

Company:	Rotana Hotels
PR Contact:	Amal Harb (amal.harb@rotana.com)
Posted By:	Lara Lynn Golden (lara@ameinfo.ae)
Published:	United Arab Emirates, Saturday, June 02 - 2007 at 13:26 (GMT+4)
Media Value:	US\$ 3,250 (based on reach of audited readership)

Rotana Hotels voted the Middle East's Leading Hotel Brand at the World Travel Awards

Rotana Hotels management announced yet another significant milestone in its' enviable history by winning the Middle East's Leading Hotel Brand at the 14th Annual World Travel Awards, the premier global awards event that promotes excellence in the travel and tourism industry.



Mr. Nasser Al Nowais, Chairman of Rotana Hotels expressed his great pride on receiving the award for the Middle East's Leading Hotel Brand saying that it was the result of the combined efforts of the entire Rotana team. 'With thousands of votes cast by over 167,000 travel professionals worldwide, including more than 110,000 travel agents in over 200 countries across the globe, the World Travel Awards has become one of the most important in the travel industry and we feel very honored to be part of it', El Zyr said.

Hailed by the Wall Street Journal as the "Travel industry's equivalent to the Oscars", World Travel Awards are considered the most comprehensive and prestigious in the global travel industry today. Each year the World Travel Awards hit the travel industry community, building to a crescendo with the annual Awards Presentation Ceremony. The World Travel Awards were established in 1993 to acknowledge, reward and celebrate the enormous achievements to be found in all sectors of the global travel industry.

Operating in highly competitive environments and to the highest international standards, Rotana Hotels has an inherent ability to deliver the best of Arabian hospitality. Managed by a close-knit, hands-on executive team, the growth of the company has been both exceptional and extraordinary in the number of properties operating under the Rotana umbrella. Customers are attracted and retained by the offer of a wide and increasing number of personal choices in terms of location, type, budget and style of property.

'We are a 'local' organization managed by people who are able to understand and convey not only what the region has to offer, but also to create 'packages' that will reflect this far better than the international chains could hope to do', commented Al Nowais.

Mr. Selim El Zyr, President & CEO for Rotana Hotels said: 'These awards stand testimony to the dedication, enthusiasm and sheer professionalism that our entire team show towards their work and the hospitality industry in this region. Naturally we are delighted that our efforts have been recognized and it certainly gives us added momentum for the coming months in terms of our planned expansion and new hotel openings.'

Notes and Media Contacts

About Rotana Hotels

Rotana Hotels currently manages 25 properties throughout the Middle East with an aggressive expansion plans to double the size of the portfolio with a further 28 projects in the pipeline. Internationally, Rotana Hotels has alliances with a range of renowned groups such as Thistle Hotels in the UK, Affinia Hospitality in New York and First Hotels in Scandinavia. Rotana is managed by a highly professional hands-on team which combines vast experience of the hospitality industry with an unrivalled knowledge of local culture and way of life.

Further information on any Rotana Hotel, reservations or our alliance partners can be obtained by visiting rotana.com or by contacting one of our regional sales offices across the globe.

For further information about this press release or any of the Rotana Hotels properties, please contact:

Amal Harb
Director of Marketing & Communications
Rotana Hotel Management Corporation LTD.
P.O. Box 43500, Abu-Dhabi, United Arab Emirates
Tel: 00 971 2 6444412
Fax: 00 971 2 6444413

Disclaimer

Any opinions, advice, statements, offers or other information expressed in this article posted on the AME Info Web site are those of the authors and do not necessarily reflect the views of AME Info FZ LLC. AME Info FZ LLC is not responsible or liable for the content, accuracy or reliability of any material, advice, opinion or statement in this article. Articles posted on AME Info are automatically distributed to global news providers like Bloomberg, Financial Times, KnightRidder, LexisNexis and Reuters among others as well as indexed by major news aggregators such as Google News, Yahoo! and Newsnow for additional exposure.

AME Info FZ LLC - PO Box 502100, Dubai Media City, Phase II, Building 4, Office 204-205 - United Arab Emirates
Phone: +971(4)3902700 - Facsimile: +971(4)3908015 - press@ameinfo.com - <http://www.ameinfo.com>