

Marriott to grow extended-stay brand in MEA region

Louise Birchall, *October 17th, 2011*

Marriott International will grow its mid-scale extended-stay brand throughout the Middle East and Africa, starting with the opening of the region's first Residence Inn by Marriott Juffair, Bahrain due to soft launch on December 27, with an official opening expected in January, 2012.

The region's second Residence Inn is scheduled to open in the Saudi Arabian province of Jizan on the Red Sea coast mid-next year, vice president & global brand manager for Residence Inn Diane Mayer told Hotelier Middle East at a press briefing on Monday.



This will be followed by a Residence Inn property in Algiers, the capital of Algeria, opening in 2014, with plans underway for "several" properties in Dubai and Abu Dhabi to be announced in the "near future", as well as in Kuwait.

"We're aiming for 20-30 Residence Inns in the region [Middle East and Africa] within the next 10 years," revealed Ed Fuller, president and managing director, Marriott International.

Globally there are currently more than 600 all-suite Residence Inns - mostly in the US, but with several properties in Canada and Costa Rica. The brand entered Europe earlier this month with the opening of a Residence Inn in Munich, Germany.

Speaking to Hotelier on the sidelines of the briefing, Mayer said that up to a third of Marriott's business from room nights in the US came from extended stays of five nights or more and the expansion of this brand was based on opportunities in this sector identified worldwide.

She added that the Residence Inn brand was Marriott International's preferred brand for global development due to the business model's high margins.

"The margins from our extended-stay brands are the highest due to a number of factors such as labour efficiency, for example less staff are needed due to fewer check-ins and outs and it takes less time to refresh a room for an existing guest than a new guest."

Mayer said the brand would be targeted at two guest profiles, the primary market being the business traveller and a secondary market of leisure guests travelling with families.

Residence Inns in the Middle East will feature larger rooms of 45-100 sq m compared to those in Europe (averaging around 28 sq m) and the US (averaging around 42 sq m).

Marriott sees growth opportunities in Middle East for extended stay hotels**Marriott sees growth opportunities in Middle East for extended stay hotels**

Dubai, October 17, 2011 — Marriott International, Inc. (NYSE:MAR) will be opening a Residence Inn by Marriott hotel in Bahrain in early 2012, the company's first in the region. The new Residence Inn Bahrain will mark the beginning of expansion plans for the brand throughout the region, with two others planned, in Saudi Arabia in 2012 and Algiers in 2014.



"In the Middle East and Africa, we continue to see a steady increase in the need for long-term lodging for those on temporary assignment or relocation, and we believe that Residence Inn will have much success here," said Ed Fuller, president and managing director of international lodging for Marriott International.

"Long stay guests have very different needs when they are on the road," said Diane Mayer, vice president and global brand manager for Residence Inn. "I am excited to finally introduce Residence Inn, a Marriott power brand and a pioneer in the extended stay segment with its own unique service culture, to guests here in the Middle East."

With its 78-unit Residence Inn by Marriott Juffair, Bahrain, the Residence Inn brand will join Marriott's other extended stay brand – Marriott Executive Apartments – which has four properties in operation. The Residence Inn brand specializes in stays ranging from a few weeks to several months, providing hotel rooms that are studio, 1 bedroom or 2 bedroom suites with kitchens along with traditional hotel services, at moderate pricing. The Marriott Executive Apartments brand targets executive expats staying an average of one year and provides the full apartment living experience and some hotel services, with upper tier pricing.

Residence Inn has a 36-year history serving extended stay guests in North America, and it was the first to recognize and create a product that satisfied this segment of travelers. Nearly a third of all global business travel nights today qualify as extended stay (5 nights or longer in the same hotel) which is the reason for the great increase in the brand's popularity and demand both nationally and internationally. Featuring an apartment style layout with hotel services, Residence Inn allows guests to maintain balance and routine while traveling.

Under a long term management agreement with International Trading And Investment Co. W.L.L., the 78-unit Residence Inn by Marriott Juffair, Bahrain will be located adjacent to the Marriott Executive Apartments in an attractive suburban neighborhood of Manama. Juffair is the site of Bahrain's largest mosque, the huge domed Al Fateh Mosque, as well as the adjacent new National Library. The Residence Inn by Marriott Juffair will offer a mix of spacious and stylishly appointed studios, one-, two- and three-bedroom suites. Designed for stays of five days or more, each suite will have a fully-equipped kitchen and separate living area, flat screen TV and state-of-the-art connectivity. Rates will vary depending on length of stay, with lower rates for longer stays.

The next Residence Inn branded hotel to open in the Middle East will be an 83-unit hotel in the Saudi Arabian province of Jizan on the Red Sea in 2012. A special feature will be the Residence Inn lobby that offers zones of public/private space for guests to socialize or simply relax. The area will also include a lounge/coffee shop, a library and a small meeting room. A "grab and go" kiosk/market offering snacks, basic food items, newspapers, magazines and various sundries will be located adjacent to the front desk.

The 147-unit Residence Inn by Marriott Algiers owned by Trust Real Estate SPA is expected to open in 2014.

Residence Inn by Marriott is an upper moderate extended stay brand that helps guests to thrive on long stays. Spacious suites offer the comforts of the modern home, with separate zones to relax, eat, sleep and work, including full kitchens. With more than 600 properties in North and Central America and the Caribbean, Residence Inn is Marriott's third largest lodging brand with more than 150 hotels on the way. Residence Inn participates in the company's award-winning Marriott Rewards® program, which enables members to earn their choice of points toward free vacations or frequent flyer mileage in their preferred airline program for dollars spent at more than 3,100 Marriott hotels.

Marriott International, Inc. (NYSE: MAR) is a leading lodging company with more than 3,600 lodging properties in 71 countries and territories. Marriott International operates and franchises hotels under the Marriott, JW Marriott, The Ritz-Carlton, EDITION, Autograph Collection, Renaissance, AC Hotels by Marriott, Residence Inn, Courtyard, TownePlace Suites, Fairfield Inn & Suites, SpringHill Suites and Bulgari brand names; develops and operates vacation ownership resorts under the Marriott Vacation Club, The Ritz-Carlton Destination Club, and Grand Residences by Marriott brands; licenses and manages whole-ownership residential brands, including The Ritz-Carlton Residences, JW Marriott Residences and Marriott Residences; operates Marriott Executive Apartments; provides furnished corporate housing through its Marriott ExecuStay division; and operates conference centers. The company is headquartered in Bethesda, Maryland, USA, and had approximately 129,000 employees at 2010 year-end. It is ranked by FORTUNE as the lodging industry's most admired company and one of the best companies to work for. In fiscal year 2010, Marriott International reported sales from continuing operations of nearly \$12 billion. For more information or reservations, please visit our website at www.marriott.com, and for the latest company news, visit www.marriottnewscenter.com.

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The 78-unit Residence Inn by Marriott Juffair, Bahrain, under a long-term management agreement with International Trading and Investment Co., will be located adjacent to the existing Marriott Executive Apartments (Marriott's higher-tier extended-stay brand) in a suburban neighbourhood of Manama.

It will offer one-, two- and three-bedroom suites designed for stays of five days or more. Each suite will have fully-equipped kitchen and a separate living area, flat-screen TV and wi-fi all typical of Residence Inn suites. Rates will vary depending on length of stay, with lower rates for longer stays. Average US room rates vary between US \$120 and \$160.

Fuller said that the impact of the Arab Spring earlier this year on the neighbouring Marriott Executive Apartments Bahrain had been minimal, adding that extended-stay brands tended to be more "resilient".