

News Release



Youssef Hebbo to take over as the new Director of Sales & Marketing for Mövenpick Hotel Apartments Downtown Dubai

Dubai, UAE, 23 December 2019 – A seasoned hotelier, Youssef Hebbo is joining Mövenpick Hotel Apartments Downtown Dubai as the new Director of Sales and Marketing.

With 13 years of extensive sales experience within the region handling all segments across the board, Hebbo will now be heading the hotel's sales strategy overlooking 244 contemporary rooms and apartments, four meeting and events spaces and two food and beverage outlets. Known for his reputation in customer service excellence, client satisfaction and proven sales strategies in increasing overall hotel performance, Youssef is dedicated to applying his expertise on his new endeavour with Mövenpick Hotels & Resorts.

Commenting on his appointment *"I aim to amplify Movenpick Hotel Apartments Downtown Dubai's key message of being a "hometel" which is a combination of a home's comfort and the convenience of hotel services, as well as the properties perfect location for both business and leisure travellers*



HOTEL APARTMENTS
DOWNTOWN DUBAI

realistically positioned immediately to one of the world's most sought after attraction, Burj Khalifa and The Dubai Mall".

Hebbo was the Cluster Director of Sales for Fairmont Dubai, Ajman and Fujairah before joining Mövenpick Hotel Apartments Downtown Dubai and holds a degree in Business Management in Beirut, Lebanon.

The hotel successfully opened in October 2018, Mövenpick's first property in the 'Burj Khalifa' district. The hotel is within walking distance to the world's tallest building, as well as The Dubai Mall, ideal for business travelers and families. The halal property offers accommodation ranging from studios, one-two-three bedroom apartments and a penthouse, all with fully-fitted kitchens, while property highlights include outdoor swimming pools, a gym, and sauna, as well as four contemporary meeting rooms with natural daylight.

- End -

About Mövenpick

Mövenpick Hotels & Resorts makes moments by doing ordinary things in an extraordinary way. Providing an upscale, relaxed and uncomplicated guest experience, Mövenpick recognises that small gestures make a big difference. Whether it is chocolate hour every afternoon, customised sleep technology to ensure a restful night or specially created fun and healthy kids' menus, Mövenpick creates a human and warm environment for guests, business partners and employees. Committed to sustainable practices and caring for its local communities, Mövenpick is the most Green Globe certified hotel brand in the world. Founded in Switzerland in 1973, but with a heritage of food and beverage excellence stretching back to the 1940s, Mövenpick holds a growing portfolio of more than 80 hotels in 24 countries. Mövenpick is part of AccorHotels, a world-leading travel and lifestyle group which invites travellers to feel welcome at more than 4,500 hotels, resorts and residences, along with some 10,000 of the finest private homes around the globe.

movenpick.com | accorhotels.com

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