



The Monarch Dubai and Mandara Spa unite to bring world famous spa treatments to Dubai

Internationally recognized as a world-leading provider of luxurious spa treatments, Mandara Spa is set to make its Middle East debut at The Monarch Dubai.

Reflecting the company's origins on the exotic island of Bali, Indonesia, the Mandara Spa experience combines Asian natural traditions with contemporary techniques.

Spearheading Mandara Spa's first foray into the Middle East is Sharon Barcock, a spa director with 10 years experience.

Ms Barcock says that with this being the first Mandara Spa in the Middle East, people coming to the area will be able to experience the uniquely Asian origins of Mandara Spa and all it has to offer.

"There are a lot of spas around claiming to offer Asian therapeutic and relaxation massage techniques," she says. "Here at Mandara Spa, that is much more a theme. All our staff are trained in Bali and all of our therapists are Balinese themselves."

Ms Barcock says Mandara Spa is known across the world and when people hear it they automatically associate it with the best.

"When people come to Mandara Spa, they come for the Mandara Experience they've heard about from all around the world," she says. "Here at The Monarch Dubai, guests will be in for the same treatment and experience that's so famous, only the architecture is different in keeping with the style and elegance of both The Monarch Dubai and the Middle East."

"People come for the name but the experience is why they come back," she says.

As this is to be the Monarch brand's flagship hotel, future moves for Mandara Spa in the Middle East revolve around their relationship with The Monarch Dubai.

"Hotels have woken up to the fact that the Spa is an important part of their service, not just an add-on," says Ms Barcock.

"We will work hand in hand with The Monarch Dubai to develop Mandara Spa to become the premier Spa in the Middle East and move forward together."

<ENDS>



One Sheikh Zayed Road
P.O.Box: 125511
Dubai – U.A.E.
Tel: +971 4 501 8888
Fax: +971 4 501 8899
welcome@themonarchdubai.com
www.themonarchdubai.com



About Refad Hotels & Resorts

Refad Hotels & Resorts is a wholly owned subsidiary of Efad Holding, a major Kuwait conglomerate. Refad Hotels & Resorts' head office, located in the State of Kuwait, provides hotel management, development, ownership investment as well as financing worldwide for a variety of innovative hospitality products. Refad Hotels and Resorts own and operate a range of hospitality solutions across the region as well as overseas. It has five international properties in operation and a further six under construction. As an emerging international hospitality group, the company plans to acquire 30 new properties over the next five years. Refad's unifying aim is the provision of exceptional hospitality services to corporate individuals and groups, ensuring that the Refad brands are recognized globally as being synonymous with absolute excellence.

For further information: www.refad.com

For more information, please contact:

Ms Yvonne Luedeke
Director of Communications
The Monarch Dubai
Tel: +971 4 501 8888
Fax: +971 4 501 8899
Email: luedeke@themonarchdubai.com

Or
Nick Langmead
Senior Consultant
Cicero & Bernay Public Relations
Phone: +971 4 334 2966
Fax: +971 4 334 2977
Mobile: +971 50 884 7964
Email: nick@cbpr.ae
www.cbpr.ae



One Sheikh Zayed Road
P.O.Box: 125511
Dubai – U.A.E.
Tel: +971 4 501 8888
Fax: +971 4 501 8899
welcome@themonarchdubai.com
www.themonarchdubai.com