



Press Release

**Manzil Downtown appoints Ahmed Elnawawy
as General Manager**

Dubai, UAE; April 10, 2018: Emaar Hospitality Group, the hospitality and leisure business of Emaar Properties PJSC, has appointed Ahmed Elnawawy as General Manager for Manzil Downtown, the upscale lifestyle hotel with a contemporary Arabesque design in Downtown Dubai, under Vida Hotels and Resorts.

With 18 years of experience in the hospitality industry, Ahmed is responsible for strengthening the distinctive positioning of the hotel while striving to further enhance service quality and brand value. He will focus on delivering creative strategies to drive higher levels of operational performance, customer satisfaction and exceptional service standards.

Prior to his current appointment, Ahmed has demonstrated commendable leadership and effective management in his role as Director of Rooms & Residences at Address Dubai Mall, another hotel under Emaar Hospitality Group's premium lifestyle hotel and serviced residences brand, Address Hotels + Resorts.

Olivier Harnisch, Chief Executive Officer of Emaar Hospitality Group, said: "Manzil Downtown has established a distinctive niche in the hospitality sector, especially among the global urban travellers who seek culturally inspired settings. The property's prime location, exceptional experiences and unrivalled service along with Ahmed Elnawawy's wealth of experience will help reinforce its appeal and continue to set benchmarks in hotel performance."

Ahmed Elnawawy said: "Manzil Downtown is a refreshingly different upscale lifestyle hotel, designed to appeal to a new generation of business executives, entrepreneurs and leisure travellers who want to experience Arabian hospitality in a sophisticated, contemporary yet comfortable ambience. Our focus will be to provide inspiring guest experiences and exceptional services, as well as to continue building on the hotel's success."

Ahmed holds a Bachelor Degree in Tourism & Hotel Management from the Egyptian Higher Institute of Management, Egypt. He has extensive experience across the industry having worked in several senior managerial positions overseeing the daily operations of the hotel with international hotels and hotel chains across the GCC.

Overlooking the iconic Burj Khalifa and located within a short walking distance from all major tourist attractions such as The Dubai Mall and Dubai Opera, the hotel has 197 intricately designed rooms and suites, a distinctive collection of restaurants and lounges, as well as state-of-the-art meeting and lifestyle events facilities and a business hub.

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Note to Editors

About Vida Hotels and Resorts:

Vida Hotels and Resorts is a refreshingly different upscale lifestyle hotel and residences brand for the new generation of business executives, entrepreneurs and leisure travellers.

Vida, meaning 'life' in Spanish, embraces warmth, simplicity and creativity in design-led spaces. Positioned as a lively and vibrant hub where inspiring minds can create, connect and come alive, Vida hotels are a stimulating environment where style meets convenience and interactivity.

Vida Hotels and Resorts has two properties in Dubai – Vida Downtown and Manzil Downtown – and will extend its service competencies to Vida Residences. Vida Hotels and Resorts is set to operate hotels and serviced residences in Egypt, Bahrain, Saudi Arabia, and other key markets in the region as well as in Dubai. www.vidahotels.com

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