

# Central Hotels to Go Paperless in Rooms with Crave Interactive

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DUBAI, DUBAI, UAE, April 23, 2018 /EINPresswire.com/ -- In keeping with its paperless initiative to protect the environment, Central Hotels has entered into an agreement with Crave Interactive to install digital Guest Room Tablet directories across its hotels. Crave Interactive is a world leading developer of cloud-based digital guest service solutions for hotels and was recently named as 2018's top-rated guest room tablet provider in the Hotel Tech Report Awards.



Mr. Ammar Kanaan

Making the announcement, Mr. Ahmad Al Abdulla, Chairman of Central Hotels, stated, "In the age of smartphones and smart technology, guests increasingly expect their hotel rooms to be smart too. Hence all our upcoming hotels will be made smarter and more environment friendly with Crave Interactive. It is an easy-to-use handheld device that will not only support our green objectives but will also boost operational efficiency."

In addition to serving as a digital guest service directory, Crave Interactive will be useful in providing a wide range of services such as wake-up calls, restaurant reservations, dining menus, housekeeping requests, guest notifications, and guest feedbacks.

Mr. Ammar Kanaan, General Manager of Central Hotels, added, "We are proud to exceed the expectations of our guests with innovative conservation initiatives. Protecting the environment is vital for us and a significant component of our corporate strategy. Crave is a world-class product and looks great in rooms. It is easy to update and very helpful, hence we expect both our guests and staff to love it. Additionally, this move has considerable cost-benefits and will help in driving increased ancillary revenue."

"We are delighted to add Central Hotels to growing list of international clients", declared Tim Butterworth, Chief Commercial Officer at Crave Interactive "we are seeing an increasing trend towards replacing paper with smart modern digital solutions such as the Crave range of in-room tablets. With 93% positive TripAdvisor comment there is no doubt that guests appreciate the improved services that our tablets provide"

See First Central's Go Paperless drive at: [www.firstcentraldubai.com/paperless](http://www.firstcentraldubai.com/paperless)

About Central Hotels

Central Hotels has very quickly established itself as a reputed hotel management group in the UAE with its flagship property First Central Hotel Suites located in Barsha Heights (TECOM) near Sheikh Zayed Road. Featuring 524 apartments equipped with top-notch facilities, it offers travellers the best of Arabian hospitality in the heart of Dubai. Building up on this amazing success, the brand is now poised to expand its footprint in the GCC targeting Saudi Arabia and the UAE as the primary markets for growth.

For more information about Central Hotels visit [www.central-hotels.com](http://www.central-hotels.com)

About Crave Interactive:

Crave Interactive is a world leading developer of cloud-based solutions for hotels that provide digital guest services, including food ordering, digital concierge, entertainment and automation via proprietary in-room tablets. Crave clients range from Iceland to Tasmania, from 25 to 4,000 rooms, and from luxury to limited service hotels.

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