

TRAVTALK

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ITB
Asia
The Trade Show for the Asian Travel Market
Singapore

SPECIAL
OCTOBER 21-23
2015

Focus on Asia's outbound @ITB

The 8th ITB Asia – The Trade Show for the Asian Travel Market, will take place from Oct 21-23, 2015 at the Sands Expo and Convention Centre, Singapore. **TRAVTALK** brings you expert views to know what's in store for attendees.



SUSMITA GHOSH

ITB Asia 2015 has bolstered its strategic partnership with Global Business Travel Association (GBTA), the premier business association, to provide delegates with its most comprehensive business-focused program to-date.

The GBTA Business Travel Outlook session will provide delegates with key insights into the current economic conditions in the emerging markets of Brazil, Russia, India and China (BRIC) as well as an outlook on business spending over the next two years.

As China is a key regional market, GBTA will also host a session dedicated to examining the trends emerging in the Chinese market. "As our partnership with GBTA grows year on year, our robust conference programme showcases our commitment to keeping our delegates at the forefront of the travel industry.



Katrina Leung
Executive Director
Messe Berlin (Singapore)

This year's Business Travel Day will be must-attend event for those looking to discover new opportunities in the region

Providing timely insights on a wide range of topics like the current opportunities in BRIC economies, and the impact of traveller sentiment, this year's



H.E. Khalid Jasim Al Midfa
Director General, Sharjah Commerce and Tourism Development Authority (SCTDA)

Sharjah is a key destination for the Asian market in view of its modern, dynamic commercial and trade centres

Business Travel Day will be must-attend event for those looking to discover new opportunities in the region," says **Katrina Leung**, Executive Director, Messe



Mark Greedy
Founder and CEO
DestinationElite

This partnership with ITB Asia will help shine a light on this lucrative industry and create an offline platform for buyers & exhibitors

Berlin (Singapore), the organisers of ITB Asia.

ITB Asia 2015 will play host to its strongest conference line-up till date, leverag-

ing partnerships from all across the travel industry. ITB Asia is a partner event of TravelRave, a premiere travel and tourism week organised by the Singapore Tourism Board. Last year's show attracted close to 750 exhibitors from 76 countries, as well as 850 buyers from 62 countries.

"Asia has emerged as the most promising outbound tourism market in the world, and it cannot be ignored by the world's travel and tourism industry. ITB Asia has opened a new window to this dynamic market. The Asian market is of particular interest for the Middle East tourism industry considering that tourists from the Asia are attracted to this region because of its rich history, culture and a range of leisure and entertainment options, including luxury hotels and facilities," says **H.E. Khalid Jasim Al Midfa**, Director General, Sharjah Commerce and Tourism Development Authority (SCTDA).

Sharjah Commerce and Tourism Development Authority (SCTDA) has realised the huge potential offered by this market and has always followed the exhibition with interest. With each passing year, Sharjah has been witnessing sustained growth in the number of tourists from Asian countries. Hotels in Sharjah received more than 313,000 Asian guests in 2014 as against more than 263,000 in 2013, recording a 19 per cent increase in the number of guests. The number of Asian guests of diverse nationalities in the Emirate's hotels also grew from 13.4 per cent to 15.9 per cent during this period.

"SCTDA has also been organising and taking part in promotional tours to various overseas markets, including major road shows covering for the first time markets such as Bulgaria, Czech Republic and Poland. We are also focusing on countries in the Commonwealth of

Contd. on page 3 ►



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New opportunities @ITB Asia

► Contd. from page 1

Independent States. As a key MICE destination, Sharjah is a key destination for the Asian market in view of its modern, dynamic commercial and trade centres. A number of new hotels with world-class MICE facilities are coming up

consumer facility for luxury travel, accommodation and experiences worldwide.

"DestinationElite has been the go-to online platform for the luxury travel and hospitality sector. I believe this partnership with ITB Asia will help shine a light on this lu-

Outbound Tourism Research Institute or COTRI to jointly develop a conference session focusing on China's growing outbound travel market. COTRI is the independent research institute for information, training, quality assessment, research and consulting relating to Chinese travellers.

"COTRI has been working with ITB Berlin and the ITB Berlin Congress for many years now and partnering with ITB Asia is the next step for us. We will also be launching our second edition of the 'COTRI Market Report' at the show this year which will provide detailed insights into the Chinese outbound tourism industry," says **Prof. Dr. Wolfgang Georg Arlt**, Director, COTRI.

COTRI Market Report provides expert insights into the worldwide developments of China's outbound tourism market by offering the latest available data, statistics, and information on travellers' pro-



Prof. Dr. Wolfgang Georg Arlt
Director
COTRI

We will also be launching our 2nd COTRI Market Report at the show which will provide detailed insights into the Chinese outbound tourism



Peter Harbison
Chairman
CAPA

The airline industry is constantly evolving and understanding the drivers of airline strategy is crucial for all travel industry players

ation knowledge, will hold an industry outlook forum at the event this year.

Over a 100 delegates are expected to attend this first of its kind briefing at ITB Asia on the second day of the show, Oct 22. The session will provide a detailed industry outlook, encompassing CAPA's financial and traffic forecasts for the global airline industry, as well as its strategic outlook on the future of airline business models, hybrids and Low-Cost Carriers (LCCs).

"CAPA is delighted to be partnering with ITB Asia to deliver a high-level CAPA aviation outlook and executive round-table forum, as part of the TravelRave week in Singapore. The airline industry is constantly evolving and understanding the drivers of airline strategy is crucial for all travel industry players," says **Peter Harbison**, Chairman, CAPA.



ITB Asia 2015 venue: Marina Bay Sands, Singapore

in Sharjah this year and in the next," he added.

ITB Asia, has announced a partnership with DestinationElite to organise the show's first 'Luxury Travel & Hospitality Forum (LTHF)'. DestinationElite is an online

tive industry as well as create an offline platform for buyers, exhibitors and luxury travel specialists to engage," said **Mark Greedy**, Founder and CEO, DestinationElite.

ITB Asia has announced a partnership with the China

files and trends. The report highlights the travel and consumption patterns across the different segments of the Chinese outbound market, consideration factors influencing the current and future

Chinese outbound environment and best practises to attract these travellers.

ITB Asia has announced that the CAPA - Centre for Aviation, a leader in global avi-

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TRAVTALK

EDITORIAL

Singapore gets ready for action

As Singapore gets ready to host Asia's much talked-about travel trade show, ITB Asia in October 2015, the travel and tourism industry in the Gulf region continues to ride on an upbeat mood.

The vibrant mood of the industry has been substantiated by the International Air Transport Association (IATA) figures which show that the Middle East aviation market achieved a 5.2 per cent share of the global market in 2014, with passenger numbers growing by 10 per cent to 173 million. Though the Middle East was the fifth largest market behind Asia-Pacific, Europe, North America and Latin America and the Caribbean, it was the only region to see double-digit percentage growth, according to IATA.

Back in Singapore, the industry excitement is high as ITB Asia has bolstered its strategic partnership with Global Business Travel Association (GBTA) to provide delegates with its most comprehensive business-focused program to-date.

Interestingly, another highlight of this year's show is the 2016 Global Travel Price Outlook, which will provide an in-depth understanding of the evolving travel landscape, offering travel buyers the information they need to successfully budget for and negotiate their upcoming travel programs.

Participants will be able to witness a new element at the ITB show: the Global Travel Professional (GTP) examinations. GTP is the first and only certification for dedicated business travel professionals, which was designed to raise industry standards, enhance work performance and recognise individuals who demonstrate core competencies essential to business travel management.

With exhibitors from every sector of the industry, including destinations, aviation, hotels and resorts, theme parks and attractions, inbound tour operators, inbound DMCs, cruise lines, spas, venues, other meeting facilities and travel technology companies expected to attend, the event holds huge promise for the industry and the eager visitors.

In short, Singapore beckons.

Simplifying travel tech

With the present economic conditions, where price is the principle factor in decision making, meeting this demand is a challenge for agents. Understanding the need of the hour, TravRays has built a platform where content is the driver.

Our platform is a service, where multiple players, be it air or non-air, can on board be a supplier or a customer. Our objective is to complement the travel supplier by taking their content to the end user through a seamless process giving them a best user experience. We offer a single window to address the needs of the travel agency allowing the administrators /consultants and key decision-makers to have complete control of their business.

The core engine offers platform services to multiple opportunities that exist in market place, consisting of Travel Agents (B2B) solution, Corporate Business Tools (CBT), Business Associates (B2E) and Self booking tool (SBT). Business on Agent (BoA) is a fully integrated ERP solution, GSA, Sub-Agent and Reseller model. Our platform will address the present day needs from a small tourism agent to a large multi-national travel agency.

This advancement in technology, content buying and selling across the boundaries has become more viable giving the end consumer much more options. This enabler opened the window for the travel suppliers to showcase their products and make it attractive for the buyer. Consumer has the choice

now, where the process of transacting with the supplier needs to be simplified, at TravRays we have made it easier for the suppliers to sell.

In sales it's all about volumes, more customers on board will give a better outlook for suppliers. This in turn opens the door for more content selling opportunities. As the content increases, efficiency of the system comes into play, where the search

ment tool enables the decision makers to slice and dice the data to get the information needed. Since this is an independent application, we have developed a browser and mobile version, giving the decision makers to learn about their business performance round the clock through a simple flip. With this empowerment, customers will be able to better negotiate on content buying for a better yield. Business planning into

requirements to meet the requirements of the customer.

At TravRays we believe in building our own products, even for our internal business management. To manage the customer platform we have our internal business systems from sales force to support centre management, to back office addressing our end to end requirements. This has given the ability for us to look into market expansion across Middle East and Africa.

Travel is one domain, which will continue to evolve. We understand the change of the future and we are focused in delivering the products of future, today. We are committed to our customers, in making this journey a successful one and give them the best of the user experience.

We offer a single window to address the needs of the travel agency allowing the administrators /consultants and key decision-makers to have complete control of their business

needs to be faster and the selling needs to be simpler. In our core engine, we have integrated the customer and financial management within the fulfilment process, this increases the speed to complete the transaction. All our transactions are recorded for financial systems, which can collaborate with any back office system giving the customer the advantage for error free accounting.

Decision making is key to success for any management, which can only be achieved through good reports. Our report manage-

the future will be much easier than before.

Content, which is our driver in this journey, is geared up to give the best of air and non-air making the user experience seamless. If this experience has to be great, then one can imagine the amount of effort which goes behind in developing this platform. With a team of over 175 professionals from Airline, GDS, Information Technology and Travel Agency managing this platform in UAE & India has made this dream come true, its geared up to provide solutions and manage business



Hari Kumar Manivannan
General Manager
TravRays Travel Technology

Turkish Airlines honours agencies

Turkish Airlines recorded a positive growth of 6.1% in passenger traffic from the UAE in H1 2015, compared to the same period in the previous year. To celebrate the achievement, the airline hosted their Annual Travel Agencies Appreciation Awards and gala dinner event at the Raffles Hotel Dubai to honour travel agents in Dubai. **Emre Ismailoglu**, General Manager, Turkish Airlines, in Dubai, said, "We are delighted to honour the travel industry for their continual support and contribution to the airline's robust expansion in the Emirate." Plaques of appreciation were awarded to the top 20 best performing agents for Turkish Airlines.



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Working closely with trade Only 3 star in Al Mina Road

In addition to its constant expansion plans, the Spark Group is focusing this year on its existing companies and to build long term commitments with new clients and business partners.

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The business graph in Q1 and Q2 2014 was higher by 40 per cent compared with the same tenure in 2015 but hopes to be better in Q3 and Q4 2015.

"We receive guests from all over the world but they are all seasonal guest segments. Each and every season has its own target guest and it's generally from Europe East and West. Few are from Asian markets and from GCC are our daily and around the year guests which is our main potential market," says **Ahmad Hashem**, Corporate General Manager, Sparks Residence Hotel Apartment.

Spark Residence Deluxe Hotel Apartment & Spark Group is always upbeat about participating in events and exhibitions.



Ahmad Hashem
Corporate General Manager, Sparks
Residence Hotel Apartment

We work closely with the trade to achieve the best goals and results, making massive efforts in promoting UAE

Discussing the travel agents role and DMCs guidance in promoting the property, Hashem believes, "Many of

the successful tour operators are doing great job here. Their useful guidance helps us to improve more and more in terms of guest's requirements and we can anticipate their needs. They work always closely with us to achieve the best goals and results, making massive efforts in promoting UAE. Generated business from the tour operators in 2014 was almost 60 per cent while in 2015 only 25 per cent till date."

The Spark Group has seven companies under its umbrella—Spark Residence Deluxe Hotel Apartments, Spark Security, Spark Establishments (Oilfield), Four Seasons Travel Agency (Holiday packages) and Spark Trading (Sanitary warehouse import and Export), 5 continents industry, Al Mulla car rental (Luxury & commercial cars).

TT BUREAU

From families to business travellers, an all-inclusive concept like breakfast and free Wi-Fi for each guest is one of the key essences of the upscale brand in the 3-star category.

"We are tapping major markets like the UK, CIS, GCC, India, Iran, China,



Muhammad Mujtaba Haider
Hotel Manager
Ibis Styles Dubai, Jumeirah

The key travel agents and DMCs have a good option of promoting the hotel because of the flexible rates and availability, etc which none of the hotels are offering in the area of Al Mina

Pakistan, Latin America and expect not only FIT business but group business as well as 30 per cent of our room inventories are having twin beds," comments **Muhammad Mujtaba Haider**, Hotel

Manager, Ibis Styles Dubai, Jumeirah.

Discussing travel agents and the DMCs guidance in promoting the new property, Haider informs, "The key trav-

el agents and DMCs are well aware that Ibis Styles Jumeirah is the only 3-star hotel in the vicinity like on Al Mina Road. Hence they have a good option of promoting the hotel because of the flexible rates and availability, size of the rooms, color full theme and design, indoor gym and pool facility which none of the hotels are offering in the area of Al Mina."

Ibis Styles Dubai, Jumeirah has a very simple development strategy. The maximum exposure in the key markets will use all major online and off line channels to promote Ibis Styles Jumeirah, cross selling by the sister hotels and Accor Hotel will support to explore new markets. Entire benefits of the hotel location and service standards are to be encashed for which it's known in this competitive market.

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MICE on the rise in Turkey

Growing MICE endorsements by companies in Turkey makes it an ideal destination to host ACE of MICE Exhibition 2016. Exhibition Director Beyza Aksit tells TRAVTALK about the preparations for the event to be held from March 16-18.

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What kind of participation are you expecting at the 2016 exhibition?

We had 269 Exhibitors, 656 Hosted Buyers and 11,687 Visitors at AME 2015. For the next year we are still in contact with convention bureaus and MICE companies all over the world in order to increase this number. We expect 330 Exhibitors, 300 International Buyers and more than 300 local Hosted Buyers from associations and corporate companies.

What is the focus of the exhibition?

Our aim is to bring together MICE industry from Turkey and the world. We would like to show the MICE potential in Turkey to the international market as ACE of MICE Exhibition is a unique event in our country.

Tell us about the MICE market in Turkey?

There are 1,300 hotels with meeting facilities and event venues, 1,130 event management companies, 1,890 service providers in

Turkey for now. According to Turkish MICE Industry Survey, which was released at AME 2015 in February by Tourism Media Group, 29.3 per cent of the attendees from Meeting



Beyza Aksit
Exhibition Director
ACE of MICE Exhibition

and Event Management companies said their annual MICE endorsement is between one to five million euros and 20 per cent of the companies have five million euros endorsement. About 3.8 per cent of the companies have less than 50,000 endorsement. On the other hand, 22 per cent of the attendees from hotels and venues have MICE endorsement of 100,000 – 500,000 and 21 per cent have endorsement of 10,00,000 – 30,00,000. About 7.2 per cent of the companies have 10 million of endorsement. All these numbers show that

the growing potential of MICE industry in Turkey is still in progress.

What are the latest trends in MICE market?

Mobile social event networking, multi-event App platforms, technological options for live events and hybrid meetings are so popular nowadays. In terms of sustainability trends, the green meetings are so preferable. Regarding destinations I can mention about Istanbul which became an excellent choice for events in recent years. Istanbul offers an unique opportunity to the attendees with direct flights, congress centers, event venues, hotel capacities which make it more attractive.

What kind of steps is the Turkish Govt taking to encourage MICE tourism into the country?

Turkish government supports convention bureaus in Turkey such as Istanbul, Ankara, Izmir and Antalya to make Turkey a well-known destination through marketing activities. 📍

Dual push for A'Dhabi cruise

Major developments in Abu Dhabi's cruise sector and an international marketing and promotional campaign were rolled out at Europe's leading B2B cruise event, Seatrade Europe 2015 in Hamburg, Germany.

TT BUREAU

The international Cruise Abu Dhabi promotional push coincides with the opening of the capital's new permanent cruise terminal which will deliver both tactical and strategic benefits to the emirate. This demonstrates that Abu Dhabi is well placed to add value to cruise operator itineraries through compelling



Sultan Al Dhaheri
Acting Executive Director of Tourism,
TCA Abu Dhabi

Our presence in Hamburg will launch a series of international cruise promotional marketing activities to build on our successes, celebrate the forthcoming terminal at Zayed Port and press the emirate's case as a leading winter-sun cruise destination

shore excursion opportunities and state-of-the-art port and air facilities, anchoring the emirate's reputation as one of the world's fastest growing regional cruise destinations.

Presenting a unified destination approach, a five-member delegation of organisations spearheaded by Abu Dhabi Tourism & Culture Authority (TCA Abu Dhabi), including Abu Dhabi Ports, Etihad Airways and a number

of private sector shore excursion providers and ship handling agents, set out to assert the Emirate's commitment to regional cruise development as part of a coordinated Cruise Arabia stand.

"Our presence in Hamburg will launch a series of international cruise promotional marketing activities to build on our successes, celebrate the forthcoming terminal facility at Zayed Port

and press the emirate's case as a leading winter-sun cruise destination," says **Sultan Al Dhaheri**, acting Executive Director of Tourism, TCA Abu Dhabi. A landmark partnership co-operation agreement forged with MSC Cruises will be a priority for the emirate's presence in Hamburg. From December, the UAE capital is set to host the luxury MSC Musica vessel at its Arabian Gulf home port for the 2015-16 season, becoming the first cruise line to choose Abu Dhabi and the new Abu Dhabi Cruise Terminal.

"The selection of Abu Dhabi for MSC Musica's regional Arabian Gulf rotations validates our efforts to elevate Abu Dhabi's standing as one of the world's must-experience cruise destinations," added Al Dhaheri.

The next port of call for Abu Dhabi's international promotional drive is a two-city cruise roadshow in India in October, followed by a presence at November's World Travel Market in London and participation at Cruise Shipping Miami in March 2016. 📍

City Seasons 'Best Family-Oriented Hotel'

City Seasons Muscat has been awarded 'Best Family-Oriented Hotel' by the Arab Center for Tourism Media. The annual event, in its 5th edition, was held in Muscat under the patronage of H.E. Ahmed Bin Nasser Al Mehrzi, Omani Minister of Tourism.

TT BUREAU

The Arab Center for Tourism Media through this initiative is highlighting the activities and individual efforts and workers in the tourism sector throughout the Arab world, with the aim to attract the limelight to the Arab countries' touristic sites including the cultural ones and heritage.

Christian Palacin, General Manager, City Seasons Muscat, said, "We are very proud to be awarded such a prestigious title. At City

Seasons we have always strived to offer a comfortable stay to all our travellers, especially to family vacationers which have acknowledged us as a sure and friendly choice in Oman as well as in the UAE."

The criteria for the title included facilities for family with young children like secured play area, pool and swimming accessories, mother and child corners, special kids meals in room service,



City Seasons Muscat



Sheikh Ahmed Musallam Bin Ham
Vice President and Founder
City Seasons Hotels

cribs, baby monitors and a variety of items to make the stay secure and comfortable.



Christian Palacin
General Manager
City Seasons Muscat

Sheikh Ahmed Musallam Bin Ham, Vice-President and founder,

City Seasons Hotels, was presented at the same ceremony with an award for his continuing contribution to the hospitality sector.

Sheikh Ahmed said, "We are thankful and pleased with this award; City Seasons Hotels have wonderful properties in Oman and the UAE to cater to international travellers but mainly to Arab families with world-class service, while providing unwavering level of comfort, service and leisure." 📍

Cloud-based marketing

GuestCentric, the provider of cloud-based digital marketing software for hotels, has partnered with Frontdesk Anywhere to offer a hotel management and marketing platform on the cloud.



TT BUREAU

Through this partnership, independent hotels in the US and Europe will have access to an all-in-one platform to centrally manage their marketing and online distribution, front desk operations, rates and inventory and guest communication. Frontdesk Anywhere is a web-based hotel management software company that was born with the mission to provide hoteliers with a first-class PMS solution. It helps them to run their operations in a more accurate and efficient way. Based in the heart of the Silicon Valley, in San Francisco, Frontdesk Anywhere serves more than 1,000 hotels in over 45 countries.

"We set out to create with GuestCentric a unique solution to not only improve hotel operational efficiency, but also to



Pedro Colaco
CEO
GuestCentric

make a lot easier the difficult task of marketing and selling independent hotel rooms," says **Thomas Lyle**, Co-founder, Frontdesk Anywhere. "GuestCentric and Frontdesk Anywhere bring the hospitality industry finally on a single platform to manage market and distribute independent hotels."

"The beauty of this partnership with Frontdesk Anywhere is its simplicity. We can now provide hotels world-

wide, a single cloud-based platform that will allow them not only run their properties in an effortless way but also to improve brand exposure," says **Pedro Colaco**, CEO, GuestCentric. "This partnership between GuestCentric and Frontdesk Anywhere will allow independent hoteliers worldwide to finally focus on providing guests a memorable experience," he added.

GuestCentric leads in both design and innovation. Its innovative digital marketing software provides features needed for hotel digital marketing success. It includes sales-oriented and responsive websites, user-friendly booking engine mobile-optimised for hundreds of devices, a channel manager with access to over 400 integrations, social marketing, SEO optimisation and extensive reporting and analytics. 📊

RezLive taps Thailand market

RezLive.com is expanding its reach further in Asia by opening a new office in Bangkok. Jaal Shah, Group Managing Director, RezLive.com, tells more.



TT BUREAU

RezLive.com already has a solid base in the Asia Pacific region and with its new office in Thailand, that will further strengthen its reach and scope of operations in this part of the world. Through the Thailand office, RezLive.com team will satisfy the growing travel-related needs of the local travel partners, and also will expand and establish direct contracts with hotels across the Kingdom. The company offers hotels, sightseeing and transfers under one window interface to its travel partners. The system is empowered by direct inventories of multiple suppliers and our own contracts with price comparison filters which provides the travel partners a larger pool of inventory with competitive rates. A part of Travel Designer Group, RezLive.com is backed by travel



Jaal Shah
Group Managing Director
RezLive.com

expertise, innovation and cutting edge technology.

Through offices in India, UAE, Qatar, Thailand, Kuwait, Jordan, Bangladesh, Pakistan, Mauritius, Philippines, Saudi Arabia, Australia, Nepal, Malaysia, South Africa, Algeria, Romania and Morocco, RezLive.com is empowering 11,000+ satisfied travel partners in over 18 countries in four continents. Travel Designer Group also offers products like

designer packages, designer India and product offerings for Qatar, with its arm named Travel Designer. In less than 15 years, the group has made a mark on the sector and has grown at a whopping 50 per cent every year for the last five years. Today it is a 250+ member team with self-owned offices in four countries and GSA offices in 14 countries.

Jaal Shah, Group MD, RezLive.com, says, "Thailand will act as a potential market for us and we would like to capitalise on the same by offering better inventory at best net rates to our travel partners, complemented by world class support. We are confident that we will be able to create a buzz about RezLive.com in this region and will replicate the same success story that we have in the Middle East and Asia Pacific region." 📍

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Taking it a level higher

Jumeirah Group has been appointed by leading property investment company, RP Global, to operate a mixed-use development within RP Global's \$1 billion iconic tower.

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The management agreement between RP Global and the Jumeirah Group was signed by **Dr. Ravi Pillai**, Chairman, RP Group of Companies, and **Gerald Lawless**, President and Group CEO, Jumeirah Group at a ceremony held at the Jumeirah Group's flagship property, the Burj Al Arab Jumeirah.

Lawless mentioned, "RP Global is a company committed to excellence, and we look forward to working together and operating this outstanding property. As Dubai moves towards its tourism vision of receiving 20 million visitors a year by 2020, we are proud to be strengthening our Jumeirah portfolio in Dubai."

Dr. Pillai said, "We are investing close to \$1 billion of our own resources into Dubai's



real estate sector to develop a world-class tower that will be operated by the esteemed luxury hospitality brand, Jumeirah Group. RP Global is committed to superior quality and timely delivery and like the Jumeirah Group, we strive to create well-designed, innovative lifestyle concepts for our buyers."

The Jumeirah Business Bay will include a 200-room luxury Jumeirah hotel as well as 350 serviced apartments and 290 luxurious residences managed under the Jumeirah brand.

The super-tall tower will have a built-up area of over 3 million square feet. A luxury urban resort destination, the tower will include extensive food and beverage outlets, an award winning Talise Spa and Health Club, conference and banquet facilities and a dynamic open air, rooftop Sky bar. Located in the heart of Business Bay, the tower is designed by world renowned firm, Atkins Global, and is expected to be completed before the opening of Expo 2020. 🌟

New name, same ethos

Sun and Sky Hotels partnered with Best Western International for a franchise, and rebranded the Traders Hotel to Best Western Premier Deira Hotel.

TT BUREAU

A change in management has, however, helped in attracting more visitors from different parts of the world as Best Western is the largest hotel chain in the world with over 4,200 properties world-

Managing Director, Best Western Premier, Deira Hotel.

Best Western is a household name at many other places and hence the introduction of the brand to the UAE market was not hard. Each Best Western property

says, "We have become more proactive to get the brand into the masses. As the brand is new to the UAE market, it took us collective effort from the entire team to popularise the name. Right from meeting the city taxi drivers personally, engaging the media, we have set our base here in Dubai."

We have retained all the good things from the previous brand, right from the personal touch to the homely atmosphere

Raju Kesavan
MD, Best Western Premier Deira Hotel

wide. "We have retained all the good things from the previous brand, right from the personal touch to the homely atmosphere. So when the American spirit of hospitality combines with the Asian traditional roots, we have the best product to offer to visitors to Dubai," informs **Raju Kesavan**,

has a set of guidelines and identity created by its own individual management. Thus, the character of the hotel has been the same, if only better with the transition.

On introducing new initiatives for the travel trade to promote this new brand he

"We have introduced amazing offers as part of the launch and will be effective till the end of the year. From June 1, onwards when the brand officially started operational till Dec 31, the celebration is always there, either as special offers for our esteemed guests or a surprise menu that our team crafts specially for our guests. We have introduced more relaxed check in and check out timings to make it easier for our guests who have late flights or early flights the Australian market," he adds. 🌟

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1st Rezidor in Iraq by 2017

Carlson Rezidor has announced its first hotel in Iraq—the Radisson Blu Hotel, Erbil. Located in the Kurdistan region, the hotel is under construction and is scheduled to open in 2017.



With the arrival in Iraq, Rezidor is now present in 81 countries across Europe, the Middle East & Africa. "Our long-term strategy targets asset-light and sustainable growth with a specific focus on emerging markets. Kurdistan is one of the most interesting emerging markets in the Middle East: this prospering oil-rich region

porting travel & tourism in Erbil and Kurdistan together with the partners. Besides an increasing number of business travellers, Erbil also attracts tourists. The city is famous for its archaeological citadel. It has been claimed that the site is the oldest continuously inhabited town in the world. 🌍



Wolfgang M. Neumann
President & CEO
Rezidor

Kurdistan is one of the most interesting emerging markets in the Middle East: this prospering oil-rich region is not affected by instabilities in Iraq

is not affected by instabilities in Iraq and offers considerable business potential. We carefully monitor safety and security in Kurdistan and are confident that the region will experience a further positive development," said **Wolfgang M. Neumann**, President & CEO, Rezidor.

The Radisson Blu Hotel, Erbil will be located in the Western suburbs of Erbil, the capital of Kurdistan – only 2.5 kilometres from the Iraq Kurdistan parliament and 3 kilometres from Erbil International Airport which is the main gateway to the region. The upper upscale hotel will offer 260 guest rooms, an all day-dining restaurant, a specialty restaurant, a lobby bar, meeting rooms, and a ballroom, a gym and a spa.

Erbil is an attractive hub for international companies; it attracts a growing number of leading international investors and shows a higher GDP growth than other parts of Iraq. The regional government is actively driving the area development, sup-

Donate soaps for a cause



The housekeeping team at Jumeirah at Etihad Towers recently took part in a novel green initiative called 'Soap for Hope.' The scheme organised by the Sealed Air Corporation encourages hotels to donate discarded soaps which are recycled and made into new soap bars for impoverished communities in Cambodia. The hotel has donated over 73 kg of soap to the project. The 'Soap for Hope' cause aims to reduce illness and rates of infection in slum communities, it also provides a source of income for the local families responsible for producing the soap bars.










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Aggressive route expansion

Air Arabia has added 15 new routes to its network in H1 2015, including becoming the first LCC from the Middle East and Africa to enter the Chinese market. They registered a net profit of AED 237 mn during H1 and are undergoing aggressive route expansion to serve all Arab countries and beyond.

TT BUREAU

Air Arabia's turnover for the first six months of 2015 reached AED 1.75 billion, in line with the corresponding period of 2014. In H1 2015, Air Arabia flew 3.6 million passengers, up 9 per cent on the corresponding period of 2014. Net profit during H1 2015 reached AED 237 million, while, for the three months ending June 30, 2015, it stood at AED 152 million.

Sheikh Abdullah Bin Mohammad Al Thani, Chairman, Air Arabia, said, "Air Arabia continues to deliver healthy profit levels and strong passenger growth against a backdrop of challenging

Air Arabia continues to deliver healthy profit levels and strong passenger growth against a backdrop of challenging market conditions. In H1 2015, Air Arabia taking major steps in investing in its growth

market conditions. The first half 2015 have seen Air Arabia taking major steps in investing in its growth. We have launched 'Air Arabia Jordan' following the completion of a strategic acquisition as well as invested in new routes and capacity increase across the group's operating hubs, which today provides our customer with access to over 115 routes across the world."

'Air Arabia Jordan' was launched in the first half of 2015, located at Queen Alia International Airport in Amman, Jordan. 'Air Arabia Jordan' was formed following the acquisition of a 49 per cent stake by Air Arabia in Petra Airlines. Its inaugural flight took off in May to Kuwait and it has since added services to Jeddah in Saudi Arabia, Erbil in the Kurdistan Region of Iraq, and

Sharm El Sheikh in Egypt. In total, Air Arabia has added 15 new routes to its network in first half 2015, including becoming the first LCC from the Middle East and Africa to enter the Chinese market when it launched non-stop services to Urumqi, the largest city in Western China.

The first half of 2015 also witnessed the launch of "Airewards", the first ever Low Cost Carrier rewards program in the MENA region. It is designed to offer the same simple, transparent and value-packed experience that customers associate with Air Arabia, with points based on money spent rather than distance flown, and able to be earned on any product or service purchased from the airline.

The carrier's fleet is fully comprised of the A320, which is recognised as the benchmark for single-aisle aircraft. All aircraft cabin interiors are fitted with world-class comfort seats, offering the highest seat pitch



Sheikh Abdullah Bin Mohammad Al Thani
Chairman, Air Arabia

of any Economy cabin. Air Arabia has grown to become a leading regional airline with a fleet of 41 aircraft. By 2016, it will double the size of its fleet, bringing its total operating fleet to over 50 aircraft.

Air Arabia is dedicated to uplifting the lives of those who are less fortunate. To that end, the airline introduced sustainable CSR initiatives such as the 'Charity Cloud.' Launched in collaboration with Sharjah Charity International in 2005, the initiative aims to raise funds for community development through on-board passenger donations. To date, the programme has seen the establishments of a fully equipped clinic in Sudan, two schools in Sri Lanka, a school each in Nepal and India, vaccination campaign for children in Sudan, and a campaign in Sri Lanka for the treatment of blind children. 🇦🇪



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Abu Dhabi enters S. Africa

The three-city roadshow is one of the initiatives which TCA Abu Dhabi South Africa has undertaken in 2015 to position the Emirate as a preferred destination in South Africa.

TT BUREAU

Abu Dhabi has taken its promotional message to South African as 12 local and South African-based entities join Abu Dhabi Tourism & Culture Authority (TCA Abu Dhabi) on its inaugural travel trade roadshow to the three main centres of Johannesburg, Durban and Cape Town.

"This inaugural Abu Dhabi roadshow is one of the most important initiatives on our annual South Africa promotional calendar as it gives us the opportunity to interact and engage our valued travel trade partners who remain highly influential in stimulating consumer bookings," said **Mubarak Al Nuaimi**, Director of Promotions and Overseas Offices, TCA Abu Dhabi.

"The growth in guest arrivals witnessed since



Mubarak Al Nuaimi
Director of Promotions and Overseas
Offices, TCA Abu Dhabi

This roadshow gives us the opportunity to interact and engage our valued travel trade partners

launching our promotional presence earlier 2015 is testament to the support our dedicated trade and MICE

team have already received. This roadshow allows us to concentrate on harnessing the MICE and travel trade sectors to stimulate further growth," added Al Nuaimi.

The delegation of Abu Dhabi stakeholders and South African travel trade partners ranging from accommodation establishments to ground handlers, have joined by Etihad Airways and its partner South African Airways.

For Sharaf Tours, the inbound division of Sharaf Travels, a priority is to gain traction from the South African trade to boost business on the leisure and MICE fronts following the addition of South African Airways services in March to increase Etihad Airways capacity with double daily flights from Johannesburg. 🌟

Oman engages Qatar agents

As part of the Ministry's efforts to strengthen Oman's position as a premiere destination in the GCC and beyond, the Oman Ministry of Tourism organised an interactive event.

TT BUREAU

The event showcased a wide range of tourist activities that Oman has to offer to the people of Qatar to enhance strategic ties with the country's travel sector.

Salim Bin Adey Al Mamari, Director General of Tourism Promotion, Oman Ministry of Tourism, said, "We hold this interactive event to effectively promote Oman as a leading tourist destination across the region. We know for sure that the GCC is an important market for us. We aim to strengthen our partnerships with our neighboring countries through events that celebrate the authentic experience that Oman has to offer."

"We also plan to improve our business relations with Qatar's travel agencies to



Salim Bin Adey Al Mamari
Director General of Tourism Promotion,
Oman Ministry of Tourism

We also plan to improve our business relations with Qatar's travel agents to boost the number of Qatari visitors to Oman

boost the number of Qatari visitors to Oman," he added.

In the past few months, Oman has witnessed an

increase in the influx of visitors from across the Gulf region as well as international countries. The Ministry aims to raise more awareness among Qatari residents by providing an interactive environment which will provide visitors with a full authentic Omani experience.

A special booth highlighted the Sultanate's rich culture and colorful history by exhibiting several ancient artifacts, playing classic Omani music and providing visitors with a sampling of genuine Omani culinary treats.

The best of Oman

♦ A special booth at the event played classic Omani music and provided visitors with a sampling of genuine Omani culinary treats



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Lufthansa rules Europe skies

Lufthansa has been named "Europe's Leading Airline" for the fifth time at the World Travel Awards. It also won the "Europe's Leading Airline Lounge" for the lounges at Frankfurt Airport.

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Jens Bischof, Member of the Lufthansa German Airlines Executive Board and Chief Commercial Officer, Lufthansa Group, is delighted to receive the awards. "From this year onward our passengers can enjoy the full benefit from our multi-billion investments in quality, equipment and services. This enables us to continue to expand our leading position in the group of international premium airlines," he said.

"It is an honour to recognise Lufthansa as Europe's Leading Airline once again this year. During our 22-year history, the carrier has consistently been one of the most innovative airlines in European aviation, and it is no surprise our voters have recognised their achievements once again this evening," said

Graham E. Cooke, President and Founder, World Travel Awards, during the gala event in Sardinia.

Swiss International Air Lines were also named "Europe's Leading Airline Business Class" which

number on in the categories—Best Airline Transatlantic and Best Airline in Western Europe. The airline also received the award for "World's Best First Class Airline Lounge". Business Travel Awards 2015 honoured Lufthansa with the title of

During our 22-year history, the carrier has consistently been one of the most innovative airlines in European aviation

Jens Bischof

Member-Lufthansa German Airlines Executive Board and CCO, Lufthansa Group

includes both short-haul and long-haul flights.

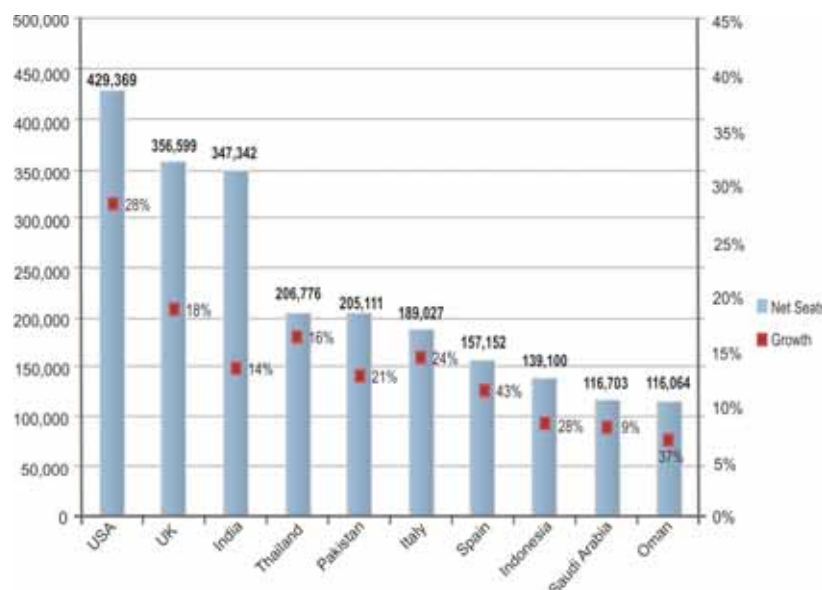
Recently, Lufthansa has been presented with other important awards as well. During the World Airline Awards in June, they were

"Best short-haul Airline". With innovations like the Premium Economy Class and the new Restaurant-Service in Business Class, Lufthansa has taken further important steps to becoming a five-star airline. 🍷

US top mkt for Gulf airlines

The US is the largest growth market for the three Gulf airlines, Etihad, Emirates and Qatar Airways, in 2H 2015. This is followed by the UK, India, Thailand, and Pakistan markets. Italy is the 6th largest growth market for them.

► Top 10 growth markets for Emirates, Etihad and Qatar on net additional seats: 2H 2015



Source: CAPA – Centre for Aviation and OAG

ISO 22000 for Millennium

The Millennium Corniche Hotel Abu Dhabi is the first Millennium Hotel in the Middle East and North Africa to achieve ISO 22000: 2005 HACCP.

TT BUREAU

James Wilson, General Manager of the Hotel says, "We are deeply privileged to receive this certificate

scale new heights in the days to come.

"This certificate is like a roadmap in our journey towards quality and excel-

lence where we will use it as a practical tool for areas of continual improvement as well as to enhance our points of strength and quality control. It will act as a guide in our day to day operation and our continuing drive for outstanding service experiences. It will also offer our clients and guests a international independent assurance of the quality hygienic control in our food operation, while enhancing and adding to Abu Dhabi's hospitality sector continual strive for international excellence an industry sector which is witnessing a rapid growth in the world of tourism," says Wilson.

ISO 22000 is an international standard intended to be used by organisa-

tions within the food chain. The purpose of ISO 22000 is to provide a practical approach to ensure the reduction and elimination of food safety risks as a means to protect consumers. 🍷



which we worked very hard to achieve. This is extremely gratifying for us all and brings added responsibilities to further spur both my team and myself to greater efforts and

lence where we will use it as a practical tool for areas of continual improvement as well as to enhance our points of strength and quality control. It will act as a guide in our day to day operation and our con-

RJ, TK enter code-share

Royal Jordanian (RJ) and Turkish Airlines (TK) have signed a code-share agreement on routes between Jordan and Turkey.

TT BUREAU

The signing ceremony took place at RJ's headquarters in Amman. Royal Jordanian President & CEO **Captain Haitham Misto** and Turkish Airlines Deputy Chairman and CEO **Temel Kotil**, signed the deal in the presence of officials from both sides. The agreement became effective from Sept 21, 2015.

This new code-share agreement is bound to broaden the commercial partnership between the two companies. At the same time, passengers of both the airlines will be given more travel options between Jordan and Turkey.

Captain Misto expressed satisfaction with this commercial partnership with Turkish Airlines, which enjoys a broad route network. "Several worldwide points that Turkish Airlines serves will be

open to Royal Jordanian passengers flying from Amman and Aqaba to Istanbul and from there to various airports on the Turkish Airlines' network," he informed.

Misto stressed that travellers of both airlines will experience a streamlined level of services to the destinations covered by the agreement onboard two modern fleets of aircraft. He also expressed hope that the step will further enhancing relations between the two airlines in the future.

Kotil said, "We are pleased to sign this codeshare agreement with Royal Jordanian and aim to improve our partnership to maximise the travel opportunities offered to our passengers through the

networks of both airlines. Additionally, we believe that this partnership with Royal



Captain Misto and Captain Haitham Misto from Royal Jordanian and Turkish Airlines

Jordanian will bring enormous benefit to both airlines from a commercial perspective in rapidly growing relations between our countries." Under the terms of the agreement, Royal Jordanian and Turkish Airlines will place their carrier codes on each other's flights between Amman and Istanbul. Royal Jordanian will place its carrier code on Turkish Airlines' flights between Aqaba and Istanbul. 🍷

Amadeus tool on Etihad

Etihad Airways will implement the 'Amadeus Fare Families' tool in the indirect channel, to support its innovative merchandising strategy.



TT BUREAU

Through 'Amadeus Fare Families' tool, Etihad Airways will brand and differentiate its products and services by showing the full value of each packaged fare on all its retailing interfaces for all customer segments and worldwide points of sale. With clear descriptions on service characteristics and terms and conditions, both travellers and travel agents benefit from greater transparency in the shopping process. In doing so, travel agents will be better equipped to advise their customers and proactively upsell from one fare family to the other.



Peter Baumgartner
Chief Commercial Officer
Etihad Airways

Peter Baumgartner, Chief Commercial Officer, Etihad Airways, said, "We are delighted to extend our 'Fare Choices' to the Amadeus travel community, thereby ensuring that our customers can

always enjoy our full range of innovative services, irrespective of which channel they choose to shop on. Etihad Airways' offering, which combines air and non-air services to deliver the very best travel experiences, is a source of great pride for us.

Maheer Koubaa, VP, MENA region, Amadeus Airline Distribution and IT, said, "We are excited to support Etihad's marketing and growth objectives in the indirect channel. This demonstrates the expertise we bring to the industry, generating higher revenues by deploying merchandising strategies across channels. Through greater product transparency and the full end-to-end integration of the solution, our travel agency community will be able to guide and service customers more comprehensively and efficiently."

We are excited to support Etihad's marketing and growth objectives in the indirect channel

Maheer Koubaa

VP, MENA region, Amadeus Airline Distribution and IT

B2B tech platform launched

There have been significant changes happening in terms of technology advancement by airline systems. TravRays, a Dubai-based firm, has launched an end-to-end platform.



TT BUREAU

It includes an advanced booking engine using multiple sources of air and non-air content, combined with customer profiling, comprehensive reporting and management capabilities. Hence, it addresses the need of travel industry and e-retail products for distribution network.

Hari Kumar Manivannan, General Manager, TravRays, says, "The systems act as a platform where travel agents, travel suppliers like airlines, car rentals and hotels can be both a supplier and a customer at the same time. With our professional experience of 20 plus years in the industry, we understand the importance of delivery and customer satisfaction. Our team and the core engine are committed to service round the clock.



TravRays platform is ready to integrate with any travel supplier within the UAE and beyond. We have beta-tested with over 75 travel agents and our clientele base is increasing day by day."

Following its official launch very recently in Dubai, a two-day workshop has been planned with five sessions of 90 minutes each with TravRays team briefing the industry stakeholders about the concept and its benefits.

TravRays has been under test phase since the past few months and has been customized to meet the needs of the customers in the UAE.

R Sankaranarayanan, founder of this technology, said, "TravRays offers a single window to address the needs of the travel agency allowing the administrators/consultants and key decision-makers to have complete control of their business."

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Moscow hosts leisure & luxury event

The 20-year history of Luxury Leisure Moscow, the large-scale event, has proved to be a well-established exhibition in the tourism industry. It's the traditional meeting place of tour operators, travel agents, hoteliers, national tourism offices from different countries and Russia's regions.



Etihad Airways

Sydney

Lindsay White has joined Etihad Airways as Vice President for Australia and Asia Pacific. In this role, White will assume responsibility for the entire Asia Pacific region, adding China, Japan, Korea and Thailand to his current portfolio of Australia, New Zealand, Indonesia, Malaysia, Philippines, Singapore and Vietnam. He brings more than 30 years of aviation industry experience to the role, having held various senior management positions at British Airways before joining Gulf Air in 2005 as its general manager in Malaysia and Brunei.



Abu Dhabi

Sajida Ismail has been appointed as Etihad Airways' Vice President Service and Hospitality. She will be responsible for the design of Etihad Airways' signature service at all customer touch points. Ismail will also be responsible for the development of training standards for all staff working inflight, and at airports, lounges, and crew training centres. She moves to the new role from her previous position as Etihad Airways' Head of Product and Service Standards.



Abu Dhabi National Hotels

Abu Dhabi

Rutger Smits has been appointed as Chief Operating Officer by Abu Dhabi National Hotels. Prior to joining ADNHH, he was CEO of Al Rayyan Tourism Investment Company (ARTIC). Smits held a series of executive positions in hospitality and real estate companies, including Cushman & Wakefield Hospitality, Deloitte, HVS and Arthur Andersen as well as operational roles with InterContinental Hotels.



TIME Hotels Management

Dubai

TIME Hotels Management has announced the appointment of **Nabil Kamel** as Vice President, Human Resources. Egyptian national Kamel joins the team with a focus on expanding the group's international talent base and overseeing employee development. He has almost 30 years of experience in the hospitality sector. Kamel has worked with leading hotel chains such as Accor Hotels, Hyatt International and Mövenpick Hotels & Resorts. Prior to joining the TIME Hotels' team, he was VP Human Resources for Dubai headquartered Damac Hospitality.



Waldorf Astoria Dubai Palm Jumeirah

Dubai

Waldorf Astoria Dubai Palm Jumeirah has appointed **David Wilson** as General Manager. Wilson, an accomplished hospitality executive with over 30 years of experience, will direct and oversee the day-to-day operations of the resort. Most recently, he served as the MD of Ritz-Carlton Beijing and JW Marriott Beijing. Previously, he held leadership positions at The Ritz Carlton Bali Resort & Spa, Shangri-La Hotels and Hyatt Hotels.



Grand Millennium Dubai

Dubai

The Grand Millennium Dubai has appointed **Hassan Dana** as Director of Revenue to ensure a continued focus on revenue management and hotel profitability. Hassan will be monitoring demand trends, booking pace, and market trends, which will be translated into total hotel revenue management strategies to achieve revenue goals and increase the market share respectively. Before joining the Grand Millennium Dubai, Hassan was working with Hospitality Marketing Concepts, Dubai, as Director of Sales Operations for Middle East.



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Dubai still a favourite with Indians

Part of the \$7 billion ETA/ASCON/AI Ghurair conglomerate based in Dubai, ANTA is betting big on evolved travellers from India who continue to find Dubai an attractive destination, especially due its shopping malls, tax-free incentives and its connectivity to Europe.

TT BUREAU

Middle East's leading travel management company, Ajman National Travel Agency (ANTA) is aiming to be among the top five DMCs in India by focusing on corporate, MICE and leisure travel over the next five years. Established in 1976 and headquartered in Dubai for over two decades, ANTA

bound travellers willing to spend more but the holiday itself is veering towards evolved travel with a focus on stays based on their sophisticated tastes and interests. Thus, we drive about 45-50 per cent of our business from this country. We started concentrating on India about 10 years ago. And, it has grown significantly in the last seven



Kumar Jagadeesan
General Manager, UAE & Oman
ANTA Travel Group

Dubai is spending a lot on marketing and promoting itself as an international destination. We want to cash in on this trend

has been offering extraordinary itineraries for discerning travellers; for the UAE and Oman; with its representative offices in Europe, South Africa, Brazil, USA, Canada and India.

Talking about the company's performance in India, **Kumar Jagadeesan**, General Manager, UAE & Oman, ANTA Travel Group states, "We do significant inbound business. Dubai is spending a lot on marketing and promoting itself as an international destination. We want to cash in on this trend. Thus, it is obvious that the India market becomes vital for our growth. Not only are the Indian out-

years." The reason for the same is the growth of the existing business and the advent of new business. Going forward, the company intends to further explore the Indian market, he added. "ANTA currently is looking at garnering more business from the northern and western market. Going forward, it will tap the potential from the south and east markets as well," he revealed.

At the luxury end, ultra high-net worth travellers from India continue to find Dubai an attractive destination, especially due to its shopping malls, tax-free incentives and its connectivity to Europe.

Dubai is gaining a reputation for being an attractive wedding destination as it offers everything for the Indian diaspora, he pointed out.

Regarding the USP of ANTA, he revealed, "Our expertise lies in sourcing, supplying, distributing and promoting the best in travel products in Dubai making them easily accessible. Cutting-edge technology coupled with skilled and professional staff that can deliver travel-related products and services to international standards are what set us apart from our competitors in India. We put an extra effort to understand why Free Independent Travellers (FITs) are coming on holidays. There is always a reason to travel for leisure. We ask the FIT groups that one extra question. We give them the same price but book an extra dinner around that one special day. Thus, our

services are our differentiator." FIT business has been the growth driver from India for ANTA. The group is now looking at tapping more corporate and MICE travellers into Dubai, he added.

According to **Mohammad Fareesuddin**, Manager-Leisure, ANTA, the company is a part of the \$7 billion ETA/ASCON/AI Ghurair conglomerate based in Dubai. ANTA is also the GSA of major online carriers. "As we are also in the airline business, we are able to get better deals by being in the volume game. We have also realised that every industry needs a cutting-edge and cost-effective marketing tool and therefore, vacation and travel incentives is one of the most powerful methods of attracting business. We help our clients in India to achieve the same. The company is helping outbound traveller from India to achieve organisational goals with customised solutions for corporate travel, leisure holidays, meetings, event planning, incentive travel, conference, car hire, coach, train, hotels, service apartments and cruise holidays, etc," Fareesuddin affirmed. Bollywood has also enhanced the visibility of Dubai with blockbusters being filmed in Dubai and that asso-

ciation elevates relevance, he opined.

To grow its footprints and increase the brand presence in India, the group has also recently appointed



Mohammad Fareesuddin
Manager-Leisure
ANTA

The company is helping outbound traveller from India to achieve organisational goals with customised solutions

Representation World as its representation company in India. **Vineet Gopal**, India Head, ANTA and Director, Representation World opined, "ANTA is not new to the Indian market. We are aggressively looking at promoting the DMC

in India now. India is our second largest market after GCC. Our key role will be to increase the number of outbound travellers to Dubai. We also offer extremely competitive rates on hotel pricing. This



Vineet Gopal
India Head
ANTA

Our key role will be to increase the number of outbound travellers to Dubai. We also offer extremely competitive rates on hotel pricing

is another key USPs of the group that will drive business from our country as India is also a price-sensitive market. The group recently hosted specialized MICE agents in Dubai to showcase the plethora of offerings in Dubai." 📌

Marhaba Dubai, says Vistara

Vistara establishes its presence in the Gulf region with the inauguration of its sales office in Dubai and the appointment of Sharaf Travels as its General Sales Agent.

TT BUREAU

The opening of Vistara's first overseas sales office in Dubai will ensure that customers from the Gulf region can enjoy the same level of service from the airline as those provided in India.

Sharaf Travels will represent Vistara in the GCC territories of the UAE, Oman, Qatar, Bahrain, Saudi Arabia and Kuwait. With its strong

presence in these markets, residents and tourists in the GCC region will have direct access to Vistara's services and information on its growing network in India. This physical presence will also ensure that Vistara's imperatives of service and operational excellence is marketed appropriately in the region.

Making the announcement, **Giam Ming Toh**, Chief Commercial Officer, Vistara

emphasized the significance of the initiative, stating, "We are thrilled to set up our first overseas Sales office in Dubai. The appointment of Sharaf Travels as our GSA and the opening of the new office underlines the importance of the Gulf region for us. We are delighted to have Sharaf Travels as our partner to lead our sales and servicing activities in the GCC. Sharaf Travel's strong presence in the region will ensure

that our travel agent partners and customers are equally well served. Vistara has brought a qualitative change in the way flying is perceived in India. With this enhanced presence, we hope more residents from the GCC will get to fly the new feeling with Vistara."

Vistara offers 321 weekly flights to 12 destinations in India, including Delhi, Mumbai, Bengaluru,



(L-R): Salah Sharaf, Sharaf Travels, Phee Teik Yeoh CEO Vistara, Ibrahim Sharaf, Sharaf travels, Giam Ming Toh, CCO, Vistara

Hyderabad, Pune, Ahmedabad, Lucknow, Goa, Guwahati, Bagdogra, Bhubaneswar (from Oct

2015), Varanasi (from Oct 21, 2015) and increased frequencies between Delhi and Mumbai (from Nov 2015). 📌