

## IHG to grow footprint in emerging Dubai business epicentres

InterContinental Hotels Group has signed two new properties in Dubai, namely the Crowne Plaza Dubai Business Bay and InterContinental Residence Suites Dubai Business Bay. The signing of these two properties, and the Dubai Business Bay location, falls in line with IHG's strategy to grow these two brands, which are in partnership with API Hotels & Resorts, in emerging business epicentres.



Expected to open in 2019, Crowne Plaza Dubai Business Bay will be situated on the Business Bay Canal, near the Burj Khalifa and The Dubai Mall, as well as other developing commercial and residential communities. With 290 rooms and suites, the hotel will offer guests all day dining options, as well as a gym, and an outdoor infinity pool. As a major draw for business bookings and travellers, Crowne Plaza Dubai Business Bay will include a ballroom, as well as several meeting rooms to host conferences and events.

### Development of business travel

The InterContinental Residence Suites Dubai Business Bay will be situated on the Business Bay canal extension of the Dubai Creek, across from the Crowne Plaza Dubai Business Bay. The area, currently under development as part of Marasi Business Bay, is an ideal location set to become one of Dubai's most iconic areas featuring the region's first purpose-built yachting destination, floating restaurants and cafes across five marinas, over 1,250 berths, onshore boutiques and entertainment facilities. This waterfront property will serve as a residence for those seeking a home in the heart of Dubai's lifestyle hub, in close proximity to business areas such as Dubai International Financial Centre and Business Bay's commercial centres. It will also offer 30 studios, 60 one-bedroom, 60 two-bedroom, and 10 three-bedroom suites.

"In the Middle East, we are currently engaged in the strategic expansion of the Crowne Plaza brand, as well as growing the footprint of our InterContinental Residence Suites. In support of these goals, we are delighted to be working with API Hotels & Resorts, an eminent partner with a proven track record in high-quality hotel developments across the UAE," said Pascal Gauvin, COO, India, Middle East and Africa, IHG.



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“Crowne Plaza is all about making business travel work and ensuring our guests have the most productive stay while they’re on the road. InterContinental Residence Suites endeavours to provide both short- and long-term residents with a measure of luxury and location second to none. Dubai continues to be one of the strongest business and leisure destinations in the region and given that Business Bay’s is positioned as one of the city’s most centrally located commercial and lifestyle hubs, it is the perfect location for both these properties,” continued Gauvin.

“In order to maximise further growth opportunities in the Middle East, we believe that we need to add a global operator with an internationally recognised brand to our portfolio and IHG, as a market leader with over 5,000 hotels worldwide fits this profile perfectly. Furthermore, both InterContinental and Crowne Plaza have established reputations around the world, and we’re excited to be adding these iconic names to our portfolio here in Dubai. This is a growing market for hotel development, particularly for business and luxury brands. We’re looking forward to providing career-focused business travellers and luxury seeking residents with the finest service across two world-class properties,” adds Jassim Al Ali, CEO of API Hotels & Resorts.

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