



Press Release
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W Doha Hotel & Residences launch Menugram for its Restaurants

Doha – Qatar. W Doha Hotel & Residences, the first luxury lifestyle hotel in Qatar, has once again implemented an innovative twist towards guests experience by launching the **Menugram** for its F&B venues starting with **Market by Jean-Georges**.

The Menugram is an uploaded menu on the Instagram account [@MarketDoha](#), which provides guests all the menu items from the renowned restaurant, presented with food images, description in English and Arabic, and prices. The idea came to life because the hotel staff has observed the tendencies of guests to request for a dish that they saw from their friends' accounts. "Most of our guests are mainly engaged on their smartphones and in this digital age, we need to ensure that we are reaching out to them in platforms that are easily accessible. Instagram has been a main avenue of a lot of our ongoing social media conversations for W Doha so it was a natural move for us to innovate and establish stronger presence here," says Safak Guvenc, Area Manager of Qatar and General Manager for W Doha Hotel & Residences.

The pictures on the [@MarketDoha](#) Menugram are divided into Appetizers, Soups & Salads, Sushi, Pizza & Pasta, Main Course, Simply Grilled and Dessert sections. Guests can view their options while ordering in the restaurant or even check it in advance before their visit. They are also able to leave their feedback on the comments section, which is actively monitored by the team on a regular basis. As an added benefit, the Menugram is a cost-effective way to make changes on the menu by simply deleting old items and uploading new ones.

If guests do not have an Instagram account, a printed menu is still available in the restaurant as well as online via <http://www.marketdoha.com/>.

This is only one of the many times that W Doha has paved the way for hospitality innovation. It has pioneered the use of SPG Keyless, the first mobile, keyless entry system that enables guests to use their smartphone as a key. Earlier in 2014, it has announced its innovative 24/7 messaging service called "Stay Connected", an initiative that has made it the first property in the Middle East to offer complimentary interactive services via WhatsApp and BlackBerry Messenger. Guests can sign up for



this and send any type of request to the hotel pre, during and post-stay through these mobile channels. Furthermore, it has also put into place the first customized booking system on Facebook, Twitter and Instagram in the region called #bookwdoha. By tagging @wdoha on these platforms and using the hashtag #bookwdoha, guests are able to directly make a hotel reservation.

For reservations or enquiries, please contact +974 4453 5135 or email bnfreservations.wdoha@whotels.com.

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About W Doha Hotel & Residences

Casual glamour meets urban energy at W Doha Hotel & Residences. Find insider access to the hottest shopping, buzzing nightlife and full array of restaurants and lounges located in the hotel. W Doha features 289 rooms and suites each with iconic design. Experience creative cuisine at Spice Market and Market by chef Jean-Georges, La Spiga by Paper Moon or try the W Café for mouth-watering snacks. The hotel invites you to mingle at one of the three bars & lounges, the Living Room, Wahm and Crystal, the sleekest spots in town, or kick back and re-energise at the BLISS® Spa or the WET poolside. Finally, get some business done and connect with the world in the Wired Business Centre or meeting rooms. Should guests need to leave the hotel, they can discover historical culture at the Museum of Islamic Arts in the Corniche, or take in the sounds and spices of Souq Waqif, both only minutes away from W Doha, with the help of the hotel's own W Insiders. Too much choice? Rest assured the W brand's signature Whatever/Whenever service philosophy, will be able to offer you whatever you want – day or night!