

STEIGENBERGER
AL DAU BEACH HOTEL
RED SEA

PRESS INFORMATION

Steigenberger hotels in Egypt join forces at this year's ITB Berlin

For the first time the Steigenberger hotels in Egypt joined forces at this year's ITB Berlin in March 2008 to exhibit under one roof in the name of the group, Steigenberger Middle East Hotels & Resorts.

Steigenberger Middle East is an Egyptian affiliate company of Steigenberger Hotel AG, founded in 1997 as a joint venture by SONID Group. The very successful stand cooperation saw the Steigenberger Al Dau Beach Hotel, Red Sea, the Steigenberger Al Dau Club, Red Sea and the Steigenberger Nile Palace, Luxor, exhibit together at their own custom-built booth in the traditional Steigenberger colours. The world's largest travel trade show attracted more exhibitors than ever before, with 11,147 companies from 186 countries presenting the latest products and services from the travel industry (previous year: 10,923 companies from 184 countries). The Steigenberger hotels in Egypt fully capitalised on this trend, with days full of meetings, making many contacts and signing a number of substantial contracts. Trade visitors and the public alike showed themselves excited about the growth of the Steigenberger group in the region, with trade partners very much looking forward to the coming winter season.



Pictured from left: Salah Shehata, Director of Sales & Marketing Steigenberger Al Dau Club, Ayman Noureldin, Director of Sales & Marketing Steigenberger Nile Palace, Simone Richter, Marketing Executive Steigenberger Al Dau Resort, Gamal Abdallah, General Manager Steigenberger Nile Palace and Rolf D. Raima, General Manager Steigenberger Middle East

Hurghada, March 24th, 2008