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THE NEWSPAPER OF THE TRAVEL INDUSTRY

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Investment in ME tourism

Over the past few months many new hotels have opened within the region and in the UAE. Last year, UAE generated the highest value of cumulative hospitality related contracts followed by Saudi Arabia.

TT Bureau

One of the highlights in the agenda of Arabian Travel Market this year is the special gathering of experts to discuss, "Middle East as a financial hub for future world-wide tourism investment" hosted jointly by ATM and



the International Tourism & Investment Conference

(ITIC), this year's summit will be held on Tuesday

10 May 2022, shining a spotlight on access to project finance in the post-Covid era. The summit will be held on Tuesday (10 May 2022), shining a spotlight on access to project finance in the post-COVID-19 era. As per an analysis from BNC

Contd. on page 5 ►

New exhibitors at RTF 2022

One of the key travel trade events in KSA, RTF will take place from 22-24 May 2022 in RICEC.

TT Bureau

The 12th edition of the fair will be held after a two-year-long break due to the pandemic, and will open its doors to exhibitors, trade visitors and travel enthusiasts from 22-24 May 2022. The three-day fair will be held for the first time at

RTF's theme is Safe & Meaningful Travel Following Covid Pandemic World

the newly developed exhibition center; the Riyadh International

Contd. on page 17 ►

Diverse portfolio rewards one and all

Radisson Hotel Group is excited to be part of ATM this year and share their plans with stakeholders.

Shehara Rizly

Tim Cordon, Area Senior Vice President, Middle East and Africa, Radisson Hotel Group has been spearheading operations and ensuring the brand's growth, and most importantly, generating profit in the region. He was one of the youngest to enter the British Hospitality Hall of Fame



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

with the 'Alpha Forum Prize—Young Manager'

Contd. on page 4 ►

Sustainability for future growth

Sustainability has become one of the key areas in travel, tourism and hospitality. At Future Hospitality Summit later this month, hospitality sector will have a more related session on why it should be key for the future.

“We are seeing more travellers concerned about their carbon footprint, affecting their choice of destination and booking decisions. Therefore, sustainability will play a significant role in attracting this new generation of travellers in order to maintain and grow the influx of tourists in the region. The travellers are looking forward to explore and discover nature in its raw form, whether it is beaches and mangroves, deserts or mountains. Sustainability is the key to protect these natural resources, because otherwise, there will not be not much left to explore or discover.”




Noelle Homsy
Co-Founder
ENVI Lodges

“Over 80 per cent of travellers believe that travelling sustainably is vital, a percentage that is increasing yoy. Destinations and hotels around the world are responding to this demand by implementing policies and applying for certification to demonstrate their ESG credentials. Building on their popularity, Abu Dhabi and Dubai have become an option to the sustainable traveller by positioning themselves as sustainable torchbearers for the Middle East, with the recently announced phasing out and banning of single-use plastics and the UAE's commendable aim to become carbon neutral by 2050. The future looks green.”



Richard Williamson
CCO
Considerate Group

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TURKISH AIRLINES

Mauritius Tourism partners with dnata travel

Mauritius Tourism Promotion Authority (MTPA) has announced a partnership with dnata travel to unveil new experiences and tailor-made offers to Mauritius for UAE holiday makers in 2022, with travel to the island nation in demand across the emirates.

 Shehara Rizly

Experts at dnata travel—the UAE’s longest-standing travel provider—are revealing that travel bookings to the Indian Ocean island have doubled in 2022 so far in comparison to booking figures in Q4 2021, when Mauritius reopened for tourism post the pandemic, following a partial reopening in the summer.

As demand for travel continues to increase, representatives from the official tourism authority of the Republic of Mauritius are identifying the UAE as a growth market for tourism, and revealing plans



Arvind Bundhun
Director
Mauritius Tourism Promotion Authority

to attract even more travellers from the emirates this year.

Arvind Bundhun, Director, MPTA, said, “We have always seen good demand for travel to Mauritius from the UAE and it remains one of the most important source markets for us globally, while our countries share strong cultural



Emily Jenkins
Head-Leisure UAE,
dnata travel

ties. In 2022, we are partnering with dnata travel to bring our experiences closer to UAE travellers than ever before, as we work to create tailor-made itineraries focused on families, romance, and those seeking all-inclusive offerings.”

Representatives from the MTPA detail the top considerations for travel-

lers booking holidays to Mauritius in 2022 so far, from the UAE and across the world, to be a want for new and immersive experiences, a balance of relaxation and outdoor activities, and sustainable travel options, all-important elements of the country’s tourism offering.

Emily Jenkins, Head-Leisure UAE, dnata travel added: “Traveller demand from the UAE to Mauritius continues to increase, and the country has climbed back in to our top 10 most sought-after global destinations in terms of search and bookings since its full reopening, with bookings approaching close to pre-

pandemic levels in 2022. Our travellers are keen to get back to nature and Mauritius offers all of the beauty that the Indian Ocean islands are known for, alongside some of the world’s most unique natural landscapes. From

the most unique hotspots across the country.”

Working in a tie-up with the MTPA, the dnata travel team has sourced top holiday offers with up to 50 per cent savings on hotel stays for UAE travellers

As demand for travel increases, representatives from official tourism authority of the Republic of Mauritius are identifying the UAE as a growth market for tourism

the dramatic peak of Le Morne, to the seven-coloured earth of Chamarel, our travel experts are ready to take travellers from the UAE on a tour of

across a range of ‘Family Breaks’, ‘Romantic Escapes’ and ‘All-Inclusive Offers’, tailor-made to the market available for bookings. 



Tourism Breaking News

marhaba, Plaza Premium tie up to expand services

Cruise Saudi welcomes second MSC Cruise ship to KSA

Industry experts to discuss investment at ITIC-ATM forum

Palace Beach Resort Fujairah slated to open in Q2 this year

Wizz Air connects seven more European cities with Abu Dhabi

Abu Dhabi Airports and Etihad to launch 'Miles on the go'

78th IATA AGM to take place in Doha from 19-21 June

Marriott launches leadership programme in Saudi Arabia

Emirates launches Dubai Experience

Germany prepares for GCC traveler influx

VCCs, tech secret to fast collection

With inflation hitting 8% in some regions, value of money falls by time you receive payment. Slow collection literally affects bottom line. One can pressurize partners to pay quicker, but secret to fast collection lays with a mixture of automated processes and use of VCCs.

Delays of 60 days in collecting money—and we frequently see travel businesses waiting 60 days, and more—in a high inflation environment of up to 8 per cent in some markets means that money has lost almost 1.5 per cent of its value by the time it hits your account.

A 1.5 per cent per transaction increase from you bank would make you angry, and rightly so. And yet with the current uncertain economic outlook it is quite possible that high levels of inflation are likely to continue for some time, or even get worse. How do we solve this problem? Getting paid more quickly: slow collection literally affects the bottom line.

Why are so many travel companies so slow in

collecting payments? Far too many travel businesses are still using 1970s era legacy systems to collect payments, often arriving via old fashioned physical credit card payments or traditional bank transfers.

There is simply no justification for this in today's world. Of course, you can always place pressure on partners to pay quicker, but the secret to

really fast collection ultimately lays with a mixture of automated processes and the use of virtual credit card (VCC) payments. This combination has the benefit of being more cost-effective and time efficient too, for ex-

ample doing away with painful reconciliations.

Unfortunately, the problem of poor payments technology is not just a problem when it comes to our currently high inflation. The peaks and

Anyone now just waking up and smelling the coffee we recommend that you take this as a wake-up call for your business. In this current climate of COVID-19 volatility and geopolitical uncertainty, who knows will happen next? Start getting paid promptly and free up your time and money to focus on what you do best: running a travel business."

Far too many businesses still use 1970s legacy systems to collect payments, old fashioned physical credit card payments or traditional bank transfers

For quicker payments

- Have complete visibility of all transactions: reconciliations shouldn't be time consuming.
- Speed up your processes: no more twice weekly payment schedules, those days are gone.
- Ensure everything is easily controllable: you need to be able to specify precisely the currency of use, where the transactions can occur, and control the dates on which transactions can be executed.
- In short: automate all financial payments processes or you'll forever be at the mercy of volatility.

troughs of COVID-19 resulted in high levels of cancellations that caused chaos with such old fashioned payments systems—and more generally, an unoptimized payments system means you needlessly must have extra money laying around in your business to fund the gaps between paying out and collecting.



Spencer Hanlon
Head
Nium Travel

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

Radisson eyes to snatch global travel demand

► Contd. from page 1

Award in 2006. ATM is by far the most important travel trade networking event which generates business in the region and beyond. Cordon shares, "The ATM comes at a time to gather industry leaders and stakeholders and provide

them with an opportunity to share insights as the world continues to see an increase in domestic and global travel demand. We are excited to be a part of ATM this year and share our regional expansion plans with customers and stakeholders. We are keen to participate in the optimistic conversation

about the travel and tourism industry and look forward to a positive 2022."

"Radisson has been working to reward as I stated before, the businesses and consumer alike. They have one of the most unique rewards programmes where travel agents can register and



Marina Resort Port Ghalib, a member of Radisson Individuals. Premium Suite Balcony

earn points through the business they bring and the consumer or their client also has an equal opportunity to earn points when they spend through the agents which is a unique way to reward the hard working indi-

viduals who set out to be heroes as they delivered what their client required. They ensured that all the cancellations were compensated, stood by their clients through thick and thin. Radisson did the very same—developed

specialized programmes, and hybrid meeting bookings to ensure that all their customers are well looked after when it is needed. We work with travel agents as they are a key source of leisure business," he reiterated. 🏠



Marina Resort Port Ghalib, a member of Radisson Individuals. Junior Suite - Marina View

All-inclusive concept launched in Ibiza

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 luxurious paradise is a place of reference for the most discerning guests who want to enjoy a dream holiday.

Shehara Rizly

Located in the Cala Gració (San Antonio), a location combining crystal clear waters with a cove, from TRS Ibiza Hotel you will be

The hotel will feature a range of 378 suites and exclusive rooms, including: Swim-Ups which offer uninhibited access to their own swimming pool from the terrace area; Junior Suite Terraces with a Jacuzzi on the terrace



Hugo Lecanda
Global Director of Operations
Bless Hotels Collection and
Sr. Director of Operations Europe TRS Hotels

"The TRS Hotel brand is a product that fits with excellence to our ME guests. TRS Ibiza Hotel is the place to live in luxuriously and exclusively to make your stay unique. Exporting the brand to Europe, after its success in the Caribbean is an exciting project. We have put our effort and enthu-

siasm into presenting a unique proposition to feature one of a kind services for our guests—from its curated culinary proposal

Lecanda Global Director of Operations Bless Hotels Collection and Sr. Director of Operations Europe TRS Hotels.

and its activities. Possessing modern facilities, guests can enjoy treatments and massages and a range of beauty servic-

One thing the new hotel prides itself on is its gastronomy offering. It features three à la carte restaurants and five bars to the spa and its activities

able to contemplate the most spectacular sunsets on the island. The luxurious paradise is a place of reference for the most demanding guests who want to enjoy a dream holiday.

area and stunning views of the sea and sunsets. One thing that the new hotel prides itself on is its gastronomy offering. The property features three à la carte restaurants and five bars.



to its wellness and entertainment concepts. Its location in Cala Gració, one of the most special areas in Ibiza, makes TRS Ibiza Hotel an undeniably unique hotel," said Hugo

For those looking for some rest and relaxation, Zentropia Spa & Wellness is a concept that combines the hotel's premium all-inclusive proposition with access to the spa

es. 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. 🌞

Pact for driving mobility

► Contd. from page 1

Network, hotel contracts worth US\$ 4.5 billion may be awarded in key GCC nations during 2022, representing y-o-y growth of 16 per cent.

The UAE generated the highest value of cumulative hospitality-related contracts in the GCC last year, followed by Saudi Arabia. The total value of UAE and KSA projects accounted for 90 per cent of all hospitality contracts awarded in the region last year, as per a research. Regional level data released by the STR shows that 169,000 pipeline rooms are currently under contract across the ME, the three most active cities being Dubai, Makkah and Doha, respectively. This year's ITIC-ATM Middle East Summit represents an opportunity for travel

and tourism industry experts to explore regional investment opportunities, discover new modes of financing and network with peers.

Danielle Curtis, Exhibition Director, ME, ATM said, "Development in the Middle East is progressing at a rapid pace. Fuelled by initiatives such as Expo 2020 Dubai, FIFA World Cup Qatar 2022 and Saudi Vision 2030, our region is witnessing levels of tourism-related investment, and this trend shows no sign of abating anytime soon. "The

ITIC-ATM Middle East Summit is the ideal forum in which to discuss trends, identify opportunities and explore the project financing models that are being employed across our region."

Although the GCC's market has been less active than its counterparts, recent sales such as the Address Portfolio (US\$500 million in 2019) and Aldar Properties' acquisition of Rixos Bab Al Bahr (\$205 million in 2022) are indicative of future growth, Colliers International analysts noted. They predicted the GCC transactional market will continue to mature as regional tourism markets reach a stabilized phase. The UAE market accounts for a lion's share of regional hospitality investment, contract values in Saudi Arabia currently, has announced numerous giga projects. 🌞

FACTFILE

- GCC hotel construction contract awards worth US\$4.5 billion expected in 2022
- Tourism investment, is showing no sign of abating anytime soon
- Gulf's transactional market set for future growth

Now 'flying' boats in UAE

They would be manufactured locally and an agreement has been signed in this regard at the DIBS. The pact will pilot and assess the flying boats' performance.

TT Bureau

Inspired by the pearl-diving heritage of the Emirates, the sustainability-focused X-Pearl—a brainchild of innovative French firm SeaBubbles—is powered by a hybrid hydrogen-electric propulsion system and retractable foils, and is available for purchase. While scaled models of both its flagship H2 and the X-Pearl were unveiled last month at Dubai Harbour, the company hopes to have the limited-edition UAE model zip-ping along Dubai Creek, Dubai Canal, or Abu Dhabi Corniche before next year's COP28. That vision moved one step

closer at the 28th edition of the Dubai International Boat Show (DIBS) as SeaBubbles capitalized on the nautical show-piece to sign a deal with Al Masaood Power Division. The agreement

profit existing boats with SeaBubbles' sustainable powertrain system.

"The DIBS is iconic, so it felt like an opportunity to reveal the X-Pearl to a global audience and



The sustainability-focused X-Pearl is powered by a hybrid hydrogen-electric propulsion system and retractable foils

will see both parties collaborating to pilot and assess the performance of hydrogen-powered flying boats, manufacture and maintain operations in the Emirates, and ret-

showcase that we are moving towards this ecological transition together with the Al Masaood Power Division," asserted Virginie Seurat, VP, SeaBubbles. 🌞

IATA nod for Oman's B2B platform



Dhow Cruising at Musandam, Oman



Jabal Shams, Oman

New platform places the best of Oman at the fingertips of travel agents around the world. Receiving IATA certification offers a host of value-added benefits for its own operators, including the authorization to sell to all connected flights coming into the country. Over 60,000 IATA travel agents worldwide will benefit from IATA accreditation.

TT Bureau

VisitOman.om, Oman's dedicated B2B inbound booking engine for trade partners has met the professional standards set by the International Air Transport Association (IATA) and been accredited as a full IATA-certified agency. This makes the new national travel operator endorsed by both the government and by IATA, ensuring a simplified business relationship between travel agents and airlines.

For VisitOman.om, this represents another significant step in enhancing its vision to be Oman's extensive travel booking

gateway that connects the global travel-trade to unlimited discovery in Oman. Becoming IATA-accredited offers a host

trade association for the world's airlines which represents 83 per cent of total air traffic, adds a high level of professional

impact which can only help elevate the stature of tourism in Oman and the possibilities available to international agents."

of half of the world's population, Oman is a central destination with the facilities to match. The potential to drive growth across all segments of the industry from around the world is incredible.

From sports and adventure tourism, business tourism, niche tourism, to packages, family holi-

days and regular charter flights from Europe, Oman has a unique offering in the region built on an experience-led proposition and a welcoming sense of hospitality which is as charming as is authentic.

Oman's long-term investment in tourism will pay dividends, especially now that VisitOman.om has joined the ranks of the best, trusted and secure international providers. The country is building sustainable infrastructure which maximizes its natural resources just in time where the global appetite for international travel is returning stronger than ever. 🇦🇴

For VisitOman.om, this a vital step in enhancing its vision to be Oman's extensive travel booking gateway that connects the global travel trade

of value-added benefits for its own operators, including the authorization to sell to all connected flights coming into the country, while participating in IATA settlement systems in Oman.

Shabib Al Maamari, Managing Director, VisitOman, said, "Becoming accredited by IATA, the

assurance that VisitOman.om is a trusted and verified travel provider. Alongside the benefits of being accredited, the visibility of the IATA mark of approval on our platform adds credibility to the site and, importantly, the providers associated with it. This achievement in such a short period of time, will have far-reaching positive

Over 60,000 IATA travel agents worldwide will benefit from IATA accreditation and could participate in the IATA Billing and Settlement Plan, which processed over US\$ 237 billion in ticket sales in 2019. In Oman's case, the ability to reach out to partners with seasonal flight offers, promotional rates or competitive pricing in specific markets, creates the opportunity to increase inbound tourism traffic as and when desired.

Located within a seven-hour flight



Shabib Al Maamari
Managing Director, VisitOman



Beach at Salalah, Oman

UAE travel sector registers 110% recovery

Travel industry has recovered over the pre-pandemic levels, thanks in part to the country's successful vaccination programme, guaranteed sunshine for holidaymakers, and the government's impressive event calendar, including EXPO, Dubai World Cup and more.

Travelport released the below trend data highlighting that United Arab Emirates (UAE) has recovered to 110 per cent of its 2019 levels, based on point of destination travel. This makes the UAE currently the most recovered country in the world. Contributing to the UAE's strong recovery is Dubai, which has currently recovered to 114% of its pre-pandemic levels. This makes it the second

AT A GLANCE

- The global travel industry has recovered more than two-thirds of its gross activity (67%) when compared against 2019, a 14% increase from the recovery level at the end of 2021.
- The UAE has recovered to 110% of its 2019 levels, making it the most recovered country in the world.
- Specifically, Dubai has recovered to 114%, making it the second most recovered city in the Middle East and the fifth most recovered city globally.
- Dubai is currently outpacing London as the top global destination for business travel, as corporate travellers make up nearly one third of all 2022 bookings to Dubai (29%).

Global recovery update

To date, the global travel industry has recovered more than two-thirds (67%) of its gross activity, a 14% growth in the first three months of 2022 alone. At 110% recovered, the UAE is currently the most recovered country in the world. Dubai (114%) is the second most recovered city in the Middle East, following Riyadh, Saudi Arabia (115%).

Dubai is also the fifth most recovered city in the world:

1. Punta Cana, Dominican Republic (136%)
2. Montego Bay, Jamaica (132%)
3. Cancun, Mexico (124%)
4. Riyadh, Saudi Arabia (115%)
5. Dubai, U.A.E. (114%)

United Arab Emirates Travel Trends. The top nine countries traveling to the UAE are:

1. The United Kingdom
2. Bangladesh
3. India

4. Pakistan
5. Germany
6. Saudi Arabia
7. France
8. United States
9. Italy

The top nine international destinations for travellers from the UAE are:

1. India
2. Pakistan
3. The Philippines
4. Saudi Arabia
5. Bangladesh
6. China
7. Egypt

8. Turkey
9. United Kingdom

Corporate travellers are returning in high volumes to Dubai, making up nearly one-third (29%) of all 2022 bookings to date.

Dubai is the top business travel destination in the world, currently outpacing London which ranked number one for corporate travel in 2019.

Dubai's appeal to corporate travel could be a result of successful destination events such as

EXPO 2020 Dubai and The Dubai World Cup, in addition to the UAE being the most vaccinated country in the world*.


The top nine countries heading to the U.A.E. for business travel are:

1. India
2. Pakistan
3. Bangladesh
4. Saudi Arabia
5. United Kingdom
6. Sri Lanka
7. Egypt
8. The United States
9. Germany

most recovered city in the Middle East and the fifth most recovered city

in the world. Dubai is also currently ranked as the top global destination

for corporate travellers, who currently make up nearly one-third (29%)

of all 2022 bookings to the city. 

Inputs by Travelport



فنادق سيجنتشر
Signature Hotels
MARINA | BARSHA | TECOM

Signifies Family, Leisures, Business

With an innovative approach to hospitality and memorable service style, Signature 1 Hotel Management offer a wide range of choice from an elegant style 4 stars hotels to luxurious hotel apartment.

Signature Brand is made up of specifically chosen properties in the most desirable location from Business or leisure. The core of the brand is constantly finding creative ways to offer a signature 1 hotel experience with a unique style of service that guarantees to exceed our guest experiences with a family oriented touch.

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The hidden treasures of Qatar



Banana Island



Doha Skyline

Qatar is one of the most distinctive holiday destinations for travellers across the world mainly due to uninterrupted air connectivity. This year with FIFA World Cup being held for the first time in the important GCC countries, the destination will undoubtedly attract a crowd of football fans eager to explore Qatar's outstanding and attractive local offerings.

TT Bureau

Qatar Tourism has been putting together some of the must visit attractions within 90 minutes to iconic sites and hidden treasures, especially outside Doha.

From amazing adventures in desert dunes, UNESCO heritage sites, ancient rock carvings, water parks, golden beaches, eco farms, lush green mangrove forests and so much more. It also revealed some of the facts which were hitherto unknown for people's and visitor's benefit.

Day trips endorsed Banana Island Resort

The glistening crescent-shaped Banana Island is accessible by boat only. A 25-minute journey from Al Shyukh Terminal in downtown Doha, the island beach, offers an ideal escape from the hustle and bustle of city life. Guests can travel for the day or stay overnight at Banana Island Resort Doha by Anantara.

Distance from Doha: 25 minutes

Heenat Salma Farm

Fans of organic, natural produce should visit Heenat Salma Farm for

an eco-conscious experience. Growing 30 different crops, including fruits and vegetables, and produces dairy, eggs, honey and meat—Heenat Salma is a centre for hospitality, education and wellbeing. Visitors can stay overnight in tents around a central fire, instilling a sense of community.

Distance from Doha: 40 minutes

Purple Island

Bin Ghannam Island, known as Purple Island, is a hidden gem famous for its abundance of mangroves. The island's association with purple comes from an ancient Kassite-controlled dye industry,

which started 2,000 years ago, when the colour was coveted by Roman royalty for their clothing. Sunset is an opportune time to visit Purple Island.

Distance from Doha: 45 minutes

Baladna Park

A green refuge on Doha outskirts, Baladna Park is a fun-filled family day out with a children's adventure land, bumper boats, a petting zoo and reptile cave. The park is run by Baladna Farm, one of the largest cattle farms in region, and provides fresh milk and dairy products to Qatar's restaurants and residents. The farm is open to members of the

public, who can see the milking process in purpose-built farms that protect animals from harsh changes in climate.

Distance from Doha: 45 minutes

Dhal Al Misfir cave

One of the country's most exciting natural sites, the 40-metre-deep Dahl Al Misfir is the largest accessible cave in Qatar. Estimated to have been formed thousands of years ago, the cave emits an otherworldly glow due to the gypsum deposits in the centre of the peninsula. These minerals give rise to 'desert roses' – clusters of crystals that in-

spired Jean Nouvel in his iconic design of the National Museum of Qatar.

Distance from Doha: 55 minutes

Al Jassasiya Rock Carvings

Nobody knows when these nearly 900 carvings, which are known as 'petroglyphs', were created. Discovered in 1957, these carvings feature shapes including fish, ostriches, dhow boats and cup marks, across a 700-metre area. Some suggest the art dates back over 2,000 years, while others put the date at just a few centuries ago.

Distance from Doha: 1 hour



Purple Island, Mangroves



Dahl Al Misfir



National Museum of Qatar

Al Zubarah Fort

Al Zubarah Fort is an example of a traditional Arabic fortress. The walls overlook the ruins of a once bustling town that saw fierce tribal battles as empires fought for. Visitors who head up to the site will find a museum with artefacts, including cannonballs, coins and weights used by pearl divers when they plunged down 14 meters into the sea to find that one rare pearl.

Distance from Doha:
1 hour 15 minutes

Hilton Salwa Beach Resort & Villas

On Qatar's southwestern tip is one of the country's best-kept secrets. A nirvana for lovers of sun, sea and sand, Hilton Salwa Beach Resort has 3.5 km of soft white beaches

the Desert Street Circuit Go Karting.

Distance from Doha:
1 hour 20 minutes

Inland Sea

There are rare few places in the world where desert dunes greet the shores of the sea. The spectacular 'Inland Sea' or Khor Al Adaid, in the south of Qatar is one, and those with an afternoon to spare should consider visiting, accessible only by 4x4 vehicles. Visitors should coincide their excursion with the sunset or sunrise for the best photos.

Distance from Doha:
1 hour 30 minutes

Unknown facts about Qatar

Ancient in origin

While Qatar is a modern creation, its references

ancient mathematician, astronomer and geographer, then produced a map with the peninsula labelled "Catara", which is on display at Qatar National Library.

World's best airline

Qatar Airways was awarded the 'World's best airline' and Hamad International Airport was granted the 'Best airport in the world' at the Skytrax World Airport Awards 2021. Travellers set to transit through Qatar can take advantage of the world's best value stopover packages, launched by Qatar Airways and Discover Qatar, and supported by Qatar Tourism.

Favoured by world's largest fish

Qatar also hosts one of the largest gatherings of whale sharks on the planet. The sharks appear from April to September off the northeast coast of the Al Shaheen restricted marine zone. These majestic creatures, often referred to as 'gentle giants', have been endangered since 2002. The largest



Inland Sea



Hilton Salwa Beach Resort & Villas



fish in the world, these whale sharks can grow up to 20 metres long.

World's longest cycling path

Sports and public health are a top priority in Qatar and there is a national

bank holiday every February to mark National Sports Day. The Olympic Cycling Track is a testament to this, which

bagged a Guinness World Record in the year 2020 for the longest continuous cycle path in the world, at 33 km long. 🏆

“When travellers visit Qatar they find the best of the ME all in one place, with a variety of exciting adventures and activities they never knew were here”

— Berthold Trenkel, Chief Operating Officer, Qatar Tourism

and landscaped gardens. The park features 18 attractions, with 56 rides and slides, from the Sea Caves Water Park to

date back to ancient times, when Roman writer Pliny the Elder referred to the inhabitants as "Catharrei" after a local settlement. Ptolemy, the



Whale Shark, Photographer Azzam Al Mannai

UTB launches 'Explore Uganda' in UAE

Uganda Tourism Board (UTB) launched its new destination brand Explore Uganda, The Pearl of Africa, as part of a tourism and media event recently in Dubai. More than 90 key industry stakeholders, professionals, and travel bloggers flocked from around the Emirates and key GCC countries to the event.



GRAND MERCURE

HOTEL AND RESIDENCES
DUBAI AIRPORT



#EXPERIENCELOCAL

Feel, taste, smell and experience unparalleled Arabian hospitality with an upscale international hotel tailored by locals reflecting Dubai with an authentic design ideal for discerning travelers.

The Grand Mercure Hotel and Residences Dubai Airport Hotel is the first of its kind in Dubai offering a sense of an upscale and premium stay. The property is ideal for travelers seeking stays that combine indulgence and convenience at its finest. Boasting 257 discerning hotel rooms and 104 spacious serviced residences ranging from one, two, and three bedrooms.

257

Premium Guest
Rooms

5

Locally Crafted
Dining Outlets



104

Exquisite
Residences

2

Dedicated
Outdoor Pool

UPSCALE FACILITIES FOR A PREMIUM STAY

Grand Mercure Hotel & Residences Dubai Airport is equipped with facilities that complements an upscale premium feel whether traveling for leisure or business.

- Mezzanine pool terrace
- Kids play area with fountain
- Mezzanine kids pool


- Misk spa with hammam
- Fitness centre
- Executive lounge

- Business centre
- Buffet Restaurant - Walima
- Middle Eastern Restaurant - Mizmah



Arab Aviation calls for industry collaboration

ME aviation experts came together under 'Roadmap to Recovery' session at ninth AAS 2022, in RAK. **Adil Al Ali**, Group Chief Executive Officer, Air Arabia called upon all stakeholders for collaboration and open dialogue between governments, regulators and operators to support its recovery.

 TT Bureau

Experts highlighted the need for investment in technology to respond to changing passenger behaviour, which is shifting towards a preference for a seamless and digital experience. Discussions also centered around the importance of sustainability and the role of the industry in achieving net zero carbon emissions. In addition, they highlighted the role of tourism as a catalyst for economic development and pandemic

session under Arab Aviation Summit (AAS). The first day hosted industry workshops covering various topics related to regional and international practices across tourism, aviation, airports, and other sectors.

The second day featured the leaders speaking across panel sessions and discussed state of air transportation and tourism in the Arab world, and its effect on the global economy. Aviation and tourism leaders gathered to discuss how airlines



His Highness Saud bin Saqr Al Qasimi inaugurates the 9th edition of the Arab Aviation Summit

Discussions centered around the importance of sustainability and the role of the industry in achieving net zero carbon emissions and highlighted the role of tourism catalyst for economic development

recovery in the region thereby addressing the need to support small and medium-sized businesses moving forward.

Over 750 international and local industry experts gathered to discuss aviation and tourism issues during the two-day the 'Roadmap to Recovery'

are thriving in the ongoing pandemic. This in addition to sharing new models and success stories based on their expertise and knowledge.

Adel Al Ali, Group CEO of Air Arabia commented on the changing consumer behaviour, especially amongst the younger

generation who prioritize value-added competitive pricing over luxury, and highlighted the importance of ensuring a seamless travel experience.

Raki Phillips, CEO, RAK Tourism Development Authority discussed how reigniting the aviation sector is central to rebuilding tourism in the region and the importance of collaboration to build a stronger, sustainable and resilient tourism economy for future generations.

Kamil Al-Awadhi, Regional Vice President,

Africa and Middle East, IATA said the region is resilient and nimble in its ability to adapt to quickly. "There is positive outlook for the sector this year and I hope for increase in demand in the next six months," he added.

Samer Majali, CEO, Royal Jordanian Airlines expressed optimism following removal of entry curbs across the world and highlighted the new regional and global challenges presented by the Russia-Ukraine war.

Maen Razouqi, CEO, Kuwait Airways raised the

need for collaboration through JVs and partnerships within the industry to ensure the sector is resilient and sustainable.

Mikail Hourari, President, Airbus Africa Middle East expects the ME will be one of the regions to recover strongly. He said the future of aviation lies sustainability and the industry must tackle its negative perception surrounding its impact on carbon emissions.

Atanasios Titonis, CEO of RAK International Airport said the pandemic

was challenging for the aviation industry, but the sector is the best crisis manager and going forward it is well prepared for future crises.

Majid Khan, Vice President of Aviation Development, Istanbul Airport expects the sector to fully recover by the year-end and said the ME is a strong market for the airport.

Muzzammil Ahussian, Executive VP, Travel, Seera Group remains highlighted that data is positive and expects 2022 will be back to pre-pandemic levels, with Saudi Arabia as a tourist destination.

Endorsed by Arab governments and previously held in many Arab countries, the AAS 2022 was hosted in collaboration with RAK Tourism Development Authority (RAK-TDA) and supported by global industry partners such as Airbus, CFM, Air Arabia, Alpha Aviation Academy, and others. The summit will also be hosted in Ras Al Khaimah in 2023.



Arab Aviation Summit 2022

Diversified approach to attract business

Innovation and diversification are key contributors to attracting business from new source markets or securing the ones you work with at present. Signature 1 Management has set an example by adopting both innovation and diversifying their areas to cater to a wider audience.

 Shehara Rizly

Establishing their brand as Signature 1 in 2017 with the first hotel in Dubai Marina, their approach was to create a brand in hospitality which is unique and stylish, and hence started their first venture with a chic deluxe hotel apartment in the Marina to 4 star hotels in Tecom and Al Barsha.

Navid Eskandari, CEO, Signature 1 Hotel Management LLC shared, "With an innovative approach to hospitality and memorable service style, Signature 1 Hotel Management offers a wide range of choice from an elegant style 4 stars hotels to luxurious



Signature 1 Hotel Tecom

you are on a business or a leisure trip. It is situated within walking distance to the Mall of the Emirates and Mashreq Metro station which makes it conveniently accessible to the city's top leisure attractions. We have two restaurants, one Club and one lounge in the hotel."

Occupancy depends on the different source markets that you cater to, in case of Signature 1, they are looking at tapping new markets whilst ensuring they cater to their existing markets. Eskandari states, "COVID-19 impact has changed the map of the source markets not only for us but also for the UAE market. Signature Hotels has maintained a flexible rate structure with added value that facilitate to diversify the source of business and attract the feeder markets such as

With an innovative approach to hospitality and memorable service style, Signature 1 Hotel Management offers a wide range of choice from an elegant style 4 stars hotels to luxurious hotel apartment

— Navid Eskandari, CEO, Signature 1 Hotel Management LLC

hotel apartment. Signature Brand is made up of specifically chosen properties in the most desir-

able location from Business or leisure. The core of the brand is constantly finding creative ways to offer a Signature 1 hotel

family-oriented touch. The Signature Hotels are conveniently located around all traveler's need, we are within Barsha Heights business Hub, adjacent to Dubai Media City, Internet City, Jebel Ali and Al Qouz Industrial Area. Within Minutes away from the most attractive shopping zone, Mall of Emirates, Marina Mall, and Al Khail Mall in Plame Jumeirah. Walking distance to Dubai Marina Walk and Jumeriah Beach Residence walk, Bluewater Island and Dubai Eye."

those who need a quick break, "Signature Hotel apartments and spa is located in the heart of the Dubai Marina with Panoramic waterfront views and it is the perfect choice for long stay with an inventory of 95 rooms. Our

walk to Dubai internet city metro station. We have two restaurants Xandros – which gives a vibe of Mediterranean cuisine with a twist of Lebanese delicacies & The Clavichord – which is a dynamic music lounge with



Signature Hotel Apartment and Spa Marina

Eskandari reiterated about their offerings further from longer stays to

next property Signature 1 Hotel in Tecom comprises 301 rooms. It is centrally located in the heart of Dubai, surrounded by key commercial and business districts, our hotel is the perfect choice when doing business in Dubai. One can explore the city from Signature 1 hotel which is a short minute

carefully curated food and beverages. Coming to our third brand offering is the one located in Al Barsha by the name of Signature Hotel with 90 rooms. This is where the choice of hotspots for shopping, dining, and entertainment is hassle-free to reach. Our hotel is the place to stay whether

GCC, Asian, Europe, UK, and Latin America not to depends on the regular markets, further we managed to attract new markets such as Israel, African and Middle East." Another integral factor to obtaining business is to work together with travel agents both online and offline. 



Signature Hotel Al Barsha

An authentic, thorough Emirati experience

Located a few minutes away from Dubai Airport, within business and leisure precinct on one side the famous Deira City Center mall and on the other side the business hub, Grand Mercure Hotel and Residences Dubai Airport has the best of both worlds in terms of accessibility.

 Shehara Rizly

Tyrone Lodder, Cluster General Manager, Grand Mercure hotel and Residences shared with TRAVTALK on how the past year was for the hotel. "While the markets still grappled with two COVID-19 waves, we managed to see through completion of our wonderful product at the Grand Mercure hotel with a few final touches pending to be finished in the next three months. We managed to position the property in the premium 4 star segment with our

visitors. Lodder said, "We will focus our activities directly with the key partners on and off the event through a host of activities organized by our regional teams. We will be showcasing our brand USPs, modern accommodation and traditional culinary offerings and an array of indoor and outdoor spaces. We might also consider participating in WTM towards the end of the year and some Accor roadshows managed by our regional teams."

Travel is in the DNA of the Middle East market, when the borders closed and



Tyrone Lodder
Cluster General Manager
Grand Mercure Hotel and Residences

port, same attention to detail falls on the travel agent, the silent partner who helps right along the way. During the pandemic more than ever, travel agents performed a task which was by far the toughest in the century. Lodder shares his thoughts on the role and importance of the travel agent and how they work together. "Our Travel partners have been an integral part of our ramp-up over the last 18 months and we constantly strive to reward them for all their support. In line with our long-term strategy and focus on the key source markets, we will continue to hand-pick selected partners and incentivize them with performance based rewards which will further solidify our relationship."

Branding with an authentic UAE heritage, local touch and positioning it

as a place to experience local culture and tradition throughout the hotel. In order to attract more visitors to the property many activities need to be planned out, Lodder explains, "Increase brand awareness and UAE market visibility via PR strong messaging campaign. Deploy social media targeted ad campaigns and UGC content collection with a strong digital marketing hotel positioning/storytelling. Multiply strategic partnerships and media relations for city happenings/

had movement from CIS markets which are currently stalled and a key part of our business has also been from African destinations. We intend to further grow our share from Israel and Latin American markets as key focus for this year."

There was a vast difference in traveller requirements and their behavioral patterns after the pandemic. At first, they were cautious with how they travelled, whom they travelled with and where

pandemic and ensure that all businesses flourish started campaigns to boost confidence of the travelers attracting large events and exhibitions, most importantly setting an example with Expo the greatest show, which closed on as the biggest number of visitors after the pandemic.

The year 2022 seems more fruitful although the start of the year had a few stumbling blocks along the way. It seems to be improving by the day.

“ We managed to position the property in the premium 4 star segment aligned with promoting visibility of the brand and creating a base of strategic partners as we moved into 2022 ”

commercial objectives aligned with promoting visibility of the brand and creating a base of loyal strategic partners as we moved into 2022."

As the world started opening its borders slowly over the past few weeks, easing travel curbs, it is time once again to gear up to partner in various activities that attract more

then restrictions started to ease, staycations, daycations or domestic tourism became a quick fix to quench their thirst for travel. There is nothing to replace humans when it comes to travel, tourism and especially hospitality and most importantly binding all these sectors together and ensuring all stakeholders and clients are given the same sup-



events and form brand alliances. Use emotive marketing via launching dedicated and customized offers/discount and delivering a unique experience to our guests."

Pre-pandemic, there was a set of source markets expected year on year, come pandemic there was a rapid change as new source markets emerged from destinations which never set foot in this region. In terms of Grand Mercure, Lodder said, "Currently we have a fair mix of key Asian markets such as India, Pakistan, Vietnam and Indonesia. We have also

they travelled to. As the hotel is more family oriented, their clientele were confident to stay there, mainly due to the vast areas around which feel safe right throughout. Lodder reiterated, "In line with our property positioning, we do attract a majority of family leisure travel across our key source markets. We have seen a growth in our corporate travel over the past few months and a strong come back of the MICE segment where the hotel has attracted incentive groups, tour series as well as stop-over business." Dubai with its strategic campaign to combat the

Sharing his thoughts on what will happen during the year, he said, "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. 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 very busy Quarter 4 supported by FIFA World Cup in Doha, Qatar." 



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Summer 2022: ME focuses on Europe

Top three European summer destinations for Middle East travellers are France (19%), Germany (13%) and United Kingdom (10%). It is a shift from last year's top three of Ukraine, France and Bosnia and Herzegovina, likely due to lifting of travel restrictions.

In 2021, many travellers had to spend time in Eastern Europe first before travelling elsewhere due to COVID-19 curbs, hence countries such as Ukraine appeared on the list. The top three cities are Paris-France (13%), Munich-Germany (9%) and London-United Kingdom (9%). Planning for summer

International hotel bookings for APAC indexed to the start of 2022. Note that this is not ME-specific but highlights global bookings.

Compared to their respective countries at the beginning of January 2022, the top three countries with an increase in hotel bookings from interna-

The top three countries with an increase in hotel bookings from international travellers include Indonesia, Vietnam and New Zealand

travel to Europe has multiplied many times higher than last year, with flight searches to European destinations from Middle East and Africa at over 228 per cent.

Summer 2022 traveller composition is may look similar to 2019 than 2020 and 2021. Trip planning as of March 2022 is 35 per cent domestic, 32 per cent Europe and 34 per cent international (share of travel in Europe that is domestic

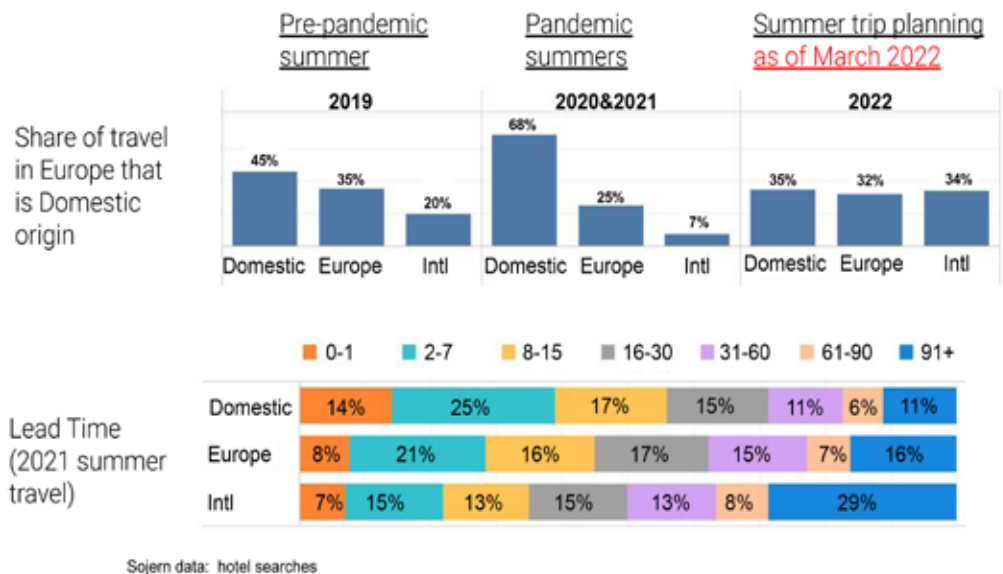
tional travellers are Indonesia, Vietnam and New Zealand.

Much to the delight of travellers, March and April have seen more Southeast Asian nations open their borders for quarantine-free travel, sparking a flurry of hotel bookings.

After Indonesia, Vietnam and New Zealand, the other countries in the region making up the top five are, Philippines and Singapore.

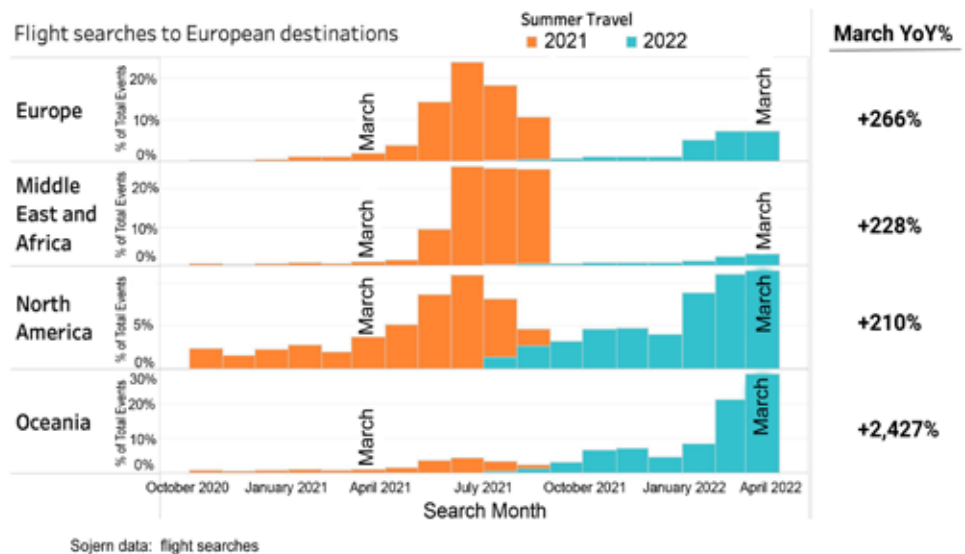
Regional and intl visitors will start to recover

2022 summer traveler composition expected to look more similar to 2019



European summer travel planning is already in high gear

Summer travel planning to Europe is multiple times higher than last year



2021 & 2022

Top European summer destinations for Europeans

Last year		This year, as of March	
Destination	2021	Destination	2022
Spain	24%	Spain	26%
Italy	19%	Italy	17%
France	12%	France	12%
Greece	8%	Portugal	10%
Portugal	7%	Greece	6%
Germany	5%	Germany	4%
United Kingdom	3%	United Kingdom	4%
Romania	2%	Netherlands	3%

Destination	2022
Mallorca, Spain	5%
Paris, France	4%
Barcelona, Spain	3%
Lisbon, Portugal	3%
London, United Kingdom	3%
Tenerife, Spain	3%
Malaga, Spain	3%
Rome, Italy	2%
Sardinia, Italy	2%
Porto, Portugal	2%
Alicante, Spain	2%
Corsica, France	2%
Ibiza, Spain	2%
Athens, Greece	2%
Crete, Greece	2%

Sojern data: flight searches

2021 & 2022

Top European summer destinations for North Americans

Last year		This year, as of March	
Destination	2021	Destination	2022
Italy	17%	United Kingdom	22%
United Kingdom	16%	Italy	19%
Spain	16%	Spain	13%
Greece	14%	France	10%
France	10%	Greece	9%
Ireland	5%	Ireland	7%
Germany	4%	Germany	4%
Portugal	3%	Portugal	3%

Destination	2022
United Kingdom	22%
Italy	19%
Spain	13%
France	10%
Greece	9%
Ireland	7%
Germany	4%
Portugal	3%
Netherlands	3%
Switzerland	2%
Croatia	1%
Iceland	1%
Denmark	1%
Sweden	1%
Finland	1%

Sojern data: flight searches

2021 & 2022

Top European summer destinations for Middle East

Last year

Destination	2021
Ukraine	19%
France	18%
Bosnia and Herzegovina	11%
Greece	8%
Spain	6%
Albania	5%
United Kingdom	4%
Greece	4%

This year, as of March

Destination	2022
France	19%
Germany	13%
United Kingdom	10%
Italy	7%
Bosnia and Herzegovina	6%
Spain	6%
Greece	5%
Austria	5%

Destination	2022
Paris, France	13%
Munich, Germany	9%
London, United Kingdom	9%
Sarajevo, Bosnia & Herzegovina	7%
Vienna, Austria	5%
Frankfurt	4%
Lisbon, Portugal	3%
Amsterdam, Netherlands	3%
Geneva, Switzerland	3%
Milan, Italy	3%
Zurich, Switzerland	2%
Athens, Greece	2%
Barcelona, Spain	2%
Rome, Italy	2%
Salzburg, Austria	2%

*In 2021, many travelers had to spend time in Eastern Europe first before traveling elsewhere due to covid restrictions.

Sojern data: flight searches

'It's great to see desire to travel to be back again'

► Contd. from page 1

Convention & Exhibition Center (RICEC).

Demand from exhibitors to participate in the event has been extremely strong, with most of the available spaces fully booked. Some spaces do remain available, however, which once finalized will see more than 300

ca, Azerbaijan, Mauritius, Maldives, and Philippines among others.

"We are so glad to be back!", stated B. Al-gryni, General Manager at ASAS Exhibitions. "It is great to see the desire for travel returning with such force and resilience and the inclusion of new participants and new events to the coming



participants representing tourism boards, airlines, Destination Management Companies (DMCs), hotels and resorts, and tour operators from over 40 countries in attendance.

RTF editions. It will be a whole new experience for both exhibitors and visitors alike, that celebrates the world of travel," he continued.

A key theme at Riyadh Travel Fair 2022 will be 'Safe & Meaningful Travel Following a Covid Pandemic World'. Through various platforms a number of networking events and business opportuni-

Organised for the first time in 2009, the RTF has been able to establish itself as a leading travel trade and consumer exhibition within the region. About 30 per cent of exhibitors hail from the ME and North Africa region,



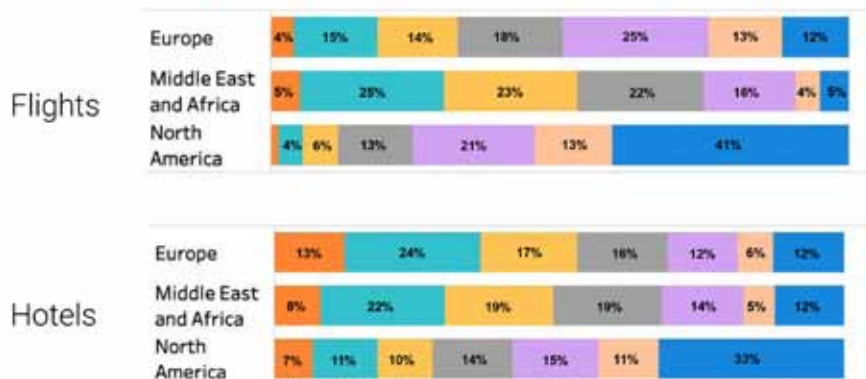
ties for participants will be held over the course of the three days, as well as providing an opportunity for exhibitors to meet with Riyadh's travelling public and popular influencers and media representatives. About 15 new cities and companies are participating for the first time in the annual exhibition, including representatives from Thailand, South Afri-

making the mix of exhibitors global. Other regions include East Asia and Europe. The fair is open to tourism professionals and to the public. The event is a platform for professionals and travel enthusiasts seeking interactive experiences, travel and promotional offers from some of the most popular cities around the world. 🌍

2021

Lead Time for last year's summer travel to Europe

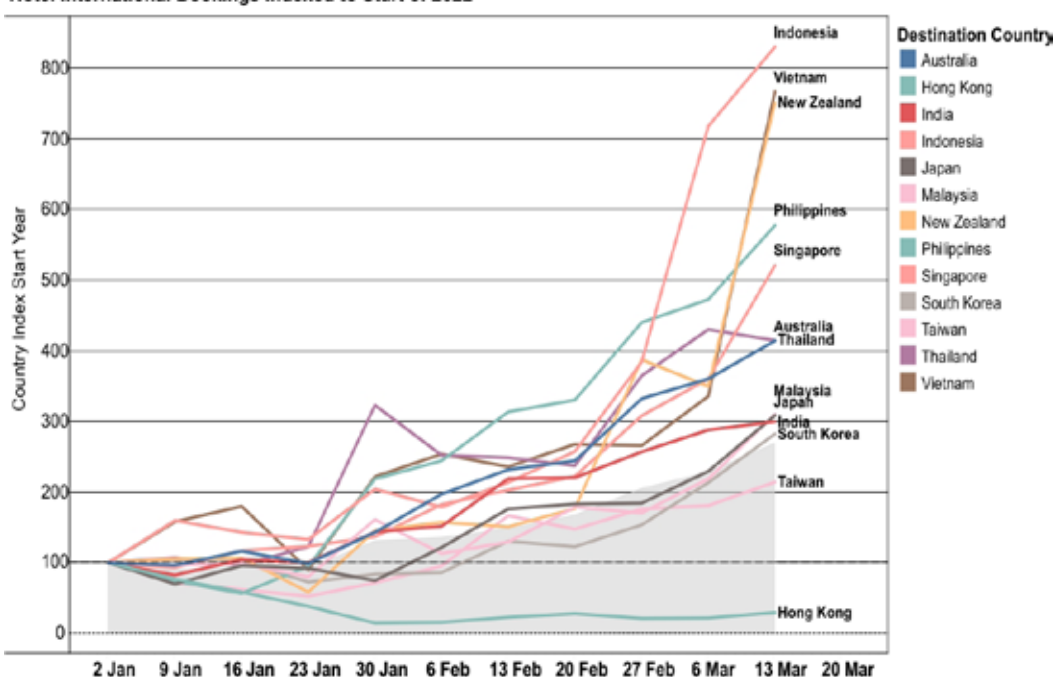
Lead Time
0-1 2-7 8-15 16-30 31-60 61-90 91+



Sojern data: flight and hotel searches

International Destination APAC YTD 2022

Hotel International Bookings Indexed to Start of 2022



How to read the chart

The grey area shows total bookings for APAC, indexed to the first week of January 2022 as reference. The lines show for each individual country, indexed to their first week accordingly.

Index Calculation =
Current week / Reference Week * 100

Business and leisure hotspot in Dubai

Within the business precinct in Business Bay stands the Park Regis Business Bay Hotel with a fantastic view of the Burj Khalifa. Popular in the district as a leisure hot spot, the hotel strives to attract more visitors this year. Travel agents play the role of a counsellor or consultant still remains vital as well as relevant.

Shehara Rizly

Still a new kid in town, Park Regis Business Bay has become a leisure hotspot mainly due to its location. Spearheading the property, Muhammad Mujtaba HAIDER, General Manager, Park Regis Business Bay Hotel

shares the importance of Arabian Travel Market.

He said, "Like any other renowned brand in Dubai, without a doubt, ATM is one of the most important events this year. We are waiting to meet existing and new business partners who could not travel last year due to COVID-19 curbs last year. There will



Muhammad Mujtaba HAIDER
General Manager
Park Regis Business Bay Hotel

be some new technologies related to revenue optimi-

zation, digital marketing tools, and online platforms that we can witness at the event. Our expectation is to introduce Park Regis Business Bay Hotel to key and new business partners and explain to them why we are "the most popular yet best city hotel".

In the ME region, travel agents role as a coun-

sellor or consultant still remains vital as well as relevant. Hoteliers have a rapport with the travel agents for lucrative business at Park Regis Business Bay and we inquired how they work with the agents to ensure a fair share in the market. He shared, "We do get a fair share of our business from the travel agents for

certain markets namely CIS, Israel, Turkish, India and they are confident while market Park Regis Business Bay to their feeder markets because of location, facilities of hotel, different categories and memorable service." The pandemic brought forth new traveller behavioral patterns and trends. 📱

New hotels in the region

As we step into an endemic from a pandemic, the hotel inventory of the Middle East region is surely growing as there are so many offerings to global visitors which are unique and in keeping with the new age of experiences.

Armani Hotels & Resorts

Location – Diriyah Gate Development Authority (DGDA) KSA | Number of Rooms/ Suites – 70

The third Armani property globally, Armani Hotel Diriyah represents a new interpretation of Armani hospitality. Armani Hotel Diriyah, developed by Diriyah in collaboration with Giorgio Armani, is characterised by lines that enhance the materials utilised, and an interplay of volumes, light and shadow—perfectly in line with the aesthetics and landscape of Saudi Arabia. With resemblance to Armani Hotels & Resorts' current hotels in Dubai and Milan, the property will be managed by Emaar Hospitality Group.



Somerset Downtown Al Khobar

Location – Kingdom of Saudi Arabia | Number of Rooms/ Suites – 139

Located in the heart of Al Khobar, Somerset Downtown Al Khobar offers guests comfort in the city's prime business district, the Prince Faisal Bin Fahd Road. The property is part of a dynamic neighborhood that is home to an array of entertainment options that include shopping malls, beaches, gardens, museums, water sports and culinary treats. The city of Al Khobar is accessible via the King Fahd International Airport, King Abdul Aziz Port, and the Bahrain-Khobar causeway. The 16-storey hotel, 139-key property offers stylish one, two and three-bedroom apartments.



Marina Resort Port Ghalib, a member of Radisson Individuals

Location – Egypt | Number of Rooms/ Suites – 159



Marina Resort Port Ghalib, a member of Radisson Individuals, is set in an ideal location along the desert coastline of the Red Sea, next to Port Ghalib's palm tree-lined promenade and popular yacht-docking harbor, with direct beach access and its own water park. Port Ghalib is located in Marsa Alam on Southern Red Sea Coral Coast of Egypt, 67 km

south of Quseir City. The resort is situated to a range of attractions including the popular nearby dive site Marsa Mubarak where visitors can get up close to fish etc.

Zoya Health Resort

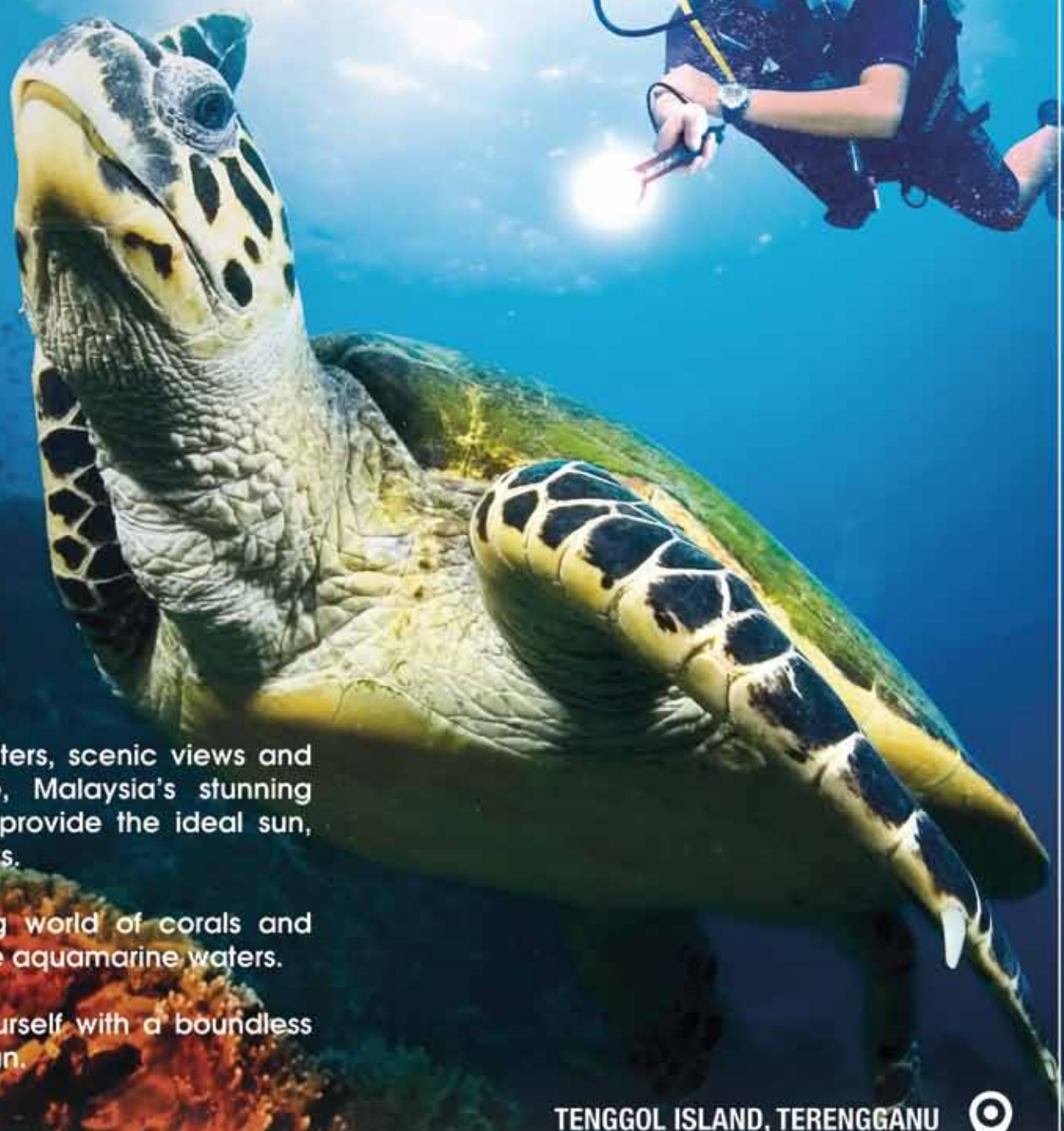
Location – Al Zorah | Number of Rooms/ Suites – 61



Situated in Al Zorah and overseeing the stunning golf course and mangroves, the 61-room ZOYA Health & Wellbeing Resort is owned experienced entrepreneur Ameer Said, who is committed to providing holistic and unique medical approaches to mind and body rejuvenation through retreat programmes and treatments. ZOYA Health & Wellbeing will be operated by Premedion, a spa consultancy and management company founded in Germany in 2005. Having managed high-end spas and health centres worldwide in countries, Premedion will be working in partnership with Said and his team in operating the first wellness resort of its kind in the UAE. Each retreat programme is customized to the meet the needs and lifestyle of every guest.

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