



Ramada Unit Franchise on the Offer as Altaameer Begins Offering them to Hotel Owners and Developers

Al Taameer Launches its offering of the successful Ramada Hotels chain to potential hotel owners and developers.



After its resounding success in Morocco, and Lebanon, Al Taameer is bringing its Ramada Hotels to Egypt, Libya, Jordan, Iraq and Libya through the offering of its franchise units to carefully selected hotel owners and developers. Al Taameer owns the exclusive master franchise of Ramada, Ramada Hotels and Suites and Ramada Encore Brands. Top of that, Al Taameer is adding to this offer, its hotel management services for Ramada Branded hotels in these countries.

"The master Franchise agreement has been acquired from Wyndham Group International which owns more than 7000 hotel worldwide" according to Mr. Al Bader CEO of Al Taameer. "This master franchise aims at integrating and further enhancing the acquired experience and strength that Al Taameer has mastered through its 30 years of experience in the business. Al Taameer has performed careful due diligence and exhaustive feasibility studies to safe guard the investors' best interest and ensure healthy returns on investment from this venture" Mr. Al Bader added.



Al Taameer is putting forward its specialized and established hotel management services with the master franchise agreement that investors might opt to have and as such benefitting from world class management, processes, staff development, operational policies and procedures. "A major benefit of the Master Franchise is that hotel owners acquiring it shall tap into the abundance of resources and the business generation that comes with the Central Reservation System(CSR), add to that professional marketing services, business consultancy services,

industry specific staff development programs, and insightful financial analysis. All these shall provide the potential investor with adequate resources to achieve the targeted return on investment while providing a shelter from unnecessary risks" always according to Mr. Al Bader.

Mr. Meshal Al Saleh, business development manager of Al Taameer, revealed that the company has recently completed an extensive study on the opportunity to develop 15 properties branded with the 3 stars Encore brand which delivers much demanded class of hospitality business. This will provide investors with an opportunity to materialize profitability through tapping into an under saturated market with a forceful and established international brand supported by all the resources and reach of the mother brand Ramada. This comes at a time when the new market realities resulting from financial crisis has shifted demand to hospitality services such as Encore which delivers value for money to customers and healthy returns to investors..

STR Global Posts Middle East / Africa July 2009 results

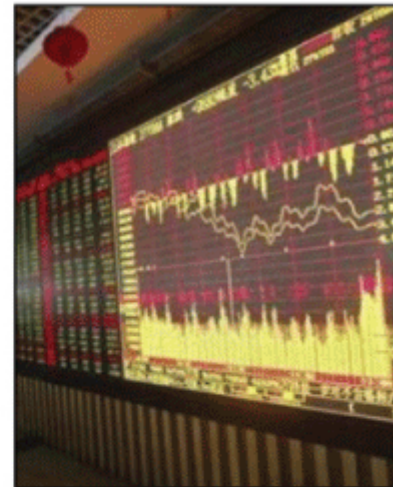
The Middle East/Africa region suffered declines in all three key measurements in year-over-year results when reported in U.S. dollars for July 2009, according to data compiled by STR Global.

The region's occupancy dropped 11.0% to 62.0%; average daily rate decreased 3.0% to \$135.02; and revenue per available room decreased 13.6% to \$83.77.

James Chappell, managing director of STR Global, said:

'The Middle East/Africa region posted mixed performance in July in local currency, with the Middle East improving on June's data and Southern Africa showing significantly worse figures.'

Chappell added, 'RevPAR growth in the Middle East finally showed some signs of improvement, with the United Arab Emirates and Dubai making significant gains. The UAE improved from a RevPAR fall of almost 28% in June to just over a 20% decrease in July, with Dubai rising from a RevPAR decrease of 33.9% to a 24% decrease, with both occupancy and average rates showing an increase month to month. Ramadan is earlier this year and that may have caused a flurry of travel in advance of the holiday. August and September are traditionally quiet months for the region. South Africa had two large football tournaments in June, which are being seen as a precursor to next year's World Cup, and the July figures pale in comparison, with RevPAR falling from a 5.8-percent decrease to a 4.1% decline in July as the occupancy and rate levels both declined.'



Highlights from key markets in the Middle East/Africa region (percentages are July 2009 vs. July 2008):

- Beirut, Lebanon, reported the largest increases in all three key metrics. Occupancy was up 16.9% to 86.6%, ADR rose 48.9% to \$295.71, and RevPAR jumped 74.0% to \$256.15.
- Cape Town, South Africa, was the only other key market to post an occupancy increase, up 4.5% to 52.2%.
- Three markets experienced occupancy decreases of 20% or more: Muscat, Oman (-29.1% to 34.7%); Riyadh, Saudi Arabia (-28.4% to 51.7%); and Johannesburg/Pretoria, South Africa (-20.0% to 62.0%).
- Other than Beirut, three other key markets reported double-digit ADR increases: Cape Town (+14.8% to \$115.87); Jeddah, Saudi Arabia (+12.6% to \$187.28); and Amman, Jordan (+12.5% to \$150.31).
- Istanbul, Turkey (-23.5% to \$198.59) reported the largest ADR decrease, followed by Dubai, United Arab Emirates, with a 16.4-percent decrease to \$164.48.
- Cape Town posted a double-digit RevPAR increase of 19.9% to \$60.45.
- Five markets experienced RevPAR decreases of more than 20%: Istanbul (-33.2% to \$130.27); Muscat (-31.9% to \$62.17); Riyadh (-24.6% to \$119.01); Dubai (-24.1% to \$107.09); and Johannesburg/Pretoria (-21.1% to \$66.27).

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

Country	Occupancy	% change	ADR	% change	RevPAR	% change
Egypt	67.4%	-10.9%	EGP424.57	-0.6%	EGP286.20	-11.4%
Saudi Arabia	63.5%	-10.7%	SAR594.48	+0.1%	SAR377.37	-10.6%
South Africa	59.5%	-12.7%	ZAR803.20	+9.9%	ZAR478.01	-4.1%
United Arab Emirates	65.0%	-8.6%	AED609.58	-13.0%	AED396.43	-20.5%

Tourism in Iraq



Iraq's tourism ambitions will face many challenges, but the government's determination to get tourism moving will aid its recovery, according to a report published by global research company Euromonitor International.

Despite overwhelming obstacles facing Iraq's tourism sector, The Iraq government is adamant about its dedication to promoting tourism and carrying out any endeavours that could help the country restore confidence in its tourism sector, a Euromonitor spokesman told ATN. "More importantly, it intends to build its own capacity in the sector," he added. "Some Iraqi universities are teaching tourism courses, tourism trade shows are being held and academic tourism conferences are being conducted."

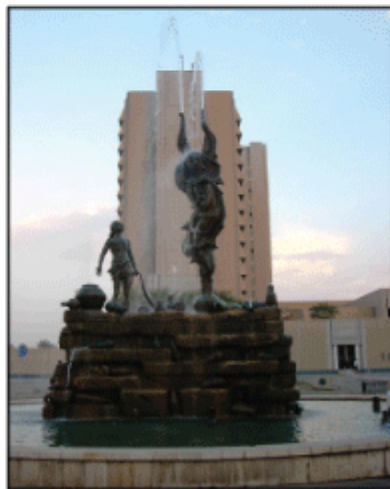
Iraq is also enhancing its aviation sector, mainly by renovating airports or building new ones, such as the Erbil and Sulimaniyah airports in the Kurdistan region. Furthermore, Iraq is seeking to develop its accommodation sector by renovating a variety of hotels in major cities and resorts — a Sheraton Hotel was recently opened in Erbil, and travel agencies have also begun to open. However, Euromonitor International cited religious tourism as the main reason tourism didn't stop completely in Iraq during and after the war.

"Iraq's Shiite shrines have been most popular among Iranians, who can now travel freely to and from Iraq and who made up almost the totality of international tourist arrivals to Iraq in 2007," the spokesman said.

"There is more potential to boost religious tourism to Iraq further, but the infrastructure is very much lacking and the country will need to get back on its feet first."

The safest area in Iraq is the Kurdistan area, which is home to many developments in terms of tourism and where international tourists can travel without worrying unduly about security issues.

As a result, growth in international tourist arrivals to Iraq will be mainly driven by this region. International tourist arrivals are predicted to grow by an average 6% a year.



New Hotel Development in the Region

Kuwaiti firm to build hotel in Basra



Kuwait-based company Al-Nukhba has won a \$35m contract to build a hotel at Basra International Airport in Iraq, Aswat al-iraq news agency reports. 'The hotel will be established according to the international Holiday Inn standards. It will include four restaurants, swimming pools, meeting halls, a movie theatre and a business centre,' the commission's head, Haydar Ali said. The project, the first of its kind in Iraq, is scheduled for completion in eight months, he added.

Mövenpick Jordan



Mövenpick opens Tala Bay in Jordan

The Movenpick Hotels and Resorts has announced the opening of its five-star resort in Tala Bay-Aqaba, Jordan. The resort offers 306 rooms, eight restaurants and bars, meeting and conference facilities and a shopping arcade. It also has three large swimming pools, a water slide, a lazy river, a diving centre, children's activity centre and an open-air amphitheatre.

Ibis hotel to open in Jordan



The first Ibis hotel will be launch in Jordan in September 2009. Located in the capital city's Tila' Al Ali district, the three-star Ibis Amman will have 158 double and single rooms, 45 connecting rooms, two special needs rooms and three non-smoking floors.