

# THE PALACE

THE OLD TOWN

## **With immaculate attention to detail, The Palace - The Old Town unveils tasty new set-up for meetings and events**

**Dubai, UAE; March, 31<sup>st</sup>:** Classical themes and Arabian tradition meet at The Palace - The Old Town, one of the breathtaking hotels located in Downtown Burj Dubai. Described as 'the new soul of the city', Downtown Burj Dubai is a vibrant community anchored by Burj Dubai, the world's tallest tower.

Well-equipped for business events with its stylish and modern meeting and conference facilities and state-of-the-art equipment, The Palace - The Old Town is an ideal venue for business requirements. Now, The Palace has launched a brand new concept aimed at adding flavour to corporate meetings.

In addition to more conventional board rooms, The Palace is offering companies a more unusual and inspiring setting in which to hold meetings. The purpose is to conduct the meeting in a different atmosphere, allowing executives to present serious subjects of discussion in a more relaxing fashion.

The meeting takes place in the centre of the Argentinean restaurant, Asado, where a round table is set up on the restaurant open grill with the Executive Chef of The Palace - Jean-Luc Morcellet contributing to the discussions with his creative ideas. At the end of the meeting, the group is invited to join him back stage in the kitchen for a cooking course which makes for a fun team building activity.

This meeting approach can be tailor-made according to guests' requests; it is a unique offering and the focus is on exclusivity and personalised service. As a special touch all participants receive a chef's hat and aprons personally embroidered with their names.

For more conservative meetings, The Royale, the main conference room, at 320 square meters can cater for larger conferences of up to 250 persons and can also be partitioned into two, using sound proof sections to allow for smaller events. With a pre-function area and a separate entrance to the hotel, The Royale provides the perfect location for a private and successful event.

The Regal Room and the Palatine Room - which can accommodate up to 20 and 16 people respectively - are the hotel's board meeting rooms and both are equipped with advanced audio-visual equipment. With wireless internet connectivity, plenty of natural light and excellent guest facilities, they are ideal boardrooms in which to easily conduct business, appealing to both business as well as leisure guests.

The Palace - The Old Town also comprises a Club Lounge and a Business Centre with secretarial services, computer stations, library and lounge service.

Additionally, an outdoor venue, the Viewing Deck offers spectacular views of the world's tallest tower, Burj Dubai and Burj Dubai lake and can be used to host and impress delegates in idyllic surroundings with one-of-a-kind meeting facilities.

The landmark hotel features 242 beautifully appointed deluxe rooms, including 81 suites, all with balconies overlooking the lake or the Old Town Island. Guest services at the hotel are inimitable and meet every need with Palace Rooms and Suites being serviced by a butler. Guests opting to stay in the Suites can also enjoy the convenient privilege of a total 24-hour stay. This path-breaking service has revolutionised the hospitality industry as guests arriving in the afternoon, evening, or even midnight have the option of keeping their room for up to 24 hours without having to follow the traditional check-out time - usually 12 noon - established in the hospitality industry around the world. In addition, 24-hour room service and concierge assistance are also available.

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The Palace - The Old Town has three outstanding restaurants that offer a world tour of gastronomy and are great venues for a successful business lunch or dinner. Thiptara offers the finest Royal Thai cuisine and its prime location on the Burj Dubai Lake, offers spectacular views of Burj Dubai. Asado follows the Argentine Grill concept, offering premium meat cuts cooked 'Asador Criollo' style, on an open grill in the centre of the restaurant. Ewaan is an all-day Oriental restaurant, offering a large selection of Mezzeh, Arabic Chef's specialities and show cooking.

Managed by Emaar Hospitality Group's newly launched 5 star premium hotel brand, The Address Hotels + Resorts, The Palace - The Old Town is the centrepiece of the Old Town Island. Complementing the Arabesque architecture of the surroundings, The Palace - The Old Town is a unique luxury hotel designed to convey the opulence of an Arabian palace while blending in the intimate touches of a cosy home.

The Palace - The Old Town is idyllically positioned on the shores of the Burj Dubai Lake, which will feature one of the world's finest water fountains. A harmonious blend of the past and the present, the luxury 5 star hotel is in easy proximity to major business and financial institutions, shopping malls and other major tourist and local attractions.

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### **Note to Editors**

#### **About The Palace - The Old Town:**

The Palace - The Old Town, a five-star luxury hotel, is owned and operated by The Address Hotels + Resorts, the hotel brand of Emaar Hospitality Group. The hotel is located in Downtown Burj Dubai, a vibrant master-planned community in the heart of the city.

The hotel is ideally situated within short distance from all major business and financial institutions including Dubai International Financial Centre and World Trade Centre and many leisure attractions. The Palace - The Old Town is directly connected with the Souk Al Bahar, a modern shopping destination with Arabesque architectural features. It faces Burj Dubai, the world's tallest building and is in close proximity to The Dubai Mall, the largest shopping and entertainment destination in the Middle East. For more information or reservations, please visit our website at [www.thepalace-dubai.com](http://www.thepalace-dubai.com)

#### **About Emaar Hospitality Group LLC:**

Emaar Hospitality Group LLC, the wholly owned subsidiary of Dubai-based global property developer Emaar Properties PJSC, manages the company's growing roster of hospitality and leisure projects.

Emaar has expanded into hospitality and leisure in line with its Vision 2010 to become one of the most valuable companies in the world through a two-pronged approach of geographic expansion and business segmentation.

With a total portfolio of hospitality assets valued at US\$1billion (AED 3.67 billion), as of March 2008, Emaar Hospitality owns and manages a diversified portfolio of hospitality assets such as hotels, serviced residences, golf resorts, Dubai Polo and Equestrian Club, recreation clubs, the Dubai Marina and associated yacht club.

Emaar Hospitality Group's vision is to be recognized as the premier global provider of personal, innovative and memorable lifestyle experiences. For more information on Emaar, please visit [www.emaar.com](http://www.emaar.com)

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