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triumphs in Middle East



Manoharan Periasamy
Senior Director of International Promotion Asia & Africa Division
Malaysia Tourism Promotion Board

Over 2,100 one-on-one meetings, 1,500 visitors with 35+ exhibitors concluded the second edition of the most unique virtual event in the region, the GTS 2021, two days of networking with an overwhelming response spearheading the recovery of the industry in the region.

Tourism Malaysia was the diamond partner for the event which hosted travel agents, tour operators, tourism boards, airlines, hotels, travel management companies, international agencies and media. "Due to the positive feedback received from the travel trade at the first Gulf Travel Show in November, we pledged our support as diamond partner. It was a great opportunity to be with the industry players from Middle East and India as they are two of the key source markets."

Contd. on page 5 ▶

All eyes on Israel

Opening of the Israel market couldn't have come at a better time for the travellers in the GCC as it provides a beacon of hope to the industry once again.

Shehara Rizly

As a new destination every new market wants to explore Dubai and UAE, the same has happened before for new markets like Vietnam, French, China. They prefer to do desert safari as excursion,



Nasir Jamal Khan
CEO
Al Naboodah Travel

surprisingly they are not that much interested in cultural tours and city tours but Burj Khalifa, Frame Dubai, etc. Their preferences are Dubai as first followed by Abu Dhabi. One of the most booked attraction is the Burj Khalifa.

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Workcation, a new trend

Over the past months many new terms emerged; Workcation, staycation and daycation in the hospitality industry driving new business.

Shehara Rizly

We are very glad to be part of this new trend as Ishraq Hospitality through our portfolio of Holiday Inn Express hotels, which as a brand, believes in providing a Smart but Simple Travel experience to our guests.



Alexander Suski
Commercial and Business Development Director - ISHRAQ Dubai LLC

Budget travelers join our hotels because they want an easy and smart hotel experience. We have seen the lines between business and leisure starting to blur for years with leisure travel or bleisure travel. But the pandemic has really accelerated this trend.

Contd. on page 10 ▶



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60+ countries at Arabian Travel Market

The much awaited Arabian Travel Market kicks off from 16th to 19th May 2021 at the World Trade Center after battling a pandemic over the past year. Danielle Curtis, Exhibitor Director Middle East, Arabian Travel Market shares more about the event with **TRAVELTALK**.

T Shehara Rizly

What is the new structure of ATM?

For the first time, since opening its doors 28 years ago, ATM in 2021 will be in a hybrid format, running a live event from 16th to 19th May and the following week, a three-day virtual show from May 26-28 to complement and reach a wider audience. It is imperative that we include a virtual element because many

industry professionals from around the world, cannot attend the in-person event every year, particularly this year with travel restrictions still in place.

What are the new procedures protocols to be followed at this year's ATM?

In a bid to provide a safe, touchless and seamless experience for everyone, ATM will strictly adhere to the health and safety guide-



Danielle Curtis
Exhibitor Director ME
Arabian Travel Market

lines laid out by relevant government authorities. In addition to Reed Exhibitions' Global COVID-19 'Safety Shows' Health & Safety strategy, ATM is working closely with the team at the Dubai World Trade Centre and with our Global Operations team.

ATM 2021 will be held at the Dubai World Trade Centre, spread across nine halls. Contactless experience will be provided throughout the event, therefore, there will be no badges printed onsite, no wallets or lanyards will be provided and no onsite registrations - participants can either print off their own badges at home or in their office, or use the barcodes shown on their phones.

How many exhibitors will be present this year?

In-person on the show floor, 62 countries are being represented. They include the UAE, Saudi Arabia, Bahrain, Germany, Cyprus, Turkey, Egypt, Jordan, Italy, Greece, India, Indonesia,

Malaysia, South Korea, Maldives, the Philippines, Thailand, Mexico and the USA to name but a few.

In terms of post covid what will you say is newly added on to the agenda for ATM?

Reflecting the post-pandemic recovery, the theme of the show will be 'A new dawn for travel and tourism', which has never been more relevant nor more important. Spotlight will focus on the very latest 'COVID' news from around the world; vaccine rollouts, social, travel and visa restrictions with the current state of the industry and future trends and how innovation can drive the industry forward.

Are vaccinations mandatory for attendees at ATM? What about international travellers?

Vaccination is not mandatory, however we highly recommend anyone attending ATM to be able to produce a negative PCR result.

FactFile

■ For international travellers, a negative COVID-19 PCR test certificate for a test taken no more than 72 hours before departure is mandatory. Another PCR test on arrival may be taken for travellers coming from certain countries. We suggest you seek advice from your national carrier or relevant government entity.

“ Spotlight will focus on the very latest 'COVID' news from around the world; vaccine rollouts, social, travel and visa restrictions with the current state of the industry and future trends ”

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**Tourism
Breaking News**

- Oman Air and EGYPTAIR sign codeshare agreement
- Dubai Tourism resumes business events
- Cathay Pacific gets ready to take off from Dubai from May 21
- Marriott signs St.Regis downtown Dubai expanding luxury portfolio
- DXB maintains momentum in Q1 with 5.75mn travellers
- Oman Air extends complimentary COVID-19 coverage until Dec 31st
- Dubai College of tourism boost emiratization programme
- Emirates restarts flights to Mexico City
- New Turkey Visa Application Centre inaugurated in Dubai's Wafi Mall
- Emirates and DHA implement digital verification of COVID medical records

New opportunities key for hotels

The Gulf hotel sector is nothing if not resilient. Despite wars, political tensions, natural disasters and pandemics, the region has always managed to bounce back with new and better offerings for visitors from around the world, says **Simon Allison**, CEO of hotel owners' alliance, HOFTEL, and organiser of GIOHIS.

Over the last decade, each country in the GCC focused on attracting tourists and created its own niche – Dubai is the central hub offering a little of everything and the best of retail and urban experiences; Abu Dhabi focused on cultural tourism; RAK and Oman on adventures and history and now Saudi Arabia will dazzle with both mega projects and world-beating environmental sensitivity.

To pretend there are no challenges ahead would be foolish. Covid may be in retreat by year-end as the global vaccine rollout progresses, but this year will see very diminished tourism numbers in every destination except for luxury, domestically-oriented beach and leisure markets. Supply remains an issue, with multiple hotel projects

still ongoing. Many hotel owners will struggle to support their debt and need to

“Dubai is the central hub offering a little of everything and the best of retail and urban experiences; Abu Dhabi has focused on cultural tourism; RAK and Oman on adventures and history and now Saudi Arabia will dazzle with both mega projects and world-beating environmental sensitivity”

come to an accommodation with their lenders, while also perhaps seeking to re-balance their relationships with their brands and operators. And too many countries in the broad region will still find themselves cut off by conflicts and regional tensions. Yet, if we look beyond 2021, there is much to be hopeful about.

The Middle East has opened up considerably, with settlements of some political disputes – as witnessed by the fact that at

the 2021 Gulf and Indian Ocean Hotel Investors' Summit (GIOHIS) in Ras

projects in Saudi Arabia will attract a new wave of cultural and leisure tourism.

The return of travel will also boost the oil price and improve GCC economies.

Meanwhile, the hotel sector has created new efficiencies – according to P&L benchmarking firm Hotstats, labour costs per each room available in the UAE fell from over US\$ 60 in December 2019 to US\$ 41 in December 2020 – a fall of a third (although it has crept up from below US\$ 30 per room in April 2020). Similarly, breakeven occupancy in Middle East

luxury hotels fell from 30% to 27%. Hotels will be leaner and meaner coming out of this downturn. So, while there may be bumpy times ahead, the longer-term is full of promise and we can expect the GCC to reap its full share of any upturn.

GIOHIS takes place from 15th-16th November, 2021. For more information and tickets, please visit giohis.com.



Simon Allison
CEO of hotel owners' alliance, HOFTEL, and organiser of GIOHIS

(The views expressed are solely of the author. The publication may or may not subscribe to the same.)

Rewarding trade partners at ATA

Arabian Travel Awards (ATA): In an industry that works tirelessly to ensure that people get their well-deserved breaks, industry partners being recognised for their efforts is the perfect way to complement their work. Once again, Arabian Travel Awards will return to bestow on the industry the recognition it deserves.

Surviving a pandemic which transformed world order was no easy feat, in

fact one needs to be recognized and admired as the travel, tourism and hospitality industry still battle to

keep their heads above water yet ensure that travellers regain their confidence. The prestigious Arabian Travel

Awards seek those unsung heroes and recognize their endeavours. Previous award winners share with

TravTalk ME their views of the Maya which will once again descend to the shores in the UAE.

“As one of the most reputed award programme for the travel and tourism industry in the region, it was a great honour to be presented with the award of ‘Most Trusted Travel Partner’, ‘Best General Sales Agent’ (two years in a row) and ‘DDP Game Changer’. Arabian Travel awards adds value of trust and confidence among the suppliers, vendors, and clients across the region. Being Arabian Travel Award winner gives exposure to the company for the efforts and the services it renders. Therefore, Arabian Travel Award is an important platform for the recognition of the quality of service and efforts of travel and tourism experts to further enhance their ability for excellent growth.”



Nasir Jamal Khan
CEO
Al Naboodah Travel

“It is an honour to be recognized at the prestigious Arabian Travel Awards as it is a way to complement those in the industry for their work. At Cozmo Travel, we were recognized as the best B2B portal which is rewarded for all the hard work by our committed team, another award was as the fastest growing travel company which further motivated the team to look beyond especially during these times when uncertainty bloomed over, these awards were boosters to further develop confidence. Recognition at the Arabian Awards has always been an excellent way to motivate and seek further in ensuring that the industry will bounce back once again battling out these challenging times.”



Jamal Abdulnazar
CEO
Cozmo Travel

“It's a great recognition for us to be recognized by Arabian Travel Awards, one of the leading travel awards in the industry, as the leading online travel marketplace in the region. This is a true testament and a reaffirmation for Wego's position as the largest online travel marketplace in the Middle East and North Africa. Such awards contribute to raising awareness for leading companies in the industry.”



Mamoun Hmedan
Managing Director
Wego

Trade applauds the success of



► Contd. from page 1



Shahrin Mokhtar
Director of Tourism Malaysia
- Dubai

“Tourism Malaysia was the diamond partner for the event which hosted travel agents, tour operators, tourism boards, airlines, hotels, travel management companies, international agencies and media. “We have been keeping the Middle East agents engaged by conducting a specialized training programme to learn more about the destination and its offerings, our participation in the Gulf Travel Show for the second consecutive time renewed partnerships and created new ones. We will participate at the ATM both physically and virtually. ur participation at the Gulf Travel Show is very important as our partners are provided the opportunity to meet buyers from the Middle East and India and see what kind of new packages need to be designed in keeping with their client’s needs and sell them when the borders open.”



Putra Hilmy Elias
Director - Tourism Malaysia-
Jeddah

“Gulf Travel Show enabled us to be together with colleagues from India and the Emirates in marketing and profiling Malaysia as the foremost destination to friends from travel fraternity in our respective markets. This show has also enabled the Malaysian state authorities, destination management companies and hoteliers to showcase their products and services.”

“Two whole days of networking at the Virtual Gulf Travel Show 2021 was simply great as we reconnected with our potential buyers in our effort to rebound the Malaysian travel industry post pandemic era. This new norm virtual platform has given utterly brilliant opportunity for Malaysia as a post covid preferred destination as and when the international border open.”



Razaidi Abd Rahim
Director of Tourism
Malaysia, Chennai

“Key segments we promoted in the Gulf region includes Leisure Holidays & Special Interest Holidays especially eco-tourism in Malaysia. The show provided us an opportunity to explain to our business partners about the situation of the border openings, safety & health protocols in hotels, transportation during tours and places of interest like theme parks.”



Yap Sook ling
Managing Director - Asian
Overland

“Most Middle east travel operators enquired when Malaysia will open its air borders, as they would like to include Malaysia in their features, package and tariff, but this all depends on when Malaysia open its border, they willing to follow any health and safety regulations imposed by the government.”



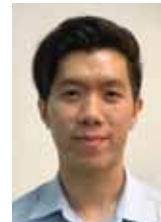
Faizal Iskandar Ghazali
Director of Sales
Sunway City Kuala Lumpur Hotels

“Most of buyers hope for an immediate opening of international border as most of their guests are eager to travel. The main concern is about the safety and health in each country especially on how the country curb and control the pandemic. Besides that, they also hope that all countries recognize vaccination passport.”



Tan Wei Kim
Assistant Director of Sales
PARKROYAL Penang Resort

“We were able to meet and share Hotel’s information directly to the potential buyers. One of the main concern was when the borders will reopen in Malaysia. Overall, it was a great experience to virtually connect with potential buyers and understand their concerns & challenges. Besides, the potential buyers are interested on the destinations from Kuala Lumpur to Melaka.”



Colour Tan Hong Qin
Sales Executive
Casa del Rio Melaka, Malaysia

“It was a very interesting experience as we got to meet buyers from Middle East and India. Most of them were interested to know more about Melaka as some were not very familiar with the area. We managed to share brochures and all material for them to learn more about the city and our property in this historically enriched city.”



Pravin Kanna
Sales & Catering Executive
Casa del Rio Melaka, Malaysia

Contd. on page 6 ►

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Networking with trade partners

► Contd. from page 5



Yunus Sampah
Sales Manager
Borneo Trails Tours and Travel

“Wow, this is actually beginning of the COVID-19, the pandemic system of doing business, well for this time, it was so good to meet virtually buyers from the Middle East. Everybody wanted to visit Malaysia once the border is open. They said people are eager to travel either individually, with their family or maybe couples but worried travelling in groups.”



Eric Chee
Assistant Sales Manager -
Lexis Hotels and Resorts

“We actually accepted appointments prior to the event and all of them came in so it was quite successful, as we were able to get a few potential clients for our properties. Some of them had not heard of us yet. But this was a good channel for us to actually promote and advertise our property in this very big market in the Middle East.”



Faireen Ramli
Assistant Sales Manager -
Lotus Desaru Beach Resort
and Spa

“During the Gulf travel show there were many travel agents from Middle East and India who came to our booth and requested information about our resorts. They were very keen to know more about our properties and we are very keen to wait for them after the borders open to come into our resort for future bookings.”

“We were delighted to be part of the Gulf Travel Show and I think it gave us a great platform to gain the exposure and connection we need in the region. We were thrilled to receive lots of interest from the attendees and to make meaningful connections with a lot of new travel agents.”



Carla Puverel
General Manager, Conrad
Maldives Rangali Island

“The show brought together experts from the travel industry, travel trade partners and attendees from across the region with whom we got an opportunity to share latest updates from Singapore. They hosted a plethora of interesting panel discussions where we also participated along with the stalwarts of the travel industry.”



Beverly Au Yong
Area Director, Singapore
Tourism Board, Middle East

“Gulf Travel Show is the best platform to receive and share the latest industry updates. People should hear what we are doing in the UAE and how we have become one of the best or one of the top three countries in the world to open for tourism with strict precautions and policies in place.”



Nasir Jamal Khan
CEO
Al Naboodah Travel



Jamal Abdulnazar -
CEO - Cozmo Travel

“The second edition of the Gulf Travel Show I would say was very well done. This platform provided an opportunity for buyers from across the globe meet with almost 35 exhibitors over two days. Agents were able to find out the latest status in each destination, hotel or attraction, their safety protocols and most importantly an opportunity to network with new markets.”



Aga Pytlík
General Manager - Pan World
Travel and Tourism

“The show as usual was amazing, it was a great opportunity not only to meet our suppliers and vendors but also to share opinions and provide different suggestions on how we can boost our industry and also how we can build confidence between travellers. It gave us the opportunity to interact with suppliers, vendors and visitors, so I believe it was really worth attending.”



Eve Kerk
Sales Manager - Tours & Travel
LEGOLAND® Malaysia Resort

“An eye opening virtual tradeshow with good tools to interact with all parties through chat, audio & video. Walk-in attendees are able to book an appointment on real time exhibitor schedule. Buyers were keen to explore and looking forward to a family trip when Malaysia is ready to welcome tourists.”

Inputs by Shehara Rizly



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Unique experiences at Bab Al Nojoom

Abu Dhabi offers new experiences to those craving for a unique experience. Bab Al Nojoom boasts state-of-the-art facilities and premium infrastructure without compromising the authenticity of your experience close to Abu Dhabi Corniche, **Tarek Lotfy**, Camp General Manager shares with **TRAVELTALK** the unforgettable experience to be added to your bucket list.

Shehara Rizly

Bab Al Nojoom is in Al Hdayriyat Island, 17 minutes away from the Corniche of Abu Dhabi, it is a Leisure and Entertainment District

Bab Al Nojoom Camp Resort receives a great number of requests from travel agencies and operators to book their customers through Bab Al Nojoom as the place is maintaining social distance over than

ing experience with style. As the first of its kind in Abu Dhabi with an 800-meter sandy beach with beach activities.

What makes "love life outside"

The beach camp is suitable for all types of campers as it is classified into 3 types of categories. First is the exclusive camping where there are 10 Duplex tents and 5 Chalet tents with private pools, toilets, shower, kitchenette, and dining area suitable for 4 and 6 people with an exclusive style of glamping experience with privacy due to the unique style of the camp is witnessing a tremendous demand for this category. The second is camping on wheels



Tarek Lotfy
Camp General Manager
Bab Al Nojoom



“Bab Al Nojoom offers the ultimate beach glamping experience with style and the first of its kind in Abu Dhabi with an 800-meter sandy beach with beach activities. What makes “love life outside”

is a new destination with major activities such as Marsana, Circuit X, OCR Park, 321 Sports, and Heritage Trail a geological history of the Island.

6-meters between tents and it is an open environment suitable for holidays and special gatherings. Bab Al Nojoom offers the ultimate beach glamp-

where 3 converted vans into camping style with AC, microwave, tea, and coffee facilities and directly on the beach. The third is beach-side camping, a choice of the modern style of tents suitable for 2, 4, and 6 campers with their sleeping bags or the camp pro-

vide to them air mattresses with linens, towels, pillows, and blankets in 17 plots surrounded by BBQ area, bonfire, seating tables, benches, and common toilets with showers.

The camp is famous for its restaurant 28 Degrees

with international food specialty in mixed grill, and also a variety of juice bars all over the beach, and the famous outdoor cinema on the beach where all the campers are enjoying cartoon and international movies, and much more. 🎬



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Tourism Malaysia

Congratulating winners from



Diamond partner at Gulf Travel Show (GTS) 2021, Tourism Malaysia held the draw to select a total of 26 winners from media and travel agents that attended the second edition of the Gulf Travel Show. The event was held at the Tourism Malaysia Dubai office attended by the officials Shahrin Mokhtar, Director; Mirza Ghalib, Deputy Director; Amir Hanif, Marketing Manager; Felisa Faisal, Marketing Executive and MC for the event Mohamed Lotfy, PR & Communications.

List of Winners

S. No.	Partner	Prize	Winner
1	Asian overland	3D 2N in deluxe room for 2 persons at Cottage by The Sea Hotel – Langkawi	MEDIA - Manchumi Hazarika / Aviation Times / India
2	Borneo Trails	3D 2N hotel stay in Sabah for 2 persons	TRIVENDRA VIKRAM SRINET / WAYFARER TOURS / INDIA
3	Casa Del Rio Hotel	2D 1N in Deluxe Lago at Casa Del Rio Melaka with breakfast for 2 persons	Anurag Jain / RISING TIDES JOURNEYS / India
4	Holiday Villa Langkawi	3D 2 N in deluxe room for 2 persons	Zayeem Mohtisham / Tour Planner / UAE
5	Holiday Villa Langkawi	3D 2 N in Garden Villa room for 2 persons	Tajinder Sachdeva / Adroit Trips Pvt. Ltd. / India
6	Holiday Villa Langkawi	3D 2 N in deluxe room for 2 persons	RAKESH NIWATE / EXOTIC TRAVOLIC TOURS / India
7	Holiday Villa Langkawi	3D 2 N in Superior room for 2 persons	MEDIA- Kim Thomson / TTN / UAE
8	LEGOLAND RESORT	2D 1 N at LEGOLAND resort Johor + 5 admission parks tickets for 2 days	SANDIP K KADAM / SRUSHTI TOURS/ INDIA
9	Lexis hotels and resorts	3D 2N in Premium Pool Villa with BF for 2 persons	Avtar Singh – Page3 Holidays - India
10	Lexis hotels and resorts	3D 2N in Premium Pool Villa with BF for 2 persons	Gaurav Goswami/ The Travel Hub / India
11	Lexis hotels and resorts	3D 2N in Premium Pool Villa with BF for 2 persons	Priyam Khetawat/ The Escapade / India
12	Lexis hotels and resorts	3D 2N in Premium Pool Villa with BF for 2 persons	MEDIA- Vaibhav Jha/ The Indian Express / India
13	Lexis hotels and resorts	3D 2N in Premium pool suite with BF for 2 persons	Sundeep Kaeley/ Augustine Travels / India
14	Lexis hotels and resorts	3D 2N in Premium pool suite with BF for 2 persons	Prinston P Prakasia/ Travelust India / India
15	Parkroyal resort Penang	3D 2N in premier Seaview room with BF for 2 persons	Umesh V / PTS Travel / UAE

S. No.	Partner	Prize	Winner
16	Parkroyal resort Penang	3D 2N in premier Seaview room with BF for 2 persons	MEDIA - Nisreen Husain / PTS Travel / UAE
17	Sunway hotels & resorts	3D 2N in Sunway Pyramid / Deluxe room with BF for 2 persons	Sundeep Singh Sawhney / Art Of Travel / India
18	Sunway hotels & resorts	3D 2N in Sunway Pyramid / Deluxe room with BF for 2 persons	MEDIA - MAHMOOD Rafique / The 24X7 News / Bahrain
19	Sunway hotels & resorts	3D 2N in Sunway Clio / Deluxe Plus room with BF for 2 persons	MUHAMMAD IDREES / SAUDI WINGS HOLIDAYS / KSA
20	Lotus Desaru Resort	3D 2N Deluxe room with BF for 2 persons + 4 entry tickets to Splashpark	SANAFRAHMAN / ALDAR TRAVEL AND TOURS / Bahrain
21	Lotus Desaru Resort	3D 2N Deluxe room with BF for 2 persons + 4 entry tickets to Splashpark	Jean Lacadin / Bavaria Holidays / UAE
22	Lotus Desaru Resort	3D 2N Deluxe room with BF for 2 persons + 4 entry tickets to Splashpark	MEDIA- David Wade / World Traveller (Dnata) / UAE
23	Lotus Desaru Resort	3D 2N in 1 bedroom suite with BF for 2 persons + 4 entry tickets to Splashpark	KD Singh / Avtar Travels EST 1972 / India
24	Lotus Desaru Resort	3D 2N in 1 bedroom suite with BF for 2 persons + 4 entry tickets to Splashpark	Srinivasan Sampthkumar / Parry Travels/ India
25	Lotus Desaru Resort	3D 2N in 1 bedroom suite with BF for 2 persons + 4 entry tickets to Splashpark	Viktorii Frantczuzova / Jordan Classical tours / Jordan
26	TOURLAND TRAVEL	3D 2N in Sunway Pyramid + Genting tour + return airport transfers for 2 persons.	Jerastine Antia / Tune Protect / UAE



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Israel: New source market for UAE

► Contd. from page 1



Nasir Jamal Khan
CEO
Al Naboodah Travel

“ Israel is a good market with a good spending potential, we can classify them same as German Market but not that much powerful as CIS (Russian) Market. They do prefer luxury most of the time and they prefer to stay in Down Town area or Marina area and about 80% book only 5* properties and 20% 4* properties, I have not heard or noticed any 3* property booked by Israeli market. They are not brand conscious, nowadays most of the hotels have a virtual video tour showing the property and amenities, and if they like what they see they just book it. Seven nights is the average stay, but we have noticed that many tourists were amazed with what Dubai is offering and have extended their stay. Most of them are travelling alone or couples, very less family with children.”



Jayaram V Iyer
Managing Director
Sharaf Travel

“ Both business and leisure travellers from Israel visit Dubai. People are fascinated to visit as its their first Gulf Country to receive Israeli passengers. We have been receiving desert activities, High end car rentals or Luxury hotels and in terms of adventure activities Yellow boat & Buggy rides. The younger population prefers Palm Jumeirah, JBR and Marina, Deira by those who like to venture out into the traditional and cultural side of UAE and downtown for nightlife. Some of the attractions requested by them are Burj Khalifa at the Top, Global village, Miracle garden and Various themed hotels like Bab al Shams, Maha Resort, Hatta fort. They prefer Four Seasons , Armani & Mandarin Oriental Hotels to name a few with an average stay of about 4-5 nights. 50% of travellers are young singles travelers while another 50% are families with or without children.”



Saleem Sharif
Deputy Managing Director
ATS Travel

“ Israel market wants to experience in person, a land that was a taboo for them for all these years. When visiting the UAE they like to experience Arabian Desert safari, city tour, sight-seeing , dhow cruise, nightlife, canal ride, water sports, local Arabic food , Theme parks. Dubai, Ras Al Khaimah and other Northern Emirates with most specific requests are dining experience in the Hotels at the Palm, Atlantis, Burj Khalifa , Jebel Jais - Zipline, Theme parks , water sports and night life. It is a mix of luxury and mid budget with 40% Luxury and 60% Mid Budget and they prefer mid-ranged Luxury , Locations such as Sheik Zayed road, downtown , Marina are main locations they prefer to stay at American chain properties. Purely in the UAE: Family : 1 week , Individual: 5 to 6 days , Business travelers: 5 days. There is a segment that would like to stay in the UAE for 3 days and then fly to Indian Ocean locations for a week and then fly back home.”

Emerging new trends in hospitality

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Alexander Suski
Commercial and Business
Development Director -
ISHRAQ Dubai LLC

“ As part of its design and core brand values, we have spaces like Express Café or Express Essentials, that allow our guests to get everything they need to ensure they can work from everywhere and still feel at home. The same applies for Crowne Plaza as a brand. We are about to open Crowne Plaza Jumeirah, and one of our main key features is our lobby area called, The Plaza, a space designed for the modern traveler craving for an experience that blends work and restoration; a city retreat that boosts their productivity and inspires them in the process and socialize at the same time. We aim for The Plaza to be more of a social and business hub, rather than the traditional lobby.”

“ Workcation is the new term for business travelers who work in the hotel instead of from their home making it as they used to before. Earlier, the term went as bleisure travel, however with the pandemic hitting the industry, terms such as Workcation, staycation and daycation have now become the newly emerging market trends. We have designed and launched promotions recently to obtain fair share from these segments and hopeful that it will be successful. These terms have opened new horizons adding more opportunities to the industry. Most of us have seen an increase especially over the weekends from both residents and locals indulging in spending their spare time in different hotels. As industry professional we go the extra mile to ensure that our guests feel safe in our property.”



Muhammad Mujtaba Haider
General Manager - Park
Regis Business Bay Hotel,
Dubai

“ Workcation, a trend that is slowly gaining popularity, is another potential niche segment for hoteliers resulting from COVID-19 restrictions. Employees are looking for a healthy work-life balance. Switching from one's personal to professional space can be struggle due to distractions from a work-from-home set-up, which can affect one's creativity and productivity. Hotels can provide a space that is more conducive for working effectively, and some hotel chains have already started work-from-hotel packages to address this new demand. At this early stage, we still consider this as a niche segment as not all companies have the capacity to provide this kind of perks to their employees. Based on the learnings from last year, our team's ability to adapt quickly to new trends will give us an advantage in tapping this new type of guests.”



Ravi Santiago
Cluster General Manager -
Wyndham Hotels Ajman

Radisson debuts its 4th brand in Dubai

Radisson Hotel Group is proud to announce the debut of its fourth brand in the United Arab Emirates, the upscale Radisson, with the opening of Radisson Hotel Dubai DAMAC Hills.

Shehara Rizly

This latest addition brings the group's presence to 14 hotels in the United Arab Emirates and 77 hotels, resorts and serviced apartments in operation and under development across the Middle East.

“We are delighted to introduce our fourth brand, the fast-growing upscale Radisson, to the United Arab Emirates and open the doors of our fourteenth hotel in the country. The UAE remains a key market for us with a robust pipeline of hotels scheduled

Tim Cordon, Area Senior Vice President, Middle East and Africa, at Radisson Hotel Group.

Siddhartha Sattanathan, General Manager Radisson Hotel Dubai DAMAC Hills, commented, “No matter if for business or leisure, with

Located in a newly-developed, family-friendly neighborhood, the Radisson Hotel Dubai DAMAC Hills is a perfect home base for both business and leisure travelers alike. The hotel is conveniently situated close to a range of activities and attractions including the nearby IMG Worlds of Adventure, Global Village and Dubai Autodrome. An ideal location for golfers, Radisson Hotel Dubai DAMAC Hills is in close proximity to five golf courses such as Trump International Golf Course and Els Golf Club, some of the finest in the Middle East.



Radisson Hotel Dubai DAMAC Hills - 1 Bed Suite

to open within the next 24 months. The tourism sector in Dubai continues to grow and flourish as a result of the Emirates' remarkable vision in creating a world-class destination for entertainment and culture and we are excited to contribute to this growth,” says

our dedicated team and modern facilities, we aim to create more meaningful and memorable experiences for our guests. Located in the middle of many residential communities, we look forward to welcoming our new neighbors to dine and stay.”

Customers seek added value

Over the past few years the travel industry went through many changes and the traveller behavior patterns too were different, however the pandemic changed its course even further and **Arijit Munshi**, Chief Executive Officer, Tune Protect EMEA shares his thoughts with **TRAVTALK**.

TT Bureau

What are some of the value-added services that you offer as a digital travel and lifestyle assurance facilitator to our global travel industry partners?

A traveller's journey begins well before their flights. We work with an e-visa solution provider to enable a highly secured online visa application that is glob-

ally accessible and speeds up e-visa issuance. Upon reaching the intended destinations, travellers can avail the Meet & Greet services upon arrival or departure that can be pre-booked across all global airports. This includes exclusive one-to-one services such as fast-track immigration and security clearance, escort to/from boarding gate, buggy car transfers, and arrangement of trans-

fers, among others. Another viable option for transfer is with GetTransfer services that offers online passenger transfer solutions globally. The modes of transfers include cars, buses, coaches, helicopters, and others at competitive rates.

Acknowledging the concerns of travellers due to COVID-19, we have digitally enabled this facility with our partners, STEMZ Global for travellers to book their COVID-19 RT-PCR tests that can be conducted at the comfort of their homes, or by walking into any of their laboratories in 20 countries. The safety of a traveller's checked-in baggage is one of the concerns we have addressed.



Arijit Munshi
Chief Executive Officer
Tune Protect EMEA

their baggage is lost. While at the airport, travellers can also enjoy the comfort of airport lounges that can be pre-booked for outbound and inbound passengers globally. From comfortable lounges, quieter ambience, WIFI, meals, showers, and massages, these are some of the sought-after services for travellers to relax and unwind.

travel experience. It increases their competitiveness and enables them to be the one-stop shop for all matters relating to travel. These value-added services can help in influencing travellers' purchasing behaviours that can lead to stronger customer relationships and loyalty, and subsequently leads to repeat purchases.

“ We have partnered with STEMZ Global for travellers to book their COVID-19 RT-PCR tests that can be conducted at the comfort of their homes, or by walking into any of their laboratories in 20 countries ”

How would your travel industry partners benefit from the value-added services that are offered?

It's all about enriching and providing valuable content to our business partners. Our travel industry partners can now offer a more holistic and fulfilling

With the ever-changing environment of the travellers' needs, it's become extremely important that these value-added products and services are available. Being a digital facilitator, we strive to bring in more content this year and work closely with the travel industry. Watch this space! 🚀

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Insights, Analysis and Action in ME

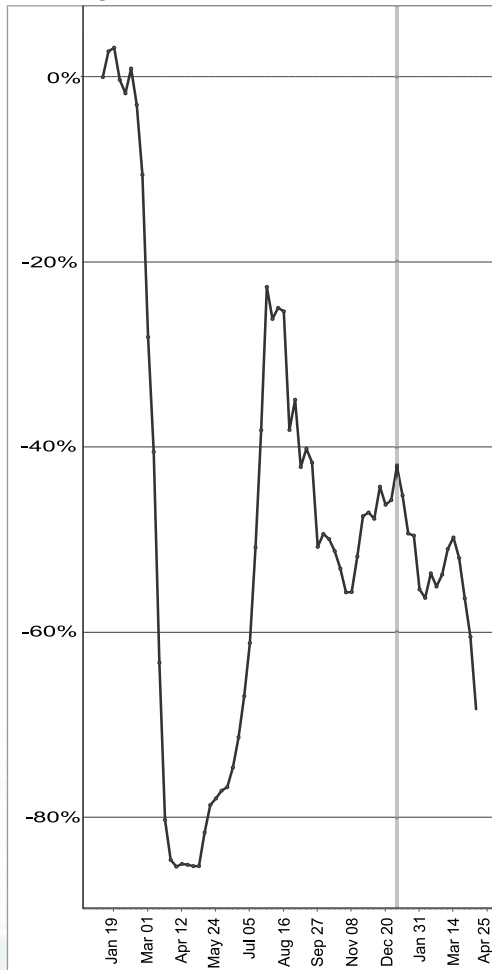
Restart of events in the UAE in the past few months have given rise to hotel bookings soaring at present and predicted to continue for some time. Although there have been restrictions and border closures, cautious border openings on certain other destinations seem to have a mix of travel.

Border opening/resumption of flights trends

Flight and Hotel Searches Year Over Year (YoY)

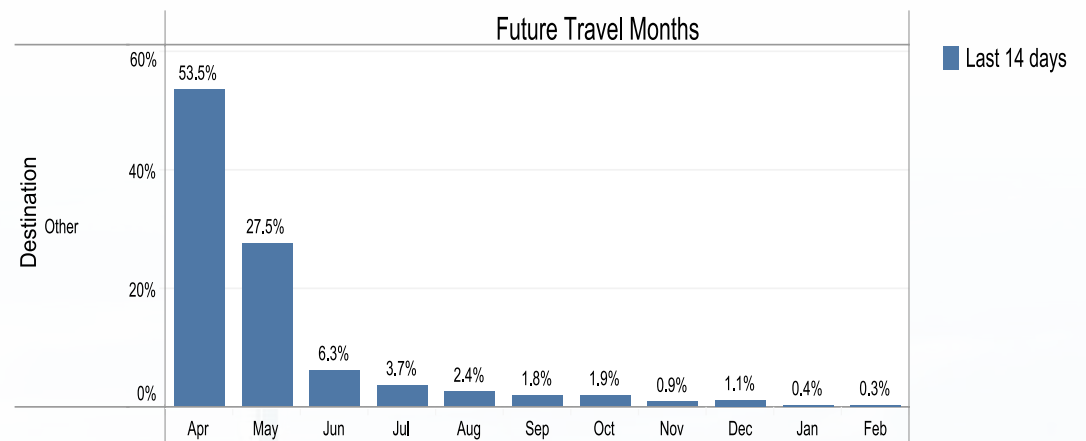
As borders begin to reopen, we can see the % of total flight searches from all origins to the Middle East average at -63% while % of total hotel searches from all origins to the Middle East average at -68% when indexed to January 2020. A slight decline in travel to the region over the past few weeks may be a result of ongoing border closures across Europe.

To Middle East: All Hotel Search % change since 1/5/2020



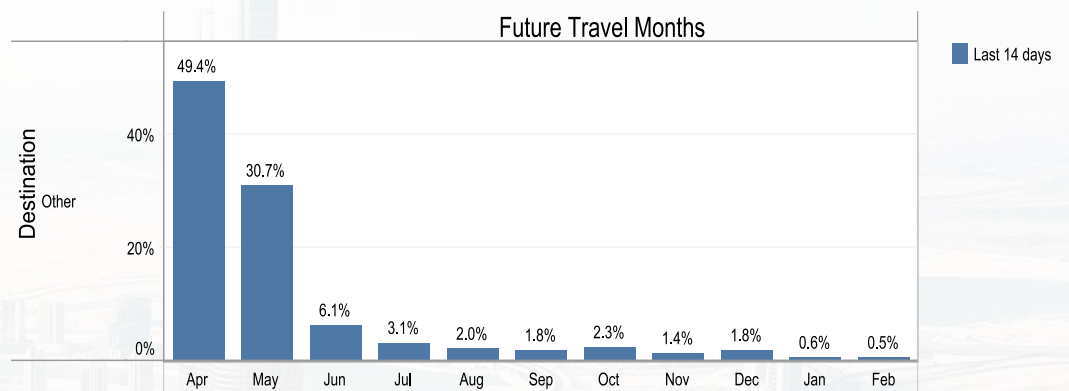
Future departure dates : It appears that travellers are also being cautious given the fluidity of the situation surrounding the pandemic (with restricted movement, PCR testing and quarantine requirements), as we observe the hotel search volume by future travel date over the last two weeks (4/6/2021 - 4/20/2021) peak in April / May 2021 with 81% of the events combined taking place for the Middle East with a drop off over the summer months. We would expect to see an increase in search events as travellers near their departure date.

Hotel SEARCH volume by future travel date SEARCH events from Last 14 days (4-6-2021 to 4-20-2021)



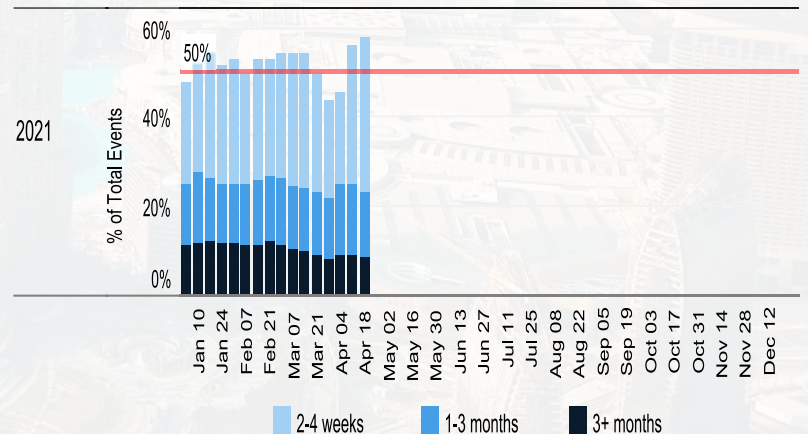
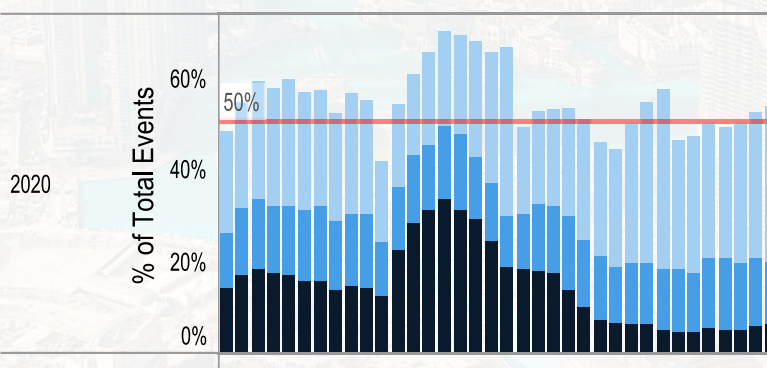
A similar trend can also be seen for the United Arab Emirates (UAE), with approximately 80% of events taking place for April / May departure dates, when we look at Hotel Search volumes from all origins to the UAE from the last two weeks (4/6/2021 - 4/20/2021)

Hotel SEARCH volume by future travel date SEARCH events from Last 14 days (4-6-2021 to 4-20-2021)



Lead times : Looking at the lead times to departure, we also see this echoed in traveller sentiments of looking to travel at shorter notice. From w/c 18th April 2021, 35% of total events were for lead times of 2-4 weeks.

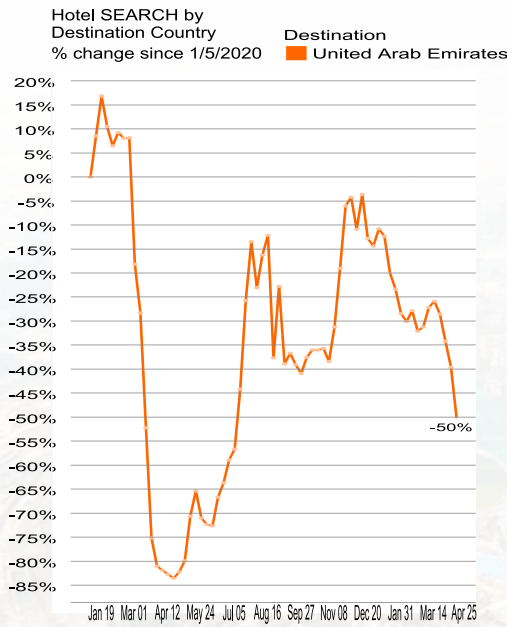
To Middle East: All Hotel SEARCH Lead Time



Travel trends of preferred destinations

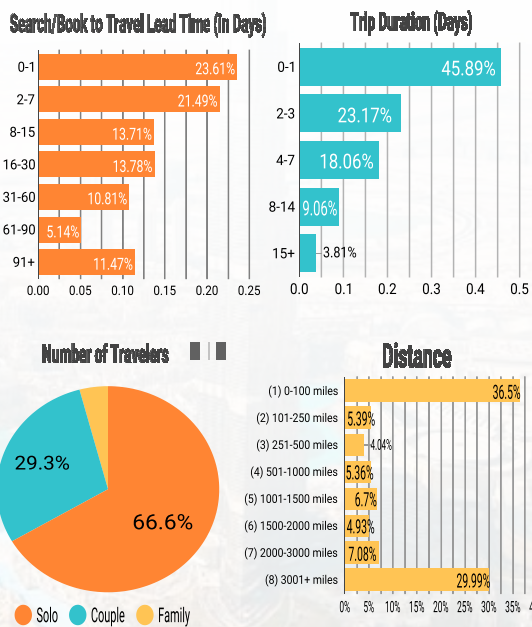
Hotel search by Destination Region

When looking at all origins hotel search by destination % change since January 2020, the United States (US) and Middle East see a positive uplift in travel intent (-35% and -68% respectively), while travel continues to remain depressed for the most part across the world. For the UAE specifically, the volume of hotel search events is currently at -50% when indexed to January 2020. A downward trend has been observed over the past 4 weeks, which may be reflective of the seasonality in the region as the weather begins to get hotter and a quieter period, as a result of Ramadan.



Lead Time, Duration, Number of Travelers

The majority of travellers are also travelling with more spontaneity, with the 26% of flight search to travel lead time events taking place in a 2-7 day window for all origins searching to the Middle East and Africa, when taking data from the last 60 days. Trip durations are also longer, with approximately 36% of travellers trip duration lasting more than 15+ days and approximately 71% of travellers travelling solo. Much of travel also remains regional with 49% of events recorded for origin distances at 501 miles - 1500 miles from the destination.



Top origins to the UAE

Looking at the hotel search events of the past 60 days, top origins appear to be from the US and Europe suggesting whilst there are ongoing border closures, there's still an appetite from international travellers to travel further, as and when movement restrictions lift in the respective countries and travellers are permitted to travel again safely.

Rank	Destination Country	Origin Country	Percentage of Events
1.	United Arab Emirates	United Arab Emirates	29.36%
2.	United Arab Emirates	United States	21.8%
3.	United Arab Emirates	United Kingdom	8.03%
4.	United Arab Emirates	France	5.86%
5.	United Arab Emirates	Germany	4.99%
6.	United Arab Emirates	Russia	3.49%
7.	United Arab Emirates	India	3.43%
8.	United Arab Emirates	Switzerland	2.73%
9.	United Arab Emirates	Netherlands	1.43%
10.	United Arab Emirates	China	1.15%
11.	United Arab Emirates	Italy	0.97%
12.	United Arab Emirates	Israel	0.88%
13.	United Arab Emirates	Canada	0.83%
14.	United Arab Emirates	Belgium	0.76%
15.	United Arab Emirates	Austria	0.68%
16.	United Arab Emirates	Poland	0.66%
17.	United Arab Emirates	Saudi Arabia	0.65%
18.	United Arab Emirates	Turkey	0.59%
19.	United Arab Emirates	Spain	0.59%
20.	United Arab Emirates	Kazakhstan	0.54%
21.	United Arab Emirates	Ukraine	0.53%
22.	United Arab Emirates	Brazil	0.41%
23.	United Arab Emirates	Portugal	0.4%
24.	United Arab Emirates	Egypt	0.38%
25.	United Arab Emirates	Pakistan	0.38%

Courtesy: Sajem

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Travelport+ changes the game

Ensuring that their customers would receive an exceptional standard of technological support Travelport recently rebranded its identity bringing in a new trend in to the present new normal situation post pandemic. **Kathryn Wallington**, Head of Middle East and Africa, Travelport shares insights with **TRAVELTALK**.

Shehara Rizly

What was the reason for rebranding?

Travelport today is a very different company to the Travelport of even just two years ago – so, the rebrand is a reflection of where we are now as a company, and our vision for the future. We started transforming over 18 months ago, shaped by three strategic priorities:

- **Building our Platform:** Developing a new technology platform for all our customers that will leapfrog the competition and set a new benchmark in our industry.
- **Investing to Win:** Proac-



Kathryn Wallington
Head of Middle East and Africa,
Travelport

tively allocating resources in pursuit of opportunities that deliver the best financial return.

- **Controlling our Business:** Identifying and ruthlessly prioritizing activities

that enable us to achieve our desired results.

How will Travelport+ be different from before?

Travelport+ is Travelport's multi-year investment in a next-generation platform, designed to accelerate industry innovation in multi-source content distribution, travel retailing and value generation. We think travel hasn't kept up with the evolution of modern digital retail and today, the buying and selling of travel is more complex than it needs to be. Travelport+ is an opportunity to accelerate the transformation of our indus-

try, stripping away unnecessary layers of complexity in travel retail.

Could you share more details on how Travelport+ will help restart the industry?

We've designed Travelport+ to accelerate the transformation of our industry, stripping away unnec-

essary layers of complexity in travel retail. In addition to bringing together the most compelling range of air (ATPCO, LCC and NDC), car, hotel, and rail content; Travelport+ will include an ever-broadening array of new tools with retail and merchandising capabilities designed to improve the traveler experience, while maximiz-

ing revenue and customer loyalty for travel retailers and suppliers. It will also enable customers to more tightly control their cost-to-serve and enhance their value generation.

What initiatives have you planned for 2021?

Our rebrand and the launch of Travelport+ are just the beginning of what's going to be a transformational year for us. The launch is just the start of an evolution into the best multi-source content aggregator in the world – so stay tuned for many more developments in coming months. 🚀

“ We've designed Travelport+ to accelerate the transformation of our industry. In addition to bringing together the most compelling range of air, car, hotel, and rail content ”

Tee off on the island of Ireland

For avid golfers, Ireland is a links paradise. Ireland has been a part of golfing history, most notably from being the home for the 148th Open at Royal Portrush and being the upcoming host for the 2027 Ryder Cup at Adare Manor. Those wanting to follow in the footsteps of golfing legends can get a piece of the action at one of many courses which are open to all.

Tourism Ireland is on hand to share the top five golf courses to add to the bucket list



Royal County Down, Championship Course

Under the shadow of the Mountains of Mourne and in one of the world's most naturally beautiful settings of the Murlough Nature Reserve, this course is made up of the Championship and Annesley links. Voted the best golf course in the world, Royal County Down offers golfers of all standards the opportunity of playing a truly great course with dramatic panorama views of the surrounding mountains and coastline.

Royal Portrush, County Antrim

It may have started life with just 9 holes in 1888, but it was only a matter of a year before Royal Portrush was an 18-hole charmer. Among others, Gary Player, Arnold Palmer and Tom Watson have stalked the greens on Antrim's enchanted coast. The course had a major upgrade before The 148th Open, the world's oldest Major, was held there in 2019 and now it is an international golf destination. The club has a long and distinguished tradition set in spectacular rolling sand dunes with breath taking coastal views.



Lahinch Golf Course, County Clare

Part of Irish golf for 125 years, Lahinch's Course has undergone many changes since it began and now stands as an enjoyable and challenging test of skill and expertise. One of the most memorable years in the long history of the club was the hosting of the Dubai Duty Free Irish Open and Home Internationals in 2019. A love of Lahinch has drawn people from all parts of the world and from all walks of life to ply their skills on the great golf links course with its unique design and breath-taking scenery.

Waterville Golf Links, County Kerry

With a location on the world-famous Ring of Kerry, Waterville Golf Links has it all.

Right on the edge of the Atlantic Ocean, the landscape at Waterville changes colour with the shifts in weather, making it look just as dramatic in clear sunshine as in cloud. Regularly featuring as one of the top 100 courses in the world, Waterville House and Golf Links is a bucket list resort.



Adare Manor

Masterfully designed, magnificently maintained, and perfectly set within the glorious estate of one of Europe's most spectacular manor house hotels, The Golf Course at Adare Manor is ready to take its place among the best championship courses in the world.

In 2027, the course will be proudly hosting the Ryder Cup which is sure to be an unforgettable experience for the world's golf enthusiasts.

Park Regis attracts diverse markets

Park Regis Business Bay is an upscale brand established in October 2019 under a franchise agreement with Stay Well Group offering quality accommodation while aiming to deliver up-to-date features, innovative technologies and first-rate service to make every guest's stay a memorable one. **Muhammad Mujtaba Haider**, General Manager - Park Regis Business Bay Hotel, Dubai shares with **TRAVTALK**.

TT Bureau

What is the unique selling point in the property?

Our slogan: "The most beautiful view is the one we share with you" Our guests can surround themselves by the breath taking, scenic, iconic tower in the World while stay-

ing in spacious Deluxe Room or Junior Suite facing Burj Khalifa or enjoy viewing magnificent manmade canal while staying in Canal view. Panoramic Suite for a stress free vacation with family, an outdoor, temperature controlled swimming pool with safety precautions to assure safety of our guests and their loved ones.



Muhammad Mujtaba Haider
General Manager
Park Regis Business Bay Hotel, Dubai

Fully equipped fitness center to rejuvenate and keep them healthy, young and fit. Perfectly located in the heart of the prestigious Business Bay district, surrounded by famous landmarks, entertainment hubs, and shopping precincts. Ideal for both business and leisure travellers. Park Regis Business Bay features 208 well-appointed



guest rooms and suites, restaurant with 24-hour room service, coffee shop and recreation facilities including swimming pool, gymnasium, spa and sauna, for ultimate relaxation after your travels. We also have special rooms for guest of determination.

Like any other hotel in region, we too took immediate precautions by implementing SOPs since there is a global concern about coronavirus, we're doing our best to keep everyone healthy and safe in the workplace, external and internal guest.

and wholesale business – from Israel, CIS and local market.

Did you receive any international source markets in your property? If so, from which countries were they from?

We have been successful in diverting below markets for this year so far Africa, Asia, Australia, Europe, GCC, North America, South America and South Asia. 🇸🇦

How has the property adapted to the new normal in the post pandemic era?

We are at the end of Q1 in 2021, what plans will you initiate for summer?

Our focus is to increase online



Strategic game plan by Golden Tulip

Successfully coming through trying times, Golden Tulip Media Hotel remained open even when the pandemic hit the nation last year. They honed their skills in gearing up to conform to standards that ensures guests to return. **Issam Slaimi**, General Manager – Golden Tulip Media Hotel shares with **TRAVTALK** their game plan.

Shehara Rizly

How did you manage to stay open during the pandemic?

Covid-19 hit the hotel industry hard, choosing to stay open was definitely challenging. Whatever the situation may be, people always want to "getaway" but during a pandemic time hygiene and safety comes first. We implement strategy to sustain

the repeater and long staying guest to cover our cost. And we ensured to the guests that hygiene and safety matters to our hotel by increasing cleaning frequency all throughout the hotel especially in high touch points. We did add many hand sanitizer stations, reduced the capacity in all restaurants, pool and gym. We have also made sure to update our Covid safety

measures in all websites and to have our Dubai safe certificate in place. All the hotel staff were trained, certified in Covid safety measures and we are fortunate that none of our staff got the virus.

What are the markets that worked during the pandemic and now?

In the beginning of pandemic, it was more of local business, later-on we have had a good share from France, India and Egypt. The markets that we

see currently moving are mainly CIS markets and East Europe; we do have a good share from domestic market as well.

What will be your plans for summer?

We are focusing to have more long term guests, by offering attractive long stay packages and flexible payment options. Hotel is well established in CIS markets, East Europe and other travel agents around the globe. We are looking forward to

capitalize the local staycation demand from the residents and establish a good corporate account.

Q4 will feature the greatest show of the year Expo 2020; what are the plans made for it?

We are already seeing a good demand over Expo period especially from groups; we are also working with different companies who works for Expo to cater to their hotel booking needs.

What initiatives and strategies will you use to attract new markets?

We work on the new markets mainly through our travel partners who are strong in



Issam Slaimi
General Manager
Golden Tulip Media Hotel

each market. We also make sure that each guest leaves from our hotel with happy memories, which will help us to retain and attract new guests. We also ensure that we are visible in all the leading booking channels. 🇸🇦



“ People always want to “getaway” but during a pandemic time hygiene and safety comes first. All the hotel staff were trained and certified in Covid safety measures ”

The perfect escape

Safety of guests and hotel staff is key at Media Rotana, they have been instrumental in ensuring to provide the necessary training for all members of staff with the regulations by government authorities to enable guests to confidently stay “home away from home”.

 Shehara Rizly

Media Rotana has been one of the most prominent hotels around the bustling Barsha Heights surrounded by business and leisure destinations. The five star property has been perfecting their strength over the period by providing new offerings for their guests by expanding their outdoors. Set amidst the key business precinct in Dubai with 537 spacious rooms and suites offer both business and leisure travellers a luxurious stay away from home.



joy their stay. During the spring break we introduced a new promotion,

“ We added an outdoor experience for our guests hence our popular food and beverage outlets Prego’s and Nelson’s received a makeover each with additional backyard space so that our guests can truly relax and enjoy their stay ”

Sherif Madkour General Manager of the property shares, “we added an outdoor experience for our guests hence our popular food and beverage outlets Prego’s and Nelson’s received a makeover each with additional backyard space so that our guests can truly relax and en-

“home away from home” which became a popular staycation and we decided to extend it further over summer.”

Personalized service

Discerning guests avail not just modern and spacious rooms but also lux-



Sherif Madkour
General Manager
Media Rotana

ury benefits with personalized services to ensure a memorable stay not once but to return. The many privileges of being a card holder at Rotana is that the guests preferences are noted every time they visit hence providing guests a warm welcome personalized every time.

Safety a key concern

Every hotel has always considered cleanliness next to godliness hence adapting to make it one step further to sanitize more often has become the norm of the day we consider as post pandemic era.

Madkour pointed out, “we have been able to undergo rigorous training on all industry standards shared and conform to all the necessary protocols to ensure the safety of the guests and staff alike as it is a combined effort that we will have to make to battle out with the current pandemic.”

Family staycation

One of the key areas families revisit Media Rotana has been their “Flipper’s kid’s club” which provides families with young children an opportunity to have their kids enjoy in a club full of activities

to keep them content through their stay.

Rejuvenate and Relaxation

The offerings are impeccable when it comes to rejuvenating once senses and truly relaxing in areas that suit you best. For those who wish to pump up their adrenaline the fully equipped gym “Bodylines fitness and wellness club.” The temperature controlled swimming pool would help those interested in relaxing by doing a few laps or just sitting by the pool and sipping their favourite drink. The additional steam and sauna room offer a comfort zone for those who wish to relax their muscles after an adrenaline pumped work out.

Prego’s Al Fresco

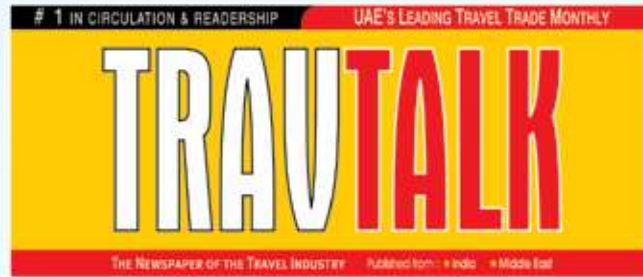
After its successful run over all these years, a brand new al fresco

space has now been unveiled at Prego’s - your “go to” restaurant for Tuscan-inspired cuisine and a chic yet classic place for good times and great food. One of Barsha Heights’ most popular Italian eateries, Prego’s open-kitchen environment enables diners to revel in the restaurant’s dining experience. This new outdoor extension has one of the prettiest outdoor settings you can find, with twinkling fairy lights, white-washed furnishings and natural greenery.

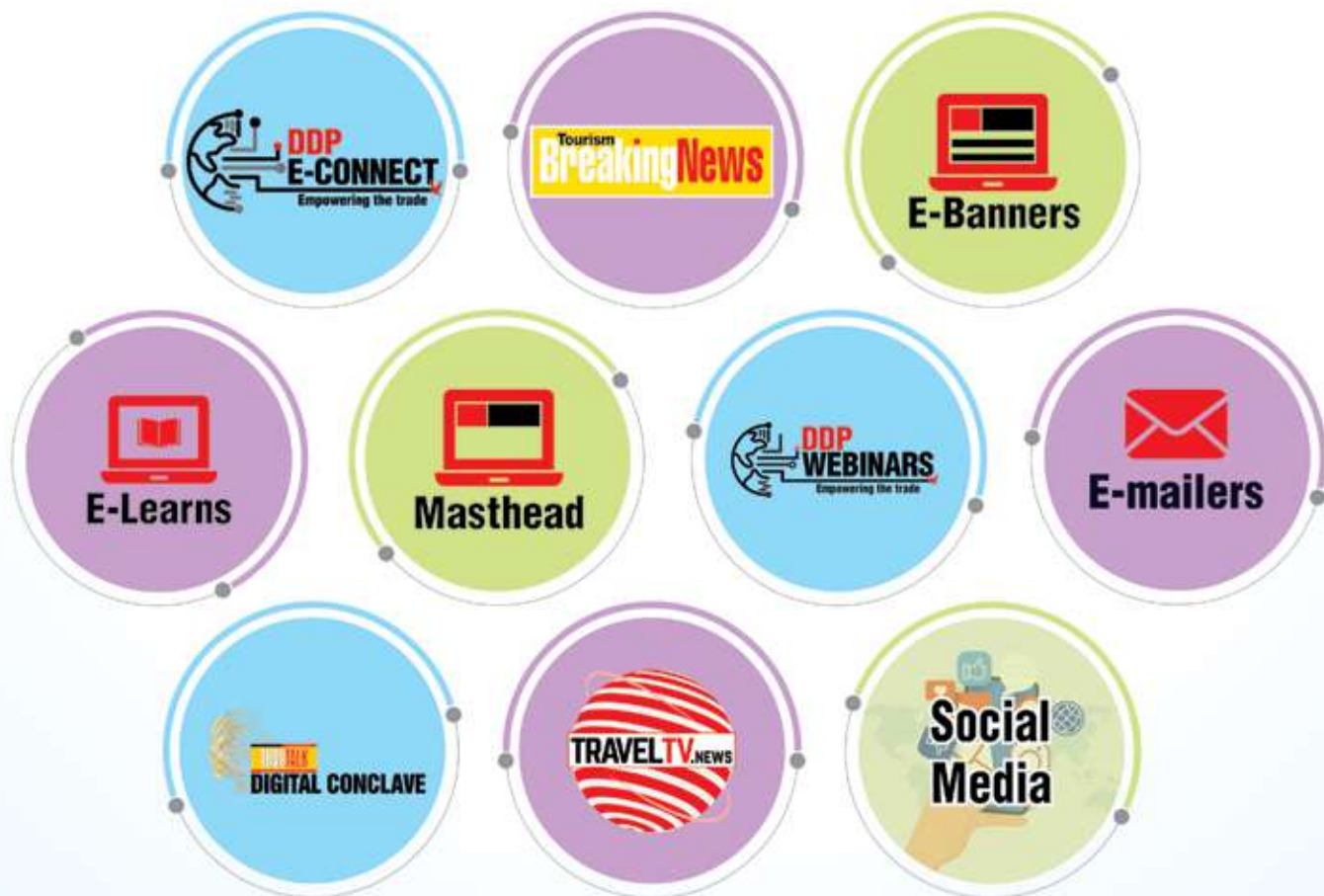
Chill out at Nelson’s Backyard

Nelson’s brand new “Backyard” allows you to enjoy the great outdoors, fresh air and great moments with your friends. The well-designed garden with its wooden elements oozes warmth and a relaxed vibe. 🌞





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Spanish breaks revisited virtually

Turespaña - Spain Tourism Office GCC hosted a tri-series webinar to showcase the many offerings by the destination. The key focus was on beaches, nature, shopping and luxury along with introducing few new destinations that would be ideal for the travelers from GCC looking to travel to different regions in Spain.

Partners @ Spain Webinar 1 – Rediscover Spain



Daniel Rosado Bayon
Director - Spain Tourism
GCC

“ Spain developed a travel safe campaign and all information pertaining to it could be accessed via the website. Our main focus is to facilitate the travel trade to obtain relevant information about the destination before the borders open and after it does open we hope to conduct fam trips with of course keeping safety and security regulations in mind. As a year round destination Spain has endless possibilities from beautiful beach resorts and experiences to ski resorts. ”



Belen Perez Gascon
Business Development
Manager
Costa del Sol Tourist Board

“ Over the past 20 years we have been promoting the destination from cultural spaces to gastronomy, shopping, live experiences, beach clubs, night life. We recommend that seven days would make an ideal visit to Costa del Sol where one can enjoy no matter which age group you belong to and gives an opportunity to connect with people and experience the lifestyle which is very much anticipated by the GCC clientele. ”



Antonio Montejo Romero
Tourism Promotion
Department - Tourism and
Promotion Area of the City
- Malaga City Council

“ The Alhambra is a UNESCO World Heritage Site. It was originally constructed as a small fortress in 889 CE on the remains of Roman fortifications, later were renovated and rebuilt in the mid-13th century by the Arab Nasrid emir Mohammed ben Al-Ahmar of the Emirate of Granada, built its current palace and walls. It is now one of Spain's major tourist attractions, exhibiting the country's most significant and well-known Islamic architecture. ”



Diego Juárez
International Promotion &
MICE - Seville Tourism

“ Capital of Andalusia and largest city of the Spanish autonomous community of Andalusia and the province of Seville. Its old town, with an area of 4 square kilometres (2 sq mi), contains three UNESCO World Heritage Sites: the Alcázar palace complex, the Cathedral and the General Archive of the Indies. The Seville harbour, located about 80 kilometres (50 miles) from the Atlantic Ocean, is the only river port in Spain. Seville was founded as the Roman city of Hispalis. It became known as Ishbiliyah after the Muslim conquest in 711. ”



Daniel Galán
Tourism Technician -
Granada City Council

“ Granada is located at the foot of the Sierra Nevada mountains, at the confluence of four rivers, the Darro, the Genil, the Monachil and the Beiro. Ascribed to the Vega de Granada comarca, the city sits at an average elevation of 738 m (2,421 ft) above sea level, yet is only one hour by car from the Mediterranean coast, the Costa Tropical. Nearby is the Sierra Nevada Ski Station, where the FIS Alpine World Ski Championships 1996 were held. Its nearest airport is Federico García Lorca Granada-Jaén Airport. ”

Partners @ Spain Webinar 2 – Spanish City Breaks



Marta Aldana
International Promotion at
Barcelona Tourism

“ By Spring 2021 they were looking at promotions in Europe and the Middle East which could consist of different channels with digital story telling as one of the main means of promotion. In terms of recovery their Barcelona Christmas Tour was mentioned which took place from 27th November to 27th December 2020. In order to support tourism industry the campaign Barcelona Black Friday was launched until December 2021 which includes cultures, shopping, accommodation and restaurants. ”



Javier Amichis
Regional Manager, Middle
East and Asia Pacific
Madrid Tourism Board

“ Travel Trade & Connectivity ,Madrid Destination was joined by Four Seasons which was opened in September 2020 amidst of the pandemic . Madrid has an Arabic meaning of stream and the destination is full of picturesque streams that are waiting to be explored. Some of the most important Arabic culture and architecture still remains in the city of Madrid. ”



10 Reasons to visit Spain

- | | |
|--------------------------|--------------------|
| 1. Weather | 6. Hospitality |
| 2. Food | 7. Shopping |
| 3. Culture | 8. Sport |
| 4. History | 9. Quality |
| 5. Nature and landscapes | 10. Infrastructure |

Winners of the Amazon Voucher

Webinar 1	Webinar 2	Webinar 3
Reneesh Kunhipadath Operations Manager- Gomakto Travel Abudhabi	Mark Oliver Vermug Sr. Executive- Product Development – Al Rostamani Holidays Dubai	Muhammad Idrees Holidays Manager - Saudi Wings

Partners @ Spain Webinar 3 – Explore the Spanish Islands



Laura Marichal Báez
Tourist Promotion
Coordinator - Tenerife
Select –

“ Tenerife Select, is a tourist brand that brings together the most exclusive offers in the island. It is a luxurious experience for all your clients with local companies contributing immensely. All year around good climate, quality and excellence with luxurious and personalized holidays tailor made exclusively. Unique accommodation from north to south, different in its own way; south is more sunny with desert areas and north more green with vineyards, plantations etc for nature lovers and historical presence with UNESCO world heritage sites. ”



Maximo Caletrio
Market Manager -
Brand Management
Department, Visit Valencia

“ València is the third largest city after Madrid and Barcelona. The city has a rich 2000 year old history and was founded by Romans. Fine arts museums, UNESCO heritage sites, Las fallas festival, music and traditional dancing, science museums, oceanography and famous Valencia 's gastronomy with the famous paella. City of Porcelain with LLadro porcelain museum are key attractions not to be missed out. ”



Carlos Bernús Blanch
Tourist Promotion
Manager - Island Council of
Formentera

“ White sandy beaches with UNESCO heritage sites makes Formentera the best kept secret in Spain. There is unique visibility underwater almost 50 meters it is like you are inside an aquarium, the water is so clear and can be enjoyed by families. Has a rich 4000 year old history in the culturally rich destination. Over 250 birds can be seen in different times of the year due to its location and a paradise for bird watches. The two lighthouses in the north and south are very important to maritime. ”




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42% repeat guests at Rangali Island

Standing firm during the pandemic, Rangali Island will be looking at renovating the property by November 2021 in time for the season. Enjoying a steady growth during the pandemic with 42% repeat guests **Carla Puverel**, General Manager, Conrad Maldives Rangali Island shares with us their strategy for the year.

Do share with us about the resort and its many offerings?

Since it first opened almost 30 years ago, Rangali Island has anticipated the Maldives' rise as the ultimate luxury destination for global travellers. During this time, the resort has gained a well-deserved reputation as a pioneer, known for offering exciting and inspiring new experiences that enhance the guest experience. One of our most exciting editions is THE MURAKA, a first-of-its-kind residence which sits above and below the surface of the Indian ocean, with the master located underwater. It's this kind of experimen-

tal approach that sets Rangali apart.

With a twin island experience, there is something for everyone at Conrad Maldives Rangali Island, with unforgettable offerings including the mesmerising sight of Manta Rays from the bridge at night, Whale sharks and abundant marine life and corals to naturally pristine beaches, large villas and the total seclusion and privacy that affluent travellers often seek. We also offer an extensive choice of 12 dining options including the award-winning Ithaa, which was the world's first undersea dining restaurant and a favourite among our guests.



Conrad Maldives — Hero Aerial, The Spa Retreat, Rangali Finohu Island

Credit: Justin Nicholas

Why should Middle East travellers choose to visit Conrad Maldives Rangali Island over other resorts in the Maldives?

The Conrad is perfect for the Middle East traveller. It is lush, green, has abundance of options for dining and offers lots of seclusion, with meticulous attention to detail and personal service. The chefs go above and beyond to ensure all our guests culinary needs are exceeded.

The villas are stunning, beautifully laid out and

“ I don't think we will have 'traditional high and low seasons' for the next 18 months. Instead, I expect to see a strong demand all year round as and when countries open up for travel ”

very private. THE MURAKA was created with the needs of our Middle East guests in mind, with large living areas, private chef, personal gym and private pool, the perfect combination for a secluded vacation. THE MURAKA also has living quarters for the guest's staff and en-

tourage that they may be travelling with.

The resort has undergone an extensive refurbishment over the past year, what can guests expect from the new and refreshed Conrad Maldives Rangali Island?

We have made significant changes across the resort, with the addition of the new Deluxe beach villas and Grand water villas which have really elevated and enhanced our resort and villa product. They are far bigger, have high ceilings for added sense of space and bring elements of the area's natural beauty into our guests living space. The furnishings have been refreshed so they are more relevant and the space has an increased sense of exclusivity and privacy— it has proven incredibly popular with our guests and, as



Carla Puverel
General Manager
Conrad Maldives Rangali Island

as a result, we have seen a on the beach or the deck overlooking the water.

You joined the resort last year in the midst of a global pandemic, what has been the most challenging aspect for you and how have you overcome it?

The past year was completely unprecedented and, as we all know, was incredibly challenging for our industry. We were fortunate that we were able to re-open in September 2020 and we've worked incredibly hard as a team to adapt to a new normal, with the safety and well-being of our guests and team members as our top priority. 🙏



Ithaa Meeting Setup



Areal Resort

Dreams take flight @ Cebu Pacific

The engine is the heart of an airplane, but the pilot is its soul,” so goes the saying. As the world celebrates World Pilots’ Day, get to know three dedicated aviation professionals and proud pilots of Cebu Pacific, the Philippines’ largest national flag carrier, with which one of its pillars is supporting the education of aspiring ones and enable them to make their dreams take flight.

 TT Bureau

A childhood dream takes off

Many young dreamers hope to become pilots and finally take to the skies someday. For Captain Bensie Tan, the youthful fleet manager of the A320/A321 aircraft of Cebu Pacific, this desire has never rung truer. “My mom tells me that, noong bata pa ako, [when I still was a kid] I’d always say, ‘I want to be a pilot,’” shares the 35-year-old father of two,

whose wife also happens to be a Cebu Pacific pilot. This dream led him to enter PATTS College of Aeronautics, eventually graduating with an Aeronautical Engineering degree. But despite coming from a traditional Chinese-Filipino family of businessmen and professionals, Capt. Tan was made aware early on that sending him to flight school was something they couldn’t afford.

Luckily, he got word of Cebu Pacific’s pilot pro-

gram which includes a sponsorship of half of the needed fees to get licensed. With the odds evidently being in his favor, he got accepted to the program in 2007.

“There were a lot of bumps and obstacles along the way,” Capt. Tan recounts. “What was supposed to be a 1-year course took us over two years to finish.” But his perseverance clearly paid off, and he formally joined the Cebu Pacific team in 2009.


As a young elementary school student, First Officer Neil Mark Enriquez would save his daily allowance just so he could buy plastic model airplanes,




which he would then line up in his room after assembling them together. This childhood hobby exposed him early on to different types of aircraft, allowing him at a young age to easily differentiate one from the other. “I already knew what a 747 or


an A-10 was. Or even an F-14,” beams the Cagayan de Oro (CDO) native.

It was when he first saw and rode an Airbus during a flight to Manila from CDO that Enriquez knew he wanted to be a pilot—only that it took



him a whilst to get there, graduating first with a degree in Library and Information Science. But thanks to Cebu Pacific, he was able to go through intensive aviation training in Australia to make his childhood passion a career. 

There were a lot of bumps and obstacles along the way. What was supposed to be a one year course took us over two years to finish

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Israel welcomes travellers

With the announcement released that Israel will focus on welcoming vaccinated international travellers from May 2021, there is a new ray of hope in this newly discovered source market. **Ksenia Kobiakov**, Director Israel Tourism shares more details of their new plan of action.

 TT Bureau

Do share the latest status when it comes to visa between UAE and Israel?

According to the latest statement, visas for the UAE will be approved on July, or even earlier if Israel will open its borders to tourists, beforehand

Could you share your strategies to market the destination?

UAE is a brand new market for our Ministry, specifically for our New Markets Development department. We see great potential in incoming tourism from that destination. Therefore, we have put in action a detailed work plan to promote tourism from UAE. The plan includes seminars and webinars for TO's and wholesalers. Already on February we launched a website and social media pages (both in Arabic and English) dedicated to the Gulf countries. Additionally, we are currently working on an advertising campaign (both online and offline). We are planning FAM trips, media and influencer hostings and participation in tourism fairs. Furthermore, we are inspecting the sites which we think will be of interest to tourists from the UAE, building itineraries for hostings, instructing hoteliers and tour guides on how to correctly host the UAE tourists.

How will you work with agents between the two destinations proactively at this point of time?

On the 16th of December we had a big digital forum, where the first introduction between the two countries tourism industries was made- the interest was high, as numbers show more than 500 participants



from both sides. After it, we shared the contact info of the Israeli wholesalers with the UAE side, and vice versa. In addition to that, we proceeded our work with online meetings,

digital forum on the 16th of December and have been interviewed on top media platforms. We soon will launch our first online and offline advertising campaign. Alongside that, we

“ We have partnered with STEMZ Global for travellers to book their COVID-19 RT-PCR tests that can be conducted at the comfort of their homes, or by walking into any of their laboratories in 20 countries ”

with the biggest wholesalers in the industry and have arranged more than 40 meetings already; all of which discussed cooperation between Israel Ministry of Tourism and UAE wholesalers and the promotion of Israel as a tourism destination.

Most destinations are working on building confidence in the travelers, so that when borders open their destination will be top on the list, what sort of initiatives will you take to develop a similar approach?

Our Ministry is working constantly on branding and awareness. We launched a website and social media pages (both in Arabic and English), had a press conference after the first

plan hostings for media and influencers later on, when time permits.

Moreover, the Infrastructure and Investment Development administration worked this year to preserve the tourism infrastructure, both public and private.

Apart from that, it is known that Israel in the leading country in vaccination, not to mention that we have corona guidelines and protocol that are now active and visibly in action, now that Israel has gone out of lockdown. All of that, grants travelers confidence when travelling to Israel.

Will you be at ATM? If so, what will you be sharing/ showcasing?

Yes, we are planning to attend ATM with a beautiful

booth showcasing Israel as a destination perfectly fitted for Gulf visitors. Israel is an incredible country with natural beauty and many historical and cultural sites for all interests: history, archaeology, religions, culinary or culture. It is a place where cultures, ideas and religion meet, creating a unique and exquisite experience.

Israel is a must visit destination for many nations in the world. We are happy to enlarge our work span with Muslim tourists, which will definitely find plenty of important and interesting sites in Israel to visit. We are sure they will find out we have more similarities than thought.

Specifically for Gulf visitors, there are many great attractions. Even though we don't have a lot of experience working with the Muslim tourist we serve as a perfect destination

due to our great similarities. We have many Halal food restaurants, as well as Kosher (with similar restrictions as Halal). Additionally, Arab language is a second official language in Israel. First of all, tourists and pilgrims are visiting Jerusalem with its mixture of the ancient and modern, important religious and archaeological sites, cultural hotspots and a world class culinary scene. All this and more will be showcased on our booth.

What is the status on vaccinations in Israel?

It is known, that Israel in the leading country in vaccination. In Israel, the vaccination process is taking a rapid pace, with, according to now, almost 70% of the population is vaccinated with both doses. We are very optimistic as for opening our borders, seeing how things are slowly getting back to normal and businesses and media centers opening. We are very keen to open our gates to tourists from all over the world, and especially from the UAE.

What is the recommended itinerary and number of days tourists should stay to discover Israel?

Israel is a very small country, it is only 420 km in length and about 115 km across at the widest point. But, in this tiny country we have nine climate zones, so when you travel in Israel your surroundings change every constantly. 🇮🇱

FactFile

■ For relaxation and recreation the best choice will be the Dead Sea – the biggest natural SPA, the lowest point in the world.

■ The northern part of Israel is also filled with amazing and breathtaking views, beautiful nature and historical sights.



Ksenia Kobiakov
Director
Israel Tourism



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Lexis Hibiscus Port Dickson

A floral paradise in Malaysia

Just over an hour's drive away from the vibrant city of Kuala Lumpur, sets Lexis Hibiscus Port Dickson – the world's one and only luxury oceanfront resort, featuring 639 opulent pool villas – which resembles a majestic hibiscus flower. Each villa that comes with its own private pool and steam room, offers a luxurious yet intimate experience to your dream excursion.



Mandy Chew Siok Cheng
President
Lexis Hotel Group

Descending from the sunny blue Malaysian sky, the sight of a majestic hibiscus in full bloom along the 18 kilometres stretch of pristine beaches in Port Dickson will surely inspire awe. True to its iconic reputation, the contemporary Lexis Hibiscus Port Dickson holds two Guinness World Records – “The Most Swimming Pools In A Resort” (643) and “The Most Overwater Villas In A Single Resort” (522) – promising guests the ultimate luxury of private pools and steam rooms built into the expansive private balconies of each villa.

“The Lexis brand has been synonymous with understated luxury manifesting itself in every aspect of our guests' experience at our resorts, creating the perfect destinations for travellers to dwell and reconnect with what matters most”, said Mandy Chew Siok Cheng, President, Lexis Hotel Group. “The Middle East has been a key market segment for our Group. Our multiple-award winning resorts which make for stunning seascapes, feature palatial water villas, of which

“The Lexis brand has been synonymous with understated luxury manifesting itself in every aspect of our guests' experience at our resorts, creating the perfect destinations for travellers to dwell and reconnect with what matters most”

three provide private in-room pools, offering the ultimate in indulgence and privacy for all of our guests. We also offer epicurean dining experiences to satisfy the most discerning palates including Halal food and Middle Eastern cuisine, to cater to our Middle Eastern guests”, she added.

Hailed as one of the best resorts in South East Asia, the iconic Lexis Hibiscus Port Dickson has won umpteen international accolades including a 5-year win streak of the World Luxury Hotel Awards, Haute Grandeur Global Hotel Awards, Hospitality Asia Platinum Awards, and Business Leader of the Year Awards, presented by Busi-

ness Television India (BTVI). Fit for kings and queens, this opulent haven comes with two lavish king beds, floor-to-ceiling glass doors that leads out to your own private balcony, and a private pool and steam room for exceptional indulgence. The resort also boasts a diverse range of splendid dining options including Japanese cuisine at Umi Japanese Restaurant, fine dining at Wave Dining, international buffet feast at Roselle Coffee House, as well as drinks and cocktails at stylish lounges and a pool bar. Delight the epicurean in you by savouring a flavourful galore of culinary delights, or long seductive evenings of cocktails and live music.

Fully equipped with the latest facilities and amenities, it is perfect for one-of-a-kind weddings, corporate events and meetings. Some of its venues include the beautiful Sky Ballroom located on the 13th floor overlooking the sea, along with multiple junior ballrooms and meeting rooms. Outdoor event spaces include beautifully manicured lawns and a beach front that can accommodate up to 1,200 guests.

Establishing a well-deserved reputation as the choicest venue to celebrate some of life's most precious moments, Lexis Hibiscus was voted “World's Leading Wedding Venue” in the Global Edition of World Travel Award held in Muscat, Oman, “Best Destination Resort for Events and Weddings” in the Brand Icon's International World Excellence Awards, as well as the Gold Medals in four “International and U.S. Territories” categories in The Stella Awards, which honours excellence in the meeting industry. Guests can also relax and rejuvenate at LexSpa – the resort's private spa or have a fun entertaining evening belting out the latest hits at its karaoke centre. The harmonious balance of soul-comforting nature and self-pampering amenities at the resort never fails to guarantee for an unforgettable Lexis experience.



ATS partners with Luxury Connoisseurs

In a major push to provide very high end ultra-luxury products to the travellers in the region and beyond, two major brands – ATS Travel and Luxury Connoisseurs - have come together to offer unique products and services to be launched in UAE and KSA to begin with.

TT Bureau

Saleem Sharif, the Deputy Managing Director of ATS Travel stated "ATS Travel has been supporting high-end clients with bespoke luxury travels in GCC Region and worldwide destinations with hotel bookings, air ticketing, meetings & events, educational trips and 24hours concierge services in the past. This partnership with



Saleem Sharif
Deputy Managing Director
ATS Travel

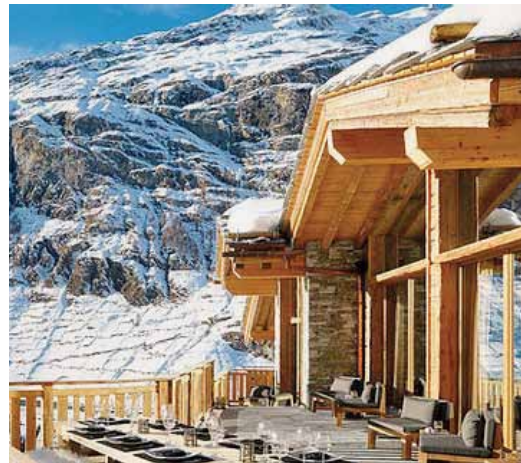
Luxury Connoisseurs will further enhance our prod-



Loredana Pettinati
Founder & CEO
ATS Travel

uct portfolio by offering a wide range of ultraluxury properties for our discerning customers to choose from", added Saleem

During these days of pandemic, we are able to offer Private Charters and accommodation in high end



properties in places like Maldives, Seychelles, Tanzania, Greece, Turkey and Kenya. This portfolio will be expanded to cover exotic locations worldwide once the situation improves, added Saleem.

Loredana Pettinati, Founder & CEO Luxury Connoisseurs; Concierge & Lifestyle Platform declared: "With over fifteen years' experience in the luxury travel sector we have built and we continue to build an extensive global network of partners, which allows us to offer to our clients completely customized luxury journeys to inspiring destinations worldwide both for leisure and corporate purposes."

“ We are able to offer Private Charters and accommodation in high end properties in places like Maldives, Seychelles, Tanzania, Greece, Turkey and Kenya ”

“ We continue to build an extensive global network of partners, which allows us to offer to our clients completely customized luxury journeys to inspiring destinations worldwide both for leisure and corporate purposes ”

Business events' recovery in Dubai

Dubai's Department of Tourism and Commerce Marketing hosted stakeholders with updates on the roadmap for the business events sector as Dubai continues to lead global recovery.

Shehara Rizly

During the meetings, attendees were provided with updates on the success of events hosted in recent months and discussed Dubai Global Events Re-Opening Forum.

His Excellency Helal Saeed Almarri, Director General, Dubai Tourism, said: "Guided by the city's prudent leadership over the past year, Dubai has been able to lead the way globally not only in wider tourism recovery, but specifically in the restart of business events. Thanks to the efforts of our stakeholders across the sector,



H.E. Helal Saeed Almarri
Director General, Dubai Tourism

the momentum we built at the end of 2020 has gathered pace this year, with strong optimism for the coming months to further leverage our status as one of the few cities globally to be safely hosting business events of all sizes.

As the countdown towards Expo 2020 Dubai continues, business events are playing a vital role in attracting more visitors and showcasing this as a safe city for international gatherings, and also in recapturing economic growth across all economic sectors. We remain attuned to the needs of our stakeholders as we continue on our path and welcome their input, collaboration and expertise."

Attendees highlighted the positive impact Dubai is having on the global stage, the strong prospects for attracting and hosting more major business events. 🇦🇪



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IHG HOTELS AND RESORTS

IMEA

IHG Hotels & Resorts has appointed Haitham Mattar as managing director of India, Middle East & Africa (IMEA). With over 25 years of experience, he will be responsible for driving IHG's business in the Middle East, Africa and the South West Asia region, covering both development and operations responsibilities across a portfolio of 165 operational hotels and a pipeline of over 100 properties. Mattar joins IHG from the Saudi Ministry of Tourism where, as senior advisor and a member of the Executive Leadership Committee. Previously, he spent four years as CEO of RAKTDA.



MARRIOTT INTERNATIONAL

Middle East

Marriott International appoints Sandeep Walia as Chief Operating Officer for the Middle East. Walia will oversee Marriott International's portfolio across the Middle East, as well as Egypt and Turkey. Walia, will be responsible for Marriott International's 146 operating hotels across the Middle East, as well as Egypt and Turkey, representing 21 hotel brands across ten countries. In his new position, Walia will work to drive the company's recovery across the Middle East and grow its presence across the region, while supporting the company's vision to become EMEA's favourite travel company.



Marriott International appoints Jerome Briet as Chief Development Officer for Europe, Middle East & Africa. Briet will lead the development and growth opportunities for Marriott International across Europe, the Middle East and Africa. Briet will be responsible for driving Marriott's growth trajectory and market position across EMEA, while supporting the company's global-wide development vision. As Chief Development Officer, EMEA, Briet will work to identify new opportunities for the business, owners and franchisees.



CROWNE PLAZA

Muscat OCEC

InterContinental Hotels Group (IHG) appointed Adam Deverson as the General Manager of Crowne Plaza Muscat OCEC to support the hotel's team with his extensive expertise in the hospitality industry over the years. Before joining Crowne Plaza Muscat OCEC, Deverson served as the Director of Food and Beverage at Crowne Plaza Hunter Valley. With his solid experiences in the industry, Deverson served as the Director of Food & Beverage in Riyadh, Saudi Arabia, and exceeded the topline GOP and RevPAR. Deverson also completed taskforce positions at Voco Kirkton Park and InterContinental Haymon Island.



ALOFT AL MINA AND ELEMENT AL MINA

Jaddaf Dubai

Bhavesh Rawal has been appointed as Hotel Manager for Aloft Al Mina and Element Al Mina, Jaddaf Dubai. Prior to this appointment he was Director Offsite Business Development at the Westin Mina Seyahi Complex. A passionate professional with over 19 years' experience in the industry with luxury hotels, has many awards and accolades in his portfolio. In his new role he is responsible for two properties. He was previously at Marriott Deira Dubai, Madinat Jumeirah, Park Hyatt Canada and Burj Al Arab.



THE RETREAT PALM

Dubai

The Retreat Palm Dubai MGallery by Sofitel announced the appointment of Emanuele Raffuzzi as its new Executive Assistant Manager. He brings in more than 25 years of experience spanning Middle East, Europe, and USA to his new role. Prior to joining The Retreat Palm Dubai, he was the director of operations at The Ritz-Carlton Al Hamra Beach in Ras Al Khaimah. He held various positions in the food and beverage sector including director of operations of U-Republic Ltd in the UAE, and general manager of a food service industry supplier in Italy.



New properties across the region

While the past year has been a tough one, over the last few weeks we have seen the hospitality industry come together with new hotel openings in the region. Here is a quick look on a few of the hotel openings that have impressed us.

SLS Dubai Hotel and Residences

Location – Dubai

Number of Rooms/Suites – 254 Hotel Rooms and 321 Hotel Apartments

Located in the Downtown district, SLS Dubai offers incomparable 360-degree views over the city, with unobstructed views of the iconic Burj Khalifa, along with a clear overhead of the calming Dubai Creek. The impressive 75-storey tower makes SLS Dubai one of the tallest hotels and residences in the region. SLS Dubai features 254 expertly designed hotel rooms by acclaimed designer Paul Bishop, 371 residential units, 321 hotel apartments.



Renaissance Riyadh Hotel

Location – Riyadh Kingdom of Saudi Arabia

Number of Rooms/Suites – 266 Suites

Situated in the business hub of the King Abdullah Financial District and within close proximity to Riyadh International Airport, Renaissance Riyadh Hotel is expected to feature 266 thoughtfully designed suites, three food and beverage outlets and leisure facilities such as a spa, pool and fitness centre. The hotel is slated to introduce the brand's unique positioning which connects travellers to the spirit of its local neighbourhood through unexpected design, entertaining evening rituals and engaging Navigators, the brand's neighbourhood ambassadors.



Aloft Makkah Taysir

Location – Holy City of Makkah - Kingdom of Saudi Arabia

Number of Rooms/Suites – 1000 Rooms

Aloft Makkah Taysir, which will be situated in the Holy City of Makkah, is anticipated to be the brand's largest hotel in the world with plans for 1,000 guest rooms. Aloft Makkah Taysir is slated to feature the brand's innovative use of technology and design to enhance the guest experience as well as signature Aloft amenities including the Re:mix Lounge; Re:fuel® by Aloft, offering a 24/7 grab-and-go gourmet menu; and Re:charge, Aloft's 24-hour fitness centre.



Courtyard by Marriott Makkah Kudai

Location – Makkah Kudai - Kingdom of Saudi Arabia

Number of Rooms/Suites – 438 Rooms

Marriott International continues to further expand the footprint of Courtyard by Marriott in Saudi Arabia with the signing of Courtyard by Marriott Makkah Kudai. Slated to offer the brand's timeless, classic style with inviting, flexible spaces and service that is above and beyond expectations, the hotel has plans for 438 spacious guest rooms, its signature Grab n' Go market and a fitness centre.



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COMING SOON

ARABIAN TRAVEL AWARDS

December 2021

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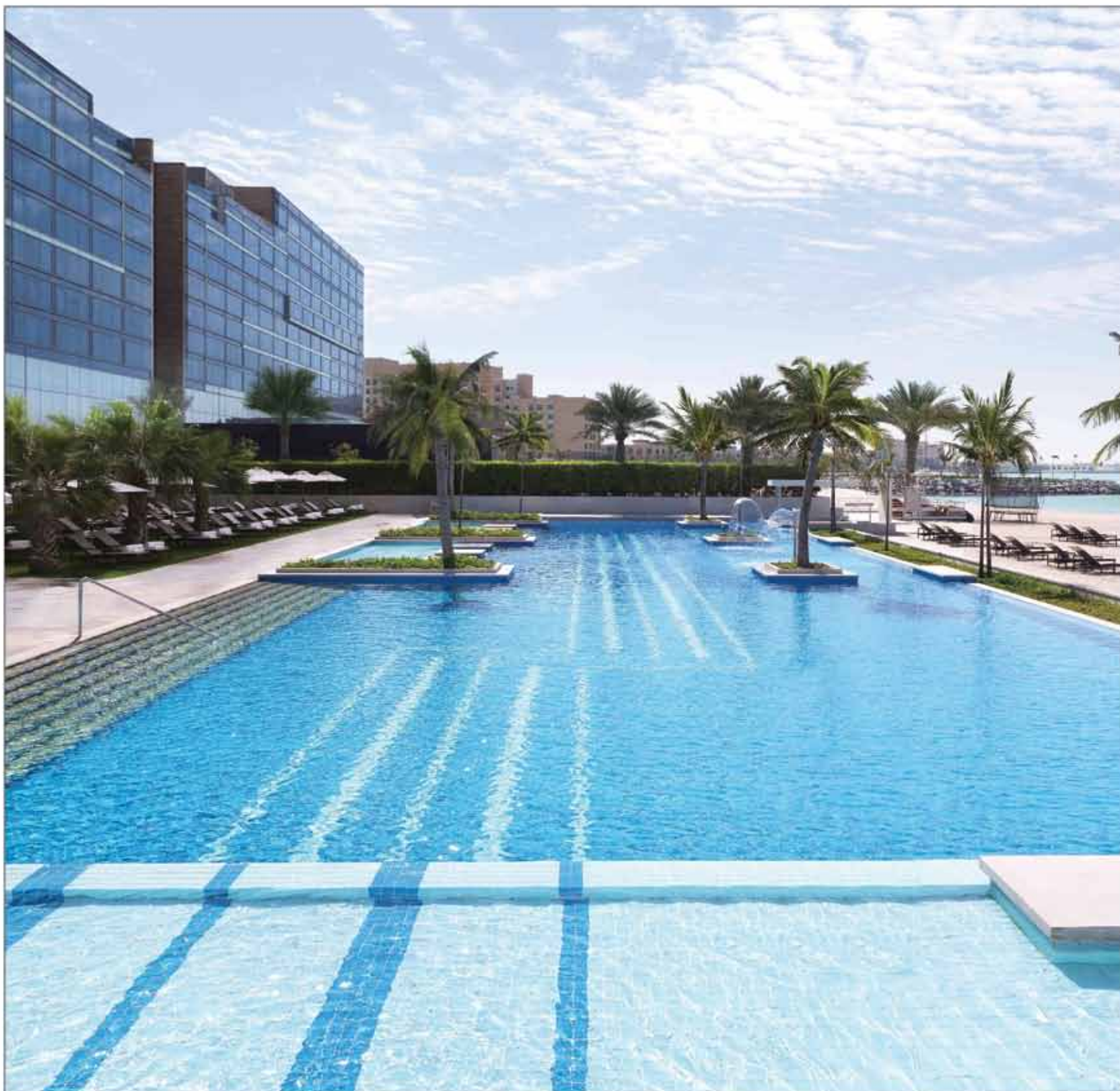
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STAY WITH CONFIDENCE

Fairmont Bab Al Bahr is a certified #ALLSAFE property - a label achieved by implementing rigorous safety measures and enhanced cleaning procedures to ensure the health and well-being of all our guests and employees.

Boasting a prime location at the mainland gateway to the cosmopolitan city Abu Dhabi, Fairmont Bab Al Bahr offers easy access to Yas Island, downtown and Louvre Abu Dhabi. Discerning guests enjoy the quality of dining and leisure facilities, including private sandy beaches with spectacular views of the Sheikh Zayed Grand Mosque.

For reservations or more information, please call us on +971 2 654 3333, email babalbahr@fairmont.com or visit [fairmont.com/babalbahr](https://www.fairmont.com/babalbahr)



Fairmont
BAB AL BAHR