



GLORIA &
MOUROUJ GLORIA
HOTELS & RESORTS

the Art of a Perfect Stay



جلوريا ومروج جلوريا لإدارة الفنادق



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جلوريا
GLORIA

مروج جلوريا
MOUROUJ GLORIA

OVERVIEW

GLORIA HOTELS & RESORTS is an internationally recognised hospitality consulting firm that is specialised in hotels' management in the GCC, MENA region, and having the headquarters strategically located in Abu Dhabi, UAE.

MISSION

VISION

TO BE LEADERS OF FAMILY ORIENTED HOTELS ACROSS THE GLOBE.
TO BE RENOWNED FOR OUR GREEN, CLEAN AND COMFORTABLE ENVIRONMENT PRACTICES.

TO CARRY OUT OUR VISION THROUGH OUR COMMITMENT TO CORE VALUES, PROVIDING SUPERIOR HOSPITALITY SERVICES, CARING FOR THE NEEDS OF OUR GUESTS AND OUR ASSOCIATES, PROVIDING AN ENGAGING, SUPPORTIVE AND POSITIVE WORK ENVIRONMENT TO OUR EMPLOYEES, AND PROMOTING GROWTH AND DEVELOPMENT FOR ALL OUR STAKEHOLDERS.

INSPIRATION

The inspiration behind the foundation of GLORIA HOTELS & RESORTS is the concept of living standards which reflects the growing global trend towards the specialisation of family-oriented hospitality facilities.

FEEL AT HOME

We are focused towards caring about the comfort and services we render to our valuable guests; we achieve our goals by ensuring an attractive and enjoyable stay, whether for business or leisure with family. We will make you FEEL AT HOME.

TURNKEY SOLUTIONS

GLORIA HOTELS & RESORTS specialises in providing turnkey solutions to the property owners. Keeping Return on Investment as priority, financial plans and budgets are prepared with the right investment plan.

OUR SUCCESS LIES IN THE **CARING AND COMFORT** OF OUR GUESTS.

“

We are a company backed by over 250 years of proud history.

CORE VALUES



Our core values outline our business strategy, define the tone for our activities, drives our performance, and generate results. Our core values make us different and underpin everything we do.

GROWING

We are always looking for expansion and seeking additional options to generate more profit for our stakeholders.

LOYAL

We are committed to actively build and maintain long-term relationships with internal and external stakeholders by engaging all parties through clear and transparent communication.

OPPORTUNISTS

We use “strategic opportunism” to remain focused on long-term objectives while staying flexible enough to solve day-to-day problems and recognise new opportunities.

RESPECT

We respect and treat people with appreciation and dignity, and always provide a respectful attitude as a standard in the workplace.

INNOVATIVE

We are constantly building strategies to improve customer service and build new product lines to bring our company into the future.

AMBITIOUS

We take ambitious and comprehensive actions across our operations to unlock business value, build business resilience, and enable long-term growth.

OUR COMMITMENT TO PROVIDING VALUE FOR OUR CUSTOMERS.



هدفنا هو تطوير التجربة
الفندقية للعائلات

EXPERIENCE

GLORIA HOTELS & RESORTS consists of a large professional graduate team of hoteliers, with a combined total of over 250 years experience in the field spread among the senior executive team, and with thorough knowledge of the UAE, GCC and Middle-East cultures and customs.

ANTOINE SAYEGH

President & CEO

Go-Founder and Chief Executive Officer, Antoine is a Hotel Management graduate from Oxford Polytechnic, Oxford UK in 1976.

Antoine worked his way up, by gaining experience at various hotel chains in London, such as Trust House Forty, Crest Hotels, Hilton, IHG to name a few.

In 1986, he moved to East Africa making his way towards the Gulf, while occupying general manager positions at Intercontinental Hotels prior to becoming a board member at Gloria Hotel in Dubai, in 2006.

Antoine is a Fellow of the Hotel and Catering Institutional Management Association (HCIMA).

HESHAM MOURAD

Executive Vice President

Co-Founder and Chief Operating Officer, Hesham graduated from Cairo

University, Egypt in 1977, with a degree in Bachelor of Commerce.

Hesham started his career in the banking industry before moving to the Kingdom of Saudi Arabia to join the Meridien Group. Within a short span of time, he was promoted to executive positions in Finance, Human Resources and Administration with well-known international chain of hotels.

Hesham was holding the position of owner's representative / financial consultant for a chain of over 15 hotels before joining Gloria team.

Hesham's expertise is in all aspects of hotel financial feasibility studies, strategic planning and development.

فهمنا العميق والفريد لثقافة
المنطقة وشعوبها هو سبب
نجاحنا في قطاع إدارة الفنادق

GHASSAN NEHME

Corporate Director of Operations

Gloria Founding Member

Ghassan, is a graduate in Hotel Management from the Hotel School in Brussels.

He worked in Paris for 11 years with ACCOR Group before moving to Lebanon in 1995, where he held the position of General Manager of several hotels in Beirut, and member of opening teams.

In 2002, he moved to the Gulf and was appointed as EAM for Khalidia Palace Hotel in Abu Dhabi.

His strong experience in the hospitality is an added value to the company.

RIYAD MOUSA

Engineering Consultant

Riyad is a graduate from Alexandria University with a Marine Electromechanical Engineering degree.

Thereon moved into real estate, assisting in the completion and pre-opening of prestigious hotel chains and world class residential establishments in addition to Facilities Management for Prestigious properties, shopping Malls, commercial properties etc.

In his 26 years Career path, Riad worked for the Hospitality Industry with Sheraton and Holiday Inn, Movenpick, Emaar group to name a few.

His strength lies in the diversity of hotel projects from the drawing board to fully operational luxury hotels.

Riyad is a certified FLS & Hygiene Gleaning / JAFZA. Furthermore, he has extensive expertise in facilities management, international codes and standards such as BICs and FMA 230.

Riyad is also expert in resolving complicated engineering issues or dealing with difficult tasks of Renovation and major repairs to Hotels and shopping Malls whilst being operated!

HASSAN BAYERLI

Corporate Pre-opening

General Manager

Mourouj Gloria Hotels & Resorts

Hassan holds a Bachelor Degree in Law and Business Administration, and General Diploma in Hotels and Hospitality Management.

He is expert in hotels' opening and brings together a wealth of experience in Human Resources and Employee Development.

He has held executive level positions with Le Meridien, Hilton, Safir Hotels and Starwood within the Middle East, Europe, Canada and Turkey.

SEDDIK ABDELMEGUID

MD Pentapyramid Consultancy

Seddik is the Corporate Consultant of Human Resources and Employee Development for the Gloria Hotels Group.

Gloria Hotels Group is proud to be associated with Seddik, an expert in the field of HR and training for the hospitality industry and applying talent management solution to identify the training needs within a hotel department while using the well proven "International Harrison Assessment's Smart Questionnaire".

Pentapyramid conducts all corporate recruitment and training for Gloria Hotels.

RACHID HILAL

Area Corporate Director for Brand

Development & Marketing, East Asia

Kuwait & Bahrain

Rachid graduated from Damascus University in 1983 with Honours in B.A Commerce and Business Administration degree. He is certified in Hospitality Management from the Educational Institute of the American Hotel & Motel Association.

Rachid has served for more than 10 years as general manager of international hotel chain brands, with 21 years sales & marketing experience in hospitality within MENA region.

SENIOR EXECUTIVES

MOHAMMED AMIN

Regional Director of Business

Development for Saudi Arabia

Mohammed has a wealth of experience in 5-star hotels with 30 years spent mostly in the GCC countries.

He holds a degree in Bachelor of Law and has held high positions in Starwood, Hyatt and Intercontinental Hotels.

At present, he is developing the Gloria Brand in the Saudi Market.

Aline Renno

Interior Architect

Aline Renno of INTERIA, has for over 30 years, designed projects in Lebanon and all around the GCC while being based in the UAE.

With a degree in interior architecture, her knowledge is in perpetual evolution with her regular presence in the biggest European fairs such as "the Fiera de Milano" and "Maison et Objet" in Paris. Considering her Lebanese heritage and her particular bond with France and Italy, she has forged a unique style of hers.

Her modern approach to traditional projects has since then, enabled her to execute prestigious and noticeable interiors in the GCC for private clients and institutions.

LEGAL ADVISOR

DR. IBRAHIM M. MAKAREM

Advocate at The Cassation

& Constitutional High Court

Dr. Ibrahim M. Makarem (PhD.) is our General (legal) Counsellor.

He is one of the eminent lawyers in the Arab States, and served as a Former Judge at the Egyptian High Court of Appeal in 1983. He was the Deputy to the Head of the State Department of Legal Advice and Legislation i.e., (General Solicitor) – 1988.

Dr. Makarem served as Keneral Legal Gounsellor to Safir International Hotel Co. of Kuwait (1991 – 1996), the Kuwait Commercial and Industrial Chamber, Kuwait State Audit Bureau, Commercial Bank of Kuwait, and other investment groups.

He is one of the eminent local and international arbitrators, Advocate at the Cassation and the Constitutional Court.

SERVICES

Analysing research, forecasting and advising, GLORIA HOTELS & RESORTS have the skill set and background to focus on key issues, evaluate complex ones and assist Clients in achieving good results.

HOSPITALITY CONSULTING

PROJECT PLANNING AND DEVELOPMENT

- Offer advisory services on design development and strategic planning.
- Development coordination service consulting.
- Examine and advise on project conceptualised development, operating concepts for hotels/resorts, food and beverage outlets, banqueting function areas, as well as other facilities.
- Financial review and return on investment analysis reports and recommendations.

تنوع الخدمات
لهدف واحد

**DIVERSITY FOR
ONE PURPOSE**

FEASIBILITY STUDY

- Prepare market analysis, SWOT analysis, financial study assessing opportunities, market conditions and trends.
- Research targeted areas locally and regionally for hospitality and developments to maximize market penetration.

OPERATIONAL PERFORMANCE ANALYSIS

- Preparation of operational and organisational reviews with a view to maximise productivity and profit performance.
- Appraise, evaluate and report on operational techniques, leadership strategies and management performance to ensure each property achieves its full potential and optimum asset value.

FRANCHISING AND BRAND MANAGEMENT AFFILIATION

- Evaluate each properties' characteristics that can determine the most appropriate chain affiliation.
- Assist in securing branding and marketing alliances.
- Coordinate contract negotiation for management, or franchise agreements.



PROFIT IMPROVEMENT ASSESSMENT

- Analyse existing operational methodology and practices to seek improvements in management efficiency.
- Initiate revenue generation programs and profit engineering to improve bottom line performance.

PROPERTY WORKOUT / INTERIM MANAGEMENT

- Provide short/medium term executive interim management services.
- Develop workout strategies with comprehensive planning designed to improve operational viability.

ASSET MANAGEMENT

We are able to assist ownership in improving asset value through managing hotels, managing cash flow, and controlling FF&E and capital expenditure.

With a full understanding of the investment cycle, we can advise our clients on what the best investment options are.

YOUR INVESTMENT IS SAFE WITH US

WE PROVIDE ACCURATE AND PROFESSIONAL SERVICES TO ASSIST YOU IN THE COMPLICATED PROCESS OF PLANNING YOUR INVESTMENT.

ACHIEVING EXCELLENT RESULTS

استثمارك الفندقية
أمن معنا



HOTELS & RESORTS DEVELOPMENT

With extensive experience in the field of hotels & resorts development, GLORIA is able to provide accurate and professional services to assist developers in the complicated process of planning, to ensure an optimised return on investment.

MARKET ANALYSIS

Analyse and report on proposed hotels & resorts development market viability and opportunities. Detailed analysis on market trends and conditions, forecasting growth and recommendations on potential growth areas/segments.

MIXED-USE DEVELOPMENTS

Identification and research on opportunities to develop hotels and resorts and leisure components.

PROPERTY-USE PLANNING

Assess land use options with products and facilities that meet market demands.

TECHNICAL SERVICES

GLORIA HOTELS & RESORTS works on a set of criteria that help the property developers to design and deliver quality services and products as per the international standards for any classification.

We provide all necessary support to:

- Meet the local and international hotel standards
- Achieve the highest possible efficiency
- Complete the project in the most cost effective way possible

HOTEL MANAGEMENT

Our Competence



OUR BRANDS POSITION US AS **LEADERS & KEY PLAYERS** IN THE HOSPITALITY INDUSTRY

إننا نعمل، كفريق إدارة، على رفع معايير الصناعة الفندقية

HUMAN RESOURCES

- Recruitment and selection
- Group discounted recruitment advertising pricing
- Pre-employment profile testing
- Teamwork training and development
- Appraisal
- Rewarding quality & performance management
- Employee engagement activities and employee relation
- Retention policies
- Group discounts for insurance benefits premiums
- Online salary surveys for immediate local market and industry benchmarking reports

HOTEL MANAGEMENT

Our Competence

REVENUE MANAGEMENT

- Monitoring of reservations to ensure that all information is gathered for sales & statistics and the market mix
- Correct rate code set up in PMS (Property Management Systems) for reporting on market segments
- Connecting to Channel Manager and training
- Connecting to existing and additional, viable OTA's (Online Travel Agents)
- Connecting to GDS (Global Distribution Systems)
- Training on updating 3rd party sites not linked to the Channel Manager
- Compiling annual rates sheets
- PMS loading of rates, packages, changes and admin where required
- Completing freesell contracts and updating block dates on a regular basis
- Communicating / training reservations personnel with BAR (Best Available Rate) and promotions
- Creating packages / promotions / specials for websites, email banners, Google AdWords and newsletters
- Triangle management of the revenue cycle between the GM, DOS and Revenue Manager at the property with daily analysis, weekly meetings, end-of-the-month critiques, quarterly property assessments and brainstorming sessions
- When brands we work with have cluster and centralised revenue management, we partner with those solutions and offer additional GLORIA support
- Ongoing in-depth analysis of trends and performance
- Relentless focus on modifying strategies to generate the greatest RevPAR result; driving occupancy by manipulating our mix of business at the highest ADR possible.

PROCUREMENT

Our process will depend on client's requirements, and follows a well documented set guideline.

- Purchase planning
- Standards determination
- Specifications development
- Supplier research and selection
- Value analysis
- Financing
- Price negotiation
- Making the purchase
- Supply contract administration
- Inventory control and stores
- Disposals and other related functions

HOTEL MANAGEMENT

Our Competence

INTEGRATED SALES & MARKETING PLATFORM

GLORIA HOTEL & RESORTS has built up a vertically integrated sales & marketing platform for delivering revenues to our businesses. The following components are part of this platform:

- Tour Operators
- Corporate Companies
- Production Companies
- Conference Organisers
- Travel Agents
- Government
- Weekly site inspections with existing and new clients
- Weekly sales activity reports to the hotels
- Monthly sales & marketing reports to the hotels
- Weekly revenue and sales meetings analysing occupancies, rates and online portals
- National sales trips
- Domestic & International Sales Calls / Trade Shows / Road Shows
- Dedicated Sales Team
- Brochure and allocation negotiations with Tour Operators
- Rates contract issuing and negotiations
- RFP / Tenders for corporate companies
- Assistance with rate loading for Travel Agents on the GDS
- Set-up of an annual sales and marketing budget
- Digital Campaigns (Google / Social Media / Newsletters / etc)
- Print Campaigns (flyers / corporate gifts / advertising placements / events / etc)
- Loyalty VIP Card

PROJECT MANAGEMENT

PROVIDING EXPERTISE IN HOTEL PROJECT MANAGEMENT

- GLORIA HOTELS & RESORTS employs a proven, effective, cost-efficient system for hotel project management and the development of new properties – from initial design right up to move-in coordination. We offer the technical expertise in planning and layout of a new build project, without the need for costly outside consultants. When you are in need of additional consultation services, our expertise and existing partnerships with industry experts will serve to keep this expense at a minimum.
- Whether a new build or the conversion of an existing property, GLORIA HOTELS & RESORTS provides forecasting for future performance and works hand-in-hand with property owners and managers from project conception through the daily operations of properties.

A key component of GLORIA HOTELS & RESORTS success has been the ability to build a brand that is strong enough to achieve market visibility, and flexible enough to recognise the value of locally operated businesses. A developed brand standard regime and recognition of the importance of discipline in supporting its development are at the core of the Group.

BRANDING

A key component and unique aspect of our business model is for the affiliation relationship to be built in a way for the resultant outcome to add value for both parties. This may well apply in marketing and branding, and other management services such as Finance, Operations and Investment.

AFFILIATION SERVICES



CONSULTANCY

GLORIA is a pre-eminent team of sector-leading experts who are committed to providing insightful and professional consultancy in all areas of hospitality.

We offer clients a truly international perspective on all aspects of hospitality, with proven experience and success in various countries. such as:

- Brazil
- Malaysia
- Azerbaijan
- Egypt
- Tanzania
- Germany
- Mauritius
- Mauritania
- Many Others

Below, some of the Gloria Projects undertaken for **Consultancy**:

- Osfaya Group in Brasilia City, Brazil

One of the biggest projects in South America, the project contents of Commercial Mall, thousands of Flats, Hotels, Resorts, Villas and Chalets, Golf Courts, Fish Pond and Sports Activities, Schools and Universities.

Gloria is the consultant of the 2 Hotels and 1 Resort consisting of 1,150 rooms, suites and chalets.

- Premier Group, Premier Heritage Hotel, Old Baku City, Azerbaijan.

- Kumpulan Perangsang Selangor Berhad in Shah Alam and Kuala Lumpur Malaysia.

Shah Alam Hotel is closed and Gloria is assigned to study the rehabilitation.



Osfaya Group in Brasilia City, Brazil



Premier Heritage Hotel, Old Baku City, Azerbaijan



Quality Hotel Shah Alam, Malaysia

OUR HOTELS

FUTURE
PRESENT
PAST

OPENING
SOON

GLORIA RÊVE DU NILE

CAIRO, EGYPT

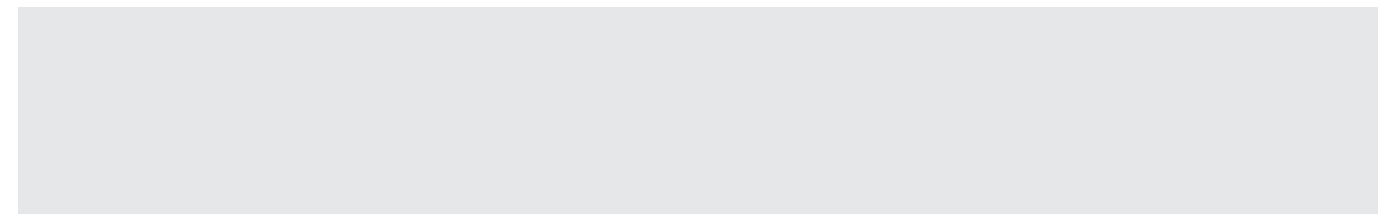
LUXURY ★★★★★

MANAGED BY GLORIA HOTELS & RESORTS

500
SUITES

FULL FACILITIES
OF LUXURY HOTEL
APARTMENTS

- Gloria Reve du Nil is in a prime location on the Nile River in the heart of Cairo and consists of 500 exquisitely designed Hotel Apartments in a 20 storey building facing the majestic views of the Nile River. The Hotel enjoys all the facilities of De Luxe Five Star Properties.
- The Building includes a variety of Cafés and Restaurants in addition to a shopping area.
- Opening 3rd quarter 2025



GLORIA CUPIDON HOTEL & BEACH RESORT MARSA ALAM, RED SEA, EGYPT

★★★★
DELUXE

MANAGED BY GLORIA HOTELS & RESORTS

225
ROOMS
AND SUITES

FOOD AND
BEVERAGE
OUTLETS

BEACH SPORTS
FACILITIES

- Opening 2025



RETAL GLORIA HOTEL APARTMENTS CAIRO, EGYPT

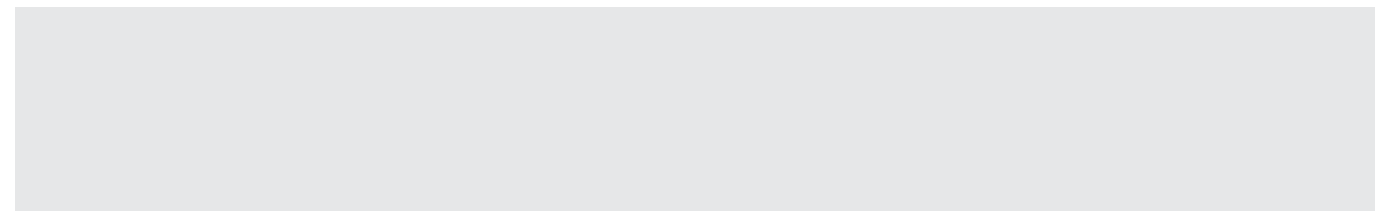
LUXURY ★★★★★

MANAGED BY GLORIA HOTELS & RESORTS

75
SUITES

FULL FACILITIES
OF LUXURY HOTEL
APARTMENTS

- Located in downtown area of the administrative capital of Cairo, Egypt.
- Opening 2027



AL HAYAT GLORIA HOTEL

RIYADH, KSA



MANAGED BY GLORIA HOTELS & RESORTS

100
ROOMS

FOOD AND BEVERAGE OUTLET AND
OTHER FACILITIES

- Opening 2025



جلوريا
GLORIA

مروج جلوريا
MOUROUJ GLORIA

CURRENT OPERATION

KHALIDIA PALACE HOTEL DUBAI, UAE



MANAGED BY MOUROUJ GLORIA HOTELS & RESORTS

311
ROOMS
AND SUITES

FULL FACILITIES OF
LUXURY HOTELS

- Located at the place of Khalidia Hotel Apartments in Maktoum Street



GLORIA INN NAJRAN, KSA



FRANCHISED BY GLORIA HOTELS & RESORTS

<p>86 ROOMS & SUITES</p>	<p>10 VILLAS</p>	<p>35,000 SQUARE METER PLOT</p>
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- Largest banquet halls
- Located in the outskirts



AL NAKHEEL HOTEL APARTMENTS ABU DHABI, UAE

MANAGED BY MOUROUJ GLORIA HOTELS & RESORTS

<p>72 ONE BEDROOM FULLY FURNISHED</p>	<p>FOOD AND BEVERAGE OUTLETS</p>	<p>OTHER FACILITIES</p>
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- Superior Hotel Apartments located at Muroor Road



GLORIA AL MADINAH AL FAYROZ AL MASSI **MEDINA , KSA**



FRANCHISED BY GLORIA HOTELS & RESORTS

<p>307 DELUXE ROOMS & SUITES</p>	<p>2 RESTAURANTS</p>	<p>LOBBY CAFÉ</p>
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- Located second line to Al Haram Al Nabwai

PREVIOUSLY MANAGED



MOUROUJ HOTEL APARTMENTS

ABU DHABI, UAE

FRANCHISED BY MOUROUJ GLORIA HOTELS & RESORTS

46

FULLY FURNISHED SPACIOUS APARTMENTS

GYM &
AYURVEDIC SPA

- Luxury Boutique Hotel Apartments



GLORIA ARABIAN PALACE HOTEL

ABU DHABI, UAE



MANAGED BY GLORIA HOTELS & RESORTS

216 Rooms and Suites
Food and Beverage Outlets,
Gym, SPA, Swimming Pool,
Theme Restaurant and Café
Deluxe 4 Star Hotel in Abu Dhabi
Zayed Sports City



EXECUTIVE SUITES

ABU DHABI, UAE

MANAGED BY MOUROUJ GLORIA HOTELS & RESORTS

120 Suites of Studio and One-Bedroom
Food and Beverage Outlets,
Roof Top Swimming
Pool, Gym and Spa
Superior Hotel Apartments for both
Business and Leisure Travelers
Located in the Central Business,
Cultural and Shopping District



H.E. APARTMENTS BY GLORIA

DUBAI, UAE

MANAGED BY GLORIA HOTELS & RESORTS

112 Studio, One and Two-Bedroom Apt.
Food and Beverage Outlets,
Roof Top Swimming
Pool, Shisha Terrace and Gym
Superior Hotel Apartments for both
Business and Leisure Travelers
Located in JVC in the Central Business,
Cultural and Shopping District



GLORIA HOTEL & HOTEL APARTMENTS
DUBAI, UAE ★★★★★

MANAGED BY GLORIA HOTELS & RESORTS

- 41 Storey Tower
- 1,010 Deluxe Suites and Apartments
- 7 Dining Outlets
- 1,653 m² Exceptional Meeting and Conference Facilities

Opening and Full Management of one of the largest hotel suites and hotel apartments in the Middle East.



YASSAT GLORIA HOTEL & HOTEL APARTMENTS
DUBAI, UAE ★★★★★

MANAGED BY GLORIA HOTELS & RESORTS

- 41 Storey Tower
- 1,019 Deluxe Suites and Apartments
- 3 Dining Outlets
- Accommodates major banquets, Private Receptions, Indoor Meetings or Events

Luxury standard. Located on Sheikh Zayed Road at the doorstep Internet Metro Station



KHALIDIA HOTEL APARTMENTS
DUBAI, UAE ★★★★★

MANAGED BY MOUROUJ GLORIA HOTELS & RESORTS

- 42 Fully Furnished Apartments Two and Three Bedrooms
- Food and Beverage Outlets and Other Facilities



GLORIA HOTEL DOWNTOWN
ABU DHABI, UAE ★★★★★

MANAGED BY GLORIA HOTELS & RESORTS

- 156 Rooms and Suites
- Food and Beverage Outlets and Other Facilities

Located in the city center of Abu Dhabi



KHALIDIA PALACE HOTEL ★★★★★
ABU DHABI, UAE

MANAGED BY GLORIA HOTELS & RESORTS

- 120 Rooms, Chalets and Suites
- 25,000 m² Own Beach
- Food and Beverage Outlets and Other Facilities

Prime location on Abu Dhabi Corniche



TELAL RESORT ★★★★★
DUBAI, UAE

BY MOUROUJ GLORIA HOTELS & RESORTS

- 13 Tented Villas
- 10 Heritage Rooms
- Food and Beverage Outlets and Other Facilities

Deluxe Resort 45 km from Al Ain capital



MOUROUJ GLORIA WHITE PALACE HOTEL
YALOVA, TURKEY ★★★★★

MANAGED BY MOUROUJ GLORIA HOTELS & RESORTS

- 54 Rooms and Suites
- Food and Beverage Outlets and Other Facilities
- Boutique Hotel



GLORIA HOTEL ★★★★★
DOHA, QATAR

MANAGED BY GLORIA HOTELS & RESORTS

- 167 Rooms
- From planning stage till full operation. Now closed for renovation and change of ownership.





gloria-hotels.com

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