



Words from the Director of Operations



Dear Colleagues,

Welcome to issue 14 of Al Diar Insider.

This issue covers the opening of a new leisure outlet in Al Diar Sawa Hotel Apartments, a little bit of insight to one of our colleagues in Cluster Sales & Marketing and a special feature from one of our colleagues in HR and Training Department. This issue also comes with 5-page supplement featuring events and celebrations at Al Diar Hotels during the month of March.

As move to the month of Ramadan, let us respect all our Muslim colleagues who are fasting to fulfill their objective during this month. The Holy Month of Ramadan is more than of a fasting season. It is the season of reflection, to be peaceful, to be grateful for all the blessings we had in the past and we are having during this period, to respect, it is also a season for caring and sharing.

Let me wish everyone Ramadan Kareem!

Warm wishes,

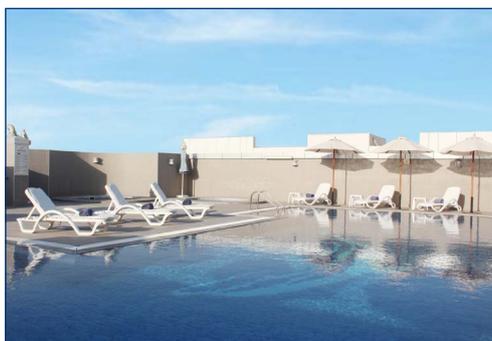
Ayman Fathi
Director of Operations
Al Diar Hotels

Did you know?

Leisure facilities

at Al Diar Sawa Hotel Apartments, Abu Dhabi

Since its opening day in 2014, Al Diar Sawa Hotel Apartments is packed with rejuvenation and relaxation facilities such as outdoor swimming pool, kids pool and jacuzzi at the rooftop. There are also sauna and steam cabins facilities which are located on the 13th floor. Be it for short term or extended stay, guests

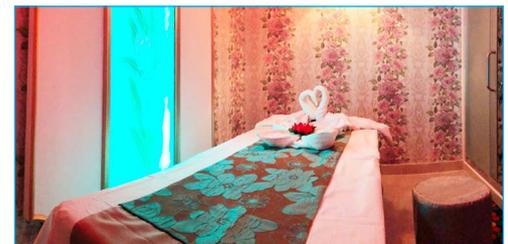


have the privilege to utilize these facilities without extra charges.

This year, Evergreen Lavender Fitness Centre & Spa opened its door on the 13th floor at Al Diar Sawa Hotel Apartments. The team un-



derstand that each guest has specific preference and therefore created an extensive list of treatments such as Chinese, Thai, Arabic and Couple Massage, Hot Stone and other special relaxing treatments. Each of these treatments is a de-stressing treatment to soothe your senses, relax the body and mind. It's a luxurious treat at



affordable price.

Each treatment room has an individual shower room and has a tranquil ambience to set anyone in a relaxing mood. Couple Treatment Room, Hamam and Moroccan bath are also available at Evergreen Lavender Fitness Centre & Spa.

Al Diar Siji Hotel
Fujairah:
Al Diar Sawa Hotel Apartments
Al Diar Dana Hotel
Al Diar Mina Hotel
Al Diar Capital Hotel
Abu Dhabi:

In person



Abdul Samad
Cluster Sales Manager
AI Diar Hotels

Career highlights: A graduate of Bachelor of Science in Computer and a diploma holder in Hotel Management, Abdul Samad joined Best Western Hotel Group in India in 2001 as Management Trainee, where he gained illustrative experience in various departments. He was a Junior Lobby Manager when he left and started to explore new opportunities.

It was in 2005 when he moved to Abu Dhabi to join AI Ain Palace Hotel. In 5 years' time, he upheld various positions in the mentioned hotel. With his utmost efforts and professionalism, he has gained the required knowledge that led him to acquire key corporate clients.

In 2011, he joined AI Diar Hotels as Sales Manager handling various market industries that requires sourcing major business leads and maintain business relationship with travel & leisure companies, Oil & Gas companies, exhibitions, events and sports organisers, travel agencies and any other industries that could be potential for business partnership. A customer-oriented with knowledge and experience in the flow of the competition in the market, he is surely well equipped for his position.

Let us get to know him a little bit more:

Highlight the most exciting part of your career: "One of the most exciting part of my career is witnessing Abu Dhabi hotels market fluctuation. I recall in 2007 when there was a huge demand of hotel rooms that 3 to 4 star hotels hiked up room rates from AED400 to AED800. Ironically, Abu Dhabi has a very small hotel rooms inventory during that period. It was the beginning of the peak period for Oil & Gas industry and the

time that Abu Dhabi was laying the foundation of the world class high infrastructure such as Reem Island, Saadiyat Island, other major landmarks and business construction projects. It was an exciting golden period for Hotel establishments to benefit from the developing market with a good Average Daily Rate (ADR) and high occupancy.

Forecasting the sudden increase on the demands of the hotel rooms, International chain luxury hotel brands rooted Abu Dhabi thus, resulted to increase the hotel inventory at the capital. To cope up with the growing number of competitors, the ADR of the same hotel rooms has declined and sold to an average at almost half the rates compared to the rates offered in 2017. Due to this major shift and fluctuation, the market has become more competitive and more challenging. The excitement continues as we strive hard to cope up and beat the market as well as the competitors."

How do you see yourself in the future? "I am driven to achieve both of my goal and the company's objective. I would be pleased to use my skills to support and influence others. I would like to see diversify my skills, to contribute significantly to company's growth and become a successful team leader. If down the line there is opportunity for advancement which would take me to the higher level of responsibility based on my proven skills and wealthy experience. I would see myself accepting that most awaited chance. I am really passionate with what I do and I would love to mentor and guide other employees to grow and be successful within the assigned area as a Manager or any other higher level position.

Interest: To be of service to humanity in need and be of service to the people of God.

Favourite quote: "Everyone has the will to win but very few have the will to prepare to win"
- Vince Lombardi 

AI Diar Star



Ma. Elaine Gumiran
HR Coordinator
AI Diar Capital Hotel / AI Diar Mina Hotel, Abu Dhabi

A wise quote from Carlos Santana goes "There

is no greater reward than working from your heart, and making a difference in the world." Elaine completely embodies this with her diligence and love for work which is attested by her significant contribution to AI Diar HR and Training Department over the course of the past 10 years.

Having a technical background in IT and Communications, Elaine started her career with AI Diar Hotels back in 2009 as Secretary of AI Diar HR and Training Department, where she acquired extensive exposure, training and experience at work which earned her the HR expertise that she currently possess.

Over the course of the past decade, she has worked in AI Diar Cluster HR and Training Office, AI Diar Mina Hotel and AI Diar Capital Hotel, consistently proving her mettle and gaining recognition for her job performance along the way. She was promoted to her current post as HR Coordinator in January 2016 and was awarded as Supervisor of the Year 2016 of AI Diar Mina Hotel and Supervisor of the Year 2018 of AI Diar Capital Hotel, respectively.

With her friendliness and approachability being her hallmark traits, we can safely say that almost if not everyone of her colleagues have only positive things to say about Elaine. She may not be a front liner team member but she works her magic behind the scenes, always rendering her service and support to everyone who approaches her and at the same time contributing her creativity and passion to every project and endeavor the HR and Training undertakes.

The comment of **Ms. Eden Reynaldo**, HR Manager of AI Diar Hotels, who is the direct manager of Ms. Elaine well-encapsulates her worth and essence for AI Diar Hotels: "**Elaine is not just a colleague but a friend and a sister as well. She is a complete person who always exhibits positivity, love and passion for her work and always endeavors to help anyone who comes to her for support. Having a dependable colleague like her, along with the rest of my team is definitely the best part of my job. She is a rare jewel of AI Diar who we truly treasure.**" 

(Contributor: ER)

Let us know if you wish to contribute to AI Diar Insider, have an upcoming event or have any suggestions. We would be interested to speak to you.

Email us on: sales.aldiarhotels.com
or call us on **+971 2 6998 331** 