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Mena travel industry set for awards gala

Dubai, 20 hours, 34 minutes ago

The prestigious Mena Travel Award Gala Night will take place in Dubai on May 7, the last evening of the 2014 Arabian Travel Market.

The award program, being held at The Conrad Dubai Hotel, is organised by CHA International, a hospitality consultancy group under the guidance of Dr Sam Saker, president and chief executive officer. It is officially sponsored by UAE National Council of Tourism & Antiquities.



Officials at the press conference

This ceremony has become an annual tradition since its inception in 2004, honouring the top performers of the Middle East and North Africa travel industry.

"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 honoured us further in 2014 by becoming the Mena Award official sponsor," said Dr Saker, at a press conference yesterday (April 28).

Andreas Jersabeck, GM, Conrad Dubai; Khalid Al Midfa, director general, Sharjah Commerce and Tourism Development Authority; Faisal Al Nuaimi, general manager, Ajman Tourism Development Department; and Steven Rice, chief executive officer, Ras Al Khaimah Tourism Development Authority, also took part in the press conference.

Mena Travel Award organizing committee is giving 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 such as: the highest ratio increase of visitors in 2013 over 2012, achievement / accomplishments for the emirate during 2013, and the number of electronic votes received, it was revealed.

Guest speaker at the awards night will be Rudi Jagersbacher, president – Middle East & Africa, Hilton Worldwide, while the guests of honour are two of the top UAE governmental officials (due to protocols, names are announced now). Celebrity guest of honour from the film and or music industries will also be there.

Mohammed Khamis Ben Hareb Almuhairi, director general of the National Council of Tourism & Antiquities, said the award aims to create a competitive edge for all of the different award categories.

He also expressed his gratitude and appreciation to Dr Saker and his team for their genuine effort to produce and drive such an annual event for the Mena region's hospitality industry.

Andreas Jersabeck, GM Conrad Dubai, stated that his hotel's participation this year took place as part of their team's vision of implementing the highest possible level of service and standards.

Dr Sam added that the number of candidates has exceeded 1,200 this year for the various awards, including for the best hotels; best golf clubs; best fine dining restaurants; best health clubs; best SPAs; best car rentals company. Apart from these two newest categories include: the best tourism project and the best governmental

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authority support to tourism Sector. The "Life Achievement Award" will also be announced at the event.

Dr Sam pointed that the number of votes received this year from the hotel guests / end users exceeded 170,000.

"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." - **TradeArabia News Service**

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