

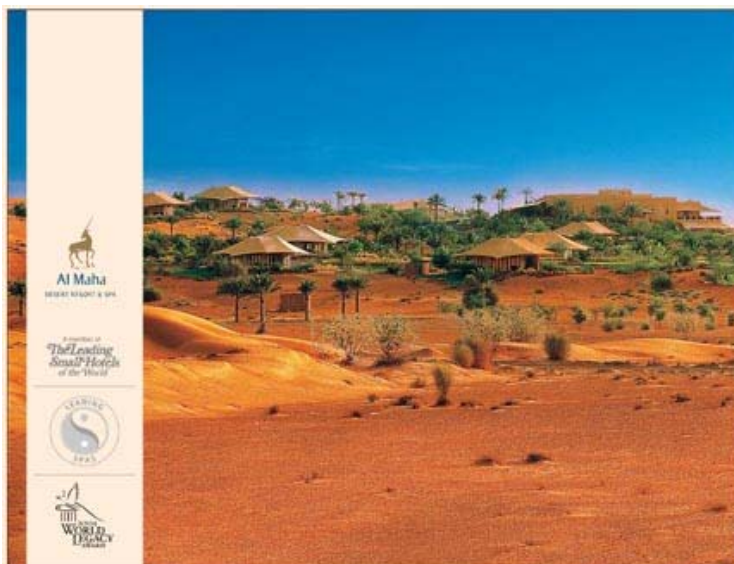
# Al Maha recreates film fantasy in über luxury trip: Around the World in 80 Days



Released on: March 6, 2008, 8:04 am

Press Release Author: [Emirates](#)

Industry: [Entertainment](#)



**Press Release Summary:** Emirates announce the Al Maha Desert Resort & Spa is to be involved with The Leading Hotels of the World Ltd's creation of an extraordinary journey around the globe in aid of the Elton John Academy Awards charity auction

**Press Release Body:**

**Emirates** has announced that the **Al Maha Desert Resort & Spa**, is to be included in an homage created by **The Leading Hotels of the World Ltd** to the award-winning classic film 'Around the World in 80 days'. **The Al Maha Desert Resort & Spa** is to help to recreate some of the adventure, romance, and excitement from the film, for travellers on the **Dubai leg of the journey**. **The Al Maha** initiative is part of a worldwide campaign to mark 80 years of the **Academy Awards**, coinciding with the 80th anniversary of **The Leading Hotels of the World Ltd**.

**The Leading Hotels of the World Ltd** is the prestigious luxury hospitality organisation which represents 450 of the world's finest hotels, resorts and spas, and includes [Al Maha Desert Resort & Spa](#), a 42-suite luxurious cameo hideaway and recipient of numerous prestigious awards.

Celebrating eight decades of international hospitality excellence, **The Leading Hotels of the World** is paying homage to the epic film, **'Around the World in 80 days'**, by creating an extraordinary journey around the globe which was given away as part of a charity auction. The 28-day odyssey for one lucky, couple will retrace the steps of **Phileas Fogg**, the original protagonist from the original film, previously played by legendary actor **David Niven**.

Beginning with London, the winning couple are set to embark on an once-in-a-lifetime journey, circling the globe with stopovers in 12 of the world's most exciting cities, taking in many legendary locations and historic sites. In Dubai, the couple will relive the history and heritage of the region, experiencing the unique, ageless desert settings and wildlife conserved at **Al Maha**. The traditional Bedouin-styled encampment of **Al Maha** forms the backdrop for this romantic and private experience of luxury within the Arabian desert.

The worldwide tour was the highlight of an auction to benefit the **Elton John AIDS Foundation**, which took place during the **Foundation's 16th annual Academy Awards** viewing party. The auctioneer for this stellar gathering was none other than **David Niven's son: Jamie Niven**. To expand the pool of potential bidders beyond this exclusive, major international event coinciding with the Academy Awards, absentee bids were accepted before the party.

**Al Maha** – which is the Arabic for oryx, a desert antelope and currently a highly endangered species – is a secluded sanctuary that embraces heritage, culture, and desert habitat conservation for Dubai and the region. The exclusive resort combines the best of nature with the very best in man-made comfort and luxury.

**Tony Williams, Vice President, [Emirates Hotels & Resorts](#)** said: *"We are honoured to be part of this major global event, as it not only highlights that **'Golden Age'** of exciting luxury travel and films, but also marries it to a social initiative and makes a valuable contribution to the ongoing efforts of the **Elton John AIDS Foundation**."*

He continued, "**Al Maha** has certainly been successful in establishing itself as one of the world's leading [luxury resorts](#) and I am confident that the winning couple's time in Dubai cannot be better spent; combining experiences of adventure, romance, privacy and elegance."

The Presidential Suite at **Al Maha**, which will play home to the winners during the Dubai leg of this epic journey, is guaranteed to surpass all expectations, with its décor of antiques and handcrafted furnishings that echo Bedouin interiors; spacious rooms, a large, temperature-controlled private swimming pool, and panoramic views over the surrounding desert and Hajar Mountains.

**Al Maha Desert Resort & Spa** is the showcase conservation-based property of **Emirates Hotels & Resorts**, the premier hospitality management division of **Dubai-based Emirates Airline**. The division manages a portfolio of award-winning luxury conservation resorts and spas, as well as a city-based [luxury Dubai hotel](#) and a fully-luxury serviced apartment complex.

**Web Site:** <http://www.emirateshotelsresorts.com/>

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