



## **Five-star Lowry Hotel welcomes Middle Eastern 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 Eastern guests.

There has been a significant surge in Middle Eastern visitors travelling into Manchester in recent years, with over a 33% rise (over a four-year period) of Middle Eastern guests visiting the city. This is according to recent statistics from Manchester Airport.

The growing demand has resulted in airlines including Qatar Airways, Emirates and Etihad now flying numerous regular routes to the city, with Manchester Airport offering services three times a day to Dubai and twice a day to Abu Dhabi.

Certain areas of the Middle East have seen a significant influx of visitors heading to Manchester (over a four-year period), with a 475% increase for Omani nationals, 253% for Kuwaiti nationals and 63% for Saudis, according to the Airport.

For guests from the Middle East region, The Lowry Hotel is offering four nights for the price of three, and seven nights for the price of five, along with a special package that will include a chauffeur transfer from the airport to the hotel and convenient early check-in.

All staff are receiving Arabic awareness training to ensure guests enjoy the most helpful and pleasant stay possible. The hotel is ensuring that guests have the warmest of greetings with a welcome card and factsheet in Arabic being presented to guests upon arrival.

Guests can enjoy delicacies from their region including dates, pistachios and Turkish coffee, plus sitting for a Middle Eastern breakfast which will be offered in a separate breakfast area. There is also a Halal menu with a selection of tasty dishes which is available on request.

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

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

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

Manchester's mix of football, culture, countryside and shopping provides the perfect location for tourists and visitors. Described as the 'Northern Powerhouse' by the UK government, 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 Hotel as the place which really caters for them.

"We are seeing large numbers flying in for football fixtures at both Manchester City and Manchester United. 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."

## **ENDS**

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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.