

MEDIA INFORMATION**Date: February 2008****ARORA INTERNATIONAL HOTELS SPONSOR BRITISH TOURISM WEEK**

Arora International Hotels has been named as the British Tourism Week's only private sponsor. The event, which runs from 10th to 17th March, aims to highlight the contribution made by businesses large and small, public and commercial to Britain's £85 billion visitor economy and galvanises the commitment of organisations and individuals to further improve and develop the industry.

Commenting upon Arora International's support of British Tourism Week, chairman, Surinder Arora said: "I am thrilled that we have been given the opportunity to support British Tourism Week. The build-up to the 2012 Games is beginning to gather pace and this an exciting time for our industry, with many large projects taking shape. The opening of our very own Sofitel London Heathrow this Summer at the new Terminal 5 is just such one example of the UK Hospitality and tourism industries demonstrating that we can compete with the best in providing world-class facilities, service and standards."

Bob Cotton, chief executive of the British Hospitality Association said: "Arora International Hotels are one of the great success stories of the British hospitality industry. The Sofitel London Heathrow is located at the most important UK hub and it will offer visitors a very favourable first and last impression of the UK. Its meetings and events facilities will attract the type of international business that is vital for Britain. As the only private sponsor of British Tourism Week they have clearly demonstrated their commitment to hospitality and tourism in the UK."

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Editor's notes:

About Arora International Hotels

One of the UK's fastest growing privately-owned hotel companies, Arora International Hotels has made a name for itself through the design, construction and operation of luxury hotels, with exceptional levels of hospitality. Current locations include the Arora International-Heathrow, Arora Park-Heathrow, Arora International-Gatwick/Crawley, Arora International-Manchester (located in the city centre), the Sofitel London Gatwick (directly connected to the North Terminal at Gatwick airport) and the 605-bedroom flagship Sofitel London Heathrow at Terminal 5 (opening Summer 2008). Both Sofitel's operate under a franchise agreement with Accor Hotels & Resorts.

At the Brit Oval, Arora is currently working in partnership with Surrey County Cricket Club on the development of a 170-bed luxury hotel, which is planned to open in 2010. Each of its hotels is Investors In People accredited. The company also has interests in the internationally renowned Wentworth Club and recently purchased Wycombe Airpark, Buckinghamshire – a private airfield and base of the British Airways Flying Club.

The Arora Family Trust owns the Airport Hotels Unit Trust, a fund comprising a portfolio of nine branded hotels located in and around key airports in the UK.

For further information visit: www.arorainternational.com

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