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53 industry wide awards handed out on May second during the 7th annual Mena Award

United Arab Emirates: Thursday, May 03 - 2012 at 15:13

PRESS RELEASE

The prestigious Mena Travel Award Gala took place once again on Wednesday, May 2, 2012 during the ATM at the Al Meyden Hotel in Dubai, United Arab Emirates. This Award - hosted by CHA under the coordination of President Dr. Sam Saker has become an annual tradition honoring and awarding Top Performers of the colorful Dubai Travel Industry.

Going back to the year 2003, the MENA Travel Award has evolved into a prestigious and quality event during which all segments of the travel industry serving the Mena Region are voted for and recognized by the end user.

The event did not take place in 2010 and 2011 due to the regional unrest and the global economic situation. However with the normalization and continuation of growth and development in the region and based on the strong demand by industry players, the event is continuing now with the 2012 Gala Mena Award at the luxurious Al Meyden Hotel. This Gala Event was established by CHA international in 2003 to celebrate, recognize and honor the quality, the skills, the creativity, the ingenuity and success of the MENA region's growing travel industry and its leaders. The Award also honors and recognizes the top talent of each specific region, as the base reality is different from each country.

- Mena Travel Award is judged by the industry's END USERS
- For 2012 over 12 countries & 450 entrants participated



This year the MENA Travel Awards covered 16 categories that help distinguish key players from each segment of the travel industry, including the number of ties.

There were 53 winners in the specifically devised awards system. Hence, CHA International revealed the three outright winners and ties of Platinum, Gold, and Silver awards for each of the 16 selected industry categories.

On Wednesday, May 2nd, during the 2012 Arabian Travel Market, once again the winners of MENA Travel Awards' were announced during a lavish Oscar style Gala event and which took place at Al Meydan Hotel,

Dubai, UAE.

The evening was attended by over 800 of top professionals who are always present to share experiences and celebrate success stories. The attendance is highly appreciated for the success of this important mission and for the triumph of such unique tourism Quality contest of our great region.

Created to celebrate the skill, creativity, ingenuity and success of the Middle East and North Africa's growing travel industry. "It is very important to recognize real talent and superior service in our industry to stimulate even higher standards and to applaud the effort made by so many," said Dr. Sam Saker

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President of CHA (Consultants of Hospitality Administrators) the organizers of the elegant annual Awards. "That is why we have very carefully designed the MENA Travel Awards to follow very specific procedures to ensure they are first class and have real merit."

As usual, Key to the judging criteria is the (150 / minimum) electronic voting card that each entrant's category submitted. These will be completed equally by the entrant's selected end users, guests, customers and trade professionals, who are requested to state their preference along preset criteria and categories which score accordingly in a 45 days voting period (February 16 to March 30, 2012) Successful entrants in each of the categories will be acknowledged as finalists and therefore considered the best in their category and industry segment. Adjudicators then revealed the top three outright winners, Platinum, Gold and Silver, for each of the 18 categories, at the special gala dinner.

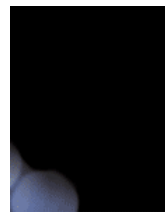
All entrants are carefully judged by their end users, and then the over all voting outcome was audited / diagnosed by Pricewaterhouse Coopers to ensure integrity. Entrants also have the right to inspect, at any time, the final results of selected finalists and award winners.

"What makes these awards so important is that they cover all key travel and hospitality industry sectors" explained Dr. Saker. "This also acknowledges the tremendous breadth the whole industry offers today and its continued aims for excellence."

Candidates for the 15 Award categories covered 5 and 4 star hotels, airlines, spas (separately located or within hotels), golf courses, car rental, conference & convention centers, Fine Dining and tourism projects. The entrants must have been operating for 12 months prior to the entry deadline. Hence hotel soft openings between January-July 2012 and tourism projects operating since June 2011 were eligible. It is also possible to enter more than one category as there will be several awards which are suited multifaceted businesses / candidates, such as Best 5-star business / corporate hotel, - Best conference / convention hotel, - Best price value hotel.... Etc.

Being a winner of the seventh annual MENA Travel Awards is even more prestigious as the ceremony will be conducted in front of an audience of 800 ++ top industry figures at a sumptuous gala dinner. The four-course menu event also will include top entertainment at the Al Meydan Hotel in Dubai. A reception will be held at 7:00 pm with dinner served from 9:00 alongside the awards ceremony.

The MENA Travel Awards offers excellent opportunities, for industry vendors and supplying companies, through specific sponsorship packages, to sponsor the event, the awards, or as an exclusive strategic partner, or simply conduct event program advertising. All industry professionals are encouraged to attend the unique event at Al Meydan Hotel, Dubai: on May 2nd starting at 7:30 PM reception and Four Course Dinner, live entertainment and Ceremony of Awards presentation ...A RED CARPET - and OSCAR LIKE EVENT.



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Posted by Rima Ali Al Mashni
Thursday, May 03 - 2012 at 15:13 UAE local time (GMT+4)

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