

SUBA HOTEL EMBRACES TECHNOLOGY THROUGH ROOM AUTOMATION SYSTEM

Suba Hotel, Dubai's four-star hotel facilitates room automation system through an iPad, which enables controlling room lighting, television and every modern convenience at the touch of a screen. The hotel is a sophisticated and comfortable option that will meet needs and exceeds expectations making it an ideal destination for a holiday, business trip or conference in Dubai.

Wajeed Bagwan, General Manager of Suba Hotel Dubai said, "Suba Hotel, one of the first few four star hotels in Dubai to introduce room automation system through an iPad, emphasizes clearly on increasing guest experiences and satisfaction levels. This is a step further in extending modern technology keeping in mind the convenience of each and every guest visiting us, making it a memorable experience and a pleasant stay in Dubai. We have embraced technology and have been using it increasingly in every area of operation to get better results. Dubai being our first venture in the Middle East region, we have been privileged enough to have

learnt quickly from the market. We're presently enjoying a good market mix from several regions. Our occupancy has increased from 30 percent to over 90 percent, post Eid in a span of just seven weeks."

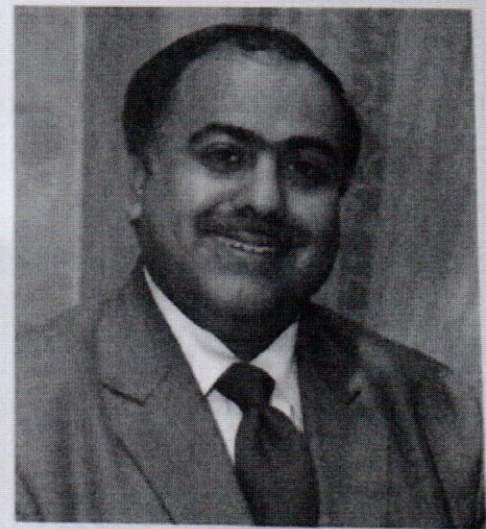
The in-room iPad technology is currently functional in all of the 92 tastefully-appointed rooms and suites which provide guests, with satellite TVs, high-speed Wi-Fi internet and calling for room service. Other features include extended stays, luxurious bedding and down pillows to ensure a perfect stay every night. The suites also have high class facilities such as private Jacuzzis and rain showers.

The hotel offers numerous facilities such as prayer rooms, airport pick-up & drop-off service, travel desk, free shuttle to nearby shopping malls, babysitting service, meeting and event rooms, photocopy and fax services, currency exchange and car rental.

Suba Hotel, a family hotel is surrounded by popular tourist landmarks, including many of Dubai's top historic, cultural, shopping and dining destinations. The hotel is also easily accessible by metro stations, taxi stands, bus stations and the Dubai International Airport, all less than 10 minutes' drive away. A complimentary shuttle

service is also provided to the nearby shopping malls as a value added service.

Suba Group of Hotels launched its first hotel in Deira, Dubai on 1st September 2014 and is planning to launch three hotels in the region by then end of 2017.



Wajeed Bagwan
General Manager, Suba Hotel Dubai

