

## **Shaza Hotels' Third Mysk Project in the Region Set to Open its Doors at Dubai's Palm Jumeirah**

Shaza Hotels recently announced the signing of its third Mysk project in the Middle East, Mysk by Shaza, which will find its home in the city's famous and prestigious Palm Jumeirah. The announcement follows the signing of Mysk Kuwait and the official opening of Mysk Al Mouj in Muscat. This hotel marks a new milestone for Shaza with the entry of the Group into the ever-growing Dubai market that has one of the best performing hospitality sectors in the world. The hotel aims to add a new flavour to the Dubai hotel scene, bringing an intimate and personalised experience for both the corporate market and the leisure market wishing to reside on the landmark Palm Jumeirah.

Commenting on the project, Mr. Simon Coombs, the President and CEO of Shaza Hotels said, "Since the recent launch of Mysk by Shaza, we have been actively looking at signing a project here since the need for upscale hotels in Dubai was one of the reasons that encouraged us to create the Mysk brand. I am very happy that the first Mysk in Dubai will be located in such a prestigious location, and I am grateful for Aqua Properties for having entrusted us with their asset."

Leading Dubai based realtors, Aqua Properties, are the owners of the hotel. Established in 2005, Aqua Properties strives to provide service of the highest quality to their clients and have built more than a decade of trust with both local and international entities thus leading to their stellar reputation and success.

The CEO of Aqua Properties, Mr. Ali Tumbi further added, "Mysk Palm Jumeirah is our second hotel project in Dubai. We believe this location needed a unique brand that will bring a new offering to the highly competitive hotel market on The Palm. I am very pleased that Aqua Properties is the first to bring a Mysk hotel in the Emirates. We are committed in developing a very interesting high-quality project which will establish Aqua Properties amongst the best hotel developers in the region."

The 180 keys property ideally serves the needs of a growing upscale audience searching for stylish, high standard accommodation which is reasonably priced and conveniently located. Mysk Palm will provide patrons easy access from the entrance of the Palm, and easy exit that will undoubtedly speed travel for businesspeople wishing to reside in the area.

The interiors of the hotel will be bold and minimalist, with a contemporary Arabian style, based on simplicity, contrast and layering of materials. Among its amenities, the hotel will feature a rooftop pool and restaurant, a café, meeting rooms and a fitness centre. Design work on this fast-tracked project is already underway and work on site has commenced. The hotel is set to open ahead of Expo 2020.

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