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**Press Release**

**Dubai Tourism bags 'Receptionist of the Year' award at the AICR International Receptionist of the Year 2014 Competition**

**Dubai, UAE, February 12, 2014:** Dubai’s Department of Tourism and Commerce Marketing (DTCM) recently participated at the world renowned AICR David Campbell Trophy Receptionist of the Year held in Hamburg, Germany this year.

Tarryn Adams, a front desk receptionist at the Raffles Dubai hotel secured third place at the AICR competition amongst the best receptionist from across the world. This follows her success in winning the first place position at the annual receptionist competition conducted by Dubai Tourism last October.

The event was attended by Ibrahim Yaqoot, Executive Director, Corporate Support from DTCMalong with Fabian Schmittmann, President of the AICR Dubai and Director of the Front Office at the Millennium Airport Hotel in Dubai.

**Ibrahim Yaqoot, Executive Director, Corporate Support** **at DTCM said**: “We are honoured to have been recognized on a global scale in terms of service in the hospitality industry. Our participation in this competition for the past 7 years shows our growth and focus in our quality of service and the hospitality division in Dubai to our customers and guests in the luxury hotel industry.”

**Tarryn Adams, front desk receptionist at Raffles Dubai commented**: “It was an honor to represent Dubai and Raffles Dubai at the AICR International Receptionist of the Year Presidium 2014 awards held in Hamburg, Germany. The journey leading up to this event was both knowledgeable and an experience I will never forget.

With the constant support of the AICR Dubai Committee and the management at Raffles Dubai, I was able to place number 1 in Dubai and amongst the top 3 in the world. I am proud of this achievement as it shows that Dubai is a melting pot of talent and the standards we have here are amongst the best in the world.”

DTCM will continue to participate at the AICR Receptionist of the Year competition in the coming years as this reflects the importance of having satisfied customers, good hotel management and provide stellar hotel services,” he added.

This years’ event saw 45 countries participate in the AICR competition including France, Germany, the United Kingdom, Austria, China, Hong Kong and Singapore.

**Photo captions:**

Image 1 – Fabian Schmittmann, Tarryn Adams, Ibrahim Yaqoot, Krystel Irani, Darin Davies

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***About Dubai’s Department of Tourism and Commerce Marketing (DTCM)***

With the ultimate vision of positioning Dubai as the world’s leading tourism destination and commercial hub, Dubai’s Department of Tourism and Commerce Marketing’s (DTCM) mission is to increase the awareness of Dubai to global audiences and to attract tourists and inward investment into the Emirate.

DTCM is the principal authority for the planning, supervision, development and marketing of Dubai’s tourism sector; markets and promotes the Emirate’s commerce sector; and is responsible for the licencing and classification of all tourism services, including hotels, tour operators and travel agents. Brands and departments within the DTCM portfolio include Dubai Convention and Events Bureau, Dubai Calendar, and Dubai Festivals and Retail Establishment (formerly known as Dubai Events and Promotions Establishment). In addition to its headquarters in Dubai, DTCM operates 20 offices worldwide.

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