



The Monarch Dubai named 'World's Leading Luxury Business Hotel' & 'World's Leading Suite' at 2009 World Travel Awards

Dubai, November 9 2009: The Monarch Dubai, the five star luxury hotel located at One Sheikh Zayed Road, was last night crowned 'World's Leading Luxury Business Hotel', and its exclusive Monarch Suite named 'World's Leading Suite' at the prestigious World Travel Awards 2009, held at Grosvenor House Hotel in London.

The World Travel Awards, established 16 years ago, encourage travel and tourism organisations to set new boundaries for customer service, value and innovation to create the ultimate hospitality experience. Winners are decided by votes received from thousands of agents and travel professionals from around the world.

The Monarch Dubai emerged victorious from 3,600 nominees, marking the culmination of a year-long quest to find the best travel brands in the world. The hotel has consistently delighted visitors with its impeccable service standards and a wide range of amenities including luxurious accommodation in the 236 rooms, suites and serviced residences, delectable cuisine in each of the six restaurants and lounges, sophisticated conference facilities, a lavishly appointed Health Club and the world-leading Mandara Spa.

The Monarch Suite was named the 'World's Leading Suite' for the second consecutive time at the awards, highlighting the hotel's unique and exclusive luxury offering.

Said a delighted Mr Henning Fries, General Manager, The Monarch Dubai: "We are deeply honored to have been recognized by the travel fraternity worldwide in this way, a major accomplishment considering we are only in our second year of operation."

He continued "We are- especially proud of being awarded 'World's Leading Business Luxury Business Hotel' over global iconic hotel chains including the Four Seasons and Ritz Carlton. These awards demonstrate our ability to deliver unrivaled hospitality on the global stage, and we look forward to welcoming new customers from around the world to experience our award winning offering."



At 1,130 sqm, the Monarch Suite is the largest suite available to the public in the Middle East. Located on the 32nd and 33rd floors of the hotel, it offers two floors of classic luxury with an extensive range of state-of-the-art technology, immaculate service and spectacular views.

The World Travel Awards, hailed by the Wall Street Journal as the “Travel industry’s equivalent to the Oscar’s” are the most comprehensive and prestigious awards program in the global travel industry. World Travel Awards was established in 1993 to acknowledge and celebrate excellence in the world's travel and tourism industry and has become one of the highest accolades a travel product can receive.

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About Refad Hotels & Resorts:

Refad Hotels & Resorts is a wholly owned subsidiary of Efad Holding, a major Kuwait conglomerate. Refad Hotels & Resorts’ head office, located in the State of Kuwait, provides hotel management, development, ownership investment as well as financing worldwide for a variety of innovative hospitality products. Refad Hotels and Resorts own and operate a range of hospitality solutions across the region as well as overseas www.refad.com.

For interview opportunities with Mr Henning Fries, General Manager, The Monarch Dubai, please contact Ms Yvonne Luedeke, Director of Communications, The Monarch Dubai on 04 501 8888 or email luedeke@themonarchdubai.com.

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