



فنادق الديار
Al Diar Hotels

A division of Abu Dhabi National Hotels

ALDIAR INSIDER

Al Diar Hotels Newsletter / Issue 13/ Mar-Apr 2019

Inspired Motivated Dedicated

Words from the Director of Operations



Dear Colleagues,

Welcome to the 13th issue of Al Diar Insider.

Al Diar Insider has reached another year of bringing you the most interesting events and features all about Al Diar Hotels portofolio of properties. Whether it is a part of business, team or community goals, Al Diar Insider has achieved its objective to collect and communicate information, inspirational articles and memories from our colleagues' hardwork and efforts.

Let us keep on working together for the success of Al Diar Hotels whether it is for personal fulfillment or for Al Diar Hotels business achievement. Remind ourselves always that we are a team and success can only be achieved if we work together as one.

Although we have been facing various challenges in our everyday tasks, I encourage everyone to continue carrying Al Diar Insider value to be inspired, motivated and dedicated all year through.

Warm wishes,

Ayman Fathy
Director of Operations
Al Diar Hotels

Did you know?

Spreading good news and good vibes for 2 years now.

Al Diar Insider
from Mar 2017 to date

Al Diar Insider, a bi-monthly colleagues newsletter has been a part of Al Diar Hotels' excitement since the released of its first publication of Feb/Mar 2017 issue.

Although the space in each section is quite limited, Al Diar Insider tried to fit relevant articles to bring the most comprehensive information and insert as much as many images of events happened across Al Diar Hotels. Bringing memories of smilies from events, activities and success stories, each issue of the mentioned newsletter is communicated and distributed by Human Resources & Training Department via email and on colleagues bulletin boards of each property. Each issue is also published via aldiarhotels.com and on Al Diar Hotels social media channels.

Let's do a quick trivia:

Al Diar Insider was created on the initiative and guidance of Mr. Ayman Fathy aimed to communicate the most relevant information

and events happening in Al Diar Hotels.

Al Diar Insider was named from the winning entries submitted by Mr. Fadi Ibrahim. EAM Al Diar Capital Hotel / Cluster Sales & Marketing and Ms. Dona Dine Betarine, Al Diar Hotels Training Coordinator. "Name the Newsletter"



competition run from January 22 to February 8 2017.

Facts and featured articles are contributed by Human Resources, management and colleagues from the featured properties.

Featured colleagues in Al Diar Star is based on the referral and recommendation from Human Resources & Training Department and the General Manager of the staff featured in each issue.

Featured colleagues in In-Person section is selected from the Management committee.

Al Diar Insider has been designed by Gracelene

N. Morales, Marketing Executive. She is also the acting editor and sometimes, reporter, writer and photographer of Al Diar Insider.

All articles are under supervision of the Management team committee composed of Mr. Ayman Fathy, Mr. Fadi Ibrahim and Ms. Eden Reynaldo, Human Resources Manager with the final approval from Mr. Ayman Fathy.

This bi-monthly 2-page newsletter on its 13th issue has already featured 84 articles and as much as 402 images combined on main page



and supplementary pages.

Do let us know if you have any comments and suggestions or, if you have any interesting events or information that you would like to share or to contribute, email us on:

sales.aldiar@adnh.com

In person



Shoukat Rauf Khan
Cluster Sales Manager
Al Diar Hotels

Career highlights: A graduate of Bachelor of Arts from University of Peshawar in Pakistan, Mr. Shoukat Rauf Khan started his hospitality venture in Abu Dhabi in April 2000 in Sands Hotel as Credit Manager and then, was promoted as Sales Manager in January 2001.

His career path has led him to Abu Dhabi National Hotels when he joined Mafraq Hotel in July 2007 as Sales & Marketing Manager. It was in January 2008 when he moved to Al Diar Capital Hotel as Acting Front Office / Sales Manager. Proven dedication and sincerity, he was promoted as Sales & Marketing Manager, 6 months after he joined Al Diar Capital Hotel

On February 9, 2009 he accepted the break to be a part of Cluster Sales & Marketing team as Cluster Sales Manager, a very challenging

role that requires skills, expertise and strategy to handle corporate clients of the portfolio of properties across Al Diar Hotels. His calm and professional approach with the team and clients are surely one of the keys to his success.

Let us get to know him a little bit more:

How do you describe the market these days?
"The market is always challenging particularly when it comes to stabilizing the rates. We all know that over the years, the number of hotel rooms has increased in Abu Dhabi which provide the guests more choices of hotels based on location, facilities, online score, etc. To cope up with this competitive market, 5 star hotels have started to drop down the rates particularly the contracted rates with Oil Companies which negatively affected the rates in 3 and 4 stars hotels. Similar scenario is happening on online market trends dropping the marginal rates and sometimes, tend to offer less than the corporate rates. Corporate accounts started to utilize online booking sites with options to compare and select the best rates in the market. It is challenging that guests have become price conscious however, we should not forget that the location, service and facilities are still considered in guests' value-for-money search key factors."

How do you see Al Diar Hotels coping up with the competitors' threat? "We always strive to put our effort to cope up with the competition by looking for new companies or companies with new projects. Also, due to fierce competition we keep to adjust our price margin to stay ahead in the market. The most important is, our team works together along with our hotels management team and staff that always give us edge to competitors."

With a quiet and unassuming demeanor, Joseph excels at his job with his innate hospitality and unobtrusive service. He quietly get things done and you can always rely on him for input and support. His most endearing trait as described by his colleagues is his caring nature towards his team and colleagues. He gets along well with everyone and ensure that everyone is doing well.

Speaking with Al Diar Insider "I have always been thankful for all the assistance and support from the Management and from my colleagues both from my department and all the departments since day one of my working day", Joseph said. He added "24 years experience in Food & Beverage has given me the confidence to open my own restaurant when I go back home for good to be with my family."

His quote in life he said is "No matter what comes your way, stay positive and be grateful", most probably one of the best motivation he carry everyday.

Well done Joseph, your dedication and special traits during this long years of service, you are definitely worthy to be Al Diar Star! 

Favourite movie: "Hindi movie Munna Bhai MBBS which was based on facts of life.

Favourite quote: "In the middle of every difficulty lies opportunity." - Albert Einstein 

Spotted

Valentine's Day celebration at Marigold Restaurant

Al Diar Dana Hotel, Abu Dhabi

Thursday of 14th February 2019 seems to be hectic if you come from busy work schedule and rush off to a Valentine's celebration for a romantic dinner with your special someone. Fortunately, Al Diar Dana Hotel is situated at the heart of residential, commercial and business areas in Abu Dhabi that makes it easy to reach from work place. Marigold Restaurant is located on the first floor of the hotel wherein

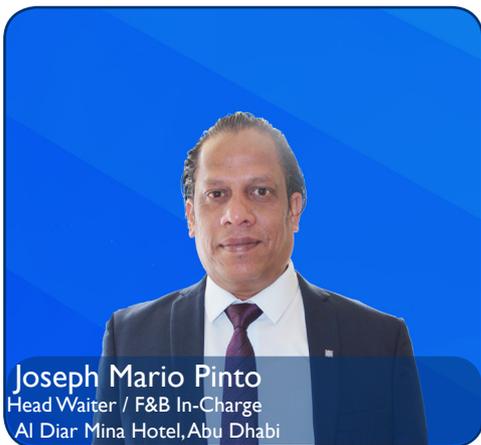


the Marigold team is ready to welcome everyone at times like this. Every year, the management and staff are putting their efforts to create a Valentine's atmosphere and food that will surely enhance the occasion's celebration. Our colleagues at Marigold Restaurant are always prepared to provide memorable celebration experience on special occasions like this. No wonder it was a busy day and joyful Valentine's Day for the team. 



Editor / Designer: Graciano N. Morales

Al Diar Star



Joseph Mario Pinto
Head Waiter / F&B In-Charge
Al Diar Mina Hotel, Abu Dhabi

One of the remaining pioneer company employees, Joseph started his career in Al Diar in April 1995 as Waiter in Al Diar Mina Hotel. He was directly hired from Goa, India. Over the course of more than 2 decades of dedicated service, he managed to get promotions at different levels until he reached his current post as Head Waiter and F&B In-charge in Al Diar Mina Hotel.