

NEWSMAKERS

A ROUND-UP OF HOTELS AND HOTELIERS MAKING HEADLINES

LEMON TREE HOTELS MAKES AN INTERNATIONAL DEBUT WITH A PROPERTY IN DUBAI



Lemon Tree Hotels Limited, through its management subsidiary Carnation Hotels Pvt. Ltd., announced the international debut of the company, with the launch of the first Lemon Tree Hotel in Dubai. Lemon Tree Hotels Limited is India's largest hotel chain in the mid-priced segment and the third-largest overall.

The hotel, owned by Al Waleed Real Estate LLC, is located on Al Wasl Road, less than a kilometre from Sheikh Zayed Road and Jumeirah Open Beach, and is the first branded mid-scale property in the area. It features 114 well-appointed rooms, complemented by a multi-cuisine restaurant, the Lemon Tree Café, with a beautiful alfresco extension, a conference room, a swimming pool, a well-equipped fitness centre, and more.

Rattan Keswani, Deputy Managing Director, Lemon Tree Hotels, said, "We are delighted to enter Dubai with our partners Al Waleed Real Estate. This is our first hotel in the UAE, and we feel that it holds immense business potential.

We have a locational advantage, with the hotel strategically situated close to famous destinations such as Burj Al Arab, Kite beach and the Mall of Emirates, and at an equidistance from Business Bay and JLT, the two major business districts of Dubai. Such is our proximity to the Burj Al Arab, that our guests can enjoy unhindered views of the iconic building from the pool deck, and even some of the rooms."

The Dubai opening adds a new location in the brand portfolio, "thereby increasing our appeal to our existing and potential customers", says Keswani. "We are confident that our partnership will enjoy mutually beneficial results within a reasonable stabilization period after the launch. The UAE and GCC is a resilient market in the long-term and we can foresee the need for a recognised mid-market hotel in the branded space. We hope to have many more hotels in the region in the future."

Bulletin
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A short 20-minute drive from Dubai International Airport and close to Dubai Internet City, Dubai Media City, Barsha Heights and Knowledge Park, this hotel is ideal for business and leisure travellers in the city. Important landmarks such as the Kite Beach, Dubai Marina, The Walk at JBR, Souk Madinat Jumeirah and Palm Jumeirah are easily accessible from the hotel. Travellers to the city can also explore the iconic Burj Khalifa, the tallest building in the world, as well as the neighbouring Dubai Mall, the emirate's largest shopping mall, and fashionable shopping hubs, eateries and trendy nightlife destinations across Dubai. The hotel is well-connected by road and air to other Emirates, including Abu Dhabi, Ajman, Fujairah, Ras Al Khaimah, Sharjah and Umm Al Quwain. Apart from Dubai, new hotels will also be set up in Bhutan and Nepal.