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# Sharjah aims at sustainable tourism

The Sharjah Commerce and Tourism Development Authority (SCTDA) unveiled the latest developments taking place in the Emirate of Sharjah's tourism projects and future plans with a special focus on sustainable tourism at the recently concluded Arabian Travel Market in Dubai.

TT Bureau

Speaking at the conference at the Arabian Travel Market, His Excellency Khalid Jasim Al Midfa, Chairman of SCTDA, said: "In line with the vision of His Highness Sheikh Dr. Sultan bin Muhammad Al Qasimi, Supreme Council Member and Ruler

of Sharjah, to advance the emirate's position as a prominent family tourism destination on the global tourism map, the Sharjah Commerce and Tourism Development Authority works closely and continuously with its strategic partners in the government and private sectors to implement projects and initiatives that allow



His Excellency Khalid Jasim Al Midfa  
Chairman  
SCTDA

the emirate to offer innovative, one-of-a-kind and diverse tourism experiences to visitors from around the world."

"Our leadership's constant support paved the way for Sharjah to make immense progress in recent years in terms of major tourism projects across cities and villages in the emir-

ate, including major infrastructure projects to connect the Heart of Sharjah

plained that Sharjah has significantly developed its hotel sector to include

**“Our leadership's constant support paved the way for Sharjah to make immense progress in recent years in terms of major tourism projects”**

to the Central and Eastern regions." The SCTDA Chairman explained that Sharjah has significantly developed its hotel sector to include more than 100 facilities with over 10,000 rooms and apartments.

## Aviation: Thrust on skilling women

Special session on women held at recently concluded Airport Show brought into focus many underlying issues, including need for enhancing their training methods to prepare them for future.

Shehara Rizly

Every year, Airport Show hosts a special summit for women in aviation, which focuses on key issues facing them. This year, the focus was on the pressing need to educate and train the women in aviation.

Mervat Sultan, President, Women in Aviation Middle East Chapter, reiterated that the aviation industry should now talk about how important it is to hone



Mervat Sultan  
President  
President, Women in Aviation ME Chapter

the skills of women, how to get the new generation to receive proper education and training.

"We have fewer women, let us have more women in aviation is old story. Now, we are concen-

**“Now, we are concentrating on how to give our new generation a proper education, prepare them to get involved in new technology”**

trating on how to give our new generation a proper education, prepare them to get involved in new technology as they are

moving very fast," she said. "As for the achievement of women, she said: "If you go to impor-

tant aircraft, you can more or less see either the captain or the despatchers or the engineers

Contd. on page 4 ▶

## 'Marine key driver of Dubai's travel industry'

Hoor Al Khaja, Associate VP, International Operations, DET, shares vies on marine tourism.

Shehara Rizly

How important is marine tourism and how has Dubai's marine industry grown in the last decade and what are the three biggest drivers of this growth?

Marine tourism is a key pillar of Dubai's travel and tourism industry, and Dubai's popularity as a cruise destination and superyacht capital has increased significantly in



Hoor Al Khaja  
Associate Vice President, International  
Operations, Dubai Economy and Tourism (DET)

the last 10 years. Dubai is particularly attractive

Contd. on page 12 ▶



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# Summer: Catalyst to boost travel

After more than two years of literally staying home, travellers from the Middle East can finally venture out on their much loved travel period, summer around the world. From staycations to outbound destinations, summer is all about the escapades the travellers can partake in. We look at the trends for summer this year.

“dusitD2 Naseem Resort in Jabal Akhdar Oman is the perfect destination this summer, especially with our newly opened, the first-ever Adventure Park in Oman. We are located at an altitude of 2,000 metres on Oman's highest mountain range, just a five-minute drive from the Grand Canyon, two hours by car from Muscat International Airport and five-hour drive away from Dubai. We have thoughtfully designed exciting activities to delight visitors of all ages, such as zipline, rock climbing and bridge obstacles among others.”



**Gerhard Stutz**  
General Manager, dusitD2  
Naseem Resort Jabal Akhdar  
Oman

“At Grand Mercure Hotel & Residences Dubai Airport, we will continue with a qualitative approach to filter our business and focus on strengthening our market and rate positioning as a premium 4-star property, as we enter a potentially busy fourth quarter supported by the FIFA World Cup in Doha, Qatar. With a strong first quarter behind our back fuelled by Expo 2020 and surge in the regular seasonal travel, the summer does look promising with further opening of key markets such as India and Africa.”



**Tyrone Loddner**  
Cluster General Manager  
Grand Mercure Hotel and  
Residences Dubai Airport

“Staycations are popular among UAE residents as they offer a great way to explore new destinations with loved ones without having to travel abroad. The resort with its prime beach location at JBR with three pools with kids' water slides, variety of F&B options complemented with fully equipped kids club and close proximity to local attractions is popular among families. We have recently launched our UAE Residents offer, which includes F&B credits up to AED 400 per stay with La Perle tickets.”



**Albert Meow**  
Commercial Director, Habtoor  
Grand Resort  
Autograph Collection

“JA has a portfolio of 10 distinct properties across the UAE and Indian Ocean, each dedicated to curating unique experiences and unforgettable memories. We offer affordable luxury, which is an attractive proposition for the traveler seeking value for money, and providing a comprehensive range of leisure, sports and recreational experiences. Our properties in Dubai have increasingly seen an influx of staycationers. In catering to this demand, we have launched a new stay offer called #NEWEEKEND. This offer, available at all our seven properties in Dubai, is exclusive to UAE residents offering a free night stay on us, plus a 10 per cent discount on our best available rates.”



**Robert Al Khoury**  
Vice President of Sales &  
Marketing - JA Resorts & Hotels

“Summer is a time when we get receive guests, both residents and visitors, as the hotel is a modern, stylish and affordable lifestyle hotel, Centro Barsha suits travellers seeking value-for-money accommodation. Our unique selling point is that we are located in vibrant Barsha, just 500 metres from the Mall of the Emirates and its metro station, so the ideal bleisure spot to explore the city. Currently, we have some great promotions on room nights with family stays and free dining for kids. With 243 rooms and suites, modern lifestyle-focused eateries, efficient business solutions, two well-equipped meeting rooms as well as a rooftop pool and 24-hour gym, Centro Barsha sets you up for your next break.”



**Timur Ilgaz**  
General Manager  
Centro Barsha






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Tourism  
Breaking News

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Vienna tourism ready to greet GCC travellers

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Qatar Airways to start triple daily flights to Abu Dhabi

Wego and Bahrain tourism join hands to boost tourism

Air Arabia Abu Dhabi launches flights to Baku

# Hospitality sector evolves with time

Covid-19 disrupted several industries across the globe, particularly the hotel industry. However, the industry showed resilience and continues to flourish with countries easing travel restrictions. Now, hotels should look into the changing consumer needs to shape the future.

Expo 2020 Dubai has had a crescendo effect on all markets in the region—mainly in the UAE with the influx of international travellers into the city. The Kingdom of Saudi Arabia is another market heavily investing in its tourism and hospitality efforts with leading hotel groups putting an important focus on the market, in line with the Saudi Vision 2030. Qatar is going to see another boom as the FIFA World Cup 2022 is expected to result in extremely high demand for the region, including key transit hubs in Dubai and Abu Dhabi.

According to a recent report by Colliers, the market

forecast for the MENA region remains positive with most markets expected to improve on 2021's performance. The priority for most in 2022 will be to minimise a resurgence of Covid-19, building consumer confidence in key source markets. With this comes the responsibility of the hospitality industry to adapt to evolving consumer needs. The sector is ever-changing and consumers today are making more conscious decisions. Here are five key trends shaping the future of the hospitality industry.

## The mix of business and leisure travel

The hospitality sector has seen an emerging

trend of professionals extending their business travel for leisure. The increase in flexible work culture has forced hotel groups to consider things such as spacious lounge

average length of stay has increased to five nights.

## Luxury travel makes a comeback

As international and domestic travel begins to

sustainability and responsible business, as well as the need for the hospitality industry to work together.

The future of the hospitality sector is looking extremely promising with the GCC becoming a leading hub for international and domestic travel.

**The future of the hospitality sector is looking extremely promising with the GCC region becoming a leading hub for international and domestic travel**

spaces and high-speed Wi-Fi connectivity.

## Extended stay gains momentum

Requests for extended stays have been frequently seen across the region. For instance, at Radisson Hotel Group in Dubai, the

return to pre-pandemic levels, leisure travelers are looking for luxury and resort properties to spend time with families or partners.

## Increase of sustainable travel

The pandemic has accelerated the attention on



**Tim Cordon**  
Senior Area VP, Middle East & Africa,  
Radisson Hotel Group

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

## Europe focuses on GCC travellers

It was for the first time in over two and a half years that top CEOs of the travel industry in GCC met with partners across four European destinations. This provided a perfect platform for them to explore new offerings and campaigns.

**Shehara Rizly**

Europe has always been the much loved summer escapade for the GCC travellers. Four destinations of Europe—Austria, Germany, Ireland and Switzerland—recently organised a two-day summit for the travel professionals in GCC.

The two-day event kicked off with new campaign presentations by each tourism board director, followed by B2B meetings between the trade partners. Travel trade partners from Qatar, Oman, Kuwait and Kingdom of Saudi Arabia attended the event with the host country participants from across the UAE as well.



**Robert Groeblicher**, Director, Austria Tourism, shared that it was very refreshing to meet everyone in person this year.

He further reiterated that the past year Austria had a good number of visitors from the GCC as they opened fairly early in the region for travellers to visit the destination.

**Yamina Sofo**, Director Marketing, German National Tourist Office for GCC Countries, in her presentation provided a sneak preview of one of the main campaigns to be launched this year which is based on nature.

**Aisling McDermott**, Manager, Tourism Ireland for Middle East, reiterated their

strategy for the year. She said that this year they will be venturing out to other GCC countries and Kingdom of Saudi Arabia will be one of the key destinations where they will begin their campaigns.

**Matthias Albrecht**, Director, Switzerland Tourism, shared a latest video on the destination, which included stars such as Swiss tennis player Roger Federer and Hollywood stars Robert de Nero and Anne Hathaway.

All four directors thanked the travel agents for their support and trust further ensuring them that they will be able to assist further during this year and beyond.

## Focus on issues facing women in aviation sector

► Contd. from page 1

are women. If you go to the Air Traffic Control Tower, there are ladies. But that is not enough. "The pandemic has moved us 20 years in front, now we have technology, which we are supposed to use after 20 years. This has given us the opportunity to get

Club (SAC) and Chairman of GCC Aviation Authority. "Covid-19 has fast-tracked the adoption of technology across the aviation industry. Airports, airlines, ANSPs, ground handlers and all other stakeholders used the pandemic downtime to rethink their operational processes and put in place new technologies that will en-

**The ongoing pandemic has moved us 20 years in front, now we have technology, which we are supposed to use after 20 years**

— Mervat Sultan

into the market of new technology. The new generation is well prepared, but we must make use of the educational institutions and training institutes for enrolling more women," she added.

The Assembly hosted many sessions addressed by HRH Prince Fahd bin Mishaal Al-Saud, Chairman of the Board, Saudi Aviation

hance efficiency and safety once the industry returns to its previous levels," she said.

Dr. Eng. Suaad Al Shamsi, Technical Advisor – Hub Operations and Midfield, Etihad Aviation Group, Jassim Mohamed Al Marzooqi, Human Capital Manager, Strata, Dr. Reem Labhar, Etihad, also addressed the session.



# New era of health, wellness tourism

After the pandemic, travellers from GCC have been looking for staycations at destinations that can offer them a comprehensive wellness package. Some of the leaders in the industry share their approach with **TRAVELTALK**.



**Franck Romanet**  
Market Manager - Geneva  
Tourism & Conventions  
Foundation

“With several pioneering healthcare facilities, luxury wellness spaces and a natural healing environment, Geneva has always been one of the world’s most sought-after destinations when it comes to wellness and medical tourism. The city is home to many medical institutions which offer a healing experience for the body and soul through several specialties and in state of the art facilities. This enables visitors to combine their travels with their health goals and achieve a better quality of life, in addition to experiencing luxury wellness facilities that promotes a healthy lifestyle approach for them.”



**Anna Siroka**  
Director of Sales &  
Marketing - the Dolder Grand

“Switzerland is famous for its luxury medical hospitality thanks to the state-of-the-art facilities and treatments available, particularly when paired with opulent accommodation and fine cuisine. Being a high-end city resort surrounded by nature with a short distance to the centre, the Dolder Grand is the perfect retreat for our guests to achieve their health goals and complete rejuvenation, from aesthetic treatments to major surgical recoveries. The hotel has its own medical and wellness team which has experienced Swiss professionals.”



**Santiago Martin**  
Communication & Public  
Relations Manager - Majestic  
Hotel & Spa Barcelona

“We have always taken an approach that combines luxury with comfort when it comes to wellness. For contemporary travellers, deep rest and inside-out rejuvenation are equally as important as leisure and new adventures and discoveries, which is what we offer at Majestic Hotel & Spa Barcelona, an ultimate getaway for the body and soul for those who do not compromise. We combine therapeutic massages, revitalizing facials and balanced nutrition all customized to our guests’ specific needs and in collaboration with some of the most talented experts in their field to help them reach their wellness goals.”



Input by Shehara Rizly

# UAE's tourism achieves new milestone in growth

In Q1 2022 hotels record 80 per cent occupancy, generating revenue worth AED11 billion.

TT Bureau

**H.E. Dr. Ahmad Belhoul Al Falasi**, Minister of State for Entrepreneurship, Small and Medium Enterprises and Chairman, UAE Tourism Council, revealed that the UAE’s tourism sector achieved a new growth milestone in Q1 2022, underlining its competitiveness at both regional and global levels. The minister explained that during the first quarter of this year, the national tourism sector exceeded the growth rates recorded not only in 2020 and 2021, but also during the same period in 2019.

According to tourism figures for Q1 2022, the country’s hotel establish-



**H.E. Dr. Ahmad Belhoul Al Falasi**  
Minister of State for Entrepreneurship, Small  
and Medium Enterprises and Chairman, UAE  
Tourism Council

ments attracted nearly 6 million visitors who spent 25 million hotel nights, reflecting a growth of 10 per cent compared to the same period in 2019. The occupancy rate of hotels in the country during this period achieved 80 per cent growth.

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# A new wave of experiential travel in Dubai

According to Dubai's Department of Economy and Tourism, the city has achieved 32 per cent year on year growth in number of visitors. Reports show that Dubai welcomed 7.28 million overnight visitors in 2021, and international arrivals in the fourth quarter of 2021 grew to 3.4 million, showcasing a strong growth level since 2020.

Experiential travel is gaining global attention, specifically after the intensity of pandemic has reduced and travel restrictions have been eased. Experiential travel is a form of tourism in which travellers immerse themselves by actively engaging with key aspect of the destination. For example, engaging meaningfully in a destination's heritage, culture, people, food and environment.

According to Dubai's Department of Economy and Tourism, the city has achieved 32 per cent year-on-year growth in number of visitors. Reports show that Dubai welcomed 7.28 million overnight visitors in 2021, and interna-

tional arrivals in the fourth quarter of 2021 grew to 3.4 million, showcasing a strong growth level since 2020. This growth has been facilitated by the Dubai government's handling of the pandemic and the safety experienced by tourists and residents. In addition, Expo 2020 has also boosted the city's tourism industry. UAE's rich culture and history, various attractions, its food, diverse multinational community, and the warmth of the local people, creates a refreshing and memorable experience for tourists.

Experiential travel is a key feature of the modern tourist. According to a 2022 report by Microsoft, 73 per cent of travelers' state that it is very

or fairly important for them to have new experiences when traveling in 2022 and beyond. 69 per cent say trying out new food and 63 per cent say learning about the history

**According to a report by Microsoft, 73 per cent of travelers' state that it is very or fairly important for them to have new experiences in 2022 and beyond**

and culture of the destination is very important to them.

Experiential travellers seek to build deeper connections to the people, traditions, and customs of the places they are visiting and seek travel experiences that resonate on a deep emo-

tional level. In Dubai, there are multiple authentic experiences that involve taking in the city's beauty, interacting with the culture, experiencing the heritage, and meeting citizens and other

people who have made the city their home. From dune bashing in the desert to visiting the Spice Souk with its aromatic smells, Dubai offers sensory experiences which capture the imagination of its visitors. Furthermore, through visiting sites such as Al Fahidi Historical Neighbourhood

or sampling Emirati cuisine, Dubai provides a transformative and indulging experience to those that wish to travel to truly immerse themselves into a city's local culture and history.

While globally renowned for its shopping malls and unique experiences such as Ski Dubai, which make Dubai a tourist's haven, the more history and culture-oriented activities leave just a strong, lasting impression on travellers. The emergence of Dubai's art scene with attractions such as The Majlis Gallery or street art in Karama is a testament to this. To support this, the Dubai government is implementing innovative approaches to enhance the tourist experi-

ence. For example, the Department of Economy and Tourism worked with PocketGuide and VoiceMap to develop to offer multilingual digital culture, arts, and heritage-led tours for people to explore the city.



**Dr. Sean Lochrie**  
Assistant Professor at the  
Edinburgh Business School at  
Heriot-Watt University Dubai

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# Introducing beautiful Uzbekistan to GCC

Phoenix Marketing Services organised a special breakfast conference for travel trade to introduce the beautiful nation of Uzbekistan. The event was hosted by the national airline Uzbekistan Airways, a beautiful mountain resort Amirsoy and the leading DMC Dolores Travel Group. The Ambassador of Uzbekistan to the UAE graced the occasion.





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# Malaysia targets 2 mn international visitors

Malaysia has reopened its borders to international tourists starting 1 April 2022. Targeting to attract more than 2 million international tourists this year, Tourism Malaysia, will embark on a continuous effort to showcase the country's unique blend of 'Truly Asia' heritage to the Middle East and the world.

TT Bureau

Tourism Malaysia signed a Memorandum of Cooperation (MOC) with Dubai-based Emirates Airline at the Arabian Travel Market (ATM) 2022, as part of the recovery and development of traffic to Malaysia from key markets across the airline's network.

Through this strategic agreement, Tourism Malaysia will work with Emirates to explore mutually beneficial initiatives that will drive tourism into Malaysia, and offer Emirates more opportunities to serve the market, which include familiarisation trips, work-



Dato' Sri Hajah Nancy Shukri, Malaysia's Tourism Arts and Culture Minister flanked by Dato' Haji Zainuddin Abdul Wahab, Director, General Tourism Malaysia and Manoharan Periasamy, Senior Director, Tourism Malaysia's International Promotion Division for Asia & Africa

shops, seminars, digital campaigns, in-flight marketing campaigns and other marketing programmes.

The mission's goal at the ATM is to re-establish and strengthen the region's commitment to good tour-

ist cooperation, future partnerships and better cooperation with the travel and tourism industry.

tourism and other economic sectors, the Malaysian government recognises the need to strengthen international cooperation and multilateralism, as well as

different ethnic groups of Malaysia. These include the exotic and energetic traditional dances of the Borneo ethnic groups, Malay, Indian and Chinese

**Dato' Sri Hajah Nancy Shukri**, Malaysia's Tourism Arts and Culture Minister, said: "We will continue to place strong emphasis and focus on the Middle Eastern market in terms of outbound tourism. Hence, we will be stepping up our promotional efforts here."

"It is indeed a huge relief for the tourism industry as we welcome more international tourists, newcomers and regulars alike, to further boost our economy. Therefore, we hope for a strong rebound in our market as the border reopening will open doors for the tourism revival to bolster recovery. We are targeting to attract two million international tourist arrivals this year with more than RM8.6 billion (AED7.5 billion) in tourism receipts."

Malaysia's participation at the recently concluded Expo 2020 Dubai thus provided a timely opportunity for sharing its multicultural identity and approach with the whole world. In an effort to secure full recovery for

**During Expo 2020 Dubai, MOTAC also hosted the Eco-Tourism Week to promote Malaysia as the next top of the mind eco-tourism destination in the world**

to promote Malaysia as part of the world's big family.

During Expo 2020 Dubai, MOTAC also hosted the Eco-Tourism Week to promote Malaysia as the next top of the mind eco-tourism destination in the world, in line with its National Tourism Policy 2020-2030 to highlight sustainable and responsible tourism. The week-long programme was participated by 16 Malaysian organisations and tour agencies, providing a chance for them to revive promotional efforts on the global stage. Visitors were able to experience "Malaysia, Truly Asia" at the Energising Harmony segment at the Malaysia Pavilion, with daily performances as well as showcase of the diverse traditions, arts and crafts that belong to

cultures. The shows by the ministry's National Department for Culture and Arts were a hit with visitors.

Furthermore, visitors were treated to a distinctive palette and a tapestry of Malaysian flavours at the Malaysia Café operated by Malaysia Pavilion's F&B partners, Nur Malaysia and Marrybrown. Visitors had the chance to sample popular and delectable Malaysian delicacies like nasi lemak, kuey teow, roti canai and many more.

## FACTFILE

- Malaysia is targeting to attract two million international tourist arrivals this year.
- Aims to garner RM8.6 billion (AED7.5 billion) in tourism receipts.

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# Luxury gets new definition

Definition of luxury keeps changing over time as per new offerings and experiences. Industry experts share their insights about the modern take on luxury.



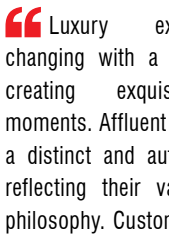
**Fabrice Collot**  
General Manager, Nola Riyadh  
A Radisson Collection Resort

“How to define luxury today? It is a subjective but also elusive concept - it means something different to all of us. Today, the luxury hospitality sector has not been immune to shifts in consumer values and perspective and social media has played a big part in that. The experiential tourism is now taking over the classical hospitality industry, the old luxury habits seem outdated, superficial and extravagant. In spirit, it's about being, not buying. Living and sharing the experience rather than collecting expensive goods.”



**Firas Sharrouf**  
General Manager  
Sofitel Abu Dhabi Corniche

“The new trend of luxury experiences in the hospitality industry ultimately means creating personalised experiences for every guest. These trends are driven by affluent customers seeking unique experiences, which also match their ethical values. Luxury experiences take on a new definition for hotels, they are now more authentic, ethical, unique, sustainable and exclusive. The upcoming generation of travellers believes that luxury means having enriching experiences that are also sensually indulgent and are aligned with the environmental needs.”



**Panos Panagis**  
District Director, Oman  
Radisson Hotel Group

“Luxury experiences are changing with a distinct focus on creating exquisite memorable moments. Affluent consumers expect a distinct and authentic experience reflecting their values and ethical philosophy. Customers have become more discerning and expect every aspect of the experience to be flawless, choreographed by well trained and confident staff. In spite of its importance to attracting consumers, brand storytelling does little to retain them. High expectations lead to gains for exceptional teams and lack of loyalty for those who tend to ignore the present in favour of the past.”



**Laurent Noury**  
Cluster General Manager,  
Pullman Dubai Jumeirah Lakes  
Towers, Novotel &  
Ibis Abu Dhabi Gate

“New luxury experiences will redefine the unforgettable experience and communicate the emotion of the brand. From the traditional luxury journey to increase the luxury experience with preferred themes in: Gastronomy, unique and exclusive events, increasing brand lifestyle values and wellness aspects. Creating an impression on the client based on the attentiveness received, the emotional impact and the how, the level of the new experience and how it was perceived. The new luxury experience should be qualified as a 'unique and memorable experience'. Clients are looking for unique gastronomical experiences.”



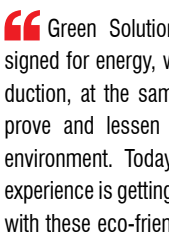
**William Harley Fleming**  
General Manager  
JA The Resort Dubai

“JA Resorts & Hotels has new development in the pipeline to add to the luxury experience. We are excited to announce Splash by JA, complementing JA The Resort's positioning as Dubai's largest experience resort, the summer months of 2022 will see the installation of a new waterplay park designed for families. JA Lake View Hotel will see suite enhancements fitted with private plunge pool or jacuzzi. JA Palm Tree Court will also witness a scheduled renovation. In addition to the new outlets at Splash by JA and at Palm Tree Court, there are two new restaurants planned for the customers.”



**Amery Burleigh**  
General Manager - Mövenpick  
Hotel Jumeirah Beach

“Luxurious experiences go beyond extravagance. It is no longer necessary to only associate bespoke experiences with lifestyle and luxury. Authenticity, sustainability and simplicity are the new trends. Providing guests with impeccable service and a memorable experience is far more important than displaying extravagance. Travel has undergone a significant transformation thanks to ethical consumers. Personalised, meaningful experiences that match the traveller's ethical values is the focus. These concepts include sustainability and socio-cultural elements rather than focusing on simple monetary value.”



**Arshad Mahmood**  
General Manager - Majlis  
Grand Mercure Residence (Abu  
Dhabi, UAE)

“Green Solutions, which are designed for energy, water and waste reduction, at the same time also to improve and lessen its impact on the environment. Today's trend of luxury experience is getting effectively blended with these eco-friendly practices aligning with advanced technology for upcoming tech-savvy generation. AI is being installed to execute various task in the hotels, even to make the check in and out procedure.”



**Tolga Lacin**  
Area General Manager, Marriott  
International

“Local and international tastemakers with a passion for music and design will experience Dubai's bold spirit through the W lens at W Dubai—Mina Seyahi. Ideally located with access to the city's happenings, the hotel brings visionary dining concepts and its legendary Whatever/Whenever® service philosophy, and guests can expect modern luxury delivered in a completely unique, surprising way.”

Inputs by Shehara Rizly



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# Malaysia Tourism launches travel guide

Famed for its Muslim-friendly places and eateries, Malaysia's Penang state launched a 'Muslim Travel Guide' at The Light Hotel in Seberang Jaya. Speaking on the occasion, Penang State Exco for Tourism and Creative Economy (PETACE) **YB Yeoh Soon Hin** said the booklet would come in handy for the travellers in Penang.





# Spain Tourism, Wego sign deal for summer

Spain Tourism Office in UAE signs agreement with Wego, the largest online travel marketplace in the Middle East and North Africa (MENA), at the Arabian Travel Market. Through this collaboration, Spain Tourism & Wego will promote the 'You deserve Spain' campaign providing reassurance for travellers to visit the country again in the new norm.

TT Bureau

Spain is one of the top searched destinations for travellers from the Middle East, North Africa (MENA) region. The country is a year-round destination,

and chic cities and multiple shopping avenues across the country that is perfect for all types of travellers.

**Daniel Rosado**, Director, Spain Tourism, said: "We are very optimistic and

**“We are very optimistic and with Wego as our partner, we are aiming to have a great summer and are eagerly waiting to welcome travellers from GCC”**

packed with unique experiences, passionate people, and rich cultural traditions, not to mention its excellent dining scene, wine-making traditions

with Wego as our partner, we are aiming to have a great summer and are eagerly waiting to welcome all travellers from Gulf Cooperation Council (GCC)."



Mamoun Hmedan and Daniel Rosado

**Mamoun Hmedan**, Chief Commercial Officer and Managing Director, Middle East, North Africa (MENA) and India of Wego, said: "We are thrilled to offer another stunning destination for our users to visit. Spain is on the MENA's top travellers' list with over 316,000 searches in Q1 2022. This partnership is in line with our efforts to provide more choice to our users and boost tourism recovery."

Travellers are invited to experience the heritage and arts and culture of the city, the stunning beaches, the coasts, and authentic food, among many sports adventures that await all the types of travellers.

A photograph of a smiling couple walking hand-in-hand on the deck of a cruise ship. The man is wearing a white shirt and light blue trousers, and the woman is wearing a white sleeveless dress. A large red circular overlay is positioned in the foreground, containing the 'Tune Protect' logo and the text 'TRAVEL Cancellation Assurance' and 'Protect your travel\*'.

**Tune Protect**

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\*Terms and conditions apply.

# WingsWay transforms industry training

Ongoing pandemic has brought in a new phase of training in various sectors. **Shakir Kantawala**, Co-founder & Managing Partner, WingsWay Training Institute LLC (Dubai) & WingsWay Global Training Academy (India) shares with **TRAVTALK** some of the methods utilised to make training in aviation sector more comprehensive.

**Shehara Rizly**

**What will you say about the new training techniques, especially after the pandemic?**

Pre-pandemic & pre-technology, most trainings were done face-to-face in the classroom. Now, a mixture of the pandemic learnings, new technologies and new ideas have revamped training delivery. We now have virtual classrooms, done live with the same degree of learn-



**Shakir Kantawala**  
Co-founder & Managing Partner, WingsWay Training Institute LLC (Dubai) & WingsWay Global Training Academy (India)

er-instructor interactivity. This allows the student to be at the centre of training. New technologies include virtual reality—which has

already been put to good use in ground operations training—while new ideas include gamification.

**Could you describe some of the advantages of Virtual Live Instructor Led Trainings?**

They are cost effective, affordable and give you the opportunity to learn from anywhere. You can also say that it is a more time saver option as there is no travel time. On the other hand, you can also learn on your own time and cover a wide range of subject areas, grow your network, get high-quality training and in a time-zone to suit you.

**How do you attract talent?**

Fresh training delivery

methods are helping to attract new talent to our industry. IATA Training is celebrating its 50th anniversary this year. WingsWay, along with IATA,



strives to be the first point of reference worldwide for aviation professionals and students. We train more than 100,000 professionals each year in subjects across aviation, airports, travel & tourism, with

access to industry best practice and international standards. There are plenty of growth opportunities for young freshers and experienced talent. Un-

der guidance from IATA, we now conduct ORES (Online Exams with Remote Supervision) every two months, in January, March, May, July, September and November. Our mock exams and hand-

holding by our industry expert trainers, during the exam preparation stage, ensure that our students have a very high passing rate. Our courses and qualifications are undoubtedly the most respected and valued within the aviation industry.

**Could you share with us some new areas of focus?**

One new area of training is sustainability. Aviation is committed to achieving net-zero carbon emissions by 2050. Concentration on leadership programmes is vital. Cybersecurity is an essential component in the industry's digital transformation. In-depth knowledge of the latest developments will be critical to aviation's success. 🌱

**Now, a mixture of the pandemic learnings, new technologies and new ideas have revamped training delivery at WingsWay**

# Dubai gains popularity as cruise destination

► Contd. from page 1

as a hub for superyachts, with its world-class facilities and sophisticated infrastructure, simplified access procedures, open anchorage areas, luxury marinas and diverse sea and land-based experiences, and plethora of fine-dining restaurants and tourism attractions, all within easy access of the marinas. The city has become a global marine tourism magnet and the destination of choice for both maritime tourists and captains of superyachts.

The continuous expansion of the cruise tourism sector has significant benefits for Dubai as a regional tourism hub, further consolidating Dubai's status as a gateway to the region, and is aligned with the vision of His Highness

Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President and Prime Minister and Ruler of Dubai, to make Dubai the most sought-after destination and an attractive city to live and work in.

**What are the secondary drivers, for example, a picturesque coastline and year-round sunshine?**

The secondary drivers for the growth of Dubai's maritime industry are the same factors that have catalysed the success of the emirate's wider tourism industry.

**What are the most significant marine and watersports attractions in Dubai today?**

Strategically located in the heart of the city, Dubai Harbour is a key maritime attraction that provides a multifaceted seafront ex-

perience. Dubai Harbour's Cruise Terminal features the most advanced facilities, including seaport passenger boarding bridges, equipped to process

**The continuous expansion of the cruise tourism sector has significant benefits for Dubai as a regional tourism hub**

over 3,000 passengers per hour, and also includes an area of 20 million square feet and will include retail, restaurants, cafés, luxury residences and hotels.

Mina Rashid is a leading cruise destination globally and can handle 25,000 passengers simultaneously. In 2021, Mina Rashid won the Middle East's Leading Cruise Terminal Award and the World's

Leading Cruise Port Award for the 14th consecutive time at the World Travel Awards. In terms of water sport attractions, Dubai has plenty to offer includ-

ing self-drive boat tours, island hopping, Jet Ski tours and yachting.

**Does Dubai have plans to attract major marine events to the city? How do major marine events contribute to Dubai's economy?**

In the last decade, Dubai has emerged as an international events destination across sports, entertainment and music. Events form an integral

element of Dubai's tourism strategy to ensure Dubai becomes the most visited city in the world. Dubai offers a diverse and vibrant year round line-up of events that will attract visitors to the city in 2022 and in the years to come. Major marine events contribute to Dubai's economy as, in addition to the increased visitor numbers, the massive exposure and visibility enables us to reach a new global audience and showcase the Emirate as a thriving tourism and business hub.

**Sustainability is a key trend for the future of marine tourism. Is Dubai doing anything in this regard?**

Dubai is continually striving to become one of the world's most sustainable

cities, and has launched initiatives and activities to achieve this goal. We have recently launched 'Dubai Can', the citywide sustainability movement with the ambitious goal of significantly reducing single-use plastic bottles. Residents and visitors to Dubai will now have access to more than 30 water stations across the city as part of this initiative, with prime public locations.

**What's your future outlook for marine tourism in Dubai?**

Dubai is fast becoming a favoured destination among international cruise lines and cruise tourists, and we are dedicated to showcasing the robust growth of the city as an established cruise hub for the wider region and global marine tourism destination. 🌊



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# World meets for business @



For the first time after Covid-19 hit the world, Arabian Travel Market 2022 provided a networking platform for the industry in Dubai. Professionals from travel, tourism, hospitality, along with technology partners, took part in it. Around 1500 exhibitors from 150 countries connected on business during the event.





# ...say *au revoir* with promise to return





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# A grand hotel with unique guest experience

Standing tall on Sheikh Zayed Road accessible from the airport by metro, Tower Plaza hotel is one of the iconic properties in the area. Hop across, and it's the future museum, what more can a guest need to explore the latest attractions in Dubai, **Nuran Kilani**, Director, Sales and Marketing, The Tower Plaza Hotel, shares with **TRAVTALK**.

 Shehara Rizly

**R**ebranding a hotel is not an easy task, what are the key areas that you are working on to get everything in place and to stand out from the crowd in the area?

(We will) redefine our target audience and market by reposition the hotel to meet our new target, rethink our vision, mission and value that evolve our new service culture of "Proudly Serving you" as to

like CIS, UK, China, India, Middle east, German and the GCC.

**Agents and tour operators bring in a key portion of business, how will you work with them, especially those within the UAE and those even out of UAE?**

Local DMC and wholesalers will represent the base business to our hotel, we have a strong relationship with key players in local and international market,



**Nuran Kilani**  
Director, Sales and Marketing  
The Tower Plaza Hotel

choose to participate to this new initiative and we are one of the main hotel partners located in



work more with great attention to guest experience.

**Are you looking at new source markets for the hotel? Who are your main source markets at present?**

Post Covid, source markets to Dubai changed, Looking at developing new source markets to the hotel like Israel, Latin America and Australia to add them to the classic and key performing markets

which gives a positive impact on securing our share of business flow to the market.

**Emirates Airlines launched a special system to use the boarding pass as a ticket for attractions, will you be working together in this regard or do you have a different way of working?**

Emirates Airlines were very selective with the partners they decided to

Sheikh Zayed Road and that is one great indication on the reputation and credibility we built to do business.

**What are your plans for summer? Staycations/ daycations etc?**

We came up with different competitive offers and packages for our different kind of guests, so we are targeting business travellers, families seeking

a staycation and leisure solo travellers.

**MICE seems to be attracting the city hotels with all the events conducted in the vicinity, how are you coping with the business and what are the initiatives taken to attract them?**

Being at a proximity to DWTC definitely MICE is one of our main segments. We collaborated

with top MICE partners to be on their preferred list, with two ballrooms and adequate variety of 16 meeting rooms, dedicated

leaders gathered at (DWTC) to share insights into the future of international travel and tourism. Such an amazing and busy days spent at

**“ We came up with different competitive offers and packages for our different kind of guests, so we are targeting business travellers, families ”**

events team and tailor-made delegate packages.

**Could you share with us your experience at ATM this year?**

Arabian Travel Market is the market leading, international travel and tourism event unlocking business potential within the Middle East for inbound and outbound tourism professionals. More than 23,000 visitors attended the 29th edition of ATM this year, as industry

Arabian Travel Market 2022. It was great to catch up with our partners, the crowd was different and vibrant, which was so good to see. ATM reinforces Dubai's status as world's most open city post Covid. With the great vision of our General Manager Wael El Behi, our main focus was to officially launch our new iconic hotel brand The Tower Plaza Hotel Dubai, a property of 401 rooms and suites. 





# Qatar Tourism looks beyond FIFA World Cup

FIFA World Cup, which will take place in Qatar towards the last quarter of this year, will be a milestone for the region. However, Qatar Tourism has a more elaborate game plan than just FIFA itself. **Berthold Trenkel**, Chief Operating Officer, Qatar Tourism, shares with **TRAVTALK** their future plans for the destination.

 Shehara Rizly

## What will be the role of Qatar Tourism for FIFA World Cup 2022?

The tournament, FIFA World Cup 2022 is a great opportunity for the region and for Qatar as the biggest sport event in the world, for me when we talk about the Qatar tourism role, what we are doing before, during and after the tournament. We are obviously not in charge of the tournament itself, but the tournament is a prime advertising spotlight like the super bowl of football, but it is 28 days long. How do we showcase the country and how do we make the best out of it because all the



**Berthold Trenkel**  
Chief Operating Officer  
Qatar Tourism

see that it is a spring board that would catapult and grow tourism in Qatar. After all, we are also growing our hotel capacity, we are adding 48 per cent additional rooms to the current stock, so we are literally going from 32,000 keys to 48,000 keys by the time of the tournament.



Banana Island

just before pandemic but never had the opportunity to showcase all the things to the International visitors. On a lighter note, you have a number of other things such as the winter wonder-

turing state of the art water-park, luxurious hotels will be an entertainment complex. It will consist of hotels and a new state of the art water park and you can even go back to other attractions like Quest, world's tallest indoor roller coaster and theme park in the heart of the city, you can look at the Hilton Salwa Beach Resort, which is at the south west corner of Qatar bordering towards Saudi, which is even now getting footfalls from Saudis as the borders are open and the Covid-19 restrictions have been eased. There are many things that are the tip of the iceberg. In terms of what people can do, where can they go, there are many options. Some of them will be of temporary nature, especially from Katara or Qatar museums, and also

**“My intentions are beyond the World Cup on quarter one of 2023, what are all the festivals and things we will be doing for those visitors who did not make it to the World Cup but have heard about Qatar”**

activities that Qatar Tourism will provide just around the World Cup time.

**Qatar is also known for its high-end retail outlets, what can the visitors expect in terms of shopping ?**

As an international visitor, shopping is another experience not to forget. The new airport is undergoing extension and adding another 160 retail outlets and brands to their offering that will happen around quarter three. Then we just saw the opening of a huge high end luxury mall Palace Vendôme Mall in April this year with the best brands of the world with a French setting. The destination

is amazing as it includes three hotels and a water fountain and it is a completely new experience for Qatar and the Middle East. The latest opening is part of Doha Banyan Tree complex that will open around September this year.

**Could you share the game plan post FIFA?**

My intentions are beyond the World Cup on quarter one of 2023, what are all the festivals and things we will be doing for those visitors who did not make it to the World Cup but have heard about Qatar and all excited that they would want to come and explore in this new destination. 🇶🇦



Banana Island Resort Doha

global media attention will be on the country and as you know after a big event like this the challenge is how you keep up your occupancy and how do you grow your business, but for Qatar I would say that we are the best kept secret in the Middle East. It is an immense opportunity as it is free advertising to earn media opportunity to Qatar also for the region is actually quite tremendous and I

**How will Qatar gear up to showcase the destination and its attractions?**

There are many new attractions, I will start with the classics, Museum of Islamic Art has been undergoing renovation and will open just in time for the FIFA World Cup with a completely new exhibition and the other is the National Museum of Qatar opened

land will open in November just in time. We will also have ongoing construction for Qetaifan Projects fully owned by Katara Hospitality - Qetaifan Island North fea-



Hilton Salwa Beach Resort, Villas



# Europe entertains travel agents from GCC

Discover Europe travel summit was organised this year by tourism boards of Austria, Germany, Ireland and Switzerland. Over 95 partners from the four destinations and key travel agents from the GCC attended the summit over two days. It was the first time after the pandemic that all GCC countries got the opportunity to be present physically.







# Cities of Azerbaijan

## Combining the Best Aspects of Leisure

Azerbaijan is a country boasting cities with very distinctive features, from natural wonders to mouth-watering dishes. To open up the unexplored world of Azerbaijan, one must start with the capital city, Baku – prominent for its historical and modern landmarks, world-class accommodation options suitable to every budget, and restaurants offering many exclusive foods from both national and international cuisine.

The traditional breakfasts in the UNESCO-protected Old City, the carpet and wave-shaped museums and cultural centres, the Seaside Boulevard with its light breezes and panoramic views with the Flame Towers in the background, the largest shopping mall of the Caucasus region, and many more sides of this city continue to mesmerise its visitors. Moreover, Baku



is hosting the 6th Formula 1 Azerbaijan Grand Prix on its spectacular Baku City Circuit on 10-12 June, which promises to be yet another memorable race for those who make it here to see it.

Moving towards the north-western route, Sheki is another must-visit city in Azerbaijan. While its UNESCO-listed 18th-century Sheki Khan's Palace and historic centre are important landmarks for history lovers, this place is

also a food paradise where masterclasses for sweet and savoury delicacies of the local cuisine can be arranged.

On the other hand, Sheki was once an important stop on the legendary Silk Road, and you can still feel that ancient vibe in its cobblestone streets lined with crafts and sweets shops and caravanserais. Also, a 97-km hiking trail that has recently been added to the Transcaucasian Trail,

passes through Sheki and continues up to Zagatala.

Travel to the west and you will find another historical city – Ganja. With its monuments such as the 14th-century Imamzadeh Mausoleum as well as a variety of delicious dishes, this city is a perfect location to feed the body and soul. Only a one-hour drive from Ganja is Naftalan – a resort town famous for its healing oil, which has been

To open up the unexplored world of Azerbaijan, one must start with the capital city, Baku – prominent for its historical and modern landmarks. Sheki, Ganja and Shusha are other cities in the country, which are a must-visit for the tourists.

used here to cure many ailments for centuries.

The subtropical southern route of Azerbaijan is home to a city bordered by the Caspian Sea on one side and the Talysh Mountains on the other. The city itself is an old port that used to be surrounded by fortifications and it is ideally placed between some of Azerbaijan's best nature reserves. Overall, this region's abundant natural resources and climate have paved the way for fantastic health and

is why Slow Food Travel, a concept first developed in the north-western route, is planned to be expanded to the south as well.

Another very prominent city is Shusha in the Karabakh region. Having recently hosted the inaugural International Culinary Festival, with the participation of international experts, this city is known as the cultural capital of the country as it was home to many inspiring composers, musicians and poets.

**Baku is hosting the 6th Formula 1 Azerbaijan Grand Prix on Baku City Circuit on 10-12 June, which promises to be yet another memorial event**

wellness experiences and outdoor activities, in addition to a flavoursome local cuisine as the region is also known for its citrus, rice and tea plantations. This

With major restoration works and infrastructure upgrades, Shusha is set to become one of the most magnificent travel destinations in Azerbaijan. 🇦🇿



## C CENTRAL RESORT THE PALM

Dubai

C Central Resort The Palm announced the appointment of **Hany Samuel** as General Manager. Samuel brings more than 22 years of hospitality experience to the role covering different areas, including international operations, management systems, employee relations, organisational structure and more. With expertise in the pre-opening, opening, takeover, and re-branding of hotels and resorts, Samuel developed robust foundations through policies and processes and delivered effective solutions. Samuel has previously worked with the Central Hotels Group in late 2019. He was General Manager of First Central Hotel Suites located in Barsha Heights.



## GOLDEN TULIP DESIGN TBILISI HOTEL

Georgia

**Elene Otarashvili** has been appointed the General Manager of Golden Tulip Design Tbilisi Hotel in Georgia. Prior to joining the group, she has worked as General Manager of Radisson Collection Tsinandali Estate and Radisson Blu Iveria Tbilisi. Before that, she managed Chateau Mukhrani, the iconic landmark of Georgia and led the opening of Vazisubani Estate Boutique Hotel, the 19th-century historic palace. She is also a founding partner of Georgian Business Tourism Association. Otarashvili's leadership has consistently produced exceptional guest experiences, operational efficiencies and a culture of constant improvement.



## TULIP INN HOTEL & SUITES SALALAH

Oman

**Mark Abboud** has been appointed the General Manager of Tulip Inn Hotel & Suites Salalah – Oman. Associated with Louvre Hotels Group since 2014, Mark is a hospitality veteran graduate from Cornell university in New York. He speaks native Arabic, French and English languages. Abboud joined Louvre Hotels Group in 2014 and did four successful opening of Golden Tulip Oran – Algeria, Golden Tulip Cairo – Egypt, Golden Tulip Headington Muscat – Oman and Royal Tulip Skikda – Algeria. Earlier, Abboud worked with some renowned groups such as Rotana in Bahrain, Ali Baba in San Francisco, Bonnington Group's Bonnington Hotel JLT Dubai and as Hospitality Consultant in Reef Island, Bahrain.



## GOLDEN TULIP DOWNTOWN & GRAND CONTINENTAL FLAMINGO HOTEL

Abu Dhabi – UAE

**Hilal Saade** rejoined the group as Cluster General Manager of Golden Tulip Downtown and Grand Continental Flamingo Hotel Abu Dhabi – UAE. He speaks Arabic, English and French. He previously worked for Louvre Hotels Group as Regional Director of Sales & Marketing and prior to that he worked at Villa Genesis – Merton, France as Hotel Manager, Muscat Governorate, Oman as Hotel Manager, M Hotel Doha as General Manager, Melia Hotels International as Hotel Manager.



## SWISSOTEL AL MUROOJ

Dubai

**Shadi Attar** has been promoted to Director of Sales at Swissotel Al Murooj Dubai. Attar is an industry veteran bringing to the table an exceptional track record of consistent and outstanding performance over the past decade. He is a customer-centric, strategic and results-driven leader, focused on developing teams to be successful whilst delivering optimum solutions to exceed business goals. Shadi is an industry veteran having worked with leading hospitality companies such as IHG and Sheraton. He started his career as a Head Night Auditor. He brings to the table an exceptional track record of outstanding performance.



## SOFITEL DUBAI THE PALM

Dubai

Sofitel Dubai The Palm has named **Tünde Nagy** as its new Director of Sales and Marketing, strengthening its leadership team to include an industry veteran with more than 16 years of experience in the hospitality industry across renowned brands in the UAE and the UK. A passionate and result-oriented professional, Nagy has a wealth of experience in enhancing sales, marketing and revenue streams for the company.



## New openings in the region

Many hotels are in the pipeline or have already opened across the Middle East. Now, it is not just the regular hotels, but exclusive luxurious villas that set the vibe for something different for the guests. We take a look at the new hotel inventory for the month.

### Four Seasons Hotel Alexandria

Location – Egypt | Number of Rooms/ Suites – 22 Luxury Beach Villas

A seaside holiday destination, the city of Alexandria has been drawing travellers to Egypt's northern coast for centuries with its intoxicating blend of history, culture and authentic Mediterranean dishes. The opening of 22 new luxurious beach villas in time for the 2022 summer season at Four Seasons Hotel Alexandria, San Stefano, gives visitors another reason to make the city their destination of choice.



### Miraval Resorts and Spa

Location – Red Sea KSA | Number of Rooms/ Suites – 180 Rooms and 20 Villas

Hyatt Hotels Corporation announced that a Hyatt affiliate has entered into a management agreement with The Red Sea Development Company for Miraval The Red Sea, a 180-room luxury wellness resort. Miraval The Red Sea will introduce the wellness brand's signature wellness practices, empowering guests with tools and inspiration to find balance and support their emotional and mental wellbeing.



### voco Dubai the Palm

Location – Dubai | Number of Rooms/ Suites – 143 Rooms

Continuing its expansion across the UAE, international brand voco hotels will bring the boutique-styled premium hotel to the iconic lifestyle destination, the Palm West Beach. voco Dubai The Palm will be IHG Hotels & Resorts' first property on Palm Jumeirah, featuring a bold and distinctive identity with contemporary-style hotel living, spanning stunning views of the Arabian Gulf. voco Dubai The Palm combines the reassurance of a global brand with the informality and charm of an individual hotel.

### W Hotels Mina Seyahi

Location – Dubai | Number of Rooms/ Suites – 318 Rooms, including 27 Suites



W Hotels Worldwide, part of Marriott Bonvoy's portfolio of 30 extraordinary hotel brands, announced the opening of W Dubai - Mina Seyahi. Situated on the Jumeirah Beach coastline, the 31-storey hotel boasts of striking glass architecture with unobstructed views of the sun-soaked Arabian Gulf and Dubai's iconic landmarks. Its 318 all rooms are sea-facing with a private balcony.



# TRS

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## TRS Ibiza Hotel is coming,

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Palladium Hotel Group is set to launch **TRS Hotel Ibiza**, the first hotel on the island to offer the brand's exclusive premium all-inclusive concept in an adult-only environment. The hotel will feature a range of 378 suites and exclusive rooms located with three à la carte restaurants and five bars.

As the main novelty, discover The Signature Level program, an innovative addition to its luxury all-inclusive concept, which includes a broad gastronomic and leisure offering through agreements with exclusive Ibiza Island's top rated restaurants & Beach Clubs. Get ready for a limitless luxury vacation and enjoy the unique services and exclusive spaces reserved for our best suites, under The Signature Level category.

The countdown has begun for the **TRS Ibiza Hotel** experiences!

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## THE TOWER PLAZA HOTEL

The Tower Plaza Hotel is one of the iconic hotels in Dubai. It is centrally located on Sheikh Zayed Road facing Emirates Towers metro station, is directly connected to Dubai International Airport, and has short driving distance to main landmarks of the city such as Dubai International Financial Centre, Dubai World Trade Convention Centre, Zabeel park, Dubai Frame, Dubai Mall, Burj Khalifa, Dubai Fountain, Souk Al Bahar, The City Walk, and Jumeirah Beach. It is surrounded by restaurants, nightlife, and similar attractions. The hotel matches the glamor of Dubai with its array of five-star amenities. Stay, dine, relax, rejuvenate, and explore Dubai; leave the rest to us.

[www.thetowerplazahotel.com](http://www.thetowerplazahotel.com)

For bookings, please contact us on : +971 4 387 7018 or [reservations@thetowerplazahotel.com](mailto:reservations@thetowerplazahotel.com)