

Hospitalitynews

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MIDDLE EAST

RELIGIOUS TOURISM

WITH TALEB RIFAI

IS THERE SALVATION
FOR THE MIDDLE EAST?

LONDON

CALLING
LEVANTINE
CUISINE

THE LIGHT
AND DARK
SIDE OF
CHOCOLATE

HOME-GROWN
F&B CONCEPTS
TO DISCOVER





APARTHOTELS A NEW WAY OF LIVING!



Aparthotels have been a popular source of accommodation option among business and leisure customers in cities across Asia Pacific, the Americas and recently in Europe. In recent years, the trend has spread throughout the ME, particularly into Dubai and Beirut. **Serge Chamelian**, managing partner of h-hotelier applies a case study approach to discuss the multiple facets of this phenomenon

An aparthotel, also known as an extended-stay hotel, is a serviced apartment complex that uses a hotel-style booking system, but provides a serviced "holiday home". It is similar to renting an apartment, but with no fixed contracts and occupants can "check-out" whenever they wish, with length of stay varying between a few days to months or even years. Aparthotels are regulated and provide a guarantee of standards and quality, with comparable nightly rates to traditional hotel rooms. They fill the space between structured hotel accommodation and non-standardized Airbnb accommodation.

Customers' buying habits and preferences have really changed; this has been significantly demonstrated by the evolution of the sharing accommodation market (i.e. Airbnb). Business or leisure customers want to experience the destinations' local best offers in terms of restaurants, attractions and shopping etc. and this quest has to do with value, convenience, and quality. Due to increased lodging alternatives and boosted professionalism, customers are keen to choose private apartment hotels, with diversified offers and listings now on unified platforms such as Booking.com or TripAdvisor.

Four-star deluxe fully-furnished, The Key ApartHotel, opened recently in Beirut's Museum District, within close proximity to

major attractions, shops, restaurants and bars. The Key offers guests the comfort of a hotel, as well as the privacy and independence of an apartment. Its wide range of amenities include; complimentary high speed Wi-Fi, self-service launderette, the Key Car service within Beirut from 7:00 pm to 1:00 am for free drop off and pick up, complimentary use of bicycles and a convenience store. The project is owned by JRW Hospitality.

In an interview with h-hotelier, Walid Baroudi, co-owner of The Key Aparthotel and partner in JRW Hospitality said, "It's true that the aparthotels' business is still opaque with very few branded operators in the world. There are several levels of service and so far what has been filled up is really much more than the 3-star kind of demand. As a world trend, my personal belief is a demand from increasingly sophisticated travelers for very high levels of service in this sector. And in Lebanon, this is what we aim to offer at The Key Aparthotel!"

“ A key success factor for the aparthotel industry is cross-distribution throughout different channels, enabling visibility for today's traveler ”

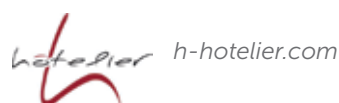


Walid Baroudi

Co-owner of The Key Aparthotel,
Partner in JRW Hospitality

The shift towards aparthotels is great news for budget-friendly family travel. With a fully equipped kitchen (with the exception of a minibar) and in-house washer and dryer facility, families can pack lighter and prepare meals in their rooms. Customers can even benefit from the opportunity to order food delivered by the local restaurants or profit from the flexibility provided at The Key by going to the convenience store located on the ground floor. For the business traveler, aparthotels popping up in major cities allow for more convenient, comfortable business trips, especially for extended stays.

Baroudi said that the players in the aparthotel sector should make better use of the shifting patterns of customer behavior; they should focus on one priority - the end customer who sleeps at their property and ideally leaves with good memories. An aparthotel should also not be a service-limited, minimalist alternative to a hotel; rather, it is recognized as a new preferred way of guest accommodation.



SERVICED APARTMENT SUMMIT MEA

The conference is the most prominent annual industry event for the sector to collectively share best practice, network, map the industry's future and do business. Hosted annually since 2013, the Serviced Apartment Summit has grown rapidly each year. This new event is designed to stimulate debate and foster the sharing of knowledge about short term rentals, one of the fastest growing and most vibrant leisure and business hospitality sectors anywhere in the world.

WHEN & WHERE

30-31 October 2016

Fairmont Hotel on the Palm Dubai, Palm Jumeirah

servicedapartmentsummit.com

SERVICED APARTMENTS IN THE MIDDLE EAST

With demand growing for serviced apartments, hotel brands across the Middle East are clamoring to invest in this market. Here's just a sample of what's already available.

ADAGIO APARTHOTELS BY ACCOR HOTELS GROUP

UAE

- Aparthotel Adagio Abu Dhabi Al Bustan
- Aparthotel Adagio Fujairah
- Aparthotel Adagio Premium Dubai Al Barsha

QATAR

- Aparthotel Adagio Premium West Bay Doha
- adagio-city.com

ARJAAN BY ROTANA

Arjaan Hotel Apartments by Rotana are the pinnacle of the Rotana offering for long stay residents with fully furnished and serviced hotel apartments and a 24 hours room service. Every suite is spacious – incorporating multiple bedrooms.

BAHRAIN

- Majestic Arjaan

JORDAN

- The Boulevard Arjaan

LEBANON

- Raouche Arjaan

SYRIA

- Queen Center Arjaan

TURKEY

- Burgu Arjaan
- Tongu Arjaan

UNITED ARAB EMIRATES

- Al Maha Arjaan
- Capital Center Arjaan
- Park Arjaan
- Hala Arjaan
- Burjuman Arjaan
- Al Ghurair Arjaan
- Arjaan Dubai Media City

Rotana.com

SOMERSET AND CITADINES SERVICED RESIDENCE SIGNED BY THE ASCOTT

UNITED ARAB EMIRATES

- Citadines Cultural Village Dubai
- Ascott Cultural Village Dubai
- Ascott Park Place Dubai

BAHRAIN

- Somerset Al Fateh Bahrain

OMAN

- Somerset Panorama Muscat

QATAR

- Somerset West Bay Doha

KSA

- Somerset Downtown Al Khobar (Opening 2019)
- Somerset Corniche Jeddah (Opening 2017)

the-ascott.com

STAYBRIDGE SUITES BY INTERCONTINENTAL HOTELS GROUP

Staybridge Suites® extended stay hotels offer a home-like, upscale extended stay with free Wireless Anywhere, suites with more space and a full kitchen, evening receptions and complimentary hot breakfast. Large workspaces, complimentary high-speed Internet and business center open 24/7 are just some of the amenities available.

EGYPT

- Cairo Staybridge Suites

LEBANON

- Beirut Staybridge Suites

KSA

- Jeddah Staybridge Suites

UAE

- Abu Dhabi Staybridge Suites

ihg.com/staybridge

MÖVENPICK HOTEL APARTMENTS

UAE

- Mövenpick Hotel Apartments Al Mamzar
- Mövenpick Apartments Bur Dubai

movenpick.com

EMAAR HOSPITALITY GROUP

UAE

- Armani Residences Dubai
- Nuran Serviced Apartments Dubai

emaar.com

CITY SEASONS

UAE

- City Seasons Al Hamra Abu Dhabi
- City Seasons Al Ain
- City Seasons Muscat
- City Seasons Towers
- City Seasons Dubai

cityseasonshotels.com