

# PRESS RELEASE

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## TAMANI Hotels and Resorts reveals first five star hotel project

*Hotel brand to debut with iconic hotel in Dubai Marina*

TAMANI Hotels & Resorts unveiled its first hotel property to the travel trade at today's Arabian Travel Market (ATM), held at Dubai World Trade Centre.

TAMANI Hotels & Resorts is the hotels brand of KM Holding, one of Dubai's largest and most prominent business conglomerates. Operated under KM Hospitality and Leisure, TAMANI Hotels & Resorts offers Islamic hospitality with a focus on Arabian arts and culture.



TAMANI Hotel Marina tower will be the tallest hotel tower when it opens in 2007 in Dubai Marina area.

"TAMANI is the Arabic word for best 'wishes'. The aesthetic look of the logo icon is a reflection of our Islamic values. The brand name has been modernised to evoke international flavour. "TAMANI Hotels & Resorts will be luxurious, stylish and appealing to a wide range of travellers while also respecting the values of Islam. We aim to use Islamic art as a way of communicating our traditions and culture, and each property will offer a showcase for local talent, against a backdrop of modern architecture," said Khulood Al Rostamani, co-founder and group director, KM Holding.

The 54-storey TAMANI Hotel Marina Dubai is scheduled to open this summer and will be the first property to fly the TAMANI Hotels & Resorts flag. "As one of the newest and the tallest building in Dubai Marina, TAMANI Hotel Marina Dubai is an iconic building offering stylish modern architecture, accentuated in glass and steel, and offers elegant surroundings laden with the finest amenities and facilities ensuring a stylish environment for those conducting business and leisure," said Alain Guernier, CEO, TAMANI Hotels & Resorts.

Situated in close proximity to both Dubai Media City and Dubai Internet City, and with easy access to Jebel Ali, the all-suite hotel will provide a perfect accommodation choice for corporate travellers and those relocating to the emirate. The five-star property, which will offer a selection of one-, two- and three-bedroom suites and four-bedroom penthouses ranging from 85m<sup>2</sup> to 330m<sup>2</sup>, will also be a popular option for leisure travellers, especially families from the GCC.

"We anticipate that 60% of our business will come from the GCC market, with 40% coming from international markets. With our unique accommodation offering we can accommodate short-, mid- and long-term guests," Guernier said. "With our suites, the focus is on creating a product that will be a home, fitted out as an apartment, refined and elegant. The apartments will be designed so that each room has its own identity. It will have a hotel feeling but the suites will not look like typical hotel rooms," he added.

In addition, the hotel will offer a dedicated ladies floor, served by a brigade of female butlers. In total, TAMANI Hotel Marina Dubai will offer 230 keys, and total 530 bedrooms. Leisure facilities at the hotel will include a fully fitted gymnasium boasting a bespoke cardio and resistance training line especially designed for the brand. Similarly, treatment room will offer spa therapies using a signature spa line, currently under development for TAMANI Hotels & Resorts. A business centre and all day dining restaurant complete the hotel's facilities.

"In every hotel we will develop a signature restaurant focused on creativity and healthy eating. The restaurant concept will be a modern, trendy brasserie serving an eclectic type of food, combining Arabian and European cuisines, offering meat, fish and seafood dishes with Arabic specialties," Guernier explained. ENDS