

Welcome to Taameer's electronic newsletter. We wish you the best of luck in 2010.

We hope that this Newsletter will help us stay in touch and keep you updated about the most important hospitality events and news in the MENA region.

THE LATEST ADDITION IN TAAMEER'S PORTFOLIO - RAMADA HOTEL & SUITES AMMAN, JORDAN

Taameer's plan to develop the Ramada brands (Ramada, Ramada Resorts, Ramada Hotel & Suites and Ramada Encore) in the MENA region got a significant boost with the opening of the franchised Ramada Hotel & Suites Amman, Jordan in May 2009. The hotel features 207 suites and is conveniently located in the heart of the banking and financial districts, minutes away from major sites of Amman such as the Roman Amphitheater, Citadel and a 30-minutes drive from Queen Alia International airport.



STR GLOBAL POSTS MIDDLE EAST/AFRICA NOVEMBER 2009 RESULTS:



The Middle East/Africa region reported mixed results in the three key measurements reported in U.S. dollars for November 2009, according to data compiled by STR Global.

The region's occupancy dropped by 8.2 percent to 68.1 percent; average daily rate increased 2.2 percent to US\$178.28 and revenue per available room decreased 6.3 percent to US\$121.49.

"The Middle East/Africa regional results are a diversity of performances for the month", said Elizabeth Randall, managing director of STR Global. "The Middle East continued to report declines in all three performance measures dropping 16.9 percent in RevPAR. Southern Africa grew 12.2 percent to US\$92.14, mostly attributable to a 27.5-percent increase in ADR (US\$143.26). The FIFA World Cup is building momentum for South Africa and is going to be a great party in 2010. Looking at the year-to-date November results the Middle East/Africa region

lost only 13.8 percent of RevPAR at US\$95.63—the highest RevPAR for the world regions for the 11 months of this year”.

Performances of key countries in November (all monetary units in local currency):

Country	Occupancy	% change	ADR	% change	RevPAR	% change
Egypt	80.5%	-4.3%	EGP484.36	+6.2%	EGP389.87	+1.6%
Saudi Arabia	62.7%	+3.1%	SAR911.54	+13.9%	SAR571.85	+17.5%
South Africa	62.4%	-16.2%	ZAR859.65	+0.2%	ZAR536.76	-16.0%
United Arab Emirates	75.5%	-8.8%	AED1015.23	-21.3%	AED766.11	-28.3%

**percentages are increases/decreases for November 2009 vs. November 2008*

(Source: <http://www.hospitalitynet.org>)

STR GLOBAL REPORTS MIDDLE EAST/AFRICA HOTEL PIPELINE FOR NOVEMBER 2009

The Middle East/Africa hotel development pipeline includes 441 hotels comprising 119,560 rooms, according to the November 2009 STR Global Construction Pipeline Report released this week.

Among the countries in the region, the United Arab Emirates reported the most rooms in the In Construction phase (28,153 rooms) and in the total active pipeline (51,594 rooms). Saudi Arabia followed with 7,243 rooms in the In Construction phase and 13,664 rooms in the total active pipeline.

Among the Chain Scale segments, three segments accounted for nearly 70 percent of the total active pipeline. The Unaffiliated segment made up the largest part of the total active pipeline with 24.6 percent and 29,437 rooms, followed by the Luxury segment with 24.0 percent and 28,734 rooms. The Upscale segment also accounted for a large portion of the total active pipeline with 21.1 percent and 25,187 rooms.

Middle East/Africa pipeline by Chain-Scale segment for November 2009 (number of rooms):

Chain Scale	Existing Supply	In Construction	Total Active Pipeline*
Luxury	49,920	18,998	28,734
Upper Upscale	74,696	16,199	21,151
Upscale	77,949	17,318	25,187
Midscale w/ F&B	63,162	3,231	7,552
Midscale w/o F&B	1,799	1,112	1,435
Economy	13,360	2,862	6,064
Unaffiliated	432,105	12,221	29,437
Total	712,991	71,941	119,560

** Includes those projects in the In Construction, Final Planning and Planning phases*

(Source: <http://www.htrends.com/>)

WYNDHAM HOTEL GROUP

Headquartered in Parsippany, N.J., Wyndham Hotel Group is the world's largest and most diverse hotel company, encompassing more than 7,000 hotels and 590,000 rooms on five continents consisting of 66 countries around the globe. Wyndham Worldwide employs approximately 27,000 employees globally.

From the award winning upscale offerings of its namesake Wyndham Hotels and Resorts® brand, to the distinctly comfortable and familiar properties of its iconic Days Inn®, Super 8® and Howard Johnson® brands, the company prides itself on providing guests and franchisees with exceptional customer service, great value and the most lodging choices around the world.

Wyndham Hotel Group is one of three business units of Wyndham Worldwide Corporation (NYSE: WYN), one of the world's largest hospitality companies providing hotels, timeshare resorts, vacation rentals and timeshare exchange. Wyndham operate eleven brands and they are Days Inn, Howard Johnson, Knights Inn, Ramada, Super 8, Travelodge, Wingate by Wyndham, Wyndham Hotels & Resorts, Microtel Inns & Suites, Baymont Inn & Suites, and Hawthorn Suites by Wyndham.

Wyndham Vacation Ownership develops markets and sells vacation ownership interests and provides consumer financing to owners through its network of over 150 vacation ownership resorts serving over 830,000 owners throughout North America, the Caribbean and the South Pacific.

Wyndham Hotel Group is the largest hotel group in the world in terms of number of hotels and the second largest in number of rooms.

Wyndham Worldwide Named to Fortune Magazine's Most Admired Companies List

PARSIPPANY, New Jersey 03-04-2009 — Wyndham Worldwide (NYSE:WYN) has again been listed as one of FORTUNE Magazine's Most Admired Companies for 2009.



Wyndham Worldwide ranked second on the Most Admired list in the hotels, casinos and resorts category, and joins 15 other New Jersey-based companies who were also named Most Admired in other categories, including Johnson & Johnson, Prudential Financial, Merck and Honeywell International. "Wyndham Worldwide is honored to join such world renowned and global leaders on the Most Admired list," said Stephen P. Holmes, Chairman and Chief Executive Officer. "As a company, we look forward to celebrating many more of these accomplishments as we continue to drive success through exceptional customer service and strong operational and financial performance."

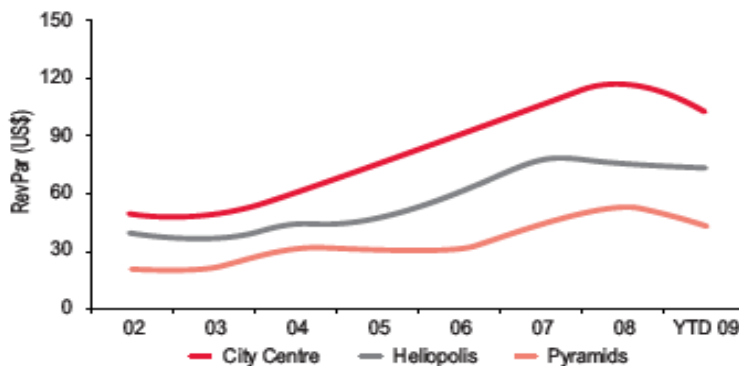
(Source: <http://www.wyndhamworldwide.com/>)

CAIRO – INCREASING BUSINESS VISITORS AS THE ECONOMY EXPANDS

The hotel market in Cairo is divided into three distinct sub markets. They are Heliopolis, Cairo City Centre and the Pyramids area (including 6th of October City). The Heliopolis market caters primarily to business visitors and transiting passengers since it is located near the airport. The City Centre hotels welcome tourists visiting Cairo in addition to a large number of business visitors. Hotels in the Pyramids and 6th of October area have traditionally targeted the tourists visiting the archaeological and Pharaonic sites but have witnessed an increase in business guests since the development of the 6th of October City and its surroundings.

According to Egypt Hotel Association, Cairo has a total inventory of 153 hotels totaling 24,000 rooms across all categories. Of the existing inventory, only 32 hotels (representing 20% approx. of the total stock) are affiliated to international management companies. It is expected that over 1,500 branded rooms will also materialize in the short to medium term. Another emerging trend is the redevelopment of existing hotel properties. Several old hotels are currently being renovated and rebranded to answer the changing customer needs (Ritz Carlton, Rocco Forte, etc).

Cairo Hospitality Market Performance – RevPar (US\$)



Source: Hotel Benchmark, 2009

Western Europeans and Russians represent the largest segments visiting Cairo. However, tourists from Asian markets (China, India) are expected to increase over the next three to five years. The number of Arab tourists has also witnessed significant increase over the past two years. Regional tourists tend to stay in the country 20% longer than Europeans and they also spend more on entertainment than visitors from other regions. International tourist arrivals are expected to increase in 2010. Substantial governmental efforts in promoting new leisure tourism destinations in Egypt (Marsa Alam, North Coast, Ain Soukhna, etc) are expected to reinforce tourism.

The improvement in global economic conditions is likely to positively impact on hotel yields in 2010. Short term improvement in RevPAR is anticipated to be mainly driven by occupancy growth rather than room rate growth.

(Source: [Jones Lang LaSalle, Cairo City Profile, December 2009](#))

NEW HOTEL DEVELOPMENTS IN THE REGION:

Sofitel, Jumeirah Beach Residence, Marina Walk, Dubai:

To be operated by Accor Hospitality, this is scheduled for an early 2010 opening. It would be the first branded luxury Sofitel property in the region having 438 guest rooms including 27 Sofitel suites, 12 Prestige suites and one Imperial Suite. Accor claims that this property combines contemporary luxury with the French 'art de vivre', boasting an "exceptional venue" and offering "the ultimate service". The brochure promoting Sofitel Dubai says the hotel brand's original concept of "inspired meetings" extends across an entire floor exclusively dedicated to business clientele featuring five meeting rooms (capacity up to 450 people) and the latest high-tech equipment. For leisure there is the overflow pool that plunges from the terrace into the Persian Gulf, plus two restaurants and three bars. There is also a butler service for suites and club rooms and a 24-hour concierge. (Source: <http://www.hoteliermiddleeast.com>)

Rocco Forte, Abu Dhabi, U.A.E.:

To be operated by UK's based Rocco Forte Collection the hotel is scheduled for a mid 2010 opening. It would be the first Rocco Forte Collection hotel for the region. It will have 281 rooms and suites. Rooms will be decorated in shades of green, yellow and terracotta with artwork from local artists and there will also be two 290m² presidential suites. The property will be housed in a 12-floor curved structure with design highlights including a Sky Bar, suspended on the fifth floor of a 10-storey atrium. Additional facilities include a 2000m² spa, 25-metre outdoor pool, a dedicated meetings entrance, seven meeting rooms and a 500-person capacity ballroom. (Source: <http://www.hoteliermiddleeast.com>)

The Makkah Clock Royal Tower, Mecca, K.S.A.:

To be operated by Fairmont Hotels & Resorts, the hotel is scheduled for a 2010 opening. It is located in one of the world's tallest towers (76 stories and 577 meters high) boasting a 40-metre clock that is five times larger than London's iconic Big Ben and is visible from 17kms away. It will have 1005 guestrooms and suites. The hotel is the focal point of the iconic Abraj Al Bait Complex, which is part of the King Abdul Aziz Endowment Project whose mandate is to upgrade the precincts of the Two Holy Mosques. The complex includes seven towers with a total floor space equal to 15.6 million square feet and adjacent to the Masjid al Haram, the holiest site in Islam. The abovementioned Makkah Clock — the focal point of the hotel — will announce daily prayers to the Muslim world, while the hotels 76 glass elevators will conveniently transfer passengers to the holy sites. (Source: <http://www.hoteliermiddleeast.com>)