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Dubai's hotel industry attracts global players

BY WILLIAM FARIA

DUBAI: An Indian-based hotel chain operator is banking on the UAE tourism demand especially with Dubai leading up to Expo 2020 that will receive a huge influx of visitors arriving in the emirate.

Suba Group of Hotels from Mumbai on Sunday opened a four-star, Sharia-compliant boutique hotel in Deira to cater to the corporate community and also provide services for guests in transit through Dubai.

Speaking to The Gulf Today, the hotel's CEO Mubeen Mehta said this is the only hotel in the emirate that provides each hotel room with the touch panel iPad gadget

and hence it's a technology-friendly establishment.

Mubeen revealed that this is the hotel's chains first entity out of India. It already has five established hotels in Mumbai and Gujarat and expects to add another in Baroda at the end of this year. Hotel Suba International aims to tap the business clientele with its current 92 rooms in Dubai, says Mubeen.

Asked how the hotel intends to withstand the competition in Dubai, Mubeen disclosed that the strength of the hotel lies in its brand and expertise in human resources, with the employees coming from a solid hotel industry background.

He said that almost 60 per cent of the travellers at Suba's hotels in India are repeat clientele.

Mubeen disclosed that the hotel Group is also keen to expand its footprint to African continent in countries like Tanzania, Mozambique and Addis Ababa.

Mansur added that the hotel will also add more properties in Dubai and Abu Dhabi, before moving on to other GCC countries in the next two years.

Mansur disclosed that Suba Group of Hotels has already invested close to Dhs10 million in its newly unveiled property that it has leased in Deira and anticipates to invest over Dhs100 million in its future expansion.