

## WITH THE ADDITION OF MEETING POINT BAHRAIN, THE GLOBAL DMC PLANTS YET ANOTHER FLAG IN THE ARABIAN GULF

*The growing & leading DMC company has opened up shop in the oil-rich nation of Bahrain. This increasingly popular destination is part of the company's long-term expansion & consolidation strategy in the Gulf & Middle East.*

Munich, Germany – Meeting Point International is officially open for business in the Kingdom of Bahrain. The growing DMC company has given birth to its newest business operation Meeting Point Bahrain with the tutelage of its already impressive Meeting Point Emirates operation.

“We want Meeting Point Bahrain to be our next success story in the Gulf,” said David Loiseau, CEO of Meeting Point Emirates. The man chosen to lay the groundwork for this new business entity. “We plan on bringing our proven DMC model and business know-how to this exciting destination.”

Bahrain is an increasingly growing tourism market. The oil-rich archipelago has ambitious aims to further jumpstart its tourism sector. Bahrain received 12 million tourists in 2018, and is expected to receive 14.6 million in 2022, according to the Bahrain Tourism & Exhibition Authority (BTEA). According to Albawaba news, the archipelago is widely believed to have the ingredients necessary to meet this forecast based on its hospitality sector. Bahrain has a growing demand for 3 to 5 star hotels, and was also one of just two positive revenue per average room (RevPAR) stories in the region, according to Hotelier Middle East. Other markets in the region recorded a drop in their RevPAR for the first half of 2019.

“Bahrain is a destination that is offering comparable experiences to more mature tourism markets in the Gulf,” said Loiseau. “We believe that it will not be difficult for us to introduce this destination to visitors from our current source markets and to be pioneers in bringing All-inclusive hotel offers in the Kingdom.”

Its world-class hotels, historical sites, the F1 Bahrain Grand prix, plethora of sea based activities, growing dining scene, and diverse entertainment offerings are precisely why visitors are increasingly considering Bahrain as a destination when considering the Gulf.

“The Gulf has become a very sophisticated and competitive tourism market with several worthwhile destinations,” said Khaled Jouni, CEO of Meeting Point International. “As a leading DMC in the region we need to have a strong presence in important destinations. Bahrain has become one of these places. We cannot ignore it.”

As more demand grows from Europe, Asia and elsewhere for specific Middle East destinations, Meeting Point International is likely to be among the first to find out. More destination offices are thus likely to be introduced in the area by this reputable DMC. For now though, Meeting Point International is setting its scopes on areas where it is familiar with and is sure of demand.

“We hope to further expand our services all across the region, as well as solidify our presence in the markets where we already operate,” said Roula Jouny, chairwoman of Meeting Point International and Chief Content Officer, for its parent company the Munich-based FTI Group. “As a Bahraini citizen I am excited to show people this wonderful country, and in the process help it achieve a better standing in the world of tourism.”

### **About Meeting Point International**

Founded by Roula Jouny in 2009, Meeting Point International is a Destination Management Company that currently operates with more than 4,000 employees in 21 countries and over 40 touristic destinations. Part of Meeting Point International is also YouTravel, a bedbank that primarily focuses on supplying OTA’s and accommodation providers. Meeting Point Hotels is the company’s hotel management subsidiary and is made up of a portfolio of five brands comprising more than 70 properties with more than 14,000 rooms, in 11 countries and 4 continents. The company’s portfolio includes LABRANDA Hotels & Resorts with its five sub brands that include select, comfort, balance, family star and city, Design Plus Hotels, Kairaba Hotels & Resorts, Club Sei and Lemon & Soul hotels. Meeting Point International is part of the Munich-based FTI Group, the fourth largest tour operator in Europe.

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