



# TRANSFORMING DESTINATIONS THROUGH INDULGING GUEST EXPERIENCES



للضيافة  
**HOSPITALITY**

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# **ABOUT US**

**INTRODUCTION**

**ALDAR HOSPITALITY**

**ALDAR PROPERTIES**





# CRAFTING EXPERIENCES WITH SUBSTANCE AND SOUL

At Aldar, human-centric experiences are at the heart of everything we do and build. Aldar's vision is to build communities where people can thrive and prosper.



# TURNING ORDINARY MOMENTS





Powered by human connections and the desire to reimagine guest experiences, every destination within our portfolio is a beautiful reflection of the human spirit; nurturing, ever-evolving and wholesome. Lifelong memories are woven into the fabric of each unique destination.

Our portfolio of experiences is incredibly diverse and ranges from hotels, golf clubs, beach clubs, to marinas, creating a wholesome experience for our guests.

# INTO LIFE-LONG MEMORIES.





# **PHILOSOPHY**

**CORE VALUES**

**OUR MISSION**

**OUR VISION**

# CORE VALUES

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## TRAILBLAZING

We aim to consistently evolve and raise the bar for hospitality experiences and be a market leader in everything we endeavour.

## AGILE

We are malleable, for it gives us the flexibility to quickly adapt to the changes and challenges derived from market conditions, while maximizing value for our customers and stakeholders.

## IMAGINATIVE

We are resourceful, entrepreneurial and inspiring in every aspect of our business and experience delivery.



# MISSION

**To focus on continuous disruption by empowering our people to challenge the status quo in everything we do.**



# VISION

**Our vision is to transform destinations by reimagining guest experiences.**



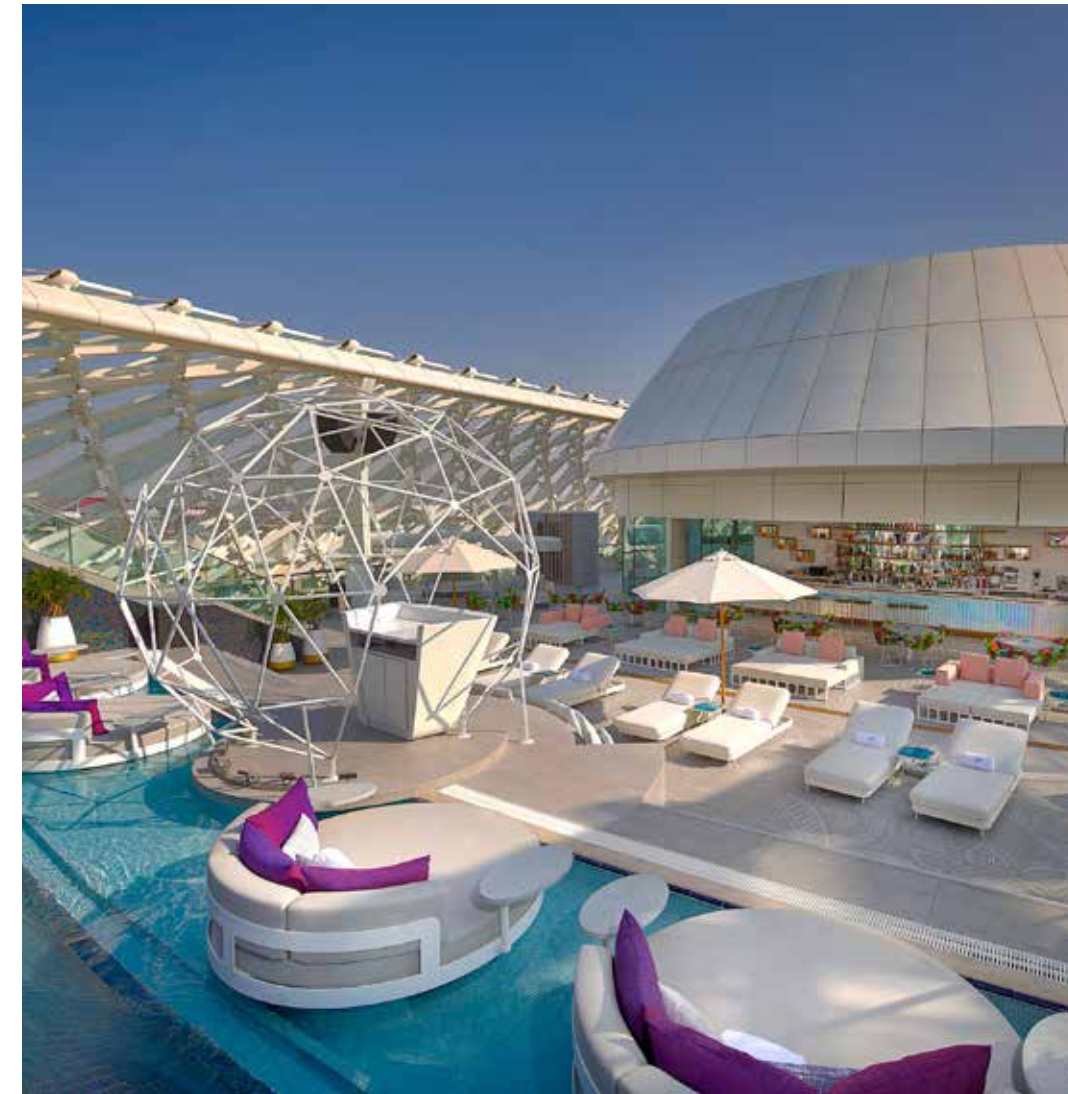
**HOTEL  
PORTFOLIO**

# W ABU DHABI YAS ISLAND

HOTELS



**A Zesty Destination  
on the Yas Marina Circuit**



HOTELS

Set at the beating heart of Yas Island, W Abu Dhabi - Yas Island is a playground for those who like to be seen and in the scene. The hotel is perfectly located on the Yas Marina Circuit and is a stone's throw away from all the world-class theme parks, concert venues, and Abu Dhabi's largest shopping centre. A haven for dining and nightlife, guests are treated to seven exquisite restaurants and bars, alongside a serene spa and lively kids' zone for the little ones.



# CROWNE PLAZA YAS ISLAND

Shaping Memories  
at the Heart of Yas Island



HOTELS



HOTELS

At Crowne Plaza, every little corner is designed to spark interest. The hotel overlooks the Yas Links Golf Course, the perfect spot for those who wish to tee off and extends complimentary access to nearby Cyan Beach. Guests can enjoy family-friendly recreational amenities including a 24-hour health club, outdoor pool and kids club and can treat their palates to 14 diverse restaurants and bars across the Yas Plaza Hotels.

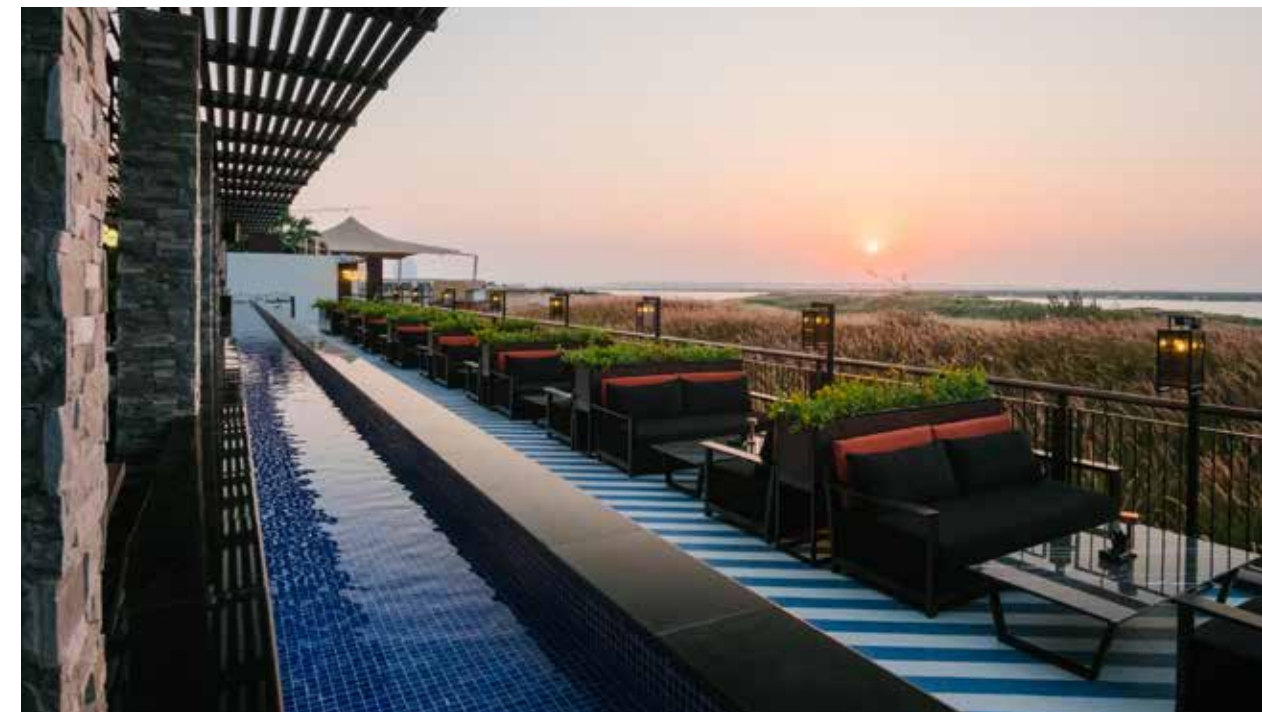




# RADISSON BLU YAS ISLAND

## The Beginning of Every Great Story

A destination built to revel, recharge, rest, and repeat, Radisson Blu offers stunning views of Yas Links Golf Course and the Arabian Gulf, with free beach access to Cyan Beach. The hotel offers guests all the joys that Yas Island brings along with a 24-hour health club, outdoor pool and kids' play area. Moreover, guests can indulge in scintillating offerings at 14 diverse restaurants and bars across the Yas Plaza Hotels.





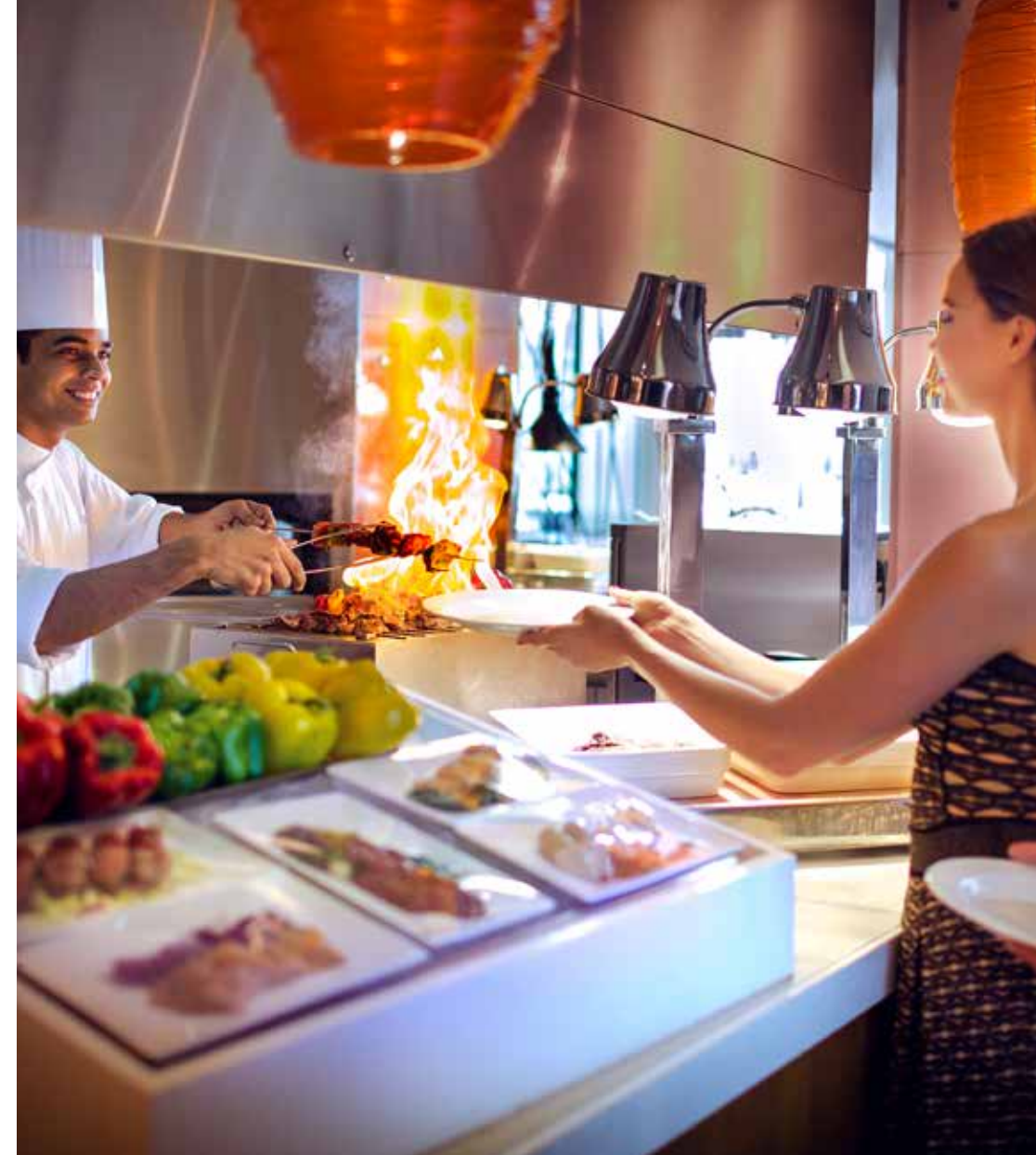
# ROTANA YAS ISLAND

Inspiring a Fresh Perspective

HOTELS



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HOTELS

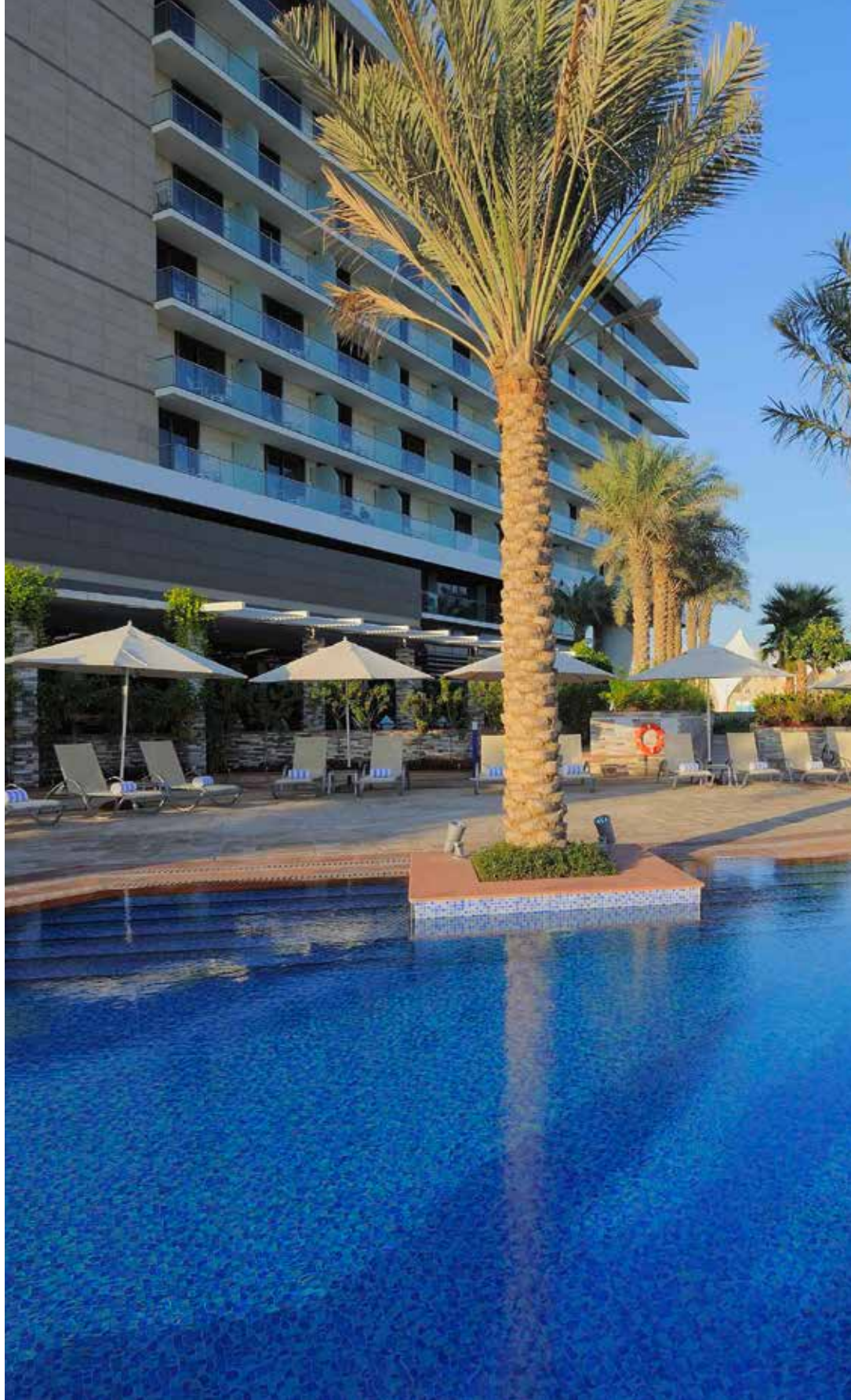
Rotana Yas Island invites curious minds to explore all that Yas Island has to offer and create memories that last a lifetime. Just minutes away from theme parks, concert venues, Yas Mall - Abu Dhabi's largest shopping centre, the Yas Marina Race Circuit, access to Cyan Beach and twofour54 creative hub, it is the perfect destination for those looking to seize the day.

The 308 inviting rooms and suites, with a wide range of culinary offerings comprising of international restaurants, specialty outlets, modern-chic bars and cafe, fully equipped meeting facilities and spacious ballroom with modern and sophisticated décor exude cosmopolitan flair and cater to guests seeking bespoke service and unparalleled quality.

ALDAR HOSPITALITY

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A World of Colourful Experiences

# PARK INN YAS ISLAND



Park Inn offers 204 tastefully designed rooms and suites with panoramic views of the lush Yas Links Golf Course and the pristine blue waters of the Arabian Gulf. Located less than an hour from Dubai, the hotel is about 20 minutes from the city's central business district, within walking distance of Cyan Beach and has direct access to the culinary offerings of Yas Plaza.

Guests will be spoiled for choice as the hotel offers a variety of dining options including Mexican, Italian, and Belgian cuisine. The hotel also offers family-friendly recreational amenities including a 24-hour health club, outdoor pool and Padel Courts.



A Contemporary Haven at an Idyllic Location



HOTELS

# CENTRO YAS ISLAND

Exuding a fresh vibe, Centro Yas Island Abu Dhabi is located on Yas Plaza and offers an exceptional range of services. Conveniently located around the Central Plaza, guests can indulge in delectable culinary experiences at 14 restaurants and bars located in Yas Plaza, with cuisines ranging from Asian to Latin American, and complementary access to Cyan Beach which is just steps away from the hotel.

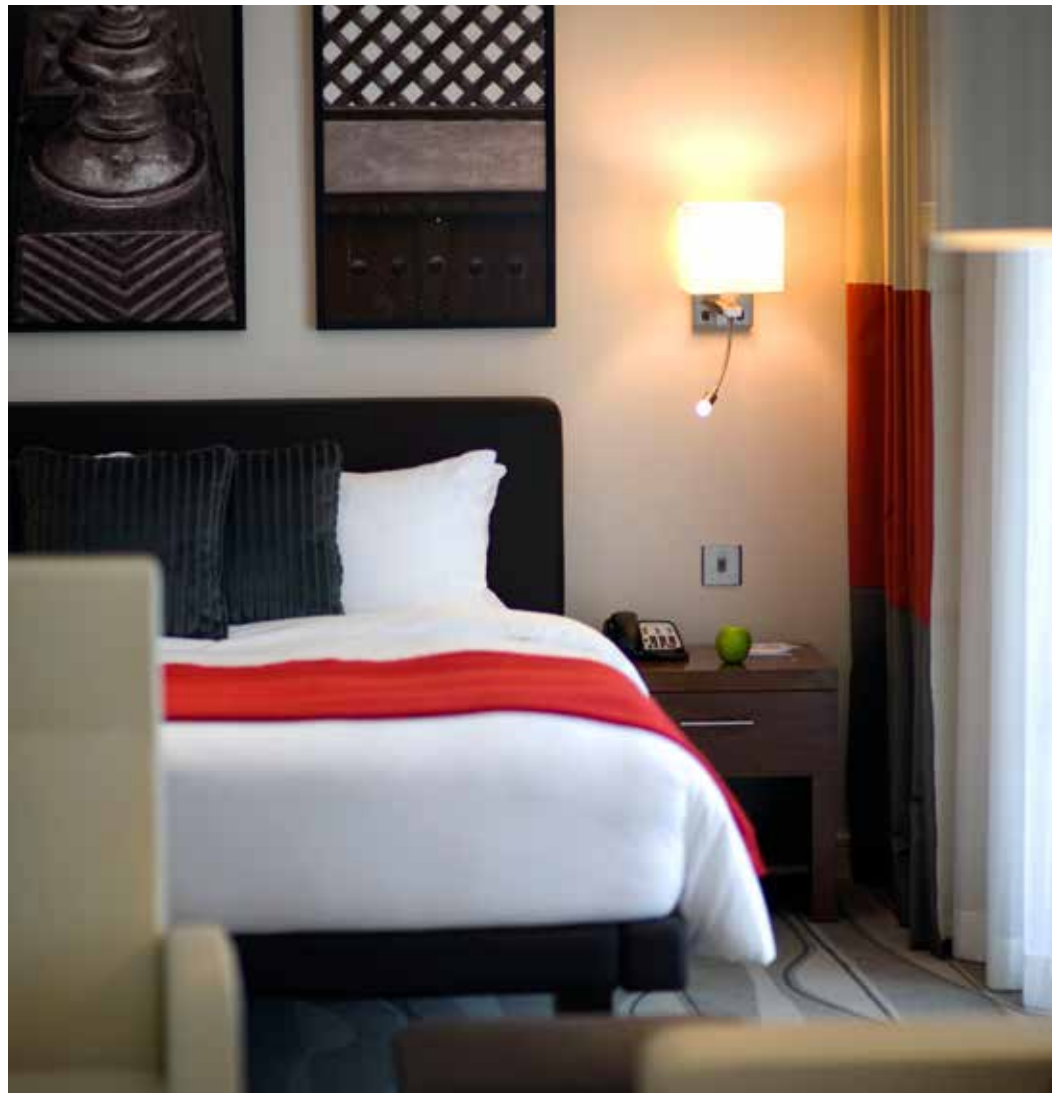


HOTELS



# STAYBRIDGE SUITES YAS ISLAND

HOTELS



**Designed to be a Home  
Away from Home**



HOTELS

Staybridge Suites Yas Island offers guests the comfort of spacious, apartment-style suites for extended stays, whether they are travelling for work or play. The almost home-like suites give guests the room to breathe and offer a sense of belonging, while they are miles away from home.

All suites are fitted with a complete kitchen and a fully furnished living area. The hotel is near theme parks, concert venues, golf courses, Abu Dhabi's largest shopping centre - Yas Mall, access to Cyan Beach and Yas Marina Race Circuit, there's something exciting for everyone.



# ANANTARA EASTERN MANGROVES

HOTELS



HOTELS

## Urban Retreat Enveloped by the Mangroves

Beautifully set in between as Abu Dhabi skyscrapers juxtapose the emerald green mangroves on the other side, Anantara Eastern Mangroves Hotel gives you a taste of energy and tranquillity all in one. Overlooking the Mangrove Lagoon National Park, the hotel is ideal for business and pleasure. Guests are invited to indulge at the spa, renowned for having one of the largest Hammams in the city. The rooftop lounge offers guests the chance to soak in the stunning views of the mangroves and the Abu Dhabi skyline.





# NURAI ISLAND

A Piece of Paradise

Find luxury in nature's embrace at Nurai Island. Guests are invited to escape to this uber-luxurious boutique resort situated along the Arabian Gulf, just a 12-minute boat ride from Abu Dhabi's Saadiyat Island. Evoking a sense of serenity and calm, this exclusive private island resort is fringed by clear azure waters, powder-white soft sand, and lush foliage. This resort features a world-class oceanside spa, five fine and casual food and beverage outlets and an exclusive beach club.







Where Comfort Meets Convenience

# HALA ARJAAN BY ROTANA

Strategically located at the heart of the business district, Hala Arjaan by Rotana is a deluxe apartment hotel ideal for business and leisure travellers alike. Each room is complete with a fully equipped kitchenette for convenience and comfort. Offering easy access to some of the capital's famous landmarks and attractions, the hotel is a quick walk away from Abu Dhabi Mall and the bustling Corniche.





# TILAL LIWA



**An Awe-inspiring Desert Oasis**



Set on the edge of the Rub Al Khali - The Empty Quarter, which is the largest uninterrupted sand desert in the world, Tihal Liwa Hotel delivers to guests the true spirit of Arabia.

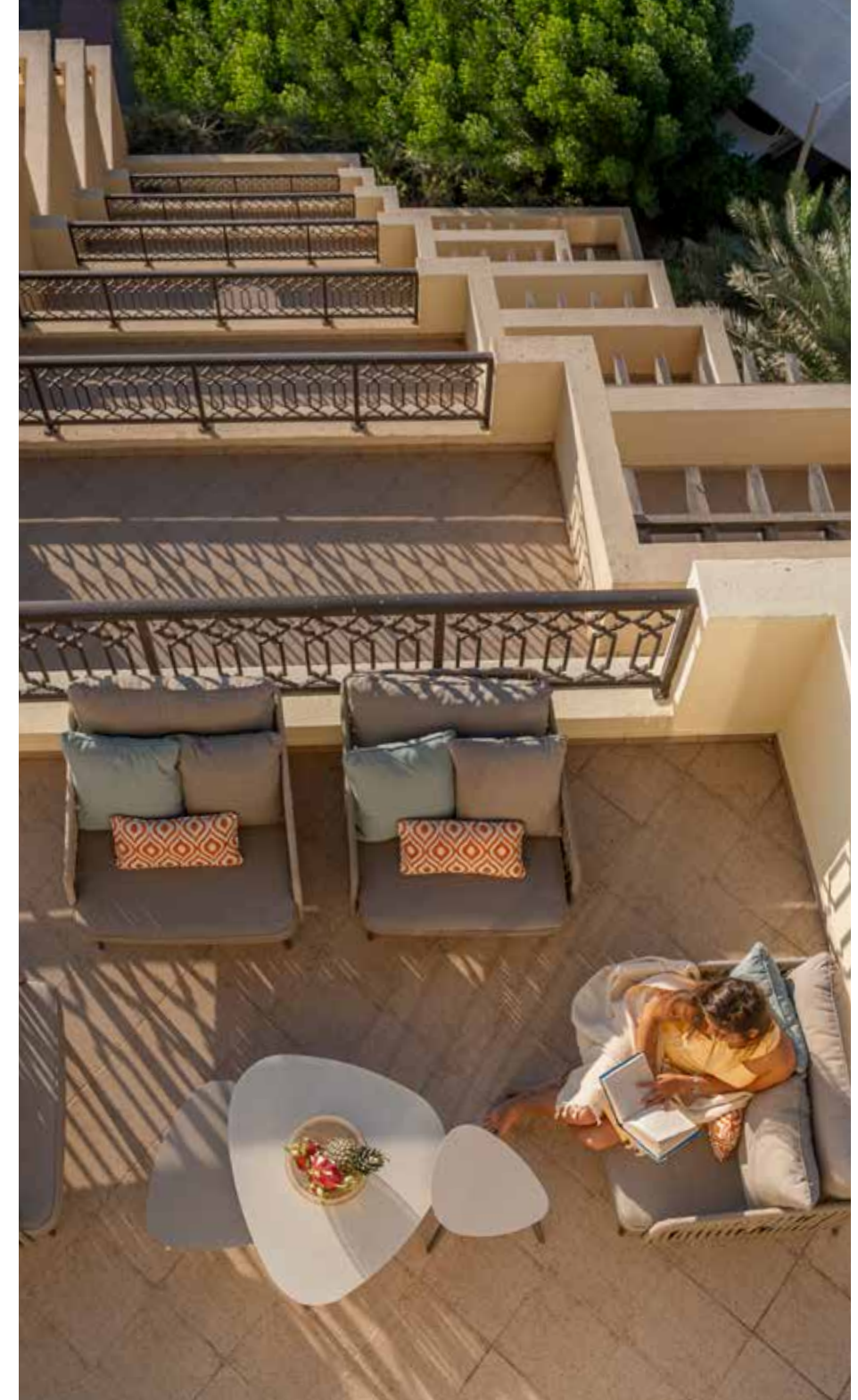
Built in a beautiful traditional style, this boutique desert resort offers unique experiences such as quad biking, sunset horse rides or barbecues under the stars. The rolling sand dunes and an unspoiled desert landscape make for an absolutely unforgettable getaway.





# RIXOS BAB AL BAHR

A Sanctuary for All-Inclusive Luxury



Fringed by the shimmering golden sands of Marjan Island in Ras Al Khaimah, Rixos Bab Al Bahr is a breath-taking, all-inclusive beach resort. Guests are invited to tantalize their tastebuds at the carefully curated mix of 7 culinary delights offering a variety of delectable cuisines. From recreational activities to diverse and lively entertainment at the multi-purpose amphitheater and nightlife, the resort has something wonderful for one and all.



# DOUBLETREE BY HILTON MARJAN ISLAND

HOTELS



## Family Fun by the Beach



HOTELS

For those looking for a sun-kissed family getaway, DoubleTree by Hilton Marjan Island is the place to be. This charming family resort set on Marjan Island Ras Al Khaimah spoils its guests with 650 metres of pristine beach and stunning views of the Arabian Sea. Guests can choose from 13 restaurants and bars, 7 temperature-controlled swimming pools, a large splash park with a water slide, a water platform with high dive boards and a large rope swing, water sports and a kids club.





**GOLF CLUB  
PORTFOLIO**



A Gary Player-designed par 72 masterpiece, Saadiyat Beach Golf Club is the region's first oceanfront golf course. The meandering course highlights the natural beauty of Saadiyat Island's magnificent white sand beaches and offers glimpses of dolphins playing in the waves. The course incorporates three saltwater lakes, more than 60 bunkers and restored beach and sand dunes among its majestic on-course hazards.

# SAADIYAT BEACH GOLF CLUB

A Golfer's Paradise  
Fringed by the Arabian Gulf







# YAS ACRES GOLF & COUNTRY CLUB

For the Love of Golf and the Community

Offering a challenging round of golf for enthusiasts and a breath-taking backdrop for the community, this Fry/Straka-designed golf course is situated within the heart of Yas Acres. The world-class 3700-yard 9-hole golf course, spanning 130 acres adjacent to the Yas Acres residential community, is open to the public.



# YAS LINKS GOLF CLUB

GOLF CLUBS



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GOLF CLUBS

## A State-of-the-Art Links Golf Course

Yas Links Abu Dhabi, the first true links golf course in the Middle East, is perfectly located on the western shores of Abu Dhabi's entertainment hotspot, Yas Island.

The par 72 championship links course, created by world-renowned course designer Kyle Phillips, weaves in rolling hills and seaside greens. This golf course is ranked 34th in Golf Digest's Top 100 courses in the world and 60th in the World by Platinum Clubs of the World, which makes it a golfer's haven.

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**BEACH CLUB  
PORTFOLIO**

A Vacation State of Mind, All Year Long

BEACH CLUBS



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# SAADIYAT BEACH CLUB



BEACH CLUBS

The ideal spot to make the most of the Arabian sunshine, Saadiyat Beach Club combines understated luxury with relaxed island charm. Spanning 39,500 square metres of gorgeous Arabian Gulf shoreline, the exclusive beach club lets guests' minds gently drift away. It offers a selection of facilities including an outdoor pool, a gym, a spa and restaurants.

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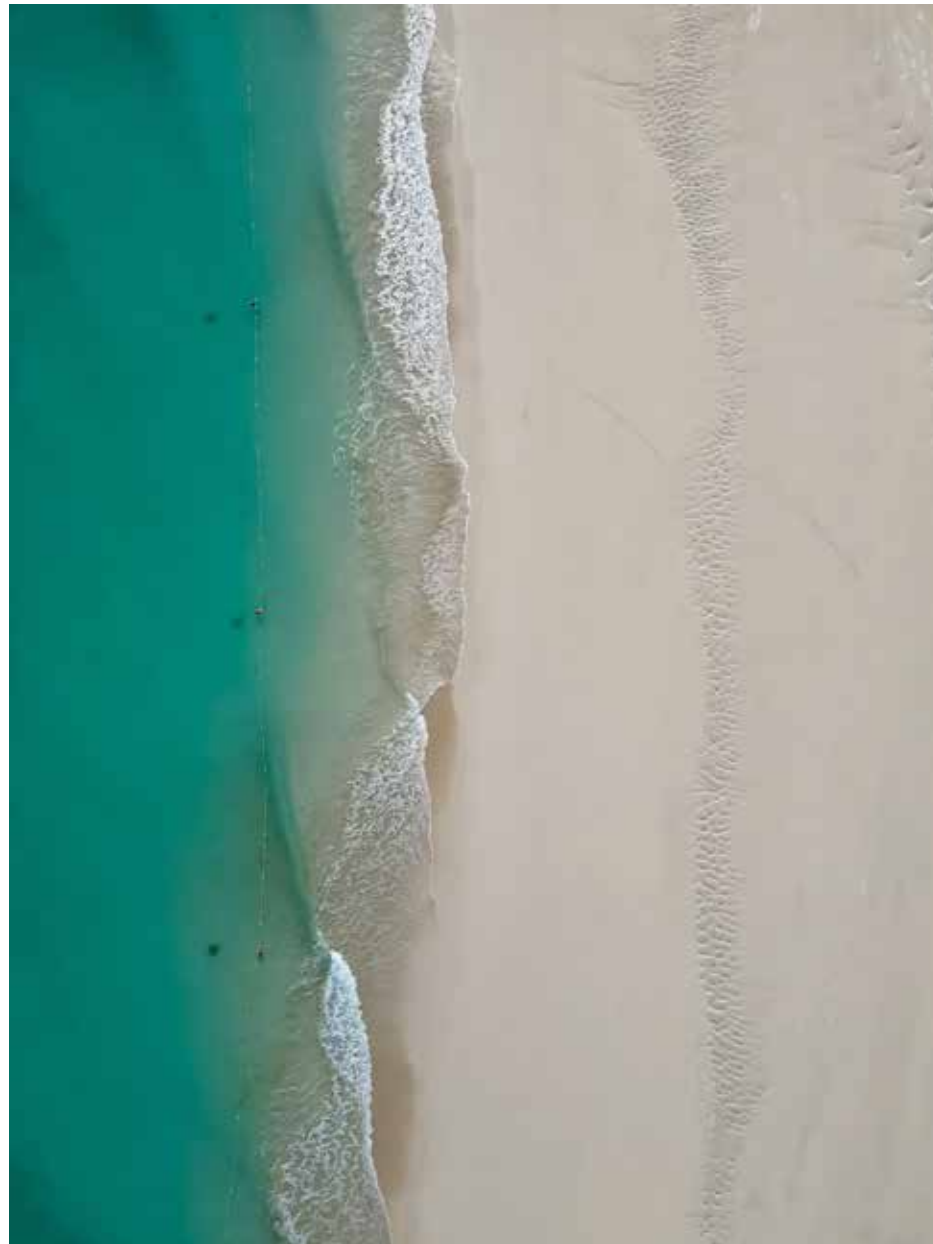
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# SOUL BEACH

From Sole to Soul

BEACH CLUBS



Sandy toes and salty afternoons are what it's about at Soul Beach. This idyllic stretch of natural white sand overlooking the turquoise waters of the Arabian Gulf features 1.2 kilometres of beach, a 400-metre swimming zone and 400 parasol-flanked sunbeds.



BEACH CLUBS

# KAI BEACH

BEACH CLUBS



**Barefoot Luxury at its Best**



BEACH CLUBS

Kai Beach offers one and all the chance to disconnect from the world and reconnect with themselves. The 500-metre stretch of pristine shores is there to welcome guests every day from 7:00 am to sunset. Kai Beach has set out to discover a new form of hospitality that blends authentic natural energy with barefoot luxury.





**MARINA  
PORTFOLIO**

# EASTERN MANGROVES MARINA

A Vibrant Retreat to Park and Play

MARINAS



Enjoying pride of place by the promenade, Eastern Mangroves Marina overlooks the protected mangrove-enveloped coastline of eastern Abu Dhabi. The marina is a part of the Eastern Mangroves community of high-end residential apartments, shops, a luxury hotel, restaurants, and cafes.



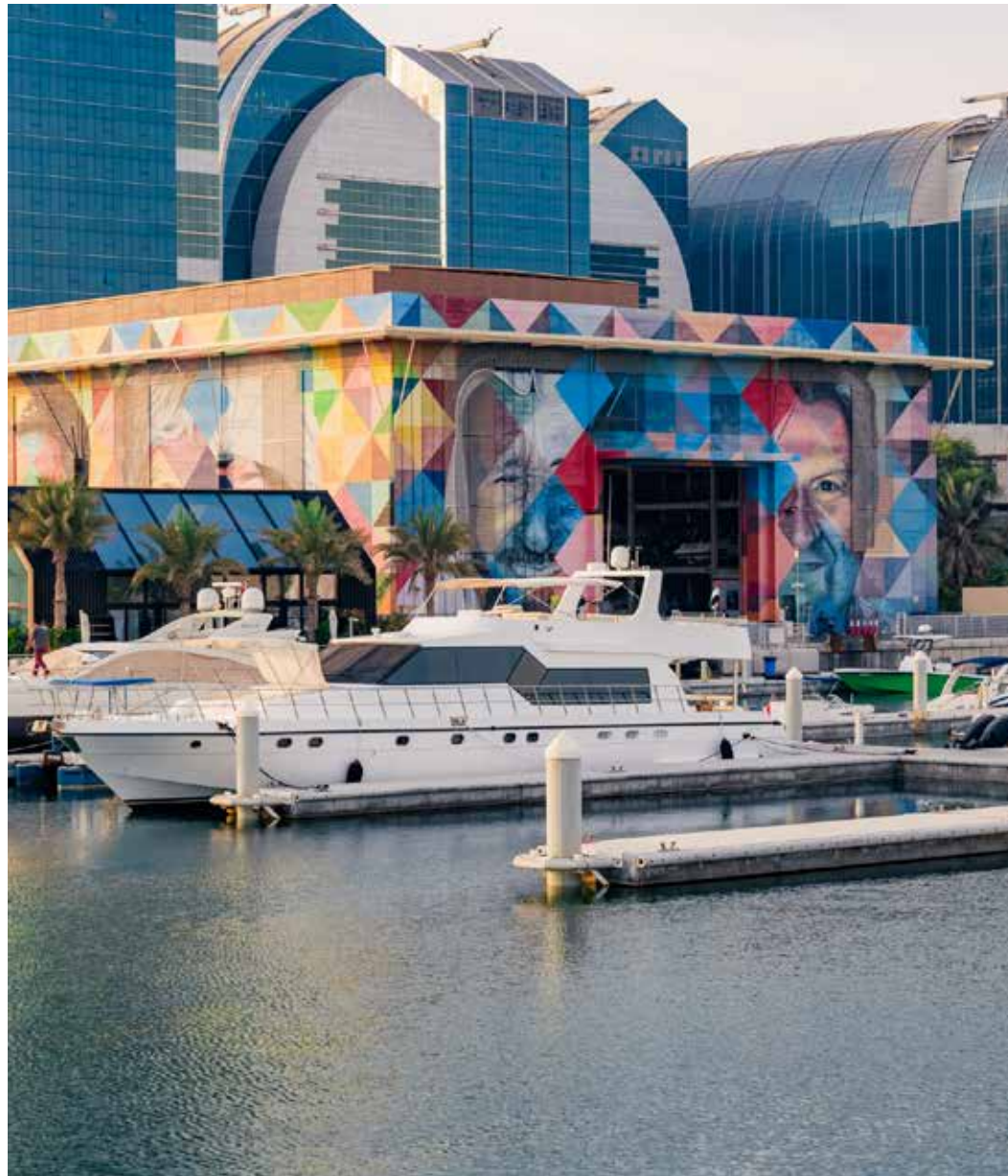
MARINAS



# MARSA AL BATEEN MARINA

An Idyllic Urban Harbour

MARINAS



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MARINAS

Situated in one of the oldest inhabited neighbourhoods on the west side of Abu Dhabi, Marisa Al Bateen is part of the capital's extensive western waterfront. Situated right next to Bloom Marina and the high-end Marasy residential and retail development, it is surrounded by a number of dining outlets and it includes two wet berth marinas and the region's first purpose-built dry stack that can accommodate 138 vessels up to nine metres in length.

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# AL BANDAR MARINA

A Cove at the Heart  
of a Thriving Island Community



MARINAS



MARINAS

Ideally situated amidst the bustle of an island community, Al Bandar Marina lies shares the spotlight with chic residential towers, shops, a supermarket and a promenade bustling with culinary outlets and bars. Its location offers guests easy access to the sheltered waterways of Abu Dhabi to enjoy some cruising, water sports and fishing.



# DARNA

## ALDAR'S LOYALTY PROGRAMME



Darna is a first-of-its-kind, entirely digital loyalty programme that allows our loyal customers to earn and redeem rewards on just about any spend made with Aldar and our participating brands in Abu Dhabi and Al Ain, be it shopping for groceries, paying school fees or even buying a house.

It's the only loyalty programme in the UAE to cover such a diverse portfolio, where customers can earn rewards in one place and redeem them in another.





# **SUSTAINABILITY**

**THE PLANET**

**THE COMMUNITY**

**THE ECONOMY**



**IT IS OUR GOAL  
TO CREATE  
SUSTAINABLE  
EXPERIENCES THAT  
HAVE A POSITIVE  
IMPACT ON  
PEOPLE'S LIVES.**

It helps us support the economy and the environment, which is integral to our business strategy and long-term goals. Our business culture is driven by sustainability and places it at the heart of everything we do. This culture defines the way in which we operate, collaborate, innovate, and grow.





## **THE PLANET**

We are conscious that our planet and its resources are extremely precious and scarce. Keeping this very sentiment in mind we have proactively adopted practices that are kind to the environment, across our entire portfolio. Reducing our carbon footprint is one of our key objectives, as an organization based in a climate-sensitive region, and in the long term, we aspire to transform into a carbon-neutral entity.

## **THE COMMUNITY**

Building communities that are sustainable, inclusive and with a soul is at the heart of what we do. What consistently drives us is creating experiences and destinations that pave the way for meaningful relationships.

## **THE ECONOMY**

We endeavour to support the UAE's progressive vision and contribute to its booming economy through responsible and diversified growth. We aim to achieve these goals by adhering to the highest standards of governance, ethics and accountability, all supported by innovative operations.





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