



HAUTE GRANDEUR

IGLOBAL HOTEL AWARDS I

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WORLD'S FINEST HOTELS SET TO REIGN SUPREME AT DAZZLING HAUTE GRANDEUR AWARDS GALA CEREMONY

Haute Grandeur Global Hotel and Spa Awards™ will crown the top hotels from around the world at an illustrious Gala Ceremony, hosted at the luxurious Fairmont Bab Al Bahr, Abu Dhabi, on 20 October 2016.

This prestigious Awards ceremony is undoubtedly one of the most important annual events on the luxury hospitality calendar, rolling out the red carpet for some of the most esteemed and influential decision-makers in the industry.

The Haute Grandeur Global Hotel and Spa Awards™ celebrate the very best in hospitality experiences across 7 continents, 172 countries and 94 categories. Some of the world's most recognized hotel brands compete for the ultimate accolade in overall excellence and greatest contribution to the industry over the past year. The Awards system recognise greatness through quality guest feedback – a fair, transparent process unique to Haute Grandeur. Unbiased results are guaranteed by placing emphasis 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 and unique – the benchmark in the industry.

“We are delighted to bring the world's leading Global Hotel Awards initiative to the city of Abu Dhabi One of the wealthiest cities in the world, Abu Dhabi lays claim to an amazing array of architecture, attractions and natural splendor”, says Haute Grandeur Founder and Managing Director, Marinique de Wet. “The selection process of the perfect host destination is fundamental to the success of the Awards program. Our Gala Ceremony is not only the industry's most distinguished event of the year, it provides a platform for dignitaries to network and celebrate their achievements. Most importantly, the Haute Grandeur Awards honor and recognize values of leadership, hard work, dedication, ambition and success.”

A Haute Grandeur Award is a guaranteed golden stamp of excellence, and powerful in its ability to amplify marketing, guest perception and revenue. By identifying role model properties across all continents, the Awards inspire hotels to further raise their service standards to even greater heights. Participating establishments create awareness about the value and importance of continuously striving for excellence, and are seen as the benchmark in the industry.

“We are honored to be selected as the proud host property for the 2016 Haute Grandeur Global Hotel Awards Ceremony,” says General Manager of Fairmont Bab Al Bahr, Eddy Tannous. “This trusted Awards system truly reflect our commitment to excellence and recognize the talents and ambassadors who work with unwavering dedication to excel. “On behalf of our entire team, we will be looking forward to welcoming all esteemed guests to this prestigious Gala Ceremony that will be the most dazzling red carpet affair of the year on the luxury hotel industry calendar, highlighting the values of leadership, hard work, dedication and success, says Tannous.” Fairmont have extended a special Gala Ceremony Package for all Gala Ceremony attendees with promo-code

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PHGG to be used to make a booking.

Haute Grandeur Global Hotel Awards™ selected the exquisite five-star Fairmont Bab Al Bahr as the ideal host venue, because it is raising the bar of excellence within a world-region known for attracting discerning guests seeking exceptional hospitality experiences. The hotel is situated at the gateway to the capital city, a beachfront five star hotel in Abu Dhabi with unrivalled views of a design masterpiece - Sheikh Zayed Grand Mosque.

“It is a great honor for us to have won the bid to host this acclaimed Awards event”, says Regional Vice President UAE of Fairmont Hotels & Resorts, Robert-Jan Woltering. “We look forward to welcoming all key role players from across the globe to the most spectacular Awards Gala Ceremony on the 2016 hospitality industry calendar.”

Global Event Partners include Etihad Airways, UBER, DHL. Media covering the event include amongst others Bespoke International, Hotelier Maldives, The LUXE Café, Luxurious Magazine & FiveStar Magazine.

Etihad Airways offer Haute Grandeur Gala Ceremony attendees and the public up to 15% discount on all global routes in celebration of their support towards the Haute Grandeur Global Hotel Awards concept visit www.etihad.com/hautegrandeur to take advantage until 30th June 2016.

Glamour Salons UAE will offer their expert services with stylists in attendance to ensure that VIP's will be 'red-carpet ready' throughout the night.

The Awards promise to raise the bar of service excellence by awarding only the best – inspiring establishments to reach even greater heights.

Winning a Haute Grandeur Award is the highest honor an establishments can receive – a golden stamp of excellence, guaranteed.

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