

THE MARQUE

COLLECTION OF HOTELS

MANAGED BY RENDEZVOUS

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Rendezvous Hits The Marque With Middle East Market

Rendezvous Hotels & Resorts International (Rendezvous) will open its first hotel in the fast growing Middle East tourism market in late 2008 with the signing of its first hotel management agreement in the region - a 4-star hotel in the United Arab Emirate (UAE) of Fujairah. The hotel, to be named the **Marque Hotel, Fujairah**, will be managed by Rendezvous under The Marque Collection of Hotels brand. The agreement represents a major step forward for Rendezvous in its strategic expansion plans.

Rendezvous' Chief Executive, Mr. Alan Featherby, says, "Rendezvous' entry into the UAE with our first hotel to be opened under the Marque brand will establish an important presence for the Rendezvous group in the Middle East. We are delighted to be working with the developers, the **Al Safer Group of Companies**. We are confident that the Marque Hotel, Fujairah will be well received within the region and capitalise upon the forecasted growth of the UAE tourism industry. We also have a number of other projects in the pipeline and plan to have at least five hotels and resorts signed in the region within the next two years."

The youngest of the UAE's seven emirates, Fujairah is strategically located on the Arabian Sea, with a spectacular geographical setting against the Hajar Mountains and its unique cultural balance between the modern and the traditional is ideally placed to answer the demands of discerning tourists in future years.

Major UAE real estate developer and retailer, **Al Safer Group of Companies LLC** will incorporate the **Marque Hotel, Fujairah** into a new distinctive shopping complex in Al Sharia which is well located at the fringe of the CBD of Fujairah, adjacent to the beach and a short distance to the Port. The 4-story hotel will sit above the complex and will boast 217 rooms, a 160 capacity restaurant, a coffee shop, function rooms, a bar, extensive leisure facilities, an infinity pool on the roof-top deck and undercover parking.

Fujairah, up to now largely undiscovered, makes a good base for exploring the eastern coastline of the UAE: the other Emirates, like Dubai and Abu Dhabi are located within the Arabian Gulf on the west coast and are largely covered by desert. Fujairah is regarded as the prettiest part of the country with mountain scenery, wadis (dried river beds) and mile upon mile of undulating sand dunes offering visitors unique experiences such as bird-watching tours, off-road safaris and the UAE's best dive sites. The region boasts a museum showcasing archaeological and ethnographic displays, a spooky old town and a 300 year old fort. Bithna, 12km north-west of Fujairah, has several archaeological sites, including the Long Chambered Tomb, thought to have been a communal burial place, and an impressive fort.

As one of the great winter destinations of the new millennium, the government is actively promoting the ongoing development of Fujairah as a tourist destination. The World Travel and Tourism Council, in its long-term forecast for the UAE travel and tourism sector potentials, anticipates an economic growth of 7.2% or US\$5 billion per annum to the year 2015. To benefit from this predicted growth, the Fujairah tourism industry will spend approximately US\$1 billion on infrastructure, marketing and business development over the next five years. Despite the city's growth, Fujairah has retained its unique beauty, exotic mysticism and rich cultural heritage, which have earned it the enviable reputation as the "Jewel of Arabia".

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More...

LEVEL 8, 36 CARRINGTON STREET, SYDNEY, NSW 2000
TELEPHONE: (+61 2) 9251 4722 FAX: (+61 2) 9251 2890 WWW.MARQUEHOTELS.COM
ABN 52 120 744 247 Marque Hotels International Pty Ltd

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Rendezvous Hotels International Pte Ltd is part of the Singapore listed company, The Straits Trading Company Limited. The Rendezvous Hotels & Resorts International group operates a total of 18 hotels existing or under construction in the Asia-Pacific region:

- *Rendezvous Observation City Hotel, Perth*
- *Rendezvous Sanctuary Resort, Cable Beach, Broome*
- *Rendezvous Allegra Hotel, Adelaide*
- *Rendezvous Hotel, Melbourne*
- *Rendezvous Stafford Hotel, Sydney*
- *Rendezvous Hotel, Brisbane*
- *Rendezvous Reef Resort, Port Douglas*
- *Rendezvous Hotel, Singapore*
- *Rendezvous Merry Hotel, Shanghai*
- *Rendezvous Hotel, Auckland*
- *Rendezvous Hotel, Christchurch (opening 2008)*
- *Rendezvous Hotel, Kuala Lumpur (opening 2009)*
- *The Marque Hotel, Brisbane*
- *The Marque Hotel, Sydney*
- *The Marque Hotel, Canberra*
- *The Marque Hotel, Melbourne*
- *The Marque Hotel, Guilin (opening 2008)*
- *The Marque Hotel, Fujairah (opening 2008)*

For all Media inquiries and hi-res images contact Davidson Communications.

Caroline Davidson,
P (02) 9907 0020
F (02) 9948 6005
M 0418 290 163

caroline@davcomm.com.au

OR

Michelle Burke
P (02) 9907 8802
M 0418 611 222

michelle@davcomm.com.au

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