

WORLDHOTELS Announces Significant Growth in Middle East

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WORLDHOTELS and hotel partners to exhibit at Arabian Travel Market

WORLDHOTELS, the largest Europe-based global group for independent hotels, joins over 20,000 industry players at the Arabian Travel Market, the industry's leading tourism exhibition within the Middle East and pan Arab region taking place May 6 - 9, 2008 in Dubai.

WORLDHOTELS is pleased to announce significant year on year growth in revenue, room nights and room rates for the Middle East region. During 2007, the seven WORLDHOTELS properties in Bahrain, Kuwait, Jordan, Lebanon, Saudi Arabia and the United Arab Emirates saw total revenue increasing 43% over the previous year. Room nights were up by 19% and the average room rate grew by 20% to 240 USD. The positive trend continues in the first quarter of 2008 with total revenue increasing by 52% and room nights increasing 36% compared to the same period in 2007.

To further expand in this important region, WORLDHOTELS will add at least three new properties to its Middle Eastern portfolio over the next two years. Among the new hotels will be three Buddha Bar Hotels & Resorts. One property will be situated on 'The World', Dubai's island project representing the seven continents across the globe, the other two future WORLDHOTELS' hotels will be located in Abu Dhabi and Bahrain.

As commented by Ingo Gürges, Senior Director Business Development & Relations for WORLDHOTELS, 'The growth in this market for WORLDHOTELS is exceedingly significant and we are very pleased to expand the WORLDHOTELS portfolio of unique luxury hotels such as the five star properties of Buddha-Bar Hotels & Resorts also in this region. We will be joined by numerous hotel partners at the stand at ATM, the most significant B2B event within the Arabian travel calendar. We are keen to work with the travel trade for our hotel partners and also to encourage Hoteliers exploring the WORLDHOTELS opportunities during a visit at our stand.'

For media appointments at the show - please contact Becky Addley at Becky@mccluskey.co.uk or visit WORLDHOTELS in Za'abeel Hall, stand HC 255.

WORLDHOTELS properties exhibiting at the show:

Grand Hotel Amrath, Amsterdam, Netherlands, Grand Hotel Terme Trieste & Victoria, Abano Terme, Italy, Hotel Plaza, Brussels, Belgium, Hotel Quirinale, Rome, Italy, Kastens Hotel Luisenhof, Hanover, Germany, Hotel & Residence Main Plaza, Frankfurt, Germany, The Garden Hotel Guangzhou, Guangzhou, China, The Seagull on the Bund, Shanghai, China, Tivoli Lisboa, Lisboa, Portugal.

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