



Press Release

A new milestone in Emiratisation in the hospitality sector

**Emaar Hospitality Group appoints Sharihan Al Mashary
as Dubai's first female Emirati General Manager**

Dubai, UAE; October 1, 2018: Emaar Hospitality Group, the hospitality and leisure business of Emaar Properties PJSC, has set a new milestone in Emiratisation in the hospitality sector with the appointment of UAE National Sharihan Al Mashary as the General Manager of Manzil Downtown.

Al Mashary's appointment complements the unique appeal of Manzil Downtown, an upscale lifestyle hotel that celebrates its Arabesque design and operational ethos. Set apart by its traditional architectural style, regional motifs, and above all, a focus on celebrating Arabian hospitality, Manzil Downtown, under the Vida Hotels and Resorts brand, is centrally located in Downtown Dubai.

Olivier Harnisch, CEO of Emaar Hospitality Group, said: "We are delighted to appoint our first female Emirati general manager at Manzil Downtown, especially as the hotel focuses on highlighting the Arabian ethos and the Emirati heritage. With several years of experience in the hospitality industry, Sharihan will bring exceptional insights, as an Emirati, to drive the day-to-day operations of the hotel, which is popular among Arab guests. We are focused on building Emirati talent in the hospitality sector, and Sharihan will serve as an inspiration for young Emiratis to pursue rewarding careers in the industry."

Mandated with supporting the management team in driving the hotel operations, Al Mashary has a strong knowledge and understanding of the hospitality and tourism sector, especially in strategic business development and in driving corporate social responsibility initiatives. Over a ten-year career in the industry, she has also been focused on building the skills of youth for the industry and has diligently supported the community and government initiatives to achieving the UN Sustainability Development Goals.

Al Mashary said: "It is my honour to be appointed to this key position at the exceptionally designed Arabesque Manzil Downtown. More Emiratis are today entering the hospitality and tourism sectors, and Emaar Hospitality Group, as a homegrown brand, has been committed to building a talent pool of professionals in the UAE. In addition to focusing on bringing greater efficiencies at work and a commitment to service excellence, as hotel manager, I will also focus on building new talents and bringing a distinctive and stronger Emirati touch to Manzil Downtown."

Al Mashary is pursuing an MBA in International Management with specialisation in International Hospitality & Tourism and holds a BSc (Hons) in International Hospitality Management - both from the Emirates Academy of Hospitality Management in Dubai. She was the first female student at the Abu Dhabi Men's College, where she studied Aeronautical Mechanics and Airline Management. She also studied Flight, Aviation & Airport Management from the College of Aero/Astro Sciences at the Dubai Aerospace Enterprise University in Dubai.

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Al Mashary has served as Expert Judge of Culinary Arts at World Skills International, responsible for one-on-one mentoring and developing training schemes for the UAE competitors. She was also part of the pre-opening team of Address Boulevard, serving as Assistant Front Office Manager responsible for business development, lifestyle and events; and was part of the pre-opening team of Armani Hotel Dubai, working on the Food & Beverage operations. Al Mashary is fluent in Arabic, English, Farsi, and Dari with basic skills in German and Russian. She was also a volunteer at the Dubai Community Development Authority.

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, Manzil Downtown 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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