

19 May 2015

PRESS RELEASE

ELEGANT RESORTS TO VENTURE INTO THE MIDDLE EAST MARKET

Luxury tour operator, Elegant Resorts, is delighted to announce that it has launched Elegant Resorts Middle East, bringing its luxury travel service to Expats and Nationals living in the Middle East.

Within the growing premium travel industry, Elegant Resorts Middle East will focus on the niche market of luxury travel and travel services, offering clients in the region the ultimate holiday experience delivered with a superior level of service.

A dedicated team, headed by Director of Sales & Marketing for the Middle East, Ruba Dayoub, with Travel Consultants Carmen Abraham and Helen Potter, is temporarily based at Forbes in Dubai, until a new state-of-the-art office opens on Jumeirah Road in Dubai. The team will be supported by the VIP Club Team of Travel Consultants at the UK Office and Resort Manager, Keshar Mokha, to provide both English and Arabic-speaking clients access to some of the industry's most experienced, knowledgeable travel professionals.

Elegant Resorts Middle East will have an advantage over competitors by concentrating on building one-to-one relationships with clients, by either visiting them in their homes or a preferred location, as well as inviting them to join its exclusive members only loyalty programme.

As part of the Middle East offering, a dedicated website will be launched later in the year at www.elegantresorts.ae

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