



HAUTE GRANDEUR

| GLOBAL HOTEL AWARDS |

IMMEDIATE RELEASE

21 OCTOBER 2016

A NIGHT OF THE STARS – WORLD’S MOST BRILLIANT HOTELS SHINE AT GLITTERING HAUTE GRANDEUR AWARDS GALA

Haute Grandeur Global Hotel Awards™ crowned the finest hotels from around the world during a dazzling Awards Gala Ceremony hosted at the magnificent Fairmont Bab Al Bahr, Abu Dhabi, on 20 October 2016.

Glamour, opulence and acclamation define the annual Haute Grandeur Awards Gala Ceremony. This prestigious event is one of the most anticipated evenings on the luxury hospitality calendar, and this year the occasion was grander than ever.

More than 200 delegates attended the black-tie event, with VIPs including key speakers such as Tourism Director of Abu Dhabi, HE Saif Saeed Ghobash, and Director of the Abu Dhabi Convention Bureau, Mubarak Al Shamisi. “Many of our finest properties were in contention on the evening”, said Shamisi. The hospitality sector is of upmost importance to us, and it was fitting therefore to be selected as the host destination for this year’s Haute Grandeur Global Hotel Awards ceremony, a celebration of the very best in the hotel and hospitality industry.” Also in attendance were media moguls like Managing Director and Editor-in-Chief of Bespoke International Magazine, Nicolas Shammass, who celebrated the night with Owners, General Managers, Influencers and prominent Industry Leaders, representing 7 continents and 60 countries. VIP’s where interviewed on the red-carpet & where able to network with their industry peers.

Splendor and elegance set the tone for the evening, with proceedings lead by charismatic celebrity MC, Able Wanamakok – International Television Presenter for Fashion One Television Network, National Television Host for various travel programs and News Anchor for NBT, Thailand. The Hong Kong born, US-raised star performs in various arenas, including film, production, radio and script-writing – the perfect compère for an event as illustrious as the Haute Grandeur Awards Gala ceremony.

As the world’s leading Awards initiative, the Haute Grandeur Global Hotel Awards™ acknowledge the most exceptional in hospitality experiences across 7 continents, 172 countries and 94 categories. Distinguished global hotel brands compete for the ultimate accolade in overall excellence and greatest contribution to the industry over the past year. This prestigious Awards system recognizes excellence, founded on feedback from guests – a fair, transparent process based on a unique concept exclusive to Haute Grandeur. Unbiased results are guaranteed, as the process relies on quality feedback from guests rather than quantity of votes by a panel of judges or the general public. Association with Haute Grandeur ensures participating establishments are perceived as elite, setting the standard in a highly-competitive industry.

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Haute Grandeur Founder and Managing Director, Marinique de Wet, looked stunning as she took the stage in a creation designed by acclaimed South African Couturier, Kobus Dippenaar. De Wet gave an inspiring speech, sharing the vision and purpose of the Haute Grandeur Awards, and applauding the winners on their outstanding achievements.

“Our Awards Gala Ceremony is not only the industry’s most eminent event of the year, it provides a platform for dignitaries to network and celebrate their achievements”, said de Wet. “Most importantly, the Haute Grandeur Awards celebrate the values of leadership, hard work, dedication, ambition and success.”

Winners are selected through a rigorous rating process, taking various factors into account; rooms, food, service, overall hotel facilities, bar and beverages, price, Internet, location, ambience, grounds, wellness area, efficiency, social responsibility and environmental participation.

“To win a Haute Grandeur Award takes passion, drive and determination. A hotel must excel on all levels”, said de Wet. “Therefore, the winners truly attained the ultimate in excellence; recognized with the highest accolade a hotel can receive today.” Among the winners were top global luxury hotel & resort brands.

The brightest star of the night, Raffles Jakarta, was announced as the overall victor. Described as classic with elegant interiors & impeccable service offerings. The hotel’s 173 luxurious rooms and suites are some of the largest in Jakarta. Floor to ceiling windows frame views of this energetic, bustling capital city.

De Wet applauded the winner; “The Raffles Jakarta is the epitome of a Haute Grandeur Winner – a true star, unrivalled in excellence.”

Following the ceremony winners were photographed as they basked in the spotlight. Bespoke International, Hotelier Maldives, The LUXE Café and Luxurious Magazine were among the media covering the event.

Speeches and accolades were not the only delights planned for the evening. VIP representatives were surprised with a live cabaret performance & later in the evening treated to a sterling live performance by Voices 3, a sophisticated party band from Dubai, who captivated the audience with their upbeat tunes and high energy performance.

The night was full of highlights, such as Haute Grandeur’s announcement of the launch of two exciting new initiatives; the Haute Grandeur Global Hotel Guide™ and Haute Grandeur Global Spa Awards™. The Hotel Guide is a luxurious hardcover book showcasing Haute Grandeur Winner Hotels, and serves as in-room reading material, inspiring travelers who seek only the best – vouched for by guests who has experienced these hotels first-hand.

The Haute Grandeur Global Spa Awards™, a new leg to the Haute Grandeur Awards initiative was launched. This

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new industry Award aim to recognize overall excellence, measured against stringent Haute Grandeur standards. Haute Grandeur's website now offers the Spa Industry an opportunity to compete and be honored for exceptional achievement offering both the hotel & spa industries with an opportunity to be recognized.

"We were delighted to bring the world's most revered Global Hotel Awards initiative to one of the wealthiest cities in the world", said de Wet. "Abu Dhabi's incredible attractions, architecture and natural splendor inspires a sense of wonder." Haute Grandeur Global Hotel Awards™ selected the exquisite five-star Fairmont Bab Al Bahr as the ideal host venue as it is an exemplary establishment, raising the bar of excellence in a world-region known for attracting discerning guests seeking extraordinary hospitality experiences. This beachfront five-star hotel is situated at the gateway to the capital city of Abu Dhabi, with spectacular views of a design masterpiece – the Sheikh Zayed Grand Mosque.

"It was a great honor for us to win the bid to host this prestigious Awards event", said Sami Nasser, Senior Vice President Operations of Fairmont MEAI. "We were elated to welcome key role players from across the globe to the prestigious Haute Grandeur Global Hotel Awards Ceremony. The night was a great success."

Haute Grandeur collaborated with Global Event Partners, UBER, DHL and Etihad Airways, that offered attendees and the public discounted rates on all global routes in celebration of their support towards the Haute Grandeur Awards. Contributors comprised of Powerhouse Event Specialists, Wise Monkeys Foto & Film, BLISS Flower Boutique UAE, Abu Dhabi Tourism and Glamour Brand UAE.

"A Haute Grandeur Award is a guaranteed golden stamp of excellence, and powerful in its ability to amplify marketing, guest perception and revenue. Participating establishments create awareness about the value and importance of continuously striving for excellence, and are seen as the benchmark in the industry," shared de Wet. The Awards promise to raise the bar of service excellence by awarding only the best – inspiring establishments to reach even greater heights. We have grand plans for the future, and look forward to sharing the journey with all those associated with the Haute Grandeur brand."

To become a member, or for more information, please visit www.hautegrandeur.com system is

Note to Editors:

About Haute Grandeur Global Hotel Awards™

The Haute Grandeur Global Hotel Awards™ is a respected, globally trusted Awards initiative, honoring remarkable contributions by outstanding establishments; hotels, lodges, casinos, resorts and private island

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retreats from across the globe. The Awards recognize excellence on a global, continental and country basis, and are regarded as the ultimate achievement in the hospitality industry.

The Awards are based on a one-of-a-kind concept, considered without equal because of its method; unbiased results are guaranteed through **quality feedback** from guests, **rather than quantity of votes** by a panel of judges or general public. The Haute Grandeur brand is building its reputation as the world's leading Awards system.

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