

ELEVATING
the ART
of HOSPITALITY

BRANDED RESIDENCES. MIXED-USE DEVELOPMENT.
HOTELS. RESORTS. HOLIDAY HOMES



UNITED HOSPITALITY MANAGEMENT



WHO *we* ARE?

United Hospitality Management (UHM) stands as a premier global hospitality management company, boasting over three decades of expertise in the industry. Our esteemed partnerships with major global brands, including The Luxury Collection and Sheraton by Marriott, Vignette Collection and VOCO by IHG, Hyatt Regency, Wyndham, Movenpick by Accor, Yotel and holiday homes and residences by 'Bespoke' exemplify our commitment to excellence.

Underpinned by a leadership team renowned in the industry, UHM has emerged as a global market leader in mixed-use developments, where branded residences, hotels, resorts, and holiday homes blend seamlessly with exclusive amenities such as championship golf courses, FIFA-accredited football facilities, Award winning 'Serenity, The art of wellbeing' Spas and extensive Food and Beverage concepts and brands with diverse culinary options. We excel in fostering investor relations, managing a diverse portfolio, and providing global market insights, ensuring a comprehensive suite of services dedicated to enhancing property value and ensuring enduring success.

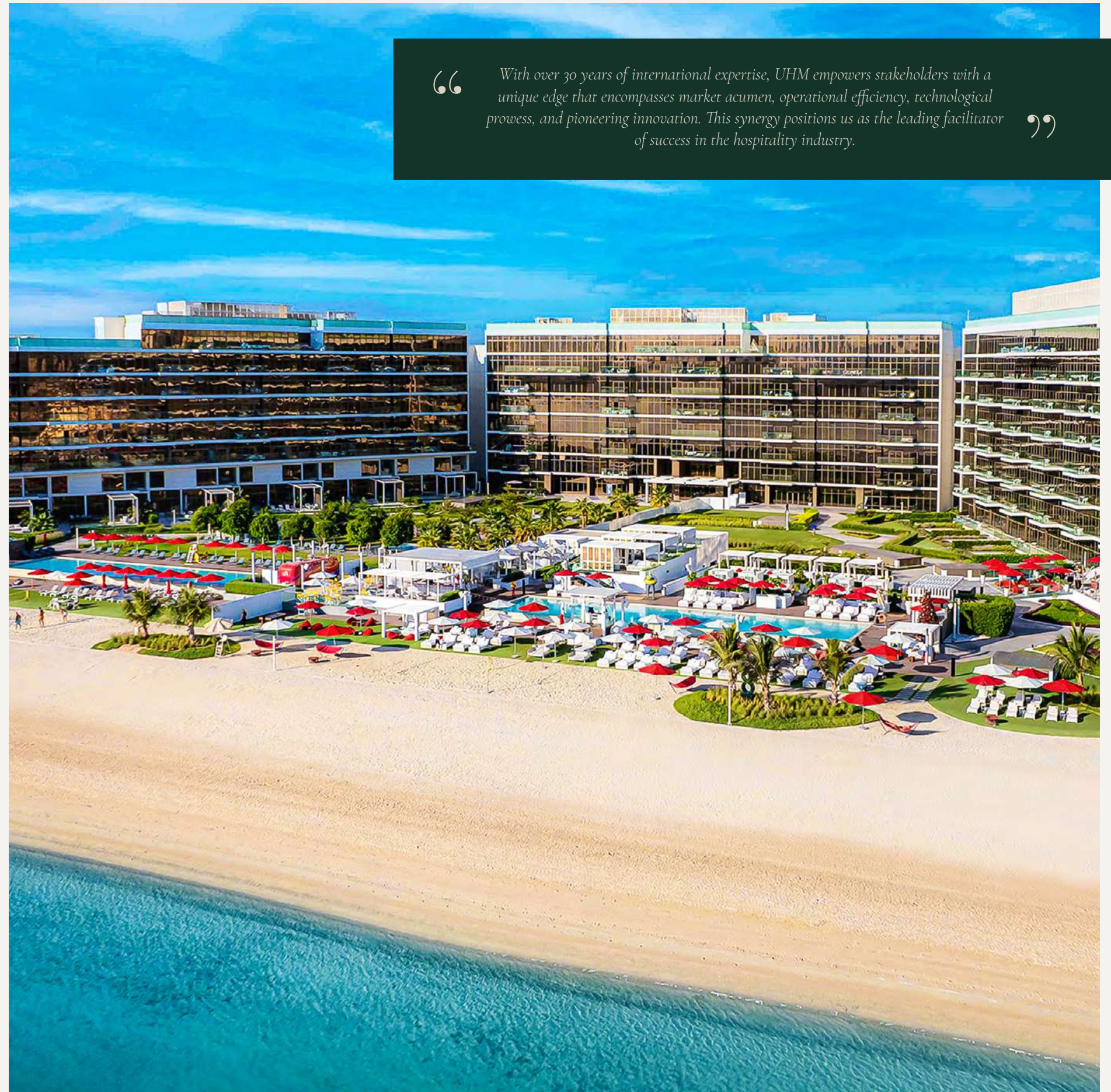
Why PARTNER with UNITED HOSPITALITY MANAGEMENT?

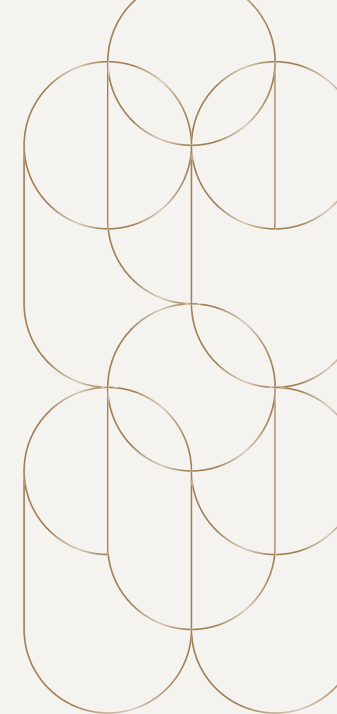
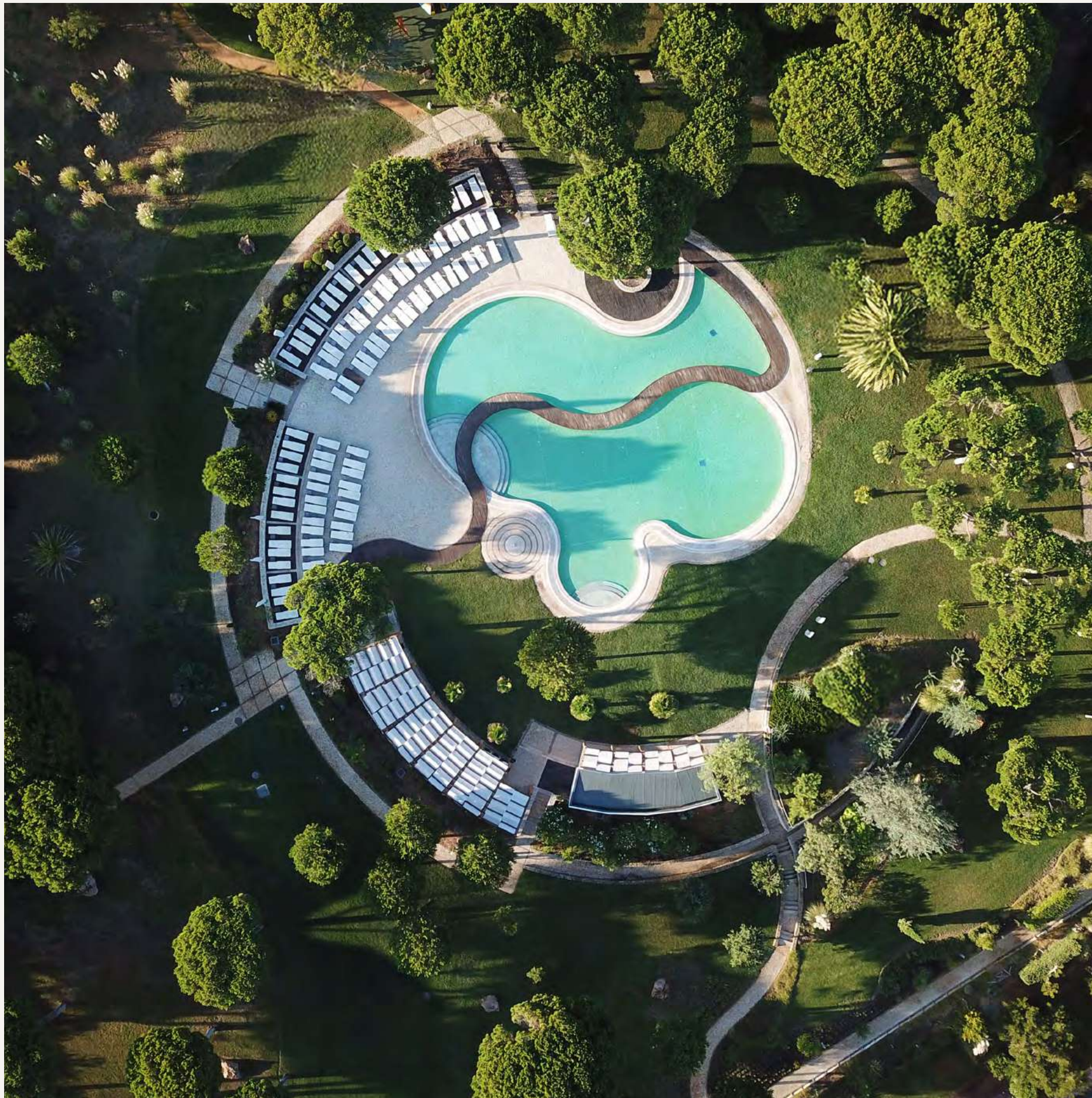
Partnering with United Hospitality Management (UHM) offers you the advantage of a rich legacy that spans across Europe and the Middle East. With over three decades of management experience, UHM has successfully operated luxury, upmarket, and lifestyle brands such as The Luxury Collection, Vignette Collection, Hyatt Regency, Movenpick, VOCO, Sheraton, Wyndham, and Yotel.

KEY BENEFITS OF PARTNERING WITH UHM:

- **Pioneers in Mixed-Use Development:** UHM excels in creating environments where hotels, resorts, and branded residences coexist seamlessly with a condominium of owners and investors.
- **Comprehensive Solutions:** We provide a complete cycle solution that includes development, branding, and operation, supported by state-of-the-art reporting tools.
- **Distinguished Leadership:** Our leadership team boasts extensive experience as global brand operators and investors, ensuring your asset is in capable hands.
- **Global Distribution Expertise:** UHM's extensive expertise in global distribution guarantees your property's trajectory towards success.
- **Proven Track Record:** We have a history of fostering strong relationships with investors, operators, and prominent brands.
- **Endorsements from Major Brands:** Our credibility is reinforced by endorsements from leading brands like Marriott, IHG, Hyatt, Accor, and Yotel.
- **Centralized Services:** Our centralized services enhance efficiency, and our competitive, performance-based fees surpass traditional arrangements.
- **Flexible Contractual Benefits:** We offer preferential and flexible contractual benefits to protect the interests of owners and investors.
- **Focus on Property Value Enhancement:** UHM is dedicated to enhancing property value, ensuring your franchising journey is successful on all levels.
- **Diverse Opportunities:** We offer franchising or management opportunities with over 60+ F&B venues, as well as spa and wellness.

“ With over 30 years of international expertise, UHM empowers stakeholders with a unique edge that encompasses market acumen, operational efficiency, technological prowess, and pioneering innovation. This synergy positions us as the leading facilitator of success in the hospitality industry. ”

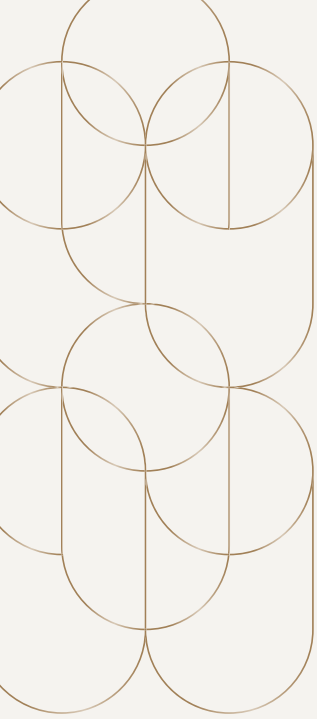




from OUR LEGACY *to* BUILDING THE FUTURE

Since the early 1990s, when we brought to life the first mixed-use development in Europe at Pine Cliffs, Algarve, Portugal, UHM has been at the forefront of redefining hospitality. We proudly opened the doors of the first five-star hotel on Palm Jumeirah, Dubai, along with the inaugural beach clubs and residential communities on the island. Our extensive portfolio reflects a harmonious blend of interests from investors, guests, and property owners.

Embracing cutting-edge technology, we deploy industry-leading systems that facilitate transparency and efficacy in reporting for both owners and stakeholders alike. Our teams are driven by curiosity, courage, and an unwavering zest for your business's success, always anchored in a human-centric approach. We believe that building robust relationships with our teams and stakeholders is the foundation for driving unparalleled value for our owners and investors.



OWNERSHIP MINDSET

For over 30 years, our management of properties owned by our parent company has honed our ability to foster an ownership mindset at every level of operation. We are dedicated to cultivating a culture that drives value; whether through new revenue streams or innovative service offerings, our focus remains steadfast on shared objectives and continuous improvement.

UHM's holistic approach, accompanied by a versatile array of food and beverage concepts and wellness brands, provides myriad opportunities to enhance asset performance. For us, managing hotels transcends traditional profit-and-loss reviews; it is about proactively innovating and challenging norms to perpetually exceed expectations.



2000+

ROOMS

15+

HOTELS & RESORTS

1600+

BRANDED RESIDENCES

2000+

EMPLOYEES

30+

YEARS OF EXPERIENCE

7+

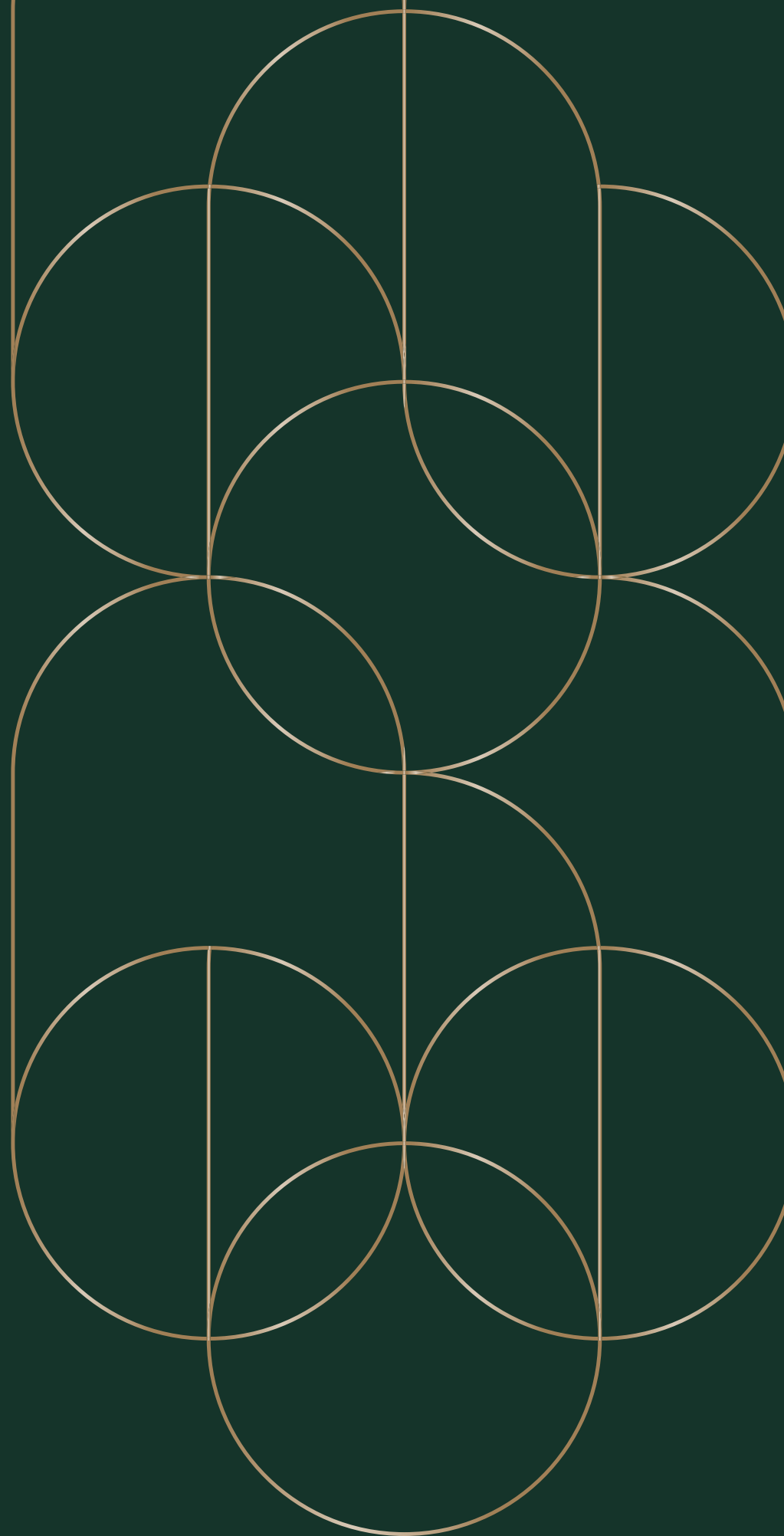
INTERNATIONAL BRANDS

5+

SPA & WELLNESS VENUES

60+

F&B VENUES

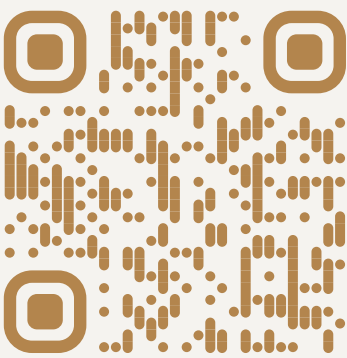




OUR PORTFOLIO

Explore United Hospitality Management’s extensive portfolio, which features a diverse range of properties in the luxury, upper-upscale, and lifestyle segments. Our collection, infused with globally recognized brands, sets the standard for exceptional hospitality experiences across our international hotels, resorts, holiday homes, and branded residences.

To discover our full portfolio, simply scan the QR code provided.



MIDDLE EAST

**TH8 PALM
DUBAI BEACH RESORT**
VIGNETTE COLLECTION BY IHG
Dubai, UAE



MÖVENPICK
JUMEIRAH LAKES TOWERS
Dubai, UAE



**WYNDHAM
RESIDENCES**
THE PALM
Dubai, UAE



ARABELLA BEACH HOTEL
VIGNETTE COLLECTION BY IHG
Al-Bida, Kuwait



**VOCO
BONNINGTON**
JUMEIRAH LAKES TOWERS
Dubai, UAE



RIVA BEACH CLUB
PALM JUMEIRAH
Dubai, UAE



**PINE CLIFFS HOTEL
PINE CLIFFS RESIDENCES
PINE CLIFFS OCEAN SUITES**
A LUXURY COLLECTION RESORT,
RESIDENCES AND SUITES
Algarve, Portugal



**SHERATON
CASCAIS RESORT**
Cascais, Portugal



**HYATT
REGENCY LISBON**
Lisbon, Portugal



**PINE CLIFFS GARDENS
PINE CLIFFS VILLAGE
PINE CLIFFS SUITES
PINE CLIFFS VACATION CLUB**
Algarve, Portugal



YOTEL PORTO
Porto, Portugal



TIMELINE & KEY
MILESTONES

1985

UIP
Constitution

90's

1992

PINE CLIFFS HOTEL
A Luxury Collection Resort by Marriott
Algarve, Portugal
Opening

1997

PINE CLIFFS VACATION CLUB
Algarve, Portugal
Opening

00's

2000

PINE CLIFFS SUITES
Algarve, Portugal
Opening

2004

PINE CLIFF GOLF SUITES
Algarve, Portugal
Opening

2008

PINE CLIFFS RESIDENCES
A Luxury Collection Resort by Marriott
Algarve, Portugal
Opening

10's

2016

PINE CLIFFS OCEAN SUITES
A Luxury Collection Resort by Marriott
Algarve, Portugal
Opening

2016

SERENITY THE ART OF WELL BEING
Algarve, Portugal
Opening at Pine Cliffs Hotel

SHERATON CASCAIS RESORT
Cascais, Portugal
Opening

SERENITY THE ART OF WELL BEING
Cascais, Portugal
Opening at Sheraton Cascais

2018

PINE CLIFFS GARDENS
Algarve, Portugal
Opening

20's

2021

YOTEL PORTO
Porto, Portugal
Opening

2022

HYATT REGENCY LISBOA
Lisbon, Portugal
Opening

SERENITY THE ART OF WELL BEING
Lisbon, Portugal
Opening at Hyatt Regency Lisbon

WYNDHAM RESIDENCES THE PALM
Palm Jumeirah, Dubai, UAE
Onboarding

2023

UHM is formed

TH8 PALM DUBAI BEACH RESORT
Vignette Collection by IHG
Palm Jumeirah, Dubai, UAE
Onboarding

2024

ARABELLA BEACH HOTEL KUWAIT
Vignette Collection by IHG
Salwa, Kuwait City
Opening

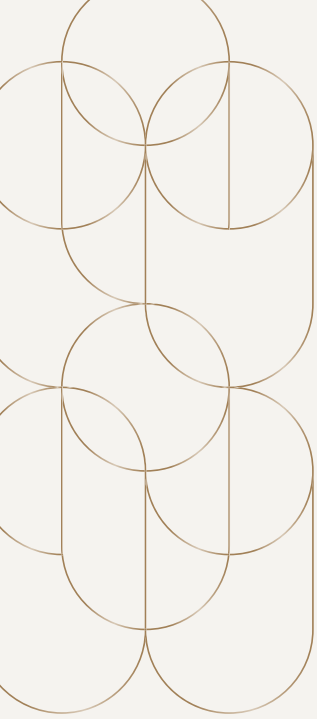
MÖVENPICK JUMEIRAH LAKES TOWERS
Dubai, UAE
Onboarding

SERENITY THE ART OF WELL BEING
Palm Jumeirah, Dubai, UAE
Opening at Fairmont The Palm

RIVA BEACH CLUB
Palm Jumeirah, Dubai, UAE
Onboarding

'BESPOKE' RESIDENCES & HOLIDAY HOMES
Dubai, UAE
Onboarding

VOCO BONNINGTON JUMEIRAH LAKES TOWERS
Dubai, UAE
Onboarding



THE DRIVE *of a* STARTUP, THE EXPERTISE *of an* INSTITUTION

OUR MISSION

We are dedicated to establishing long-term superior standards and enhancing the value of hospitality assets for all stakeholders and communities.

OUR VISION

To be recognized as the world's most inspiring full-service upscale hospitality operator.

OUR VALUE

At United Hospitality Management, our team embodies a relentless pursuit of excellence. Our “glocal” perspective merges global insights with local expertise, skillfully bridging the present and future of hospitality. Our collaborations with Tier-A hospitality brands around the world are a testament to our commitment to excellence. We recognize that trust forms the bedrock of value; every decision we make enriches the experience for our investors, owners, and guests. This unwavering commitment positions us as the architects of meaningful experiences, fostering a legacy built on expertise, passion, and intrinsic value.

UNITED *hospitality* MANAGEMENT



TRUSTED *by*
THE WORLD'S LEADING
BRANDS *and* PARTNERS



OUR GLOBAL SERVICES

FIND YOUR WINNING EDGE WITH UHM

United Hospitality Management (UHM) leads the way in hospitality asset development, operation, and management. Our multidisciplinary team is renowned for their success in developing exemplary hospitality concepts on a global scale, making UHM the partner of choice for owners, developers, investors, and operators eager to achieve their hospitality goals.

Guided by years of global operational excellence, UHM harnesses its extensive expertise to elevate both emerging and established brands. Our operational and asset management teams amplify profitability, facilitate transformative change, and cultivate valuable industry connections, ensuring that your investments yield extraordinary returns.



UHM SALES SUPPORT



**TOTAL REVENUE
MANAGEMENT**



**HUMAN RESOURCES
MANAGEMENT**



TECHNICAL SERVICES



**IT
MANAGEMENT**



**MARKETING
MANAGEMENT**



**CENTRALIZED
ACCOUNTING SERVICES**



**CENTRALIZED
PROCUREMENT SERVICES**

GLOBAL OPERATIONAL EXPERTISE



FOOD & BEVERAGE
Franchise & Management

Restaurants | Lounges, Bars & Pubs | Beach Clubs



SPORTS & LEISURE

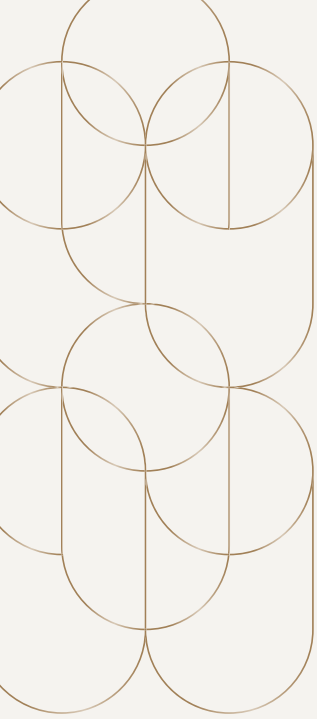
Championship Golf Courses | Fifa Accredited Soccer Academy | Kids Club



SPA & WELLNESS
Franchise & Management

Award Winning Spa Concepts | Fitness Centers

Guided by years of global operations, United Hospitality Management leverages its extensive expertise to elevate new and established brands. Our proficient operations and commercial teams amplify profitability, manage change, and foster industry-wide connections, ensuring your capital undertakings yield exceptional returns.



OPERATIONS

Our operational services cater to optimizing every facet of your hospitality venture, ensuring excellence at every touchpoint. From strategic planning and comprehensive team development to seamless guest experiences, UHM is your ally in achieving operational success. Our proven expertise encompasses mixed-use developments where hotels, resorts, branded residences, and holiday homes flourish side by side.

- Proven expertise across diverse luxury hospitality segments
- Strategic planning and execution
- Seamless management of guest experiences
- Comprehensive training and team development
- Cutting-edge reporting tools for data-driven decision-making
- End-to-end operational solutions
- Centralized services for maximizing payroll efficiency





OUR OWNER-CENTRIC APPROACH

At United Hospitality Management, our commitment to a hands-on, owner-centric approach ensures seamless day-to-day property management that not only meets expectations but consistently exceeds them. With an impressive track record in Revenue Per Available Room (RevPAR) management, we have established a reputation for outpacing our competitors year after year. By leveraging our advanced business intelligence solutions, we deliver centralized insights that inform investors, owners, and management alike.

Our specialized analytics team plays a crucial role in supporting property operations, while our exclusive owners reporting portal enhances transparency. This comprehensive system allows us to provide significant procurement cost savings directly to our owners, reinforcing our promise to their financial success.



TOTAL REVENUE MANAGEMENT

In today's evolving hospitality landscape, effective revenue management transcends traditional methods. While room yields remain a vital component, we recognize that guest expectations are shifting toward personalized experiences and heightened service quality—creating substantial revenue growth opportunities. Our holistic approach enables us to maximize yield across multiple sources throughout each guest's stay.

We diligently track revenue streams from rooms, food and beverage (F&B), spa, leisure, rentals, and leases, utilizing comprehensive cost modelling for each segment. Our commitment to enhancing yield encompasses all revenue channels, vying to unlock the full revenue potential for our partners. By embracing cutting-edge business intelligence technology, we proactively optimize revenue flows, working hand-in-hand with property teams to foster growth.



SALES & MARKETING EXCELLENCE

Commercial acumen lies at the heart of UHM's operations. Our seasoned professionals bring a wealth of experience to every facet of our commercial activities, and their insights drive our continuous search for innovative strategies that keep us agile and engaged in a competitive marketplace. With direct sales as a cornerstone, we excel in total revenue management and optimizing business segment mixes.

Our capabilities extend to direct marketing, digital marketing, and public relations, all anchored by a "drive direct" philosophy aimed at enhancing our partners' visibility. At UHM, we pride ourselves not just on following trends, but on setting them—ensuring that we adapt and deliver results that resonate.



CENTRALIZED ACCOUNTING SERVICES

Our financial acumen goes beyond mere compliance; it shapes the trajectory of our partners' success. Utilizing a state-of-the-art reporting platform, we can benchmark historical performance against industry peers, fostering informed decision-making. Our robust forecasting and reporting systems cover comprehensive asset register solutions, ensuring that our partners have the insights they need to navigate their financial landscapes strategically. Understanding the drivers behind key performance indicators (KPIs) is just as crucial as the KPIs themselves. Our treasury teams excel in constructing efficient cash management models that maximize financial utilization, while our established relationships with financial institutions and qualified vendors empower us to adeptly navigate the financial landscape for our partners' benefit.



INNOVATIVE F&B CONCEPTS WITH FRANCHISING OPPORTUNITIES

Our Food and Beverage segment transforms guest experiences into memorable culinary journeys, serving as dynamic social hubs for visitors and local communities alike. With our F&B expertise at the forefront, we consistently drive profitability while emphasizing a high standard of excellence across all dining experiences. Our support extends through every stage of F&B projects—from pre-opening strategies to ongoing management and marketing—safeguarding the creation of exceptional dining encounters. Presently, we proudly operate over 60 innovative F&B concepts within our portfolio, and these are available for both management and franchising opportunities.



TECHNICAL & ENGINEERING SERVICES

At UHM, our technical and engineering services form the foundation of our operational excellence. We prioritize preventive maintenance to guarantee optimal system performance, while our Innovation Teams oversee all aspects—from network design to vendor coordination and ongoing maintenance. Quality, efficiency, and guest satisfaction drive our actions, leading to long-term cost reductions and improved value for every square meter of property.

The team's dedication to enhancing the value of every square meter involves them in upgrades, renovations, and development opportunities within the portfolio, leading to exponential improvements in asset value.



SPA & WELLNESS CONCEPTS WITH FRANCHISING OPPORTUNITIES

Health and wellness play a pivotal role in enhancing experiential travel, offering rejuvenation and relaxation for today's discerning traveller. Our portfolio showcases a wide array of offerings, from intimate boutique spas to comprehensive fitness and wellness centers, ensuring we cater to every guest's preference.

With brands like Serenity, the Art of Wellbeing, and Pure by Serenity Spa successfully operational in our European and Middle Eastern portfolios, we prioritize health and wellness services that align seamlessly with the character of each property, exceeding guest expectations at every turn. Both or spa concepts are available for management and franchise opportunities



GLOBAL HUMAN RESOURCES MANAGEMENT

Leveraging our extensive scale and industry reputation, we are adept at attracting and retaining top-tier talent, ensuring our workforce is primed for excellence. Each team member is meticulously selected and recognized for their unique contributions. This dedication to our personnel translates to success for our strategic objectives.

Our centralized HR services maintain compliance with policies and standard operating procedures across our portfolio, safeguarding the interests of our owners while delivering significant savings on payroll and training costs.

OUR KEY DIFFERENTIATORS

UHM is part of a larger conglomerate that provides holistic solutions for all aspects of hospitality. Our services include, but are not limited to:

- **EMPOWERED OWNERSHIP WITH UNMATCHED FLEXIBILITY** – At UHM, we prioritize owner autonomy. Our business model is designed to return control to the asset owner through flexible brand affiliations, shorter and more favorable contract terms, and transparent exit provisions—empowering you to remain agile and responsive in a dynamic market environment.
- **SPECIALIST AT THE CORE** – A global team of well recognized hoteliers renowned for their expertise.
- **PASSION FOR THE CRAFT** – With a result driven approach UHM always implement innovative process and precedures using the right talent and technology.
- **GLOCAL ATTITUDE** – Global attitude with Local focus
- **HOLISTIC HOSPITALITY SOLUTIONS** – 360 degree services covering all facets of hospitality
- **VALUE DRIVEN BY EFFICIENCY** – Elevating property value while managing efficiency through state-of-the-art corporate governance

OUR VALUES

1. **HUMAN** - Our long-term interest in people and culture
2. **PASSIONATE** - Ensures Positivity through actions with passion
3. **PRAGMATIC** - Actions based on facts and transparent assessment of risks
4. **COMPETENT** - Continuously adding value to our owners and investors through holistic hospitality solutions
5. **RIGHTEOUS** - Always doing the right thing while being conscious of the impact on people and environment
6. **IMPACTFUL** - Driven by results, ensuring executions returns impactful results.



OUR GROUP

UHM is part of a larger conglomerate, the Al Bahar Group, that provides holistic solutions for all aspects of hospitality. Our services include, but are not limited to:

ASSET MANAGEMENT - Financial Structuring, Technical Services & Development, PIP finalization, ROI Analysis, Pre-openings & Renovation Management, Feasibility & Development Planning, Procurement & Operational structuring, F&B and Spa from conceptualization to execution.

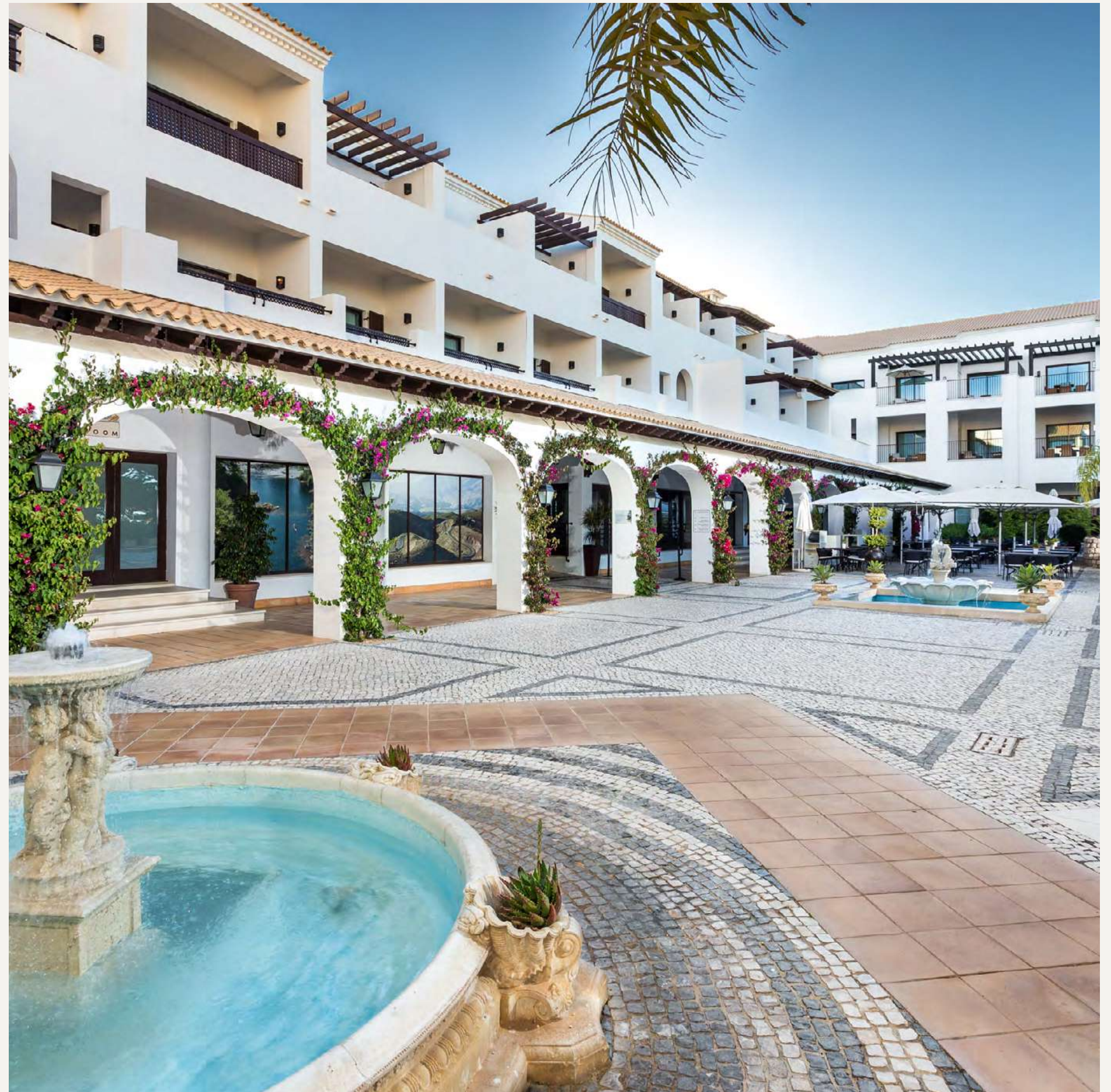
HOTEL DEVELOPMENT - Site selection, Design & Construction, Brand Negotiations, Financial planning, positioning & programming.

INVESTMENT MANAGEMENT - Financing, Refinancing and innovative investment management solutions.

PROPERTY MANAGEMENT - Building Management services including long term and short-term property management.

FACILITIES MANAGEMENT - Hospitality & Residential facilities management, vacant management for individual owners and corporate.

MANAGED HOUSING AND MANPOWER - Corporate accommodation services and hospitality manpower services.





UNITED HOSPITALITY MANAGEMENT

United Hospitality Management (Middle East)

Ground Floor Commercial Offices
The North Residences,
Palm Jumeirah, PO Box 502164
Dubai, UAE

United Hospitality Management (Europe)

Rua da Junqueira, nº 65
1300-343
Lisboa, Portugal



SCAN TO DOWNLOAD
OUR DIGITAL BROCHURE

www.unitedhospitality.com