TAAMEER

التعمير للإستثمار العقاري

August Issue

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Our Objective

Our objective for issuing this monthly newsletter is to highlight on global and

regional hospitality trends with the latest news about new projects under development.

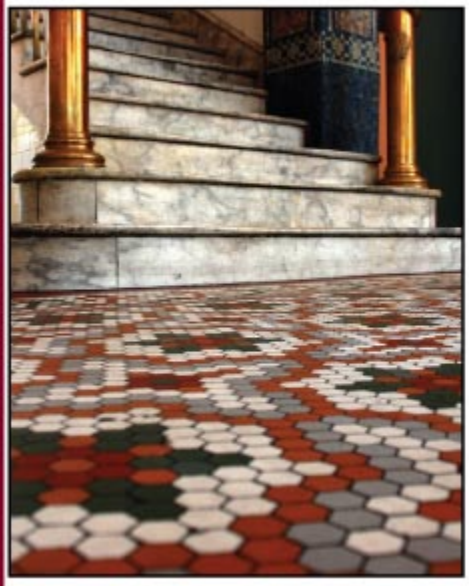
What's On

- Wyndham Rewards Enhances Offerings With Payback
- STR Global ports Middle East / Africa results
- Tourism in Jordan
- The region's new shining stars

Wyndham Rewards Enhances Offerings With Payback

Wyndham Rewards, the world's largest lodging loyalty program based on the number of participating hotels, has announced the launch of a 'stay twice and earn a free night' promotion for members in the Europe, Middle East, Africa and Asia Pacific regions. It also announced that it has added PAYBACK, the leading German loyalty program, to its network.

Now through September 30, 2009, Wyndham Rewards members who stay twice at any of Wyndham Hotel Group's 11 brands with over 6,000 participating locations, will earn their choice of 15,000 Wyndham Rewards points, enough for a free night stay, or a combination of Wyndham Rewards points and other currencies, including airline miles or PAYBACK points. Non-members may enroll in the program and register for the promotion by visiting www.wyndhamrewards.com/uk/freenight or www.wyndhamrewards.de/freenight.



'With this latest Wyndham Rewards offer, we're not only rewarding our guests for their continued loyalty but encouraging all travelers to experience our ever-growing and diverse portfolio of value-rich hotels,' said Jill Noblett, Wyndham Hotel Group senior vice president of loyalty and direct marketing.

She added, 'As the program continues to expand around the world, one of our priorities is to keep the Wyndham Rewards earning and redemption network robust so that we're able to reward members in the way they prefer.'

The addition of PAYBACK as the newest member of the Wyndham Rewards network, allows members of both programs to earn either Wyndham Rewards points or PAYBACK points each time they stay at a participating Wyndham Hotel Group property. PAYBACK currently has a membership base of more than 16 million people, and 42 percent of German households are enrolled in the program.

'PAYBACK is a well-known and highly respected program in Germany with members who are fiercely loyal to the program's affiliated merchants,' said Michael Mueller, vice president of international loyalty and partnerships. 'Its

addition in the Wyndham Rewards loyalty program provides our hotels with a strong competitive advantage and access to millions of new customers.'

Wyndham Hotel Group's Wyndham Rewards loyalty program is the largest in the lodging industry, based on number of participating hotels, and currently has a presence in more than 20 countries around the globe, including Austria, Belgium, Canada, China, France, Germany, Ireland, Italy, Switzerland, the United States and the U.K.

Wyndham Hotel Group, one of three principal components of Wyndham Worldwide Corporation (NYSE: WYN), encompasses approximately 7,000 hotels and 588,500 rooms in 66 countries under the hotel brands: Wyndham Hotels and Resorts(R), Ramada(R), Days Inn(R), Super 8(R), Wingate(R) by Wyndham, Baymont Inn & Suites(R), Microtel Inn & Suites(R), Hawthorn Suites(R) Howard Johnson(R), Travelodge(R) and Knights Inn(R).

All hotels are independently owned and operated excluding certain Wyndham and international Ramada hotels which are managed by our affiliate or through a joint venture partner. Wyndham Hotel Group is based in Parsippany, N.J. Additional information is available at www.wyndhamworldwide.com.

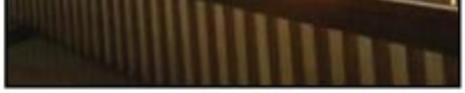
STR Global Ports Middle East / Africa Results

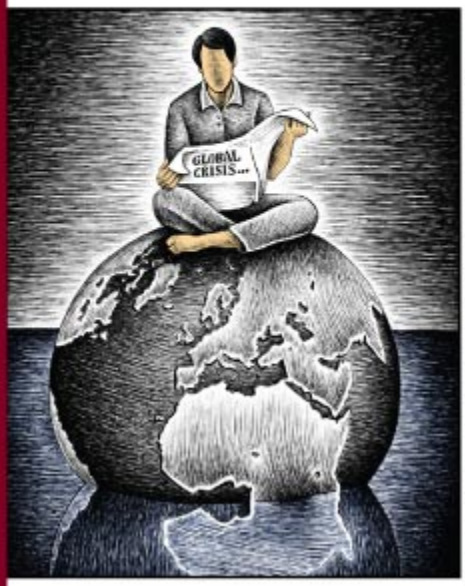
LONDON—The Middle East/Africa region suffered declines in all three key measurements in year-over-year results when reported in U.S. dollars for June 2009, according to data compiled by STR Global.

The region's occupancy dropped 11.7 percent to 59.6 percent; average daily rate decreased 2.8 percent to US$138.23; and revenue per available room decreased 14.2 percent to US$82.38.

"The Middle East/Africa region experienced a 14.2-percent RevPAR drop in June, the lowest decrease of all regions, followed by the Americas, Asia/Pacific and then Europe", said James Chappell, managing director of STR Global. "Different pictures emerge when looking at the individual markets. Amman, Beirut and Cape Town reported double-digit RevPAR increases for June in local currency, which were mainly driven by rate increases. South Africa has started to benefit from the Confederation Cup and the build up for the FIFA World Cup

next year".





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

• Cape Town, South Africa, reported the largest occupancy increase, up 3.3 percent to 51.1 percent, followed by Beirut, Lebanon, with a 2.0-percent increase to 55.7 percent.

• Muscat, Oman, dropped 31.3 percent in occupancy to 40.4 percent, posting the largest decrease in that metric. Riyadh, Saudi Arabia, also reported a decrease of more than 20 percent, falling 20.3 percent to 63.5 percent.

• Four markets experienced double-digit ADR increases: Beirut (+28.3 percent to US$210.24); Johannesburg/Pretoria, South Africa (+18.0 percent to US$120.57); Amman, Jordan (+17.6 percent to US$149.72); and Cape Town (+10.6 percent to US$111.61).

• Istanbul, Turkey, reported the largest ADR decrease, down 24.3 percent to US$211.30, followed by Dubai, United Arab Emirates, with a 22.4-percent decrease to US$166.13.

• Beirut posted the largest RevPAR increase, jumping 30.9 percent to US$117.20. Amman (+15.6 percent to US$96.96) and Cape Town (+14.2 percent to US$57.08) also reported double-digit RevPAR increases.

• Three markets experienced RevPAR declines of more than 25 percent: Dubai (-33.9 percent to US$107.24); Istanbul (-33.1 percent to US$145.83); and Muscat (-26.4 percent to US$77.36).

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

Country	Occupancy	% change	ADR	% change	RevPAR	% change
Egypt	57.0%	-17%	EGP402.66	+6.2%	EGP229.65	-12.0%
Saudi Arabia	64.8%	-7.9%	SAR571.62	-2.4%	SAR370.37	-10.2%
South Africa	58.6%	-8.5%	ZAR845.18	+15.6%	ZAR495.44	+5.8%
United Arab Emirates	64.7%	-13.0%	AED637.50	-16.6%	AED412.50	-27.4%

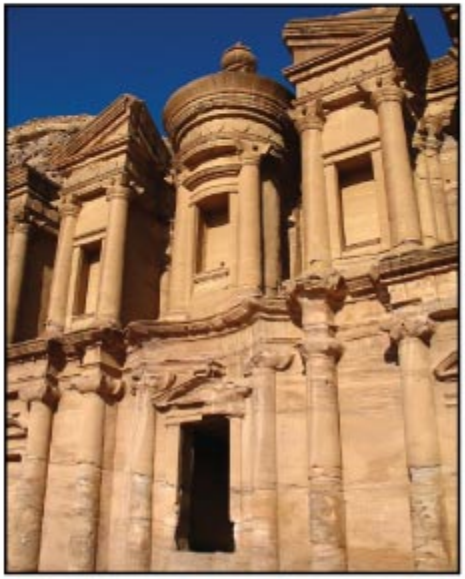
*percentages are increases/decreases for April 2009 vs. April 2008

Tourism In Jordan

by Gemma Greenwood

Jordan, a country of Middle East, is rich with a wide range of tourist attractions. Tourism is Jordan's most promising sector of the economy. Tourism accounts for a large part of Jordan's economy. Jordanian hospitality is well noted by its rash of western tourists. In 2008, there

hospitality is well noted by its rash of western tourists. In 2008, there were over 6 million arrivals with tourist receipts amounting to about 3 billion dollars. Its major tourist activities include visiting ancient sites (like the worldwide famous Petra) and unspoilt natural locations, as well as observing cultural and religious sites and traditions.



In addition to its historical sites, Jordan offers the following tourist attractions:

* Health tourism is becoming very popular in Jordan. Many of the recipients of Jordanian hospitals are Palestinian and Iraqi refugees. Syrians, Yemenis, and South East Asians working in Jordan are also common visitors. Leisure tourism in the Dead Sea area offer world-class spas to visitors. Theoretic tourism is an increasingly important sector of the Jordanian tourism industry.

* Education tourism is also very popular in Jordan. Jordan's excellent education program is a favorite for westerners studying Arabic in the Middle East. Also, those who can afford it study in Jordan's European and American universities

* Adventurers staying in Jordan can also rock-climb in Jordan's Wadi Rum and go for hikes in Jordan's northern mountainous region. Scuba divers can visit Aqaba's magnificent coral reefs.

* Pop-culture tourism is also evident in Jordan because many western films have been filmed in Jordan

* Shopping tourism is popular in Amman, Irbid, and Aqaba.

* Pilgrimages are growing in Jordan. Mount Nebo and the Mosaic Map in Madaba are popular to Christian tourists. The Jordan River and the Dead Sea are also very popular. The numerous medieval mosques and churches are popular destinations for pilgrims.

http://en.wikipedia.org/wiki/Tourism_in_Jordan

The Region's New Shining Stars

Amaia Residence Kuwait

41 new, fully furnished and serviced apartments in Salmiya. Owned and Developed by Al Massaleh Real

Mövenpick Jordan

Mövenpick Hotels & Resorts is expanding its portfolio in Jordan; the group has signed a management agreement for

Salmiya. Owned and Developed by Al Massaleh Real Estate KSC. The company's first venture into the serviced apartments sector. The apartments are equipped with state-of-the-art technology, a swimming pool, gym and wireless internet connection. Amaia Residence is managed by Al Corniche Club, Kuwait's leading luxury resort and spa.
www.amaiaresidence.com
www.almassaleh.com

Intercontinental Jordan

Hotel Intercontinental Jordan has unveiled its JD 3 million renovation project. Interior designer Harry Gregory transformed the Grand Ballroom and the Al Riwaq Hall. The renovation is part of a larger JD 14 million renovation project currently taking place that also includes 170 guest rooms and suites.

The Four Seasons Beirut To Open Soon

Four Seasons Hotels and Resorts will open a hotel in Beirut in the last quarter of 2009. The property, located on the seafront, will offer 189 rooms and 49 suites, catering to business and leisure travelers. The company is also actively working on developments in Abu Dhabi, Bhrain, Kuwait and Oman. In 2008, the Four Seasons opened new hotels in Istanbul - its second property in the city, on the shores of the Bosphorus - and in the 15th century Palazzo Della Gherardesca at Florence.

Jordan. the group has signed a management agreement for a new holiday resort with 456 rooms and suites at Tala Bay in Aqaba. The Movenpick resort Tala Bay, opening this summer, is a new and exclusive residential community in Aqaba featuring hotels and apartments, a marina, restaurants, shops, and boutiques.

Ramada Downtown - Beirut

Ramada Downtown is the first hotel to bear the Ramada Brand in Lebanon. It's the best FOUR STAR hotel in the heart of Beirut. AL TAAMEER REAL ESTATE INVESTMENT is planning to open another branch for Ramada after the successful operation that Ramada Downtown is witnessing.
www.ramadalebanon.com
www.altaameer.com.kw

Seven Tides Luxury Development Dubai

Seven Tides will open several new hospitality developments in dubai, by early 2010 the Movenpick managed Royal Amwaj luxury resort and spa on the Palm crescent will feature 293 hotel rooms and more than 400 apartments, two natural lagoon, swimming pool, tennis courts, Asian spa and water sports club. The Oceana located on Palm jumeirah's trunk, will be a private residential community offering beach access and panoramic views to its in – house guests.