



Press Release
Dubai, May 2014

Novotel Dubai Al Barsha Scoops Prestigious Accolade at MENA Travel Awards 2014

Novotel Dubai Al Barsha, operated by the Accor Group had their most recent addition to the Dubai hotel landscape, awarded the 'Best New Four-Star Hotel For The Year 2013 – Triumph of Service Leaders Award' at the MENA Travel Awards 2014.

The 465-room property only opened last November, but has had an extremely strong first six months' trading, taking just four weeks to reach 100 per cent occupancy. Its five restaurants and bars also provide a wide variety of culinary experiences, including authentic Creole and Cajun cuisine at Cravin' Cajun, Bubbles – a Parisian-inspired lounge bar, and all-day, high quality dining at '365.'

This year, the 10th MENA Travel Awards, once again recognised and rewarded excellence, creativity and superior service throughout the Middle East and North Africa hospitality industry. The gala night took place on the final evening of Arabian Travel Market, attracting more than 1,200 participants.

Of the 18 award categories, 11 are within the hotel sector, with winners chosen based on feedback and experiences from customers and guests, as well as expert input from trade professionals. This year, an estimated 480,000 votes were cast.

"To receive an award having only opened in November is truly a great achievement, and demonstrates the hard work put in by all my associates to ensure our guests' requirements are exceeded. The MENA Travel Awards are well respected throughout the industry and I am very proud of my team," enthused Philippe Montaubin, Cluster General Manager of Novotel Dubai Al Barsha.

Within easy walking distance of Sharaf DG Metro Station and very close to Mall of the Emirates, the hotel provides easy access to major business hubs and popular tourist attractions, and is therefore ideal for business and leisure travellers.

The four-star property has a choice of superior and executive rooms, more than 100 interconnecting family rooms and 89 fully-furnished suites. In addition, those on business can take advantage of Novotel's unique Eureka concept via the hotel's 10 state-of-the-art meeting rooms.

For more information or reservations, please call +971 04 304 9000.

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About Novotel

Novotel is a mid-scale hotel of Accor Group, the first hotel operator worldwide, with around 3,500 hotels and 160,000 employees in 92 countries.

Novotel's consistently high standard of service contributes to the well-being of both business and leisure travellers : think spacious, modular-design guest rooms, balanced cuisine available 24/7, excellent meeting facilities, attentive staff, dedicated children's areas and rejuvenating health and fitness facilities.

With PLANET 21, Accor's sustainable development programme, Novotel commits itself to the planet. To meet today's challenging environmental and social issues, the brand has chosen to rely on world renowned environmental certification, ISO 14001. Novotel offers close to 400 hotels and resorts in 60 countries, situated in the center of major international cities close to business districts and tourist attractions.

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