



The Monarch Dubai Showcases Luxury and Form at ATM

With the arrival of this year's Arabian Travel Market (ATM), The Monarch Dubai, Dubai's newest luxury hotel, is set to showcase the intimacy and personalisation that is earning its reputation and fast becoming a landmark of Dubai's hospitality industry.

ATM is the Middle East's leading travel and tourism exhibition dedicated to unlocking the business potential of the pan Arab region's tourism industry.

Now in its 15th year, ATM, taking place May 6 – 9 at the Dubai International Exhibition and Convention Centre, is expected to attract around 23,500 industry players and leaders from over 100 countries.

Located at the premier location of One Sheikh Zayed Road, The Monarch Dubai is positioning itself as a luxury hotel with a difference aimed at business and leisure travellers.

General Manager Henning Fries says: "The Monarch Dubai differentiates itself from other hotels in the city by providing dedicated personal service consistent with its underlying philosophy of being a hospitality industry leader".

"With a staff: guest ratio of 3.5:1, higher than many leading hotels, we are more than ready to exceed our guests' expectations," he said.

"For example, the superb fine cuisine soon available in each of our restaurants and lounges can become a private banquet served in the guests' suite by their own private butler who is on call 24/7. Personal trainers are on hand in the lavishly appointed gymnasiums to provide wellness assessments and individual fitness plans, while exquisite massages unique to The Monarch Dubai in the Middle East are on offer from the world-leading Mandara Spa."

The 33-storey hotel has 236 rooms, suites and serviced residences, with some of the city's most luxurious accommodation provided by The Monarch Suite, Sky Suite, two Presidential Suites; eight restaurants and lounges, full conference facilities and select retail outlets.

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Note to Editors:

The Monarch Dubai is the crown jewel in the world of Refad Hotels & Resorts.

Refad Hotels & Resorts owns and operates a range of hospitality solutions across the region as well as overseas.

With a head office in the State of Kuwait, Refad Hotels & Resorts has five international properties in operation and a further six under construction. As an emerging international hospitality group, Refad plans to acquire 30 new properties over the next five years.

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