



THE LOWRY HOTEL

MANCHESTER

FIVE STAR LOWRY HOTEL WELCOMES MIDDLE EAST GUESTS WITH NEW OFFERS

Manchester's five-star Lowry Hotel has launched a range of new facilities and packages for its growing number of Middle East guests.

Visitors from the Middle East into Manchester are rising 65% year on year according to the latest statistics from Visit Britain, with airlines including Qatar Airways, Emirates and Etihad now flying numerous regular routes to the city.

For guests from the Middle East region, The Lowry Hotel is offering special four and seven night packages including chauffeur transfer to the hotel from the airport.

All staff are receiving Arabic awareness training to ensure guests enjoy the most helpful and pleasant stay possible. Guests will be welcomed with delicacies from their region including dates, pistachios and Turkish coffee, and a Middle Eastern breakfast and Halal menu will both be available.

The concierge department can help guests by offering prayer mats, directions and local prayer times and provide a guide to help guests get the best out of their stay in Manchester and the region, including supercar valeting service.

The Lowry Spa offers a number of packages and special offers to suit all guests – to ensure privacy, one-on-one sessions are available so women can book appointments in advance for a private spa session.

The Lowry has numerous interconnecting suites perfect for large family groups from the Middle East. Each room and suite boasts state-of-the-art equipment including iPod docking stations, plasma televisions and high-speed internet access.

Manchester is the perfect location for visitors attracted to the city's mix of football, culture, countryside and shopping. Described the UK government as the 'Northern Powerhouse,' the city is enjoying fast growth, with a big rise in people being drawn to live in its dynamic centre.

General Manager Adrian Ellis said: "The Lowry Hotel is proud to be the first choice Manchester destination for visitors from the Middle East.

"Of course, Abu Dhabi investments in Manchester City and across the city, explain some of the increase. But we are seeing more guests from right across the region, who view The Lowry as the hotel which really caters for them.

"We are seeing large numbers flying in for football fixtures at both Manchester City and Manchester United, and it is pleasing to see them return in the summer after Eid for an extended break. Some are visiting their children who are students in the city, or who are at summer soccer schools

"We have launched our new facilities and packages to cater for this growing market. These include visits to the countryside or creating a personalized itinerary to match guests' preference, whether it be a shopping trip, a visit to tours at the football stadia, or to the countryside around Manchester. Our staff can also make private introductions to high end retailers in Manchester such as Harvey Nichols and Selfridges."

For further information about press visits, high resolution images, etc, please contact:

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Editor's Notes

The five – star Lowry Hotel is an independent luxury hotel located on the Salford-Manchester boundary, and is the only hotel in the region to be part of the prestigious Leading Hotels of The World. Since opening in April 2001 the hotel has won over 60 awards.