

## '8th Annual MENA Award' ceremony backs stronger than ever

The prestigious MENA Travel Award Gala Night will take place once again on Wednesday, May 8th, 2013 during the ATM at The Meydan Hotel in Dubai, United Arab Emirates.

**United Arab Emirates:** Tuesday, April 30 - 2013

The Award programme is organized by 'CHA International' the Hospitality Consultancy and under the supervision of Dr. Sam Saker, president and CEO.

The Oscar annual ceremony has become an annual tradition honoring awarding the Top Performers of the Middle East and North Africa Travel Industry at the colorful Dubai.

Since the year 2004, the Middle East & North Africa Travel Award evolved into a prestigious and illustrating event; during which all enrolled sectors of the travel industry servicing the MENA Region are voted for and recognized by the end user.

The press conference chaired and headed by Dr. Sam Saker, CEO of CHA Int'l, Mr. Hussam Tantawi, Director of Business Development of CHA Int'l, Mr. Craig Senior, Regional Director of Sales and Marketing, Meydan Hospitality Group and Mr. Muin Serhan, General Manager, Millennium Plaza Hotel Dubai at the presence of the respected members of the media.

Dr. Sam stated, "This event is an exceptional one, hence, the organizers are all honored that the National Council of Tourism & Antiquities is the event official sponsor this year. Such is to acknowledge and appreciate the awards and its recipients of the Region's travel industry."

Dr. Sam added, "The number of participants this year has exceeded the 1000 enrollments of the following industry sectors: Hotels, Golf Clubs, Fine Dining, Health Clubs and SPA's, Best Rent-a-car, Best Tourism Project, Best Governmental Organization overseeing tourism."

Dr. Sam pointed, "The number of votes received this year from the hotel guests / end users exceeded 300, 000 votes with an increase of over 10,000 votes over last year's. The voting took place during the period 1st Feb 2013 to 3rd April 2013."

He also highlighted, "This voting system was reviewed and audited by during and after the voting dead line to insure the integrity of the voting, noting that this year few hotels have been excluded for lack of meeting the required criteria as described of the award's website."

"What makes these awards so important is that they cover all key travel and hospitality industry sectors," explained Dr. Saker. "It also acknowledges the tremendous breadth the whole industry offers today and its continued aims towards excellence of both Service and product quality in the Region," he added.

The award ceremony will take place on Wednesday, May 8th, the last evening of the 2013 Arabian Travel Market. Thus and so, once again the winners of MENA Travel Awards will be announced during a lavish Oscar style gala event at the The Meydan Hotel in Dubai, United Arab Emirates.

HE Mr. Mohammed Khamis Ben Hareb Almuhairi - Director General of the National Council of Tourism & Antiquities pointed, "The sponsorship and the support of this year award aiming to create a competitive edge for all of the different award categories while providing the highest level of service, which exceeds the guests' and visitors expectations."

His Excellency added, "The timing of this great event comes parallel with the ATM 2013 the most prestigious industry event in the MENA Region. He also expressed his gratitude and appreciation to Dr. Saker and his teams for their genuine effort to produce and drive such annual event for the MENA region's hospitality industry."

Mr. Muin Serhan stated, "His hotel's participation this year took place via their team's vision of implementing the highest possible level of service and standards which the will continue enhancing on a daily basis, while making their guests' comments and feedbacks their highest priority."

### Notes and media contacts

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