

# Milestone with Al Salam Rotana

**By ADNAN DAYOUB**

GENERAL MANAGER, AL SALAM ROTANA KHARTOUM



**ADNAN DAYOUB** holds a Masters Degree in French, English and Arabic simultaneous translation from the University of Damascus and hospitality management from the GLION Institute in Switzerland. He began his career working with Intercontinental Hotels from 1997 to 2003 and Millennium Hotels & Resorts from 2003 to 2010 before joining Rotana Hotels. Under his guidance the Rotana Khartoum won Hotel of the Year in 2015 amongst Rotana Hotels and Sudan's Leading Hotel accolade for 2016 and 2017 from the World Travel Awards.

**H**aving been in the hotel industry for 28 years, I have experienced diverse situations in handling various hotels but the most memorable and challenging one is my journey with the Al Salam Rotana Hotel Khartoum.

Al Salam Rotana Khartoum was opened in 2007 and is located just a few minutes from Khartoum International Airport along a stretch of Africa Road, a short drive from downtown Khartoum and within walking distance of Afra Mall, Khartoum's largest shopping mall. The hotel is perfectly situated for both business and leisure.

The hotel epitomises the exceptional hospitality of Sudan, and breath-taking luxury featuring 233 rooms and suites elegantly designed with the comfort of the guests in mind. The hotel is supported by an excellent array of services and fitted with the latest in sophisticated equipment.

Al Salam Rotana has a variety of facilities making it the perfect place both for business and leisure. The hotel offers two distinctive food and beverage venues including the Al Nuba Restaurant and the City Café. In addition to a gifts shop and business center, the hotel offers a selection of meeting spaces, boardrooms and a ballroom, all with pre-function areas, suitable for all

kinds of occasions and meetings. It also has a Bodylines Fitness & Wellness Club which offers a fully equipped gym, outdoor swimming pool, steam and sauna rooms, in addition to a variety of massages to choose from.

During my time as General Manager at the Al Salam Rotana Khartoum, I have managed to maintain the highest standards and continue develop the property and the skills of all its staff. We continue seeking and hiring the very best local talent and to fostering and training them and their skills. As a result of this time and investment we have gained a very positive reputation in the local market which led us to be the number one hotel in Khartoum and the preferred hotel of our valued guests, partners and media partners.

We pride ourselves in providing a family atmosphere for our staff ensuring that the time they spend with Rotana will be valuable to their careers and personal development. We particularly welcome their suggestion in providing a better experience for our guests. Different programs and activities are executed to develop leadership and teamwork and increases cooperation between staff regardless of their position.

I have always believed that our success comes from the very personalised services we render to our valued guests. It is the attention to detail and the smile on




Perfect for both  
business and leisure

our faces that makes the difference during our daily operations and interaction with our external and internal guests.

Our commitment to developing tourism in Sudan has led us to adapting our services and products to attract more travellers. We are participating willingly in some of the active programs of the Ministry of Tourism which allows us gain exposure for our hotel. It also highlights the good relationship we have with the officials responsible for the development of tourism.

On the other hand we have been recognised as the Sudan's Leading Hotel (2016 and 2017) for two consecutive years and Sudan's Leading Hotel Suite (2014 & 2015) also for 2 consecutive years by the World Travel Awards. Al Salam Rotana is

continuously monitoring, responding and attentive to all guest feedback and in particular we have created positive engagement with our social media accounts.

We have chosen to fully embrace delivering our Rotana brand promise which is "Treasured Time", and this Treasured Time extends to our guest guests, owners, partners and colleagues. Part of this mean always keeping my door open to our exceptional team, putting a smile on my face while ensuring the daily operations are smoothly. The key points for success and adaptation in the hospitality industry are communication, productivity and outstanding problem solving skills. In addition to being able to work in a multi-cultural environment which will guarantee reaching the ultimate goal of success. 

**The reason behind our success is simple, we personally take care of our valued guests and colleagues**



Top: Ultimate wellness at the Al Salam Rotana state of the art spa

Bottom Left: When it comes to conferences and banqueting, nothing else can come close to our ballrooms and meeting rooms

Bottom Right: Several times winner of Best Hotel in Sudan, perfect for business and leisure

