

## PRESS INFORMATION

### Steigenberger Middle East awarding its Best Partners of the year 2009.

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 the ITB Berlin 2010, Steigenberger Middle East proudly celebrated its second award ceremony, which has already firmly established itself as an annual event, in which the Steigenberger Al Dau Beach Hotel, the Steigenberger Al Dau Club, and this year for the first time the Steigenberger Nile Palace, awarded their top tour operators and business partners that contributed to the great success of the three hotels in the year 2009 and the fast-growing awareness of the brand in the area.

This year, Best Partner Awards were given to the best-performing tour operators of each property and the best performing online tour operators of Steigenberger Middle East. In addition, a special press award was given to a leading Middle Eastern travel trade publication for their continuous support extended to the Steigenberger Al Dau Beach Hotel.

The award event was attended by representatives of the 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.



Rolf D. Raima, General Manager Steigenberger Middle East, welcoming guests to the special awards ceremony.

*Hurghada, 02 April 2010*