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Air Arabia breaks ground on construction of its budget hotel

Posted on Sunday, 27 July 2008

Industry Sector Aviation
Other Industries Hospitality
Country United Arab Emirates
Client(s) Air Arabia

Press Release Content

Air Arabia, the first and largest low-cost carrier (LCC) in the Middle East and North Africa, announced today that it has begun construction of the 300-room budget hotel at Sharjah Airport.

The company also announced that it has appointed Gustav Pegel & Sohn as general contractor for the hotel, which is due for completion in January 2010.

This project follows a management agreement signed last year between Air Arabia and Rotana Hotels, to manage this property under their innovative Centro by Rotana brand, offering affordable, superior-class accommodation and hospitality. The property, which will include both standard rooms and suites, will offer comfort and convenience for travellers passing through one of the region's fastest-growing airports as well as for visitors to the emirate.

"We are very pleased to commence the construction of the Air Arabia Centro Hotel. This is an important initiative and part of Air Arabia's strategy to grow ancillary revenues," said Adel Ali, Board Member and Chief Executive Officer of Air Arabia. "We are also happy to appoint Gustav Pegel & Sohn for this significant project. Pegel have an outstanding track record in the Middle East region, and with their expertise, I am confident we will create a hotel with high-quality standards in construction and amenities."

Pegel, which is headquartered in Berlin, Germany, has been operating for over 135 years. The company is recognised for its capabilities in building, civil engineering, multi-technical and maintenance services across several sectors including, education, healthcare, commercial, retail and industry infrastructure projects.

"Air Arabia Centro Hotel will further complement the unmatched services that our passengers continuously expect from Air Arabia. We are confident that this hotel, once completed, will provide passengers with a complete travel experience offering the best value for their money," added Ali.

Unique features of the Air Arabia Centro Hotel will include a full casual-style dining area, in-room wireless Internet connectivity and entertainment, and a range of personal amenities. This is combined with such comforts as gymnasiums and swimming pools, together with on-site business facilities such as private meeting rooms and business centres.

Notes and contacts

About Air Arabia

Air Arabia (PJSC), listed on the Dubai Financial Market, is the Middle East and North Africa's leading low-cost carrier (LCC). Air Arabia commenced operations in October 2003 and currently operates a fleet of 15 new Airbus A320 aircraft, serving 41 destinations across the Middle East, North Africa, South Asia and Central Asia through its main hub in Sharjah, United Arab Emirates.

Air Arabia is modeled after leading American and European low-cost airlines, and its business model is customised to accommodate local preferences. Its main focus is to make air travel more convenient through Internet bookings and offering the lowest fares in the market along with the highest levels of safety and service standards. For further information, please visit: www.airarabia.com

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