



**18<sup>th</sup> February 2015**

**For immediate release please**

## **Media One Hotel – is the First Hotel in Middle East to be Awarded with a Safehotels Premium Certificate by Safehotels Alliance AB**

Media One Hotel is proud to announce that during January 2015 it was awarded the first Safehotels Premium Certificate by Safehotels Alliance AB in the UAE.

Safehotels Alliance AB head office is based in Sweden and was launched in October 2002 after years of extensive research of the travel trade to benchmark hotels from a security perspective. Safehotels has an international network of accredited security experts to audit hotels in order to guarantee consistency and quality in safety. Safehotels has developed, "The Global Hotel Security Standard"© a unique method to meet the need for matching hotel and conference security to the demand, measuring security for the business travellers, travel managers as well as the individual international travellers. The standard covers for The Global Hotel Security Standard© are fire equipment, fire procedures, general security, safe and security equipment plus staff training in various aspects.

Media One applied for accreditation and has been thoroughly assessed through a strict process with an outside consultant. The hotel met all the criteria with their regular safety policies and procedures to be awarded the premium level of certification. Media One will now be audited and certified on a yearly basis to control and maintain the Global Hotel Security Standard of Safehotels. The audit included over 220 checkpoints and it took 2 full days; assessing areas such as surveillance, safe deposits, alarm and key systems plus the hotels communication policies.

"Media One Hotel is delighted to be the first hotel in the UAE to receive a Safehotels Premium Certificate," stated Felix Hartmann, Director of Operation for Media One. "Safety and security plays an increasingly important role for all global businesses. The Media One team strive so hard to retain guest security and has all the right responses in place if there is any situation requiring immediate action. Being a member of Safehotels Alliance AB guarantees certain standards, including recommendations for improvements, which adds a sense

of confidence for today companies who search for hotels that offer and provide safe accommodation for their delegates”.

**-ENDS-**

**About Media One Tower:**

Located in the bustling area of Dubai Media City, Media One is a mixed use development comprising a hotel and offices.

The hotel, tailored to the savvy business traveller, occupies the first 23 floors of the 43 story tower and offers a collection of cafes, bars and restaurants, a gym, outdoor pool and terrace.

It also houses state-of-the-art conference facilities, a fully equipped business centre and a selection of retail outlets, with a spacious lobby and ample parking.

The upper 20 floors of the property is dedicated office space, accessible through a separate entrance and lobby area with easy entry to the hotel facilities.

For more information please contact:

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**About Safehotels**

Safehotels Alliance AB is a Swedish company founded in February 2001 and launched in October 2002. The company was formed after years of extensive research of the Travel Trade in general and the Hotel Trade in particular. Safehotels Alliance AB is formed and supported by experienced and highly respected individuals and organizations in the international travel and security industry.

The company was created due to the fact that safety is one of the main concerns within the international hotel and meeting industry today. However, according to several sources there are not enough initiatives taken to meet the growing concerns. Safehotels' solution is to provide objective third party evaluation of business hotel and conference venues' security standard world wide – covering all important aspects of hotel and conference security.

Safehotels and its partners has pinpointed several items related to security. They include, among others, fire, theft, violence, medical care and VIP security.

Safehotels has reached a cooperation agreement with INHOCO group in Dubai.

Safehotels Team

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