

WWW.WELCOME-TO.COM

THE DEFINITIVE RESOURCE FOR DISCERNING TRAVELLERS

ABU DHABI

WORLD CLASS JEWELLERY & TIMEPIECES I LUXURY LIFESTYLE I HIGH FASHION I FINE DINING I LOUVRE ABU DHABI



ROOM COPY ONLY PLEASE DO NOT REMOVE • NOT FOR SALE

$4 \\ \text{welcome to abu dhabi}$



MANAGING EDITOR Melinda Barlow

SALES AND ADVERTISING InterCommunications Advertising FZ LLC

PRODUCTION MANAGER Stephanie Yang

DESIGN AND PRE-PRESS Karl Dyer

CONTRIBUTING WRITERS

Heather Bloom Mary Erskine Jamie Farshchi Emily Parker Simone Turner

COVER PHOTOGRAPH

© Abu Dhabi Tourism and Culture Authority WELCOME TO ABU DHABI IS PUBLISHED BY

Waiviata Pty Ltd ABN 89 005 577 873, a member of the Niche Group ABN 20 097 172 337

> CHAIRMAN AND GROUP PUBLISHER Nicholas Dower

MANAGING DIRECTOR Paul Lidgerwood

COMMERCIAL DIRECTOR Joanne Davies

FINANCIAL CONTROLLER Sonia Jurista

PRINTING Union Printing Co Ltd Stock images via 123RF

DESIGN

Creative City Fujairah Office 404, Building B, Al Saaha Offices, SouK Al Bahar, Old Town Island, Burj Khalifa District, Dubai, UAE PO Box: 487177 Mob: +971 55 448 6327 Tel: +971 4 457 8205 Web: www.vz.ae

WELCOME TO... SERIES INCLUDE: Welcome To Dubai Welcome To Tasmania Welcome To Queensland Welcome To Welcome To Welcome To Northern Territory

OTHER TITLES IN THE



Welcome To Victoria

ALSO PUBLISHED BY NICHE GROUP Architectural Review Better Building Facility Management inside Interior Design Review Marketing The Welcome To publications are distributed annually to the guest rooms of prestigious international hotels in the aforementioned countries. Other destinations will follow.

> While every endeavour is made to avoid errors, some information contained within may be superseded during the term of publication. The publishers would appreciate advice of any changes which may occur after publication.

This book is copyright 2019. No part may be reproduced by any process without the written permission of the publishers.

For all advertising enquiries relating to the prestigious international *Welcome To series*, read by millions of affluent travellers each year, please contact the following:

AUSTRALIA / NEW ZEALAND

Head Office Waiviata Pty Ltd Suite 2.02, Level 2, 3 Bowen Crescent Melbourne VIC 3004 Australia Tel: +61 3 9948 4932 Fax: +61 3 9948 4933 Email: shaaron.martin@niche.com.au

DUBAI/ABU DHABI

incorporating the Arabian Gulf InterCommunications Advertising FZ LLC PO Box 55894 Dubai UAE Tel: +971 4 2281 977 Fax: +971 4 2218 734 Email: adil1@emirates.net.ae

SOUTH AFRICA

Cross Culture Promotions: Gleneagles Building Fourways Golf Park, Roos Street, Fourways Mob: +27 83 656 6803 Tel: +27 11 467 0185 Email: colette@ccpromos.co.za

www.welcome-to.com



SOFITEL ABU DHABI CORNICHE FRENCH ELEGANCE IN THE HEART OF ABU DHABI

Embark an exciting journey to Abu Dhabi when you stay at the beautiful and luxurious Sofitel Abu Dhabi Corniche, a 5-star skyscraper perfectly located at the heart of the capital, along the Corniche road. It is your ideal base from which to enjoy your visit whether it is for business or leisure.

The Hotel offers 280 rooms and suites, whose contemporary design elegantly blends the modern art "à la française" with the oriental service. Among its guestrooms, the hotel counts 47 sophisticated suites located at the top floors, offering some of the best views of the magnificent Arabian Gulf.

For relaxation, the Hotel has a wonderful free-form swimming pool where you can lounge and enjoy the sun. SoSPA offers the ultimate spa experience with a rejuvenating menu of therapies and treatment that ensures soothing and calming results, with sauna and steam facilities. On top of that, you may continue your fitness well-being with SoFIT, featuring a full range of equipment.

A complimentary shuttle is also available for you to enjoy the prime tourist destinations in the city including the Louvre Abu Dhabi Museum, Yas Island with the famous Ferrari World, Warner Bros World, Yas Waterworld and Formula 1 Circuit. In addition, the shuttle also travels to the Corniche and Saadiyat beaches for some sun soaked fun.



Enter the world of culinary magic with the different restaurants and bars available in the hotel from buffets to a la carte menus. Make Sofitel Abu Dhabi Corniche your home in Abu Dhabi, where magnifique memories are created.

For inquiries and reservations please contact: +971 2 813 7777 or send an email to: H7507@sofitel.com www.sofitelabudhabicorniche.com

6 welcome to abu dhabi



MESSAGE FROM THE MANAGING EDITOR

Abu Dhabi may not have quite the fame of its neighbour Dubai, but the UAE's capital can be proud of its fortunes and treasures in equal measure. Offering a unique contrast between past and present, tradition and modernity, Abu Dhabi is a shining beacon on how to prepare a city for the innovations and demands of its future, whilst preserving and strengthening its cultural heart. The second largest of the UAE's cities, Abu Dhabi is brimming with life and vibrancy as its everchanging skyline evolves, shaping the city of today into the metropolis of tomorrow. It's forward thinking approach to its growth and development continues to inspire other cities and attract visitors from across the globe.

Although more widely known for oil as the source of its wealth, Abu Dhabi's origins lie in the pearl trade. Oil was discovered in the late 1930s, transforming the emirate's wealth and resulting in exponential growth, the likes of which its early settlers may never have envisioned. Abu Dhabi's most breathtaking and ambitious projects, such as the Sheikh Zayed Grand Mosque Centre – which was opened over a decade ago and is one of the biggest mosques in the world - and the stunning Louvre Abu Dhabi all owe their very existence to that moment in time when the emirate's fortunes swiftly changed.

In addition to its wealth and growth, it is also evolving as an artistic and cultural hub. The arts precinct of Saadiyat Island, which has already seen the opening of the New York University of Abu Dhabi campus and the thrilling new Louvre, will also boast the Zayed National Museum and a bustling Guggenheim museum by the time the development has been completed.

Abu Dhabi today has evolved into a vibrant, multicultural destination, with mosques sitting side by side Christian churches and Hindu temples and accents from across the globe drifting by you as conversations unfold along the corniche. If a cosmopolitan lifestyle is your preference, there are cafes, bars and more dining and nightlife possibilities than you could possibly choose. Shopping opportunities abound at gleaming highend locations like The Galleria on Al Maryah Island or the Avenue at Etihad Towers. The world's most famous high end luxury brands have their own Abu Dhabi address and every taste is catered for, from traditional local fashion, to the finest jewellery and timepieces known to man. If the glitz and glamour is not to your taste, stroll through the souks and pick up locally made traditional handicrafts or delightful Arabic souvenirs as a memory of your trip.

Abu Dhabi is known for being a little less conservative than its neighbouring emirates, with its more relaxed tone making it an exotic destination for play and relaxation.

From the high art of the Abu Dhabi Classics season, to the earthier charms of the Grand Prix, which tears up the Yas Marina racetrack every November, there are entertainments and activities to appeal to all tastes.

Despite its prosperity, Abu Dhabi is not naïve to its limitations, anticipating a time beyond oil and creating such innovative developments as Masdar and Al Ain. Totally sustainable, green thinking communities are the future of the emirate, and projects that ensure the longevity of the whole of the UAE, by utilising the best of sustainable natural resources will ensure continued growth and prosperity and an abundant future for all in the emirates.

Discover the delights and surprises of this pearl of the Arabian Gulf!

Melinda Barlow

Managing editor, Welcome To Abu Dhabi The definitive resource for discerning travellers.

© Abu Dhabi Tourism and Culture Authority