



## Words from the Director of Operations



Dear Colleagues,

Welcome to the third issue of al Diar Insider.

This issue features a glimpse of the best selling food item at Al Diar Mina Hotel and interesting articles on career growth at Al Diar Hotels, update on sales driven initiative, distributing and spreading good thoughts from annual staff party celebration to sharing the spirit of the holy month of Ramadan.

I hope that the articles in this issue have reflected that we should always find space to keep on learning, think positively and always contribute our best for the good cause.

Let us all keep on creating inspiring stories at Al Diar Hotels.

**Ayman Fathy**  
Director of Operations  
Al Diar Hotels

## Did you know



### Mina's best selling Biryani

Al Diar Mina Hotel, Abu Dhabi

If you are a Biryani lover, you should try the hottest selling a la carte item at Al Mina Restaurant and in-room dining in Al Diar Mina Hotel. Whether it's chicken, fish or lamb Biryani, it is simply irresistible and there is no need to wonder why repeat guests are repeating their order for Biryani whenever they come back to the hotel. There is no fancy garnished however, Mina's Biryani is specially done in a tasteful and traditional Biryani style served with pappadam, raitha and red pickles. Chicken Biryani is garnished with boiled egg to bring twist and satisfying taste. No doubt, Mina culinary team is receiving orders of their tasty Biryani everyday.

## Spotted

### Ramadan donation drive

Human Resources & Training department  
Al Diar Hotels

From year 2012, Al Diar Hotels has committed to Red Crescent Society's yearly Ramadan donation drive in support for various humanitarian projects run by the mentioned charity. It became a part of social responsibility awareness projects which is coordinated and arranged by Al Diar Hotels Human Resources & Training department across Al Diar Hotels portfolio of properties.



During the Ramadan period of 2017, Al Diar Hotels management and staff have donated useful items such as blankets, bed linens, used clothing, shoes, bags and various basic items which could be beneficial for the needy. Donation boxes were delivered to Emirates Red Crescent Society office on 29 June 2017.

Mr. Ayman Fathy, Director of Operations, who has been a part of this charity initiative has given a message to the team "In the month of generosity and giving, we invite you to touch the life of the people who are in crisis. Giving is a call from God for us to take action and therefore, when we give, we should give the best from what we have." So true, it's not just a matter of giving, it's a matter of sincerity of giving. There are plenty of people around the world that Emirates Red Crescent Society is reaching out to help, Al Diar Hotels management and staff are happy to be a part of this cause.



## In person



### Basel Tadfie

General Manager

Al Diar Sawa Hotel Apartments, Abu Dhabi

**Career highlights:** Mr. Basel Tadfie started his career journey in Abu Dhabi in 1996 as Front Office Shift Leader at Officers Club. Proven his dedication and efforts, his career has moved forward from one step to another until he was promoted to Assistant Front Office Manager.

In 2002, he joined the pre-opening team of Al Diar Capital Hotel as Front Office Manager. He recalls, "It was not an easy responsibility and need to be very careful on every single details". And that was the beginning of his career road in Al Diar Hotels. He was promoted from Sales Manager to Director of Sales in the same hotel. In 2009, he was appointed Director of Cluster Sales & Marketing pre-opening

team. His career leveled up again when he was designated the General Manager of Al Diar Hotels Dubai based property in 2012.

Looks like his path has always been taking him to pre-opening property or office, in 2014 he was appointed to manage the pre-opening of Al Diar Sawa Hotel Apartments in Al Nahyan Camp where he is based up to this time.

Let us get to know him a little bit more:

**Who is Basel Tadfie at work and after work?** "I am a Father in my own house and a father at work. Looking at my staff takes me back to my situation when I started my career from ranking file. I can feel them and care for them, that's why I stand close to them. At home, I am a father with almost same characteristics that I have at work like making sure that everything is organised, clean and in order. As a father, I have to guide my children both at work and in my own house."

**Most remarkable place you have visited:** "Turkey, it has fantastic seaside and amazing places like Alanya, Atalya and Bursa."

**Favourite actor / movie:** "Al Pacino, especially his portrayal in 'Scent of a woman' movie."

**3 top things you can't live without in a day?** "Coffee, perfume and photos of my family"

**Favourite quote:** "Positive thoughts, positive action, positive results." 

Director of Cluster Sales & Marketing and Al Diar Hotels property General Managers. There are times that he has to stay online even after working hours to keep a track on the online activities both from our side and Al Diar Hotels competitors.

Idol joined Al Diar Hotels apartment property based in Al Barsha, Dubai as a Waiter in 2009 and then took the role of a Security Officer in 2010. He took the opportunity to change his career path as a Receptionist and Night Auditor in 2012. The movement was not a salary goal, Idol has taken the dual posts through his own motivation to explore and learn more which could be beneficial for his career growth. He was a two times recipient of Employee of the Quarter and was the Employee of the Year in 2011. He has further developed his revenue management skills when he moved to Sales & Marketing in 2013 as Sales Coordinator and was promoted as Sales & E-commerce Executive in year 2015.

Idol has proven to be a goal driven person and has quoted "Whether it's personal or career matters, you have set your goal, make a plan and take action to achieve it." 

## Flash

### Al Diar Hotels sales blitz

Abu Dhabi



Al Diar Hotels Cluster Sales & Marketing team and Al Diar Hotels Abu Dhabi properties management team and staff have joined forces for a 2-day sales blitz around Abu Dhabi's major business and commercial areas to promote Al Diar Hotels corporate summer and long term room rates. From 30<sup>th</sup> April to 1<sup>st</sup> May, Al Diar Hotels team have visited companies in Al Nahyan, Hamdan, Salam and Najda areas to meet loyal corporate and potential clients. 



### The spirit of giving has no limits

Al Diar Dana Hotel, Abu Dhabi

In line with UAE's 2017 Year of Giving celebration, Al Diar Dana Hotel team has put their hands together with the 'Spirit of Giving' concept during their annual staff party celebration on 25<sup>th</sup> April. The venue was decorated with placards and posters with inspiring gift-giving messages. The event was filled with team's solidarity by bringing gifts without considering the cost value of of the gifts and were distributed to everyone through raffle draws.

The team has continued to spread the spirit of giving by distributing 10 meal packs to labourers, cleaners and road workers everyday during the holy month of Ramadan.

Mr. Lancy D' Souza shared his inspiring words, "Giving is a value we cherished and we hope this initiative will make a difference with a positive impact to someone else's perspective in life, in society and to the nation." 

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## Al Diar Star



### Idol Calo

Sales & E-commerce Executive

Cluster Sales & Marketing - Al Diar Hotels

Idol has been in Cluster Sales & Marketing of for 4 years. His tasks involve handling tour and travel agencies, executes information via online booking engines, room revenue movement report and creates online room rate strategies as agreed with Mr. Fadi Ibrahim, the