

*Cristal*



## *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.

Cristal Hospitality Group isn't just another hotel chain; it's a testament to the fact that luxury doesn't always come with an exorbitant price tag. In the competitive landscape of globally recognized hospitality brands, Cristal Hospitality Group aspires to carve its own niche.





Cristal Erbil Hotel

***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*



*Cristal Partners*





*Cristal* HOTEL  فندق كريستال



# *Cristal* HOTEL / ABU DHABI

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.



# *Cristal*

ERBIL / HOTEL

Cristal Erbil 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.

Pamper yourself in luxurious rooms and suites with garden and city views. The hotel has multiple function rooms equipped with the latest technology and Erbil's premiere grand ballroom.

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







# Cristal

AMAKEN / HOTEL

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 a magnificent five storey high atrium lobby with sky light, guests can relax, unwind and enjoy our specialty coffees, or indulge in a wide array of International dishes at our chic all-day-dining restaurant.



# 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 residential 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 retail shops.





### *Qalhat Al Batra Hotel*

The 5-star luxury *Qalhat Al Batra Hotel* is poised to redefine luxury hospitality, offering an exclusive and sophisticated experience for the discerning global traveler. With a distinctive design, innovative service approach, and an unparalleled brand promise, it will set a new benchmark in opulent accommodations.

Ideally located in the heart of Erbil, the hotel features 200 elegantly appointed rooms and suites, catering to both business and leisure guests. As part of our luxury portfolio, the hotel promises a seamless fusion of refinement, comfort, and personalized experiences, ensuring every stay is truly exceptional.

Cristal is collaborating with world-renowned architectural firm Arif Bintoak, the visionary designers behind Burj Khalifa. This iconic development is set to become a landmark destination in the Middle East, embodying architectural brilliance and timeless elegance.

## *Cristal Downtown Hotel Riyadh*

*Cristal Downtown Hotel Riyadh* is an upcoming 4-star destination, featuring 152 elegantly designed rooms and suites, tailored for modern travelers seeking comfort, convenience, and affordability in the heart of the Kingdom of Saudi Arabia.

Currently undergoing an office-to-hotel transformation, our dedicated technical team is collaborating closely with architects and contractors to ensure a seamless conversion. Taking the lead in interior design, we are crafting a space that blends contemporary aesthetics with functional efficiency.

Designed with business travellers in mind, Cristal Downtown Hotel Riyadh offers a smart, versatile stay experience, providing all the essentials for business and leisure travelers alike—delivering quality, style, and value in a prime central location.





## *PROJECTS HANDED OVER*

Cristal designed and operated the *Bayat Hotel* in Abha, Kingdom of Saudi Arabia. This was the first 5-star hotel to open in Southern Saudi Arabia in over 20 years.





## *TECHNICAL SERVICES*

### *Itsandra Beach Hotel*

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

## *TECHNICAL SERVICES*

### *Al Mahra Resort*

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



### *F&B MANAGEMENT*

- Staff management & strategy
- Profit and loss analysis/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...



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