



Company Profile



**Mr. Ahmad Ali Al Abdulla Alansaari**  
Chairman | Central Hotels

## CHAIRMAN'S MESSAGE

As a visionary which focused primarily in the creation of Upscale Buildings and Villas, that took the opportunity to enter the real estate market, today I see that the future of Dubai is no longer constructed in Real Estate Development, but has transcended to hospitality.

Providing magnificent hotel designs that is comfortable, practical and memorable, to create an experience that is intriguing and focused on the needs of our guests. It is our goal to bring our expertise and attention to detail to every avid traveler, businessman, both international and local guests in a way they feel our service is natural and warm.

Powered with innovation and a monumental foresight of the future, backed up with experience and a passion to deliver refined benchmarks in the hospitality industry, it brings forward the launching of Central Hotels.



# About Us

## ABOUT US

Central Hotels, one of the fastest growing Hospitality Management companies in the UAE was established to cater, both leisure and business travelers looking to experience the best of Arabian hospitality in the heart of the city. With the competitive industry comes our continuous expansions, while focused on making our service, facilities, and standards "The Center of Hospitality" in the Gulf Region.



A night-time photograph of the Dubai skyline, featuring the Burj Khalifa on the left and other illuminated skyscrapers. The sky is a deep blue, and the city lights create a vibrant, glowing effect.

# *Dubai's Hospitality Industry*

## **DUBAI'S HOSPITALITY INDUSTRY**

Strategically connected to the rest of the world, Dubai is recognized as an ideal investment hub globally. From an oil and gas dependent Emirate, the city transformed into a broadly diversified economy; based in international trade, manufacturing, banking, real estate, and tourism.

A significant boost in Dubai's tourism economy paved the way for the growth of the Hotel Industry, with numerous properties rising and increasing profitability, this results to a higher demand for jobs every year.







# *Vision*

## **VISION**

Central Hotels aim is to be the leading Hotel Management chain in the UAE and Gulf Region, providing a diverse variety of world-class integrated leisure, Food & Beverage, recreational services, and facilities that is focused in raising the benchmarks of hospitality while enabling it to be a sought-after destination haven when visiting the Middle East.



# *Mission*

M I S S I O N



## **MISSION**

True to our values, our promise is to deliver a memorable, comfortable, and diversified stay for every kind of traveler whether for leisure or business ventures, catering on the most detailed and unique personal needs and demands of guests. With continual expansion in mind, our aim is to be dedicated in pursuing exceptional service and facilities through acquiring the best innovations and adapting the latest trends in the industry, paving the way to a complete and engaging hospitality experience.



M I S S I O N



# Core Values

## CORE VALUES

### • Our Guests

The satisfaction of our guests is our highest priority. We make sure that they receive a high quality standard of service by meeting their demands and exceeding the benchmarks of hospitality.

### • The Team

We work together towards a shared goal combining our expertise to create a strong, determined and driven team. More so, we invest in our people through instilling them a caring, motivating, and progressive environment where they have the opportunity to grow as professionals and individuals.



# *Our Promises*

## **OUR PROMISES**

We, at First Central Hotel, look forward to greater heights and possibilities. An important part of our growth is our commitment to go beyond the standards that we have set, to assure our guests a high quality and distinct experience on every stay. As we move forward with our fast-growing expansion, every step and decision made is aligned with our Core Values and our promise of being The Center of Hospitality.

With a vision that surpasses the norms of architectural design and interior finishing, we stand firm with our ideals of delivering only the finest structures, perched on quality locations that is fused both with class, elegance, sophistication and the primal focus on every detail.

Invested into each property are time, expertise, and diligent planning that take into primary consideration the needs and demands of our guests, partners, and the market. Built with the hands of the most skilled and talented professionals, these infrastructures will definitely hold a remarkable contribution in the hospitality industry in the UAE and across the globe.

As you take a step into the doors of every property, expect not only to experience authentic Arabian culture and heartfelt hospitality, but journey on manifold traditions that seize with a genuine resemblance of absolute respite and relaxation.

It is with great pride and excitement as we impart to you our rapid expansion as we unveil our upcoming properties.





A modern living room with a large window, a coffee table, and a sofa. The room is decorated with a large, textured rug, a dark wood coffee table, and a dark wood sofa. A large window with light-colored curtains is in the background. A pendant light hangs from the ceiling. The overall atmosphere is warm and contemporary.

# *First Central Hotel Apartments*

## **FIRST CENTRAL HOTEL APARTMENTS**

All 524 One Bedroom Suites and Studios boast with either an Arabic-Moroccan décor or is adorned with Modern Contemporary finishes and an enticing cozy ambiance, giving every guest the ultimate comfort and respite. The hotel offers a wide range of leisure and business amenities including a Business Centre, 24H Reception & Concierge, Travel desk, a serene rooftop pool, well-equipped gym, and sauna facilities. Experience the perfect balance of intercontinental cuisines when dining in the Panoramic Rooftop Restaurant and gratify your cravings with the fresh palate in the Manino Deli Café & Restaurant plus the sweet aroma of freshly brewed coffee in the Manino Terrace Café.



The image shows a tall, modern building with a distinctive golden geometric facade on the left side. The building has a mix of white and gold tones, with large glass windows. The sky is a deep blue with some clouds. In the foreground, there are palm trees and a paved area with a few people walking. The overall scene is a mix of modern architecture and natural elements.

# *Royal Central*

## • Royal Central

The five-star hotel will give guests the luxury retreat in the heart of Palm Jumeirah with the best rate and services. Experiencing paradise in the city, the 204-room hotel with Egyptian-inspired interiors will take you back to an ancient encounter, giving an ultimate urban paradise experience.





# *Plaza Central*

## • Plaza Central

Introducing our second property at The Palm, this five-star Modern Arabic theme luxury hotel will cater to leisure and holiday travelers. Its 208 unique rooms pride with modern architectural finishes and facilities with designs tuned to the cultural heritage of the UAE. Central Hotels will have over 400 rooms between two properties in The Palm, to accommodate our leisure guests.





# *Bay Central*

## • **Bay Central**

Bay Central located at The Burj Khalifa District will be the home for guests attending business exhibitions, and conferences as it boasts with fully-equipped meeting and conference rooms. Located at the center of the financial district and conveniently a few walks away from the Sheikh Zayed road, its 296 rooms will feature a unique style, design, and facilities especially dedicated to business travelers who desire corporate conveniences like no other.



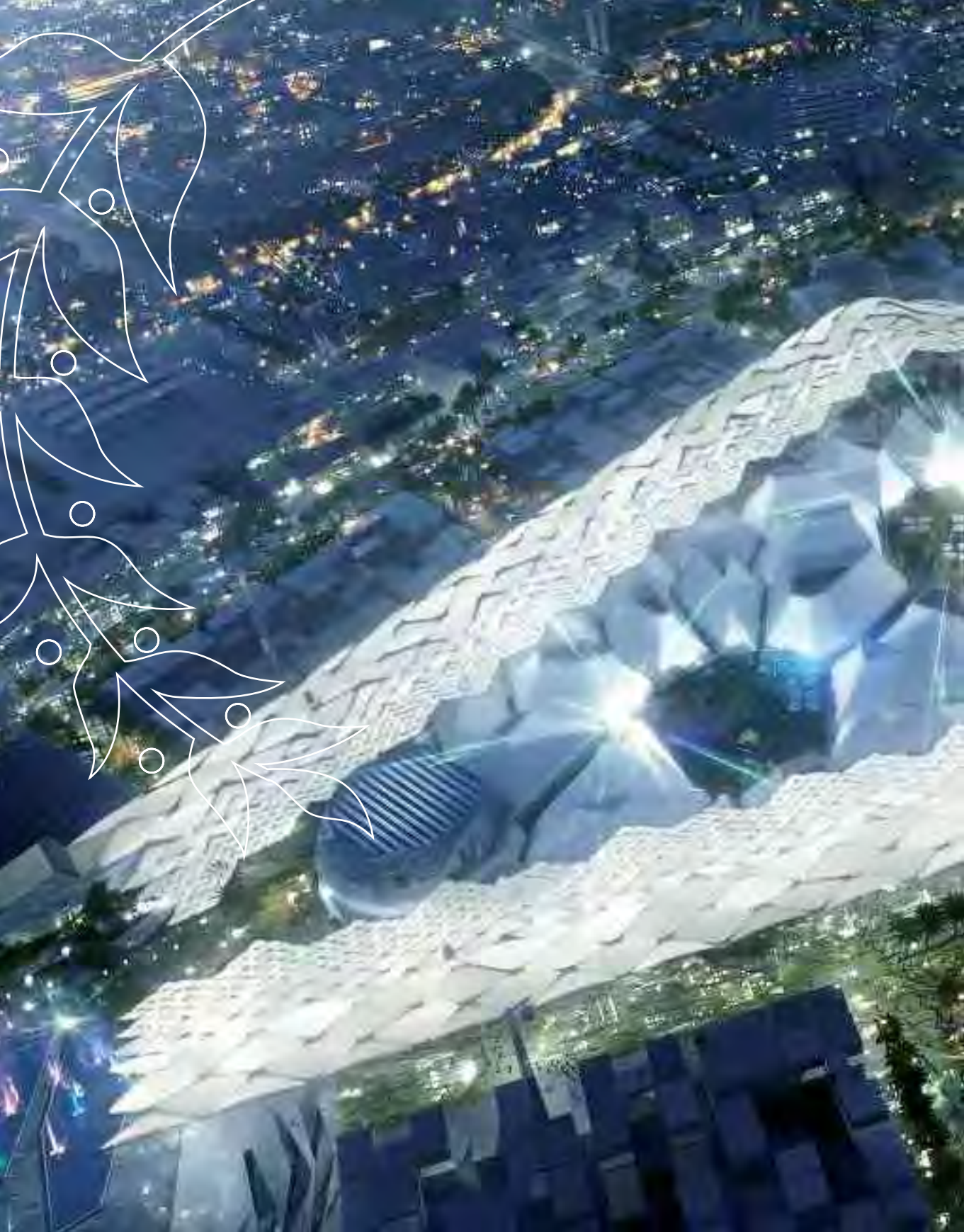


# *Island Central*

An aerial photograph of a modern, curved residential or commercial development. The building is a long, narrow structure with a central courtyard area. The architecture is contemporary, with a mix of glass and concrete. The surrounding area is landscaped with green spaces and trees. The overall design is sleek and modern.

## • **Island Central**

Take advantage of a diversified stay for leisure and trade when staying in a resort-type hotel. To be located in the heart of Palm Deira, it makes for an ideal place to stay for importers and traders while enjoying a get-away resort ambiance.





# *The Future of Hospitality*

## **THE FUTURE OF HOSPITALITY**

### **• Expo 2020**

As Dubai stands host to the most exclusive and largest global business exhibition, the UAE's industry is expected to continually and massively expand with ventures in Hospitality and Real Estate Development. With the soaring demand for quality accommodation, Hotels in Dubai and the UAE will be expected to ascend.



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# *The Future of Hospitality*

## • Technology in Hospitality

With people engaged in the daily use of the Internet and Social Media, the hospitality industry has aligned its services and facilities to meet new heights. Booking a room through a mobile device has become the most convenient way to secure your stay. Online Hotel Reviews and Travel blogs pave the way for further improvements and innovations. By bridging the gap between the digital and physical world, greater ambitions are sought as the hotel sector adapts on the advent of technology.

Central  
Hotels

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# *The Future of Hospitality*

## • **Standard of Service**

A more personalized touch will be the trend that is expected in the hospitality industry. From the firmness of the mattress, height of the armchair, the menu in the buffet, to any other special requests, all of which will be considered and incorporated for an extraordinary hotel experience and the convenience of the guests.







# *The Future of Hospitality*

## • Greater Ambitions

Labeled as the “World’s Largest Industry”, the hospitality sector is set to soar to different horizons in the succeeding years to come. From the boldest infrastructures, sophisticated architectural interiors, modern facilities, all the way to a personalized standard of service; a momentous rise in the industry is to be expected.



***Mr. Abdulla Mohammed Al Shammar***  
*Managing Director*

## **MANAGING DIRECTOR**

Mr. Abdulla Mohammed Al Shammar is dedicated in making Central Hotels and the properties in its pipeline the “Center of Hospitality” through maintaining a strong relationship with its partners and investors. With his remarkable years of experience in the industry, by employing strategic means in generating definite highest plausible return of investment with the least feasible risk.



*The Center of Hospitality*

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