

Starwood Hotels & Resorts and ADNEC to Introduce the First Element Hotel in the Middle East

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Striking Element extended-stay brand is to become a part of Abu Dhabi's AED 8 billion (US\$2.3 billion) Capital Centre

Starwood Hotels & Resorts Worldwide, Inc. (NYSE: HOT) & Abu Dhabi National Exhibitions Company (ADNEC), have jointly announced the launch of a new Element hotel in Abu Dhabi - the first to be introduced in the Europe, Africa and Middle East division.

The new Element hotel is scheduled to open in 2011 at the prestigious Capital Centre development in Abu Dhabi - a business and residential micro-city including a state-of-the art exhibition centre, a 2.4km marina development, and a gravity defying, iconic feature tower known as Capital Gate. Element will showcase 36 studios, 144 one-bedroom guest rooms, and 90 two-bedroom units, a restaurant, swimming pool and fitness center ideally suiting the business and leisure traveler. Adjacent to the exhibition centre and close to the marina, the hotel will be easily accessible from all points.

'With Element we are once again reinventing the extended stay hospitality service category, and are thrilled to be working with Abu Dhabi National Exhibitions Company to bring the first Element hotel into the Europe, Africa and Middle East division of Starwood,' said Roeland Vos, President Europe, Africa & Middle East, Starwood Hotels & Resorts Worldwide, Inc. 'Abu Dhabi is a great city for Element's first entry to the Middle East, and the hotel will deliver great style, comfort, design and functionality to travelers. 'This development is nothing less than another exceptional project with Abu Dhabi National Exhibitions Company. The location of the hotel, combined with our existing relationship, creates the perfect setting for the debut of Element Abu Dhabi'.

Sanjay Tanna, ADNEC Business Development Director added: 'Element extended-stay hotel at Capital Centre will be a first in the Middle East and we are very excited since the current market conditions support the development of Element. The large real-estate projects and strong economic growth in Abu Dhabi have generated significant demand for short to medium term accommodation for executives. Traditionally, this market prefers the 'home comforts' of extended-stay hotels over traditional hotels, which is why Element hotel is the ideal strategic fit. Starwood understands the market and our needs, making this a perfect partnership between an owner and an operator.'

'Abu Dhabi's vibrant business and development community, combined with the excitement and culture of the city, make it a perfect match for the Element brand,' said Brian McGuinness, Global Brand Leader, Element Hotels. 'Every aspect of Element Abu Dhabi is designed to help our guests be at their best while traveling.'

Committed to providing a no-compromise, eco-chic experience, Element Hotels makes it easy to be environmentally responsible without having to sacrifice a great guest experience. Travel indulgences at Element Hotels include the Heavenly(R) bed-reimagined as a platform bed, spa-like bathrooms with oversize showers and rain showerheads, water-efficient faucets and fixtures, a state-of-the-art fitness center, fresh and healthy complimentary breakfast and organic pantry options, plus the latest in technology and unexpected delights like complimentary bikes for guests and staff and valet parking.

Each Element hotel is infused with natural light, featuring a 16-foot window wall in the lobby and oversized windows in each guest room providing sightlines to the outdoors. Biophilic design-literally meaning the love of living systems-is the art of bringing the outside world in and natural colors and patterns are reflected in the Element rooms and public space design and furnishings.

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