

TWO NEW FLAGSHIPS FOR SOFITEL

AS SOFITEL REPOSITIONS ON LUXURY, IT OPENS TWO HOTELS REFLECTING THE BRAND'S ENERGY



**SOFITEL THE PALACE OLD TOWN DUBAI,  
THE UNIQUE LUXURY HOTEL WITHIN THE OLD TOWN**

*Sofitel The Palace Old Town combines the charms of an Arabian palace with the intimacies of home and will appeal to leisure and business visitors alike.*

Sofitel The Palace Old Town has just opened its doors in The Old Town Island, Downtown Burj Dubai. The hotel offers direct views of Burj Dubai, the tallest building in the world and is surrounded by the Burj Dubai Lake.

This year, Sofitel will be reinstated as a luxury brand of hotels worldwide, and The Palace opening, which will certainly be the benchmark for the Sofitel Luxury Hotels brand in the Middle-East, comes at an opportune time for the regional development.

The Palace's perfectly proportioned architecture, with meandering walkways, courtyards, high vaulted ceilings and terraces lends itself to the enchanting '1001 Nights' tales. Rich colours, regional textures, iconic arches and terraces have been blended to form a palatial archetype that befits royalty and stays true to the hotel's Arabian heritage.



The landmark hotel carries 242 beautifully appointed deluxe rooms, including 81 suites all with balconies overlooking the lake or The Old Town Island. To ensure the highest levels of comfort, the beds have been harmonised by Sofitel's exclusive MyBed concept, which affords guests a unique sensation and an exquisite softness as they sleep. Each floor is fitted with a guest relations station and a personal butler has been assigned to every room to ensure maximum luxury and privacy.

Three outstanding fine dining options feature at The Palace, each boasting an unmatched cuisine and setting. The Argentine Grill, Asado adopts a cavern-like interior style and hinges on the open grill concept, where premium meat cuts are cooked at the centre of the restaurant. The mouth-watering food, wide selection of wines from the Bodega, rugged ambience and tango music with dancers make guests feel like they are dining in a typical Argentinean country farmhouse.

Ewaan is located in the main lobby and offers guests the option of Middle-East and Mediterranean influence dishes.



In November 2007, The Palace's signature fine dining restaurant, Thiptara will open right out on the lake. Open exclusively for dinner only, guests will sample the restaurant's fine Royal Thai cuisine while enjoying striking views of the Burj Dubai and lake. Incidentally, Thiptara translates "Magic of the Water" in English.



The same month will see The Palace achieve another first for Sofitel with the opening of its most beautiful spa in the Middle East. The luxury facility is located on two levels of the hotel, each separately dedicated to the wellbeing of women and men. The spa is dedicated to the quest of relaxation and rejuvenation and features specialised treatment suites, including the massage under a Vichy shower, as well as Monsoon showers and hydro bathtubs with therapy jet.

The spa exclusively introduces products by the French luxury beauty house Carita and the aromaskincare specialist: Decléor. A relaxation lounge, a fitness center, an outdoor pool, a beauty salon and barber shop are also provided for guests.

The Old Town Island, primarily a residential development is an attraction in itself offering a host of dining and entertainment facilities for guests. Water taxis docked at the harbour frontage can transport hotel guests to the Burj Dubai, the Souk Al Bahar – an Arabian-influenced waterside shopping market and The Dubai Mall – one of the world's largest shopping and entertainment destinations.



#### **SOFITEL EL GEZIRAH : A SANCTUARY ON THE NILE, IN THE HEART OF CAIRO**

*Tucked away on the island of Gezira in the heart of the Egyptian capital, the Sofitel El Gezira Hotel is a haven of tranquillity. Entirely renovated in 2007, the hotel now offers its guests luxurious, refined architecture, high-tech facilities, delightful cuisine in its five restaurants and, of course, a superb spa.*

"Egypt is a gift from the Nile," wrote the Greek historian Herodotus. This mythical river, which paints a green valley across the middle of desert, flows through Aswan, Luxor and, finally, Cairo, covering a distance of over 6,600 kilometres. Along the way the Nile is dotted with islands, including El Gezira, located in Egyptian capital's centre. Here, to south of the chic Zamalek district where magnificent villas have sprung up next to modern buildings, is the Sofitel El Gezira. Far from the bustling city centre, this peaceful oasis with beautiful gardens is a destination of choice for travellers seeking tranquillity. Thanks to its strategic location – a few minutes' walk from the Opera and the government buildings – it is also a popular choice among business travellers.

All areas of this contemporary-style hotel have been revamped by renowned French decorator Pierre-Yves Rochon, ensuring the utmost in elegance and refined comfort. Pure lines, prestigious furnishings, delicately-coloured fabrics and flooring, intelligent use of lighting... all contribute to the ultimate refinement of this exceptional venue. Upon arrival, one can delight in the calm airy lobby, before discovering the charm of one of 50 suites or 383 spacious rooms. Each well-appointed room has a balcony from which guests can take in the splendid view of the Nile and its feluccas. In addition to this intimate comfort, guests can benefit from the most modern equipment to remain in touch with the rest of the world.



Because hospitality is a way of life for Sofitel, the El Gezira Hotel' five restaurants combine the very best of local culture with the Sofitel's French Touch offering a subtle mix of Oriental and Western cuisine. Guests will also enjoy visiting one of the most famous restaurant-lounges, the Buddha Bar, and winding up the evening on a playful note at the Casino Barrière.





In addition to the pleasures of fine dining, the hotel also proposes the benefits of its Spa treatments. Far from the hubbub of the city, weary travellers can relax in the hammam, sauna or the whirlpool bath, exercise in the fitness room or in one of the two pools (outdoor and indoor), or treat themselves to a massage or beauty treatment in a booth overlooking the Nile.

The Sofitel El Gezira, located less than 5 hours by plane from Europe, is a stunning destination for a weekend getaway and the chance to discover or revisit Cairo. A not-to-be-missed opportunity to admire the masterpieces in the Egyptian museum and the treasures of Oriental architecture, lose one's way in the Khan el-Khalili *souq* or wander through the Zamalek district, before returning to the hospitable atmosphere of an exceptional hotel.

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### **SOFITEL: RE-INVENTING FRENCH ELEGANCE IN LUXURY HOTELS**

Sofitel creates unique luxury hotels in the world's most attractive destinations, by the artful blending of its French origins with the very best of local cultures. Sofitel forges a privileged bond between its staff of devoted service professionals and its cosmopolitan guests who expect and appreciate beauty, quality and excellence. Sofitel offers the best of French elegance, from food and wine rituals to bedding, design and personal care products. Hotels where life can be savored, shared with others, lived in harmony with oneself; transforming every stay into a unique and unforgettable experience.

The Sofitel brand portfolio will offer clear and attractive options adapted to today's more demanding and more versatile consumers.

Sofitel Legend: a collection of legendary luxury properties, defining a renewed way of living heritage and palace hotels for inner luxury driven travelers.

Sofitel: World-class hotels, with French elegance, blending relationships and pleasures for today's discerning travelers in the upper-upscale segment.

So by Sofitel: a new kind of boutique hotel, with style and soul, reconciling design and pleasure for trend conscious consumers.

Discover Sofitel's new website [www.sofitel.com](http://www.sofitel.com) with new reservation features.

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