

Beat: Lifestyle

## The Ajman Palace Hotel Begins 2016 with a Strong Q1

### Banqueting is the revenue pillar

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**USPA NEWS** - The Ajman Palace Hotel enjoyed a strong first quarter in 2016. Commenting on the hotel's excellent performance, Ferghal Purcell, General Manager of The Ajman Palace Hotel, stated, The first quarter started slowly but finished very strongly. Undoubtedly UAE and Saudi Arabian holidays were positive.

The Ajman Palace Hotel enjoyed a strong first quarter in 2016. Commenting on the hotel's excellent performance, Ferghal Purcell, General Manager of The Ajman Palace Hotel, stated, "The first quarter started slowly but finished very strongly. Undoubtedly the UAE and Saudi Arabian holidays were extremely positive for The Ajman Palace Hotel. We have outperformed our competitors in terms of KPIs year on year. Our occupancy has shown significant growth in comparison to 2015 which has translated into improved RevPAR performance. It reinforces the value of correct positioning in the market place and an outstanding product".-----

According to Ferghal, banqueting remains one of the revenue pillars of The Ajman Palace Hotel. He stressed, "One of our greatest assets is our meeting facilities including the 1,200 sq metre grand ballroom with a foyer, the largest in the northern Emirates, a conference hall, four meeting rooms, and a VIP function area "" all offering inspirational surroundings. Our reputation in the local market continues to grow and indeed the word of mouth experience is now paying dividend. We are increasingly seeing extended family members bringing all of their business to our hotel that has resulted in considerable growth in banqueting business."

The coming months look promising for The Ajman Palace Hotel. Pleased with the outlook, Ferghal said, "We are looking forward to the second quarter of 2016 where we seeing excellent conversion of the ground work that has been laid in Q1. Despite the arrival of summer we are confident of hosting a very successful Ramadan programme. In addition, we are looking forward to positioning the Nojoom Terrace as the ideal venue to watch the European Football Championship 2016." -----

THE AJMAN HOTEL IS MANAGED BY HOSPITALITY MANAGEMENT HOLDINGS-----

The Ajman Palace Hotel, managed by HMH "" Hospitality Management Holdings, is a picturesque sanctuary conveniently located 22 km from Dubai International Airport and 11 km from Sharjah International Airport. Set on a private beach, this alluring hideaway is a heritage resort with a modern spirit. Bringing an unprecedented level of luxury, with captivating views of the Arabian Gulf, the resort is a destination unto itself. Balancing world-class facilities with the legendary Arabian hospitality, it offers 254 rooms, suites and serviced residences, a remarkable range of restaurants and lounges, fabulous meeting and event venues including the largest ballroom in the Northern Emirates ideal for weddings and conventions, as well as an array of leisure and recreation options at Lifestyle Club featuring a Spa and state-of-the-art fitness facility. A magical experience awaits you here.

### Article online:

<https://www.uspa24.com/bericht-7671/the-ajman-palace-hotel-begins-2016-with-a-strong-q1.html>

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