

TRAVTALK

THE NEWSPAPER OF THE TRAVEL INDUSTRY

Published from : ★ India ★ Middle East

- Seeking new market opportunities 04
- Strengthening MICE from France 16
- Winter cruising in the Gulf 26

PASS IT ON

NAME _____

SEEN ☐

☐

☐

☐

☐

Book Direct and Get the Best Rates at
www.central-hotels.net

PO. Box 9970, Dubai-UAE
T: +971 4 45 44900
F: +971 4 45 44901
Email: info@central-hotels.net



First Central AE

CentralHotelsAE

First Central
Hotel Apartments

New tech trends for millennials

The past few years witnessed a new trend in the travel and tourism industry which originated from the Middle Eastern countries, where affluent travellers between the ages of 20 & 34 began travelling to new destinations on their own agenda at least four to five times a year.

SHEHARA RIZLY

“

Millennials are described as an increasingly influential market. According to recent reports, by the year 2020, 320 million international trips are expected to be made by young travellers each year, a staggering 47 per cent increase from 217 million in 2013. Since the millennial generation grew up in a technologically advanced world, travelling and communication go hand in hand. We see more brands investing in social media and resources will be greater in social media efforts. Social media will continue to be highly influential in driving customer purchases so the industry needs to focus on their social media content. They have been the latest focus for the industry because they look for products that are mobile and technology driven.



Faisal Al Nuaimi
General Manager

Ajman Tourism Development Department

“

The typical traveller of 2016 is connected and the Middle East has the second-most connected travellers worldwide. Travelport is passionate about redefining travel commerce in order to provide our agency customers with all the content they need, giving them the ability to manage complex deals and sales as well as a personalised service to the end traveller. In recent years everyone has been talking about millennial travellers and their influence on the travel industry. This group is particularly prevalent in the Middle East and Saudi Arabia has the largest travelling population in the Middle East with the young middle classes and affluent population making 4-5 trips a year, mostly within the Gulf and therefore it's something all travel businesses need to think about when developing a strategy to connect with this dynamic group. Millennials' behaviour and travel habits are similar the world over as they rely on social media, word of mouth, and have an affinity for the sharing economy. They are adventurous and expect travel to be accessible, personalised and authentic experiences.



Rabih Saab

President and Managing Director, EMEA and South Asia, Travelport

“

The UAE, particularly Dubai, has witnessed and will continue to see an increase in the number of mid-market hotels and accommodation, as the emirate's source markets continue to diversify and welcome more price-sensitive markets. GCC remains on top of its nationality mix but 2015 has seen significant arrivals from India and China. In 2016, given the growing room inventory, competition remains a challenge, thus, to even out the supply and demand, tourism boards, hoteliers, airlines and travel agents have already begun tapping into new markets. Our properties in Ajman and Dubai, as an example, have started seeking partnership in East Europe, Baltic and Balkans region, to fill their rooms, especially during the summer season. Within the next 10 years, millennials will make up approximately 50 per cent of global travellers. The airlines and the big hotel groups now have their own mobile Apps, and this is just one example on how the industry adapts accordingly and gains pace in identifying the needs of this group.



Sumair Tariq

Managing Director, R Hotels

Contd. on page 3 ▶



SIMPLE APPROACH
PRIME LOCATIONS
TIME HOTELS

Our simple approach to hospitality means that you can always expect to receive the warmest welcome straight from the heart and an uncomplicated yet professional service delivery. We currently have four different product brands represented across a growing portfolio of properties. To find out more about our present and future prime locations, visit www.timehotels.ae

TIME
HOTELS

TIME
HOTELS & RESORTS

TIME
EXPRESS
HOTELS

TIME
Hotel Apartments

TIME
Residence

We're at ATM! Visit our stand: HC0765



Europe's
Best Airline



A STAR ALLIANCE MEMBER



**Fly to Bogota, Panama,
Dubrovnik and Atlanta
with Turkish Airlines.**
Discover harmony
in diversity.



*Ticketing has started for these destinations.
Please get in contact with Turkish Airlines for operation dates.*

TURKISHAIRLINES.COM

Voted Europe's Best Airline at the 2015 Skytrax Passengers Choice Awards

**WIDEN YOUR
WORLD**

**TURKISH
AIRLINES** 

Accessible travel for millennials

► Contd. from page 1

“



While the more mature generation's travel interests are influenced by their own cultural background, millennials globally tend to want similar things. Although the phenomenon — and its terminology — originate in the USA, young Arabs, Asians and Europeans all share similar preferences.

These include the desire for instantaneous information when planning their travel. If hotels and other providers fail to provide what they are looking for, they will immediately turn to peer-to-peer information sharing forums or to sites, over which the provider has no control. Research in America found that, while the traditional offering of a friendly front desk employee greeting guests is still the norm, some 36% of millennials prefer automated kiosk check-ins minus any staff interaction. It will be an evolution, rather than a revolution. At the top end of the market, there will always be a demand for tip-top personalised service and luxury and as the millennials themselves grow older, there is every likelihood that their current preferences will evolve in that direction.

Rashed Al Qureshi

Chief Marketing & Promotions Officer, Qatar Tourism Authority

”

“

The online market leaders are on track to catch up with companies like Uber, which is obviously a mobile first company. I do expect that to happen in the next 18 months. The current worldwide economic situation has triggered the need to upsell and hence the focus is more on activities and experiences. Alternative accommodation is also to get stronger in 2016. The online world will have to work better on the social media arena, not only through targeted marketing, but through sharing experiences better. Online giants cannot continue being bookers. They have to move into being travel consultants. Hotels are trying to reduce the dependency on these giants, and this where they can mark their difference.

Samir Hamadeh

General Manager, Alpha Destination Management



”

ITL World allies with CTM

■ ITL World, a leading travel management company in the Middle East, signed an exclusive partnership agreement with Corporate Travel Management (CTM), the award-winning global provider of innovative and cost-effective travel management solutions, for the GCC region.

Dr. Siddeek Ahmed,
Chairman & MD, ITL World

requirements seamlessly as a single fulfillment partner. Hence, we decided to partner with CTM, one of the best and most reputed global travel management companies with a strong network in over 53 countries.”

Chris Thelen, CEO, EMEA, CTM, said, “CTM has a strong customer focused philosophy. In recognising the



(part of the Eram Group), said, “Over the last few years, ITL World has established itself as a leader in travel management in the GCC region and a trusted travel advisor to our corporate clients. We wanted to take our services to the next level, where we could cater to our clients' global travel management

growing global reach of our clients, we have identified an opportunity to expand our partner network in the Middle East. We are excited to have found a partner like ITL World with their local expertise in the Middle Eastern and Asian markets and very much look forward to working together going forward.”

WESTERN HOTELS
Where Wonders Meet

Ghayathi | Madinat Zayed | Liwa Oasis | Palm Deira | Jumeirah Village | MZ Residence



Welcome to the paradigm of *Magnificence*

Explore Western hotels, where we blend the best of contemporary aesthetics with traditional local touches, which make each hotel distinct to give you an immersive experience.

Our hotels are an oasis of comfort and tranquility, where our approach to service and amenities help us stand out from the rest. Western Hotels blend, of both international and traditional dining options, unique experiences that suit every traveller, coupled with our world class service standards, makes every trip memorable.

Experience Western Hotels: Where Wonders Meet

Contact Us :
info@western-hotels.com
Toll Free 800 WESTERN (9 378 376)

AL MARINA
HOTEL MANAGEMENT

A Division of Al Marina Investment

western-hotels.com

Seeking new market opportunities

As the world convenes at DWTC for the Arabian Travel Market 2016, opportunities for networking and increasing business are galore. Trade specialists have their say about their expectations.

 SHEHARA RIZLY

At ATM we would like to introduce the latest addition to The Louvre Hotel Group, Tulip Inn Ras al Khaimah. The property will be branded under the 3-star category. Tulip Inn Ras Al Khaimah Hotel consists of 102 rooms, suites and apartments. Mid-market travel has been selected as the official special industry theme for the exhibition as the region's hospitality and tourism sector looks into new segment opportunities. Mid-market travel is the key growth segment for the region's hospitality and tourism sector. Demand is being driven by a growing middle class in markets such as China, India and Africa combined with budget Generation Y travellers and young families.



Hani Shahwan
Hotel Manager – Tulip Inn Ras Al Khaimah

Arabian Travel Market is a truly international event, bringing together travel professionals from different countries and regions to Dubai for four days. It's a great opportunity for us to showcase our property and meet the travel trade, do networking, negotiate and conduct business under one roof. ATM provides the platform to have meetings with numerous collaborators and partners and provides the opportunity to discuss cooperation and future developments with revenue potential for our hotels. As the market is constantly evolving, ATM gives us the opportunity to catch up with colleagues in the industry, gather market intelligence, trends and feedback from colleagues and partners.



Alper Can Bulcum
Cluster General Manager
Ramada Plaza Jumeirah Beach and Ramada Sharjah

This year Dubai Marine Beach Resort & Spa is showcasing its extensively renovated beach resort, new F&B outlets, redesigned interior and exterior, and its rich dining & nightlife offerings. Over the last year the resort's facilities have been uplifted and the landscape sports a fresh and more elegant look. Arabian Travel Market is an extremely important event for us where we can present our property, meet our business partners, develop new relationships and have access to fresh ideas and technologies to promote our resort.



Roger Azouri
General Manager, Dubai Marine Beach Resort & Spa

We have pioneered the concept of hotel apartments in the region. At ATM we are promoting our upgraded facilities to trade partners and associates. The property is currently undergoing refurbishment in Golden Sands 3 and some public areas in Golden Sands 10, in its continuing effort to maintain high-standard product, service and facilities. Golden Sands Hotel Apartments continues to be a reliable and consistent brand offering comfortable accommodation at value for money. The main objective behind this refurbishment is to enhance our facilities and satisfy the demands of our guests who are looking for clean and comfortable rooms at good value.



Mohammed Khoori
General Manager, Golden Sands Hotel Apartments

Arabian Travel Market is the region's leading travel industry platform to meet and network with key industry players from across the globe. ATM is our opportunity to unlock business potential within the Middle East and introduce the world to our award-winning hospitality. This year Holiday Inn Dubai-Al Barsha will showcase a diverse range of accommodation options including a new club floor with a dedicated club lounge. ATM is an inspiring event for the travel industry that will fabricate new opportunities and brings to reality the scope of the travel market growth. It is a platform to forecast the future growth and analyse the key steps to achieve it. We strongly believe that ATM 2016 will provide business networking opportunities, feature insightful seminar sessions, debates and workshops to accomplish topical and forward thinking.



Rouxshin Vajifdar
Director of Sales, Holiday Inn Dubai - Al Barsha

At ATM 2016, we are looking forward to showcase our hotels group portfolio (with hotels in India and Dubai) and particularly the launch of our second new 168 rooms — a 4-star luxury property, near Deira City Centre by October 2016. ATM is an inspiring event that creates new opportunities and brings to reality the scope and future growth of the travel market. This ATM we are very hopeful to establish valuable partnerships and new business relationship that are crucial to our future business.



Wajeed Bagwan
General Manager, Suba Hotels

We are co-exhibiting with Dubai Tourism and Fujairah Tourism to showcase our properties in Dubai and Fujairah respectively. ATM is the most popular annual travel and tourism event in the region. As the 23rd edition of ATM will focus on the rise of mid-market, we being a mid-market chain have plenty to offer to international suppliers. We operate eight hotels and apartments in mid-segment in Dubai only. It's vital that we showcase our unique offerings to our existing and potential trade partners. In a challenging market like this, it's extremely important for us to keep our partners up-to-date with the latest products on offer.



Praveen Shetty
Chairman, Fortune Group of Hotels



ATM definitely is a great platform to exhibit due to its vast coverage and the huge number of exhibitors. GCC being our core market, it becomes a must to attend event as it brings all Arab travel trade under one umbrella. Even though it serves Middle East travel & hospitality industry it's truly an international event as more than 80 countries are exhibiting. Meeting and interacting with your trade partners is always important as it will help to keep you closer to your partners and it's like touring the world in four days. This will be indeed a great help for hoteliers who will be interested in exploring and tapping new market segments.



Yousuf Malimar
Hotel Manager, Rose Garden Hotel Apartments, Bur Dubai

We are excited to be part of Arabian Travel Market again. With less than a year in operation, ibis Styles Jumeira has seen a good start with an average occupancy of 70 per cent since its opening. Our brand is confident about reinventing the image of economy hotels and ATM is an excellent platform to expand our reach, and generate new business, especially from the Middle East market.



Muhammad Haider
Hotel Manager, ibis Styles Jumeira



Publisher : Sanjeet
Director : Sumera Bahl
Assistant Editor : Shehara Rizly
Desk Editor : Ruchi J Singh
Assistant Desk Editor : Shivani Kaul
Design : Nityamand Misra
Business Development Manager : Crisna De Guzman
Asst. Manager - Advertising : Gaganpreet Kaur
Sales & Admin Assistant : Eric Gomez
Manager Production : Anil Kharbanda
Circulation Manager : Ashok Rana

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

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

Offices:

DELHI: 72, Todarmal Road, New Delhi - 110 001
Ph.: +91-11-23710793, 23716318
Fax: +91-11-23351503
E-mail: travtalk@ddppl.com

MUMBAI: 504, Marine Chambers, 43,
New Marine Lines, Opp. SNTD College,
Mumbai - 400 020, India
Ph.: +91-22-22070129, 22070130,
Fax: +91-22-22070131,
E-mail: mumbai@ddppl.com

UAE: Z1-02, P.O. Box 9348, Saf Zone, Sharjah, UAE
Ph.: +971 6 5528954
Fax: +971 6 5528956
E-mail: uae@ddppl.com

is a publication of Durga Das Publications Private Limited. All information in is derived from sources, which we consider reliable and a sincere effort is made to report accurate information. It is passed on to our readers without any responsibility on our part. The publisher regret that he cannot accept liability for errors and omissions contained in this publication, however caused. Similarly, opinions/expressions expressed by third parties in abstract and/or in interviews are not necessarily shared by. However, we wish to advise our readers that one or more recognised authorities may hold different views than those reported. Material used in this publication is intended for information purpose only. Readers

are advised to seek specific advice before acting on information contained in this publication which is provided for general use, and may not be appropriate for the readers' particular circumstances. Contents of this publication are copyright. No part of or any part of the contents thereof may be reproduced, stored in retrieval system or transmitted in any form without the permission of the publication in writing. The same rule applies when there is a copyright or the article is taken from another publication. An exemption is hereby granted for the extracts used for the purpose of fair review, provided two copies of the same publication are sent to us for our records. Publications reproducing

material either in part or in whole, without permission could face legal action. The publisher assumes no responsibility for returning any material solicited or unsolicited nor is he responsible for material lost or damaged. This publication is not meant to be an endorsement of any specific product or services offered. The publisher reserves the right to refuse, withdraw, amend or otherwise deal with all advertisements without explanation. All advertisements must comply with the Indian and International Advertisements Code. The publisher will not be liable for any damage or loss caused by delayed publication, error or failure of an advertisement to appear.



Armada BlueBay HOTELS & RESORTS

A distinguished choice to discover Dubai

Comprising in one of the spectacular and iconic Armada Towers, **Armada BlueBay Jumeirah Lakes Towers™** stands elevated opposite the Emirates Hills exclusive development, The Palm Jumeirah and Dubai Marina, on the most desirable location in the city of Dubai and close to the business and financial district.

Offering a spectrum of facilities for the most discerning travelers, it is the ultimate destination of exceptional taste offering an array of diverse restaurants and lounge areas.

VISIT BLUEBAY GROUP AT THE



الملق
Arabian
Travel Market

HALL 2 STAND
HC1125

BlueBay Group with over 60 hotels including new openings, more than 50,000 beds in 30 locations worldwide is continuing its dynamic international expansion process in the Caribbean, Europe, Middle East and North Africa.



bluebayresorts.com · #bluebaydelightlovers

Travel smart with Tune Protect

Tune Protect has become a leader in facilitating smart digital travel insurance products offered to travellers in the EMEA region through their strategic business partnerships.

TT BUREAU

Tune Protect Commercial Brokerage (TPCB) established in 2014 is part of Tune Protect Group Berhad (formerly known as Tune Ins Holdings Berhad) headquartered in Malaysia with a presence in more than 50 countries and territories worldwide. Our role is to manage the marketing of the travel insurance products

between TPGB in Malaysia and its regional and global insurance partners by establishing strategic relationships with airlines, OTAs, banks, telecom companies and travel management companies. We strive to become the leader in facilitating smart digital travel insurance products offered to travellers in Europe, Middle East, India and Africa (EMEA) through our strategic busi-

ness partnerships. Our marketing platform is both online and offline, offering a unique value proposition to immediate business partners who are all interlinked and managed through our network of local or regional insurance partners with the use of digital technology.

We have two key products under our umbrella: one is Travel Assurance; a range

of products catered to regional and international travellers to all locations across the globe. Within Travel Assurance, there are three products facilitated by TPCB, underwritten by local and regional insurance players. The first is Travel Assurance Before, During & After. These plans are for international travellers and are Schengen compliant too. The travel insurance offers more than

20 benefits which include medical, personal accident, evacuation and repatriation, travel inconvenience, baggage and personal effects benefit among others.

The second product is called the Lifestyle Assurance. These plans are catered to specific travel needs, safeguarding travellers while they are enjoying their favourite pastimes during their travel. Products offered are ShopCare, GolfCare, WinterCare and AdventureCare, a suite of niche insurance plans catered to the different types of traveller profiles. Visit Assurance is yet another unique product offering catered to travellers visiting their friends and families within the countries in the region. We also have a unique product offering for travellers departing from Sharjah Airport. Baggage Assurance by Hala is a special option offered to

travellers as part of their personalised airport experience offered by Hala Services.

All of the above plans are the various product offerings provided by our business partners to travellers, regardless the airlines they travel with. Our business partners are travel agents, travel management companies, OTAs and Airports.

Benefits of purchasing Tune Protect

Our sister company, Tune Protect Re Ltd based in Malaysia spearheaded innovative initiatives with existing airline partners which gives us a very strong foundation when crafting and managing travel insurance. We understand the need to get real feedback from the ground, hence we partner other players in the travel industry when we tailor-make our travel insurance products, ensuring that they are comprehensively packaged to include SMART travel-related insurance benefits that covers the insured before, during and after their travels. We have developed a proprietary online platform that is dynamic, robust and can support entities looking to grow their digital travel business such as through OTAs and airlines. We also have an online claims feature that will be able to speed up claims up to 50 per cent as compared to the conventional process of standard mail or courier.

Today, the offering of travel insurance is largely limited to the Schengen countries. We want to go a step further to make these benefits available to all travellers flying to anywhere in the world. In order to do so, we need to first create awareness within the travel agency community so that they can educate the travellers of the need for travel insurance when travelling.



The author is Arijit Munshi, General Manager, TPCB

SATGURU TRAVELS

- A Leading Global TMC
- Customer Centric
- Service Driven
- Technology Enabled



Corporate Travel

- 4,000+ Corporates Globally
- Travel Policies Compliant
- Travel Budget Optimization
- Data Analytics
- Traveler Tracking

Leisure Travel

- Customized Global Packages
- Trusted by over 1 million happy Travelers
- Value for Money
- Theme based destinations

+971 4 3688 667

info@satgurutravel.com www.satgurutravel.com

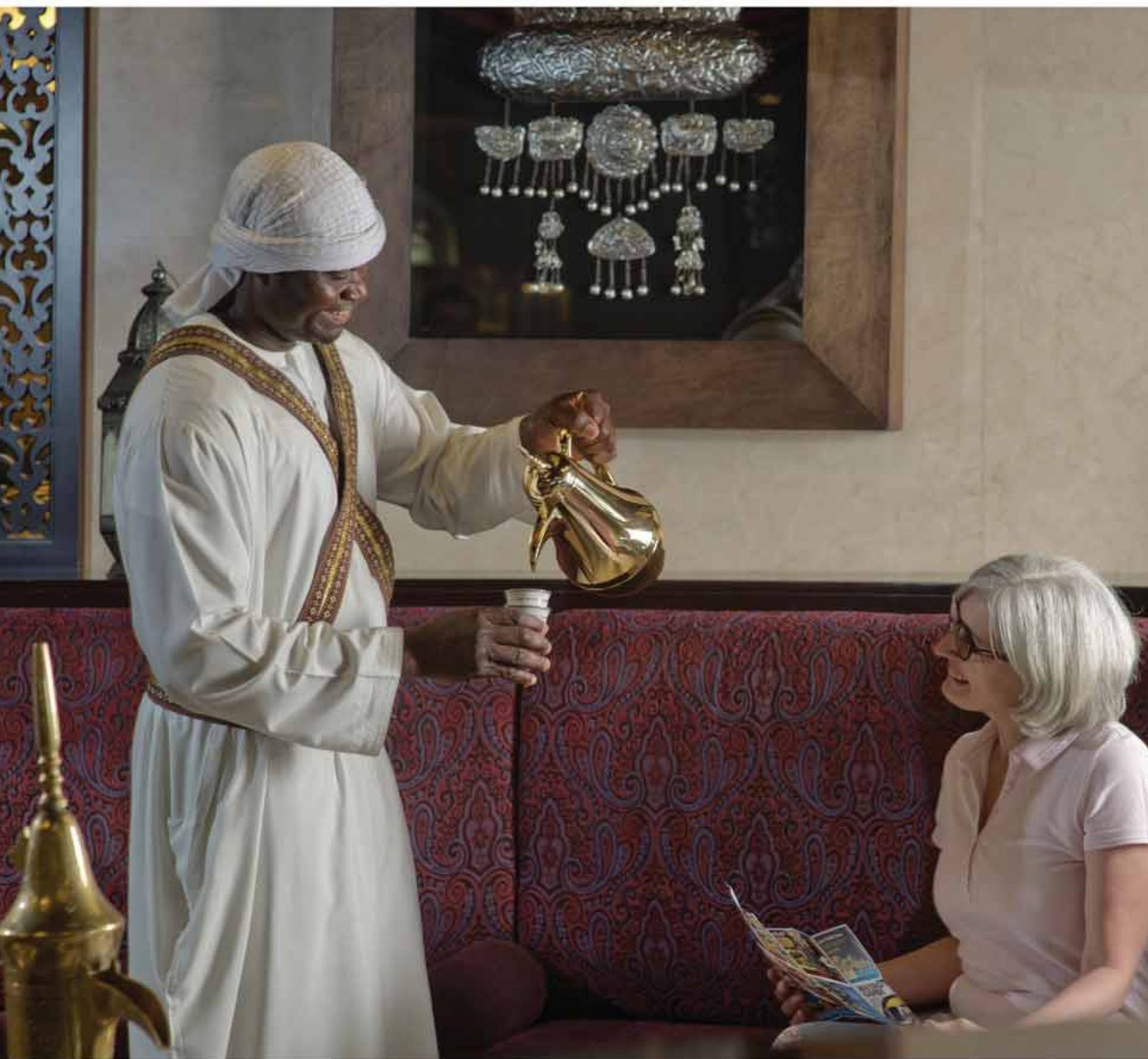
25+ YEARS OF SERVICE EXCELLENCE

Your one stop Travel Provider



CHERISH MEMORIES OF YOUR TRAVEL





COMFORT LIVING

Hotels and Resorts to suit all your budgets

Focus on mid-market @ATM 2016

Hospitality Management Holdings will be showcasing its portfolio in the mid-market segment at the Arabian Travel Market (ATM) 2016.

This year the spotlight will be on mid-market travel at Arabian Travel Market and since HMH is a key player in this segment, we are extremely excited about the prospects. In addition to showcasing our existing portfolio of brands which include The Ajman Palace Hotel, Coral Hotels & Resorts, Corp Hotels, EWA Hotel Apartments and ECOS Hotels and are spread across 13 cities in MENA region, we will be promoting our upcoming hotels.

2016 is a very significant year for us as we have got some fabulous developments including the following: We have just signed the management contract for Corp Muscat Al Muzn Hotel that is strategically located in Muwaleh, in close proximity to Muscat International Airport as well as major business hubs, industrial areas and government institutions. Featuring

132 guestrooms, the hotel will complement Al Muzn Mall and will offer a host of services and facilities tailored to the needs of modern business and leisure travellers.

We are employing all major forms of B2B and B2C marketing and sales initiatives to attract and drive existing and emerging markets

From fine quality dining, to a fully equipped business center and recreational facilities, Corp Muscat Al Muzn Hotel will provide all and is expected to welcome its first guests by the first quarter of 2018.

Earlier this month we opened Coral Muscat Hotel & Apartments that is our flagship property in Muscat. The deluxe 4-star property is conveniently located in Qurum, merely 20 minutes-drive away from Muscat Interna-

tional Airport and enjoys close proximity to diplomatic and commercial city centre. It is part of a shopping arcade and multiplex and features 88 beautifully furnished

apartments including 23 one-bedroom apartments, 20 one-bedroom deluxe apartments and 45 two-bedroom apartments.

By the end of 2016 we will be progressing to the completion of Coral Al Madina Hotel in KSA. The luxurious 5-star hotel has been conceived to be a prestigious address for discerning

travellers to Madina and is located just across the road overlooking the Holy Mosque. Featuring 400-plus rooms and suites, Coral Al Madina Hotel is spread over 10 floors and five basements.

2015 was a bit of a challenging year but at the same

time it was equally productive in laying the foundation for a strong and vibrant 2016. The dramatic drop in oil prices, weakening of euro and other currencies like rouble had a major impact on tourist numbers as also the opening of a wave of new hotels resulting in an oversupply of rooms. The hospitality sector, therefore, had its share of ups and downs owing to this and the geopolitical instability and stagnant economic growth in certain regions.

So far the Q1 results for 2016 are excellent and we expect a double digit growth. As far as market positioning goes, the strategic focus for our group remains on building investor, travel trade and consumer perception to view HMH and its various brands as 'safe' alcohol-free indigenous entities offering great value in every aspect and segment. We are employing

all major forms of B2B and B2C marketing and sales initiatives (particularly the new media and digital innovations) to attract and drive existing and emerging markets. These include participating in tourism authority's global campaigns and taking advantage of their innovative tools, accompanying their roadshows, attending travel and trade exhibitions, creating special promotions, working closely with tour operators and conducting strategic marketing and advertising campaigns.

Other than GCC, CIS, etc., we are targeting emerging markets such as China, Korea, India, Indonesia, Malaysia and Brazil as well as tapping into Nordic market. These represent undeniable opportunities for our brands as we are seeing a sizeable increase in the number of guests from there. 🇦🇪



The author is Laurent A Voivenel, CEO, Hospitality Management Holdings




**Return Ticket from Dubai to
Manila/Bangkok/Singapore ONLY 700AED* Onwards**

Hongkong for only 800AED* onwards

New York / Vancouver Only 1180AED* onwards

**Fly with China Eastern to China and
more Int'l destination via
Shanghai/Kunming with low fare**

*Tax Excluded

**For more promotions and packages
Please call: 04-2545448**

China Eastern Deira office next to Mitsubishi Showroom, Deira Dubai



Summer Is Here !!

Experience an unforgettable summer holiday and enjoy:

- 2 Night Stay for 2 adults and 2 kids in a Deluxe Twin Room
- Complimentary Breakfast in Ayla Restaurant at Ayla Hotel or Sedra Bawadi Restaurant at Ayla Bawadi Hotel
- One complimentary Family Access to Wadi Adventure for 2 adults and 2 kids
- High Speed Internet
- Free Valet Parking Service
- Late Checkout

Ayla Hotel, Al Ain: +971 3 7610111
Ayla Bawadi Hotel, inside Bawadi Mall: +971 3 7030111

*Terms & Conditions Apply
*Booking is subject to availability
*Above mentioned price is subject to 10 % Service Charge & 6 % Tourism Fee
*Kids included in the package should be below 12 years old
*Late checkout is upon availability

Starting at 699* AED

www.aylahotels.com

A decade of remarkable hospitality

Al Raha Beach Hotel Abu Dhabi celebrates 10 years and in lieu of this they have introduced some very exciting packages for the discerning travellers.

 SHEHARA RIZLY

Al Raha Beach Hotel, the luxury beach-front hotel in the heart of Abu Dhabi, celebrates its 10 years of unwavering hospitality service by rewarding its guests extraordinary stay offers: a decade package worth AED10,000 and an opportunity to have 10 weekend stays and paying half the price.

As a way of giving back, guests who will stay 10 times over the next 10 months will have the chance to stay in a royal suite, a two-room suite with a *majlis*-style living room overlooking the Arabian Gulf. The luxury room has a single maid room with an en-suite bathroom, two oversized balconies and Jacuzzi on its terrace.




Kamal Zayati
General Manager
Al Raha Beach Hotel

We want to celebrate our 10th year anniversary by showing gratitude to our guests and visitors who patronised us throughout these years

The decade stay package comes with complimentary breakfast and dinner in any of the hotel's restaurants. The lucky winners will enjoy VIP welcome and in-room amenities and free one-hour spa for two persons.

Starting from AED495, guests can also take advantage of getting 10 weekendations while paying for only five. This includes daily entrance to the recreation facilities, aquamedic pool and 30-minute massage with a dining privilege during Friday BBQ night or Friday Buffet Brunch. Kids will also get 50 per cent off that comes with a free kid's club entry.

Al Raha Beach Hotel General Manager, **Kamal Zayati**, said, "We want to celebrate our 10th year anniversary by showing gratitude to our

guests and visitors who patronised us throughout these years. As we turn a decade old, you can expect more exciting activities and features of the hotel on top of our continuous strive for excellence in hospitality service." 



ROSE PARK HOTEL روز بارك فندق
www.rosegardenuae.com

OPENING SOON



Rose Park 4* Hotel is the best new address in Al Barsha, across the street from the Sharaf DG Metro station (60 Meters), Adjacent to Sheikh Zayed Road. Discover a hotel that defines a new dimension of luxury, the newest addition to the portfolio managed by Rose Hospitality.

Blending the comforts of Deluxe Hotel with the advantage of being centrally located, Rose Park Hotel gives guests a 360 degree access of Dubai. The Hotel easily reaches out to the best of Dubai - be it the International Airport, the largest Ski-Zone, Shopping Malls, the Jumeirah Beach or Dubai Internet City. Rose Park Hotel is well positioned to connect both the leisure and business guests.

Housing 168 hotel rooms including 24 Suites each exquisitely designed to create a luxurious and comfortable ambience. Restaurants of Multi-cuisine in its facet, coupled with its lavish, one dining ambience, extensive spectrum of delicacies to suite the most earnest palate.

Rose Park Hotel is everything right where you need it. The art of meeting your highest expectations. It's a place you would rather be.

Stay with us and feel like home...

Nominate Now

ARABIAN TRAVEL AWARDS



13th October, 2016

For further details, please contact:

Gunjan: +91 96503 99905 gunjan@ddppl.com, Sonia: +91 96503 11774 sonia.butalia@emiratestravelawards.com
Amit: +91 96509 13334 amit.bhasin@ddppl.com

Premium Business Rooms

Bruno Hivon, General Manager, Warwick Hotel Dubai, talks about the hotel's new Premium Business Room category which they will promote at ATM 2016.

 SHEHARA RIZLY

Q Please give us an overview of the hotel.

Offering the perfect balance of quality, authenticity and prime location along Sheikh Zayed Road, Warwick Hotel Dubai offers several room categories ensuring an unforgettable stay. Its 82 rooms and 275 suites boast a sleek décor, elegant furniture with an interior space that abounds, encapsulating the modern spirit of Dubai.

Q What is the USP of the property?

One of our USPs is definitely the ample size of our hotel rooms, especially our recently launched Premium Business Rooms, which offer guests 52 sq metres of well-organised living and work space. Our central location is also a key selling point, as we are a two-minute walk



Bruno Hivon
General Manager
Warwick Hotel Dubai

Our USPs is the ample size of our hotel rooms, especially Premium Business Rooms, which offer guests 52 square metres of well-organised living and work space

from DIFC metro station, and a short ride from Downtown Dubai and Dubai International

Airport. Many of our outlets and rooms also boast stunning views over the city.

Q Who are your targeted visitors?

We cater to both business and leisure. Being so close to DIFC and Dubai World Trade Centre means we offer business travellers an excellent base during their stay in Dubai. However, we are also extremely close to some of the city's tourist hot spots, such as Downtown Dubai, The Dubai Mall and Burj Khalifa.

Q What are your expectations from this year's ATM?

During the exhibition, we will focus on promoting our recently launched Premium Business Rooms and demonstrate their USPs to potential clients as well as use the opportunity to build strategic relationships with other hoteliers and suppliers. 🌟

Citymax's new brand identity

Citymax Hotels has unveiled a new visual identity and philosophy aimed at meeting the needs of the millennial generation.

 SHEHARA RIZLY

Citymax Hotels, the hospitality division of the Landmark Group, revealed the launch of its refreshed visual identity, together with a preview into its re-designed rooms.

Bold, vibrant and full of life, the re-brand is a response to the changing audience profile Citymax has attracted over the last five years. The Dubai market has seen a marked increase in the millennial and B-leisure travel sector, which expects brands to reflect their character and attitudes. To keep one step ahead, Citymax has refreshed and renewed its current look and feel to create a new visual identity based around the core philosophy of 'Vibrant Simplicity'.

The new messaging is portrayed through a new logo and re-design of hotel rooms



Russel Sharpe
COO
Citymax Hotels

using bright oranges and blues, whilst incorporating the four Citymax brand pillars of 'Driving Value', 'Elevated Comfort', 'Colorful Exuberance' and 'Delivering Smiles'.

Other than the delivery of comfort and convenience which is brought to life with striking colours and contemporary design, the new larger rooms feature a TV and media hub, handy ironing board, controlled room access with

integrated lighting and AC as well as new modernized bathrooms with rain showers. Added extras such as pullout beds are included, meaning each room now accommodates 3-4 people, but is charged per room, not per head.

Russel Sharpe, COO, Citymax Hotels, commented: "Travellers and tourists today are bored of the usual economy/mid-market offer and seek a brand with a more contemporary, forward-thinking philosophy that speaks to their interests and lifestyle. We hope that the new visual identity captures the imagination of tourists, providing an elevated level of comfort, convenience and efficiency in an engaging and delightful way. We are extremely excited to infuse the new identity across our up and coming properties and to listen to the feedback from our guests." 🌟



Opening Soon... Fortune Park Hotel, 4-Star, Dubai Investments Park, Dubai

Located close to the new Al Maktoum International Airport, the Jebel Ali Free Zone Authority (JAFZA) & the Expo 2020 site makes this boutique hotel a favoured option for both business & leisure travellers.


A Praveen Shetty Enterprise

- Fortune Boutique Hotel, Deira, Dubai – 4 Star
- Dubai Grand Hotel By Fortune, Al Qusais, Dubai – 3 Star
- Fortune Karama Hotel, Al Karama, Dubai – 3 Star
- Fortune Plaza Hotel, Al Qusais, Dubai – 3 Star
- Fortune Hotel Deira, Deira Dubai – 3 Star
- Fortune Classic Hotel Apartments, Al Qusais, Dubai
- Fortune Royal Hotel, Fujairah – 4 Star
- Fortune Hotel Apartments, Fujairah
- Opening Soon... Fortune Park Hotel, DIP, Dubai - 4 Star
- Opening Next... Fortune Palace Hotel, Dubai - 4 Star

For More Information:

T: +971 4 2635500 | F: +971 4 2635818 | P.O. Box: 49185, Dubai-UAE | E: contact@fortune-group-of-hotels.com


www.fortune-group-of-hotels.com

Affordable luxury by RC Hospitality

Mid-market or affordable tourism has become one of the main focus this year at ATM. This is a new sector seen increasing gradually over the past few months and they consist both of leisure as well as corporate.

 SHEHARA RIZLY

Since its inception in 2001, tradition to provide genuine and great hospitality to their guests made RC Hospitality grow over the past years. The company offers a great diversity in the range of brands under its umbrella and is growing at a fast pace from its roots in the United Arab Emirates to expansion in Asia. RC Hospitality currently has 3 brands of hotels & apartments in the UAE – Fortune Group of Hotels & Apartments, City Tower Hotel and Hyde Park, with soon to launch two new

luxury brands. The seven hotels currently operated by RC Hospitality are Fortune Grand Hotel Deira, Fortune Pearl Hotel Deira, Hyde Park Hotel Bur Dubai, City Tower Hotel Fujairah, Fortune Grand Hotel Apartments Bur Dubai and Fortune Hotel

apartments in Dubai & Abu Dhabi. There are three hotels in the pipeline in Business Bay, Bur Dubai and Deira. All hotels and apartments are strategically located in prime areas. Free Internet at all their current properties enables guests to stay con-



We continue to market our brands in the current segment in line with the vision of RC Hospitality – Where Budget meets Luxury

Ravish Gowda
Managing Director, RC Hospitality

nected. Along with the structure and technology comes the service: their multi-national management and employees provide high quality service for every guest making sure that each stay in any of their properties will remain a memorable one.



"We continue to market our brands in the current segment in line with the vision of RC Hospitality – Where Budget meets Luxury. We have been at ATM for three years in a row and as always we are keen to meet our partners — national and international who have been marketing our brands. We will announce the launch of our new luxury brands during ATM 2016 and feel very positive and future relations with our key partners," states **Ravish Gowda**, Managing Director.

"RC Hospitality now enters a new phase launching new brands into the luxury hotel segment to cater to a whole new set of clientele offering high class services. These will be equally exciting and challenging times for us, offering a sense of passion,

expertise, reliability and innovation in our brands with our new brands launching in 2016, the 250-key Omega Hotel, Bur Dubai and 280-key Fortis Hotel, Business Bay (Dubai, UAE)," says **Chandrashekharan Nair**, Managing Director.

RC Hospitality now enters a new phase launching new brands into the luxury hotel segment to cater to a whole new set of clientele offering high class services

Chandrashekharan Nair
Managing Director, RC Hospitality



OCEANIC
KHORFAKKAN
Resort & Spa

"Your Home
Away from Home"

Book Now
for the Best Available Rates
+971 9 238 5111
reservations@oceanicotel.com
www.bookingoceanic.com

2016
TRAVELLERS'
CHOICE
tripadvisor

Feel relaxed at your home



Experience laid-back living at Golden Sands Hotel Apartments! Our well-appointed rooms, first-rate amenities and topnotch hospitality let you unwind and enjoy superb comfort and leisure all throughout your stay.

Location: Centrally located in Bur Dubai • Close to major shopping malls, hypermarkets and public garden • Easy access to metro stations • 10 km drive from Dubai International Airport and with easy access to Sheikh Zayed Road

BOOK ONLINE
www.goldensandsdubai.com



Tel: +971 4 3555553 | Fax: +971 4 3526903, P.O. Box: 9168, Dubai, U.A.E.
Email: reservation@goldensands.ae
www.goldensandsdubai.com

Summer specials by Tilal Liwa

Tilal Liwa Hotel, located on the edge of Rub Al Khali Desert in Abu Dhabi's Empty Quarter, is offering summer packages aimed at providing relief from the scorching summer heat.

TT BUREAU

Families and friends need not travel outside the UAE to escape summer because Tilal Liwa Hotel's Summer Savings offers a refresh-



Khaled Sharabassy
General Manager
Tilal Liwa Hotel

ing stay with real value for money. Take advantage of the summer package starting from DHS249 for a family of two adults and two kids under the age of six. The deal



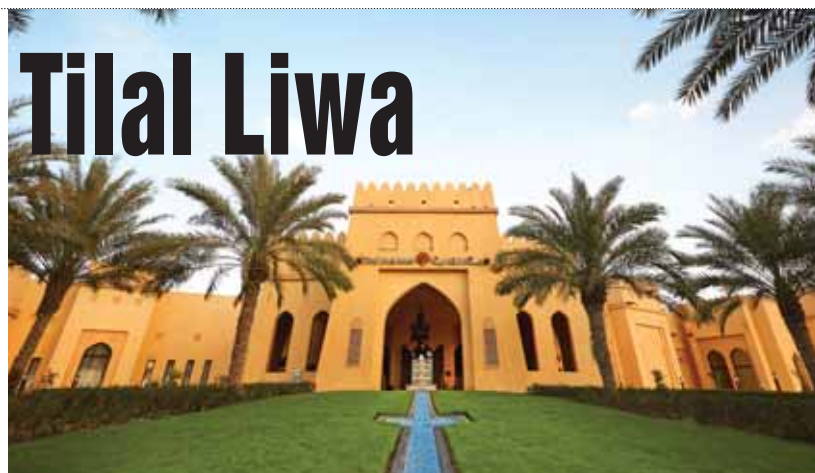
comes with a complimentary buffet breakfast at Al Badiya Restaurant where families can enjoy a selection of international cuisine.

Feel refreshed by swimming in the temperature-controlled pool. Or stay in the comforts of your room while browsing the Internet with complimentary Wi-Fi connection. In the morning when the temperature is much cooler, head to the desert for some activities such as desert cycling, sand boarding and kite

flying. A wide variety of recreation activities are available at the hotel for guests to enjoy.

Khaled Sharabassy, General Manager, Tilal Liwa, says, "We are offering great summer deals to those who wish to refresh themselves during the scorching summer. There are great discounts on spa treatments, food and beverage and room rates as well."

Guests who will avail of this package will also receive 20 per cent discount on food



and beverage at the hotel's other dining outlets. Children below six years will enjoy free meals. Discounts will not apply to alcohol and minibar. For complete relaxation, massage treatments are offered with 20 per cent discount.

Summer Savings is available for GCC/UAE nationals and residents from May 15-September 15. Rates are subject to 10 per cent service charge and 6 per cent tourism fee. Based on double occupancy, reservation is non-refundable upon booking and cannot be cancelled or changed without charge. Start planning your ideal summer holiday now and explore Tilal Liwa Hotel's Summer Savings. 🌴



OUR SERVICES INCLUDE

- Flight bookings • Hotel & apartment bookings • Holiday packages • Travel insurance • Car rental
- Yacht & air charter bookings • Cruise & rail bookings • VIP airport meet & assist services worldwide • Corporate travel management

General Sales Agent for:



وكالات النابودة للسفر والسياحة ش.م.م
AL NABOODAH TRAVEL & TOURISM AGENCIES LLC
DUBAI: Deira 04 294 0099, AJMAN: 06 742 3311, RAK: 07 227 8668
www.alnaboodahtravel.com

شركة النابودة للسفر ش.م.م
AL NABOODAH TRAVEL LLC
DUBAI: Arabian Center 04 284 5745, ABU DHABI: 02 642 2963

The best of Canada around the globe

The only international network carrier in North America to receive a 4-star ranking, Air Canada now serves more than 200 destinations around the world.



TT BUREAU

Born to fly in Canada, Air Canada now serves more than 200 destinations around the world. "With 120 of these in North America, we're able to provide fast, seamless entry into the US through our gateway cities of Toronto, Montreal, and Vancouver with the added edge of pre-clearance through US customs," stated **Deepu Cyriac**, Country Manager, UAE, Air Canada.



Deepu Cyriac
Country Manager, UAE, Air Canada

With 120 of these in North America, we're able to provide fast, seamless entry into the US through our gateway cities

As the only international network carrier in North America to receive a 4-star ranking according to independent UK research firm Skytrax, we are dedicated to delivering an unparalleled travel experience. Air Canada offers service on state-of-the-art Boeing 777 and 787 aircraft, providing flat beds and all-aisle access for International Business Class

customers and the best Premium Economy product in North America.

On the ground, Air Canada's Concierge service for

eligible top tier Altitude and International Business Class customers has expanded to 38 airports around the world. In Toronto, it opened a state-of-the-art concierge office for its members, where in-per-

son service is available during regular business hours or by phone 24/7 for same day travel requests and personalised services such as hotel, restaurant and ticket reservations.

From chef-inspired gourmet meals and freshly made espresso, to world-class, in-flight entertainment options and an advanced level of service that

speaks to the hospitality for which Canada is known, Air Canada makes one feel at home right away. It's the one constant throughout their 78-year history.



Dubai

- Fortune Grand Hotel
- Fortune Pearl Hotel
- Fortune Grand Hotel Apartments
- Fortune Hotel Apartments
- Hyde Park Hotel

Fujairah

- City Tower Hotel

Abu Dhabi

- Fortune Hotel Apartment

Upcoming Hotels

- Omega Hotel
- Fortis Hotel

RC HOSPITALITY

www.rc-hospitality.com

Strengthening MICE from France

Being successful in their earlier program in the UK market, this time Foras Travels has new agenda under its wings as they work to strengthen the French market.

 SHEHARA RIZLY

Foras Travel recently invited 125 travel agents from different parts of France to explore Dubai and Abu Dhabi; to sell the destination as exclusive packages for their clients as well as groups and incentives. The gentlemen behind Foras Travel, **Hossam Andraous**, CEO, and **Yehia El Hajj**, Managing Director, are strengthening each market making sure to increase revenues with high capacities.



Hossam Andraous
CEO
Foras Travel

Hossam says, "Our first project was UK leisure market and currently we are focusing on French market as well, there-

Our first project was UK leisure market and currently we are focusing on French market as well, therefore we researched to add new source market and already started to see great potential in the French market

fore we researched to add new source market and already started to see great potential in the French market."

Yehia explains, "We study different markets all

the time so that we will have an edge over others when it comes to learning and carefully conducting research for the market segments."

Packages and advertising is already in French market and they started to re-



Yehia El Hajj
Managing Director
Foras Travel

is the forte of Foras Travel, as the two stalwarts prepare themselves this time for the Arabian Travel Market.

Apart from having the physical presence of a co-ordinator in the particular region to drive in the business towards the hub in Dubai, their online strength too must be commended. Their key outlook for the year entails

We study different markets all the time so that we will have an edge over others when it comes to learning and carefully conducting research for the market segments

ceive great feedback in a very short time. Working very closely with the DTCM in Dubai is helping them to expand their presence in the French market and other European markets as well. Promoting sustainable tourism

strengthening MICE travelers, groups, B2B and leisure sectors. However, from time to time, they will keep enhancing their portfolio by adding new potential markets whilst strengthening the current markets as well. 🌱



A Host of Amenities in an Upscale 4 Star Hotel


Holiday Inn
DUBAI - AL BARSHA

MEET US AT THE



25-28 April 2016 • Dubai

Holiday Inn Dubai - Al Barsha would like you to visit us at the **Arabian Travel Market (ATM 2016)**, the leading travel exhibition in the Middle East from 25 - 28 April.

We look forward to welcoming you at ATM 2016 at **Stand Number ME3110**.



Holiday Inn Dubai - Al Barsha
Sheikh Zayed Road | PO Box 115443, Dubai
T: +971 4 323 4333 | F: +971 4 323 4334
Email: reservations@holidiindubai.com

RESTAURANTS AT HOLIDAY INN DUBAI - AL BARSHA



www.holidiindubai.com or 800 4542
www.holidiindubai.com

Salaam India

Explore India with Air India



Experience Indian Hospitality



Spacious Leg room



Delicious food



Best In-flight entertainment

INDIA
Tourism Pavilion

at

الملق
arabian
travel market®
25-28 April 2016 • Dubai

Please visit us at the Air India Stall in the India Tourism Pavilion at ATM 2016 in Dubai between 25th & 28th April.

Explore India, the world of wonders and bio-diversity.

Air India... Truly Indian

Telesales No.: 971-6-5970444 or Visit www.airindia.in

Stay Connected



A STAR ALLIANCE MEMBER

Memorable dhow cruise at Al Wasl

Among the various options for dhow cruise dinner in Dubai, Al Wasl Dhow stands unique because of its state of the art design and capacity.

TT BUREAU

Among the many interesting activities which visitors to the region can enjoy are the different excursions available to suit their individual needs. There is more emphasis on hosting various themed parties or gath-

Dubai keeps on raising its standards in hospitality, provides a very nurturing competition to excursion providers and it takes a lot of determination to stay exceptional. We strive for it and our guests trust us

erings on board a vessel rather than on land. Al Wasl has made its name in being in the market for a period of time as they strive on delivering quality.

Al Wasl Dhow, Al Wasl Yachts, Asia Pacific Travel and Tourism, and Oasis Palm Tourism are a group of companies which is a prominent excursion provider in Dubai. The group is led by a team of professionals in augmentation of vision which focuses on "Ex-

ceeding the Expectation for Guest Delight."

"We are privileged to reveal that our brand new dhow, registered as Al Wasl



Ishrat Ali Khan
Managing Director
Al Wasl Dhow

Dhow, will be ready to welcome our guests very soon," stated **Ishrat Ali Khan**,

Managing Director. He further added, "Dubai keeps on raising its standards in hospitality, provides a very nurturing competition to excursion providers and it takes a lot of determination to stay exceptional. We strive for it and our guests trust us."

Al Wasl Dhow is a noteworthy accumulation to the existing fleet of luxury and sports yachts, and a sizeable number of Safari Vehicles along with its campsite which can accommodate around 1000 guests at a time. It is a strong clue towards the company aims which are in align-

ment with ever-flourishing business of tourism in Dubai. Al Wasl Dhow promises the best dhow experience. They specialise in offering customized offers for birthday parties, wedding anniversaries, romantic dates, family sessions, official dinners, product launch and a lot more.

Jalboot unveils new ferry

The new ferry, Al Hasbah, meaning pearl of the finest size and quality, joins Jalboot's launch vessel Al Dana, with the naming strategy drawing inspiration from the UAE's maritime heritage.

TT BUREAU

Jalboot Marine Network (Jalboot), Abu Dhabi's only private scheduled passenger ferry service, has unveiled a new expansion phase which includes a second ferry and private corporate and event charters. Al Hasbah is scheduled to be operational at the beginning of May, officially launching Jalboot's highly anticipated hop-on, hop-off service with a 'Full Day Ticket' for added flexibility. Enhancing its service portfolio, Jalboot now offers private charters suitable for corporate events, team building activities, birthday parties and other corporate or private occasions.

"This launch of our new ferry as well as other service expansions within six months of commencing operations is part of our initial strategy of opening up the waterways of Abu Dhabi to all and provid-



Mohammed Roestali
General Manager
Jalboot

We constantly look to diversify our portfolio of products and services, and more service expansions can be expected in Q3 2016

ing a different approach to transportation in and around the UAE capital. We constantly look to diversify our portfolio of products and services, and more service expansions can be expected in Q3 of this year,"

states **Mohammed Roestali**, General Manager, Jalboot.

Earlier this year, Jalboot added to its scheduled services, which operate across over 100 km of scenic waterway, a Hilton Corniche evening cruise which boards at Hilton Beach Club on Abu Dhabi's stunning Corniche, as well as a stop at the upmarket Al Bandar Beach area, a popular residential community that conveniently connects residents and visitors to the myriad of activities on Yas Island. Jalboot ferries are also now equipped with an on-board food service which enables passengers to buy snacks and refreshments catered by Al Gusto, an Italian boutique café.

Each Jalboot ferry can accommodate up to 45 passengers and crew, is fitted with comfortable business-class style leather seating, is fully air-conditioned, and furnished with washrooms and storage space.

TCL, TravTips bullish on GCC

Thomas Cook and TravTips have successfully completed two years with unprecedented growth in all business segments and envisaged further expansion across GCC and global markets.

TT BUREAU

Travel Corporation (India) has successfully completed two years in the UAE market in partnership with its franchisee TravTips.

The company's exclusive Arabic departures (Imam Tours) have been highly appreciated with special Eid holiday departures, on-tour halal food, centrally located hotels, sufficient prayer timings, pre-departure meetings, relaxed itineraries and the reassurance and expertise of experienced and Arabic speaking Thomas Cook Tour Managers. Thomas Cook's tours to Asia, Australia, USA, Europe and Africa have also seen high demand from GCC travellers.

TCI is bullish about its consumer outreach to both the NRI and local market via interactive activations, including roadshows. **Jatinder Paul Singh**, Sr. Vice President &



Jatinder Paul Singh
Sr. Vice President & Head
Leisure Travel (Outbound)
Thomas Cook (India)

Head- Leisure Travel (Outbound), TCI, said, "Dubai and the GCC is a high potential source market for us at Thomas Cook India; with its diversity of segments extending to families, professionals, the business community, Gen-Y and NRIs. We have witnessed an impressive growth of over 35 per cent (Y-o-Y) with strong demand for our tours — both groups and personalised holidays. For the rapidly evolving GCC consumer, TCI has successfully established services to new destinations such as



Suraj Maniat
Managing Director
TravTips Travel & Tourism

Nice (France), South America, Canada, Vietnam, Cambodia, Philippines, Taiwan & Korea for both short and long haul vacations."

Suraj Maniat, MD, TravTips Travel & Tourism, said, "Our two year stint as Thomas Cook's franchise in UAE has seen unprecedented successes across a range of traveller segments. We are very confident of the upcoming travel season and our forward bookings are looking very strong."

Ramee Group of Hotels & Resorts

Your Home
in
Different Destinations

INDIA

Mumbai

Bangalore

Tirupathi

U.A.E

Dubai

Abu Dhabi

OMAN

Muscat

Seeb



BAHRAIN

Juffair

Seef

Budget, Comfort & Luxury

Just a click  away

www.rameehotels.com

Dubai Marina's new landmark: Wyndham

Wyndham Dubai opened its doors in the most-coveted localities in the world's largest man-made marina: Dubai Marina a few weeks ago. The grand opening is scheduled to take place in conjunction with the Arabian Travel Market 2016.

 SHEHARA RIZLY

Wyndham Hotel Group is the world's largest hotel company based on number of hotels with approximately 7,800 properties and 678,000 rooms in 72 countries. The Wyndham Dubai Marina property was completed by the British developer The First Group. Strategically located amidst the prestigious community of residents as well as tourists, Dubai Marina offers a very relaxing ambience whereone can unwind yet enjoy the cosmopolitan lifestyle.

Convenient accessibility

It is easily accessible from exit number 29 either from Dubai or Abu Dhabi, a few minutes away from the JLT metro station, the Wyndham Dubai Marina has been

strategically well positioned in one of the most prestigious surroundings in Dubai. A wide driveway which leads all the way to the lobby with ample parking facilities makes it a welcome change and different from others.

Unique design

The state of the art property has a large inventory of 486 rooms with three types of room categories: Superior Rooms, Junior Suite and Grand Rooms. These three types of rooms have been divided into three zones. Zone 1: from first floor to the 15th floor. Zone 2: from 16th until 28th. The middle zone is the most unique selling point where one can witness four important angled views; the upcoming Dubai Eye (largest ferris wheel), the Marina view, the sea view and then the back of Sheikh Zayed Road. As this zone provides a good view from all four angles, this would consist of executive club floors from 29-32. The higher tower which is 32 storeys on the right consist the rooms and the one on the left are the facilities starting with Essence all-day dining restaurant at the lobby level. Above the all-day dining is their signature restaurant called "Range" Grill Restaurant and Bar with a terrace (Tex-Mex concept). Above The Range is the gymnasium and BeWell Spa. The top most floor consists of the swimming pool and Chillz a pool bar.

General Manager **Rogier Hurkmans**, says, "Having served in Europe for most of my career, I can see some changes compared to Europe. Here it is still agency driven business which makes it different from Europe. Quality is key here



Rogier Hurkmans
General Manager
Wyndham Dubai

We are a 4-star property among five stars in the area, which gives us an edge. Creating awareness and positioning the property will be some of the key focus areas for the next few years

which the best way to go forward. At the end of the day, profits or earning a high turnover/revenue is always expected by the owners/stakeholders. Apart from the



Jan Siddiqi
Director Sales and Marketing
Wyndham Dubai

Our target will be the GCC, German, UK as well as the CIS and East European markets so that we open out to all key feeder markets and work in line with DCTCM

task to increase productivity in terms of services it is also important to place more focus on positioning the hotel. We are a 4-star property among five stars in the area,

which gives us an edge over others in terms of pricing, flexibility and facilities. Creating awareness and positioning the property will be some of the key focus areas for the next few years. Wyndham has over 1000 hotels in China apart from the many global offices located worldwide. These global offices will be a catalyst in deriving more business for us at the same time we will be participating in some of the roadshows to be held in Brazil which

today and we are making efforts to be present in every media platform. In terms of setting service standards there will be more training for the staff ensuring an efficient and productive strength in staff service. We are dynamic and currently work on different methodologies which work best in terms of policies."

Jan Siddiqi, opening Director Sales and Market-



would further strengthen positioning of our brand. Social media plays a pivotal role

ing, says, "The property caters to various travellers; family, leisure, business, corporate etc. A unique point in the towers is that 50 per cent of the rooms consist of balconies which most guests would enjoy. Currently, there is a special promotion conducted with all agents, global sales agents and tour operators. Our target will be the GCC, German, UK as well as the CIS and East European markets so that we open out to all key feeder markets and work in line with Dubai Corporation for Tourism and Commerce Marketing. The Chinese and Indian markets too are in our agenda."





"World's Leading
Airline Consolidator
2015"
World Travel
Awards



TravelMole

"Best A/P Travel
Technology
Provider 2015"
Travelmole ITB
Asia

Microsoft



"Code For Honor -
Solution
Excellence 2014"
Microsoft

GLOBAL AIRFARE MARKETPLACE



900+

Airlines Covered

70+

Point Of Sale Countries



200+

Origin Destination
Countries Ticketed In The
Year 2015



170+

LCCs Covered



26000+

City Pairs Ticketed In The
Year 2015

2500+

Customers In 60+
Countries



MYSTIFLY



www.mystifly.com info@mystifly.com Ph:+91 80 67046000



/MystiflyWorld



/MyFareBox



/company/mystifly

Setting a new benchmark

Suba Hotel has not only won many accolades but also continues to expand the room capacity by opening a new property in 2018.



Suba Hotel is a 4-star boutique hotel with stylish modern accommodations and warm Arab Hospitality in the cultural and commercial heart of Dubai. With its tailored personal service and a signature style, Suba Hotel won the coveted Best Airport Hotel, Dubai, at the glittering awards ceremony of International Hotel Awards held in London recently. Suba Hotel combines contemporary Arabic design with traditional Islamic values to delight the sophisticated global traveller. Suba Hotel furnishing and details surpass expectations with state of the art technology and a delicate scent of freshness to heighten the senses.

"Suba Hotel is unique within the Dubai market; unique that we actually manage to use our smart technology to compliment the amazing customer service. On the whole, we believe our hotel is



Wajeed Bagwan
General Manager
Suba Hotel, Dubai

Suba Hotel continues to be a forerunner towards establishing a footprint as value leaders in the hospitality sector, Dubai, UAE

setting new standards in using technology in front and heart of house to enhance our guest service experience. With yet recognition, Suba Hotel continues to be a forerunner towards establishing a footprint as value leaders

in the hospitality sector, Dubai, UAE.

"This award inspires us more in our pursuit towards guest service excellence and would like to thank my entire team for all their efforts in keeping with the philosophy of the group and help achieve such accolades. We have been honored with several awards such as "Award of Excellence-2015" by Booking.com, 'Best Smart Hotel Award-2015' by Middle East Hotel Awards, 'Global Winner-Best Luxury Boutique Hotel-2015' By World Luxury Hotel Awards, 'Best Luxury Business Hotel, Dubai-2015' by Luxury Travel Guides, Five Star Hotel certification By Rolls Royce Motors-2015," says **Wajeed Bagwan**, General Manager, Suba Hotel, Dubai.

With its three additional proposed hotels opening before 2018, Suba has the opportunity to continue raising standards for guest service excellence in the Middle East.

Tapping new markets

Nader Halim, General Manager, DoubleTree Hilton Resort & Spa Marjan Island, talks about what makes the property unique and its new offerings targeting a variety of markets.



Q Give us a brief on the property?

The resort offers 485 rooms that cater to couples and families alike. Guests can enjoy 450 meters white sandy beach, lush gardens and 6 swimming pools, in addition to various recreational facilities. We have 7 restaurants and bars with wide spread of cuisines that take our guests on a culinary journey that they will appreciate.

Q In what way do you think travel agents/operators are helpful in generating business for you?

We continue to work closely and in partnership with several DMCs and tour operators, and through this positive relationship we helped in developing Ras Al Khaimah as a destination for several key markets. With the help of Ras Al Khaimah Tourism Development Authority, we are



Nader Halim
General Manager
DoubleTree Hilton Resort & Spa Marjan Island

Our main markets are Germany, the UK, Italy, Eastern Europe, CIS and now we are tapping into the GCC market

delighted to be able to help position Ras Al Khaimah as a truly unforgettable destination.

Q Which are your feeder markets and which ones are you targeting?

Our main markets are Germany, the UK, Italy,

Eastern Europe and CIS markets and now with our newly expanded room offering, we are tapping deeper into the GCC market, since we developed a product that caters to their needs.

Q Please share your expansion plans?

The Bay Club will open very soon as an extension to the resort, making DoubleTree by Hilton Resort & Spa Marjan Island the largest resort in Ras Al Khaimah with 725 rooms to offer. The Bay Club comprises of 240 stylish and spacious beachfront rooms, a dedicated infinity pool and eforea ladies only spa boasting 2 treatment rooms, indoor pool, ice bucket shower, sauna, Jacuzzi, steam room, a relaxation lounge and a café. We will also be having 2 contemporary restaurants 'Meze' offering guests the experience of authentic Turkish cuisine and casual dining at 'Burger and Brew,' in addition to a boutique night club.

Unique design concepts in hospitality

Daousser Chennoufi, Chairman & Key Architect, Draw Link Group, is an architectural and design innovation expert and the mastermind behind award winning design concepts. He shares his views on the new design trends in hotels leading up to 2020.



Q Do share your thoughts on the new design trends in hotels from 2016-2020.

The architecture of hotels will most likely be heading towards acquiring sustainable design, using new technologies in construction like 3-D printed interiors, rotating buildings and impossible shapes. As for interior design, we will see an increase in nature motifs in fabrics, wallpaper, geometric shapes, 70s and 80s furniture items and a combination of textures in concrete, marble and wood.

Q What are the key elements that drive demand for hospitality design in

the Middle East?

Hospitality in the region has reached such a rich and variable level that it is getting increasingly difficult to impress the visitor. This has created a demand for unique designs and innovative concepts in order to stand out from the competition.

Q What does 'intelligent design' in hotels signify?

Intelligent design is a concept that allows the guest to adjust hotel facilities as per his or her individual needs with the help of high-tech applications. For instance controlling the lighting scene, sensor control, temperature control, wardrobe lighting, and curtain control, they all give a unique personal touch.

The profile of tourists visiting Dubai is likely to change, diverting from the luxury niche to the middle-class tourists and back-packers who will be looking for cheaper accommodation but still an unforgettable Dubai experience

Daousser Chennoufi
Chairman & Key Architect
Draw Link Group

Q What does the shift in demand mean for hotels in the region?

An important factor to consider when it comes to Dubai's tourism is that due to the drop in the prices of oil and gas, the economies of the world will not be able

to endure the high prices associated with Dubai hospitality. Thus, the main objective of construction outfits operating in the region will be to create alternatives to the existing hospitality products, which would offer much better rates to tourists than what luxury hotels are cur-

rently offering. Nevertheless, this would not mean that the quality of hospitality concepts will deteriorate. On the contrary, the aim is to find solutions through the creation of intelligent designs, this will make hotels more affordable and through the innovative use of technologies and

new materials appearing in the market.

Q Currently, short-term low budget stays and mid-market seem to be the new trends. Do you think that this will secure a sustainable place in the UAE hospitality market?

The profile of tourists visiting Dubai is likely to change, diverting from the luxury niche to the middle-class tourists and back-packers who will be looking for cheaper accommodation but still an unforgettable Dubai experience. 'Mid-market accommodation' still remains a relatively new hospitality segment in the region, and will grow quite intensively.

Oman's MICE offerings

The Ministry of Tourism Oman recently showcased Oman as a MICE destination at IMEX Frankfurt represented by **Her Excellency the Undersecretary Maitha Al Mahrouqi**.

TT BUREAU

The exhibition provided the Ministry with a platform to showcase the Sultanate as an ideal MICE destination and talk about the important services offered, in addition

tor. Under the leadership of **Khalid Al Zadjali**, Director, Oman Convention Bureau, the organisation will work as a specialised team to enhance the sector, regulate the processes, and maintain a healthy atmosphere

tional Airport, the MICE tourism industry in the Sultanate is set to undergo a major overhaul in the next couple of years. The sector will also see several other infrastructure and tourism projects being undertaken as part of the 9th five-year development plan for 2016-2020.

Al Mahrouqi, said, "The MICE sector is seen as one of the most important pillars of business tourism in the Sultanate as part of the Oman Tourism 2040 Strategy, and the establishment of the Convention Bureau is a step towards further enhancing what the country has to offer. Participating at IMEX 2016 is significant to tourism in Oman, as it offers plenty of opportunities for the Ministry to reach out to the international audience, engage with specialised international partners and familiarise them with the MICE sector in Oman."

that supports all organisations working in the sector to host events.

With many key projects nearing its completion, comprising the Oman Convention Bureau and Muscat Interna-

to promoting the upcoming projects in the sector. The highlight of the participation this year was the establishment of the Oman Convention Bureau, to spearhead all MICE-related activities and products in the tourism sec-



13% growth in revenue

Although there have been changes in the global travel and tourism trends during 2015, JW Marriott Marquis reported a high growth rate of revenues which went up to 13% for the year.

TT BUREAU

The JW Marriott Marquis Dubai full year sales results revealed positive trends in 2015, despite challenging global conditions. The UAE's largest five-star hotel recorded an inventory increase of 22 per cent during the year and yet occupancies across its 1608 rooms remained constant and in excess of 73 per cent. The hotel also hit 100 per cent occupancy on more than 45 occasions throughout 2015.

JW Marriott Marquis Dubai General Manager, **Bill Keffer** said the results were a significant achievement considering the increase in supply of new luxury hotels regionally. "Supply in the city rose by 6.7 per cent, whilst overall demand grew by only 4.3 per cent. This is stark contrast to JW Marriott Marquis, which witnessed an increase in de-

mand of more than 12 per cent in 2015. As a result, JW Marriott Marquis Dubai continued to drive room revenues by 13 per cent over the course of the year. These positive figures further cement our position as a market leader in the region," he said.

Throughout 2015, JW Marriott Marquis Dubai has continued to support the efforts of DTCM, working in collaboration with the Marriott Global Sales Network to generate large international group enquiries and attract visitors to Dubai. This sales drive is further bolstered by the JW Marriott Marquis Dubai sales team who are set to perform over 60 international

sales trips across 26 different countries in the pursuit of attracting large corporate association and meeting groups to the hotel this year. A volume strategy will be the focus for



2016, with group business playing a central role in the property's success. Despite the 2016 full year STR forecast painting a challenging picture of minus 9.8 per cent, the JW Marriott Marquis Dubai continues to perform at or above the current year forecast.

The Ideal Choice for Business, Leisure & Shopping



Hotel Room



Meeting Room



Recreation Area



Locker Room Sports Lounge

Golden Tulip Al Barsha Hotel is a deluxe hotel suitable for the comfort stay of all types of travelers to central Dubai.

HOTEL FACILITIES:

- Free WIFI
- FRESH Restaurant (All-day-dining)
- Ristretto Cafe
- The Locker Room (Sports Lounge)
- Catwalk (Night Club)
- Sky Korean Restaurant
- Meeting Room & Banqueting
- Swimming Pool
- Sauna
- Rooftop SPA
- Gym
- 24 Hours Room Service



Al Barsha 1, Behind Sharaf DG Metro Station
Tel: +971 4 3417750 Fax: +971 4 3417751
info@goldentulipalbarsha.com www.goldentulipalbarsha.com

All set for 45 mn passengers

Abu Dhabi Airports is marking a decade of innovation in aviation this year as the company celebrates its 10th anniversary.



Created in 2006 through an Amiri Decree from the Executive Council of Abu Dhabi, Abu Dhabi Airports Company was formed to spearhead the development of the emirate's aviation infrastructure, and assumed responsibility for the operation and management of Abu Dhabi International Airport (AUH) and Al Ain Airport (AAN). Abu Dhabi Airports later added Al Bateen Executive Airport (AZI), an exclusive business aviation airport, along with Sir BaniYas and Delma Island Airports to its portfolio.

The company has further diversified its assets over the last ten years to include Abu Dhabi Airport Business City – a free zone operating at AUH, AAN and AZI; and the Gulf Center for Aviation Studies – a center of excellence for airport and aviation training.



H.E. Ali Majed Al Mansoori
Chairman
Abu Dhabi Airports

We have consistently provided high quality facilities and services with cutting-edge solutions to passengers at all our airports

H.E. Ali Majed Al Mansoori, Chairman, Abu Dhabi Airports, commented, "Innovation, as well as the passion and determination of our staff, has been the key pillars to our continued success. The aviation sector in the emir-

ate has changed considerably over the last ten years and we are proud of the role that Abu Dhabi Airports has played in facilitating that the positive changes witnessed in this dynamic sector. Through innovative products such as our recently launched Smart Travel System at Abu Dhabi International Airport, we have consistently provided high quality facilities and services with cutting-edge solutions to passengers at all our airports, and we will continue to do as we receive more and more visitors from around the world."

Abu Dhabi Airports has invested over AED20 billion in capital development projects during the past 10 years across all of its airport sites. The biggest infrastructure project undertaken so far, the Midfield Terminal Complex (MTC) will increase Abu Dhabi International Airport's overall capacity to 45 million passengers per year. 🌟

Digital uplift for Air France-KLM

Tata Communications' global network will power Air France-KLM's mission to harness the latest mobile, cloud and wearable technologies to enhance passenger experience.



Europe's second largest Airline Air France-KLM signed a multi-million dollar contract with Tata Communications, to provide next-generation network connectivity to 170 sites. The network will form the backbone for the company as it embraces the latest mobile, cloud, big data analytics and wearable technologies to enhance and personalise passenger experience. This investment underpins the airline's growth strategy, driven by organisation-wide digital transformation, delivery of next-generation aircraft, and expansion in emerging markets.

The multi-year contract will see Tata Communications roll out a superfast intelligent network which will power Air France-KLM's mission-critical systems, including passenger check-in, flight operations and departure control applications, as well as corporate programs in the Middle East, Africa and

kets and cutting-edge digital technologies is at the heart of our growth strategy," says **Jean-Christophe Lalanne**, CIO, Air France-KLM Group. "We're introducing a range of innovative services, such as travel apps for smartwatches, to provide a personalised experience for our tech-savvy

We're introducing a range of innovative services, such as travel apps for smartwatches, to provide a seamless, personalised travel experience for our tech-savvy passengers

Jean-Christophe Lalanne
CIO, Air France-KLM Group

Asia Pacific. Air France-KLM, which carried 87.4 million passengers in 2014, is the first major European airline group to move away from the legacy networks widely used in the airline industry.

"Investing in emerging mar-

passengers. Tata Communications' global next-generation network will act as the foundation for these services in the Middle East, Africa and Asia Pacific, empowering us take customer service to the next level and capitalise on the huge growth opportunities that these markets offer." 🌟



Adding diversity to Dubai hospitality

Dubai hospitality offers more options to travellers in the form of holiday homes, says **Khaled Bin Touq**, Executive Director, Licensing & Classification Sector, Dubai Tourism.



Please give us an overview of the holiday home concept?

Holiday homes add more diversity to Dubai's existing hospitality offerings, providing more options for travellers staying in the city. A holiday home is classified as furnished accommodation which is rented as a whole unit on a daily, weekly, monthly or annual basis without the issuance of an EJARI-regulated tenancy agreement.

Any home owner can qualify to be part of Dubai's holiday home segment, as long as they adhere to the new regulations implemented by Dubai Tourism in order to maintain the safety and quality of holiday homes. Holiday home operators are accountable for ensuring the property meets all legislative requirements, complaint

management policies are sufficiently maintained, and amenities and guest services are both provided and accurately listed for visitors.

Once Dubai Tourism approval is acquired, operators have to issue a Holiday Homes License from the department of Economic Development. The operator should then register their account in the holiday home system, detailing the properties in their portfolio. Operators need to get a permit for each property under their management before beginning operations.

What market segment is targeted?

Similar to hotels and hotel apartments in Dubai, holiday homes target a range of travellers, with each home classified as either 'Standard' or 'Deluxe' to reflect the offering they provide. The flexibility, facilities and additional space

provided by holiday homes make them popular with both luxury and mid-market travellers, as well as families and those on a budget. This wide target market plays an important role in our long-

By having a well-regulated hospitality industry we can ensure travellers experience the highest standards of quality across the board — quality for which Dubai is already well known

Khaled Bin Touq
Executive Director, Licensing & Classification Sector, Dubai Tourism

term strategy as we look to deliver the right accommodation mix that is well regulated and attractive to the diverse needs of travellers.

What is the strategy deployed to attract more guests?

Our holiday home strategy is part of a wider goal to broaden the range of accommodation options

for tourists, which also encompasses expansion and diversification of Dubai's hotel and serviced apartment offerings. By having a well-regulated hospitality industry we can ensure

travellers experience the highest standards of quality across the board — quality for which Dubai is already well known.

Visitors booking a holiday home through a licensed operator can also be assured that their accommodation has been classified in line with global best practices, while owners of

properties will benefit from the expertise and marketing capabilities of the operator through which they rent out their property. Suppliers are free to offer deals on holiday homes at their discretion.

What are the current travel trends noticed for the UAE?

We have seen tremendous growth in family tourism since 2013, and this has been a major focus of our diversified strategy. The upcoming openings of Dubai Parks & Resorts, IMG Worlds of Adventure and Dubai Safari Park will add to Dubai's range of world-class family attractions, experiences and events aimed at tourists from a broad range of source markets, resulting in a further increase in family tourism to the emirate.

Another trend is the rising influence of technology, digital and social media. Online travel and accom-

modation bookings, reviews and virtual tours are now commonplace, and we are steadily progressing with the rapid pace of technology, working with our industry partners to innovate and deliver inspiring, experiential and shareable content.

For instance, through our social listening tool, BrandWatch, we are able to monitor social media conversations about Dubai in real-time, which allows us to track conversations that use Dubai-related keywords, respond to queries and engage with audiences across the web.

We expect these trends to continue in the lead up to 2020, and with the continued support of our government and private sector partners, we believe we are well placed to achieve our target of 20 million visitors per year by 2020. 🌟

Come, fly to the Philippines!



From Dubai **AED 1,054** / From Doha **QAR 892** /
From Kuwait **KWD 85** / From Riyadh **SAR 1,092**
to Boracay (Kalibo)



From Dubai **AED 1,062** / From Doha **QAR 899** /
From Kuwait **KWD 86** / From Riyadh **SAR 1,099**
to Cebu



From Dubai **AED 1,062** / From Doha **QAR 899** /
From Kuwait **KWD 86** / From Riyadh **SAR 1,099**
to Puerto Princesa



From Dubai **AED 1,085** / From Doha **QAR 923** /
From Riyadh **SAR 2,316**
to Bohol (Tagbilaran)

Just Up & Go!



cebupacificair

www.cebupacificair.com



cebu pacific
سيبو باسيفيك

Quoted fare is one-way, ALL-IN inclusive of base fare with 7kg carry-on luggage allowance, web admin fee, and country-specific charges. Advertised promo fare is strictly applicable for Cebu Pacific's Middle East routes to the Philippines connecting via Manila. Guests are required to comply with their booking summary details otherwise connecting flights to/from Manila will be void. Charges apply for permitted booking changes. Promo fares are on limited availability and on a book and buy basis. Flight changes must be done up to four hours before your flight.

Winter cruising in the Gulf

This year Bahrain joined the alliance for the first time making Cruise Arabia the biggest regional exhibitor at the Sea Trade Cruise Global in Florida, USA.

 SHEHARA RIZLY

The leading annual global business to business event for the cruise industry — Sea Trade Cruise Global 2016 — took place from March 14-17, at Fort Lauderdale, Florida, USA. Dubai's Department of Tourism and Commerce Marketing (Dubai

Seatrade Cruise Global is the largest international event for the cruise tourism industry. Sharjah Commerce and Tourism Development Authority participated as part of the Cruise Arabia Alliance, demonstrating the importance of the alliance is placing on its joint cruise vision

H.E. Khalid Jasim Al Midfa
Chairman, SCTDA

Tourism) participated for the third consecutive year as part of the Cruise Arabia alliance, a unified partnership which brings together six different tourism authorities with the aim of promoting the region as a preferred destination for cruise travel.

This year marked the first time that Bahrain Tourism & Exhibition Authority (BTEA) attended the convention as a member of Cruise Arabia, which also includes Dubai Tourism, Abu Dhabi Tourism & Culture Authority (TCA Abu Dhabi), Sharjah Commerce and Tourism Development Authority (SCTDA), Oman Ministry of Tourism (Oman Tourism) and Qatar Tourism Authority (QTA). The members' joint pavilion spanned 3,000 square feet and was joined by 22 public and private sector stakeholders from the industry. Co-participants included Emirates Airline, Etihad Airways, Abu Dhabi Ports, Port Services Corporation of Oman, Qatar Ports Management Company, DP World, DNATA and Shurooq (Sharjah Investment & Development Authority), as well as destination management companies, ship agents and hospitality partners from the region.

Speaking at one of the event's panel discussions titled 'Seasonality and Its Impact on Deployment', **Hamad M Bin Mejren**, Senior

Vice President, Dubai Tourism, said: "There has been significant growth in the popularity of cruise tourism, with the number of cruise tourists globally estimated to reach 24 million by end of this year, as predicted by the Cruise Lines International Association. The rising demand for varied winter itineraries in

tance the alliance is placing on its joint cruise vision. For Sharjah, attendance is an important part of our cruise tourism strategy, aiming to increase calls into the ports of Sharjah to meet our 2021 vision of 10 million visitors to the emirate. Sharjah has committed to developing a new cruise terminal, which will add a further dimension to its offering in the Port of Khorfakkan and will streamline passenger handling as well as enhance passengers' experience. Over the last few years Sharjah has witnessed an increased number of cruise calls, totalling around 40 in 2015. Our participation in Seatrade Cruise Global allows us to strengthen our

Dhabi. He commented: "Our presence at Seatrade Global in Miami is the latest implementation of our long-term international destination marketing partnership initiatives aimed at forging lasting relationships with cruise lines and tour companies. We seek to encourage them to consider basing a ship in Abu Dhabi's magnificent permanent cruise terminal and develop pre- and post-package stays with Etihad Airways, our national airline partner, for their Abu Dhabi-originating cruise guests. With Celebrity Cruises, MSC and AIDA already committing to Abu Dhabi for their 2016-17 originating cruises, we'll be sharing with the industry's

events and assist in marketing the region as one cruise ship destination for the seatrade industry. All member countries are unique, making the region attractive for sea trade establishments. We as GCC countries complement each other and make the region a viable and interesting destination. Royal Car-

lines. QTA has identified the cruise industry as a major focus in the country's tourism sector development strategy in coming years, and the outlook for Qatar to become a major port of call on cruise itineraries looks exceptionally bright. The global edition of the Forum has provided Qatar with the platform once

There has been significant growth in the popularity of cruise tourism, with the number of cruise tourists globally estimated to reach 24 million by end of this year, as predicted by the Cruise Lines International Association

Hamad M Bin Mejren
Senior Vice President, Dubai Tourism



particular opens up more opportunities for the GCC and the Cruise Arabia alliance to showcase the best of what the region has to offer. With the recent addition of Bahrain Tourism & Exhibition Authority to the alliance, we are further strengthening our combined offering to ensure the Arabian Gulf is among the world's top winter sun cruise destinations. Following the growth marked by the 455,600 cruise tourists that arrived in Dubai last season, we are confident that we will reach our target of 500,000 cruise tourists by the end of the current 2015-16 season."

H.E. Khalid Jasim Al Midfa, Chairman, SCTDA, said: "Seatrade Cruise Global is the largest international event for the cruise tourism industry. Sharjah Commerce and Tourism Development Authority participated as part of the Cruise Arabia Alliance, demonstrating the impor-

relationship with the industry and provides us with an opportunity to reach further into

leading executives how these lines have been attracted by the diversity of Abu Dhabi's

With Celebrity Cruises, MSC and AIDA already committing to Abu Dhabi for their 2016-17 originating cruises, we'll be sharing with the industry's leading executives how these lines have been attracted by the diversity of Abu Dhabi's cultural and family-friendly attractions

Saeed Al Dhaheeri
Cruise Sector & City Tour Development Manager, TCA Abu Dhabi

the global cruise market, to which we can offer a unique cultural and as yet fairly undiscovered destination."

Strengthening Abu Dhabi's position within the Cruise Arabia initiative and highlighting Abu Dhabi's new cruise terminal facility are priorities for the emirate, according to **Saeed Al Dhaheeri**, Cruise Sector & City Tour Development Manager, TCA Abu

cultural and family-friendly attractions and our unique beach stopover on Sir Bani Yas Island, and emphasise how we can act as a catalyst to help build their business to Abu Dhabi."

Hesham Al Saken, Director of Marketing and Tourism Promotion, BTEA, said: "Joining Cruise Arabia has made it vital for us to be present at such international

ibbean (Azamara) Cruises, MSC Cruises and Thomson Cruises have already confirmed their arrival in Bahrain next season, along with TUI and AIDA continuing to dock at Khalifa Port."

Hassan Al Ibrahim, Chief Tourism Development Officer, QTA, said: "This year's Seatrade Global proved to be an excellent follow-up to the highly successful Seatrade Middle East Cruise Forum that Qatar hosted last December. The cruise industry in Qatar is rapidly developing, with huge opportunity for growth in the coming years, which is expected to reach 250,000 passengers by the 2018-19 season. Working jointly with the Cruise Arabia Alliance since last year, Qatar has bolstered its cruise industry by developing plans for major upgrades of Doha Port's infrastructure, nurturing closer ties with international cruise

again to connect with world's leading cruise lines, which are increasingly seeing the GCC as a top winter destination. With global demand for cruising exceeding that of land-based tourism, we see incredible potential for the industry and its contribution to Qatar's overall leisure tourism offering."

Sultan Saif Al-Hinai, Manager, Oman Ministry of Tourism, said, "We are excited to be a part of Cruise Arabia's series of roadshows, which aim to position the Arabian Gulf as a premier cruise destination. Oman, in particular, has become a highly-preferred tourist attraction for tourists and visitors coming to the Middle East region and is widely attributed to the country's year-long tourism season. In fact, Oman has also started to position itself as a choice destination for cruises.

"Cruise ships have seen a steady increase to the Sultanate's ports, where 135 cruise ships have anchored at Sultan Qaboos Port — Muscat in the 2015-16 season, compared to 109 cruise ships in the 2014-15 season. Cruise ships coming into the Sultanate are also expected to increase by 18-21 per cent in the coming tourism season, stopping at the ports of Salalah, Sultan Qaboos Port and the latest trending port, Khasab."

The palaces of Maharajahs. Now some of the world's most luxurious hotels. To know more, log on to www.incredibleindia.org



Vacation in a luxurious palace hotel

Find what you seek

Live the life of a Maharajah

Incredible India



Visit us at India Tourism Pavilion Stand AS3125

India Tourism, Dubai. Tel : +971 4 2274848 Fax: +971 4 2274013. E-mail: goirto@emirates.net.ae



A STAR ALLIANCE MEMBER 



CHOOSE FROM THREE CLASSES OF COMFORT ON INTERNATIONAL FLIGHTS.*

With Economy, Premium Economy and International Business Class categories, there's a perfect comfort level for every traveller.

AIR CANADA  *Your world awaits.*

Tel: +971-4-2112537

Email: aircanada@alnaboodah.com

www.aircanada.com

*Offered on a growing number of flights.