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# Hospitality sector honoured at Mena Award

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**DUBAI:** The 8th Annual Mena (Middle East & North Africa) Award was held alongside the annual ATM event at the weekend in Dubai where a total of 64 Industry Awards were presented to the Middle East & North Africa's top hospitality professionals.

The annual Award was hosted by CHA (Consultants of Hospitality Administrators) under the co-ordination of President Dr Sam Saker, who has become an annual tradition honouring and awarding Top Performers of the colourful 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 recognised by the end user, with the final auditing conducted by Pricewaterhouse Coopers, a multinational professional services firm headquartered in the UK and known for their participation at Oscar Awards in the last 70 years.

Speaking to The Gulf Today at the award presentation, Dr Saker disclosed that the skills, the creativity, the ingenuity and success of the Mena region's growing travel industry and its leaders is highly recognised and honoured for top quality. The Award also honours and

recognises the top talent of each specific region, as the base reality is different from each country.

He added that 25 countries and over 500 entrants participated in this lavish Oscar style Gala event that took place at the Meydan Hotel.

This year the Mena Travel Awards covered 16 categories that helped distinguish key players from each segment of the travel industry, including the number of ties, said Dr Saker.

There were 64 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.