

It's official ... it is "Kids Friendly" at TAMANI this Summer.

Dubai, 06 June 2010:

Kids Friendly is given the official stamp of approval this Summer...

This Summer TAMANI Hotels and Resorts are launching a new initiative to promote health and fun for children. In keeping with the spirit and the direction of the destination marketing effort, the theme of TAMANI Hotel Marina's leisure marketing drive is "Kids Friendly," and this supports the strategic direction of the Government and travel industry in Dubai.

The Department of Tourism and Commerce Marketing is spearheading an industry led initiative to encourage families to visit Dubai during the holiday season. TAMANI Hotels and Resorts has chosen to aggressively reinforce the commitment to children by announcing a hotel based initiative titled "Kids Friendly,"

Above and beyond full participation in the destination campaign Tamani Hotel Marina will be designating the hotel as a "Kids Friendly," environment, this means that all children are provided with extra benefits

There are three benefit components to support Children this Summer are:-

- VALUE Kids accommodation is free
- HEALTHY Complimentary swimming lessons (*at designated times)
- TASTY Kids Meals (in the restaurant for free.)

Rather than offering computer based experiences that children can do at home, TAMANI decided to provide a healthy option in the form of complimentary swimming lessons to help youngsters with the basics and more experienced junior swimmers improve their technique.

"We strive to support the excellent initiative of the Dubai Tourism and Commerce Marketing campaign and will launch our healthy internal complimentary campaign to ensure our guests fully understand our commitment to Children at TAMANI Hotel Marina," remarked General Manager Muin Serhan.

Training sessions for the hotel Associates are taking place to ensure that the hotel environment provides a "KIDS FRIENDLY," experience for all our families with children visiting TAMANI Hotel Marina.

TAMANI Hotel Marina, is beautifully located for a family vacation, and provides families, with spacious living within a location which is close to the beach but also extremely convenient for access to a range of Dubai's attractions and shopping experiences.

Commenting on the Kids Friendly campaign Vice President of TAMANI Hotels and Resorts Roddy Gordon remarked, "Dubai is a family destination and TAMANI Hotels and Resorts is a family friendly brand, we care about our junior customers and want them to have an active but fun time while they are with us."



TAMANI Hotel Marina, continues with the services of our “Convenience” campaign last year and will offer complimentary shuttle rides to all the major malls to ensure that the kids and mum and dad have easy access to the best shopping around.

TAMANI Hotels and Resorts is committed to providing comfortable and practical holiday experiences for families of all ages.

There are terms and conditions associated with the Kids friendly campaign.