

News monitored for: Lemon Tree Hotels

Lemon Tree Hotels signs their first hotel in Dubai with Al Waleed Real Estate

Lemon Tree Hotels Limited, through its management subsidiary Carnation Hotels Pvt. Ltd., announced its latest signing for the first Lemon Tree Hotel in Dubai.

Lemon Tree Hotels Limited is India's largest hotel chain in the mid-priced hotel sector, and the third largest overall, on the basis of controlling interest in owned and leased rooms, as of June 30, 2017, according to the Horwath Report. The hotel, owned by Al Waleed Real Estate LLC, is expected to launch in the third quarter of the coming year.

Located on Al Wasl Road, this will be the first midscale hotel in the area. The hotel will feature 114 well-appointed rooms and suites, complemented by a multi-cuisine restaurant, Citrus Café, with a beautiful al fresco extension, a conference room, Tangerine, a swimming pool, a well-equipped fitness centre and more.

Speaking on the occasion, Mr Rattan Keswani, Deputy Managing Director –Lemon Tree Hotels and Director – Carnation Hotels, said, "We are delighted to enter Dubai with our partners Al Waleed Real Estate. This is our first hotel in the UAE, and we feel that it holds immense business potential. We have a locational advantage, with the hotel strategically situated in proximity to famous destinations like Burj Al Arab, Kite beach and the Mall of Emirates, and equidistant from Business Bay and JLT, the two major business districts of Dubai. The addition of this hotel opens a new location for the brand, thereby increasing our appeal to our existing and potential customers."

Al Waleed Real Estate LLC, a multi-disciplinary real estate development and investment company, has proven itself to be a dynamic and progressive enterprise, positioning itself as one of the leading privately-owned real estate companies in the GCC.

Mohammed Abdulrazzaq Abdul Aziz Al Mutawa, CEO of Al Waleed Real Estate LLC commented, "We are pleased to announce our partnership with Lemon Tree Hotels for our upcoming hotel in Dubai. There was a need for a mid-scale hotel of this calibre in this location, and we found Lemon Tree Hotels to be the best partner for the project, taking into account that India has been the largest source into Dubai, as well as the UAE as a whole, for over three years now."

Dubai Tourism reported 15.8 million overnight visitors last year, and given the proximity to the UAE, India is unsurprisingly the Emirate's largest source market for the fourth year running, contributing over 13% to the total figure.

