



Refad to Showcase 'Crown Jewel' at upcoming GIBTM Exhibition

The Monarch Dubai, Dubai's newest luxury hotel, and Refad Hotels & Resorts, the Kuwait based hotel corporation, are set to be showcased at the upcoming Gulf Incentive Business Travel and Meetings Exhibition (GIBTM).

This year's GIBTM, being held at the Abu Dhabi National Exhibition Centre from April 8 - 10, is predicted to be a record turnout with an estimated 1,500 visitors and more than 250 suppliers from the Gulf and abroad expected to take part.

Refad Hotels & Resorts and The Monarch Dubai's shared stand will be located at D130.

The Monarch Dubai's Director of Sales and Marketing Werner Pichler said that the GIBTM exhibition is the ideal opportunity to reach into the important Abu Dhabi market.

"Refad refers to The Monarch Dubai as the 'jewel in its crown of hotels'," Pichler said. "Abu Dhabi is a very important market to us and GIBTM will give Abu Dhabi a first hand experience of the high quality and service people can expect from this 'jewel'."

"GIBTM also provides our travel and tourism industry pairs access to information on the hotel and its features."

GIBTM's aim is to provide a business platform in the Middle East for international and regional venues, hotels, destinations and suppliers to meet with meeting planners, incentive travel buyers and those involved in the meetings and incentives industry.

For meetings, themed events, conferences, exhibitions and social receptions The Monarch Dubai offers an impressive range of venues including 15 state-of-the-art meeting rooms and two executive boardrooms providing a multitude of variations for meetings and business engagements. Complementing the hotel's conference facilities is the Al Massa Ballroom - a majestic venue with adjacent foyer and sweeping marble staircase.

The Monarch Dubai boasts 33 levels of luxury rooms, suites and serviced residences, and some of Dubai's most luxurious accommodation can be found with The Monarch Suite, Sky Suite and two Presidential Suites.

The Monarch Dubai is also home to the Middle East's first Mandara Spa and the exclusive Quantum Health Club.

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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

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