**Marhaba, Neighbour! The First Group Debuts Hotel Local in Dubai, Providing Community-Driven Stays That Feel Like Home**

*Located in Jumeirah Village Triangle, the new neighbourhood hotel offers 579 rooms, original dining concepts, and vibrant social spaces enabling guests to connect and experience the city like a resident*

*To mark its opening month, until May 11, Hotel Local is offering a special breakfast at Dh 60 (usual price Dh 85), along with a buy one get one free coffee offer available daily from 8am to 12pm*

**Dubai, UAE; April 11, 2025**: The first Hotel Local, a groundbreaking community-oriented hospitality experience in the heart of Jumeirah Village Triangle (JVT), officially opens its doors today. Launched by US-based Hoque Global and managed by The First Group Hospitality, the new Hotel Local brand aims to redefine modern hospitality by integrating community culture, social engagement, and innovative experiences into every aspect of the guest journey.

**A New Way to Stay**

Designed as an urban retreat for travellers and residents alike, Hotel Local offers 579 thoughtfully designed rooms that seamlessly merge comfort, modernity, and community-inspired aesthetics. Whether visiting for business or leisure, guests are welcomed into an inviting, dynamic atmosphere that feels like home. Beyond its stylish accommodations, the hotel features an expansive outdoor pool nestled on the first floor, a vibrant splash pad for family-friendly fun, a fully equipped gym, and a serene spa, ensuring every guest can unwind in style.

Catering to city residents, visitors, and business travellers, Hotel Local redefines luxury by nurturing a deep sense of community. With original dining experiences, top-tier entertainment, and premium wellness facilities, the hotel is poised to become the neighbourhood’s go-to social hub.

At Hotel Local, creatives, explorers, and families gather, connect, and feel at home. The brand nurtures curiosity, celebrates culture, and fosters community. To experience the tranquillity of the coast alongside the city's energy, take advantage of the hotel's complimentary shuttle services to Soluna Restaurants & Beach Club on Palm Jumeirah, where a pristine beach, world-class dining, and a range of water activities await.

**Arlette Richter-Picardo, General Manager, Hotel Local,** said: “It is an incredible honour to open the doors to the first Hotel Local, with a vision to create a space that truly feels like home. Hotel Local has been thoughtfully designed to reflect the spirit of the JVT neighbourhood: welcoming, vibrant, and full of character. From our original dining concepts to our social spaces and locally inspired design, every element is rooted in our commitment to authenticity, warmth, and community connection. This is a Dubai property where the lines between traveller and resident blur, inviting guests to experience the city with fresh eyes and a local lens.”

**Tom Stevens, Senior Vice President of Hotel Operations at The First Group Hospitality,** added: "Hotel Local is more than just a place to stay – it’s a fresh approach to urban hospitality that encourages deeper connection with the community. Under the stewardship of The First Group Hospitality, we’ve created a vibrant hub that immerses guests in the local culture through meaningful partnerships with artists, educators, charities, and community groups. This engaging brand is designed not only to deliver a memorable guest experience but also to support and uplift the neighbourhoods we’re part of.”

**Culinary & Social Experiences Rooted in Community**

Hotel Local is set to become a neighbourhood hotspot with its varied dining concepts and vibrant social spaces:

* **Farmers Commons:** A farm-to-table dining experience that celebrates locally sourced ingredients, sustainability, and the art of simple, delicious cooking. Featuring hydroponic herbs, farm-fresh produce, and artisanal cheese, every dish is a nod to authenticity and quality.
* **Neighbourhood Brew:** A welcoming al fresco lounge that transitions from morning coffee and artisanal pastries to an evening lounge with craft beers and signature cocktails. This dynamic space is designed to connect, whether it is a casual coffee catch-up or a laid-back night out.

Beyond dining, Hotel Local’s social calendar is packed with community events, themed brunches, and pop-up collaborations, ensuring there is always something new to discover and experience.

To mark its opening month, until May 11, Hotel Local is offering a special breakfast at Dh 60 (usual price Dh 85), along with a buy one get one free coffee offer available daily from 8am to 12pm. Other offers and special events include:

**Easter Special**

* **Easter Family Brunch** | April 19 | From 1pm-5pm | Unlimited buffet and drinks, children’s activities: Balloon twister, face painting, and live music | Soft Drinks Dh299 | House Dh399 | Premium Dh499

**Daily Specials**

* **Happy Hour** | 1pm-8pm | Drinks from Dh30
* **Buckets of Fun** | From 1pm | Five hops starting from Dh125

**Weekly Specials & Entertainment**

* **Mondays & Tuesdays** | 1pm - Closing | Kids Eat Free (children under 12 enjoy free meals from the kids’ menu)
* **Friday – Bullseye Hour** | 5pm- 7pm | Buy one, get one free on all drinks
* **Saturdays – Market Brunch** | 1pm- 5pm | Unlimited drinks, live spit BBQ, pool access, kids’ activities until 3.30pm, and live music until 5pm| Soft Drinks Dh299 | House Dh399 | Premium Dh499

With six distinct room types catering to both short- and long-term stays, Hotel Local balances comfort with a warm, inviting, and eclectic aesthetic. The hotel also features a top-end gym, spa, and expansive outdoor pool with panoramic views of the JVT skyline, creating a laid-back environment where guests can relax and rejuvenate.

Hotel Local is more than a destination, it’s an invitation. A sanctuary for the curious, a celebration of culture, and a vibrant hub for community, the hotel transforms outsiders into instant insiders.

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**About Hotel Local**

Hotel Local, a new hotel brand from Dallas, Texas, is developed and owned by Hoque Global. Rooted in community engagement, it is dedicated to cultivating the next generation of empathetic leaders in hospitality. Our team is empowered through education and care, ensuring service that embodies commitment and excellence.

Welcoming business travellers, digital nomads, families, and city residents, Hotel Local is designed to redefine neighbourhood living, becoming a vibrant lifestyle hub in every community it serves.

Launching in Dubai, Hotel Local is poised for expansion across the U.S. and the GCC, with The First Group Hospitality managing its properties.

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**About The First Group Hospitality**

[The First Group Hospitality](https://www.thefirstgroup.com/en/about-the-first-group/the-first-group-hospitality/) is a leading hospitality management company pioneering a new era of excellence. With a rapidly expanding portfolio of award-winning upscale hotels, signature restaurants, and distinctive leisure destinations, we are committed to creating unforgettable experiences at every touchpoint.

Our team of seasoned professionals brings decades of experience from renowned hotel brands, combined with a deep understanding of the Dubai and GCC markets. With a comprehensive infrastructure spanning all key areas of hotel management, we offer tailored solutions to maximize efficiency, drive revenue growth, and enhance guest satisfaction.

At The First Group Hospitality, we are dedicated to building long-term partnerships with our clients. By leveraging our global insights, regional expertise, and strong operational foundation, we ensure that every aspect of your hotel is managed with precision and care. Our goal is to optimize performance, boost profitability, and deliver sustainable growth for your property.