

# Hilton Worldwide expands UAE portfolio with Hilton Sharjah

DUBAI, UAE/MCLEAN, US: Hilton Worldwide has announced the signing of a management agreement with the Bin Otaiba Investment Group for a Hilton Hotels & Resorts property in Sharjah, marking the company's entry into the emirate.



The MA signing ceremony picture (sitting - from left) Rudi Jagersbacher - president, Middle East and Africa, Hilton Worldwide; HE Khalaf Bin Ahmad Al Otaiba. (Standing from left) Richard Goesling – general manager, Hilton Sharjah; Carlos Khneisser – vice president, Development, Middle East, Hilton Worldwide; Wagdi Hamdy - advisor to the chairman, Bin Otaiba Investment Group; Hamad Bin Khalaf Al Otaiba; Mohamed Bin Khalaf Al Otaiba, and Mohan Krishan – CFO, Bin Otaiba Investment Group.

Scheduled to open in Q4 2011, the 259-room conversion property is on the Corniche Road, just 15km from the Sharjah International Airport and about 10km from Dubai International Airport, one of the busiest airports in the world.

"Sharjah's versatile and dynamic tourism industry makes it a perfect fit for Hilton Hotels & Resorts. We're looking forward to bringing our style, world-class service and forward-thinking approach to this exciting new venture in the UAE." said Dave Horton, global head, Hilton Hotels & Resorts brand.

## 'Unique in character

A landmark property in Sharjah, the hotel will feature four F&B outlets including an all-day dining restaurant, two specialty restaurants and a lobby lounge. To accommodate Sharjah's strong meetings and conference demands, the hotel will have five boardrooms, one ballroom with a capacity for 400 and a business centre. Leisure facilities include a health club and two pools.

"Sharjah is unique in character and a buoyant new market for tourism in the UAE. It offers leisure travellers the opportunity to sample authentic Emirati culture as well as cultural havens such as its many museums and souks. The emirate's proximity to Dubai means it is strategically close to one of the world's gateway cities and its growing industrial stature makes it an attractive business tourism destination." said Rudi Jagersbacher, president, Middle East and Africa, Hilton Worldwide.

## Strengthening the brand

Hilton Sharjah will further strengthen Hilton Worldwide's offering in the United Arab Emirates, joining the nine existing properties in the country: Hilton Dubai Jumeirah Resort, Hilton Dubai Creek, Hilton Abu Dhabi, Hilton Baynunah, Hilton Corniche Hotel Apartments, Hilton Al Ain, Hilton Fujairah Resort, Hilton Ras Al Khaimah and Hilton Ras Al Khaimah Resort & Spa. The DoubleTree by Hilton Ras al Khaimah, Conrad Dubai and Hilton Dubai Jumeirah Beach Residence are also in the development pipeline and due to open this year.

"With a growing number of international visitors Sharjah is poised to develop into a tourism destination catering to cultural, leisure and corporate segments and we're pleased to join forces with Hilton Worldwide to take the tourism industry here to the next level. The new property will have the best facilities in the market and a prime location - adding the Hilton Hotels and Resorts flag will convert it into a city hot spot recognised by regional and international travellers alike," stated HE Khalaf Bin Ahmad Al Otaiba.

Hilton Worldwide has 44 hotels across 14 countries in the Middle East & Africa with another 31 properties in the pipeline.

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