



ALOKI BATRA

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THE MIDDLE EAST'S

Top CEOs 2024



97. Alok Batra

Designation: CEO

Company: FIVE Hospitality; The Pacha Group

Residence: U.A.E.

Nationality: Indian


Sector: Hospitality

Batra has been at the helm of FIVE Hospitality—the hospitality arm of FIVE Holdings—since 2017. In 2023, FIVE Holdings acquired The Pacha Group in a deal worth \$331.1 million. In Q1 2024, FIVE Hospitality recorded revenue growth of 9% worth \$71.1 million, and FIVE Palm Jumeirah and FIVE Jumeirah Village recorded occupancy rates of 90% and 94%, respectively. FIVE Holding's hospitality segment recorded revenue growth of 349% between 2019 and 2023.

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Batra has been at the helm of FIVE Hospitality—the hospitality arm of FIVE Holdings—since 2017. In 2023, FIVE Holdings acquired The Pacha Group in a deal worth \$331.1 million. In Q1 2024, FIVE Hospitality recorded revenue growth ...more



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Alok Batra
CEO, FIVE Hospitality; The Pacha Group

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THE MIDDLE EAST'S

Top CEOs 2023

**94. Alok Batra****Designation:** CEO**Company:** FIVE Hospitality**Country:** U.A.E.**Nationality:** Indian**Sector:** Hospitality

Batra is a leading tour de force at FIVE, which recently acquired The Pacha Group for \$331.1 million. Since taking over as CEO at FIVE Hospitality in 2017, he has boosted revenue by 11.2 times for FIVE's Dubai and Zurich hotels, and consistently maintained an impressive average occupancy rate of 92%. In 2023 Batra led several strategic initiatives, including a joint venture of FIVE Music with the Warner Music Group and launching the FIVE Music Studio, unveiling a first-of-its-kind private jet Fly FIVE, achieving the World's Highest Rating by ISS ESG Rating Agency and debuting FIVE's \$350 million Green-Bond on Nasdaq Dubai. Batra is also credited for generating over \$1.4 billion in combined sales for FIVE Palm Jumeirah, FIVE Jumeirah Village and FIVE LUXE's Luxury Residences.

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Top 100 CEOs In The Middle East 2022



97. Alok Batra

Designation: CEO

Company: FIVE Hospitality

Country: U.A.E.

Nationality: Indian

Sector: Hospitality

Batra became CEO of FIVE Hospitality in 2017. FIVE Hospitality's portfolio includes FIVE Palm Jumeirah and FIVE Jumeirah Village in Dubai as well FIVE Zurich in Switzerland. A new FIVE LUXE, JBR in Dubai set to launch in 2023, which once completed, FIVE Hospitality will have a total of 1,481 keys. In 2021, the group reported revenues of \$206.6 million. The company launched its own music platform, FIVE Music, in 2021.

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Special Interview | Beyond luxury travel with Alok Batra CEO of FIVE Hospitality and The Pacha Group



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Making big moves in luxury travel, music, and acquisitions.

Sally Mousa sits down with Alok Batra, CEO of FIVE Hospitality to talk the launch of FIVE LUXE, the Warner Music joint-venture, and why their acquisition of the Pacha Group was critical. He even shares the secrets to his unique leadership style.

Watch the full interview in the link in bio.

@alokibatra @fivehotelsandresorts

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The image shows a LinkedIn post from the 'Forbes Middle East' page. The post includes a video player showing a man (Alok Batra) and a woman on a rooftop at night. The video has a progress bar at 0:10 and a volume icon. Below the video, the text reads: 'Hotels Review | Alok Batra, CEO of FIVE Hotels & Resorts, presents th...'. The post also features a '+ Follow' button and a 'View full page' link. The background of the post is dark with the Forbes logo visible.

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CEO MIDDLE EAST AWARDS 2023

Winners



CEO of the Year – Hospitality
→ **Alok Batra**, CEO, FIVE Hospitality

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CEO Middle East Awards 2023 winners revealed

Top executives were honoured in a glittering gala dinner in Dubai in the presence of several industry titans, experts and executives

by CEO Staff | December 13, 2023 09:52 PM GST



CEO of the Year – Hospitality

Aloki Batra – CEO, FIVE Hospitality

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Name: Alok Batra

Company: FIVE Hotels and Resorts

Designation: CEO

Sector: Hospitality

Country: UAE

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Revealed: Arabian Business 100 Most Inspiring Leaders 2024

The Arabian Business Inspiring Leaders List isn't just a roll call of success stories; it's a testament to resilience, foresight, and the sheer will to transform both companies and communities



Rank: 57

Name: Alok Batra

Designation: CEO

Company: FIVE Hospitality and The Pacha Group

Industry: Hospitality

Alok Batra is the visionary CEO of FIVE Hospitality and The Pacha Group, driving their phenomenal global success. Since 2017, Batra has spearheaded FIVE Hospitality's explosive growth, identified key investments, led sales and marketing, and product development including creating FIVE's unique investor model, where buyers purchase hotel rooms and lease them back to the operator.

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UAE Indians: Meet the 50 Indian Aces you need to know

India's vital contribution to the GCC economy



Name: Alok Batra
Designation: CEO
Company: FIVE Hotels and Resorts
Industry: Hospitality

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HOSPITALITY

**ALOKI
BATRA**

CEO
FIVE Hotels and Resorts

forms to amplify brand visibility and engage with a broader audience.

About FIVE

FIVE has established itself as Dubai's leading party and lifestyle destination, welcoming over five million guests from 192 nationalities, and hosting over 4,900 music events with more than 500 top DJs. Under Batra's guidance, FIVE Music has become a hub for global talent and music events and the FIVE Music Studio at FIVE Palm Jumeirah serves as a collaborative space for crea-

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Rank: 44

Name: Alok Batra

Company: FIVE Hospitality and The Pacha Group

Designation: CEO

Industry: Hospitality

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Rank: 44

Name: Alok Batra

Company: FIVE Hospitality and The Pacha Group

Designation: CEO

Industry: Hospitality

As a co-founder of FIVE, Batra plays a key role in his dual positions. His approach combines high-quality property infrastructure with innovative experiential offerings, driving the brand's high performance. He is also recognised for generating over \$1.7 billion in combined sales for FIVE Palm Jumeirah, FIVE Jumeirah Village, and FIVE LUXE's Luxury Residences.

In 2023*, FIVE Palm Jumeirah and FIVE Jumeirah Village have consistently maintained an impressive average occupancy rate of 92 percent, surpassing competitors by 27 percent, an Average Daily Rate (ADR) of \$304 and is currently performing 2.3 times higher than its comp-set in terms of TrevPAR at \$702.

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Resources

FIVE Hospitality and The Pacha Group CEO Alok Batra wins hospitality CEO of the Year

Batra was honoured at the CEO Middle East Awards in December

Staff Writer

Thu 28 Dec 2023



Alok Batra, CEO of FIVE Hospitality and The Pacha Group. Image: Supplied

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WORDS: ODELIA MATHEWS. IMAGE: FIVE GROUP

ALOKI BATRA

WHO: Businessman

THE H! FACTOR: Alok is the tour de force at FIVE Hospitality and the recently acquired The Pacha Group. As one of the Co-Founding Members of FIVE Holdings, he is credited for generating over AED 6.42 billion in combined sales for FIVE Palm Jumeirah, FIVE Jumeirah Village and FIVE LUXE's Luxury Residences. Alok is recognised as one of the Top 100 CEOs by *Forbes*. A creative genius, business strategist and savvy marketer, he is credited for FIVE being recognised as Most Innovative Company of The Year by Fast Company. Alok was pivotal in FIVE Music's joint venture with the Warner Music Group further establishing it as the ultimate entertainment and luxury lifestyle destination for Millennials and Gen Z – welcoming over five million guests of 190 nationalities. FIVE Music's latest track, 808, with DJ Bliss and rapper Bia is live on airways now. Alok's leadership resulted in FIVE reporting tremendous growth recently. Now, in his central role as CEO of The Pacha Group, he is poised to expand its presence in the global hospitality and entertainment sectors while honouring the legacy of the iconic cherry brand. Alok is married to Lama Yamout, a wellness entrepreneur behind Dubai's popular functional health clinic, YuTopia, and the couple share three children.

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ahlan Hot 100: Alok Batra

by Ahlan Editors Published: Nov 13, 2024



Meet Alok Batra, the visionary CEO who's not just redefining luxury but rewriting the rules on what a high-energy lifestyle brand can be.

At the helm of FIVE Hospitality and The Pacha Group, Batra has turned FIVE Hotels and Resorts' destinations into worldwide icons, where Dubai, Zurich, and Ibiza pulse with the 'Vibe at FIVE'. The numbers don't lie: FIVE raked in over a billion Dirhams in revenue in the first half of 2024 alone by inviting globetrotters to 'Press Play' at its Global Entertainment Ecosystems.



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Pacha Group Acquired By FIVE: CEO Alok Batra Reveals Plans For Ibiza Clubbing Institution Amid \$330M Deal

Batra says the club will see some light improvements, with FIVE also taking over two Ibiza resorts.

By Katie Bain +
12/19/2023



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MUSIC NEWS

These Were The 40 Most-Played Songs At Pacha Ibiza This Season

"Pacha Ibiza has its own singular sounds, driven by the world's best DJs," Aloki Batra, FIVE Hospitality and The Pacha Group CEO, tells *Billboard*.

By Katie Bain 
10/17/2024



Full dance floor at the opening of the Pacha Ibiza nightclub, with a capacity of 3900 people on April 30, 2022 in Ibiza, Spain. Zowy Voeten/Getty Images.

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leisure travel group. CWI
travelers are likelier to take
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08-12-24 | 9:00 AM

No ordinary guest: Hotels in the Middle East are eyeing bleisure travelers

The mix of business and leisure travel is transforming the hospitality industry in the region



[Source photo: Krishna Prasad/Fast Company Middle East]

ON-DEMAND SERVICES

According to Alok Batra, CEO of FIVE Hospitality, which has properties in the UAE on Palm Jumeirah and Jumeirah Village, the formula for ensuring a happy leisure guest is convenience, on-demand services, and accessibility.

“We meet the needs of modern remote workers and traveling executives in various ways – from flexible check-in and check-out times to accommodate varied schedules to upgraded amenities such as 24-hour in-room dining, laundry, and comprehensive concierge services,” he says.

“Business needs are also being met with ergonomic workspaces, high-speed Internet and strong Wi-Fi, and fully equipped meeting rooms – while for those on extended stays.”

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Immersive hospitality behemoth FIVE acquires the legendary Pacha Group

by Staff Writer | October 23, 2023 04:17 PM GST



FIVE Holdings is a Dubai-based vertically integrated real estate development and hospitality group

CEO of FIVE Hospitality, Alok Batra takes on the mantle of CEO of Universo Pacha.

“The Pacha Lifestyle includes the world’s most iconic nightclub, where music and glamour collide to create an electric mix of authenticity, spontaneity and fun – one now combines with FIVE’s celebrated hospitality and luxury lifestyle expertise. It is a momentous occasion that is set to create a worldwide magnum opus of entertainment.”

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ALOKI BATRA

CEO
FIVE Hospitality



A leading tour de force at FIVE Hospitality, Batra's ethos at FIVE Hotels and Resorts reflects an ecosystem with high quality property hardware and cutting-edge experiential software, enabling the brand to drive high performance for both customer satisfaction scores and revenue records, and has consistently outperformed competitors. In his current role, Alok is credited for rapidly selling out FIVE Palm Jumeirah's Luxury Residences for \$400 million. He is the creative genius behind hugely successful homegrown concepts such as Dubai's iconic rooftop destination, The Penthouse, FIVE's signature Italian, Cinque and MSG-free, gourmet Chinese, Maiden Shanghai at FIVE Palm Jumeirah along with immersive street-food dining experience, Soul St. and Jumeirah Village Circle's first ever nightclub, The Mansion at FIVE Jumeirah Village. FIVE Hotels and Resorts now welcomes a new and exciting chapter with the FIVE 'COME PLAY' logo and tag line. 'COME PLAY' reaffirms FIVE's premier position as an immersive 360-degree luxury lifestyle entertainment destination like no other, inviting 'FIVERS' from across the globe to Come Play.

Batra lays emphasis on creating bespoke 'Vibe at FIVE' experiences for FIVE's guests which compete successfully against stand-alone F&B venues and hotels, and nightlife destinations; all under one roof. FIVE's guest base is primarily made up of the digitally savvy, modern hospitality customer, therefore, Batra identified the importance of focusing on FIVE's digital-first strategy. FIVE's constantly evolving digital presence that showcases FIVE's complete experiential offerings with engaging user-generated content on varied digital platforms enables current and potential visitors to engage loyally with the brand and build an uninterrupted long-lasting relationship.

About FIVE Hotels & Resorts

Renowned for its vibrant lifestyle, entertainment, and

culinary offerings, FIVE Hotels and Resorts stands as a premier destination encompassing a collection of the most sought-after lifestyle havens. Their properties include FIVE Palm Jumeirah which is distinguished as Dubai's trendsetting hotel, housing award-winning restaurants and Dubai's foremost rooftop club. FIVE Jumeirah Village exudes uber-chic allure and captures the glamour of new Dubai. FIVE Jumeirah Village proudly holds the title of the world's most-reviewed hotel on Booking.com and offers an exclusive penthouse lifestyle that epitomises luxury. FIVE Zurich is situated as Switzerland's ultimate entertainment hotspot and is a luxurious lifestyle haven where award-winning restaurants, a rooftop club, and a vibrant pool scene converge, all curated around FIVE's signature musical stylings. FIVE LUXE was originally slated to open by the end of 2023 but has now pushed back its opening and will now welcome guests from Q1, 2024. Poised to become a prime beachfront property in Jumeirah Beach Residence, FIVE LUXE will embody the distinctive Vibe at FIVE and will introduce ultra-luxe, eco-conscious residences for discerning luxury enthusiasts.

Pioneering the realm of sustainable luxury living and hospitality, FIVE Hotels and Resorts embraces the ethos of 'Sustainability Without Compromise.' This commitment has earned the brand a prestigious LEED Platinum certification for its entire hospitality portfolio, exemplified by the environmentally conscious practices at FIVE Palm Jumeirah and FIVE Jumeirah Village, both recognized as 3 Star SPIRE Rated Smart Buildings.

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FOLLOW THE Leader

Enterprise head honchos talk strategy, industry-specific tactics, and professional challenges

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THE EXECUTIVE SUMMARY

Aloki Batra reflects on what he considers to be one of the most important things he has learnt about leadership.

“For me, being a leader is about being both a teacher and a student- coupled with fearless goal-setting. As a teacher, it is important to inspire and lead by example, and as a student, it is essential to continually learn from your customers- this guarantees brand adaptability, and it ensures that brands are able to endure changing trends, and lead from the forefront.”

alongside one another for over 15 years, I've been privy to numerous examples of Kabir's relentless pursuit of excellence in boundary-breaking real estate, disruptive hospitality, and trailblazing sustainability," Batra says. To illustrate his point here, Batra points toward Mulchandani's efforts in the conceptualization, development, and launch in 2017 of a hotel that is now a Dubai landmark, the FIVE Palm Jumeirah. "The award-winning FIVE Palm Jumeirah is the fruition of Kabir's far sightedness in creating a signature address for global travelers in the Middle East," Batra says. "From breaking ground and designing the famed amphitheater-esque Social Pool, to selecting, by hand, the FIVE Tribe Management Team, and conceptualizing FIVE's homegrown F&B venues, Kabir's astute involvement is palpable." According to Batra, it is thus entirely thanks to Mulchandani that FIVE has expanded and evolved into the brand that it is today, with it now including another Dubai property, FIVE Jumeirah Village, the Switzerland-based FIVE Zurich, as well as FIVE LUXE, a new Dubai development that's getting set to be launched later this year. "Real leadership is a seamless combination of visionary thinking and hands-on action," Batra says. "Kabir Mulchandani is the epitome of the same." fiveglobalholdings.com

FIVE Hospitality CEO Aloki Batra doesn't have to look too far for role models when it comes to leadership. Indeed, when posed the question about what he thinks real leadership in action looks like, he readily directs our attention to Kabir Mulchandani, the founder and Chairman of FIVE Holdings, the Dubai-based vertically integrated real estate development and hospitality group that encompasses the entity that Batra leads. "Having worked

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Lessons On Leadership: Alok Batra, CEO, Five Hospitality

"For me, being a leader is about being both a teacher and a student- coupled with fearless goal-setting."

BY [ABY SAM THOMAS](#) • AUG 29, 2023

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THESE 100 INNOVATIONS AND IDEAS WILL SHAPE BUSINESSES IN THE MIDDLE EAST IN 2023

Ministers, CEOs, startup founders, VCs, and futurists offer their predictions on how emerging technologies and ideas will disrupt businesses in 2023.



ALOKI BATRA

CEO, FIVE HOSPITALITY

Next-gen build tech or infrastructural innovation will redefine and re-energize global society to achieve climate goals. From architectural consciousness to smart connectivity and eco-amenities that do not compromise on customer experience will spark sustainability-first applications for previously unimagined possibilities. Luxury living will be disrupted.

Businesses must act as agents of innovation. The more businesses accept and align with the win-win reality of sustainability and business success, the greater the frequency of sparking ground-breaking ideas and implementing solutions that uplift the world.

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LEADERSHIP | EXCLUSIVE INTERVIEW

DOING THINGS DIFFERENTLY

Business Chief meets **Aloki Batra**, CEO of Dubai's FIVE Hospitality - the company shaking up the hotel industry with sector-leading results based on a digital-first strategy and focus on fun

WRITTEN BY: **KATE BIRCH**

Entertainment. That is the missing ingredient from the hospitality industry, according to Aloki Batra, the showman CEO of FIVE Hospitality. He's not making this up - the dictionary definition that Aloki confidently shares is taken straight from the Oxford English Dictionary.

That celebrated tome defines hospitality as 'The act or practice of being hospitable; the reception and entertainment of guests, visitors, or strangers, with liberality and goodwill.'

"Where the hell is the entertainment in the hospitality industry?" Aloki asks, laughing to himself.



HOW TO SPEND IT ARABIC

مراجعات



في دبي
Tiger Air

مقالات من الكاتبة السيدة الكاتبة لودج ألوج من الإمارات والتي تتناول تجاربها مع فنادق دبي حيث لا سيما في فيما يتعلق بجوانب السياحة التي يمكن الاعتماد على الطيران كوسيلة النقل واستدائه حتى يمكن بالقطارات أو الحافلات الأقل توتيراً يقول باترا إن FIVE خطت خطوة مهمة نحو التعويض عن التغيرات السنوية لشركة FIVE في استخدام أرصفة الترمين البريئة إذ اشترت كمية كبيرة من هذه الأرصفة لتعويض الـ 82 وبالمثل من الترمينات الطيران في العام الأخرى. توتير الأوقات الناجمة من هذه التغيرات، وبموجب الشركة، تؤكد مبركات لتركز على الحفاظ على الخدمات العظيمة وإقامة الترفيه في جزيرة دبي أو الأسيوطي. ينظر في إدارة إدارة الحجز، ويقول: "ليس كل تسليق من المتعة المستدامة" مضمناً "تسعد" الناس إن أفضل ما لهم مقابل ذلك يستحقونه وهذا رائع ما دعا لتجاربهم تماماً بمسئلتهم الكريمة. وبدل كل ما في وسعنا للتألف من وقتاً جيداً معاً".

التخلص منها بصفة من الرافعة الجديدة الحيل HTS1

تسعد لتعويض خدمات رائعة على من الفنادق. مازالت من متسعة نطاق تخطيها من مطبخ مرافق وفيرها، ويظهر مسيرتها بنسبة العملاء الذين يعودون لتجاربهم الطيران الخاص مرة أخرى وهي تتجاوز الـ 30. كما أنها "جيد" بعض كتير منهم إلى جدران ملائمة لينة وكافة وحول زينة" استثمر هذا الاتجاه مبدئياً بشكل ما لقائمة علامه FIVE التجارية في عالم الفنادق والمتاحات من عروض إقامة في فنادقها. متزامنة مع رحلات جوية. اتفاقية خاصة. بينما رحلات إلى وجبات في جنوب شرق آسيا من أطفال ومواد الديكور. ويرجع إلى مسيرتها وشركتها خاصة. كما تتعاون مع شركة Rotana Hotels للخدمات السياحية. اليوم تروي عوامل أخرى دوراً مهماً في تعزيز الإقبال على استخدام الطيران الخاص. تقول مبركات لودج: "تسعد في الترمينات والخدمات في شركة Netko Europe لخدمة إيجار الطيران الخاص".

تسعد جاذبة كويتياً لتخصيص هذه الرحلات التجارية. خصوصاً على الترمينات الأسيوطي. وهذا الأمر رائع الطاب على خدماتها إلى ذلك، يسود التحول في استخدام القطارات الخاصة لترتفع مبالغ مائة ألف دولار على طول ممر جوي أسفر أساً. بحسب عادل مبركات، مؤسس شركة Netko Europe الخاص ورئيسها التنفيذي، متوسط أسعار الـ 30 بالمتعة ممن يسافرون أول مرة على متن القطارات الخاصة "يتراوح بين 20 و40 عاماً وقد طار على متن رحلاتها الخاصة. ويذكر أن أسياً في جزيرة سيكوبي. وهذا ما دعا بعد الـ 24 شهر. كلفت برحلتها مع الـ 32000. هذا ما يمكن صاحب أول قوائم "ليلة" ويذكر الترمينات التي تراكمت في أرصفة شركات كاتبة في قطاعات التكنولوجيا والقطاعات العملاقة العربية في السنوات الخمس الماضية وأيضاً لتعود قطاع الطيران الخاص. يقول ألكسندر لودج: "تسعد" مدير عام شركة Estabate لتأجير القطارات الخاصة "تسعد" مسيرتها مسيرتها الترمينات التي تضاف إلى قطاع الطيران الخاص. وفي حسابات جواز الـ 40 ألف جاذبة خدمات الطيران الخاص بتد جديد لتجاربهم الطيران في الإمارات وسهولة استقبالهم. كما أن استكمال الخدمة فائقة بتوفرها من بخار الإقامة في فندق من فئة خمس نجوم. كما أن توتير من يومين المدينة الاقتصادية الأوروبية لشركة FIVE للقطارات. مضمناً "جودة الطيار والشركاء" الفاضلة مضمناً على المنتج برتلة مع جوائز الألياف من بعض الأسباب التي تدفع بأشخاص إلى اختيار السفر على متن طائرة خاصة في رحلاتهم التجارية. تصيف "تسعد" من، فحسب طلبك جيداً العودة إلى الرحلات التجارية".

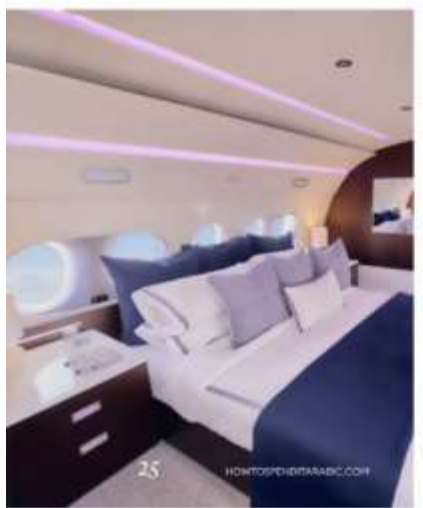
تسعد الناس مقال دلال مستحقونه، وهذا رائع ما دعا تتحكم بمسئلتهم الكريمة

مراجعة أقيمت بعدة في شبه مقصودات متشابهة، وأحد تصاح برفه طام فيها طارة تشع لتجارة أشخاص، وأخرى تصاح صالة لأدامل، وثالثة أقيمت لتكون صالة مبدئية تها باب في الجزء الداخلي من المقصورة الرئيسية خلفه مبركة مومنتها سيرتير في منطقة عيشة التساحة المعلقة على جدرانها كاتبة لها مضمته أشخاص. لا أكثر مع وجوب تثبت برامج الأمان، كما أن التوتير معلق بهذه العرفة مومنتها استخدام كير يسهل في تصميمه أومنتها استخدام الموجودة في أحدث فندق Five Palm Jumeirah إلى جانب توتير خدمة WiFi الخاصة بجذابة لينة الصريح. ساعة طيران العتال أياً لكاتبه. أخرى مختلفة. إذ دخل رحلة من دبي، ولكن، وفقاً وأيضاً: تكلف نحو 399,000 \$، يقول باترا "إن التمن عادل" أيضاً بالخدمات التي يحصل عليها المسافر، ما ذكر بأن الطائرة من طراز Airbus A320neo من شركة Etihad Airways.

تسعد الفضة مكانة مرموقة. فمن بين أهم الوجبات الغذائية للشركة، تسعد FIVE Palm Jumeirah. وهذه الوجبات الغذائية FIVE Jumeirah Village. وهذا الأمر رائع الطاب على خدماتها إلى ذلك، يسود التحول في استخدام القطارات الخاصة لترتفع مبالغ مائة ألف دولار على طول ممر جوي أسفر أساً. بحسب عادل مبركات، مؤسس شركة Netko Europe الخاص ورئيسها التنفيذي، متوسط أسعار الـ 30 بالمتعة ممن يسافرون أول مرة على متن القطارات الخاصة "يتراوح بين 20 و40 عاماً وقد طار على متن رحلاتها الخاصة. ويذكر أن أسياً في جزيرة سيكوبي. وهذا ما دعا بعد الـ 24 شهر. كلفت برحلتها مع الـ 32000. هذا ما يمكن صاحب أول قوائم "ليلة" ويذكر الترمينات التي تراكمت في أرصفة شركات كاتبة في قطاعات التكنولوجيا والقطاعات العملاقة العربية في السنوات الخمس الماضية وأيضاً لتعود قطاع الطيران الخاص. يقول ألكسندر لودج: "تسعد" مدير عام شركة Estabate لتأجير القطارات الخاصة "تسعد" مسيرتها مسيرتها الترمينات التي تضاف إلى قطاع الطيران الخاص. وفي حسابات جواز الـ 40 ألف جاذبة خدمات الطيران الخاص بتد جديد لتجاربهم الطيران في الإمارات وسهولة استقبالهم. كما أن استكمال الخدمة فائقة بتوفرها من بخار الإقامة في فندق من فئة خمس نجوم. كما أن توتير من يومين المدينة الاقتصادية الأوروبية لشركة FIVE للقطارات. مضمناً "جودة الطيار والشركاء" الفاضلة مضمناً على المنتج برتلة مع جوائز الألياف من بعض الأسباب التي تدفع بأشخاص إلى اختيار السفر على متن طائرة خاصة في رحلاتهم التجارية. تصيف "تسعد" من، فحسب طلبك جيداً العودة إلى الرحلات التجارية".

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هذه الطائرة في دبي
FIVE
تسعد من كاتبة لودج



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مراجعات



التجارب

فندق فوق غيم دبي

لا تتم إقامة من فئة خمس نجوم إلا بخدمات الطيران الخاص. جورجيا تينال لتسكيشف اتجاهها جيدياً في عالم الضيافة الفاخرة للإثراء



24 HOWTOSPENDITARABIC.COM

ما عاد الأمر مقصوداً على شرائح معينة بتفاصيلها به من ترفيه. يكلم مختصر مفيد. يصف أوكي باترا رجل الأعمال المولود في الهند والرئيس التنفيذي في شركة FIVE Hotels and Resorts. خدمة الضيافة الفاخرة التي أنشأتها شركته على متن طائرة خاصة لتسعد الحجز أولاً وأخيراً. لا تفسر مبركات الترمينات على توتير الفندق فقط. مضمناً "تسعد" أي كان حجز الطائرة الخاصة في رحلة لا تزيد الـ 12 ساعة. كما أنها من الطراز لينة دعوة خاصة من FIVE. ومعرفة في دبي وتوتير، شهوراً على إطلاق خدمة حديتها السحاب. خطت سبيلها في دبي. يقول باترا: "تسعد" على خصوصياته والذي كان بحسب مبركات، راجع إلى مسيرتها بتجاهته على العموم. مضمناً "جودة" مضمناً "تسعد" مسيرتها الترمينات التي تضاف إلى قطاع الطيران الخاص. وفي حسابات جواز الـ 40 ألف جاذبة خدمات الطيران الخاص بتد جديد لتجاربهم الطيران في الإمارات وسهولة استقبالهم. كما أن استكمال الخدمة فائقة بتوفرها من بخار الإقامة في فندق من فئة خمس نجوم. كما أن توتير من يومين المدينة الاقتصادية الأوروبية لشركة FIVE للقطارات. مضمناً "جودة الطيار والشركاء" الفاضلة مضمناً على المنتج برتلة مع جوائز الألياف من بعض الأسباب التي تدفع بأشخاص إلى اختيار السفر على متن طائرة خاصة في رحلاتهم التجارية. تصيف "تسعد" من، فحسب طلبك جيداً العودة إلى الرحلات التجارية".



الرافعة فيها. ترمين على ذلك، يسود التحول في استخدام القطارات الخاصة لترتفع مبالغ مائة ألف دولار على طول ممر جوي أسفر أساً. بحسب عادل مبركات، مؤسس شركة Netko Europe الخاص ورئيسها التنفيذي، متوسط أسعار الـ 30 بالمتعة ممن يسافرون أول مرة على متن القطارات الخاصة "يتراوح بين 20 و40 عاماً وقد طار على متن رحلاتها الخاصة. ويذكر أن أسياً في جزيرة سيكوبي. وهذا ما دعا بعد الـ 24 شهر. كلفت برحلتها مع الـ 32000. هذا ما يمكن صاحب أول قوائم "ليلة" ويذكر الترمينات التي تراكمت في أرصفة شركات كاتبة في قطاعات التكنولوجيا والقطاعات العملاقة العربية في السنوات الخمس الماضية وأيضاً لتعود قطاع الطيران الخاص. يقول ألكسندر لودج: "تسعد" مدير عام شركة Estabate لتأجير القطارات الخاصة "تسعد" مسيرتها مسيرتها الترمينات التي تضاف إلى قطاع الطيران الخاص. وفي حسابات جواز الـ 40 ألف جاذبة خدمات الطيران الخاص بتد جديد لتجاربهم الطيران في الإمارات وسهولة استقبالهم. كما أن استكمال الخدمة فائقة بتوفرها من بخار الإقامة في فندق من فئة خمس نجوم. كما أن توتير من يومين المدينة الاقتصادية الأوروبية لشركة FIVE للقطارات. مضمناً "جودة الطيار والشركاء" الفاضلة مضمناً على المنتج برتلة مع جوائز الألياف من بعض الأسباب التي تدفع بأشخاص إلى اختيار السفر على متن طائرة خاصة في رحلاتهم التجارية. تصيف "تسعد" من، فحسب طلبك جيداً العودة إلى الرحلات التجارية".

حجز أحد شباب هذه الطائرة لرحلة خاصة كي يطلب فيها يد فتاته للزواج

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Design

Middle East

52 Interview

Five STARS

ALOKI BATRA, Five hotels and resorts' avant-garde CEO, talks to design middle east about how five's signature style and flair ties into five's highly-rated customer experience

DESIGN MIDDLE EAST | JUNE 2023

Please tell us about your role at FIVE, at the brand through your eyes...

As CEO, FIVE, my role is all-encompassing in order to create the best entertainment lifestyle luxury experiences for Millennials and Gen Z from all around the world, from conceptualizing and launching homegrown IPs such as Maiden Shanghai, The Penthouse, Clique and Soul Street and events such as Naughty Noodles, Nonad Branch, Skyline Thursdays and Bohemia - all of which have helped me to craft the unique and characteristic Vibe at FIVE - for visitors, and the FIVE Tribe.

FIVE has gone on to win key guest experience awards such as Gamechanger of the Year 2021 for FIVE Hotels and Resorts at the Time Out Dubai Nightlife Awards and Conde Nast Traveler Middle East Readers' Choice Awards, Best Beach Hotel (MENA) 2021 for FIVE Palm Jumeirah.

As well as has been recognized by Great Places To Work, a global authority on workplace culture, as the No. 1 Hospitality Company In UAE, No. 4 Best Workplaces™ In UAE, No. 6 For Millennials In GCC, and No.4 Best Workplaces For Women™ In GCC.

What role does technology play in improving guest experiences?

FIVE is a digital-first brand! With over 700,000+ active Social Media followers on YouTube, Spotify, Instagram, LinkedIn, Tik Tok and Facebook, is ranked No. 2 with regards to Engagement on LinkedIn as compared to FIVE's competitor set and receives 52% of its bookings directly from the brand, which is a 120% Growth over 2019.

Notably, FIVE scored 3.7 in Google's Digital Maturity Index, which is 120% Higher than the Hospitality Industry Average of 1.7. This clearly shows FIVE's keen connection with customers - current and potential, who choose to directly communicate with the brand via varied digital channels.

design-middleeast.com



Beach by FIVE - FIVE Palm Jumeirah

53

Have you noticed any changes in what customers are seeking out more of?

All experiences at FIVE are customised for each and every customer - and therefore are thoughtfully bespoke. These perfectly curated experiences are exactly what well-travelled, discerning Millennials are looking for.

FIVE welcomes a worldwide community to FIVE-styled offerings - all of which may be individually experienced by visitors as per their own personal choice. This freedom of expression lies at the core of the FIVE lifestyle.

Since its inception, FIVE has welcomed 192 Nationalities to one unique FIVE Experience with 4,000+ Events and with 360+ DJs, over 1.784 Days.

What sets FIVE apart from a customer standpoint?

FIVE has a unique and complete in-house ecosystem of hardware (furnishings, fittings, lighting etc) and software (homegrown experiential entertainment offerings) combined to create a 'Vibe at FIVE' like no other in the world.

Music plays a central role in the guest experience at FIVE. Therefore, FIVE's self-named Music Label FIVE Music, which reflects the multi-genre 'Sound of FIVE' was launched in order to provide a worldwide audience with access to the hottest FIVE-curated Playlists and Exclusive Releases by guest-starring world-famous Artists at FIVE-styled homegrown events. FIVE >>>



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VIEW ARTICLE

Record label investments

Arab-focused chart launches are among signs of the region's rising trajectory on the global stage. And while consumption behavior such as streaming is significant in the growth, it also comes down to investment and support from record labels, whether through mergers and acquisitions or partnerships, as well as the establishment of record labels. Lewis Morrison, IFPI Head of Global Charts, says: "The work and investment from record companies, alongside their partnerships with MENA artists, are driving really exciting developments in local music scenes. Artists are evolving their own unique sounds whilst also benefitting from the global networks and connections record companies are able to offer."

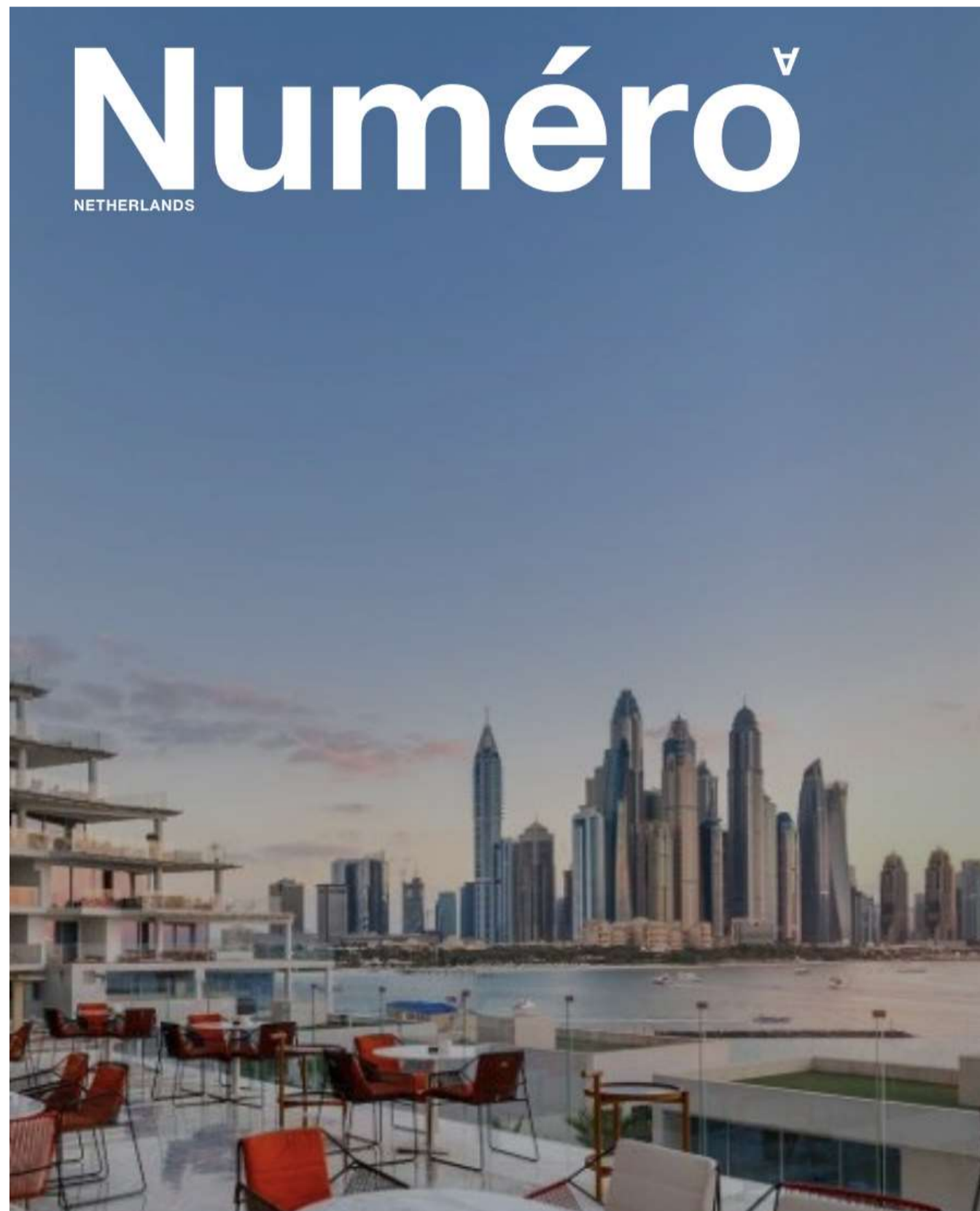
The last three years have seen several new names opening. In 2020, Saudi Arabia's lifestyle and entertainment brand MDLBEAST debuted its own record label, MDLBEAST Records. In April 2021, Republic Records and its parent company Universal Music Group partnered with music mogul Wassim "SAL" Slaiby to launch Universal Arabic Music, dedicated to artists in MENA. In December 2021, Sony Music Entertainment Middle East and Anghami joined forces to launch a record label, Vibe Music Arabia, to support independent Arabic artists in the GCC and Levant.

In March 2022, Warner Music Group (WMG) agreed to acquire Qanawat Music—a subsidiary of Qanawat FZ LLC and a music distributor in MENA. The deal is expected to further boost Dubai's position as a media and content creation hub amid increasing demand for Arabic and regional musicians. The year before, the US-based record label invested in Prince Al Waleed Bin Talal's Rotana Group-owned label, Rotana Music.

In May 2022, the IFPI and the UAE's Ministry of Economy signed an MoU to support the continuing growth of the local recorded music business. According to research by IFPI last year that surveyed listeners aged 16-44, people residing in the UAE listen to an average of 22.5 hours of music weekly—22% higher than the global average, while 54% listen to at least one Middle Eastern genre.

Most recently, in April 2023, Dubai-based FIVE Hotels and Resorts partnered with WMG, home to the likes of Ed Sheeran, Lizzo, and Chris Stapleton, to create the record label FIVE Music.

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EVENTS LIFESTYLE MUSIC STYLE THINGS TO DO TRAVEL

IN CONVERSATION WITH ALOKI BATRA

December 20, 2021

Dubbed the hottest hotel on Palm Jumeirah, **FIVE Palm Jumeirah** is set against a breath-taking backdrop of a 150m private beach and Dubai Marina skyline, this lifestyle hotel boasts 470 luxurious rooms and suites with ocean or city views. The resort is a party and culinary hotspot with a range of restaurants, bars, and nightclubs, inviting a new experience every day. Whether you are looking for a gourmet dining experience or want to dance the night away, the resort creates laid back or high energy choices from breakfast to the early hours as you design your stay.

At **FIVE Jumeirah Village**, a glorious city chic hotel that captures the pulsating excitement of new Dubai, visitors can design their vibe as they curate their own high-rise private pool celebrations (the property boasts of 270 pools), sunbath in style or enjoy a special dinner overlooking the world-famous sparkling Dubai skyline. Their award-winning sky villas were designed with more than sleep in mind as FIVE Jumeirah Village flawlessly combines a myriad of entertainment options, a culinary smorgasbord and first-rate guest services – after all, FIVE knows how to throw an exceptionally good party!

We had the pleasure speaking with the FIVE CEO and music lover **Aloki Batra**.

It's not a logical step for a hotel to start a record label, what inspired you to start FIVE Music?

[VIEW ARTICLE](#)



EXCLUSIVE

Bizarre

RECIPE FOR SUCCESS The success of FIVE is daring to be different, says CEO Alok Batra who keeps music at the heart of the brand

[VIEW ARTICLE](#)



Dubai set for Cop28 hotel boom with demand set to eclipse New Year's Eve



Five Palm Jumeirah said there is a surge in demand that is attributable to Cop28. Photo: Five Palm

"Currently bookings for November and December are showcasing an occupancy [increase] of 200 per cent versus the same time last year across both Five Palm Jumeirah and Five Jumeirah Village, which will increase exponentially as we approach [the fourth quarter] of this year," said Alok Batra, chief executive of Five Hospitality.

"This significant demand is attributed to group bookings associated with Cop28.

"The average rates for November and December are likely to be around Dh2,700 at Five Palm Jumeirah and Dh1,500 at Five Jumeirah Village when booked through our website.

"This is due to overwhelming local and international demand."

World leaders, negotiators, ministers as well as climate change activists and advocates will converge on the city during the event to tackle the escalating climate emergency.

[VIEW ARTICLE](#)

UAE

NEWS BUSINESS OPINION FUTURE CLIMATE HEALTH CULTURE LIFESTYLE SPORT PODCASTS WEEKEND

UAE | Gulf | MENA | US | UK | Europe | Asia

Nine-day Eid Al Fitr break leads to late surge in UAE staycation bookings

► Hoteliers set to reap rewards of extended holiday for many across the Emirates

The Five Luxe hotel in Dubai. Hoteliers have reported a sharp rise in bookings for Eid Al Fitr. Photo: Five Hospitality

Patrick Ryan
Apr 05, 2024

Listen In English Listen In Arabic
Powered by automated translation

Hoteliers in the **UAE** are preparing for a bumper **Eid Al Fitr**, boosted by the nine-day break for most of the country.

A **five-day holiday** for the public sector was announced last week, while a five-day break is likely for the private sector once the relevant Moon sightings are confirmed.

This would extend to nine days when the weekends either side are factored in, news that was music to the ears of those in the Emirates' hospitality sector.

Rise in local bookings

For pupils and staff at [private schools](#) in some parts of the UAE, the time off is even longer as merging the Eid Al Fitr and spring breaks meant a three-week holiday for them.

These factors have played a part in hoteliers expecting an even more robust performance than usual, during what was already one of their busiest periods of the year.

"During this year's nine-day Eid period compared to last year, Five has seen a significant surge in bookings, especially at our Dubai properties Five Palm Jumeirah, Five Jumeirah Village and Five Luxe," said **Aloki Batra**, chief executive of Five Hospitality.

"The majority of this demand stems from guests from the GCC countries, with Saudi Arabia and the UAE leading the way, with many opting to stay in or visit Dubai before travelling elsewhere during this time."

The surge in revenue, from the same time last year, represented an increase of 30 per cent for the popular hotel chain, Mr Batra said.

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PROPERTIES

Aloki Batra says FIVE LUXE, JBR will open in 2023, alongside SENSORIA residences



[VIEW ARTICLE](#)



RANK: 15

NAME: Alok Batra

COMPANY: FIVE Hotels and Resorts

DESIGNATION: CEO

[VIEW ARTICLE](#)

Gamechanger of the Year Winner: FIVE Palm Jumeirah

Highly commended: Vida Umm Al Quwain Resort



[VIEW ARTICLE](#)

Hotel&Catering
NEWS Middle East

TOP 30
F&B
ALL-STARS

ALOKI BATRA

CEO, FIVE HOSPITALITY

As CEO, Alok is a leading tour de force at FIVE Hospitality. His ethos at FIVE Hotels and Resorts reflects an ecosystem with high-quality property hardware and cutting-edge experiential software, which allows the brand to drive high performance (for both customer satisfaction scores and revenue records) and has, therefore, consistently outperformed competitors.

He is the creative genius behind hugely successful home-grown concepts such as Dubai's iconic rooftop destination, The Penthouse, FIVE's signature Italian, Cinque, and MSG-free, gourmet Chinese, Maiden Shanghai at FIVE Palm Jumeirah along with immersive street-food dining experience, Soul St. and Jumeirah Village Circle's first ever nightclub, The Mansion at FIVE Jumeirah Village. Alok has been recognised as one of the Top 100 CEOs in the Middle East while his relentless efforts to integrate sustainability and technology into the business enabled FIVE to be recognised as one of the Most Innovative Companies of The Year in 2022.



[VIEW ARTICLE](#)

«Pacha represents the true bohemian spirit of Ibiza»

The new CEO of The Pacha Group gave a talk at IMS Ibiza 2024



Alok Batra, at one point during his speech yesterday at the IMS. | **Toni Planells**

Toni P. | Ibiza | 04/26/24 0:30



The new CEO of The Pacha Group, Alok Batra, landed this Thursday at IMS Ibiza 2024 to offer a relaxed talk with the director of Billboard Dance, Katie Bain and with the audience that packed the terrace of the Mondrian Hyte hotel in Cala



VIEW ARTICLE

