

# From the Motherland

## **CHI HOTELS & RESORTS TOGETHER WITH EGYPTAIR ANNOUNCE SPECIAL TRAVEL AGENT PACKAGE FOR OPENING OF THE LUXURIOUS FOUR-STAR TIRAN HOTEL**

Glenn Carroll, senior VP Sales & Marketing of the Malta-based **CHI Hotels & Resorts (CHI)** announced that CHI would offer special travel agent packages (Air and Hotel) from New York to Sharm El Sheikh with **EgyptAir** to encourage as many travel professionals as possible to experience the newly built 351-room **Tiran Hotel** in Sharm El Sheikh, Egypt. This newly opened luxurious four-star property is CHI's first in Egypt and, together with the five-star **Corinthia Hotel** currently under development, will from next year form the **Corinthia Beach Resort Sharm el Sheikh**.

The announcement was made at the recent **34th Annual Africa Travel Association (ATA) Congress** held in Cairo, May 17-21, 2009 where Glenn Carroll was joined by **Nicholas Borg**, regional director of Sales, MEA Division, CHI Hotels & Resorts. Carroll is also a VP on the ATA International Board of Directors.

"We thank the New York sales office of **EgyptAir** for their support of CHI Hotels & Resorts by providing travel agents with a special air fare of \$772 (plus taxes) from JFK to Sharm El Sheikh via Cairo, that can be used in combination with Tiran Hotel's opening Agent Promotion of \$100 per room for two and \$80 for a single, all inclusive of taxes, breakfast and dinner," said Carroll.

The special Agent Package with **EgyptAir** is valid for departure from New York between September 1-December 12, 2009, with certain holiday blackout periods. However, the Tiran Hotel Agent offer by itself is available to December 20, 2009. Please note that for **Egyptair** reservations, Travel Agents must call the **EgyptAir** New York Sales Office (212) 581-5600 only and identify themselves as part of the **Corinthia Hotels** promotion. This offer is subject to availability.

At the ATA Congress, **Amr El Ezaby**, chairman of the **Egyptian Tourist Authority** spoke about the "Egypt Beyond the Monuments" and the diversification of the **Egyptian Tourist Product**. "We are very pleased with this travel agent initiative by CHI Hotels & Resorts and **EgyptAir** which will encourage more Americans to visit Sharm El Sheikh. The addition of Tiran Hotel's state-of-the-art conference facilities will be a boost to the **Egyptian Tourist Authority's** promotional efforts in the Meetings, Incentive, Conference, Event (MICE) Market."

### **Tiran Hotel, Sharm El Sheikh**

Situated in one of Sharm's finest locations in the heart of Montazah, the Resort is able to offer an outstanding vacation, diving and conference experience. The luxurious four-star Tiran Hotel features 351 rooms and suites with sea and mountain views, two restaurants, including an Indian specialty restaurant, three bars, an extensive landscaped outdoor pool and children's pool, a kid's club, an amphitheatre, a business centre,

an internet café and a spacious conference hall with adjoining syndicate rooms. The Tiran Hotel has its own private beach featuring relaxation facilities, dining and a Bedouin tent.

Other exciting hotel facilities include a Day Spa with Jacuzzi and a variety of beauty and relaxation treatments, a tennis court, a mini-golf course, an expert dive centre and extensive water sports activities.

Sharm El Sheikh is a city situated on the southern tip of the Sinai Peninsula in Egypt and has become a leading tourist resort thanks to its dramatic landscape, year-round dry and temperate climate and long stretches of natural beaches. Its waters are clear and calm for most of the year and have become popular for various water sports, particularly recreational scuba diving and snorkeling which some consider to be among the best in the world. Coral reefs, under water and marine life, unmatched anywhere in the world, offer a spectacular and dazzling time for divers. All around are Bedouins, colorful tents, mountains and sea. Sharm features all the amenities one could expect of a top class tourist resort, including casinos, discos and nightclubs, golf courses, windsurfing and other water sports, horses and camel riding, desert safaris, and nearby ancient attractions.

Pictured here (from left) are Borg, El Ezaby and Carroll.

