

دای آنڈ نایت
day&night
HOTELS

the difference is clear

A new hotel concept brought to you by **Layia Hospitality**

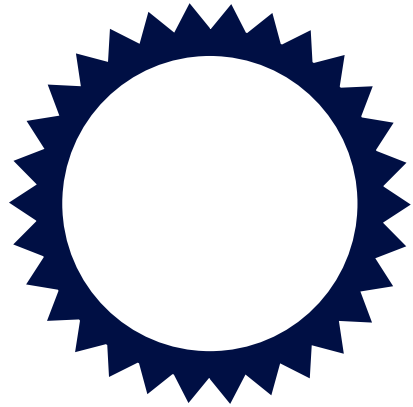
From Layia Hospitality's dynamic vision to transform the hospitality industry comes a new approach to budget accommodation, Day & Night Hotels. Operating in the Middle East and North Africa, Layia Hospitality already manages a fine collection of properties under two different brands. Day & Night Hotels will reach new audiences and ensure the continued growth of Layia Hospitality in the region.

لايا
Layia
Hospitality



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day

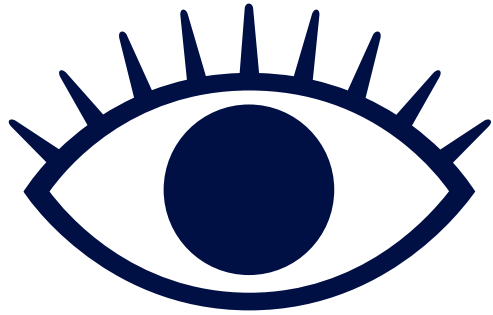


night

Introducing Day & Night

Setting new standards and redefining the budget accommodation category, Day & Night Hotels will appeal to the budget conscious business traveller seeking a true alternative to the expense of four and five star brands. Being centrally located, every property will offer not only location but also a second-to-none product in terms of facilities, services, security and pricing.)

With several new properties already set to open in the near future, Day & Night Hotels will be here to change your world in the wink of an eye.



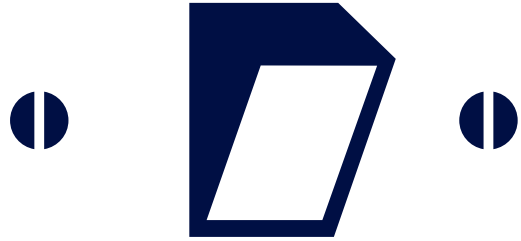
wake



sleep

Good for one
good for all

Ensuring Day & Night Hotels appeals to a new generation of executives, a team of leading architects and designers are responsible for creating a modern, trendy and young-at-heart environment. But there's more to Day & Night Hotels than meets the eye. Strip away the slick appearance and you will find a concept which has been considered in every detail; from the cost effective build and ease of maintenance to minimised staff and running costs. Utilising the very latest technologies, the Day & Night concept has been developed to keep energy consumption to a minimum. Whilst room sizes may vary moderately between one property and another, the core concept of Day & Night Hotels will be true for all properties. Happy customers. Happy owners. Happy environment. 



on



off

Making travel your business

Whilst it is true that Day & Night is ideal for business travellers, any person seeking not to compromise on quality when travelling with a limited budget will find the contemporary styling and well considered features irresistible. Whether you're on duty or seeking some time off, it's time to get turned on to Day & Night Hotels. •  •



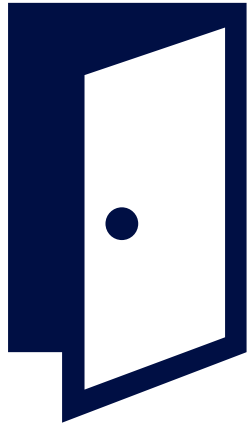
cold



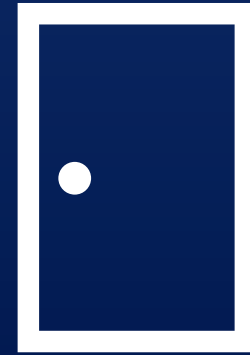
hot

It's your choice

Life is all about choices. That's why every Day & Night property will offer facilities and services to meet your daily desires – an all-day dining restaurant, recreational facilities such a swimming pool and a 24-hour gym, a business centre with meeting rooms, a business desk with an ergonomic chair in your room and a convenience store. With Wi-Fi throughout every property and a host of automated services, there's no reason to feel hot and cold about economy travel any more. ☕



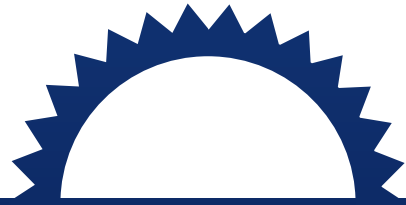
open



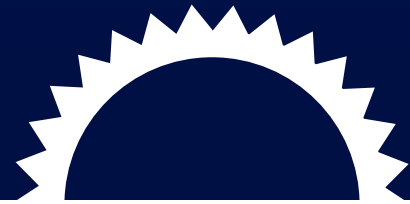
shut

One of the family

By ensuring that the spirit of Layia Hospitality flows through every facet of this brand, we guarantee a comfortable atmosphere which is always open and friendly. Comprehensive staff training means that our easy-going attitude is balanced with a highly polished experience and never becomes an imposition. It's an open and shut case for the desirability of Day & Night Hotels. 



rise



set

When you rise after your first night of restful sleep you will know what all the fuss is about, because at the end of the day there's nothing better in budget accommodation.

Day & Night.
The difference is clear.

The executive team

Combining the talents of highly experienced individuals who are committed to delivering superior standards on all levels, Layia's executive team brings together industry experience from many parts of the world.

Daniel Hajjar

CEO



Having started his career in Paris with Hilton International back in 1983, Daniel Hajjar quickly found his place in the Middle East hotel industry. Today, Daniel is highly regarded in the industry, writing articles for leading industry publications and speaking at major events and conferences.

From heading up the Sales & Marketing team for Hilton properties in Bahrain and Dubai, Daniel moved to Cairo in 1992 to fill the role of Regional Director of Sales & Marketing for 23 Hilton properties within the Middle East. Two years later Daniel moved back to Abu Dhabi as the General Manager of the Hilton Corniche Residence.

In 1997, an exciting and challenging position as Vice President Sales & Marketing lured Daniel to join an emerging hotel group called Rotana. The group has since become one of the most successful hotel groups in the MENA region. The following year Daniel moved to Lebanon as Vice President Operations, to oversee the development of the company and to open its first 5 star property in the Levant, the Gefinor Rotana Hotel. In 2002, Daniel again returned to Abu Dhabi to spearhead the Sales & Marketing department in anticipation of Rotana's massive expansion plan. During this period he facilitated a new visual identity for the group, introduced new Sales & Marketing processes and technologies, expanded the distribution network by entering into strategic alliances with airline and hotel partners in key feeder markets and the opened sales offices in the UK, Germany, Kuwait and India. Whilst with Rotana, Daniel's biggest achievement was the development and launch of one of the most recognized and successful loyalty programmes in the region; Rotana Rewards.

With the objective to create a genuine alternative to both international and regional hotel management companies, Daniel partnered with GGICO to launch a new hospitality company. 2007 marks the beginning of the story of Layia.

Mohamed Awadalla

Area Vice President



Following his graduation from the German Academic Institute for Hotel Management, Mohamed Awadalla started his career with Mövenpick Hotels. Coupled with his natural charm and warmth, Mohamed's professional abilities have assured him an illustrious career in hospitality.

After spending four years with Mövenpick Hotels, Mohamed joined Hilton International in 1998. The resort city of Luxor was his home before moving on to the Area Sales Office in Cairo where Mohamed spent two years in charge of the Travel Trade department for 12 properties.

In 1996, Mohamed was invited to move to the UAE to join the Corniche Residence Hilton as Rooms Division Manager. Mohamed's first experience of the UAE was so enriching that he decided to accept a transfer to the Al Ain Hilton where he spent two years as Director of Business Development. Later Mohamed returned back to the Corniche Residence Hilton as Director of Operations.

Rotana Hotels approached Mohamed Awadalla in 2004 and offered him the position of General Manager at their popular Al Maha Rotana in Abu Dhabi. Kuwait was next where Mohamed opened Rotana's first property in the city, the elegant Al Manshar Rotana.

In October 2007, Mohamed accepted the offer to join Layia Hospitality as a partner. His role as Area Vice President involves direct responsibility for seven properties.

Freddy Farid

Area Vice President



A well known and accomplished hotelier, Freddy Farid's last position before joining Layia Hospitality was Vice President for the Abu Dhabi / Al Ain area for Rotana Hotel Management. As a result of his expertise in the fields of Rooms Management, Sales & Marketing and Development, Freddy has enjoyed rapid and continued progression through the ranks of the industry.

After graduating in 1981 with a B.A. in hotel management from the Faculty of Tourism and Hotel Management in Cairo, Egypt, Freddy joined Hilton International. The following 18 years saw Freddy dedicate himself to Hilton International working across Egypt, USA, Abu Dhabi and Bahrain in a variety of senior management positions. Following this Freddy left the familiarity of the group to join Rotana.

Filling the role of Area Vice President, Freddy joined Layia Hospitality in May 2008 as a partner. The role involves overseeing future development and innovation within his area as part of Layia Hospitality's expansions plans.

Brought to you by Layia Hospitality

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the difference is clear