



TABLE OF CONTENTS

Presenting Cristal Group

Brand philosophy

Cristal brand category

Our partners

Hotels

Cristal Hotel Abu Dhabi

Cristal Erbil Hotel

Cristal Amaken Hotel

Masaya Hotel by Emerald

Cristal Grand Erbil Hotel

Cristal Downtown Hotel Riyadh

Sanctuary Hotel

Projects handed over

Al Mahra Resort

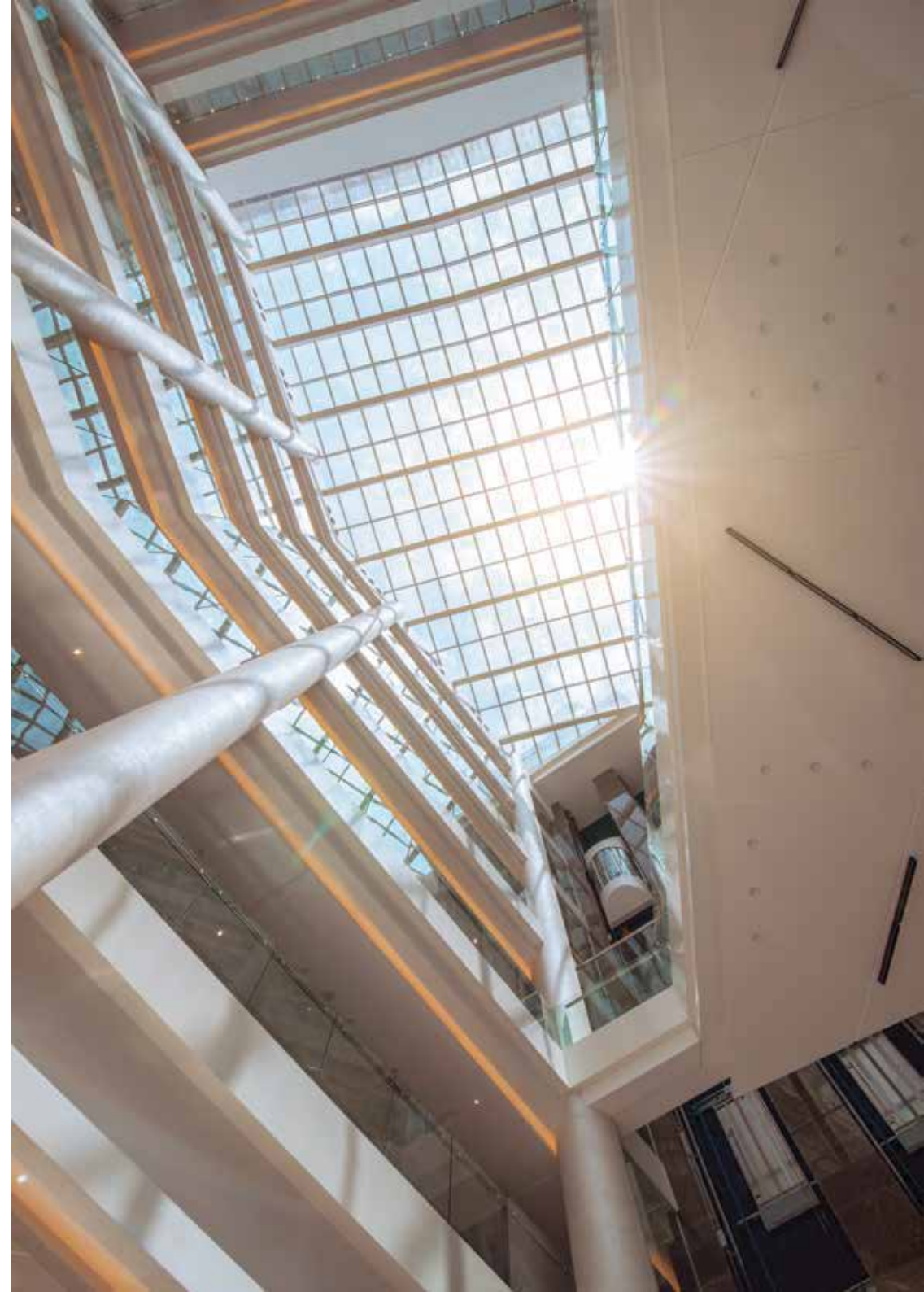
Cristal Itsandra Beach

Bayat Hotel

Bayat Suites

Centralised services

Contact information





PRESENTING CRISTAL GROUP

Cristal Group was established in the United Arab Emirates in 2007, with the aim to deliver world class hospitality consultancy, technical services, asset management and brand management.

Our Vision

To be the premier business and leisure hotel operator in the Middle East, Africa and Asia.

Our Mission

We strive to exceed our guests, family members and owner's expectations by delivering quality service, and higher returns on investment whilst operating award winning properties.



Our brand philosophy is to deliver on brand promise to the highest standards.

Driven by the desire to deliver seamless hotel and hospitality products and services, we are innovative, creative, progressive and adaptive. We are creators of unique, personal spaces, that allow guests to relax, recharge and achieve the goals of their stay.

As an industry leader, we are at the forefront of hotel design, and building conversions. We offer smart technology and unlimited connectivity in carefully curated spaces.

Anchored by a guest focus philosophy, our personalised approach to service is apparent across all brands within our portfolio.

We are actively connected to the growth of the hospitality industry, and remain true to our local and global narrative.



CRISTAL BRAND CATEGORY



Luxury



**Upperscale
Mid-scale**



Budget



OUR PARTNERS





UPPERSCALE



Cristal Hotel Abu Dhabi was a residential tower that we converted into a modern 4-star hotel. The project took approximately 18 months and Cristal successfully worked with appointed interior design and building contractors.

Located in the downtown banking district just a short drive from Abu Dhabi International Airport, Cristal is centrally situated in the midst of the capital's major tourist destinations. Madinat Zayed Shopping Centre and Gold Souk, Al Wahda Mall, World Trade Centre Mall, and the renowned Corniche Beach are all within walking distance.

The hotel offers 192 rooms and suites, state-of-the-art meeting rooms, fully equipped business center, underground parking, and complimentary WiFi. The 19th floor has the Figure 8 Health Club with steam and sauna rooms, gym, an indoor pool, and the exclusive Cristal Spa.

The hotel offers several outlets where guests can enjoy tempting food and beverage, and live entertainment. Renowned for Taste of Korea, the city's most authentic Korean Restaurant.



UPPERSCALE

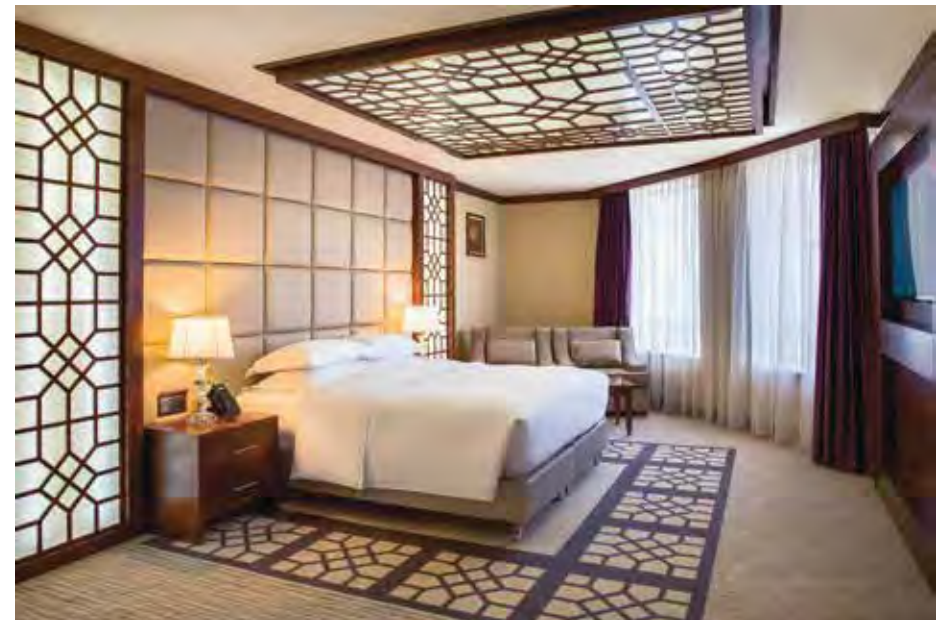


Cristal Erbil Hotel was a successful conversion from a shopping mall to a luxurious 5-star hotel. The conversion took 24 months and our technical team worked closely with the appointed architect, interior designer, and building contractors.

The hotel offers 154 luxuriously modern rooms and suites, fully-equipped to pamper your needs. This exquisite five-star hotel is conveniently located alongside the 100m ring road, 15-minute drive from the airport.

The ambiance makes it the ideal place to enjoy a rich and sophisticated lifestyle. Each room here will provide you with a satellite TV, air conditioning, and several amenities. The private bathroom also comes with a bath and shower. You can enjoy city views from the room.

At Cristal Erbil Hotel you will find a modern fitness center, spa, and Erbil's largest indoor swimming pool.



UPPERSCALE



Cristal Amaken Hotel is located in the heart of Riyadh's 2nd Industrial City. Our 268 rooms and suites are fully equipped with the latest in technology and comfort.

Cristal Amaken Hotel offers complimentary WiFi access, spacious conference halls, a business center, guest parking spaces, state-of-the-art health club and gym facilities, steam and sauna rooms, jacuzzi, outdoor swimming pool, and Moroccan bath. Nestled in our magnificent five storey high atrium lobby with sky light, guest can relax, unwind and enjoy our specialty coffees, or indulge in a wide array of International dishes at our chic all-day-dining restaurant.



UPPERSCALE
MID-SCALE

MASAYA

HOTEL & RESIDENCES by *Emerald*

Masaya Hotel and Residences by Emerald is located on the new Baherka road, a 10-minutes drive from Erbil International Airport. Masaya is ideally situated in the midst of Erbil's prestigious community, the Lebanese Village.

With 98 modern guestrooms and 93 fully furnished residences, Masaya also offers a lobby lounge, fully-equipped meeting rooms, business centre, outdoor swimming pool, complimentary parking spaces, airport pickup and rent-a-car service, 24-hr. housekeeping and laundry service, 24-hr. room service, access to the health club, spa, sauna and steam rooms, jacuzzi, and arcade shops. All our rooms and residences have been designed with contemporary luxury in mind. Features include Cristal's exclusively designed mattress for a soothing and relaxed stay, a LED TV, coffee and tea facilities, mini bar, safe box, and complimentary internet access. Masaya by Emerald features a variety of dining options.



LUXURY BRAND UNDER DEVELOPMENT

The 5-star luxury Cristal Grand Erbil Hotel will present the ultimate exclusive, luxury experience for the discerning global traveller; distinctive in design, innovative in delivery, and unparalleled in brand offering.

Central in location, the 200 rooms and suites Cristal Grand is part of our luxury portfolio and promises guests with endless opportunities to create unique, memorable, highly personal experiences.

Cristal is working closely with the world renowned architect firm Arif Bintoak the designers of Burj Khalifa, this iconic building is set to become a landmark in the Middle East.



MID-SCALE UNDER DEVELOPMENT

Cristal Downtown Hotel Riyadh is a 152 rooms and suites 4-star hotel, offering guests everything they need, during their stay in the Kingdom.

This hotel is a conversion from offices and currently under development. Our technical team is closely working with the architect, and building contractor on the conversion while also taking on the lead role of interior designer.

This hotel implements a creative design model aimed at urban travellers seeking modern, and affordable, centrally located accommodation. Covering all bases for the savvy traveller, our value offering is both smart and versatile.



MID-SCALE UNDER DEVELOPMENT

The Sanctuary Hotel Erbil offers guests affordable, premium accommodation with stylishly appointed flexible room types.

Focusing on making guests feel welcome and part of the family. The 120 rooms and suites utilize a smart design, providing guests with all the hotel essentials they need.



PROJECTS HANDED OVER

AL MAHRA RESORT

Brand	4 star
Sector	Upper Mid-scale
Location	Ras Al Khaimah, UAE
Inventory	548 Rooms & Suites



PROJECTS HANDED OVER

CRISTAL ITSANDRA BEACH

Brand	4 star
Sector	Mid-scale
Location	Itsandra, Comoros Islands
Inventory	36 Rooms & Suites



PROJECTS HANDED OVER

BAYAT HOTEL

Brand	5 star
Sector	Luxury
Location	Khamis Mushayt, KSA
Inventory	120 Rooms & Suites



PROJECTS HANDED OVER

BAYAT SUITES

Sector	Budget
Location	Muhayel, KSA
Inventory	47 Suites



CENTRALISED SERVICES



SALES & MARKETING

- Sales lead generation and maintenance
- Business development management
- Integrated brand marketing, PR and communications
- Promotional campaign development, implementation and management
- Over 300 active corporate and multi national accounts



REVENUE & DISTRIBUTION

- Central reservation services
- Global distribution system management
- Connected to over half a million travel agents/wholesalers
- Real-time market analysis and forecasting
- Room yield, RevPAR and market share strategy
- Revenue strategy, management and reporting



FOOD & BEVERAGE MANAGEMENT

- Staff management & strategy
- Profit and loss analysis and management
- Wage cost management
- Promotional strategy implementation
- Product and partnership arrangement
- F&B concept design



TALENT & PERFORMANCE MANAGEMENT

- Centralised human resource management
- Business development management
- Payroll advice and management
- Employee compliance reporting
- Professional development programs



FINANCE & ACCOUNT MANAGEMENT

- Bookkeeping and audit keeping
- Administration of bank accounts
- Annual finance reporting
- Annual budgeting and forecasting
- Accounts payable and receivable management



TECHNICAL SERVICES

- Specialized in building conversion
- Hotel operator selection
- Project management
- Interior design
- Hotel technical services
- Pre and post opening services

We look forward to building a partnership...

Cristal Group, Zayed the First Street, Abu Dhabi, United Arab Emirates
T: +9712 652 00 00 | E: mail@cristalhospitality.com

www.cristalhospitality.com