

EGYPT TRAVEL NEWS

Volume I, Number 4, December 2007



SHARM EL-SHEIKH: WORLD'S LEADING DIVE DESTINATION



● *Sharm El-Sheikh* was honored as the World's Leading Dive Destination for 2007 by the prestigious award-giving body, World Travel Awards. The seaside paradise, Sharm El-Sheikh lies on the Aqaba Gulf about 336 kilometers off Suez, and is one of Egypt's most popular resort destinations. Tagged as the "Red Sea Riviera" and known for its excellent and magnificent fishing, swimming, snorkeling, and diving sites, world-class amenities, this resort community is an international summer and winter favorite among seasoned vacationers. Sharm El-Sheikh is also known as the CITY OF PEACE that hosted several international and regional Peace Conferences under the patronage of Egypt's President Hosni Mubarak.

Sharm El-Sheikh was nominated for the World Travel Award with four other world-class dive destinations and emerged as the winner for the category (World's Leading Dive Destination). Voting was cast through online polling with 167,000 responses from Travel Professionals, Travel agencies, Tour & Transport Companies, and Tourist Organizations in over 190 countries.

The star-studded gala ceremony held in the Caribbean island of Turks & Caicos on December 12, 2007, presented 60 trophies in different categories to the people and companies behind 2007's best travel products. Some 330 representatives from the Travel Trade of 30 different countries, VIPs', local and international media as well as celebrities attended the annual awards ceremony. Present to accept Sharm El-Sheikh's trophy was Egyptian Tourist Authority Director For USA & Latin America, El Sayed Khalifa.

Founded in 1993, The World Travel Awards is hailed as the "Oscars of the Travel Industry" by the highly respected Wall Street Journal. Its singular goal is to acknowledge and celebrate excellence in the world's travel and tourism industry and have come to be regarded as the very best endorsement that a travel product could hope to receive.

(Note: For more details on the organization, please check their site: www.worldtravelawards.com)



Mr. El Sayed Khalifa accepting the award from Mr. Graham Cooke, President & Founder of WTA

For more information, please contact: **The Egyptian Tourist Authority**, 630 Fifth Avenue, Suite 2305, New York, NY 10111
Phone (212) 332-2570 • (877) 77-EGYPT • Fax (212) 956-6439 • info.us@egypt.travel, www.egypt.travel, www.trade.egypt.travel