Far East CIS and the Indian Subcontinent. It's an excellent advantage that we fully understand the requirements of Muslim travellers," says Mr Kumar.

"Meanwhile, we are strengthening our partnerships with strategic travel partners and tour operators all over the world to ensure we get maximum exposure internationally. We aim to maintain and strengthen our position as a significant force in the mid-market hospitality segment run on *Sharia* principles," he adds.

Among the facilities that the new hotels are planning to offer are the **Spices** Restaurant, an all-day dining outlet that offers a wide spectrum of global, local and international cuisine. The new hotels will also have Al Khoory's new yet to be launched specialty restaurant that features Middle Eastern cuisine. The **Calories** health club is set to offer state of the art gyms, saunas and pool facilities, with

membership options thrown in for our guests. **Yasmeen Spa**, Al Khoory's own brand of wellness centres, offers relaxing therapies, Moroccan bath and jacuzzi staffed by well-trained professionals, in its new hotels.

"All our hotels—present and future have great meeting rooms and conference facilities to meet a variety of different requirements including social and official gatherings," Mr Kumar said.

"We're well-placed to ride on the influx of visitors to Dubai for the Expo. The expansion projects were a natural course for us to take," said Mr Kumar.

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ABOUT AL KHOORY HOTELS

The Al Khoory Group currently has four Dubai properties in its hospitality portfolio under the Al Khoory Hotels (www.alkhooryhotels.com) brand, a name that has differentiated itself in the marketplace by aligning its business activities to Sharia principles of hospitality. Al Khoory Hotels is part of the diversified company, which in addition to hospitality, is involved in a variety of industries including real estate, automobile, equipment trading and servicing, water pump assembly, electric control panels, waste disposal bins and chutes and electric generators. The group has established its presence all over the UAE and Oman.

The company's properties include:

- **Al Khoory Atrium Hotel, Al Barsha:** Set in the heart of New Dubai, Al Khoory Atrium's close proximity to the [Mall of the Emirates](#) and the Central Business District makes it a compelling choice for business and leisure visitors. It is easily accessible to Dubai [International Exhibition and Convention Centre](#), [Dubai International](#) and Al Maktoum International airports, the Expo 2020 site, Jebel Ali Port and Free Zone, and only a short walk away from the nearest station of Dubai Metro's exceptional transportation network.
- **Al Khoory Hotel Apartments, Al Barsha:** In an unbeatable location in the "New Dubai" hub, this property is just 30 minutes from Dubai International airport, 10 minutes from Dubai International Convention and Exhibition Centre, 10 minutes from the Burj Khalifa, and walking distance from Sharaf DG Metro Station and the Mall of the Emirates & Ski Dubai. Featuring a range of distinctive facilities and services, it is the perfect accommodation for short- & long-stay business visitors as well as shoppers and families exploring Dubai.
- **Al Khoory Executive Hotel, Al Wasl:** Located in the heart of Dubai on Al Wasl road next to The Iranian Hospital, and only a few minutes from the Dubai International Convention and Exhibition Centre, Dubai World Trade Centre and Dubai International Financial Centre. Other major landmarks in the vicinity include Burj Khalifa, Dubai Mall, Drydocks World, and La Mer Dubai.
- **Al Khoory Inn, Bur Dubai:** This is another favourite of business and leisure travellers again because of its convenient location to Dubai's historic and cultural heart, and the central business districts. Easy access to popular tourist spots including historic buildings and museums, Al Fahidi Souk, Bank Street, Consulates-General, Al Seef Cultural District and renowned shopping centres. Walking distance from Burjuman Mall and Al Fahidi Metro station. Al Khoory Inn blends contemporary amenities with personalised services and elegant and attractive rooms ensure guests have a truly welcoming and relaxing retreat every time.



Media Contact

Ittys Middle East LLC

ittysme@ittysme.com

+97145838908

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