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"MENA Award in May 2014" (Middle East & North Africa Travel Award) The 10th Anniversary



The much-awaited ceremony is back celebrating its 10th Anniversary in UAE; officially sponsored by UAE National Council of Tourism & Antiquities and conveying a special tribute to the race of the performances of the UAE Tourism Authorities in 2013.

April 2014 - The prestigious MENA Travel Award Gala Night will take place once on Wednesday, May 7th, 2014 the last evening of the 2014 Arabian Travel Market, at The Conrad Dubai Hotel in Dubai, United Arab Emirates.

The Award program is organized by "CHA International" a Hospitality Consultancy Group; under the guidance of Dr. Sam Saker, President and Chief Executive Officer.

This extravagant ceremony has become an annual tradition since its inception back in 2004; honoring the top performers of the Middle East and North Africa travel industry at the cosmopolitan metropolis of Dubai that has grown steadily to become a global city, a business and cultural hub of the Middle East and the Persian Gulf region.

"This event has been a successful one; gaining more momentum year after year and for that same reason since 2013 and on its 10th anniversary the National Council of Tourism & Antiquities has honored us further in 2014 by becoming the MENA Award official sponsor; such is to acknowledge and appreciate the awards and its recipients of the Region's travel industry." Commented Dr. Sam Saker, President and Chief Executive Officer CHA International - Hospitality Consultancy Group. Prior to UAE NCTA official sponsorship; the event was officially sponsored by the Ministry of Culture, Youth and Community Development since 2008 and by H.H. Shiekh Abdul Rahman Alwais.

To add to its thrust this year, MENA Travel Award organizing committee is conveying a special tribute to the top Three Tourism Authorities in the UAE. The Platinum, Gold and Silver Awards will be awarded to the most successful authorities (3 out of 7) based on criteria's like: the highest ratio increase of visitors in 2013 over 2012 + 2013, achievement / accomplishments for the Emirate during 2013, and the number of electronic votes received.

Guest Speaker will be Mr. Rudi Jagersbacher President – Middle East & Africa, Hilton Worldwide while the guest of honor are two of the TOP UAE Governmental Officials (due to protocols, names cannot be announced at this time) – However will be published on our website on or before April 30th. As well, other celebrity Guest of Honor from the Film and or Music Industries will, also, be announced.

His Excellency Mr. Mohammed Khamis Ben Hareb Almuhairi – Director General of the National Council of Tourism & Antiquities pointed that 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 expectations.

His Excellency added that the timing of this great event comes parallel with the ATM 2014 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.

Andreas Jersabeck, GM Conrad Dubai, stated that his hotel's participation this year took place via their

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team's vision of implementing the highest possible level of service and standards which will continue enhancing on a daily basis, while making their guests' comments and feedbacks their highest priority.

Dr. Sam added that the number of participants this year has exceeded 1200 enrollments of for best hotels in the region, best golf clubs, best fine dining restaurants, best health clubs, best SPA's, best car rentals company; not to mention the two newest additions and equally important categories of the best Tourism Project as well as the best Governmental Authority support to tourism Sector. The top "Life Achievement" Award will also be announce to add admiration to the special Ceremony night.

Dr. Sam pointed that the number of votes received this year from the hotel guests / end users exceeded 170,000 voters of the industry's end users, guests and clients (adding up to over 510,000 votes including the 1st, 2nd and 3rd choice selections for all of the nineteen Categories).


He also highlighted that this voting system was reviewed and audited during and after the voting dead line to insure its integrity. Furthermore, few hotels have been excluded for their lack to meet the rigid criteria that was described on the award's website www.menatravelawards.com.


"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."

'Why are we recognizing and applauding the top performance of the UAE Tourism Authorities only this year?' Added Dr. Sam Saker, President CHA International. 'Without a doubt, it has been proven that due the UAE Tourism Authorities combined Efforts; in 2013 the United Arab Emirates ranked as the 28th in the world and the first in the Middle East and North Africa on the list of most advanced and developed countries in tourism and aviation. According to the International Economic Forum, the UAE moved up from 30th worldwide in 2011 to 28th in 2013 out of 139 countries. The report concluded that the UAE tourism and travel has earned by the end of 2012 = 182.6 Billion Arab Emirati Dirham.'

He further added " The UAE excelled in six other levels of excellence, hence, overall the UAE ranked number ONE in the world in terms of the strategies consistency for the Tourism and travel industries. The UAE has, also, been recognized as #3 with regard to Environmental and sustainability up keep and controls. The UAE ranked as the best country (in terms of developing the Tourism sector) in the Middle East and North Africa. Thus and so, the UAE has successfully attracted the lion's share of both leisure and corporate market segments in the region; while continuously maintaining the highest possible standards within the various hospitality sectors.'

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