

business class ventures | Mamilla Hotel, Jerusalem



Clockwise from top left: Mamilla Hotel's lobby, the hotel's Rooftop Restaurant overlooks a breathtaking view, a guest room defined by stylish comfort

A New Lifestyle in the Old City

Mamilla Hotel Opens in Jerusalem

Overlooking the Old City and the Tower of David, the new Mamilla Hotel brings world-class design, lifestyle and superior hospitality to Jerusalem and Israel

|| Orna Schneid

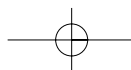
The new Mamilla Hotel in Jerusalem is a rare experience of luxury, designed by architect Moshe Safdie and renowned interior designer Piero Lissoni, who is credited with designing magnificent luxury hotels around the world. The Mamilla Hotel is distinguished by its contemporary design that radiates elegance and opulence.

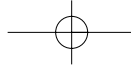
The new lifestyle hotel stands out for its hospitality concept. "We want the hotel to be an open house for visitors to Jerusalem and city residents alike," says Massimo Ianni, Chief Operating Officer for Alrov Luxury Hotels, who has overseen the project from its starting stages through to the grand opening. "Even though the hotel is geared towards foreign tourists, we are certainly interested in appealing to the local community and opening the hotel's special attractions to locals, such as our chic Mirror Bar, Boutique Winery and the outdoor Rooftop Restaurant. The

hotel is much more than a place that provides accommodations and breakfast – we see it as our role to be purveyors of Israeli culture to both foreigners and Jerusalemites," Ianni stresses. "Most of the hotels in Israel try to imitate hotels abroad, but we wanted to grant customers an authentic experience that is luxurious and stylish at the same time."

Massimo Ianni is no novice in the field: he has 25 years of experience, serving as Chief Operating Officer in luxury hotels and working as chief advisor to Armani in construction, marketing and operations. So you better believe him when he says that people are tired of "tourist haunts". "People prefer to see local life, especially in Jerusalem," he notes. "The city integrates tradition and heritage together with artistic and cultural events from all over the world, and our declared goal is to bring Jerusalem inside the hotel. We want to be the city's stage. From the windows of the hotel, one can discover Jerusalem in a unique way."

While recruiting the hotel staff, special emphasis was placed on the personal approach, which views guests as individuals with unique needs and desires that should be accommodated in full. Personal attendance is crucial. "It starts with sending a birthday card to a guest, even after his or her stay at the hotel, and continues with assigning a personal host from the moment of booking. The host takes care of every last need a guest may have: from buying concert tickets to booking day trips to putting together treat baskets with the guests' favorite fruits or chocolates".





business class ventures | Mamilla Hotel

W People are tired of tourist haunts... they prefer to see local life, especially in Jerusalem"



Chief Operating Officer of Alrov Hotels, Massimo Ianni

◁ Although the hotel star rating system is still generally used, Ianni believes this method is losing its stronghold. "Generally, luxury hotels are distinguished by their human component, and at Mamilla Hotel it's the people that make the difference," he says. "It's what makes us stand out."

Breathtaking View

The Mamilla Hotel, located in the heart of Jerusalem and overlooking the Old City walls, has 194 guest rooms, including studio units, executive rooms and suites. All of the rooms are decked out with dark parquet floors and walls of exposed white Jerusalem stone. In addition to the main dining room and opulent lobby, the hotel offers a cigar lounge, the Mirror Bar, a luxurious 10,000 square foot (1,000 square meter) holistic Well-Being Center that includes a gym, indoor swimming pool and spa, offering a range of pampering treatments, and, of course, the Rooftop Restaurant – an outdoor brasserie restaurant on the hotel's rooftop, offering a breathtaking view over the Old City, the Tower of David and Jaffa Gate.

Aside from the Mamilla Hotel, Alrov Luxury Hotels, known as the leading company in luxury living in Israel, is currently constructing two hotels in unique buildings in central Europe: the Conservatorium Hotel in Amsterdam and the Café Royal Hotel in London. "This is the first time the Israeli hospitality concept will be exported abroad," Ianni notes. "Our vision was developed for Jerusalem, but it suits other countries too; we want to sell the local experience, composed of tradition and heritage, and make the guest a part of it." □

