

DIRECT CONNECT FOR MEYDAN HOTELS WITH DESTINATIONS OF THE WORLD

*Meydan Hotels and Destinations of the World Announce Direct Connect Partnership
at the Arabian Travel Market in Dubai*

Dubai, 4 May 2011: Meydan Hotels, the latest luxury hotel & hospitality brand in Dubai, and Destinations of the World (DOTW), a leading global wholesale travel company, have announced their *Direct Connect* partnership at the Arabian Travel Market in Dubai earlier today.

This partnership means that DOTW's 150,000 travel trade customers can now connect directly with The Meydan Hotel and Bab Al Shams Desert Resort & Spa in Dubai via its online reservation system DOTWconnect and have seamless access to the hotels' dynamic rates and inventory.

Craig Senior, Regional Director of Sales & Marketing for Meydan Hotels & Hospitality said: "We are delighted to have entered into this important partnership with Destinations of the World, which will allow us to connect directly with our travel trade partners globally and provide them access to the latest availability and rates at our hotels." He added: "As a new luxury hotel & hospitality brand in the market, global connectivity with our trade partners is extremely important to us and this partnership will help us to further strengthen our distribution network globally."

"It is with great pleasure that we now have Meydan Hotels & Hospitality seamlessly connecting with DOTWconnect. This new distribution channel will not only enhance our productivity with their unique collection of properties, by allowing our travel trade customers to access the last minute availability and dynamic rates, it will also make for a far more efficient booking process for everyone involved; from the hotel properties

through to the end consumer” said: Steve Harrop, Group Chief Operating Officer, Destinations of the World.

About Destinations Of The World:

Destinations of the World (DOTW) is a leading global travel industry wholesaler with a network of 21 offices in 16 countries worldwide including over 400 multilingual professional staff providing sales, operations, finance and IT support to their travel trade clients around the globe.

DOTWconnect, DOTW's state of the art Online Reservation System, currently connects over 150,000 travel agents worldwide to suppliers in more than 1,200 cities around the globe. DOTWconnect`s key successful features include XML, White Labelling, controlled Online Contracting and Supplier extranet. Launched in February 2008, v2.0 was launched only one year later and dynamic feature updates are constant to meet the growing needs of our expanding markets and customers.

For more information about Destinations of the World please visit www.dotw.com

About Meydan Hotels:

Meydan Hotels & Hospitality, a division of [Meydan](#) City Corporation, launched its own hotel brand **[Meydan Hotels](#)** on January 1st 2011 and assumed management of its owned properties [Bab Al Shams Desert Resort & Spa](#) and [The Meydan hotel](#), which were formerly managed by the Jumeirah Group.

Under their new management, Bab Al Shams and The Meydan hotel can now be booked online through the Meydan Hotels website on www.meydanhotels.com

Bab Al Shams Desert Resort & Spa

Nestled in the dunes of Dubai, Bab Al Shams Desert Resort & Spa is the ultimate luxury retreat. An exclusive low-rise resort surrounded by natural desert landscape, Bab Al

Shams offers guests a one of its kind traditional experience that is true to the culture and heritage of the UAE.

Bab Al Shams is located in the heart of the desert, adjacent to Dubai International Endurance City, only a 40-minute drive from the city center of Dubai.

The Meydan, a Destination Hotel

The Meydan hotel is located at the epicenter of one of the world's most exhilarating destinations. A true destination hotel, The Meydan offers unrivalled views over the grounds that are host to the richest horserace in the world, the Dubai World Cup.

Located just 10 minutes from the heart of Dubai's business districts and the world's largest shopping center, The Meydan hotel offers a myriad of unique and iconic places to meet.

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