

WORLD TRAVEL AWARDS KICKS OFF ARABIAN TRAVEL MARKET



More than a thousand of the Middle East's greatest travel companies are battling it out to be winners of the coveted World Travel Awards.

The grandest night of the industry year takes place at The Address Dubai Marina, latest addition to The Address Hotels + Resort's portfolio in Dubai. Opened in October 2009, The Address Dubai Marina overlooks the world's largest man-made Marina and has a prime location in one of Dubai's most popular lifestyle districts. The hotel is a modern business destination with access to the entertainment and other exciting components of Dubai Marina.

Viewed as the world's most coveted accolade for operators because of the unique international role of World Travel Awards, the event is on Monday 3 May, immediately before Arabian Travel Market.

The awards, described as the 'Oscars' of travel and tourism, is pledged to help drive up standards of supreme excellence and innovation in all sectors worldwide.

Mr. Marc Dardenne, Chief Executive Officer of Emaar Hospitality Group and Emaar Hotels & Resorts said: "The World Travel Awards is an international benchmark for excellence in the travel and hospitality sector, and it is our honour to host this Middle East event at The Address Dubai Marina. Apart from the waterfront location, one of the defining features of the hotel is its rich conference and meeting facilities. We are confident that the modern facilities and impeccable service at the hotel will make the World Travel Awards a memorable event for the travel sector."

Graham E. Cooke, Founder and President of World Travel Awards outlined why it was particularly appropriate the prestigious event should take place at The Address Dubai Marina. "Because of its impressive range of state of the art conference facilities, this hotel is already carving a reputation for major events such as this," he said. "The Address Dubai Marina is one of the most impressive meetings venues in the region, setting the bar higher than ever before. We are bringing the 2010 World Travel Awards to the hotel because quite simply, it showcases the very best the region has to offer."

"Much has been said and written about the region in the past year and, like virtually every other area of the world, the global economic downturn has presented many challenges. **But what commentators had not reckoned on was the extraordinary determination, skill and powerful marketability of the Middle East as an outstanding tourist destination.** I'm delighted that this resulted in a positive end to 2009 with encouraging developments continuing to buck the trend in 2010."

Cooke added that the Middle East, as it has consistently shown in the past few years, is raising standards for others to follow. "The Middle East has demonstrated to the rest of the world how to provide stunning infrastructure, impeccable service and immense creativity to attract consumers. The eyes of the global industry are watching with interest to see who will be the winners."

A total of 114 categories are on offer and nominated companies are now campaigning to attract votes from agents and other industry professionals.

To vote online log on to: <http://www.worldtravelawards.com/vote>

Source: World Travel Awards

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