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Creating unique tourism experiences

Countries across the Middle East and North Africa region and the UAE have embarked on a path of tourism development to boost capacity, improve infrastructures and grow tourist numbers and revenues. By 2020, the region is expected to add new airports and hotels and grow visitor numbers. **TRAVTALK** speaks to some industry players.

 **SUSMITA GHOSH**

Abu Dhabi Tourism & Culture Authority (TCA Abu Dhabi) has unveiled a hotel-industry led initiative to support and bol-

ster growth of the emirate's expanding tourism industry.

"The introduction of an overarching hotel committee is an opportunity for us to align our mutual strategies through

our inclusive industry approach which has already delivered significant achievements over the past two years," says **Sultan Al Dhaheri**, Acting Executive Director - Tourism, TCA Abu Dhabi.

"This group will address the challenges we face in delivering visitor growth to the destination, and identify opportunities which will benefit the hotel sector. We have also introduced a new quar-

terly survey to reflect the views and input of non-member hotels which are also crucial to the success of this group, covering a diverse range of issues related to the hotel sector," says Al Dhaheri.

Against the backdrop of Morocco's plans to attract 20 million visitors per annum by 2022, Mazagan Beach and Golf Resort is sparing no

Contd. on page 2 ►

South India Travel Awards

Top overseas award for Praveen Shetty



The Tourism Ambassador award was given to Praveen Shetty, Chairman & Managing Director, Fortune Group of Hotels from Ganta Srinivasa Rao, Minister of Human Resource Development, Government of Andhra Pradesh, Neerabh K Prasad, Principal Secretary Tourism, Government of Andhra Pradesh, Sindura Kaviti, Ms Vizag 2013 and Sanjeet, Director, DDP Group

Indian tourism celebrated the achievements of those behind the travel and tourism industry at the second edition of South India Travel Awards, held on April 16, 2015 at Novotel Visakhapatnam Varun Beach. The awards were graced by **Ganta Srinivasa Rao**, Human Resources Development Minister of Andhra Pradesh, & **Neerabh K Prasad**, Principal Secretary-Tourism, Andhra Pradesh, along with a list of distinguished personalities who came together, to acknowledge the contributions of the best in the travel and tourism industry

in South India. The awards were presented to achievers from different segments of the industry which included aviation, domestic and international tourism boards, hotels and resorts, travel agents, tour operators and technology.

Praveen Shetty, Chairman, Fortune Group of Hotels, UAE won the Tourism Ambassador- Overseas award. He was presented with Maya for acknowledging his company's efforts to promote the South Indian culture in the Middle East.



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Exploring new destinations in Middle East

► Contd. from page 1

efforts to support the growth of tourism in Morocco.

According to official figures released by HE Lahcen Haddad, Tourism Minister, Morocco, the Kingdom welcomed 10.2 million tourists in 2014, an increase of 2.4 per cent over 2013 figures. This is the result of a well thought-out strategy led by Morocco's tourism organisations that host unique celebrations and offer packages year round, according to **Stephan Killinger**, a global tourism expert and President, Mazagan Beach and Golf Resort.

"Spring is the ideal season to visit Morocco. The soothing climate and the warm hospitality of Moroccans as well as the high standards of services and top quality attractions are what entice tourists from the region and across the globe. The majority of tourists who visited Mazagan were very satisfied with their visit and keen to enjoy further value additions introduced by the resort," Killinger adds.

Lebanon is banking on regional demand for reviving tourism sector. Middle Eastern travellers returning to Lebanon with tourism receipts set to rise by 7.9 per cent to



Sultan Al Dhaheri
Executive Director - Tourism
TCA Abu Dhabi

The introduction of an overarching hotel committee is an opportunity for us to align our mutual strategies through our inclusive industry approach

reach US\$6.4 billion in 2015. Lebanon's tourism industry is showing early signs of improvement in 2015, and with Colliers International forecasting a hotel occupancy figure of up to 49 per cent for Beirut hotels, the country will be promoting its tourism message at this year's Arabian Travel Market (ATM) 2015.

Tourist arrivals increased for the ninth month in a row in February 2015, up



Stephan Killinger
Global tourism expert and
President, Mazagan Beach and Golf
Resort

Most tourists who visited Mazagan were satisfied with their visit and keen to enjoy further value additions introduced by the resort

year-on-year by 20.5 per cent (175, 859 visitors) in the first two months of the year. Visitors from the Gulf countries registered a strong increase with double-digit growth from Qatar, Saudi Arabia and the UAE as well as Egypt and Iran.

"Colliers reports an uptick across the board in January and February, from airport arrivals and average rate to hotel room occupancy.



Nadege Noblet
Exhibition Manager
Arabian Travel Market

Lebanon has long been a favoured long weekend destination for GCC residents, and the added resurgence has created new demand

Lebanon has long been a favoured long weekend destination for GCC residents, and the added resurgence in Egyptian, and particularly, Iraqi tourists, in recent months, has created new demand," says **Nadege Noblet**, Exhibition Manager, Arabian Travel Market, which takes place in Dubai on May 4-7, 2015.

"Lebanon's diverse tourism product encompasses the stylish capital of Beirut



Yamina Aoucher
Director - Tourism Licensing and
Standards, ATDD

As part of the general directives the ATDD pays high attention to any feedback or suggestions it receives from customers

with its chic cosmopolitan ambience and reputation for luxury retail, through to trendy beach locations, stunning natural beauty and mountain ranges, ancient cities and architectural heritage. This is a solid foundation on which to rebuilt interest and drive inbound arrivals," says Noblet.

"In April 2014, Lebanon's Ministry of Tourism launched its 'Live, Love, Lebanon' campaign, and this

was a clear indicator of the government's commitment to reviving the country's tourism prospects as a major economic driver," she adds.

Ajman Tourism Development Department (ATDD), has met with Ajman Public Transport Corporation, APTC, to discuss ways to improve tourism transport operations in the emirate. Opening the meeting, **Yamina Aoucher**, Director-Tourism Licensing and Standards, ATDD says that as part of the general directives from **Sheikh Abdulaziz bin Humaid Al Nuaimi**, Chairman, ATDD, the Department, "pays high attention to any feedback or suggestions it receives from customers and partners. ATDD then studies the suggestions and try to provide adequate response according to an approved mechanism," she added.

Tourism transportation is part of the second stage of the ATDD project on classification of tourism sectors, which also included travel agencies and tourist restaurants. The first stage of the project, Ajman Hotel, was named the Best Tourism Project in the Middle East and North Africa as part of MENA Travel Awards 2014. It was also named the best government project in Ajman. 🇦🇪

River cruise: A popular vacation choice

Avalon Waterways, a part of the Globus family of brands, is working towards making river cruise a popular vacation choice among serious travellers. In 2015 sailing season, Avalon provides cruisers the opportunity to sail on one of 10 new Suite Ships in Europe.



TT BUREAU

Modern day cruisers are looking for new in-depth experiences and river cruising is the most inspired way to travel around the world. Due to its ability to allow travellers to explore from the heart of the destination while cruising along the rivers, this genre is fanning the imagination of the serious traveller. With rooms designed to let the outside in, thanks to wall-to-wall, floor-to-ceiling windows that open seven-feet wide, an average stateroom size of 200-square-feet and fewer passengers

than the standard river cruise ship.

"We're just built differently," explains **Patrick Clark**, managing director of Avalon Waterways. "Our smallest room fleet-wide is 172-square-feet. That's a very important differentiator when you consider others in the industry have rooms as small as 135-square-feet."

Panorama Suite offers cruisers a chance to see the river's changing landscapes from the comfort of their bed, the only bed in the industry that face the windows. This 'suite'



Varesh Chopra
Regional Director - Globus Family of
brands, South Asia & Middle East

experience provided by Avalon gives travellers two full decks of 200- and 300-square-foot staterooms, each with their own Open-Air Balcony. Furthermore, with Avalon Choice, for every meal, cruis-

ers have the ability to choose from a multitude of dining experiences throughout each day, from special culinary events to a la carte dining – and multiple venues on board and off. Local, on-ship entertainers give guests the opportunity to gain a full appreciation of each region and culture. Off ship, travellers are invited to experience the world's 'Local Favourites,' those under-the-radar scenes and stories that provide travellers memorable local connections.

"River Cruise offers an unparalleled experience when compared to any other way of

travelling, including Ocean Cruising. Cruising along the waterways weaves together the history and charm of quaint villages and towns is already the most scenic way to enjoy the destination. We are taking this experiential style of travelling to another level with our new innovations in 2015," informs **Varesh Chopra**, Regional Director – Globus Family of brands, South Asia & Middle East.

Avalon Waterways had announced the introduction of 'Avalon Waterways Specialist Program'. The Specialist Program consists of six mod-

ules which the agents can access online and learn more about River Cruising and Avalon Waterways. Upon successful completion, the agents will qualify for a host of perks and benefits, including special promotional discounts and opportunity to travel.

"For agencies, eager at exploring newer styles to travel around Europe and the world, the tools and information imparted in this program will provide our trade partners with the requisite expertise to sell this way of travelling among their clients," concludes Chopra. 🇦🇪



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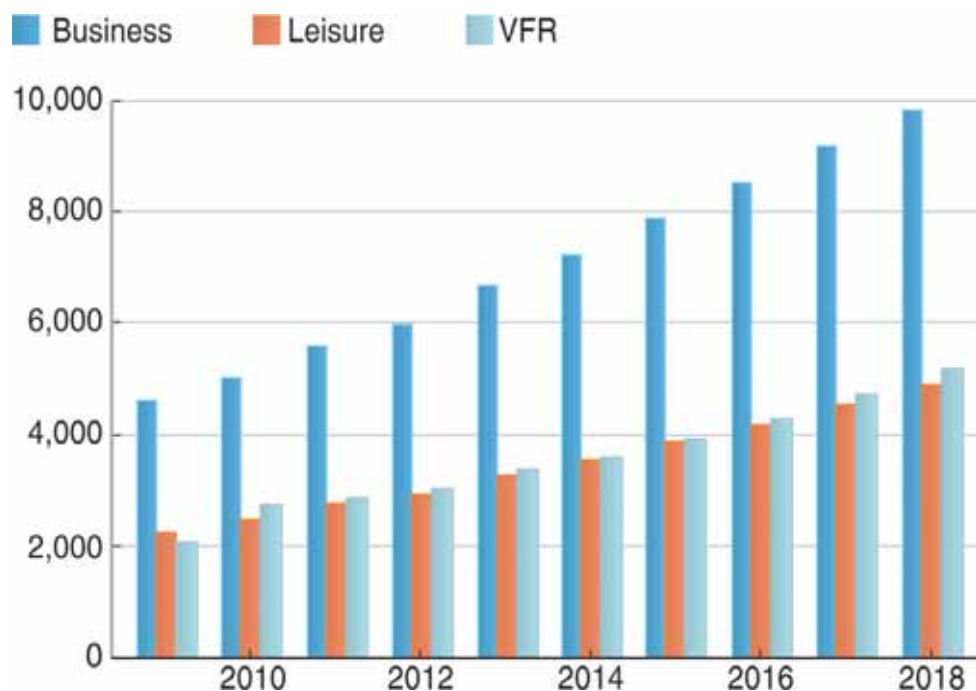
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MICE tourism strengthens India-Gulf ties

Indians are travelling in a big way to the UAE, further strengthening the trade ties between the countries. TRAVTALK brings you statistics from excerpts of a report titled 'Insights on the India Tourism Market' by Canadean Travel & Tourism Intelligence Centre.

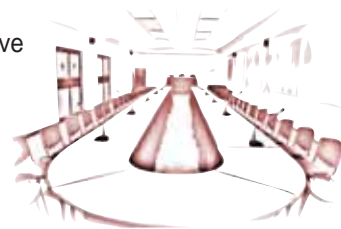
Destination Focus United Arab Emirates

► India Departures, Purpose of Travel (in 000's)



Trade links between India and UAE increases MICE tourism

India's ties with Gulf states have remained strong since the oil boom in the 1970s as Indian visitors have evolved from low cost migrant workers to serious business partners with their Emirati colleagues. According to the Indian Ministry of Commerce and Trade, UAE was the number one trading partner in the fiscal year 2013–2014. The Gulf Cooperation Council (GCC) as an economic bloc is India's leading trade partner, ahead of both the European Union and North America. Moreover, with business travel accounting for 50% of all outbound departures, and growing to 7.2 million in 2014, an increase of over 8.4% on 2013 figures, this is a major demographic market. Prime Minister Modi is expected to tour the GCC states within the next 12 months and TTIC expects MICE tourism to continue to prosper, reaching over 10 million by 2019.

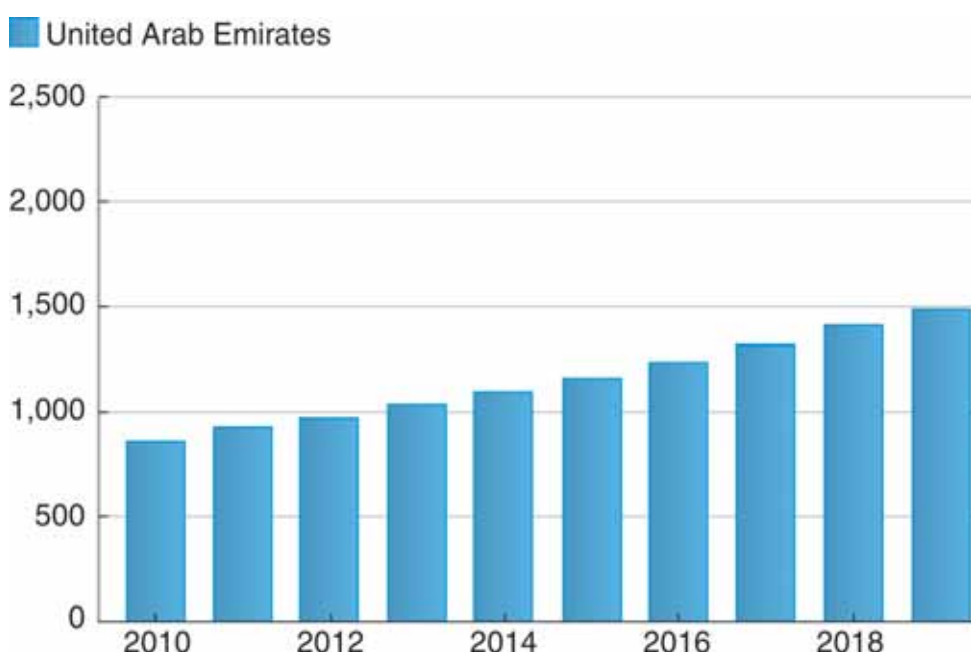


More flight routes between UAE and India bolsters tourism

There are over 475 flights per week between various destinations in India and UAE, shared by Emirates, Etihad, Air Arabia, Kingfisher, Jet Airways, Air India, and Air India Express. Of these, three UAE national airlines (Emirates, Etihad, and Air Arabia) operate over 300 flights per week, which represents approximately 64% of total flights operated in this sector. India and UAE also have an Air Services Agreement (ASA), which allows both countries to designate any number of airlines for mutually agreed operational services.



► India Outbound Departures (in 000's)



Source: TTIC Analysis



Publisher : Sanjeet
Director : Sumera Bahl
Chief Editor : Deepa Sethi
Editor (ME) : Susmita Ghosh
Asst. Desk Editor : Shivani Kaul
Design : Nityanand Misra
Business Development Manager : Cristina De Guzman
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Sales & Admin Assistant : Eric Gomez
Circulation Manager : Ashok Rana
Manager Production : Anil Kharbanda

is published
by Sanjeet on behalf of
**Durga Das Publications
Private Limited**

Printed at
System Graphics India Pvt. Ltd.
A-1, Naraina Industrial Area,
Phase-I, New Delhi - 28 India

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Qatar Airways increases frequency to 10 destinations

■ Qatar Airways has increased frequency of its weekly flights to 10 of its most popular destinations throughout the Middle East and Europe. The airline, which currently flies to 146 destinations around the globe, will implement the frequency increases over the next few months for a mix of business and leisure destinations. Commencing May 16, 2015, the airline will permanently increase weekly frequencies to seven destinations within its network. These include Ta'if, Saudi Arabia; Basra, Iraq; Najaf, Iraq; Gassim, Saudi Arabia; Ankara, Turkey; Zagreb, Croatia and Athens, Greece. The airline will also increase the weekly frequency of flights to an additional three destinations during the peak summer period, to meet the increase in demand over the holiday season: Alexandria, Egypt; Salalah, Oman and Larnaca, Cyprus.

Sharjah flexes its tourism muscles

In a bid to showcase its tourism potential, Sharjah Commerce and Tourism Development Authority (SCTDA) recently participated in Riyadh Travel Fair 2015. The department also met with participants representing important tourist destinations, and travel and hospitality companies in the region.

TT BUREAU

SCTDA's participation in the event is aimed at strengthening the position of Sharjah as a preferred tourist destination for visitors from Saudi Arabia, which is currently a major target market for the Emirate's tourism sector. The SCTDA is also seeking to promote Sharjah's tourism products through direct communication with partners in the Saudi market.

The event offered an opportunity to draw attention to the prominent events being hosted by SCTDA to celebrate Sharjah's recognition as Arab Tourism Capital for 2015. The Sharjah pavilion at the exhibition showcased leading tourism projects in the Emirate, highlighting the major events



and festivals organised by SCTDA every year.

SCTDA participation in Riyadh Travel Fair 2015 included a number of meetings with specialists from the Saudi tourism sector as well as representatives from the

Gulf and regional destinations. During the event, SCTDA aimed to widen the horizons for joint cooperation and attract more tourism opportunities from the Gulf market, apart from exchanging experiences in tourism and economic fields.

According to SCTDA, hotels in Sharjah had recently reported full occupancy driven by a massive influx of tourist from the Gulf Cooperation Council (GCC) markets, particularly families from the Saudi Arabia. The number of hotel guests from Saudi

Arabia during the months of January and February this year stood at 42,150 compared with 37,941 during the same period in 2014.

Riyadh Travel Fair is the largest exhibition for the travel and tourism in Saudi Arabia. The event, in its seventh year, has attracted about 3,500 exhibitors from tourism and commercial sectors in the Gulf and Arab region. The exhibition annually attracts more than 20,000 visitors

Living up to the honour

◆ Sharjah had recently reported full occupancy driven by a massive influx of tourist from the Gulf Cooperation Council (GCC) markets, particularly families from the Saudi Arabia

'Hotel of the Year 2014-MENA'



Louvre Hotels Group in Paris has announced Golden Tulip Al Barsha Hotel as the winner of "Hotel of the Year 2014-MENA". This award is presented to the best hotel of the region based on overall quality performance, branding and guests satisfaction.

Traffic at Abu Dhabi Airport surge by 21.1% in Q1 2015

■ Abu Dhabi Airports has reported a 21.1 per cent increase in passenger traffic during the first quarter of 2015 at Abu Dhabi International Airport, as compared to Q1 2014. In the first quarter of 2015, a total of 5,521,110 passengers used Abu Dhabi International

Airport, compared with 4,560,169 passengers in Q1 2014, a record performance. Aircraft movements rose to 41,585, representing 16 per cent growth compared with 35,844 movements logged in Q1 2014. Cargo activity increased to 200,127 tonnes handled at the three terminals,

a 9.2 per cent increase when compared to Q1 2014. The published report indicated that the month of March 2015 has seen a similar 21.1 per cent increase in passenger numbers compared to March 2014, registering 1,917,939 passengers passing through the airport during the month.

Now, 'tourism game' App

Austrian National Tourist Office is the first NTO to launch a game app for travellers from the Middle East & Asia. The Tourism Board has developed the game app for the Asian market, available in different languages.

 SUSMITA GHOSH

Known as "Austria Snapshot Adventure," the app is available free of charge on App Store for Apple devices and on Google Play for Android phones and tablets. The game app will

via e-mail or text message. A new 'face mapping' technology enables the user to create a personalized avatar that has the user's real face on it," says **Klaus Ehrenbrandtner**, Regional Director Asia & Middle East for the Austrian



Klaus Ehrenbrandtner
Regional Director Asia & Middle East
Austrian National Tourist Office

exams until June 1 will enter a raffle to win electronic gadgets like an iPad Air 2, iPhone 6 Plus or Samsung Galaxy Note Edge. In addition, those who graduate until August 1 will be considered for the selection of the annual ACTS FAM trip in autumn.

In 2015, a whole range of new courses was added to the standard destination courses. The new ones feature the best tour itineraries in Austria and

they show tailor-made tours for many target groups.

"We expect further growth in 2015, so it would be the 5th record year in a row. The current exchange rate makes Austria very attractive in terms of value for money. The euro is about 20 per cent cheaper than it was in the 2014 and that will clearly reflect on rates for hotels and tours in the whole euro zone!" concluded he. In 2014, Austria welcomed more than 300,000 guests from the Middle East, the majority coming from Saudi Arabia (90,000) and the UAE (85,000).

Agents of Growth

◆ In 2015, a whole range of new Austria Certified Travel Specialist courses was added to the standard destination courses

The photos can be shared instantly with friends on Facebook, Twitter, via email or text message. A new 'face mapping' technology enables the user to create a personalised avatar that has the user's real face on it

offer many possibilities to win trips to Austria to see the featured attractions for real.

It is a short holiday break from everyday life and a fun way to send a message to loved ones. "The photos can be shared instantly with friends on Facebook, Twitter,

National Tourist Office. ACTS (Austria Certified Travel Specialist) is Austria's online destination program for travel agents. The ACTS membership needs to be renewed every year by passing the exams of the current courses. Additional benefits in 2015: All participants that pass the

StayWell expands overseas operations

■ Australian-based StayWell Hospitality Group has expanded its hotel property management portfolio in the Middle East with the signing of a Hotel Management agreement with the owner and developer of the Park Lane Tower. It will be known as Park Regis Business Bay and open for operation in 2016

This brings the Groups' management portfolio to 35 hotels across Australia, New Zealand, Singapore, Indonesia, India, The United Kingdom and the United Arab Emirates.

Simon Wan, CEO, StayWell Hospitality Group said, "The addition of the second Dubai property, joining the operational Park Regis Kris Kin Hotel Dubai, will further cement the Group's commitment to growth in the region. It's a step towards the goal of a network of 100 hotels."


"The Group is in final negotiation of two additional

hotels in the region which he hopes to announce shortly," he added. "In completion, the Park Regis Business Bay will bring the Groups' inventory count in Dubai to 594 rooms," Wan further stated.



Simon Wan
CEO
StayWell Hospitality Group

Located near the heart of Dubai in Burj District, the new hotel's facilities will include retail and dining spaces, outdoor swimming pool, gym, sauna, spa, high speed internet access, high IT infrastructure security and a fully equipped business centre. Construction for Park Regis Business Bay is due for completion late 2015.




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Oman Air targets 70 aircraft by 2020

After a successful show in 2014, Oman Air is geared up to showcase its new products, plans and services at the Arabian Travel Market 2015. TRAVALTALK speaks to Shahzad Naqvi, Country Manager- UAE, Oman Air, about how the airline will increase its fleet to 70 aircraft by 2020.

TT BUREAU

What was the impact of ATM 2014 on Oman Air and what are your expectations from ATM 2015?

Oman Air is looking forward to taking part in ATM 2015, as we have done for many years. The event is a major landmark in the travel industry's calendar and our experience in previous years, including 2014, has been very positive. It is an outstanding opportunity to build new relationships and to renew existing links. And as the premier travel event within Oman Air's home region, ATM is always very busy and very productive for us. We anticipate that ATM 2015 will be especially important for Oman Air. In Q4 of 2014, we launched our current ambitious programme of expansion. This will see us grow our fleet from 30 aircraft in September 2014 to 50 aircraft by 2018, and top 70 aircraft by 2020. In parallel, we are rolling out superb new business class and economy class interiors, including brand-new seats. Furthermore, we will be unveiling many exciting new destinations and increasing frequencies on many established routes.

We look forward to showcasing these new developments at ATM 2015, and we are sure that they will be greeted with enthusiasm by industry partners old and new.

What are the key trends and developments you feel shaping up the region's travel and tourism industry of late?

The increased flexibility of the tourism industry in Oman has seen it broaden the range of available hotels, with more mid-market rooms offered than ever before. In addition, increased frequencies and a broader range of destinations are giving customers a greater range of choices. For example, the demand for flights to, and accommodation in, Salalah during the Khareef has seen Oman Air offer more seats from Muscat in 2014 than ever

before. The majority of customers coming to Salalah to experience the cooling rains and rich, green scenery between June and September are from the Middle East, and this trend is set to continue. Within the air travel industry, customers from the region are seeing a steady and continuous improvement in the quality of service and aircraft interiors that they experience. Airlines are investing in improved seating, better inflight entertainment and

What were your new and major developments in 2014? What plan you have for new products/services/launches in 2015? Elaborate on your expansion plans and strategies?

Oman Air's current expansion programme provides many opportunities to surprise and delight our customers with new products and services. Our new long haul business class cabin offers 24

entertainment (IFE) technology has also been upgraded. The new Thales AVANT in-seat audio video on demand (AVOD) system is accessed via a neat IFE handset and offers an expanded range of movies, music, games and information. Furthermore, the huge 17-

erature pocket, life vest compartment and PC power outlet offer all the features one could wish for. A 10.6-inch/27cm IFE screen offers access to the aircraft's Thales AVANT in-seat AVOD system and its media content, which includes movies, music, games and information, and is able to support the MPEG4 format.

Meanwhile, each new Economy Class seat provides exceptional comfort and features a one-piece composite seat back structure, a high seat back pivot and articulating bottom pan, and a four-way adjustable headrest. Seat pitches reflect the length of flights each aircraft will be deployed upon, with the A330's 265 seats offering 32 inches and the 737-900ER's 171 seats offering 30 inches. The 10.6-inch seatback LCD screen offers access to the same IFE options as those enjoyed in Business Class. In addition, a USB port is mounted on the seatback screen,

In recent years, we have established excellent connections to six European destinations, namely London, Paris, Munich, Frankfurt, Milan and Zurich. These have proved extremely popular with travellers from the Middle East and Asia, as well as with European travellers for whom Oman is an increasingly in-demand destination. Building on this success, we have just announced a codeshare agreement with KLM Royal Dutch Airlines, which will enable Oman Air's customers to book with us to fly on KLM's service between Muscat and Amsterdam.

Within the Middle East region, we have also increased our capacity. We launched new services between Muscat and Sohar, and between Muscat and Duqm, last year. In addition, we operate eight daily flights from Muscat to Salalah, as well as seven daily flights between Muscat and Dubai and four flights a day between Muscat and Abu Dhabi.

In addition, we offer some extremely attractive packages to all our destinations. For example, we currently offer special weekend offers from Abu Dhabi to Muscat starting from AED 780/- per person. Premium (Business Class) holiday packages to Salalah are also available, starting from AED 3,340/- per person for two nights in a five-star hotel.

Pampering in the air

- ◆ Oman Air is rolling out superb new business class and economy class interiors, including brand-new seats
- ◆ Oman Air's new long haul business class cabin offers 24 seats, each of which converts to a 77-inch/196cm long fully lie-flat bed
- ◆ A one-piece meal table, a cocktail table, reading light and mood light make dining or working a pleasure, and a buddy seat enables passengers to dine, work, or converse face to face with a friend or colleague

In Q4 of 2014, we launched our current ambitious programme of expansion. This will see us grow our fleet from 30 aircraft in September 2014 to 50 aircraft by 2018, and top 70 aircraft by 2020



Shahzad Naqvi, Country Manager- UAE, Oman Air

higher quality inflight dining – and Oman Air is leading the way.

seats, each of which converts to a 77-inch/196cm long fully lie-flat bed. Whilst

inch/43cm personal monitor can also be used to screen

How is the Middle East passengers' graph of your airlines in 2014 if compared to 2013 and expectation in 2015?

Demand within the Middle East market for Oman Air's products and services continues to show healthy year-on-year growth. This is fuelled in part by Oman Air's sustained reputation for quality and punctuality, as well as the increased number of Middle East destinations and frequencies we offer. With the expansion of our fleet and network, we are confident that our market share will continue to grow in 2015.

How much business did you receive from the travel trade in 2014 compared to 2013? What do you expect in 2015?

Oman Air increased its revenues by four per cent in 2014, with the proportion of travel trade-derived and consumer-derived revenue remaining fairly constant. For commercial reasons, we cannot get into specific percentages, but we would expect the trend to continue in 2015.



the seats are fitted in a 2-2-2 configuration, they still provide direct aisle access for every passenger, thanks to an ingenious cabin layout. In addition, each seat includes electrically-controlled backrest/seat bottom, leg rest and seat depth features, as well as a folding armrest for easy access. A one-piece meal table, a cocktail table, reading light and mood light make dining or working a pleasure, and a buddy seat enables passengers to dine, work, or converse face to face with a friend or colleague. The inflight

the content of laptops or personal devices, and Oman Air's ALNA connectivity system enables live in-seat internet connections via the onboard wireless network, as well as mobile (GSM) telephone usage.

The business class seats on Oman Air's new short and medium haul B737s are also brand new. The backrest/seat bottom, leg rest and seat depth of each of the 12 seats in the business class cabin are electrically controlled, and a reading light, lit-

allowing customers to charge any mobile phone, and each pair of seats shares a PC power port.

The expansion of our fleet allows us to also expand our network. In December, we launched new services to Manila and Jakarta, and within the last few weeks we inaugurated new services to Goa – our 11th destination in India – and Singapore. Later this year we will also launch a new route to Dhaka, our second destination in Bangladesh.

Integrating leisure with business

Manzil Downtown Dubai offers guests the perfect blend of luxury in an intimate and cozy environment through its contemporary interiors and sophisticated designs. With its unique location in the heart of downtown -near the financial and business district-Manzil Downtown appeals to both its business and leisure travellers.



TT BUREAU

“As we are one of the few boutique properties in the UAE, we have found that the warm, Arabic inspired experience that we offer appeals to both regional and international travellers. For those in the region, looking for a ‘home away from home,’ we offer luxury within the warm surroundings of the hotel, infusing elements of design combined with elements of Arabian hospitality. For international travellers seeking an authentically local experience, Manzil Downtown Dubai fits the criteria, from the design ele-

be convenience, the importance of technology/social media, ensuring sustainable hotel practices and offering authentically local experiences. When referring to convenience, it means the location of the hotel and convenience when

accessing information in “real time.” When booking a room, if the hotel doesn’t offer all the information updated and in one platform, then this can have a negative impact on securing a booking from this guest.

Driven by the overall development strategy of the Emaar Hospitality group, this year marks the exiting announcements and developments of several new projects including, Vida Residence in Downtown, Vida Residence in

The Hills and Vida Town Square. As for Manzil, the property continues to enhance its product offering through the re-branding of outlets such as Boulevard Kitchen, Nezesausi and the launch of a new eatery, Fume. 🍷



Stefan Viard
General Manager
Vida Hotels and Resorts

We are also seeing a growth in the MICE market, and we are trying to capture a higher percentage of this growing segment

ments to Arabic inspirations in room amenities to the food and beverage offerings,” informs **Stefan Viard**, General Manager, Vida Hotels and Resorts.

The key focus in 2015 will be to continue to increase brand visibility in the region and internationally, especially as Dubai is gearing up for Expo 2020. Importantly, it’s needed continuously to enhance product offering to remain unique in the highly competitive market. “We are also seeing a growth in the MICE market, and we are trying to capture a higher percentage of this growing segment by offering a new approach to group meetings in our contemporary designed meeting rooms,” he further mentions.

With so many rising trends, it’s important to narrow down. Some of the most important approaches in the coming years will

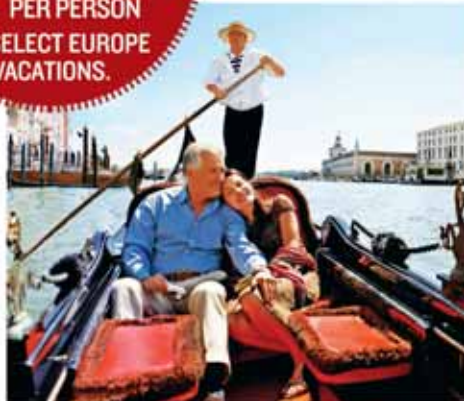


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All eyes on ME market

Park Regis Kris Kin Dubai, a brand of StayWell Hospitality Group, is exploring opportunities in the Middle East. It has been rapidly growing over the last few years and intends to have about 100 hotels in the next few years.



SAMAPTI DAS

With the help of DTCM, the Group is looking at a few business models. **Scott Butcher**, General Manager, Park Regis Kris Kin Dubai, believes that it depends on the locations but upscale hotel works more than lower scale. "But at the same time you have to appeal to all the market segments. This hotel is a flagship property under a lease arrangement," adds Scott.



Scott Butcher
General Manager
Park Regis Kris Kin Dubai

"Initially the brand was not very known, hence we had to work lots to make it known within Dubai and other parts of Asia and we have been quite successful. The hotel is now stabilised and it is in pace with its competitors, and has gained a very good reputation in the market," he further states.

Presently the Group is having hotels developed in India, two are there already and seven others are in the pipeline. One hotel is in Singapore and another in Bali and Australia and five others in New Zealand and hotels under development in Birmingham and London.

Talking about travel trade, Butcher informed that for booking they use all channels and deal with wholesalers as well as with the direct clients. "Business from DMCs is 20 per cent and the other 20 per cent comes through direct corporate activities and other contracts that we have. As we get into business more, we definitely try to engage with the travel trade more," he concludes.

StayWell Hospitality Group has been around its present format for almost seven years. It is based out of Australia headquartered in Sydney. There are three principals involved with the Group and over last seven years it has started with a small cluster of hotels in Australia and then expanded globally. 🌟

Budget hotels on the anvil

City Seasons Hotels are on track to expand the portfolio of their brand by adding budget hotels category to the existing ones. The next opening of a City Seasons Hotel is the one located at the BurJuman Mall.



SAMAPTI DAS

This new property boasts 190 rooms, a fully fledged floor for meetings and conferences and three outlets. Moreover the hotel has a pool, a gym and a dedicated business centre.

"We believe the proximity to BurJuman as well as to Bank Street will project this property high on the list of business hotels in Dubai. The opening is scheduled for summer 2015," announces **Elise Sarkis-Talji**, Group Director Marketing & Brand Development, City Seasons Hotels, Dubai. During the ATM 2015, interior pictures of the yet-to-open City Seasons BurJuman as well as plans for the upcoming Muscat property will be displayed. "We are a regional chain, looking ahead



Elise Sarkis-Talji
Group Director Marketing & Brand Development,
City Seasons Hotels, Dubai

at our further presence in the GCC and Levant markets, while strengthening image as a family friendly environment. We need to portray a great central address that offers luxurious yet affordable comfort and excellent service," she further comments.

Both Dubai as well as Muscat properties have reg-

istered 25 per cent growth when compared to 2013. While in Abu Dhabi the figure is doubled from 2013 due to the opening up of the German market. The year 2014 was an important milestone for the chain with the opening of the first five-star property in Abu Dhabi, Royal Rose Hotel. This luxurious address is unique with regards to interiors, service and elegance; guests have been comparing it with Versailles in the midst of the UAE capital.

Royal Rose has brought the name of City Seasons upward and has reinforced our position in the hospitality industry. Further projects with elegance and prestige similar to Royal Rose are now in the plans for other Arab capitals. 🌟

Al Marina signs up 2 hotels

Operating under Al Marina Hotel Management, its first property Gayathi Hotel's performance since 2012 has been an exceptional one in Al Gharbia, Abu Dhabi Western Region.



TT BUREAU

Al Marina Hotels Management is the Hotel Management division of Al Marina Investment. Presently it has three properties in Abu Dhabi Western Region and two hotel projects in pipeline by 2016 in Dubai's Palm Deira and Jumeirah Village Circle.



Mohamed Khalfan Al Hameli, Chairman, Al Marina Investments, with Faiz A. Assadi, MD, Al Marina Investments

"We, at Al Marina Investment, have signed up two hotel projects and expect more hotels under Al Marina Hotels brand in UAE and abroad," said **Faiz A. Assadi**, Managing Director, Al Marina Investments. According to the Abu Dhabi Tourism & Culture Authority, figures for the Abu Dhabi Western Region, has seen a year-on-year growth of actual guest arrivals against 2014. Foreseeing the huge demand in both business and leisure tourism segments, Al Marina Hotels have taken two hotels in two major cities of Al Gharbia: Madinat Zayed and Liwa.

It plans to open up four-star hotel in Q2/Q3 2015 in Madinat Zayed with 96 rooms, nine suites, Mediterranean themed fine-dining restaurant, fully equipped gym, massage facilities and a range of leisure activities. By the end of Q1 2016, there are plans to open hotel in Abu Dhabi's Liwa desert to promote Emirati cultural experience and a range of leisure activities. Furthermore, Al Marina Hotels will be participating in the World Halal Travel Summit & Exhibition 2015 in Abu Dhabi, which will be held in October 2015 where global halal travel

specialists will get together. The company has grown over the years since inception and has made substantial achievements with its undeterred pursuit for innovation, quality and perfection. "We have taken two hotel projects in Dubai – Palm Deira and Jumeirah Village Circle – and our vision is to continue to expand the company's frontiers through other business ventures. It will make significant contribution to the industry and highlight the traditional Arabian hospitality," said **Mohamed Khalfan Al Hameli**, Chairman, Al Marina Investments. 🌟



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'Discover Thainess' lures Arab market

To attract first-time and repeat visitors to 'Discover Thainess', Tourism Authority of Thailand Dubai and Middle East office will participate in the ATM 2015. The event will be attended by Kobkarn Wattanavrangkul, Thailand Minister of Tourism and Sports, among others.



TT BUREAU

Kobkarn Wattanavrangkul, Minister of Tourism and Sports, Thailand says, "Middle Eastern market has remained an important source market for us with an increase in total number of arrivals by 31.05 per cent in 2014. The Discover Thainess Campaign 2015 is an attempt to attract first-time and repeat visitors to explore Thailand's new destinations including the 12 hidden gems."

Thailand remains a popular destination to many Arab travellers as it is named as one of the top 10 Muslim friendly tourism destinations in the world by Global Muslim Travel Index (GMTI) 2015. The recent hosting of first-ever Thailand Halal Assembly in Bangkok further strengthened

Thailand's position to cater to Muslim travellers by providing Arabic speaking staffs, halal food options, prayer facilities in the airport and Muslim-friendly hotels, restaurants

and Kuwait already comprise the highest spending category of visitors to Thailand. They also play a major role in helping to fill up hotel rooms in the 'Green Season', the monsoon

Visitors from the UAE, Qatar and Kuwait already comprise the highest spending category of visitors to Thailand. They also play a major role in helping to fill up hotel rooms in the 'Green Season', the monsoon months when the traditional markets of Europe and North America experience a slight dip

and tourist attractions throughout the country.

Chalerm Sak Suaranat, Tourism Authority of Thailand (TAT), Director - Dubai and Middle East office, expresses, "Visitors from the UAE, Qatar

months when the traditional markets of Europe and North America experience a slight dip."

Accessibility to Thailand continues to grow from the Middle East region as Qatar



Kobkarn Wattanavrangkul
Minister of Tourism and Sports, Thailand

Airways boost flights to Bangkok four times a day as of December 2014 and Etihad Airways began direct flights from Abu Dhabi to Phuket since October 26, 2014.

In 2015, TAT has set the target of 28 million visitors generating an estimated 1.35 trillion Baht (35.8 billion euros) from international visitors, and 151 million trips generating an estimated 800 billion Baht

(21.2 billion euros) from domestic visitors. Source markets that are indicating positive growth trends are China, India, the Philippines, Hong Kong, the UAE, Singapore, France, Italy, the UK, Brazil and East Europe.

TAT Dubai & Middle East office recently concluded a series of road shows in Kuwait, Qatar and Bahrain as part of its promotional strategy to focus on niche segments like wedding and honeymoons, medical tourism, green tourism, gastronomy tourism, shopping and sports tourism.

Beaches beckon

◆ Thailand remains a popular destination to many Arab travelers as it is named as one of the top 10 Muslim friendly tourism destinations.

Hotel Indigo set to debut in the UAE

■ InterContinental Hotels Group (IHG) announces the launch of its boutique hotel brand Hotel Indigo in the UAE with the signing of a management agreement with Sunflower FZE for a new, meticulously designed 285-room Hotel Indigo in Dubai. Located in the upcoming Business Bay District – a large, master-planned, mixed use community – and a stone's throw from the world renowned Burj Khalifa, The Dubai Mall and the emerging Design District, the hotel's design, food & beverage, amenities and services will reflect the area's vibrant business, cultural and high-end residential community. Featuring an infinity edged pool boasting unparalleled views of the world's tallest building, a fitness centre and meeting space, the hotel is set to cater to well-travelled guests looking for a unique and individual hotel experience combined with exceptional facilities, dining and great service.

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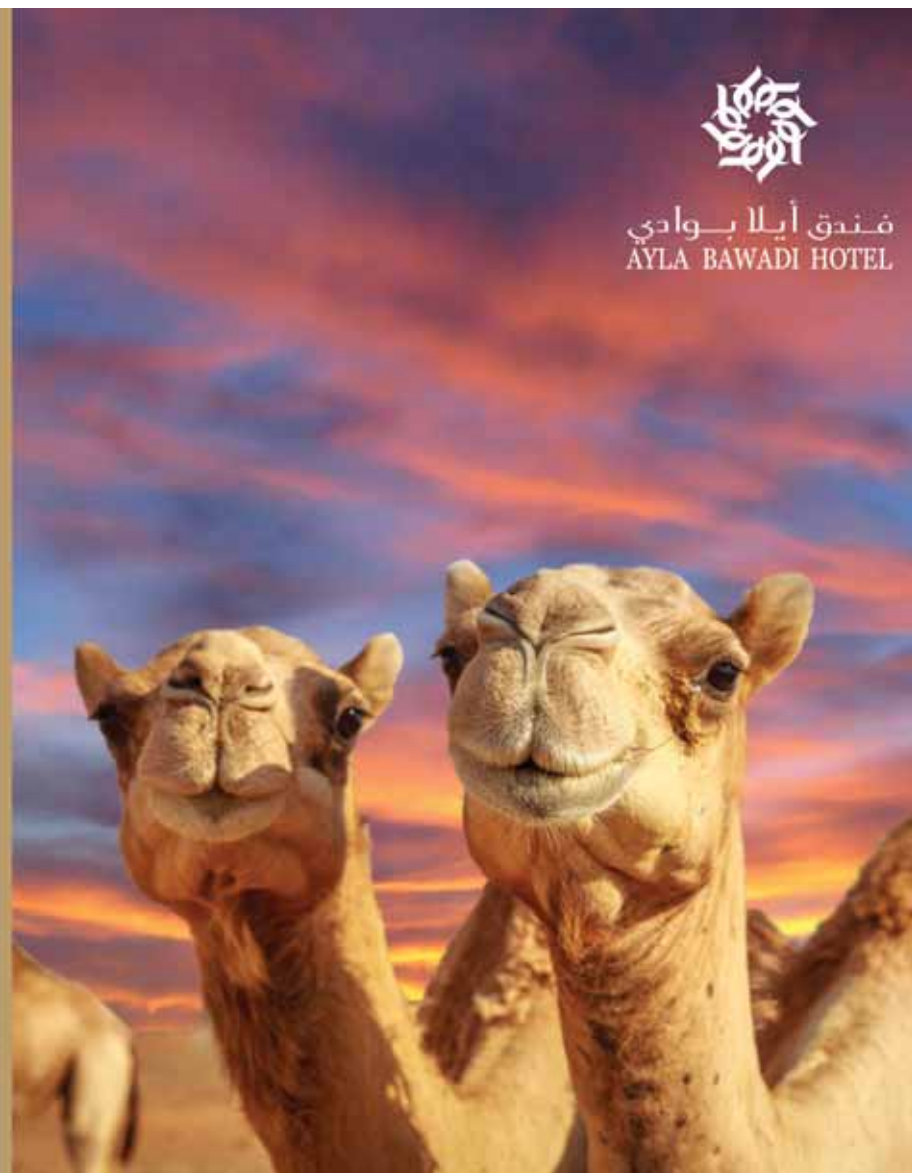
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Family first@Explore & Experience 2015

The sixth edition of Al Rais Tours & Holidays' travel show, Explore & Experience 2015, appeared bigger with a new concept and more partners this year. Merged with the Bride Dubai show, one of the leading weddings, honeymoon, beauty and fashion show in the Middle East, the event helped sharing family-friendly destinations with many attractions along with shopping, luxury resorts, medical facilities and a lot more.



SUSMITA GHOSH



With 13 tourism boards participating with the event this year, the 2015 Explore & Experience guaranteed the visitors a wider choice of family-oriented holiday destinations

Mohamed Jassim Al Rais
Deputy Managing Director
Al Rais Tours & Holidays



The Sultanate is fast becoming a destination of choice among families seeking to experience a memorable holiday fun. In 2014, we have recorded a 17 per cent growth in the number of GCC visitors. Oman welcomed 701,311 tourists in the first three quarters of 2014 alone

Gamal Sadek
Director, Representative Offices – AGCC Sultanate of Oman
Ministry of Tourism



We are promoting Philippines as a value-for-money destination where tourists get their money's worth and even more. A family-friendly destination is likewise being promoted to both Arabs and expatriates. We showcase activities that can be enjoyed by the whole family, like shopping, spa, gourmet,

festivals and theme parks

Benito C. Bengzon, Jr
Assistant Secretary, Philippines' Department of Tourism

Malaysia is blessed with beautiful shoreline, crystal clear water and beautiful beaches, making it a preferable honeymoon destination for a newlywed couples. In 2014, we have received 24 per cent increase in business if compared to 2013. In 2015, we expect more, aiming on honeymoon sector. We will bring out Malaysia Wedding Planner to showcase expertise in our product offerings to the UAE Nationals and interested expats as well



Mohamad Taib Ibrahim
Director, Malaysia Tourism, Dubai

The reason to attend Al Rais Tours & Holidays' travel show, Explore & Experience 2015 is to help promote diversified destinations, tourism hotspots and experience. Indonesia's nature, culture and other mind-blowing attractions will also be on show



Yusup Sulaimi
Head of Promotion Section for Middle East, Indonesia
Tourism Board

Honeymooners and family travellers are our niche market, hence we are focusing on those so that more weddings may happen in Thailand and hence more honeymooners. Even if we had little dip in our tourism business in 2014 due to political upheaval, it's recovered now and we welcome all to visit and enjoy the rare treasures of Thailand



Chan Rujikietkumjorn
Marketing Services
Tourism Authority of Thailand, Dubai and ME office



South Korea aims to attract 20 million foreign visitors by 2017. Tourist arrivals from the Middle East reached 155,219 in 2014 with GCC arrivals recording the fastest growth rate of 30 per cent year-on-year basis. Besides organizing FAM trips and open seminars, we have specified portal for our travel partners to learn more about Korea. They can appear for a training program with every guideline and at the end can receive certificates

Ameera Kim
Marketing Coordinator
Korea National Tourism Organisation, Dubai

VisitBritain set its 2015 forecast to suggest that there will be 35.1 million visits in 2015 generating visitor spending of £22.2 billion – an increase of 2.5 per cent in volume and 4.5 per cent in value. These spend figures would be a new record and break the £22 billion barrier for the very first time, projecting a growth of 30 per cent in number of visits from GCC by 2016 (700,000 visits). Attending the event with the cooperation of Al Rais Travels, we have gained inspiring regional exploration, targeting audience, more so GCC nationals. Moreover, six key strategic airlines partners add on a great opportunity for the travelers to explore the country



Yasmine Rashed
Communications, Manager, VisitBritain



Our presence in Dubai has been since 2008 to promote the city of Hamburg to the Arab audience. Hamburg is a city worth visiting and we have 80,000 overnight stays from the Middle East which is a very good trend. We are very proud of this figure as started with only 34,000 overnight stays when opened this office

Heike Kamolz
Director, Gulf States, Hamburg Tourist Board, Dubai



Since 2014, many honeymooners and UAE nationals went to Munich and Germany for tourism and medical treatment and we have received a good feedback from them, which has resulted in increase in our business. To enhance the tourism sector, we organise various FAM trips and not less than five roadshows every year all over the Gulf, besides taking part in different travel events

Eid Hafez
General Services for Arab Guests
Munich Tourism and Munich
International Airport

Qatar Tourism on growth trajectory

The first quarter of 2015 (January-March) reveals continued growth in Qatar's burgeoning tourism industry. Qatar Tourism Authority (QTA) released its tourism performance summary report. It shows all key indicators of the tourism sector demonstrated improvement and growth against the same period in 2014.



TT BUREAU

Regional and international visitor arrivals totaled 841,025, representing 11 per cent year-on-year increase. In comparison to Q1 2014, arrivals from the Americas grew by 17 per cent, from Europe by 9 per cent, and from other Asia by 7 per cent. Arrivals from the GCC, Qatar's largest source market, grew markedly in Q1 2015, increasing by 16 per cent compared to Q1 2014.

"The month of March witnessed the largest monthly influx of arrivals in Qatar's history. As tourism is a key piece of diversifying the national economy, we look positively on these devel-

formed well for the first quarter of 2015, with only 5-star hotels and deluxe apartments reporting occupancy rates slightly below 80 per cent.

Occupancy rates across all hotels reached 82 per cent in Q1

2015, up 8 per cent in comparison to Q1 2014. At the same time, average room rates dropped slightly (by 1 per cent), primarily driven by drops in 4-, 2- and 1-Star hotels. QTA began collecting performance statistics from Hotel Apartments for

the first time in January 2015. Q1 2015 hotel apartments' data shows strong performance similar to hotel properties, with an average occupancy rate of 80 per cent across all related establishments. Qatar hosted many high-quality

entertainment events, as well as a growing number of Meetings, Incentives, Conferences and Exhibitions (MICE) activities during Q1 2015, which contributed to the realized growth in the tourism sector. 🇶🇦

The month of March witnessed the largest monthly influx of arrivals in Qatar's history. As tourism is a key piece of diversifying the national economy, we look positively on these developments

Hassan Al Ibrahim
Chief Tourism Development
Officer, QTA

opments," said Hassan Al Ibrahim, Chief Tourism Development Officer, QTA. "These impressive results prompt us to build on them by providing the tourism and hospitality sector with full support, so that it can grow and flourish to carry on its ascending trajectory and achieve even better results in the Q2 2015," adds Al Ibrahim.

The overall growth from the GCC countries was primarily dominated by an increase in visitor arrivals from Saudi Arabia which grew by 28 per cent in Q1 2015 compared to Q1 2014. The majority of this growth took place in March when visitor arrivals grew by 82 per cent compared to March 2014, with 241,008 Saudi visitors entering Qatar. At the same time, visitor arrivals from Bahrain, Oman, and the UAE also grew during Q1 2015, however, by modest rates.

Regarding accommodation sector performance, all segments per-



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Danat gets the ball rolling in 2015

National Corporation for Tourism & Hotels (NCT&H) is looking forward to rope in more hotels under Danat Hotels & Resorts brand in the United Arab Emirates and abroad. So far, NCT&H has 14 hotels – owned, managed or asset management.



TT BUREAU

Danat Hotels & Resorts is going to start its individual summer promotion for the residents of GCC countries, which is expected to be very strong like 2014. "We are expecting the domestic tourism to be very active this year. We will promote our DH&R weekend packages and summer offers," informs **Rima Rawass**, Group Marketing Manager, Danat Hotels & Resorts.

"During Arabian Travel Market 2015 we are going to

meet travel agencies, DMCs and tour operators for the leisure business/inbound to Abu Dhabi and discuss the rates that would offer to book them mainly from Europe and to meet new TPIs to broaden our online GDS channels. We will meet new clients for new business opportunities," she adds. Danat Hotels & Resorts will prepare special events for their guests in this year's Holy Month of Ramadan which will start from June 18.

Danat Hotels & Resorts has participated with TCA Abu Dhabi in Riyadh Trade Fair and



Rima Rawass
Group Marketing Manager
Danat Hotels & Resorts

GCC Road Show from August 30 till September 10, 2015. "We are going to participate in more trade shows and road shows with TCA Abu Dhabi in 2015 to

explore new additional markets, offer special packages and promotions to the local market," mentions Rawass.

Danat Residence Hotel Apartments opened in March 30, 2015. There are 2 projects in Danat Jebel Dhanna Resort and Dhafra Beach Hotel. Entire renovation of the 100-room Dhafra Beach Hotel is in the process, which will add 100 rooms to the inventory. With the addition of 24 chalets to Danat Jebel Dhanna Resort and three restaurants and Health Club facilities, the project is expect-

ed to start in 2015. Rebranding of Green Mubazzarah Chalets to Danat Hotels & Resorts and rebranding of Oryx Hotel to Danat Hotels & Resorts also have happened.

"Our hotels performance in 2014 was excellent. Even though there is an increase in supply in the market with newly opened hotels, our occupancy witnessed a growth and at a good ADR. The guests are looking at newly opened hotels and for special deals to book the rooms. Our GCC and

Middle Eastern guests are pouring into our hotels for leisure and business purposes," she explains.

Danat Hotels & Resorts is the Hotels Management Division of National Corporation for Tourism & Hotels. It manages a portfolio of four and five-star properties in Abu Dhabi – United Arab Emirates: Al Raha Beach Hotel, Danat Residence Hotel Apartments, Danat Jebel Dhanna Resort, Dhafra Beach Hotel, Tilal Liwa Hotel, Danat Al Ain Resort, Oryx Hotel, Green Mubazzarah Chalets and Century Hotel Apartments. 📍

Taking it a notch higher in Dubai

With focus on further growing the tourism industry in Dubai, excursion companies are expanding their coverage and exploring better ways to serve the endless stream of visitors in the Emirates.



SUSMITA GHOSH

Ishrat Ali Khan, Group Managing Director, Asia Pacific Travels & Tourism, says the remarkable growth of the industry is also the best opportunity to offer more products and services to meet the need. His group is composed of Asia Pacific Travels and Tourism, which focuses on local attractions and destinations; Oasis Palm Tourism, that offers desert safaris and various city tours; and Al Wasl Yachts, a yacht charter and deep sea fishing company.



Ishrat Ali Khan
Group Managing Director
Asia Pacific Travels & Tourism

boats and seven luxury yachts of different sizes and capacities. The vessels are perfect for all types of outings—groups

to 14 guests. As with all the other yachts, Al Shujaat 2 has two bedrooms as well as a lounge and kitchen. Its fly bridge and sundeck makes it perfect for al fresco cruising and fishing. The yachts are helmed by certified and highly experienced captain and crew.

New dhows

In October this year, Al Wasl will launch its very own dhow cruise dinner services. Two new traditional Arabian dhows are being prepped and readied in time for the travel season. To be decked with bright and colorful lights and



make dhow dinner cruises a must-try for tourists and residents in Dubai.

New excursions portal

The group is also launching the most comprehensive tours and excursions portal in the UAE – Day Out Dubai on www.dayoutdubai.ae. Day Out Dubai offers a complete lineup of tourism activities for everyone. A team of professional travel and tourism experts are behind the birth of this portal making it a one-stop shop for all your UAE travel needs. It contains helpful information about each tour and excursion, 24/7 online chat and reservations system, and a blog and news section among many oth-

ers. Soon, secure online payment will also be implemented on Day Out Dubai for ease and convenience.

From the portal, you can book desert safaris, yacht charters, fishing trips, dhow cruises, city tours in Dubai and other emirates, Musandam tours, and more. You can also buy tickets to premier attractions and destinations like Burj Khalifa's At The Top, Burj Al Arab, Wild Wadi, Yas Waterworld, and Ferrari World. Tours on sea-plane, helicopter, or hot air balloon can also be booked from Day Out Dubai. The tours and excursions listed on the portal are offered by

top providers assuring guests excellent quality services during their stay. This portal is a work in progress and will continue to grow to meet the needs of the tourism market in the UAE.

"We have been in the tours and excursions business for over 10 years now. We are certified in ISO 9001:2008 and we have experience and expertise tucked under our belt. We can take tourists to the best places to see and show them the most enjoyable things to do in the UAE. Every day, we are seeking new and better ways to serve our guests," Ishrat Ali Khan assures. 📍

New yachts

Cruising or deep sea fishing on a yacht is one of the unique ways to see the beauty of Dubai. Sailing out from the Dubai Marina and to the open sea around the incredible Palm Islands, tourists and residents in Dubai can marvel at the Burj Al Arab, Atlantis-The Palm, and the entire Dubai skyline from a remarkable vantage point – the sea.

One of the leading yacht charter companies in Dubai, Al Wasl Yachts has been in the business since 2006. Starting with just a couple of fishing boats, their fleet is now comprised of two sports fishing

We have been in the tours and excursions business for over 10 years now. We can take tourists to the best places to see and show them the most enjoyable things to do in UAE

or individuals. They have 33 feet fishing boats that can accommodate up to eight guests to an 85 feet premium yacht that can carry as many as 37 guests.

Ishrat Ali Khan proudly announces the latest addition to their growing fleet this year – 42 feet luxury yacht named Al Shujaat 2 that can house up

serving sumptuous buffet dinner, these dhows will be taking guests on a cruise down the Dubai Creek soon.

Dhows reflect the true cultural spirit of Old Dubai. The dhows' rustic wooden interiors coupled with the breathtaking heritage sights along Dubai Creek on both Deira and Bur Dubai sides

Reliving the Indian luxury experience

Rezlive.com, a B2B Global Reservation System, has increased its presence to 17 countries and is going to showcase its new product 'Designer Indya' at the ATM 2015. Jaal Shah, Founder, RezLive.com and Group MD, Travel Designer Group, tells **TRAVELTALK** how this new product will offer a hassle free luxury travel experience to India.



TT BUREAU

QWhat do you feel makes ATM different from all other travel and tourism exhibitions?

Arabian Travel Market is a world class travel trade show: it offers the best platform to showcase one's offerings to the travel trade that is pooled in from all across the globe. It has the highest number of international portfolio of exhibitors amongst all the Travel Trade Shows.

ATM not only serves as the path defining and learning experience for the buyers across the globe, but also serves as a leader for providing a conducive environment for any exhibiting organization to showcase its offering to the buyers in the best possible manner.

For 21 years it has staged Middle East's largest and most important travel trade convention. With growing popularity from Asia Pacific, Europe, Africa and Middle East reflecting market developments and expansion, the ATM 2015 is all set to offer promising business prospects. We are proud to be a part of the same this year again.

QWill you be highlighting any new products at ATM 2105?

We have recently launched the new version of RezLive.com and the response about the same from all our markets has been more than encouraging, and it's only going to get better. We are also working extremely hard to pump up our inventory and offer

more options to our travel partners for different cities at best net rates. We also working out on few key features that we will be rolling out this



Jaal Shah
Founder, RezLive.com and Group MD, Travel Designer Group

year pertaining to RezLive.com. We are also going to showcase our new product 'Designer Indya' an inbound initiative of Travel Designer Group which offers

a hassle free luxury travel experience to India. We will provide tailor-made cultural,

advance considering ATM one of the most important shows we exhibit in. Every

year, as a result of which the plans will be bigger which we will showcase when the exhibition starts.

We are going to showcase our new product 'Designer Indya' an inbound initiative of Travel Designer Group which offers a hassle free luxury travel experience to India

spiritual, religious, tribal, adventure and wildlife tours along with other basic packages of major tourist destinations in India and the neighbouring countries.

QAny special plans for ATM?

The preparations have started 3 to 4 months in

time when we visit ATM, we come with a strategic plan to be achieved. ATM being a big event one needs to be well prepared and have to do appropriate research to project their offerings to the international travel trade in the right manner and achieve their set goals. We have a bigger stall and a much bigger team participating this

QHow do you think showcasing your product at ATM could benefit your organisation?

ATM is an international event, where in you not only get local but international buyers as well, that too in large numbers. So, it's a single platform to reach out to travel trade all across the globe at the same time, which actually makes your job easy.

Rezlive.com has increased its presence to 17 countries currently, every year our team meets hundreds of people from the travel trade and get fruitful business from them and this year with a bigger team we expect bigger returns. 📈



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*Rates are based on double occupancy, subject to 10% service charge & 6% tourism fee. Valid for GCC/UAE nationals & residents. Offer valid until 30 September 2015 excluding Eid holidays. Conditions apply.



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