

EASTERN PROMISE

As the fifth property in Anantara's portfolio, Eastern Mangroves Hotel & Spa is capitalising on the emirate's fast-growing business and event industry. Wael Soueid, Area General Manager of Anantara Hotels, Resorts & Spas, describes the property's burgeoning business appeal

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Situated on a 1.2 kilometre stretch facing Abu Dhabi's protected lush green mangrove forest, Eastern Mangroves Hotel & Spa by Anantara is part of an integrated hotel, marina, retail and residential destination in the heart of the UAE capital.

Located just a 15-minute drive from Abu Dhabi International Airport, the property is inspired by opulent Arabian elegance and features 222 rooms and suites. Just five minutes from the vibrant downtown area of the capital, the hotel has become a hot spot not only for leisure travellers but business tourists alike. Boasting 1,200 square metres of indoor and outdoor event space, the grand property presents a special venue for every occasion.

The jewel in its crown is the 560-square-metre Mangroves Ballroom, a luxurious and inviting space which can accommodate up to 550 guests. The versatile space can be used in its entirety or split into three separate sections according to the client's individual requirements. Elsewhere, the hotel's 75 square metre

Majlis is a beautiful traditional meeting space with modern flair that can accommodate up to 20 guests and features the very latest audio-visual facilities and a variety of catering options, including a coffee break service.

The pool deck offers a relaxing open air meeting space providing guests with views of the mangroves, while the hotel's five elegant and individually configurable Tides Meeting Rooms are each between 25 square metres to 55 square metres, and can host smaller groups of varying size according to the space and set-up.

"The hotel lends itself to myriad events and celebrations, from conferences and exhibitions to weddings and engagement parties," said Wael Soueid, Area General Manager who oversees the capital's five Anantara properties.

"Most recently, we hosted the HH Sheikh Mansoor Global Arabian Horse Racing Festival

Above: Eastern Mangroves Hotel Et Spa

Opposite: Wael Soueid, Area General Manager, Anantara Hotels Resorts Et Spas

Opposite far right: Eastern Mangroves Ballroom prefunction area

Opposite below: Eastern Mangroves meeting room



and the HH Sheikha Fatima bint Mubarak Ladies' World Championship as part of the Festival's One World, 6 Continents programme," said Soueid who has 20 years international experience in the hotel and leisure industry.

He explained: "This event saw our pool deck transformed with artificial grass to host two horses, as well as a full stage and a catwalk submerged in the swimming pool."

For corporate groups, the hotel is also a popular location for workshops, meetings and training sessions. As a result, companies across a wide range of industries use the venue.

Soueid said: "The hotel builds on feedback from its visitors to in turn, update its meeting and events offering accordingly, as well as expand the team's knowledge of what works for planners and what extras give added appeal. As a result, delegates can be assured they will receive a personalised service when staging events.

"All of our meeting and conference rooms feature state-of-the art built-in projectors, screens and sound systems, as well as a wide selection of audio-visual equipment to suit a wide range of event requirements.

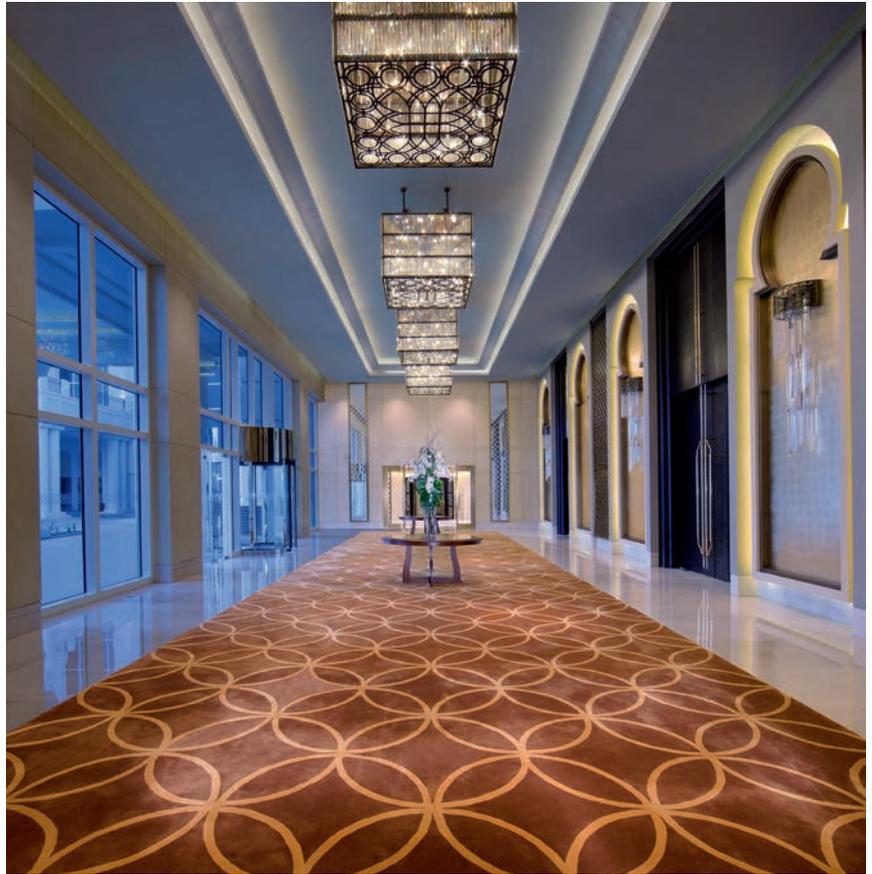
"Additionally, a favourite for planners who are hosting events on our pool deck is that they have the option to illuminate the mangroves at night which provides a gorgeous, and truly unique, background for evening events."

Adding a personal touch to event planning, the hotel has a team on hand to ensure every detail runs according to plan.

Soueid explained: "We have a professional event management team working in-house and we ensure the planner deals with one point of contact throughout the process.

"This ensures all details discussed between the hotel representative and the event or meeting organiser are communicated and carried out, and no detail is overlooked.

"All requests from guests are considered while planning the event - for example, guests can request a healthy coffee break which includes ->



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fresh crudités, quinoa salad portions, juices and infused waters,” he said. “Alternatively, the candy shop-themed set-up in the Mangroves Ballroom’s pre-function lobby is a favourite amongst organisers looking for a bit of a sugar fix for their guests.”

After meetings, delegates can make the most of the ample dining and entertainment opportunities available throughout the luxurious hotel which boasts five restaurants and bars.

Guests can enjoy fresh Thai cuisine at Pachaylen Restaurant, culinary specialities from around the world at Ingredients Restaurant, or relax with a drink at Impressions – the hotel’s rooftop lounge, all complemented by views across the mangroves. The pool deck also offers frozen cocktails and a selection of Mediterranean-inspired dishes and shisha. Private indoor and outdoor dinner events can also be arranged with sharing, set or buffet menu options.

To support Abu Dhabi Tourism & Culture Authority’s initiative to promote history and culture, the resort has a variety of activities that help its guests leave with remarkable memories.

“Eastern Mangroves Hotel & Spa by Anantara is a natural habitat, closely linked to the heritage



Eastern Mangroves Hotel & Spa by Anantara is a natural habitat, closely linked to the heritage of the UAE as it has been carefully designed to protect and enhance the unique mangroves setting around the city





Above: Eastern Mangroves Majlis

Below left: Eastern Mangroves Tides meeting room

Below right: Eastern Mangroves Lobby prefunction area



of the UAE as it has been carefully designed to protect and enhance the unique mangroves setting around the city,” he explained. “At the property, guests can choose to rejuvenate their senses with a number of spa treatments at the Anantara Spa, energise at the state-of-the-art workout room or relax by the infinity pool.”

Multiple outdoor activities are also on offer at the property – including ecological mangrove kayaking, stand-up paddle boarding and the Abu Dhabi Pearl Journey - a unique experience to enrich guest’s knowledge of history of pearling in the Arabian Gulf region.

Additionally, Eastern Mangroves Hotel & Spa by Anantara has partnered with popular local boat operator, Captain Tony’s to provide a range of water-based guest activities, such as a Sunset Tour, Daylight Cruise, Abra Boat Tour and Inshore Fishing.

For those looking to discover Abu Dhabi, cultural tours of the city can also be arranged to take visitors to attractions such as Sheikh Zayed Grand Mosque, Yas Island’s F1 track, Yas Waterworld, Ferrari World Abu Dhabi, Saadiyat Island and many other landmarks.

Looking ahead to the future, Soueid is working hard to evolve the hotel’s MICE offerings to

FAST FACTS

Opened: June 1, 2012

LOCATION

Eastern Road, Salam Street, Abu Dhabi, United Arab Emirates

ACCOMMODATION

The property features 222 rooms and suites which include 61 deluxe balcony and 89 deluxe mangroves balcony rooms, 26 Kasara balcony and 40 Kasara mangroves balcony rooms, 5 Kasara suites and 1 Royal Mangroves Residence

DINING AND LEISURE HIGHLIGHTS

The Mangroves Lounge is located in the lobby and stretches over two floors, overlooking the swimming pool and Mangrove lagoon. It serves light refreshments and afternoon tea.

All-day dining restaurant Ingredients features five speciality live-cooking stations.

Pachaylen is an authentic Thai restaurant which includes a private dining area, while Impressions is a rooftop lounge and nightlife destination overlooking the mangroves and the Abu Dhabi skyline

The Pool Deck offers pool side relaxation with Mediterranean inspired snacks, refreshments and amenities

LEISURE OPTIONS

Try kayaking or stand up paddle boarding amid the mangroves, or other water-based activities in collaboration with boat operator Captain Tony’s – which includes a Sunset Tour, Daylight Cruise, Abra Boat Tour and Inshore Fishing among others. Relax at the signature Anantara Spa or by the hotel’s infinity pool and terrace.

elevate it to be the go-to-place for business and after-business events.

“We are privileged to be part of an evolving industry, so it is exciting to see the continuous developments taking place across retail, leisure and hospitality projects,” he explained. “Our focus will remain on continuing to grow our own MICE offerings to attract visitors to our properties in line with the recent objectives of TCA Abu Dhabi.

“We are very excited about the upcoming launch of Louvre Abu Dhabi and Guggenheim Abu Dhabi, as well Zayed National Museum at the new cultural district on Saadiyat Island. This will add another dynamic tourism attraction for a slightly different customer giving Abu Dhabi a well-rounded visitor experience. We look forward to refreshing our offering for MICE travellers in line with these developments and will announce them in due course.”

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