

MEYDAN HOTELS; THE LATEST LUXURY HOTEL & HOSPITALITY BRAND IN DUBAI

An Arabian Travel Market (ATM) News Roundup from Meydan Hotels & Hospitality

ATM Dubai, May 2011: Meydan Hotels & Hospitality, a division of [Meydan](#) City Corporation, launched its own hotel brand [Meydan Hotels](#) on January 1st 2011 and assumed management of its owned properties [Bab Al Shams Desert Resort & Spa](#) and [The Meydan hotel](#), which were formerly managed by the Jumeirah Group.

This marked an important milestone for Meydan Hotels & Hospitality and is in line with the division's strategic goals. Having successfully launched the two hotels under the Jumeirah Group, Meydan Hotels was delighted to take on the management of both properties under the newly formed hotel brand.

Translated from Arabic, *Meydan* means 'a meeting place'. Meydan Hotels, through its collection of luxury hotels & resorts, provide its guests and customers with a myriad of unique and iconic places to meet. Whether it is a meeting of minds at a board meeting or a meeting of hearts at a wedding reception, Meydan Hotels has unrivalled venues that make its properties the place to meet. Meydan Hotels not only personifies warm, authentic yet modern Arabian hospitality; it also represents luxury, elegance, space, sports, style, action and serenity.

With its home in Meydan City, a prestigious new business, sporting and lifestyle destination in Dubai, Meydan Hotels is ideally situated at the epicenter of one of the world's most exhilarating destinations and just 10 minutes from the world's largest shopping mall and Dubai's business districts.

Meydan Grandstand

Located in the heart of Meydan City, the Meydan Grandstand is an ideal venue, not only for enjoying the races, but also for hosting corporate events such as meetings, incentives, conferences and exhibitions as well as private entertainment all year round.

From the Sky Bubble offering 360° views of Dubai, the Imax Theatre seating over 500 people and the Gallery for award ceremonies, to outside terraces & decks, luxurious banquet rooms & private suites and The Apron for large concerts and festivals, Meydan is one location that can accommodate a wide range of possibilities.

Meydan. One dynamic location. Many possibilities.

Sizzling Summer Specials

Meydan Hotels has just launched its Sizzling Summer Specials offering spectacular summer packages at both The Meydan hotel and Bab Al Shams Desert Resort & Spa.

Stay 4, Pay 3!

Special room rates available for GCC residents at The Meydan hotel starting from **AED 525** per room per night, inclusive of breakfast and subject to 10% municipality fees and 10% service charge.

This summer package includes:

- Free shuttle service to Dubai Mall
- Free Wi Fi
- Free beach access
- Free water park access (once per stay on a minimum stay of 3 nights)
- 1 complimentary session for each guest at our Shooting Simulator
- 25% off Spa treatments, subject to availability

Special Group Rates are available from AED 425 per room per night, inclusive of breakfast and subject to 10% municipality fees and 10% service charge. Daily Delegate Rates available from AED 165 for a full day and AED 125 for a half day.

Special rates available for GCC residents at Bab Al Shams Desert Resort & Spa starting from **AED 765** per room per night, inclusive of breakfast and subject to 10% municipality fees and 10% service charge. Special Group Rates are available from AED 650 per room per night, subject to 10% municipality fees and 10% service charge. Daily Delegate Rates available from AED 190 for a full day and AED 175 for a half day.

All Summer Specials are valid from May 1st to August 30th 2011 and are subject to availability.

Good Food!

[Al Hadheerah](#), the signature restaurant at Bab Al Shams Desert Resort & Spa, received the award for 'Best Middle East & North African' at the [BBC Good Food Middle East Awards](#).

Abdin Nasralla, Vice President of Meydan Hotels & Hospitality commented: "We are very proud to have received this prestigious award for Al Hadheerah restaurant and this is an important achievement for us. I would like to thank my team at Bab Al Shams who work so hard to surprise and delight our guests every day and who have played such an important role in the restaurant's success."

Like a scene straight out of an Arabian fairytale, Al Hadheerah Desert Restaurant is the region's first authentic open-air desert restaurant, featuring belly dancers, henna artists, a live band, singers, dancers, Bedouin Arab horsemen and a camel caravan on the dunes overlooking the restaurant. The décor recreates the magic of an ancient fort, with natural stone, rock walls and a sunken seating area. And there's no mistaking the

mouth-watering aroma of Arabic cuisine, as it drifts from the live cooking stations, wood-fired ovens and spit roasts.

The ambience is further enhanced by the adjacent heritage village that features a souk and the most up-to-date museum in Dubai, providing an informative walk-through experience of how people once lived in times gone by.

Sport Meets Tranquility

Sport meets tranquility at The Meydan. As a true destination hotel, a wide range of exciting and relaxing activities is on offer. Soak in the spectacular views of the Meydan racecourse from the rooftop infinity pool, visit the stables for a tour, or shoot your way to the top of your game at the target and shooting simulator.

From Novice to Pro

The Meydan Tennis Academy is the home of the rising pros. With its soft opening this month, The Meydan Tennis Academy is the only facility in the UAE to feature 3 dedicated junior courts as per the new WTA regulations.

With a total of 9 floodlit courts, 3 dedicated junior courts and one multipurpose court, The Meydan Tennis Academy is one of the largest tennis clubs in the region offering not just a world class tennis program, but also a wide range of additional sports activities including basketball, volleyball, handball and badminton.

Meydan Golf Course at Nad Al Sheba

The development of the fully floodlit 9-hole golf course at The Meydan is well underway and is expected to open in October this year. The course will feature some of the original holes of the much sought after Nad Al Sheba course combined with some spectacular and challenging new ones.

With the ability to expand into an 18-hole course, this world-class golf facility will feature a 32,000 square foot Clubhouse offering a wide range of leisure and entertainment options for the entire family. It will include a restaurant and bar, dedicated function areas, a games room, a children's entertainment area, world-class changing facilities, prayer rooms, a pro shop and much more.

Located adjacent to The Meydan hotel, guests will also have access to the facilities at the five star hotel, making it a true sporting destination for golfers and their families.

Note to Editors:

Bab Al Shams Desert Resort & Spa

Nestled in the dunes of Dubai, Bab Al Shams Desert Resort & Spa is the ultimate luxury retreat. An exclusive low-rise resort surrounded by natural desert landscape, Bab Al Shams offers guests a one of its kind traditional experience that is true to the culture and heritage of the UAE.

Bab Al Shams is located in the heart of the desert, adjacent to Dubai International Endurance City, only a 40-minute drive from the city center of Dubai.

The Meydan, a Destination Hotel

The Meydan hotel is located at the epicenter of one of the world's most exhilarating destinations. A true destination hotel, The Meydan offers unrivalled views over the grounds that are host to the richest horserace in the world, the Dubai World Cup.

Located just 10 minutes from the heart of Dubai's business districts and the world's largest shopping center, The Meydan hotel offers a myriad of unique and iconic places to meet.

Under their new management, Bab Al Shams and The Meydan hotel can now be booked online through the Meydan Hotels website on www.meydanhotels.com

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