

PRESS INFORMATION

Steigenberger Al Dau Resort awarding its Best Partners of the year 2008.

Steigenberger Middle East is well represented in Egypt with four luxury hotels in key destinations of the country: The Steigenberger Al Dau Beach Hotel and the Steigenberger Al Dau Club in Hurghada, the Steigenberger Golf Resort in El Gouna and the Steigenberger Nile Palace in Luxor.

On the occasion of this year's ITB, Steigenberger Middle East is proud to announce its first annual breakfast event where the Steigenberger Al Dau Beach Hotel and the Steigenberger Al Dau Club awarded their best tour operators and business partners that contributed to the great success of the two hotels in the year 2008 and the fast-growing awareness of the brand in the area.

Best Partner Awards were given to the best-performing tour operators overall, to the best new tour operators of the year 2008 and the best local partners in Egypt. A special award was presented, among others, to the Egyptian Tourism Authority, for the great support that had been extended to the Steigenberger Al Dau Beach Hotel in hosting the world-renowned event of "Top Model of the World" with models from over 46 countries had participated in January 2008.

In its first full year of operation, the Steigenberger Al Dau Beach Hotel achieved not only to become the leading hotel in Hurghada in room rate and occupancy, but also being THE hotel at the location appreciating great acknowledgement from the Egyptian Government by hosting its representatives and ministers. The breakfast event was attended by representatives of the Egyptian Tourism Authority, international tour operators and business partners, executive members of Steigenberger Hotels AG and Steigenberger Middle East Hotels and Resorts, as well as members of the press from Germany and Egypt.

Steigenberger Middle East is committed to continuous growth in the territory to serve the German consumer, the world-wide tourist and the Egyptian tourism business.



The happy award winners, pictured here with André Witschi, Chairman Steigenberger Hotels AG in the center, Bassel Sami Saad, Chairman Steigenberger Middle East in the center left, and Rolf D. Raima, General Manager Steigenberger Middle East, fourth from left.