



ACTION HOTELS

MEDIA CLIP

Kuwait-based Action Hotels to roll out 2600 midscale rooms	Publication	Hotelier Middle East
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EXPANSION

Action Hotels has announced that it will be opening a second Ibis hotel in Kuwait this year, in the Sharq business district of the city.

Action Hotels general manager Alain Debare said: "We have a second Ibis opening in Kuwait this August [2010]. We identified that there was market for a second one in Kuwait as the hotels are in two very different areas".

The opening marks the beginning of a two-year development plan, which will see the company adding to its existing portfolio in the region.

According to the company's chairman, His Excellency Sheikh Mubarak Abdullah Al Mubarak Al Sabah, nine mid-scale properties will be joining the three already open in Kuwait, Oman and Jordan.

"Our regional strategy is to cement a leading position in the economy hotel segment," said Sheikh Mubarak.

Action Hotels' partnership with Accor and IHG will see the company deliver a 14-plus portfolio of



Alain Debare of Action Hotels talks new openings.

gateway properties under the Ibis, Novotel, Holiday Inn and Staybridge brands by 2011.

Debare added: "We are very focused in terms of future development in the Middle East. So this is really where we are concentrating, and our decisions are strategic — we look at opportunities and we go in to that market".

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