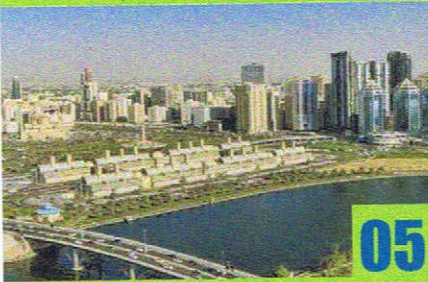


TRAVEL TRADE Weekly



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FULL OCCUPANCY IN SHARJAH



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BIMAN LAUNCHES SAUDI FLIGHTS



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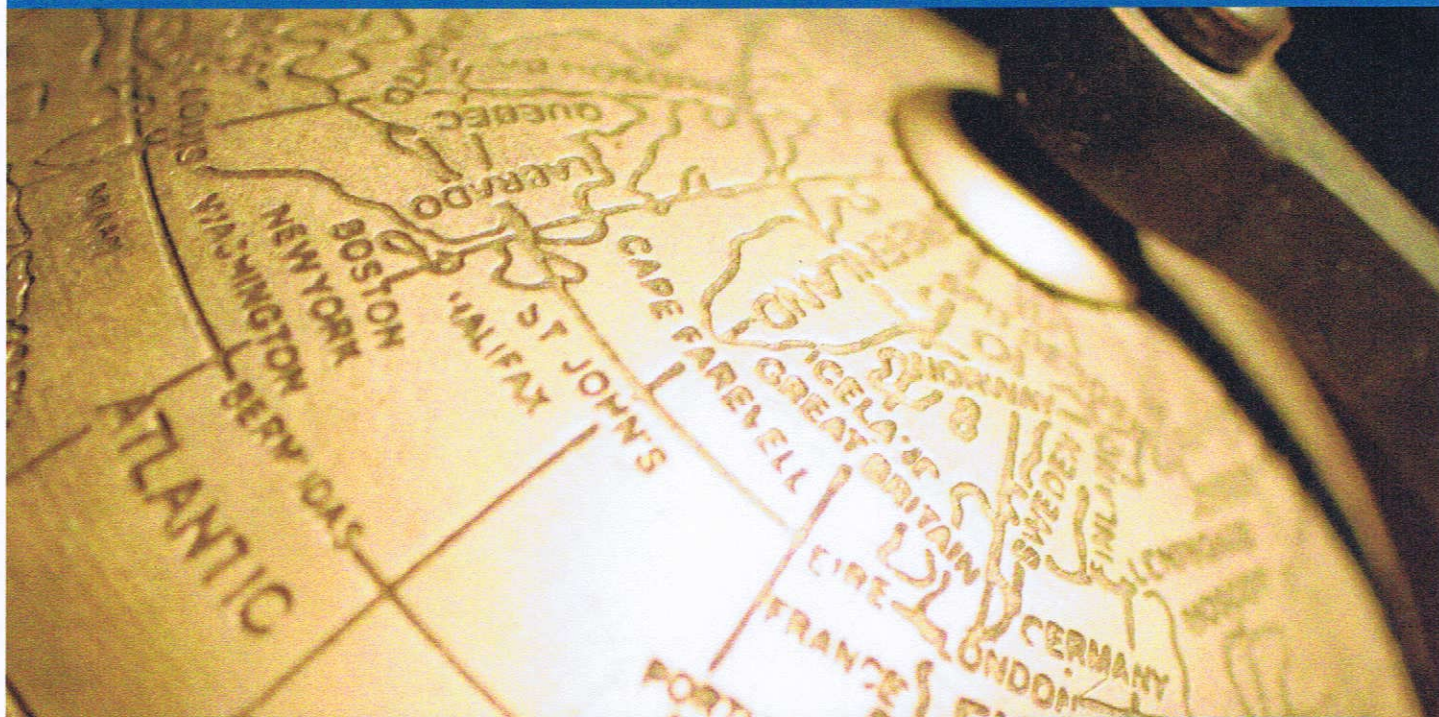
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GULF HOTELS GROUP INKED A MANAGEMENT AGREEMENT WITH ASDAL HOTEL FOR THE OPERATION OF A DELUXE FOUR-STAR PROPERTY LOCATED AT MANAMA'S SEEF DISTRICT.



GULF HOTELS GROUP SIGNS
FOUR-STAR HOTEL

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Mövenpick Resort & Spa Karon Beach Phuket Revamped

The five-star resort Mövenpick Resort & Spa Karon Beach Phuket saw the renovation and refurbishment of some of its restaurants, providing guests with an updated dining experience. Moreover, 18 family rooms and multi-bedroom suites have been added to the offering.

Modern interiors and garden views, along with complimentary Wi-Fi connection and DVD players, are featured in the new family rooms, as well as the one-, two- and three-bedroom suites, all located in the revamped Saeng Chan wing, which offers easy access to the swimming pool area. Also nearby are four renovated restaurants that now feature contemporary décor and new menus.



Mövenpick Resort & Spa Karon Beach Phuket

Preferred Hotel Group Rebrands

Preferred Hotel Group announced its move from a multibranded business model to one master brand, Preferred Hotels & Resorts.

Leveraging the strong heritage of its name, the corporate rebrand represents the company's commitment to a new consumer-focused approach that is designed to elevate core awareness of the brand, drive strategic growth of its portfolio, and improve market share for member hotels by making it easier for travellers to identify the singular hospitality experience that meets their needs and life and style preferences for each occasion.

"Today's travel consumer is not one-dimensional, so it is no longer strategic for us to imply that there is only one definition of luxury," said Lindsey Ueberroth, president, Preferred Hotels & Resorts.

Did you know...

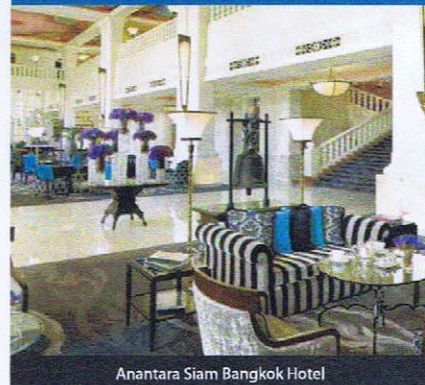
The Preferred brand was originally established in 1968 by a group of hoteliers as a referral organisation for hotels?

Anantara Introduces Bangkok Property

Anantara Hotels, Resorts & Spas has added Anantara Siam Bangkok Hotel to its luxury portfolio. Located in the prestigious Rajadamri, in the city's Siam district, the hotel will become the brand's flagship in its home market of Thailand.

Owning company, Minor Hotel Group has allocated USD20 million to enhance the property over the coming months through the refurbishment of some of the guest rooms and public areas.

The property comprises 354 rooms and suites, an outdoor pool, a 24-hour health club with a gym and squash court, a studio for yoga, aerobics and spinning, plus a steam room and whirlpool.



Anantara Siam Bangkok Hotel