

THE REGION'S ONLINE PAYMENT STRUGGLE CONTINUES

Middle East OTAs still allowing offline transactions to exist, for ease

ARABIAN Travel News

May 2015 Vol. 10 Issue 05

An ITP Business Publication

News and analysis for Middle East

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www.arabiantravelnews.com

ATM PREVIEW

We round up what to expect from this year's show

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EGYPTIAN HUB

Travco sets ambitious plans to attract 1.2mn travellers this year

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ALL ROADS LEAD TO MAKKAH

Al Tayyar Travel Group CEO Abdullah bin Nasser Al Dawood outlines his religious tourism strategy



DESTINATION UK

Visitors encouraged to explore beyond London

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HOW TO SELL: HOTEL MÜNCHEN PALACE

Located close to Munich's specialist hospitals, we speak to the general manager, Salika Glattkowski, of the Preferred Hotels & Resorts property about what attracts Middle East travellers

How popular is the hotel with travellers from the Middle East?

As we are really near to the hospital "Klinikum Rechts der Isar" the number of guests from the Middle East has been growing in the last few years. Also, the hospital Bogenhausen, which is a specialist in orthopedics is nearby and the English Garden invites you for relaxing walks. For shopping, the hotel is just a short drive to the popular Maximilian Street.



What would attract visitors from the Middle East?

Our nice, lovely and relaxing garden and the neighbourhood to the clinic area. As you can see on TripAdvisor we are under the top ten hotels in Munich and guests love our personalised service.

What is your marketing strategy going forward in promoting the hotel?

We are not focused on only one market and intend to have a good balance between the corporate and leisure sectors.

Do you currently work with the travel trade in the Middle East?

At the moment we are working with several agents and operators, but not specifically only for the Middle East.



\$1934

Average rate for the Presidential Suite per night

Are there any plans for development of the property in the coming months?

There will be refurbishing periods within the next years.

Are there any sales promotions to look out for?

We do offer a lot of promotions, such as non-refundable rates, early birds and packages.

What are the average rates for the lowest and highest category rooms/suites?

The average rate for our highest category, which is our Presidential Suite, is EUR1800 (\$1934) per night and the lowest, our Classic Single room, is EUR200 (\$214.95) per night.

HOTEL USPS

Garden: Our garden is quiet and relaxing in the courtyard.

Private balconies: Several rooms have a private balcony to the courtyard.

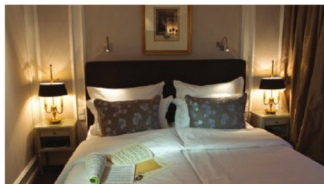
Neighborhood: Close to Klinikum Rechts der Isar.

Top ten: As you can see on TripAdvisor most people love our personalised service and we rate highly.

Englischer Garden: Just a few metres and you are already inside the Englischer Garden, where you have several opportunities for relaxing, picnics and restaurants, which you can discover with one of our rental bikes.

ROOM CATEGORIES

Classic Room



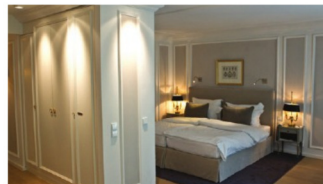
The 21m² Classic Rooms are all individually furnished. They feature a marble bathroom with a tub or a shower. Each are designed with a parquet floor and high ceilings.

Deluxe Room



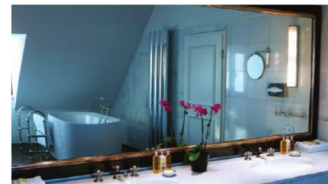
The 25m² individually furnished Deluxe Garden Rooms were completely renovated in 2010, with a marble bathroom and tub. Some of them are furnished with a balcony.

Junior Suite



The 40m² Junior Suites are individually furnished and completely renovated in 2010. All Junior Suites feature a marble bathroom with a tub and a sofa corner.

Presidential Suite



The 140m² Presidential Suite features living and sleeping areas on two levels. Special features include a chimney corner, a walk-in dressing room, a private sauna and a Steinway piano.