



BA's Roy flies into Riyadh



Colin Roy

British Airways has announced the appointment of Colin Roy as British Airways Manager for the Central Province of Saudi Arabia. He will be responsible for British Airways activities in the region, ensuring that the highest levels of customer service standards are provided to all passengers whilst continuing to build upon the high level of support from the local Travel Agency community. The appointment will take effect immediately.

Colin has been with British Airways for over 7 years. The considerable experience he brings to this area has been gained in assignments in UK Sales as National Business Analyst and more recently in New York where Colin was Regional Business Manager responsible for the performance of British Airways Leisure Sales and Marketing activities

"This is a very challenging time to be involved with air travel in the region. British Airways is making a powerful commitment to investment to provide the high quality of products and services that the Middle East customers has come to expect of us", commented Colin.

British Airways was the first to bring the Boeing 777 to the Middle East and operates 26 flights in and out of three destinations in the Kingdom every week. Worldwide British Airways operates 310 aircraft and carries 38 million passengers a year to 498 destinations in 97 countries.

Inter-Continental Hotel announces British Festival

The Riyadh Inter-Continental has announced plans to hold a British Food Festival in June of this year. His Excellency the British Ambassador will open the Festival which will run from June 6th to 18th and is timed to coincide with the Queen's Birthday celebrations on 9th June. During the Festival there will be a showcase of British Products and services over the two week period.

Throughout the Festival the Pavilion will hold special dinners each night as well as offering a selected dinner menu at lunchtime. The Addiwan T Lounge will also serve special afternoon teas between 3:30 pm and 5:30 pm each day.

Additionally there will be a Grand Prize Draw for all diners with fabulous prizes to be had. To encourage diners to visit the exhibitors, the more showcases they visit the more raffle entries they will obtain.

The hotel will be promoting the Festival in the local media via advertising and PR, through the production of posters and fliers and through the hotels' other corporate communication material. Companies selling British products or services are invited to participate through sponsoring the event and /or donating prizes for the Grand Prize Draw. Sponsors will obtain exposure in all promotional material plus get the opportunity to display their products or services at the hotel during the 2 week Festival.

The hotel also launched new theme nights in the Pavilion Restaurant on April 25th with a new addition of 'Beefeaters' - a British Theme night, which will be held every Saturday night.

Anyone interested in participating in the Festival should contact James Sullivan-Tailyour, Director of Sales & Marketing at the Riyadh Inter-Continental on 465 5000 ext 4519 or fax 4053697.

The British Food Festival is part of a programme of festivals throughout the year which also includes a Dutch Promotion in April, a Mexican Festival in September and an Indonesian Food Fest in November.

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