

## **PRESS INFORMATION**

### **5-star deluxe hotel Steigenberger Al Dau Beach Hotel on the Red Sea becomes first wellness hotel in Egypt to be certified by TÜV Rheinland to the Best Health International standard**

The deluxe Steigenberger Al Dau Beach Hotel on the Red Sea is the first wellness hotel in Egypt and the first one outside of Europe to be awarded the Best Health International certificate for quality in spa and wellness tourism. This followed an independent inspection of the 5-star hotel by TÜV Rheinland auditors. Since the beginning of 2009, establishments can arrange to be certified by TÜV Rheinland to the Best Health International standard. This quality standard encompasses more than 130 inspection criteria covering a wide range of different areas that can be hard for guests themselves to ascertain or judge. Such areas include the training and professional development of therapists, the use of food from the region, hygiene as well as promises made regarding the effectiveness of the therapies and applications.

“We are delighted to have been awarded this prestigious certificate, which is testament to our ongoing commitment to quality standards in our operation. Being the first hotel in Egypt to achieve this award clearly underlines our determination to set the benchmark in hospitality in the region”, says Lars Geweyer, general manager of the Steigenberger Al Dau Beach Hotel.

The quality standard was launched as part of a broad-based initiative involving the ministries of health and economic affairs, tourism organisations as well as leading companies from the hotel and health industry. The certification of the Steigenberger Al Dau Beach Hotel on the Red Sea is part of a programme launched by the Egyptian tourism authorities to improve wellness facilities throughout the country. To help them achieve this, the Egyptian tourism authorities announced at the international tourism trade fair, the ITB Berlin in March 2010, their plans to cooperate with TÜV Rheinland to certify wellness

**STEIGENBERGER**  
**AL DAU BEACH HOTEL**  
RED SEA

hotels to the Best Health International standard. The committee of the Egyptian Association of Spas & Wellness was set up back in 2008 to control the quality of wellness and spa facilities. Over the next two years, at least 20 hotels in Egypt are to be inspected to international standards and certified by TÜV Rheinland as wellness hotels.



Pictured from left to right:  
Randa El Alaily, coordinator wellness tourism committee (ETF); Sherief Moshref, Director of Spa and Karim Boushra, Resident Manager, both Steigenberger Al Dau Beach Hotel; Dr. Stefan Thelen, International Consultants; Karin Rogge, hotel & spa auditor, TÜV Rheinland; Naama Tawfik, coordinator medical wellness tourism project (ETA).



Pictured from left to right, holding the prestigious award: Sherief Moshref, Director of Spa; Stefanie Glasser, Director of e-Commerce & Marketing Communications; Lars Geweyer, General Manager, all Steigenberger Al Dau Beach Hotel.

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**RED SEA**

Steigenberger Al Dau Beach Hotel on the Red Sea

The Steigenberger Al Dau Beach Hotel has 388 rooms, including 16 suites and private villas. It offers its guests a wide range of wellness and sporting facilities, including the 1,000 m<sup>2</sup> Algoterm Red Sea Thalasso & Spa with 10 treatment rooms, a Turkish steam bath, saunas as well as a salt-water indoor and outdoor pool with integrated whirlpool/massage elements. A cardio-fitness area and weight room featuring a wide range of equipment are available to help you in your daily fitness programme. Here too, guests can benefit from personal supervision provided by a specially qualified trainer.

TÜV Rheinland: independent test service provider in the tourism industry

As a leading independent test service provider in the tourism industry, TÜV Rheinland has already audited over 1,000 hotels and tourism enterprises, including 3-, 4- and 5-star hotels, wellness hotels, medical wellness institutes, tour operators, ski resorts and cruise ships. The services offered by TÜV Rheinland include mystery checks as well as the launch and improvement of quality management, service quality, environmental management, environmental protection as well as food and guest safety.

Best Health Austria – Quality in wellness tourism

Best Health Austria GmbH aims to establish independent quality assurance in wellness tourism. Spas, wellness hotels, rehabilitation centres and clinics can arrange to be certified to the Best Health standard. “Best Health Austria” is an officially recognised seal of quality for wellness tourism in Austria, while “Best Health Expert” is personnel certification for wellness tourism that, again, is officially recognised by the Austrian state. Best Health Austria also carries out benchmarking for guest and employee satisfaction. Establishments in Germany and abroad can arrange to be certified to the Best Health International standard.

*Hurghada, June 14<sup>th</sup>, 2010*