



# Elaf Group receives Hajj Excellence Award

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*The award was received by Ahmed Hajar, Vice President of Elaf Hotels*

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Elaf Group has received the Hajj Excellence Award from Hajj People Ltd., the organization that organises the WHUC (World Hajj & Ummrah Conference) in UK, in recognition of the high quality services provided at the group's 3 and 4 star hotels during last year's hajj season. The award was received by Ahmed Hajar, Vice President of Elaf Hotels. The group has been committed to constantly setting new benchmarks with regard to the strategic services it offers to pilgrims who perform their annual pilgrimage in Makkah. The Elaf team also actively participates in key discussions that aim to address and analyze issues and trends concerning the Hajj and Ummrah travel segment and the solutions being suggested by the Ministry of Hajj.

Ziyad Bin Mahfouz, President of Elaf Group, said, "We are pleased that our genuine efforts to provide the best quality services to people undertaking their annual Hajj and Ummrah pilgrimage have been recognised by the World Hajj & Ummrah Convention. The award drives us to strive harder to maintain the high service standards we have established and we look forward to setting new benchmarks in the services we offer."

Elaf Group has reaffirmed its commitment towards the continuing efforts of the Ministry of Hajj to provide more world-class, high quality services for pilgrims, in addition to its efforts to follow the wise and able leadership of the Custodian of the Two Holy Mosques, King Abdullah Bin Abdulaziz

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