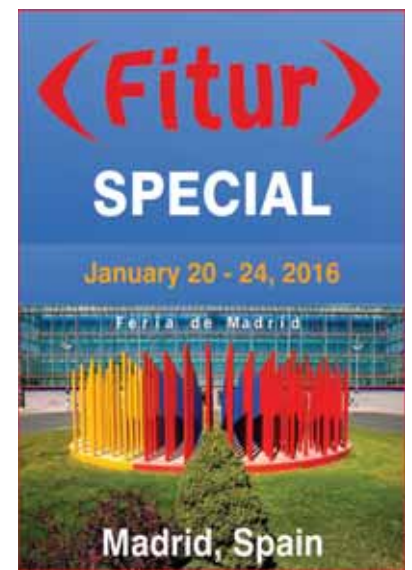


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Trade upbeat as 2016 arrives



His Excellency Khalid Jasim Al Midfa
Chairman, Sharjah Commerce and
Tourism Development Authority



Marion Walsh Hedouin
Vice President
Marketing Communications
and Public Relations, Minor Hotel Group



Shaikha Al Shamsi
Head of Destination Marketing
Dubai Parks & Resorts

The dawn of 2016 is the time for new aspirations for the industry and attention is diverted to attracting tourists from new emerging markets to the Middle East.

 SHEHARA RIZLY

Towards the latter part of last year, there were many development projects announced all over the middle-eastern region from various sectors in the industry in order

to increase the tourism prospects for 2016.

2016 - new focus for Sharjah tourism

Sharjah tourism will be participating in Fitur to be held from January 20-14, 2016, in Madrid,

Spain. Sharjah tourism takes pride of place as the Arab Tourism Capital and 2016 would be another stepping stone to achieve the goal set for 2021 of a record breaking number of tourists visiting Sharjah.

Contd. on page 2 ►

India Travel Awards

JW Marriott: Best Hospitality and F&B



(L-R): Bhavesh Rawal, Director Food & Beverage, JW Marriott, Deira, Dubai; Tanushree Pandey, Mrs India 2015; Gajendra Singh Khimsar, Minister of Industries, Sports and Youth Affairs, DMIC & NRI, Government of Rajasthan; Sona Rawal, Director-Sales, JW Marriott, Deira, Dubai and SanJeet, Director, DDP Group

JW Marriott, Deira, Dubai was awarded the Best Hotel in the Middle East and the Excellence Award for Best Food & Beverage in the Middle East and Africa at the recently held North India Travel Awards at the Crowne Plaza Jaipur Tonk Road. **Bhavesh Rawal**, Director – Food & Beverage, JW Marriott, Deira, Dubai and **Sona Rawal**, Director – Sales, JW Marriott, Deira, Dubai were honored with Maya on the occasion. Speaking at the occasion, Bhavesh says, "I am very happy and excited to achieve this wonderful award." Thanking  for hosting these awards, Bhavesh said, "It's a great opportunity to showcase what the city has to offer."

Sona says, "It's a pleasure to be a part of this award function. Last year we won the award for Best Hotel in the Middle East, this time we got two. The best part is that not only the hotel got recognised, but our F&B team also got the recognition for their efforts especially for the fantastic food & beverage options they put together for Indians. And, I am sure more travellers would be coming from India and next year we will get more and more awards." The gathering was graced by **Gajendra Singh Khimsar**, Cabinet Minister of Industries, DMIC, NRI, Sports & Youth Affairs, Government of India, along with the leaders of the tourism industry.



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Ibis Styles Dubai Jumeira is operated by R Hotels (a member of R Holding) under a franchise agreement with Accor Hotel



Industry positive as New Year beckons

► Contd. from page 1

"As the Arab Tourism Capital, Sharjah will continue to line up exciting activities and festivals in the coming year to showcase the best of Arabic culture and heritage. We look forward to welcoming more tourists from all over the world through effective promotion of cultural and heritage elements among families to achieve the Sharjah Tourism Vision 2021," said **His Excellency Khalid Jasim Al Midfa**, Chairman, Sharjah Commerce and Tourism Development Authority.

Global footprint

Minor Hotel Group (MHG), an owner, investor



Ricardo Fernández
Chief International Officer
Destinia



Omer Kaddouri
President & CEO
Rotana



Erwin Widjaja
General Manager Gulf
Singapore Airlines

nor Hotel Group, says "Our urban hotels tend to attract more groups and business travellers whereas our coastal resorts attract more leisure guests. However this this will change as we

Parks & Resorts LLC.

Expanding to S. Arabia

The international online travel agency Destinia with offices in Dubai, Egypt and Spain, will expand its presence in the Middle East by opening an office in the Kingdom of Saudi Arabia in 2016.

"The Kingdom of Saudi Arabia represents our core market in the MENA region and, this is a natural step within our expansion strategy in the Middle East region following the recent successful launch of our office in Dubai in January 2014 which followed our

New properties in 2016

Rotana Hotel Management plans to open 14 new properties before the end of 2016. Rotana will be strengthening its presence by opening two properties in Turkey, one in Bahrain, two in Qatar, one each in Congo, Jordan and Abu Dhabi whilst there will be four new properties in Saudi Arabia and two in Iraq by the end of this year.

Omer Kaddouri, President & CEO, Rotana, comments: "Rotana has a very robust development pipeline for 2016. By extending the Rotana brand into new cities while also reinforcing our market leadership in the Middle

receive 10% more miles when they fly in Premium Economy Class.

"I am happy that we will have Premium Economy from Dubai. Many of our customers have been asking for a Premium Economy offering and we are confident that what we are delivering will exceed their expectations. The new cabin product is the culmination of two years of work, which included extensive research and focus

sibility of new code-share agreements remains under review. We hope to grow in market share and provide our customers to India and Europe, a one stop quality product," stated **Shahzad Naqvi**, Country Manager-Dubai and Northern Emirates, Oman Air.

New feeder markets

Bin Ham Travel and Tourism is a one-stop shop for clients who seek good, personalised customer service 24/7 catering to various



Shahzad Naqvi
Country Manager-Dubai and
Northern Emirates, Oman Air



Viburn Rodrigues
Business Development Manager
(Dubai Branch), Bin Ham Travel
and Tourism

As the Arab Tourism Capital, Sharjah will continue to line up exciting activities and festivals in the coming year to showcase the best of Arabic culture and heritage

H.E. Khalid Jasim Al Midfa
Chairman, Sharjah Commerce and Tourism Development Authority

and operator with a portfolio of 135 hotels and resorts and over 17,000 keys in 22 countries across the Asia Pacific, the Middle East, Europe, South America, Africa and the Indian Ocean has introduced its leading hospitality brand Anantara to Sri Lanka for the first time with the soft opening of its first luxury property, Anantara Peace Haven Tangalle Resort on December 1, 2015. Additional Anantara openings in 2016 include the 115-key Anantara Al Jabal Al Akhdar Resort in Oman, which will open its doors in April 2016 and later Anantara Salalah Resort will open in the south of the country with 136 keys.

Marion Walsh Hedouin, Vice President, Marketing Communications and Public Relations, Mi-

intend to attract more MICE business with the introduction of conference facilities at our resorts."

Dubai – global destination

Dubai Parks & Resorts is set to be the region's largest integrated theme park destination projected to lure 6.7 million visitors during the first year of operations which is set to open by October this year.

"Dubai Parks & Resorts articulate the vision of leaderships to position Dubai as a global destination and in line with the tourism vision 2020 which under the directions of **His Highness Sheikh Mohamed Al Maktoum** set a goal as guidance to have 20 million visitors by 2020," says **Shaikha Al Shamsi**, Head of Destination Marketing, Dubai

Dubai Parks & Resorts articulate the vision of leaderships to position Dubai as a global destination and in line with the Tourism Vision 2020

Shaikha Al Shamsi
Head of Destination Marketing, Dubai Parks & Resorts

Cairo office. From January-November, we have reported a 48 per cent increase in bookings and an increase of 40 per cent in sales in the MENA region. In the KSA market, bookings have grown by 81 per cent and sales have gone up by 57 per cent," comments **Ricardo Fernández**, Chief International Officer, Destinia.

East, we have come closer to realising our ambitious vision of operating 100 hotels by 2020. In particular, a breakthrough into Kinshasa in the Democratic Republic of Congo, is a significant landmark for Rotana as this is a new territory for us in which we will be addressing the needs of a rapidly developing market."

Premium Economy

In terms of aviation, Dubai would be the first country in the Gulf/South Asian region to experience the new Premium Economy Class to be introduced from January 12, 2016. Premium Economy Class will welcome customers with a contemporary and stylish design, an extensive range of food and beverage offerings. Priority check-in and baggage handling, with baggage allowance of 35 kgs and members of the Kris Flyer frequent-flyer programme will also

group studies involving customers and our design partners. Our Premium Economy Class will provide customers more comfort and in-flight amenities. Complemented by the exceptional service that Singapore Airlines is so well known for, the new cabin class will be a great new way to fly," says **Erwin Widjaja**, Singapore Airlines, General Manager Gulf.

Growth strategy

The code-share agreements with number of airline

We intend to attract more MICE business with the introduction of conference facilities at our resorts

Marion Walsh Hedouin
Vice President, Marketing Communications &
Public Relations, Minor Hotel Group

partners have put Oman Air on a rapid growth plan. Their strategies are quite unique and they endeavor to renew them constantly.

"The continued expansion of Oman Air's fleet enables us to launch new routes, increase frequencies on existing routes and improve connections at Muscat International Airport. Having launched five new services over the last year, we look forward to announcing more over the coming months. Similarly, the pos-

events and new attractions taking place in the UAE. This year Bin Ham travels will focus more on cruises targeting destinations such as India, Sri Lanka and the Far East as these are the potential emerging markets. "Our mantra for the year 2016 is to be positive with regard to leisure & corporate travel, especially the last four to five years, the conditions were not healthy but we have managed to survive. Cruise liners are added to our variety of service, which automatically enhances Air Travel & Hotel," Rodrigues adds. 📌



Anantara Peace Haven Tangalle-Beach Villa Interior

Millennium's green resolutions

In the New Year, the Millennium Corniche Hotel Abu Dhabi is ramping up its efforts to go green.

TT BUREAU

Millennium Corniche Hotel Abu Dhabi is making the necessary changes to boost their green credentials to foster the growth of the green culture in the Capital and help save the environment. Their green move started years ago and went on to succeed as one of the unique models for the region in line with Abu Dhabi's mission of achieving the goal of moving towards making the environment clean.



James Wilson
General Manager
Millennium Corniche Abu Dhabi

Millennium Corniche Hotel Abu Dhabi has made a

the General Manager. "We will start afresh with strict new green guidelines in all our deeper operations. Investing in renovations to make the hotel more sustainable will increase its value, slash operating costs and attract guests who are trending towards more sustainable hospitality experiences. And because hospitality is a pillar in Abu Dhabi's economy, we, as hotels, tend to consume massive amounts of water and electricity, therefore, there must be big attempts to save both," he elaborates.

This time they will work together to encourage the promotion of Abu Dhabi as a destination fueling growth. With this environmental movement, they will adopt, develop and implement enormous schemes that seek to address the challenges posed by rapid expansions and create a society that is more environmentally aware.

They will expand the notion of luxury to include something else important as a healthier world; and the hotel is attracting travellers whose choice of hotels are eco-sensitive, where they want to reduce their exposure to chemicals and support conservation. Although most guests may not make decisions about where to stay based on the hotel's green practices, but they do appreciate it once they are there and consequently, keep coming back.

The Millennium Corniche Hotel has made a genuine commitment to environment preservation and is heading towards this movement to pay attention to socially responsible practices where green is no more an exception but an expectation. It is important to start living the reality of the situation and not just think that time will make things correct themselves.

Grand Millennium Dubai eyes Fitur

Grand Millennium Dubai will be represented at the Spanish trade event through its partners.

TT BUREAU

Shadi Karamah, Director of Sales & Marketing, said, "With some 11,000 companies taking part, it is an ideal place for developing future business. We will be targeting both business and leisure traffic from the market, focusing on the Grand Millennium Dubai's convenient position adjacent to retail, beach and sporting attractions as well as its strategic location within close proximity to key corporate and business venues.

"Demand has increased but so has the hotel inventory in the city and Grand Millennium Dubai will be concentrating more on the quality service and facilities which we have to offer as customers will be looking for more than just the best rate," he explained. Fitur is scheduled from January 20-24, 2016.



Shadi Karamah
Director of Sales & Marketing
Grand Millennium Dubai

Located just off the Sheikh Zayed Road, the Grand Millennium is conveniently accessible from the Mall of the Emirates and the Ibn Battuta Mall, as well as within easy reach of the city's prime business and leisure attractions.

We will start afresh with strict new green guidelines in all our deeper operations. Investing in renovations to make the hotel more sustainable will increase its value, slash operating costs and attract guests who are trending towards more sustainable hospitality experiences

"With the intent to signify a new beginning, the

green resolution for the year 2016," says James Wilson,

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EDITORIAL

Positive Outlook

Embarking on 2016 with a brand new outlook will be the way forward for the travel and tourism sector. The 36th edition of Fitur begins in Madrid, Spain, with over 200,000 specialists from around the world. From the UAE, Sharjah Tourism and Development Authority, Sharjah International Airport and some of the leading travel agents and hotels will participate in order to tap into new markets.

Although the past year was challenging with rapid changes taking place in the region, new ventures and opportunities seem to be at hand this year. Social media will play a pivotal role for the Middle East markets. In the region, the emerging trend is the luxury and MICE segments, which are very quickly growing into vital feeder markets. Tourism has become a great contributor to the GDP of every country and it is estimated in the UAE also there will be a rapid increase in this contribution. It is estimated in a recent report that MICE and luxury travellers are on the increase mainly due to the state-of-the-art facilities provided by most properties.

The construction of the region's largest integrated theme park destination by Dubai Parks and Resorts between Dubai and Abu Dhabi will attract another new feeder market to the region, thereby ensuring stability in the economy and the growth of the industry. A number of hotel projects in the pipeline ranging from three to five star properties will be a further boost.

We can see an increase in many properties, tourism boards, travel agents and other partners participating in various roadshows and international trade exhibitions seeking new market potential. Social Media will definitely play an important role in the travel business. The traditional traveller now has much deeper pockets and is more geared towards spending. This traveller is armed with enough information at the tips of his finger, bringing forth not just benefits to various destinations but also passing on information to untapped potential clientele by posting on their Social Media pages, thus replacing word of mouth with the online word.

AI: Aiming for the sky

Air India operates 300 flights weekly between India and the Middle East. In its fleet for the Gulf region are the latest B787-Dreamliner, B777-200LR and the very efficient A321/A320.

The past year has been a challenging one but yet we managed to perform well with our team acting and reacting, and proactively trying to increase the numbers. We are close to our targets that have been achieved in spite of the volatile market. A consistent schedule, right pricing strategy and close connect with our travel partners has yielded these outcomes.

Air India, the national carrier for India, has been flying from our main hub in Delhi connecting nations from east to west and north



Alliance in June 2014 has positively affected Air India by adding greater value to the traveller, reaching out to a larger traveller base and translating into incremental business. It also provided us a wider reach increasing our network.

There is an increased focus on code shares with the partner airlines in the Star Alliance which have given us an opportunity to further strengthen our global presence. Our advantage is that we can now direct traffic from India from main hubs in Delhi and recently Mumbai, which have now become fully integrated terminals (for Air India) providing

We have a multitude of options to offer our guests. Among them is the popular loyalty programme called The Flying Returns where guests can earn points on Air India and partner airlines in Star Alliance and also enjoy a multitude of benefits in the programme. The

Air India's USP are and will be the non-stop flights from India to 35 international destinations covering 24 countries

traveller. Regular upgrades to aircraft make sure that our capacities are also optimised to the market.

The Indian aviation market is one of the fastest growing markets in the world for both the domestic and international travel. We aim to market flights and fares where our traveller can combine a holiday/home visit, by first touching down in India and then proceeding onward to any of the 35 international destinations. For example: if you want to take a vacation to London from Dubai, Air India flight would take you to either Delhi or Mumbai from Dubai, where you can have a short side trip/holiday and then take you onwards to your desired destination – London.



Melwin D'Silva
Regional Manager Air India
Air India Express for Gulf
Middle East and African region

to south. In the middle-eastern region, Air India has a large presence with over 300 flights operating weekly between India and the Middle East. Air India operates a mixed fleet to the Gulf region from the latest B787-Dreamliner, B777-200LR to the superbly efficient A321/A320.

Overall, joining the Star

our passengers more facilities and a simplified seamless travelling experience. Alongside, our low cost subsidiary airline – Air India Express has carved a niche for itself and has in its operation further penetrated to small, Tier II towns of India expanding the direct reach of the Air India-Air India Express network.

competitive fares onboard both our airlines provide us the privilege of gaining more clientele. Air India's USP are and will be the non-stop flights from India to 35 international destinations covering 24 countries. Operating a very young fleet of aircraft, such as the state-of-art Dreamliner B787, offers a superior experience to the

Green Globe for Ramada Ajman

■ Ramada Hotel & Suites Ajman became the first hotel in Ajman to receive the prestigious Green Globe certification, following a comprehensive audit carried out by Farnek Middle East.

This was the result of its creative approach to sustainable management. Ramada Ajman is the first in the UAE to launch a compost project for hotels. It also engages an energy-saving scheme, and a variety of awareness campaigns highlighting sustainability.

The hotel is already recognised for its leadership in UAE having utilised its on-site food composter to pursue a Zero Landfill target.

Along with that some of the sustainable practices incorporated in the daily operations of the 388-room property include recycling of waste material including paper, bottles, cans and glass, cost-effective measures to reduce water and electricity consumption in the guest rooms and offices, and regular training of staff to help



spread awareness among the guests and community.

Iftikhar Hamdani, General Manager, Ramada Hotel & Suites Ajman, commented, "The Green Globe certification is a further testament to our continuous commitment in sustainability

through our efficient waste management system, water and energy conservation practices, and awareness campaigns within our team and in the hospitality industry. It took the property a year to prepare for the audit and fulfil the high standards set by Green Globe.



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Shop till you drop in Dubai

The Oberoi Dubai has planned a tailor-made package for the discerning guests: Shop Till You Drop. The package includes several perks for the guests staying at the hotel.

TT BUREAU

The package includes accommodation in a Deluxe room with a dedicated 24-hour butler service to assist with every last detail, such as the packing of purchases, the booking of personal stylist consultants or arranging private viewings in exclusive boutiques.

In addition, complimentary scheduled transfers to Dubai Mall with the advantage of the shopping bag collection service that will deliver purchases back to the hotel three times a day. Additionally, The Oberoi, Dubai will provide a dedicated shopping concierge desk with information on deals of the day and best tips.



restaurants and at The Oberoi Spa.

The 'Shop Till You Drop' package at The Oberoi Dubai, available from 2nd January to 2nd February 2016, is priced

at AED 1,400 (subject to 10% municipality fees, 10% service charge and tourism dirham fee of AED 20 per room, per night). Conditions apply. 📄

Guests will also enjoy a daily buffet breakfast for two at Nine7One, the hotel's world cuisine restaurant in addition to AED 200 hotel credit daily for redemption across all three signature

Strengthening GCC markets

ibis Styles, strategically located in proximity to major business hubs as well as leisure attractions, is a deluxe three star property which was opened in September 2015.

SHEHARA RIZLY

The property has fared very well in terms of occupancy: with 55 percent in September, 88 percent in October, 68 percent in November and December ending at around 60-70 per cent. The use of Accor reservation systems has been their biggest strength as they were able to unleash into untapped markets with this online web portal. The system further provided them a very good mix of nationalities such as German, Denmark, UK, USA, Australia, New Zealand and Norway etc. According to their research, 70 percent of the inbound market to the UAE is from Saudi Arabia and other GCC countries such as Qatar, Bahrain and Kuwait. Iranian and Chinese markets require the same facilities in terms of twin sharing capacity and they will be adding these two destina-



Muhammad Haider
Hotel Manager
ibis Styles Jumeirah, Dubai

We step into this year on a very positive note and would be focusing our attention on tapping into GCC markets which are yet to be unleashed

tions to their 2016 plans.

The property ibis Styles is the first and only three star property in the vicinity

offering both corporate and leisure travellers a unique experience. Among their unique selling points for the leisure sector, the foremost reason is that they are a family friendly hotel located in proximity to the famous Dubai mall, Burj Khalifa or Jumeirah beach. Earlier the Barsha area consisted many travellers from the CIS markets but in recent times there has been an increase of tourists from GCC countries such as Oman. The shopping festival is another attraction which could lure more tourists to this property.

"We step into this year on a very positive note and would be focusing our attention on tapping into GCC markets which are yet to be unleashed and also improve our corporate and MICE sector," said **Muhammad Haider**, Hotel Manager, ibis Styles Jumeirah, Dubai. 📄

Arab Aviation Summit 2015

The 5th Arab Aviation and Media Summit was held at the Art Rotana Conference hall in Amwaj Island in the Kingdom of Bahrain in collaboration with the Ministry of Transport & Telecommunications and Bahrain Airport Company. The Arab Aviation and Media Summit is an initiative committed to improving the state of Arab Travel & Tourism by facilitating a constructive dialogue for public-private cooperation.



قمة العرب للطيران والإعلام 2015
Arab Aviation and Media Summit 2015

SHARJAH makes its mark as Arab Tourism



Sharjah, the third largest emirate in the United Arab Emirates, holds a distinct position as a cultural tourism destination that attracts millions of visitors from across the region and the world each year. Overlooking the Arabian Gulf and the Gulf of Oman, this emirate features a unique blend of the old and new, as well as as exotic and the sophisticated.



Al Qasba

With a history that goes back to more than 6,000 years, Sharjah was one of the wealthiest towns in the region, and the most important port on the lower Arabian Gulf from the time of the early trading with the East. Over the years, the emirate has distinctively contributed to Islamic and human culture, and its manuscript libraries and archaeological centres have been a magnet for researchers, as well as art, culture and science enthusiasts.

In addition to its famous Islamic monuments, mosques and public parks, Sharjah boasts literary and intellectual institutions that have enriched the

cultural life of individuals and groups. The emirate has also come to be known for its cultural festivals, including book fairs, painting exhibitions, theatrical performances and translation and publishing activities.

With such a dynamic cultural portfolio, Sharjah is promoting itself as an international cultural hub as a key pillar of the Sharjah Tourism Vision 2021 that aims to receive more than 10 million tourists to the emirate in the next five years.

In recognition of Sharjah's efforts to embrace its rich traditions and strong cultural heritage to create a modern tourism industry, the emir-

ate was selected as the Arab Tourism Capital for 2015 by the Arab Tourism Organisation, giving a huge boost to its tourism sector and economy. The award honours the emirate for the diversity it offers in terms of leisure and retail sector as well as for its expertise to host world class festivals throughout the year. Sharjah was earlier crowned the 'Cultural Capital of the Arab World' in 1998 and the Islamic Culture Capital for 2014.

Standing out clearly as the cultural capital of Arab region, Sharjah is home to some of the most important cultural and heritage sites in the region. The most prominent of these is The Heart of Sharjah, which features architectural buildings,

Capital



mosques and markets that bear witness to the city's development and evolution through time. The Heart of Sharjah has been registered in the tentative list of World Heritage Sites by the United Nations Educational, Scientific and Cultural Organisation (UNESCO).

Sharjah has preserved its rich past in as many as 16 museums, ranging from the official residence of Sharjah's ruling family for over 200 years to those housing art, calligraphy and Islamic artefacts. There are even museums dedicated to Sharjah key status in the region's aviation and maritime history.

Sharjah is witnessing significant growth in the number of tourists every year with 2,036,000 hotel guests in 2014, which is an increase of 3.4 per cent compared to 2013, when hotels in the emirate received 1,969,000 guests.

Sharjah Commerce and Tourism Development Authority supports many events throughout the year including Sharjah International Book Fair, Sharjah Children's Film Festival and the internationally acclaimed Sharjah Art Biennial. The Authority also organises two key events every year, the Sharjah Water Festival which headlines the Sharjah World Championship Week held in De-

cember annually and the Sharjah Light Festival always held in February.

As the 2015 culturally eventful year comes to an end, Sharjah has much to be proud of in terms of events and festivals that have highlighted its potential as a leading destination for families and cultural tourists. The successful conclusion of the Arab Tourism Capital celebrations has now put the emirate on track to more recognitions in the future as it continues to offer better facilities and tourism infrastructure to meet the requirements of growing number of tourists.

In recognition of Sharjah's efforts to embrace its rich traditions and strong cultural heritage to create a modern tourism industry, the emirate was selected as the Arab Tourism Capital for 2015 by the Arab Tourism Organisation, giving a huge boost to its tourism sector and economy.



Al Majaz Waterfront

Dreamliner on Mumbai-Dubai route soon

Air India recently organised a Fam trip to Kashmir and Ladakh. Parminder Pal Singh, Sales Manager – Dubai, Sharjah & Northern Emirates, & AGM Commercial, tells **TRAVTALK** about the planning and execution of a successful Fam and the latest offerings from the carrier.

FAISAL H. BHAT

What was the thought behind choosing Kashmir and Ladakh for the Fam?

The idea of Fam was floated during ATM 2015 in Dubai wherein we met officials from Soul Media & Grand Dragon Hotel Ladakh. Kashmir was once a top most tourist destination because of the stunning beauty and being home to Bollywood. It is only due to security issues the tourists have shrunk. The situation is changing slowly but surely.

To feel the change in the situation, it was deliber-

ated between Air India team/ Soul Media/ Hoteliers that we should give first-hand feel to key travel partners/ tour operators from the UAE to experience travel/infrastructure viable at Kashmir, hospitality of Kashmiri folks and the comfort of the premium properties. Kashmir has a potential to sell like a hot cake both to local Arabs and Expatriates who normally chose Europe as Holiday destinations.

How many tourists fly Air India from the UAE to J&K?

As per data, around 5,000 passengers have travelled from the UAE to Kashmir during 2014-15.



Parminder Pal Singh
Sales Manager – Dubai, Sharjah & Northern Emirates, & AGM Commercial

In the first 6 months of current financial year, starting April 15, the numbers have already been 3200+ which is quite encouraging. Maximum number of these passengers flew into Srinagar. However, airlines cannot

distinguish between locals and tourists.

What's your take on the security concerns in J&K?

On the Fam trip to Kashmir, we saw the ground reality. We found the place to be absolutely safe to travel especially to Ladakh and Gulmarg. There was presence of extra forces in Srinagar, which was explained that it was more of a precaution than need. The J&K Government is also taking necessary steps to bring back Kashmir on top of the tourist map.

What is the best connectivity from the UAE to J&K?

Flight Schedule

| | Dep | Arrv | Flight |
|---------|------|------|-----------------------------------|
| DEL-IXL | 0625 | 0745 | AI 445 |
| DEL-IXL | 0550 | 0710 | AI 3449 (MON, TUE, THU, SAT, SUN) |
| IXL-DEL | 0820 | 0930 | AI 446 (TUE, THU, SAT, SUN) |
| IXL-DEL | 0745 | 0910 | AI 3450 (MON, TUE, THU, SAT, SUN) |
| DEL-IXJ | 1110 | 1225 | AI 821 |
| IXJ-DEL | 1545 | 1700 | AI 822 |
| DEL-SXR | 1110 | 1345 | AI 821 |
| DEL-SXR | 1205 | 1330 | AI 866 |
| DEL-SXR | 1030 | 1145 | AI 3425 (TUE, THU, FRI, SUN) |
| SXR-DEL | 1415 | 1550 | AI 659 |
| SXR-DEL | 1425 | 1700 | AI 822 |
| SXR-DEL | 1500 | 1620 | AI 3426 (TUE, THU, FRI, SUN) |

Air India provides very good connectivity Ex UAE to J&K. Air India flight starts midnight from Dubai (Dreamliner-787) and reaches Delhi at 0445 hrs/ 0515 hrs and within next 1.5-3 hours it provides connectivity to IXL/SXR and IXJ from Delhi with fares starting from AED690 one way & AED 1,295 return. The return flight from Delhi to Dubai is again a Dreamliner-787 (AI 995) with departure at 2030 hrs every day. Also we have daily flight from Delhi to Abu Dhabi at 1820 hrs.

What Indian locations are popular among UAE visitors?

Normally UAE passengers visit Kerala and/or Goa as leisure destination, Also Delhi, Bombay, Chennai and Hyderabad are

preferred medical tourism destinations apart from its tourist attractions.

How do you rate the success of the Dreamliner on the UAE-India route?

The product is so popular that it requires very less marketing effort. It has seating capacity of 18 Business Class & 238 Economy Class. Business Class seats are flat bed and are so popular among our frequent flyers that it gets filled before Economy Class.

Looking into the success of Dreamliner on Delhi/Dubai/Delhi route, Air India is planning to also operate Dreamliner on Mumbai/Dubai/Mumbai route soon. 🇮🇳

Agents who flew the AI Dreamliner had this to say about the experience...



Air India Dreamliner is a fantastic product in the Industry. Business Class, as shown by P. P. Singh, was a flat-bed and is very spacious. Even my MD, Vijay Bhatia, loves the Business Class and travels to Delhi on AI Dreamliner Business Class. Economy is a 3-3-3 seating, which looks spacious, has comfortable seats and good inflight entertainment system. Ambience within the aircraft was soothing. Even my regular passengers like the Dreamliner and are happy that AI has bought that aircraft. Overall a great experience and I wish to travel on AI Dreamliner once it starts for Mumbai, which is my home town.

Raju Patel
Business Travel Consultant
Uranus Travel & Tours



We started enjoying the views of Leh right from the aircraft. The AI flight landing on the shortest runway was amazing. We send almost 1000 tourists to India in a year. The UAE is one of the major tourism markets in the world. This is a country where expatriates are twice the number of locals. Most of the people who are living here prefer to go for leisure trip during the summer. And the number of tourists flying to India is now rising. So we will try to send more number to J&K as we already had a wonderful Fam trip hosted by Air India and the leading hotel groups. I would like to thank Air India & hotel groups for hosting this Fam trip.

Ifsudheen Umar
Corporate Sales
Arabian Travel Agency

Targeting GCC and India

Salim Al Mamari, Director General of Tourism Promotion, Oman Ministry of Tourism, tells about creating experiences for the world traveller.

TT BUREAU

Which are your targeted markets?

The GCC and India are the top targets as reflected in comprehensive data recording over the years. However, the Sultanate enjoys a strong tourists footfall from Italy, Britain & Ireland, France & Swiss Romandy, German speaking countries, Scandinavian

countries, Belgium/Luxembourg, Netherlands, Australia & New Zealand. We are working on new market researches to expand our target markets to cover North America and the Far East to meet the long-term tourism goal.

What are the unique selling points for Oman?

It has a wide range of

historic landmarks such as Nizwa Fort, Sultan Qaboos Grand Mosque and Bait Al Zubair Museum, Souq Mutrah; for traditional architecture. Oman features world-class hotel brands such as Al Bustan Palace, Alila, Shangri-La, as well as luxurious landmarks like The Royal Opera House of Muscat and Al Alam Palace.

Can you share some of the plans for 2016 and winter?

The opening of the Oman Convention & Exhibition Center will further strengthen the country's position as an actively growing business hub and attract a larger number of regional and international visitors. A number of luxury hotel projects such as W, Anantara,



Salim Al Mamari
Director General of Tourism Promotion
Oman Ministry of Tourism

and Kempinski, and launch of 1,500 hotel rooms targeting three- to five-star establishments as well as luxury accommodations in the region. This is in line with our efforts to develop the country's hospitality sector.

What are the benefits you offer to trade partners?

The ministry encourages them to join the promotional activities and invites them to participate in the ministry events and international exhibitions which help them to build and maintain their strong relationship with their partners outside Oman. The ministry is also inviting them to attend all the workshops, which are organised in Oman for tourism trade that comes from outside, such as Discover Oman in 2014 for Indian market and Marhaba in 2015 for Belux and Netherlands. Also the ministry is marketing their special packages on all social media channels. 🇦🇪

A 'Fly-Cruise' mix in ME

Etihad and MSC have created a special package where guests are able to amalgamate their vacation on board a ship with the airline.

TT BUREAU

Etihad Airways, the national airline of the United Arab Emirates, celebrated the official opening of Abu Dhabi's new cruise terminal, flying in more than 650 guests for the inaugural voyage from the facility in Zayed Port.

In conjunction with MSC Cruises, Etihad Airways has created a special Fly-Cruise package for travellers from around the world to experience the splendours of luxury cruising around the Arabian Gulf. MSC Cruises' ship, MSC Musica, will serve the region for the 2015/2016 cruise season which runs from December 13, 2015 to April 3, 2016.

The Abu Dhabi-based carrier's destination management company, Hala Abu Dhabi, is also providing eight unique tours to guests of MSC Cruises that can



Peter Baumgartner
Chief Commercial Officer
Etihad Airways

The new terminal at Zayed Port represents our shared vision alongside our local partners to position Abu Dhabi as a world-class transport hub

be pre-purchased online or bought on board the ship. The Abu Dhabi shore excursions and tour experiences will all be delivered by qualified guides.

Peter Baumgartner, Chief Commercial Officer, Etihad Airways, says, "The new cruise terminal at Zayed Port represents our shared vision alongside our local partners to position Abu Dhabi as a world-class transport hub. Cruising is an exciting and fast growing sector of the travel industry, and we look forward to helping develop this segment further with the expansion of our services from the brand new cruise terminal in Abu Dhabi."

Among some of the services handled by ground services of Etihad Airways and Hala Abu Dhabi entails a meet and greet service and return coach transfers between Abu Dhabi Airport and the Cruise Terminal. Additionally, Abu Dhabi Airports Company (ADAC) has placed 15 check-in counters at the cruise terminal where the airline will provide check-in services, allowing passengers to

proceed directly to immigration and customs. Currently cruise passengers in the region need to disembark the ship and go to the airport to check in for their flights.

MSC Cruises, the world's largest privately owned global cruise line, is offering week-long cruises from Abu Dhabi with ports of call including Khor Fakkan (UAE), Muscat and Khasab (Oman) and Dubai. The company has repositioned MSC Musica, a 1,268-cabin vessel accommodating more than 2,500 passengers, to Abu Dhabi to operate the 16 week-long cruises from the new terminal during the current season. Located at Abu Dhabi's Zayed Port, the new terminal covers 8,000 sq metres and houses all key passenger facilities, retail outlets and a café. The architectural design of the new terminal is based on the UAE's heritage and identity with a view of the Louvre Museum.

Travelport enters content agreement with ECAir

World's leading Travel Commerce Platform Travelport recently announced a long term, full content agreement with Equatorial Congo Airlines (ECAir), the flag carrier of the Republic of the Congo.

As part of the agreement, Travelport-connected travel agents worldwide will be able to search and book all Equatorial Congo Airlines' fares using Travelport Smartpoint, the award-winning point of sale solution.

The agreement also includes the implementation of Travelport's Electronic Transitional Automated Ticketing (ETAT) functionality, enabling airline approved travel agencies to issue and amend e-tickets in countries where the bank settlement plan (BSP) is not available.

The ETAT solution streamlines the booking process for travel agents and also gives the airline a cost effective, competitive advantage in the region.

Nicolas Négoce, Head of Communication & Public Affairs, Equatorial Congo Airlines, said, "The agreement with Travelport will allow us to continue promoting ECAir's content to travel

agents worldwide in an effective and innovative way. We have a long standing relationship with Travelport and look forward to continuing our mutually successful co-operation with Travelport."



Will Owen Hughes
Senior Director
Air Commerce, Middle East
& Africa, Travelport

Will Owen Hughes, Senior Director, Air Commerce, Middle East & Africa, Travelport, added, "We are pleased to have extended our relationship with ECAir, and that they recognise the strategic value of Travelport's Travel Commerce Platform."

"We will continue to work closely with ECAir in the effective delivery of their content to Travelport's global network of travel agencies."

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Fitur: Platform for trade boost

Fitur is a global meeting point for travel and tourism professionals which impacts over 222,000 national and international specialists.

TT BUREAU

In 2015, there were over 19400 exhibiting companies from 165 countries with 125,000 trade participants and over 97,000 general public. This trade show will host an extensive programme of seminars and gatherings with a full agenda of B2B forums making Fitur an essential tool in catalysing the business of tourism.

The 36th staging of Fitur, the International Tourism Trade Show, will be held from January 20-24, 2016 in Madrid, Spain. The event marks the start of the international calendar of happenings in the travel sector and is yet again likely to stand out for its capacity as a privileged meeting point for the global tourism industry, and a business tool fostering synergies and promoting commercial contacts and agreements.

From the middle eastern region Sharjah Commerce and Tourism Development Board, Sharjah Investment and Development Authority (Shurooq), Sharjah International Airport, Grand Millennium Hotel, Ramada Shar-

generate sales but also help build a strong database of potential clients. It provides you the opportunity to meet and mingle with current and potential clients, canvas client opinions and recover some of the clients as well.



jah, Sharjah Airport Travel Agency (SATA) and Perla Tours Dubai are among the first to have already booked their slots in order to capture some of the leading markets. Over the years, Fitur has become one of the most looked forward events for many reasons. It would not only help

This will be the ideal platform to establish contact with investors and develop new markets. It will also identify and attract new partners and distributors and make sure that you build a reputation which will ensure you secure future agreements. 📈

Foras Travel to enter UK

Partnership by two stalwarts at Foras Travel will ensure sustainable business from some of the key clientele beneficial for the overall UAE market.

TT BUREAU

The UK is one of the biggest markets in the UAE therefore they have identified the growth potential and focus in this market in terms of MICE, groups and leisure. **Hossam Andraous**, CEO, Foras Travel and Tourism, and **Yehia El Hajj**, newly appointed MD, will expand their presence in the Middle East, Europe, Latin America and Asian Markets too in time to come. They have planned their first branch office in the UK which will be operational by early January 2016.



Hossam Andraous
CEO
Foras Travel and Tourism

The partnership will strengthen MICE travellers, groups, B2B and leisure sectors



Yehia El Hajj
Managing Director
Foras Travel and Tourism

We will be hosting 120 agents from France in March 2016 in a move to promote the UAE

In keeping with the rapid growth of the online marketing trends, Foras Travel under the guidance of Andraous has developed an online system with more than 120,000 hotels worldwide where one can receive instant confirmation as they have partnered with key chains like IHG, Ro-

tana and Fairmont. Hossam added, "Yehia has brought in a wealth of experience and expertise which is equally potential in terms of MICE business including other players like French, Spanish and Latin American will defi-

nately raise their bar."

Yehia said, "We will be hosting 120 travel agents from France in March 2016 in a move to promote the UAE, not just Dubai but Abu Dhabi as well." 📈

Hoteliers let their hair down

The annual inter hotel "Fun Day" was organised by the JA Resorts and hotels and Mövenpick Ibn Battuta gate. The venue for the event was Zabeel Park Dubai and it was a day full of activities which kept everyone on the move. The drill displays performed by the hoteliers were quite an attraction and the day ended with the official prize giving.



Focus on increasing productivity

Tierra Mar Group is a name synonymous to those in the field of hospitality as recruitment or labour supply agency and a training body which provides tailor-made training plans for the industry.

TT BUREAU

Their main focus will remain mainly in the hospitality sector from restaurants which care about the level of service to the hotels which require well trained staff in order to run their operation smoothly with zero mistakes. The year has been quite challenging and the focus for 2016 will be diverted to tapping new source markets

We provide total solution to all our clients when it comes to supplying them with labour or consultation for various projects

Zeid Al Masri, COO, Tierra Mar Group

especially from Belarus and Far East like China. Their training standards will be more comprehensive as they will have some of the leading international train-

ers making sure to impart the essentials to those who require a refresher course. The two main areas to be focused on will be English and destination awareness especially on the cultural aspect of the country they will serve in.

Zeid Al Masri, COO and partner, is Jordanian, educated in Italy in the American University and took up posi-

with an old friend to set up the strategy for expansion of one of most renowned DMC in Dubai. Strategy included expansion to emerging markets, setting standards for service and reorganisation of the company to meet this expansion. Owner and CEO **Mahmoud Hamza** and **Zeid Al Masri** made plans some time ago, however, it materialised a few months later and now they are one of the leading labour supply companies in the UAE.

Zeid opined, "We provide total solution to all our clients when it comes to supplying them with labour or consultation for various projects. During my 15 years of service in various companies, I have realised that most people who are weak in English sound quite rude as they do not comprehend the tone they should use when it comes to speech. Therefore, we have decided to fine-tune

those points and provide our valuable clients with a labour force who are not only good in their language but those who can also multi-task, which could save a lot of revenue for the organisation. Our standard of training will provide them the opportunity to not only work for two years but will enrich them with cultural values, dress codes, ethics and general behavioral aspects especially in this part of the world."

The training provided will further help when they return to their home country after working in the Middle East as they will be fully equipped with enough knowledge to impart to their own nation. Blue collar jobs entail the full workforce of any establishment, unfortunately sometimes overlooked by the management. One of the objectives planned for 2016 at Tierra Mar, is to enhance the strengths of the blue col-

lar staff. Other objectives include enhanced tailor made training sessions to cater to different workforces such as from hospitality to construction and provide training to government institutions in the United Arab Emirates. They will be extending their services to the Sultanate of Oman in providing skilled and unskilled staff for some of the leading construction entities. Their portfolio entails consultancy contracts for various hotel properties and would further enhance their strengths aimed at 2020.

Profile

- ◆ Tierra Mar offers enhanced tailor made training sessions to cater to different workforces such as from hospitality to construction
- ◆ Their portfolio entails consultancy contracts for various hotel properties

Etihaad adds three weekly services to the Philippines

■ Etihaad Airways will add three new weekly services between Abu Dhabi and Manila from May 1, 2016, offering a total of 17 return flights per week. Etihaad Airways' President and Chief Executive Officer, **James Hogan**, said the new services would enable Etihaad Airways to offer guests more choice when travelling between the Philippines and the UAE.

The enhanced flight schedule also provides seamless connectivity over the Abu Dhabi hub; 1085 weekly connections to 58 destinations on the airline's global network.

This includes connections to Bahrain, Dammam, Doha, Jeddah, Kuwait and Riyadh, which are in the top 10 destinations for travellers to and from the Philippines. Hogan said the extra capacity would also enable Etihaad Airways and its partner airlines in Europe to grow the business and leisure travel market from the UAE and countries such as the UK, France, and Italy.



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Boost to Arab aviation & tourism

The fifth Arab Aviation and Media Summit was held last month in Manama, in collaboration with the Ministry of Transport & Telecommunications and Bahrain Airport Company at the ART Rotana conference hall in Amwaj Island.

SHEHARA RIZLY

The summit chair for the session **Adel Al Ali**, Group Chief Executive Officer – Air Arabia, stated “Aviation has made great history as we celebrate 100 years in aviation. We need to remind people about the importance of aviation to the economy. Over the years aviation has created good business and huge tourism opportunities. According to the current growth in our sector we need 10,000 pilots for the next five years, which are well-paid jobs. Market potential in our region is huge. If you look at the last 30 years, you can see vast investments which have boosted economies in the region.”

In the opening remarks by **His Excellency Engineer**

Kamal bin Ahmed Mohammed, Minister of Transportation & Telecommunications, Kingdom of Bahrain, stated the importance of investing in both infrastructure and talent to support growth. His Excellency provided an update on the Bahrain International Airport modernisation programme, which is anticipated to act as a catalyst for further growth in passenger numbers, as well as the important role that the successful Bahrain International Airshow has played in developing the aviation sector. According to an IATA forecast there is a rapid increase in the Middle East and Asian region in airline, aviation and infrastructure. Bahrain enjoys nearly 10 per-



His Excellency Engineer Kamal bin Ahmed Mohammed
Minister of Transportation & Telecommunications,
Kingdom of Bahrain

cent growth of passenger traffic and once the new airport is completed we expect a further increase of 14 million passengers for the next 15-20 years.

Regional Vice President, IATA, **Hussain Dabbas** presented the current status of Arab travel and tourism, which is a major contributor to the GDP, hence enhancing the economy of every country. “2015 has been a very successful year for the aviation industry, which has registered an average growth of over 5 percent, taking its revenue to approximately \$727 billion with an estimated profit of nearly \$29.5 billion. The Gulf region has become a connector for people from east to west and countries such as UAE, Bahrain, Qatar, and Oman enjoy 15%

contribution to the GDP through aviation. Aviation is key for diversification and development,” Dabbas said.

The Arab Aviation and Media Summit is an industry initiative committed to improving the state of Arab Travel & Tourism by facilitating a constructive dialogue for public-private cooperation. Over 200 industry leaders, government officials and journalists attended the 2015 conference.

At the event, **Haitham Mattar**, Chief Executive Officer, Ras Al Khaimah Tourism Development Authority (UAE), stated that they hope to achieve one million tourists to their destination by 2018 and that 10,000 hotel rooms were built during 2015 and a total of 28,000

hotel rooms will be built by 2016. “Qatar Airways will land at the Ras Al Khaimah airport on February 1, 2016,” concluded Mattar.

There was broad consensus among participants that aviation and tourism are set for a period of sustained growth in the Middle East, driven particularly by internal demand and the growing importance of the neighbouring regions of Africa and Asia. However, some participants believe growth will be significantly higher if key issues such as infrastructure and regulatory constraints, environmental concerns, the slowdown in world trade, and the need to recruit tens of thousands of skilled professionals, are dealt with effectively. 🇦🇪

Product update by Cebu Pacific in Dubai

Cebu Pacific recently held an event to brief about the current operations and their products at the Hyatt Regency Dubai Creek Heights. It was co-hosted by its GSA in Dubai and Northern Emirates, Al Rais Travel. Speakers included representatives from Cebu Pacific and the Philippines Embassy.



44th National Day of UAE celebrated



Best Western Hotel Deira celebrated the 44th National day under the patronage of **Majid Al Marri** Director of Stakeholder Relations-International Operations, DTCM, Dubai as the Chief Guest with Managing Directors **Raju Kesavan** and **Sujith Radhakrishnan** accompanied by General Manager **Govind Pratap**.

Golden Tulip Al Barsha reopens Catwalk

Golden Tulip Al Barsha re-opened a brand new-look nightclub, the famous Catwalk. With latest music and famous international DJ, the venue is popular with young party-goers.



ISO Certification for Al Murooj Rotana Dubai

One of Rotana's key five star hotels in Dubai known as Al Murooj Rotana added another vital milestone to its roster of recognitions recently by securing certification of ISO 14001 (Environment Management System) and OHSAS 18001 (Occupational Health & Safety Management System), making it the second hotel in the Rotana Group to achieve this important accolade.

continuously improve overall health & safety performance. All the processes and



Aiming to be ISO 14001 and OHSAS certified in 2015, the planning and preparation process started last year to ensure all standards are adhered to. Strategic operational changes in the hotel including energy & water management & reduction, reducing mix waste and increasing recyclables to ultimately reduce landfills, reducing pollution, developing an environment oriented business approach among colleagues, etc., were successfully implemented in line with ISO 14001. Furthermore, OHSAS 18001 helped the organisation to promote safe work place by identifying, managing and controlling risks to

methods undertaken were assessed by an accredited third party certification body.

Muhammad Ihsanullah, Cluster Director of Environment, Health & Safety at Al Bustan Rotana Dubai and Al Murooj Rotana commented, "Achievement of both certifications is a testimony of deep commitment of Rotana towards sustainability as well as to the well-being of our stakeholders. This had been made possible with the involvement and untiring efforts of our colleagues at all levels and I look forward to the maturity of these management systems for incessant benefit of society, environment and the entire organisation."

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Creating a greener community

Located amidst Dubai and Abu Dhabi around the clear waters of Ghantoot strait, competing among the properties in Yas Island and Jumeirah Beach is Golden Tulip Al Jazira Hotel and Resort.



SHEHARA RIZLY

A boutique hotel and resort known for its flexibility and unique service standards, Golden Tulip Al Jazira receives 65 per cent leisure and 35 per cent corporate

Kizad, while residents repeat patronage because of the vibrant atmosphere of the property where they prefer to stay over the weekend.

Tour operators play a vital role in getting the neces-



Rami Khairallah, General Manager, Golden Tulip Al Jazira Hotel and Resort

With our own initiatives in the area of Corporate Social Responsibility (CSR), Golden Tulip Al Jazira Hotel and Resort is aiming on supporting a sustainable and greener environment



the worldwide tourism trend and economic situations. The collaboration with travel agents and tour operators

an independent sales and marketing team which works on encouraging their specific markets to visit various places, adding up to the on-line (booking engines) traffic plus introducing the property to unknown markets and attracting new clientele, the productivity of these business partners reach up to 50 per cent of the yearly occupancy.

The leadership and staff contribute to the repeat visitors to the property. The management continues to stimulate the staff in order to be more productive and guide them to improve their service standards. The implementation of the Mystery Guest programme which judges the service standards and facilities is one of the key motivating elements for the staff.

The New Year marks progress at Golden Tulip Al Jazira to ensure a greener environment. They have already started their own in-house waste segregation process and with the help of their partner suppliers collect the recyclable amenities like used soaps, used kitchen oils etc. Their recent purchase of their own composter machine will convert their food waste to an effective soil amendment.



General Manager **Rami Khairallah** says, "As we dare to prove our unrelenting passion to service excellence, our valued corporate clients, individual guests and business partners always return. Nowadays, with our own initiatives in the area of Corporate Social Responsibility (CSR), Golden Tulip Al Jazira Hotel and Resort is aiming on supporting a sustainable and greener environment. With the same determination, our team will pursue a holistic and lifelong practice for the environment, community especially in Golden Tulip Al Jazira Hotel and Resort. Naming a few activities that we are and we will be actively and regularly participating in are the Earth Hour, Earth Day, World Environment Day and clean-up drive and hopeful to attain a zero landfill contribution."

The Organic Food Composter Machine was

introduced to help hotels, restaurants, food courts, and many food serving industries to manage food wastes better, offering a life-long practice of environment friendly production. Feasibility studies and laboratory tests are conducted to assure clients that this machine can serve as an effective organic waste treatment technology.

"After studying the functionalities of the composting machine, all the pros and cons of our foreseen environment friendly campaign, we take our first step. We brought our first 60 kg composting machine. It definitely serves a big part of our go green program basically seen with a big reduction of food waste as landfill contribution that reflects in the decreased waste disposal expenses. Achieving a healthy environment requires strongly willed ideas. The whole Jazira team is ready to welcome 2016, converting our green ideas into invoices," stated Khairallah.



clientele. Corporate visitors become repeat guests due to close proximity to work locations in the neighboring areas such as Jebel Ali &

sary business to the properties. However, over the years, they have seen changes in the volume depending on the season and the impact of

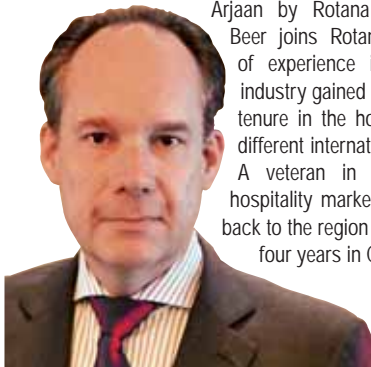
is very important to properties as they play the role of



Park Rotana & Park Arjaan by Rotana

Abu Dhabi

Rotana Hotel Management Corporation has appointed **Marc de Beer** as the General Manager of Park Rotana & Park Arjaan by Rotana Abu Dhabi. De Beer joins Rotana with a wealth of experience in the hospitality industry gained during his 23-year tenure in the hotel business with different international hotel chains. A veteran in the Middle East hospitality market, De Beer comes back to the region after having spent four years in China.



Mövenpick Hotels & Resorts

Dubai

Mövenpick Hotels & Resorts has appointed **Andrew Langdon** as its Senior Vice President Asia. He brings nearly two decades of director-level experience in Asia, while specialising in various fields related to hospitality, property and travel. He spent the last seven years as an Executive Vice President of Jones Lang LaSalle Hotels and Hospitality Group (JLL) in Asia, where he led strategic advisory services such as asset management, operator selection and contract negotiation, valuation, feasibility studies, refinancing and investment sales.



Dollar Rent A Car

UAE

Dollar Rent A Car has appointed **Dominic Hagerty** as the Head of Sales & Marketing. Hagerty will be responsible for the entire marketing and sales function of Dollar Rent A Car in the UAE. His tasks include planning and preparation of the marketing and sales plans, programs and annual budget. He will also manage the retail rental, corporate rental and leasing divisions of the car rental company. A British national, Hagerty joins Dollar Rent A Car with nine years of automotive and car rental industry experience.



Kempinski MOE

UAE

Nafila Nabhan has joined the Kempinski Hotel Mall of the Emirates team as Human Resources Manager. With experience in selection, recruitment, on boarding, employee relations, staff engagement, systems and administration, she joins Kempinski from the Jumeirah Creekside Hotel. Working her way from Human Resources Coordinator to Human Resources Executive and then Human Resources Assistant, Nafila was most recently in the role of Acting Human Resources Manager.



Polish national, **Magdalena Wells** was recently appointed as the Training Manager at the Kempinski Hotel Mall of the Emirates. Working in various hospitality roles in the United Kingdom, South Africa and the UAE, Magdalena has more than 10 years' experience and is passionate about increasing and improving industry service standards, productivity and creativity. Magdalena joins the Kempinski family from the DoubleTree by Hilton Resort and Spa, Marjan Island in Ras Al Khaimah, where she was Training Manager for the past two years.



Kempinski Hotel Mall of the Emirates has appointed **Inge Bouwmans** as Front Office Manager. An experienced Front Office Manager in the five-star luxury hotel industry, Bouwmans commenced her career in Spain, before gaining experience in South Africa and China, ahead of her move to Dubai in 2012. Previously with the Armani Hotel Dubai as Lifestyle Manager, Bouwmans is energetic and enthusiastic about fostering a positive and results-oriented team culture. Prior to her role at Armani, Bouwmans worked at The H Dubai as Guest Relations Manager.



India roadshow for MENA

The Ministry of Tourism, Government of India, with the support of the Indian High Commission, held three roadshows in the Middle East cities such as Muscat in Oman, Abu Dhabi and Jordan. The Gulf and the Middle East region are emerging as important tourism generating source markets for India. A delegation consisting leading Indian tour operators, hotels, airlines and media participated in the sessions. At each session, there was a raffle draw which enabled a few of the participants to walk away with some exciting prizes.



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