

## PRESS INFORMATION

### Steigenberger Al Dau Beach Hotel wins Best Website by IOETI.

The 5-star deluxe Steigenberger Al Dau Beach Hotel is proud to announce it has won the prestigious IOETI Tourism and Travel Web Award at this year's IOETI conference.

Organized by IOETI, the International Organization for the E-Tourism Industry, the 2<sup>nd</sup> Arab International E-Tourism and E-Marketing Conference was held from December 14-18 this year in El Gouna, Egypt, and served as the frame for awarding the prestigious title of Best Tourism and Travel Web Award. With more than 150 entries, the Steigenberger Al Dau Beach Hotel is thrilled having been selected 1<sup>st</sup> Winner with its web presence available at [www.steigenbergeraldaubeach.com](http://www.steigenbergeraldaubeach.com).

The website, which was completely re-launched by the hotel only in June 2009, holds a focal point in the property's e-commerce strategy, and was built with the highest degree of user-friendliness, combined with a classy and appealing design in mind. While the site is currently offered both in English and German, a Russian version will come online very shortly, helping to reach an ever growing audience. Plans for the future also include additional SEO for the foreign language versions, as well as publishing video and more interactive content.



Pictured: Dr. Hossam Darwish, Secretary General of IOETI, presents Stefanie Glasser, Director of e-Commerce & Marketing Communications, with the prestigious prize at the 2<sup>nd</sup> Arab International E-Tourism and E-Marketing Conference in El Gouna/Egypt.

*Hurghada, December 28, 2009*