Mideast's first Planet Hollywood hotel to open in 2014

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The entrance of a Planet Hollywood restaurant. (Getty Images)

Wyndham Hotel Group on Monday announced plans to manage the first new-construction Planet Hollywood hotel in the Middle East.

The proposed Planet Hollywood Hotel Entertainment City in Doha will feature approximately 300 guest rooms, restaurant, café, lounge, meeting facilities, fitness centre, spa and pool.

The owner, Doha-based Regency Group Holding, expects the hotel to open in 2014 and the property will be managed by Wyndham Hotel Management or one of its sister companies.

“Bringing the Planet Hollywood brand to one of the world’s most dynamic tourist and business destinations is truly an exciting moment,” said Eric Danziger, Wyndham Hotel Group president and chief executive officer in comments published by Hotelier Middle East.

“Planet Hollywood is a world-renowned, entertainment-based brand that is ideally suited to travelers and developers seeking unique experiences, distinctive dining and outstanding service.

We are especially proud to work with Regency Group to introduce the brand to the Middle East, in the vibrant capital city of Doha."

The announcement marks the inaugural expansion of Planet Hollywood Hotels following the signing of a licence agreement in September 2010 granting Wyndham Hotel Group exclusive rights to franchise Planet Hollywood branded hotels and provide management services globally.

Ibrahim Al Asmakh, president Regency Group Holding, said, "We are delighted to align with a renowned company such as Wyndham Hotel Group and to work together on the first Planet Hollywood hotel in the region. The collaboration marks an exciting opportunity to debut a very distinctive brand in this market and we look forward to being a part of its growth with this unique development project."

The hotel will expand Wyndham Hotel Group's presence in Qatar's capital city, joining two Ramada hotels, the Ramada Plaza Doha and the recently opened Ramada Encore Doha, as well as the 246-Wyndham Grand Regency Doha, expected to open in spring 2011 in the Al Sadd area.

The Wyndham Grand Regency Doha and the Ramada Encore Doha are both owned by Regency Group Holding.

Planet Hollywood Hotels, which capitalises on the global appeal of movies, sports, celebrity and entertainment-based themes were founded in 1989 by Robert Earl.