

Emirates Hotels & Resorts appoints new marketing representative for Australia



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Press Release Summary: Emirates announce the selection of leading Global Sales Agent, Tourism Portfolio, to represent its premier hospitality management division, Emirates Hotels & Resorts, in Australia

Press Release Body: **Emirates** have announced that it has selected leading Global Sales Agent, **Tourism Portfolio** to represent its premier hospitality management division, Emirates Hotels & Resorts, in Australia.

Tourism Portfolio will market the new [Wolgan Valley Resort & Spa](#), a world-class conservation resort due to open in Australia's Blue Mountains in late 2009. **The Wolgan Valley Resort & Spa** is the division's first hotel project outside of Dubai and is anticipated to attract international and luxury travellers seeking a unique Australian experience.

In addition, **Tourism Portfolio** will provide sales and promotion support for all of the division's properties in the Australian market. These include the conservation-focused and award-winning **Al Maha Desert Resort & Spa** and the recently opened **Marina Hotel & Residence** which will be re-branded as **The Harbour Hotel & Residence** from January 2008. Both these properties are based in Dubai.

David Garner, Manager, Commercial, Emirates Hotels & Resorts welcomed the appointment: *"Australia is starting to become familiar with **Emirates Hotels & Resorts**. Moving ahead our partnership with Tourism Portfolio will help us build a stronger profile for the division and its properties in the Australian market."*

The division also announced the appointment of Judith North as Business Development Manager for Emirates Hotels & Resorts in Sydney.

*"We are pleased to have **Judith North** and **Tourism Portfolio** onboard as we move into the next exciting phase of development,"* added David.

"Judith has a wealth of experience having previously held senior positions with P&O Australian Resorts and Virgin Blue Airlines, and will prove to be a strong asset for our team."

About Emirates Hotels & Resorts
Emirates Hotels and Resorts is a new premium hospitality division of the **Emirates Group**. Their concept is to provide exclusive service and luxury accommodation in unique and breathtaking locations, such as in the Arabian desert, the Australian mountains, the Seychelles and Dubai.

The development of this luxury **hotel in Australia** by **Emirates** is anticipated to positively impact the local economy, generating 100 jobs and increased local and international tourism to the area.

Al Maha Desert Resort & Spa was the airline's first conservation-focused property. The resort is recognised internationally for its leadership and contributions to conservation in the region, and is among the **Condé Nast Traveller's Top 20-Hotel List**. The success of Al Maha is being used as the basis for designs and operations in the **Wolgan Valley Resort & Spa** and the **Cap Ternay Resort & Spa in the Seychelles**; currently in its design and planning phase, and promising to shape up as one of the Indian Oceans' best resorts.

Web Site: <http://www.emirateshotelsresorts.com/group/en/>

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