

## Opening in Dubai

IntercityHotel Dubai Dubai Jaddaf Waterfront opens its doors

*Frankfurt am Main, 25 November 2021*

Welcome in the United Arab Emirates: The IntercityHotel Dubai Jaddaf Waterfront celebrates its opening on 25 November 2021. On this occasion, Deutsche Hospitality joined forces with the hotel management company Valor Hospitality Partners. IntercityHotel Dubai Jaddaf Waterfront headed up by General Manager Avlok Singh thus becomes the hotel group's first franchised hotel in the Middle East.

"The Middle East has always been an exciting and ever-growing market," said Marcus Bernhardt, CEO Deutsche Hospitality. "We are already operating 19 properties in the region and plan to expand our presence across brands in the future. Establishing our first franchised property with such an accomplished partner as Valor Hospitality Partners, opens up further opportunities for us in this regard as well."

Situated on Al Jaddaf Waterfront, Dubai, the hotel features a total of 138 Superior and Premium rooms. The roof terrace will feature a pool complex complete with an AquaLounge and a dedicated children's pool area. Further facilities include gyms, contemporary style restaurants and a Bistro Lounge. The property's striking interior design concept bears the signature features of Italian architect and designer Matteo Thun, as can be seen at all latest generation IntercityHotel properties across the world. The uniquely placed hotel also allows guests to choose their own means of travel with easy and efficient access to the Dubai Metro, main roads, or boat rides across the Creek.

The IntercityHotel Dubai Jaddaf Waterfront joins other IntercityHotels in Oman and Saudi Arabia as the fourth hotel to be operated under the brand in the Middle East.

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Vision, passion and cosmopolitanism. **Deutsche Hospitality** delivers the perfect guest experience. Tradition and an eye for the future come together in an inimitable portfolio of eight brands operating across more than 160 hotels globally. "Celebrating luxurious simplicity.": **Steigenberger Icons** are extraordinary luxury hotels which combine historical uniqueness and modern concepts. The **Steigenberger Porsche Design Hotels** brand is generating innovative impetuses in the Luxury Lifestyle Segment. **Steigenberger Hotels & Resorts** represent the epitome of upscale hospitality on three continents. **Jaz in the City's** Lifestyle Hotels dictate the rhythm in the Upscale Sector. **House of Beats** unites a passion for the hotel business with the fascination of lifestyle, fashion and music.

**IntercityHotel** is located at the very hub of any destination and offers a true home of comfort and mobility in the Midscale Segment. **MAXX by Deutsche Hospitality** is a charismatic conversion brand which is also positioned in the midscale area of the market. **Zleep Hotels** provide a smart marriage of design and functionality in the Economy Segment. All of these brands are unified under **H-Rewards**, Deutsche Hospitality's loyalty program which yields benefits from the first booking onwards. The vision is clear. In conjunction with its shareholder **Huazhu**, Deutsche Hospitality aims to advance to become one of Europe's leading hotel companies.

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