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Abu Dhabi wins 'Best Promotion Agency' and 'Best New Middle East Destination' awards

The Abu Dhabi Tourism Authority (ADTA) has won two awards from this year's annual World Travel Award.



ADTA bagged in the 'Best Promotion Board' and the 'Best New Tourists Destination' awards for successfully promoting its tourism destinations in the Middle East in an opinion poll in which thousands of experts and officials from the tourism sector worldwide are given the opportunity to express their views and make their choice.

Commenting on the new achievement, H.E. Sheikh Sultan bin Tahnoun Al Nahyan, Chairman of the Abu Dhabi Tourism Authority said for ADTA to deservedly win two awards was a clear indication about Abu Dhabi's success in the development of its tourism sector. He attributed the success to two most significant factors, including Abu Dhabi government's unflinching support, which reflected positively on a number mega infrastructure projects aimed at boosting the emirate's tourism sector.

Sheikh Sultan pointed out that the proactive involvement of the private sector in the development process of Abu Dhabi's tourism sector was also another major factor of the great success. He said 'that had contributed immensely in attracting investment to Abu Dhabi's tourism industry which is increasingly proving very profitable in view of the wonderful performance of the tourism sector which has hit an unprecedented height', adding that the influx of tourists from all parts

of the world to Abu Dhabi and the high rates of hotel occupancy in the emirate provide the full testimony to this assertion.

Sheikh Sultan cited the long list of ambitious projects currently being executed. He said those projects would definitely make generous contributions in pushing forward the Abu Dhabi tourism industry, adding that those innovative projects aim at consolidating Abu Dhabi's position as one of the world leading tourism, cultural and environmental destinations.

The projects would undoubtedly boost the emirate's tourism sector and help achieve its objectives of attracting more tourists and building up more hotel rooms.

More than 167,000 polled for the 56 categories of 2007 World Travel Award. The figure includes 110,000 accredited tourism agencies.

ADTA will receive the two awards it has won in a grand ceremony to be held by the World Travel Award at the plush Emirates Palace Hotel, here in Abu Dhabi.

Notes and Media Contacts

About ADTA

The Abu Dhabi Tourism Authority (ADTA) was established in September 2004. It has wide ranging responsibilities for building and developing the emirate's tourism industry. These include; destination marketing; infrastructure and product development; and regulation and classification. A key role is to create synergy in the international promotion of Abu Dhabi through close coordination with the emirate's hotels, destination management companies, airlines and other public and private sector travel-related organizations.

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