

Press Release

## **Manzil Downtown Dubai, a culturally inspiring upscale lifestyle boutique hotel, opens doors to distinctive guest experiences**

- *A contemporary stylised hub in the heart of Downtown Dubai that celebrates Arabian hospitality, the new property is managed by Vida Hotels and Resorts*
- *197-room hotel on Mohammed Bin Rashid Boulevard creates unique industry niche*
- *The Courtyard, a social destination, serves as a differentiating factor of Manzil Downtown Dubai*

**Dubai, UAE; January 8, 2015:** Emaar Hospitality Group, the hospitality and leisure subsidiary of Emaar Properties, has officially opened the doors of Manzil Downtown Dubai, a new upscale lifestyle boutique hotel that celebrates the warmth of Arabian hospitality in a culturally stimulating, tech-savvy setting.

Managed by Vida Hotels and Resorts, the lifestyle hotel brand for the new generation of business executives, entrepreneurs and leisure travellers, Manzil Downtown Dubai defines a distinctive niche in Dubai's hospitality sector by serving as an international referral point for an ever-evolving and authentic Arab hospitality experience, offering a pragmatic approach suited to a demanding lifestyle.

Designed for the culturally attuned and socially networked, Manzil Downtown Dubai is located centrally on Mohammed Bin Rashid Boulevard, the glorious thoroughfare in Emaar's mega-development, which is described as 'The Centre of Now.' Overlooking Souk Al Bahar, the hotel is in walking distance to Burj Khalifa, the world's tallest building, and The Dubai Mall, the world's most-visited and largest retail and entertainment destination.

Artistic in spirit and contemporary in presentation, the 197-room Manzil Downtown Dubai serves as a stylised hub that provides an imaginative interpretation of Arabian culture for Arab guests and a culturally stimulating experience for international visitors.

Philippe Zuber, Chief Operating Officer, Emaar Hospitality Group, said: "Arabian hospitality is truly unparalleled and serves as the fundamental growth driver of Dubai's tourism sector. With Manzil, born and bred in Dubai, we are integrating our region's cultural ethos with the convenience and comfort of modernity to offer distinctive value. Manzil Downtown Dubai stands apart across all touch-points – from design to décor and service standards - and will focus on engaging guests meaningfully and assuring them authentic must-return lifestyle experiences."

He added: "The addition of Manzil Downtown Dubai to the Vida Hotels and Resorts portfolio also reflects our goal of connecting with the new generation of global travellers, especially local Emirati and GCC guests, who are discerning in their preferences, seek consistent value and cherish a fuss-free hospitality choice."

The hotel is designed to appeal to the global urban travellers who want to discover a modern twist on Arab hospitality in a sophisticated contemporary yet comfortable ambience. Visitors from across the Arab world will be able to revel in an imaginative interpretation of their culture.

The arrival experience is defined by distinctive Arabian ethos with the guests greeted by a warm “Marhaba,” synonymous with the Arab culture. In keeping with its unique setting, the hotel's front of the house team will be dressed in uniforms designed by a renowned regional designer, whose designs sport local materials such as camel leather and pearl.

Defined by the tagline, ‘When Home Is Arabic,’ all rooms in Manzil Downtown Dubai are decorated to evoke the classical harmony of Arabian design. Distinguished by a palette of brown, beige and white, the boutique hotel has 155 standard King rooms, spaciouly laid out in 32 sq m, with Burj Khalifa or pool views, as well as 56 Twin Rooms and eight Burj View Suites with balcony spanning 48 sq m. Connected room provision is provided for families. Tastefully adorned, and cosy yet spare, the rooms feature 42 inch LCD TVs, IPTV system for room service, web browsing and music, complimentary Wi-Fi, media hub and tea and coffee facilities are standard.

At the heart of Manzil Downtown Dubai is **The Courtyard** that lends social energy and creates a haven of comfort and interaction. It also serves cuisines from the wider Middle East with hubby-bubbly in an al fresco setting.

Manzil Downtown Dubai features **Boulevard Kitchen**, an all-day dining restaurant that serves food from across the Middle East, freshly prepared in an open plan kitchen, in addition to authentic Emirati desserts introduced by an Emirati chef. The adjoining lounge with direct access to Mohammed Bin Rashid Boulevard offers an Arab-fusion beverage menu featuring regional teas and other specialties such as Arabic afternoon tea. Guests can unwind at the terrace overlooking Burj Khalifa, as they enjoy a wide selection of beverages.

Short for New Zealand, South Africa and Australia, **Nezesaussi** serves as the ultimate sports hub in Downtown Dubai, and serves food from the tri-nation countries. The outlet is accessed from a separate entrance within Souk Manzil. **Füme**, a truly unique concept, offers uncomplicated, delicious food with an international twist, served in a unique vintage-style setting. The 200-seat restaurant will serve its award-winning menu of home-cooked comfort food in a two-storey venue with spectacular views of the Dubai skyline. Like its original outlet in Pier 7, Dubai Marina, Füme Downtown is set to become a hub for the local business and residential community. Both outlets will open in the first quarter of the year.

Manzil Downtown Dubai offers a choice of leisure amenities including an outdoor swimming pool and deck, state-of-the-art gym, and complimentary Wi-Fi throughout the hotel. For business guests, the Tawasal desk is a contemporary and casual business hub situated in the hotel lobby. It is available 24 hours a day and is self-service, allowing guests to access the latest devices, enabling them to connect to the Internet and wireless printer.

The hotel’s unique meeting rooms on the mezzanine floor offer contemporary and comfortable spaces with an open, serve-yourself kitchen as well as a dedicated chef. With plenty of breakout space, this is an ideal environment for small and medium sized social or business events. For more social events, Manzil Downtown Dubai’s pool area can also serve as a vibrant events space.

Manzil Downtown Dubai offers easy access to the city’s bustling business centres while the Dubai International Airport is only 20 minutes away. The Dubai Metro station is accessible via a traveller from The Dubai Mall. Complimentary shuttle service is provided to guests to key locations.

Reservations can be made through [www.VIDA-hotels.com](http://www.VIDA-hotels.com). Manzil Downtown Dubai is also on [www.facebook.com/manzildowntowndubai](https://www.facebook.com/manzildowntowndubai) and [www.twitter.com/manzildowntown](https://www.twitter.com/manzildowntown)

Billed as ‘an urban hub where inspiring minds stay, play and connect,’ Vida Hotels and Resorts bring inspiring simplicity, sophisticated energy and intuitive style. The flagship Vida Downtown Dubai offers 156 rooms and is the last word in understated cool. The brand also lends its style and service to Vida Residence Downtown Dubai. Manzil Downtown Dubai is the brand-new addition to Vida’s portfolio.

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**Note to Editors**

**About Emaar Hospitality Group:**

Emaar Hospitality Group LLC is a wholly-owned subsidiary of Emaar Properties PJSC, the Dubai-based global property developer, and manages Emaar’s hospitality and leisure projects across the region. Emaar Hospitality Group owns and manages a diversified portfolio of hospitality assets including hotels, serviced residences, golf retreats, a polo and equestrian club, lifestyle dining outlets and the Dubai Marina Yacht Club.

The Address Hotels + Resorts, the five star hotel brand launched by Emaar Hospitality Group, brings a fresh identity to the hospitality and service sector of Dubai and the region. The Address features a bouquet of experiences providing unique benefits for business and leisure travellers within its properties. The Address Hotels + Resorts is set to operate hotels and serviced residences in Egypt, Turkey, Kenya and Nigeria.

Another contemporary mid-market hotel brand is also being developed as a joint venture of Emaar and Meraas Holding.

The leisure assets of Emaar Hospitality Group include: Arabian Ranches Golf Club, The Address Montgomerie Dubai, Dubai Polo & Equestrian Club and Dubai Marina Yacht Club.

Emaar Hospitality Group manages a number of food and beverage venues across its hotel and leisure portfolio, and has expanded into the management of independent restaurants. The current portfolio includes At.mosphere, Burj Khalifa; Madeleine Café & Boulangerie; The Palace Café and La Serre Bistro & Boulangerie on Mohammed Bin Rashid Boulevard, and CUT by Wolfgang Puck at The Address Downtown Dubai, and The Pavilion Downtown Dubai.

**About Vida Hotels and Resorts:**

Vida Hotels and Resorts, another brand under Emaar Hospitality Group, is a refreshingly different hotel concept for the new generation of business executives, entrepreneurs and leisure travellers. Vida, meaning ‘life’ in Spanish, embraces warmth, simplicity and youthful vitality.

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