

BAB AL SHAMS DESERT RESORT & SPA VOTED THE UAE'S LEADING HIDEAWAY RESORT

Bab Al Shams Desert Resort & Spa Wins at World Travel Awards 2011

ATM Dubai, May 2011: [Bab Al Shams Desert Resort & Spa](#), part of [Meydan Hotels & Hospitality](#), was voted the UAE's Leading Hideaway Resort at the [World Travel Awards 2011](#). The announcement was made at an awards gala dinner held in Dubai yesterday.

The annual World Travel Awards serve to acknowledge, reward and celebrate excellence across all sectors of the global travel and tourism industry. According to the organizers 213,000 industry professionals participated in the voting process leading up to this year's awards.

Mr. Abdin Nasralla, Vice President of Meydan Hotels & Hospitality, said: "It is a true honor and privilege to be voted the UAE's Leading Hideaway Resort. Since the resort's opening in 2004, we have worked really hard to offer our guests a unique and authentic desert experience that is so true to the culture and heritage of Dubai and the United Arab Emirates."

He added: "Our signature restaurant Al Hadheerah is the region's first authentic open-air desert restaurant, which has an adjacent heritage village that features a souk and the most up-to-date museum in Dubai, providing an informative walk-through experience of how people once lived in times gone by, giving guests a truly authentic Arabian desert experience."

About the World Travel Awards

The World Travel Awards was launched in 1993 to acknowledge and recognize excellence in the world's travel and tourism industry.

Votes are cast by travel professionals, which include travel agencies, tour and transport companies and tourism organizations in over 160 countries across the globe. Votes are cast globally by fellow industry professionals in over 1, 000 different categories.

Attended by senior executives from major travel companies, operators and destinations, WTA events are universally respected as providing established, top level networking opportunities, regionally and globally.

For more information please visit the official website www.worldtravelawards.com

Note to Editors:

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.

For further information about Meydan Hotels and its properties please contact:

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