

www.travelscapeonline.com

TravelScapes

JUNE 2024, PAGES 60, ₹100 VOL. 06, ISSUE. 11



MARK YOUR CALENDARS WITH A MONTHLY TO-DO LIST OF EXPERIENCES AND FESTIVALS IN SINGAPORE

SINGAPORE DIARIES

Impeccably Plush



A magical experience awaits you at Bahi Ajman Palace Hotel managed by HMMH-Hospitality Management Holding. Set on a private beach, this alluring hideaway is a heritage retreat with a modern spirit. Offering captivating views of the Arabian Gulf, the resort is a destination unto itself. Bahi Ajman Palace Hotel is a picturesque sanctuary conveniently located 22 km from Dubai International Airport and 11 km from Sharjah International Airport. Blending world-class facilities with the legendary Arabian hospitality, it offers 254 beautiful rooms, suites and serviced residences, superb restaurants and lounges, an array of leisure options and personalized services in a tranquil atmosphere to make your stay memorable.

PUBLISHER'S NOTE



Varun Malhotra
Publisher & CEO

Dear Readers,

We are thrilled to bring you various stories, features, and insights that celebrate the diverse and dynamic world of travel. We are honoured to share that TravelScapes hosted a prestigious event at The Habtoor Palace on May 6, where we unveiled the MICE Coffee Table Book cover. This event, brought to you in collaboration with VFS Global and QuadLabs, featured esteemed guests such as Mr Atul Marwah, COO of MENA at VFS Global, and Mr Gaurav Chiripal, Founder & CEO of QuadLabs Technologies. We are also excited to present our TravelScapes Exclusive, highlighting the recent Networking Evening in Dubai. This event brought together industry leaders and innovators to discuss the future of travel and forge new partnerships.

Our cover story this month talks about the transformative concept of Regenerative Tourism. This approach goes beyond sustainability, aiming to leave destinations better than they were found by fostering long-term benefits for local communities and ecosystems. As we embrace this forward-thinking mindset, we hope to inspire both travellers and industry stakeholders to consider the positive impact of their journeys.

Mr Atul Marwah, a visionary in the travel sector, shares his thoughts on the evolving landscape. We also sit down with BA Rahim, the founder of One Above, who offers insights into unlocking the tourism potential of Dubai. We strived to dive deep into the minds of industry leaders, including Bader Ali Habib, Regional Head of Proximity Markets at Dubai's Department of Economy and Tourism and Dersensh Aresandiran, the Chief Commercial Officer (CCO) of Airlines at Malaysia Aviation Group (MAG).

Our destination features take you to the enchanting valleys of Kashmir and the vibrant cityscape of Singapore, which also graces our cover. Singapore's dynamic blend of culture, innovation, and tradition offers many experiences, from tranquil gardens to bustling markets. In Kashmir, discover the serene beauty and rich heritage that make it a timeless travel destination.

As always, we strive to keep you updated with the latest news and trends in the travel industry. We hope this issue not only informs but inspires you to explore new horizons and embrace the endless possibilities of travel.

We value your feedback and suggestions, so please share them with us at varun@versatilemedia.in.

Happy reading!

Varun Malhotra

TravelScapes

VERSATILE MEDIA

PUBLISHER & CEO

Varun Malhotra
varun@versatilemedia.in

DIRECTOR

Pranav Khullar
pranav@versatilemedia.in

EDITORIAL

EDITORIAL HEAD

Aanchal Sachdeva
aanchal@versatilemedia.in

CONTENT WRITER

Tanya Agarwalla
tanya1@versatilemedia.in

DIGITAL MARKETING SPECIALIST

Sanya Samuel Lall
sanya@versatilemedia.in

ADVERTISING SALES

BUSINESS DEVELOPMENT SPECIALIST

Dhruv Negi

AGM SALES & MARKETING (MUMBAI)

Aarti Rajkheva

CONSULTANT

Anindya Malhotra, Jitin Mann

DESIGN & PRODUCTION

ART DIRECTOR

Rakesh Kumar

HR AND ADMIN HEAD

Deepika Batheja

HR AND ADMIN MANAGER

Bhumika Ralhan

EXECUTIVE-CIRCULATION

Rohit Rajput

ACCOUNTS

Chandan Kumar Jha,
Shahanawaj Salmani and Rohit Negi

Editorial & Marketing Office: Versatile Media: 207, Satya Mansion, Commercial Complex, Ranjeet Nagar, New Delhi-110008 Contact: 011 - 45530380/83 varun@versatilemedia.in All information in TravelScapes is derived from sources we consider reliable. It is passed on to our readers without any responsibility on our part. Opinions/ views expressed by third parties in abstract or interviews are not necessarily shared by us. Material appearing in the magazine cannot be reproduced in whole or in part(s) without prior permission. The publisher reserves the right to refuse, withdraw or otherwise deal with all advertisements without explanation. All advertisements must comply with the Indian Advertisement Code. The publisher will not be liable for any loss caused by any delay in publication, error or failure of advertisement to appear. Owned and published by: Varun Malhotra, Editor & Publisher, EB-63, Maya Enclave, Hari Nagar, New Delhi - 110064 and printed at in-house facility.

CONTENTS

JUNE 2024

VOL. 06, ISSUE. 11

REVIVING A NEW ERA OF TRAVEL WITH

REGENERATIVE TOURISM

FRONT BURNER

Page:12



SPOTLIGHT

22 VFS GLOBAL'S REVELATION
ON MENA TRAVEL TRENDS
AND VISA STRATEGIES

REGULAR UPDATES

6.....	Inbound
30.....	Trade
40.....	Hospitality
46.....	Outbound
55.....	Aviation
58.....	On the Move



TRAVELSCAPES EXCLUSIVE

18 TRAVELSCAPES HOSTS A NETWORKING EVENT
IN DUBAI WITH VFS GLOBAL AND QUADLABS
TECHNOLOGIES PVT LTD



IN CONVERSATION

28 DUBAI'S UNYIELDING PURSUIT OF TOURISM EXCELLENCE DURING ATM 2024 AND BEYOND



HOTEL FEATURE

34 DISCOVER THE QUIET MAGNIFICENCE OF WILDERNESS AT BOOKMARK RESORT JOGI MAHAL, RANTHAMBORE



FLIGHTLINES

36 MALAYSIA AVIATION GROUP SOARS WITH BOLD EXPANSION AND FLEET MODERNISATION PLANS



IN FOCUS

38 ONE ABOVE'S STORY ON UNLOCKING DUBAI TOURISM'S POTENTIAL MARKET



GLOBAL BULLETIN

44 ARABIAN TRAVEL MARKET 2024 BREAKS RECORDS WITH 15% GROWTH, SETS THE STAGE FOR FUTURE INNOVATION

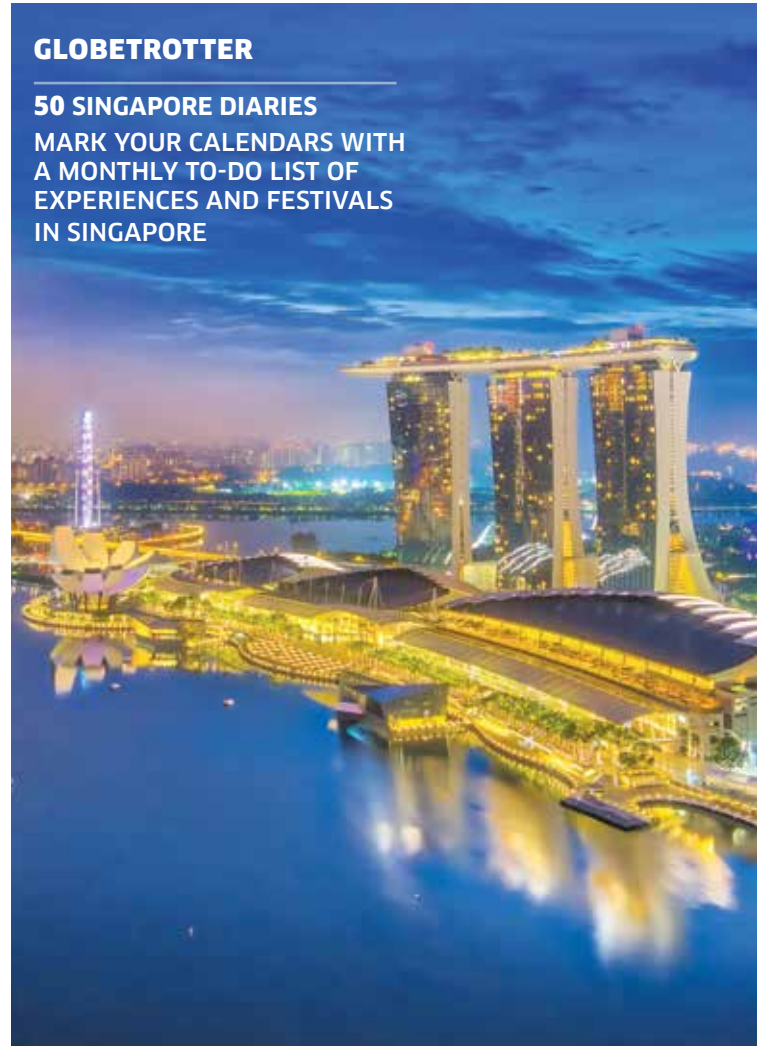
GLOBETROTTER

50 SINGAPORE DIARIES MARK YOUR CALENDARS WITH A MONTHLY TO-DO LIST OF EXPERIENCES AND FESTIVALS IN SINGAPORE



EXOTIC INDIA

24 A QUIANT VISIT TO KASHMIR





Intrepid Travel launches adventure packages for Indians

Intrepid Travel is an adventure tourism experience provider, and its India office launched adventure packages tailored for the North Eastern states and Central India. Providing a vibrant experience of India's rich cultural heritage, wildlife, and scenic beauty, Intrepid Travel expects to bring around 12,000 inbound adventure travellers from across the world to India in 2024. The packages are named 'Premium India Safari' and 'India Expedition: Sikkim, Assam, and Nagaland', each led by seasoned experts and tour leaders dedicated to a group of 12-15 people.

Speaking about the new packages, Rama Mahendru, Country General Manager-India, Intrepid Travel, said, "We are happy to launch these new

packages that will expand our reach in Central India and the North Eastern states. Our tour operator currently operates 800 trips in the country as part of its offerings that allow travellers to experience the local culture of the destination."

Committed to offering authentic and immersive travel experiences, the 'Premium India Safari' is a 13-day trip that offers a unique wildlife-focused adventure, including activities like an evening boat ride, night safari, jeep safaris, and a rickshaw safari through bird sanctuaries; whereas, the 'India Expedition - Sikkim, Assam & Nagaland' package is a 16-day tour to the unspoiled wildlife reserves, wetlands, and mountain villages in northeastern India.

J&K hosts a hill race, sponsored by Skyview by Empyrean

India's most beautiful hill race, the Patnitop Marathon 4.0 in Jammu was held on May 26, 2024, with much aplomb. The race was sponsored by Skyview by Empyrean, India's sustainable mobility and tourism infrastructure destination, and organised by K.A. Sports and Events, with support from the Patnitop Development Authority and Jammu and Kashmir Tourism. Promoting the sportsman spirit and the importance of health and fitness among people of all age groups, the race drew 500+ participants from 48 cities and 14 states and union territories across the country.

The event was attended by Brigadier Shantanu Kashyap, Sena Medal, Brig Aviation HQ, Northern Command, as the chief guest, along with several dignitaries including Deputy Commissioner Udhampur - Saloni Rai, IAS; Joint Director Tourism - Sunaina Sharma Mehta, JKAS; and CEO Patnitop Development Authority - Devender Singh Bhau, JKAS.



Runners participated under four age categories: 18-35 years, 35-45 years, 45-55 years, and 55+ years in the competitive 21.1 km half marathon and a 10 km run. The non-competitive 5-km run was open to participants of 5 years and above.

"I want to congratulate all organisers for successfully organising Patnitop 4.0. I am sure this will help in promoting Patnitop across India. Additionally, such events also adhere to the objectives of the Fit-India movement. I wish all the participants who have come from various locations all the very best," added Saloni Rai, IAS.

MP Tourism Board to establish the Bhopal City Museum

Celebrating the International Museum Day on May 18, 2024, Madhya Pradesh Tourism Board announced the establishment of first-ever Bhopal City Museum. Approved by the Government of India, the museum will be built in the left wing of Moti Mahal in Bhopal, while the right wing will house the Mahapratapi Raja Bhoj Sangrahalaya. This one-of-its-kind project aims to bring forth a Tourist Interpretation Centre / Citizen Engagement for heritage and culture lovers.

Sheo Shekhar Shukla, Principal Secretary of Tourism and Culture and Managing Director of the Tourism Board said, "Moti Mahal is an important heritage site in the city and with the high significance of the building, the proposed museum with 11 galleries will focus on the rich history of Bhopal and Madhya



Pradesh covering the Historical and Geographical context of Madhya Pradesh, Bhopal district and the formation of the city of Bhopal in particular." He said that visitors will get to experience facets of tribal communities and culture from June 6, 2024.

It will showcase the rich tapestry of the region's history and culture, using modern technology to create an engaging and informative experience for tourists of all age groups. It will

boast a collection of prehistoric rock paintings, stone tools, archaeological finds, stamps, attire of kings and queens from Bhopal and surrounding areas, ancient sculptures, temple remains, and exquisite art from the Bhopal Nawab period.

The museum will incorporate 7 houses of 7 major tribes, namely Gond, Bhil, Baiga, Korku, Bharia, Sahariya, and Kol at the Tribal Museum. It will help visitors understand and see the

lifestyle of the tribal community closely. Tribal families will stay in these residences for three to six months. Later, on a rotation basis, other families will come to live in these houses. The vision of this initiative is to end the myths and beliefs regarding the tribal society. In an attempt to enhance the tourism experience, Madhya Pradesh will establish various theme-based museums at relevant heritage and cultural destinations.

"Culture and heritage aficionados will get a memorable experience after seeing these houses of 7 different Tribes of MP with walls made by plastering mud on bamboo sacks, the idol of Bada Dev outside the house, a mill of mud and stone in the house, storage sheds, cots, items of daily use and kitchen," added Sheo Shekhar Shukla.

Looking for comfort and convenience for your visa submission process?

Choose VFS Global's

PREMIUM LOUNGE SERVICE



Our state-of-the-art, plush **Premium Lounge** offers a seamless experience during visa application submission.

- ✓ Personalised attention at every step
- ✓ Refreshments and beverages
- ✓ Photocopy & Photobooth services

To avail the service visit: www.vfsglobal.com



Goa to host a three-day Goa Heritage Festival

Goa Tourism is set to host the three-day Goa Heritage Festival at the Salgao football ground, showcasing the state's rich cultural offerings. Organised by the tourism department, the festival aims to give tourists and locals a vibrant glimpse into Goa's diverse heritage and traditions.

Suneel Anchipaka, Director for Tourism and Managing Director of GTDC, described the festival as a harmonious blend of tradition and creativity, where each performance resonates with the spirit of Goa. He emphasised that the event presents an opportunity to celebrate the customs and practices passed down through generations, fostering a deeper connection with Goa's roots and values.

Attendees can expect a variety of cultural delights, including traditional dances performed by the Kanta Gaude Group, exhibitions of Goa's unique ethnic attire, and engaging activities such as mimicry and comedy acts. Literary and visual arts enthusiasts will also find something to enjoy, while food stalls will offer authentic Goan cuisine for visitors to savour.

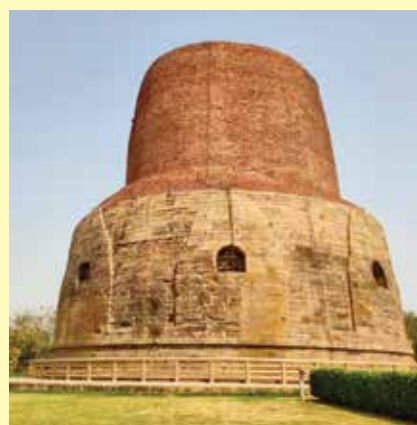
The festival serves as a platform for Goa to share its cultural wealth with the world, inviting all to revel in the beauty and richness of its heritage. With its diverse lineup of performances and activities, the Goa Heritage Festival promises to celebrate the vibrant traditions that define the state's essence.

Domestic visitors surge in Sarnath amid development initiatives

Domestic tourism at Varanasi's revered Buddhist pilgrimage site, Sarnath, witnessed a remarkable surge, attributed to developmental efforts spearheaded under Prime Minister Narendra Modi's leadership. Sarnath, one of Lord Buddha's four sacred sites and regarded as the birthplace of Buddhism, saw a significant transformation since 2014.

Substantial growth has been observed in domestic tourism, which foreign visitors previously dominated. The infrastructural advancements and developmental projects initiated emphasise the burgeoning potential for Sarnath to become an international tourism hotspot shortly.

Singh underscored the importance of integrating Sarnath into the itinerary of tourists visiting other prominent attractions in Varanasi, such as the Ganga Ghat and Kashi Vishwanath Corridor. He praised the enhanced facilities, including an online ticketing system, improved roads, and amenities



like washrooms and drinking water supply, significantly enriching the visitor experience.

Sarnath's historical significance as the site where Lord Buddha delivered his first sermon resonates deeply with Buddhist followers worldwide. Nestled in the northeastern part of Varanasi, Sarnath boasts the iconic Dhamek Stupa, symbolising the beginning of Buddha's teachings on 'Dhamma.'



Lakshadweep Tourism gets mainland connectivity

The Lakshadweep Islands Tourism Development Authority, established under the Central Tourism Ministry, is set to revolutionise mainland connectivity by launching the Mangalore-Lakshadweep tourist liner service. After successful trial runs, the service aims to significantly reduce travel time by sea route, making the islands more accessible.

With the commencement of operations, travel from the mainland to Lakshadweep has now been shortened by five hours. The high-speed vessel 'Parali' recently completed a voyage from the Lakshadweep Islands to Mangaluru in just seven hours, a remarkable improvement from the previous duration of 13 hours.

The new vessel offers high-speed connectivity and promises a smoother travel experience than modified cargo carriers previously used for passenger transport.

This development follows Prime Minister Narendra Modi's visit to Lakshadweep earlier this year, prompting initiatives to enhance connectivity between the mainland and the islands. The move is expected to facilitate various forms of tourism, including eco-tourism in the Western Ghats, educational tours, and health and recreation tourism on the mainland.

The initiative is particularly significant for Karnataka, which shares a historical connection with Lakshadweep dating back to the protection offered by Hyder Ali and Tippu Sultan against mainland marauders. With improved connectivity, high-value tourists from cities like Bangalore, Mysore, Panaji, and Mumbai can now conveniently access Lakshadweep via Mangalore.

Tourists can enjoy various island activities, including water sports, diving, and culinary experiences. Weekend packages offer a rejuvenating escape, attracting IT and business tourists alike with affordable travel options and reduced travel times.

Previously, only cargo ships operated between the islands and the mainland, making this new tourist liner service a significant milestone in Indian maritime history.

LIFE

FRESH EXPERIENCES & FLEXIBLE STAYS AT SAMUI'S NEWEST ADDRESS



With a focus on elevating the essentials and uplifting everyday travel with daily delights, Centara Life Lamai Resort Samui delivers efficiency, flexibility, and exceptional value for all just steps from the soft sands of Lamai Beach.

Contemporary earth-tone rooms offer a fresh retreat, and each is complete with a daybed to comfortably accommodate 3-4 persons. A glistening outdoor pool, 24-hour fitness centre, and casual all-day dining restaurant serving breakfast until 4pm ensure a fresh and flexible experience for your clients, allowing them to enjoy their stay on their own terms.

From pristine beaches and majestic temples to lush jungles and underwater wonders, Koh Samui offers an array of vibrant experiences for every traveller. Whether seeking adventure or relaxation, Centara welcomes your clients to embrace the warm hospitality of this tropical oasis.

CENTARA LIFE
LAMAI RESORT
SAMUI

Mizoram highlights pilgrimage tourism's role in economic development

Mizoram plans to develop temple corridors across the country, emphasising the pivotal role of 'pilgrimage tourism' in driving economic growth. Speaking at a seminar in Varanasi on the "Contribution of Temple Economy and Religious Area Development to National Progress," Kambhupati underscored pilgrimage tourism as a critical driver of the country's economic development.

Expressing his admiration for the development around the Kashi Vishwanath Temple in Varanasi, the Governor of Mizoram highlighted the government's efforts to boost temple economics nationwide. He cited examples such as the resolution of the Ayodhya issue, the magnificent Ram temple construction, and the development of temple



corridors in Assam and Odisha as initiatives to encourage pilgrimage tourism.

Kambhupati elucidated how pilgrimage tourism enhances economic prosperity, emphasising the interconnectedness of temple economies with various sectors such as tourism, transportation, and hospitality. He emphasised that cities with prominent temples often see a boost in their local economies, with businesses catering to tourists, transport services, and accommodation facilities flourishing.

Record-breaking start for Char Dham Yatra

The Char Dham Yatra in Uttarkashi kicked off with an unprecedented influx of over 360,000 pilgrims, marking a historic start to the pilgrimage season. Within the first 15 days, Yamunotri and Gangotri Dham witnessed an overwhelming surge in devotees, setting a remarkable milestone in pilgrimage attendance.



On a single day, 9,812 pilgrims started on the sacred journey to Yamunotri Dham, while 13,602 pilgrims undertook the pilgrimage to Gangotri Dham. This surge in participation has led to a cumulative total of 363,537 visitors to these revered sites since their doors opened, showcasing a substantial increase compared to previous years.

In the corresponding period in 2023, 197,413 pilgrims visited, and in 2022, 222,852 embarked on the pilgrimage, indicating a significant growth in pilgrimage attendance.

Despite the surge in pilgrims, the Char Dham Yatra proceeded seamlessly, thanks to meticulous planning and coordination by district authorities. District Magistrate Dr Meherban Singh Bisht played a pivotal role in ensuring the smooth functioning of the pilgrimage, emphasising the importance of stringent travel arrangements and safety.



BACL unveils its investment plans for BLR airport

Bengaluru Airport City Limited (BACL), a wholly owned subsidiary of Bangalore International Airport Limited (BIAL), unveils its major investment plan to transform the area around Kempegowda International Airport, Bengaluru (BLR Airport). The development will include two million square feet of biophilic-inspired Business Park and a 775-key hotel, marking a significant step in the airport city's evolution.

Encouraging sustainability and technological innovation, this project by BACL promises to deliver smart workspaces within a vibrant public realm. This development seamlessly blends work and play, catering to

the diverse needs of businesses and employees to enable an environment of growth and collaboration.

Rao Munukutla, CEO of BACL spoke about the investment in the development of the business park, "This investment by BACL will propel our vision of transforming the Airport City into a bustling hub for businesses, knowledge-intensive zones, R&D centres and Global Capability Centres. With world-class infrastructure and a focus on sustainability, our goal is to create a thriving environment that nurtures growth, brings in job opportunities and makes a positive socio-economic impact on the region."

Rajasthan government aims to promote rural tourism

The Rajasthan government aims to curate special circuits to promote religious, wildlife, and rural tourism. It will soon be making its mark with the 'gaon ki haveli, gaon ka ghar' scheme, focusing primarily on showcasing the culture of rural tourism, said Rajasthan CM - Bhajanlal Sharma. They will work with the UP government to promote the Braj area which stretches to Rajasthan and UP, and bring in a Krishna circuit on the lines of the Ram circuit, to promote religious tourism as well.



Prioritising tourism, the Rajasthan government will promote Braj Bhoomi, bagad area, temples like

Tripura Sundari, sites like Sita Abhyaranya, Saat Mataon ka mandir, Sariska and other such places, along with specially curated circuits based on the tourists' interest. The government also aims to promote Rajasthan's youth's strong interest in sports, many of which talents emerged from the Shekhawati area, boosting the sports culture in the state.

udaan INDIA

Delhi · Bengaluru · Chennai · Coimbatore · Hyderabad · Kolkata · Mumbai · Nagpur · Pune

32+
Years of Experience



Explore The World,

One Visa At A Time with,

The Original Visa Company



Wanderlust Adventurer



Globetrotter for Business



Travel agent partnership



Scan the code to get in touch!

Personalized VISA Solutions for Everyone!

REVIVING A NEW ERA OF TRAVEL WITH **REGENERATIVE TOURISM**

Travel is transforming. No longer is it enough to simply minimise our impact; now, the goal is to make destinations better than we found them. Regenerative tourism is a revolutionary approach that redefines our relationship with the places we visit.

Regenerative tourism isn't just about preserving the status quo; it's about actively contributing to the health and vitality of our destinations. This deep engagement fosters connections that drive environmental conservation, cultural preservation, and socio-economic benefits. Traditional outbound tourism has often led to over-tourism, environmental degradation, and cultural

commodification. The influx of tourists has sometimes strained the very destinations they seek to enjoy. In response, there is a growing movement towards more responsible and mindful travel practices. Integrating regenerative principles into outbound tourism offers a pathway to mitigate these challenges and enhance the travel experience.

Community engagement is a cornerstone of regenerative tourism, ensuring that tourism supports local needs and aspirations. This involves promoting locally owned businesses, respecting cultural practices, and involving residents in decision-making processes. Tour operators, travel agencies, and individual

travellers all have pivotal roles in this transformation by designing itineraries with regenerative activities, partnerships with local organisations, educating clients on the importance of regenerative practices and offering travel packages that prioritise positive impacts. Travellers can make conscious choices about their destinations, travel methods, and interactions with local communities.

In conclusion, regenerative tourism offers a visionary approach to travel, challenging us to rethink our impact and to travel in a way that revitalises the destinations we cherish.

By *Aanchal Sachdeva*



REGENERATIVE TOURISM IS THE ONLY HOPE FOR THIS PLANET TO SURVIVE

SUBHASH GOYAL

Chairman - STIC Travel & Air Charter Group
Chairman - Aviation and Tourism Committee of the Indian Chamber of Commerce (ICC)



Regenerative tourism benefits both the destination and the travellers

Regenerative Tourism is the only hope for this planet to survive. We tour operators can be essential in promoting regenerative and sustainable tourism. The Indian Association of Tour, The Adventure Tour Operators of India, and the Responsible Tourism Society of India are all working towards promoting sustainable and inclusive tourism activities from the industry's point of view.

India is one of the few countries that has a Ministry of Environment. Our religious and mythological stories inculcate in youngsters' minds the need to care for the environment, save trees, and increase green cover.

The Union Tourism Ministry has formulated a National Strategy for Sustainable Tourism and identified strategic pillars for sustainable tourism development in the strategy document. "These include promoting environmental sustainability, protecting biodiversity, promoting economic sustainability, socio-cultural sustainability, the scheme for certification of sustainable tourism, IEC and capacity building and governance," The Ministry says. A National Board for Sustainable Tourism has been constituted under the Chairpersonship of Secretary (T) comprising representatives from identified Central Ministries/organisations, state governments / UT administrations and industry stakeholders. The Board shall guide the operationalisation and implementation of various strategic initiatives for developing sustainable tourism and eco-tourism in the country.

The Ministry also signed an MoU with the United Nations Environment Programme (UNEP) and Responsible Tourism Society of India (RTSOI) on World Tourism Day 2021 to undertake measures to actively promote and support 'sustainability initiatives' in the tourism sector of each other and work collaboratively wherever possible. "The Ministry organised a National Summit for developing Sustainable and Responsible Tourism Destination and Responsible Traveller Campaign in association with the Responsible Tourism Society of India and the United Nations Environment Programme on the eve of World Environment Day. The

Conclusion

In the tourism industry, we, in partnership with the government, can strengthen public-private-community partnerships and engage multiple stakeholders—international, national, regional, and local—to work together to achieve the SDGs and other common goals. Public policy and innovative financing are at the core of achieving the 2030 Agenda. Tourism development contributes to all goals, not just for those involved in tourism, as the sector's development can mandate a wider range of effects through diverse partnerships.

same is followed at the regional level, subsequently with regional workshops on developing sustainable and responsible tourist destinations at Khajuraho. Workshops for Southern and Northern regions are proposed in the near future.

To create mass awareness, the Ministry, in collaboration with IITM (Central Nodal Agency – Sustainable Tourism), has launched the Travel for LiFE Pledge on MyGov.in and monthly e-newsletters on sustainable tourism are being sent to state governments / UT administrations and industry stakeholders. "In addition, the Ministry has revamped its Swadesh Darshan scheme as Swadesh Darshan 2.0 (SD 2.0) to develop sustainable and responsible destinations following a tourist and destination-centric approach."

Travel entities on educating and encouraging tourists to adopt regenerative tourism practices

In the travel trade, we can play a vital role by only promoting destinations that follow the UNWTO's sustainable tourism development goals. Most hotels and resorts not only recycle their water but also waste. In Japan and Singapore, the hotel garbage is collected and burnt to create energy and electricity. We at STIC Travels are organising tours for students and teachers to Singapore with the help of the

Singapore Tourism Promotion Board to see and learn about this process.

By investing in water recycling, hotels can play a critical role in reducing water excess and security and improving hygiene and sanitisation in all tourist destinations.

Efficient water use in tourism, appropriate safety measures, wastewater management, pollution control, and technology efficiency can be vital to safeguarding our most precious resource.

Responsible and sustainable tourism management will unlock tourism's potential to stimulate job creation, particularly for vulnerable groups, contribute to rural development, favour economic diversification through the tourism value chain, promote cultural awareness and inclusiveness, and help preserve local cultural traditions, among others.

The Tourism Industry can influence public policy for infrastructure upgrades and retrofits to be more sustainable, innovative, and resource-efficient and move towards low-carbon growth, thus attracting tourists and other sources of foreign investment.

The tourism Industry needs to adopt sustainable consumption and production (SCP) modes, accelerating the shift towards sustainability. It is imperative to identify key points of intervention within the tourism value chain to optimise the use of natural resources and reduce environmental impacts caused by production and consumption.

Tourism stakeholders should implement adaptation and mitigation measures to play a leading role in the global response to climate change. By reducing its carbon footprint, primarily in the transport and accommodation industries, tourism can benefit from low-carbon growth and help tackle one of the most pressing challenges of our time.

Coastal and maritime tourism rely on healthy marine ecosystems. Thus, tourism development should be an integral part of managing these environments. This would help conserve and preserve fragile aquatic ecosystems and promote a blue economy, contributing to the sustainable use of marine resources. In some destinations, marine resources are the primary source of income, so their protection is crucial.

NCL'S 'GO GREEN AND GO LOCAL' SHORE EXCURSIONS CONNECT TRAVELLERS WITH LOCAL CULTURES WHILE SUPPORTING CONSERVATION EFFORTS

MANOJ SINGH

Country Head - Norwegian Cruise Line



Regenerative tourism benefits both the destination and the travellers

It's a wonderfully progressive concept that places the onus on both tourists and service providers to be responsible for the destinations they visit throughout their stay. When travellers, tour operators and agencies share a commitment to preserve and conserve local ecosystems, any destination will flourish. NCL has several initiatives that support regenerative tourism. For example, NCL's 'Go Green and Go Local' shore excursions connect travellers with local cultures while supporting conservation efforts.

In Australia and Fiji, clean-ups organised in conjunction with NCL partner organisation and not-for-profit 'Take 3' for the Sea saw Norwegian Spirit guests from Australia, the USA, Canada, Germany, Brazil, Jamaica, the UK,

Scotland, and Indonesia roll up their sleeves to collect rubbish and learn about the impact of plastic pollution on oceans and wildlife under the guidance of a Take 3 for the Sea expert. These efforts and collaboration have significantly contributed towards helping Take 3 achieve its goal of removing 50 million pieces of plastic from the environment by 2025.

Travel entities on educating and encouraging tourists to adopt regenerative tourism practices

Norwegian Cruise Line offers a variety of onboard programs and shore excursion offerings. For instance, while cruising to Alaska, NCL organises lectures and workshops that delve into the destination's ecosystems, wildlife conservation efforts and local cultural

traditions. Passengers can also participate in shore excursions specifically designed to promote responsible interactions with nature. They can go on guided hikes through protected areas or sign up for reef snorkelling tours emphasising responsible marine life viewing.

Travel entities could also collaborate with local communities and organisations to develop guidelines and practices on regenerative tourism. Training staff and local partners will ensure they are well-versed in all the latest developments and can inform the travellers accordingly. Resources such as guides, workshops, and online courses can further educate tourists on minimising their environmental impact and positively contributing to their destinations.

BY IMPLEMENTING A TWO-PRONGED STRATEGY - EDUCATION AND ENGAGEMENT - TRAVEL ENTITIES CAN EMPOWER TOURISTS TO BECOME STEWARDS OF THE PLACES THEY VISIT

PRANAV KAPADIA

Founder - Global Destinations



Regenerative tourism benefits both the destination and the travellers

In the past, sustainable tourism aimed to minimise the negative impacts of travel on a destination. Regenerative tourism takes this a step further. Let us take Fiji as an example, which is represented by us (Global Destinations) in India; with its pristine beaches and vibrant coral reefs, regenerative tourism would mean focusing on more than just enjoying these wonders. It would involve travellers participating in activities that give back, like planting trees or helping to restore corals.

In Fiji, this could involve learning from a local fisherman about sustainable fishing techniques that have been used for generations or helping a village community plant mangroves, which are vital for the health

of the coastline and the marine ecosystem.

Initiatives like reef rehabilitation or mangrove planting create jobs while restoring the environment. Furthermore, by working alongside locals and incorporating their traditions, this type of tourism ensures that the culture is respected and celebrated. Visitors gain a deeper understanding of the way of life, while the destination benefits from the knowledge and traditions passed down for generations.

Travel entities on educating and encouraging tourists to adopt regenerative tourism practices

The travel industry has a unique opportunity to champion regenerative tourism, a philosophy that goes beyond minimising harm and actively improves destinations. By implementing a two-

pronged strategy - education and engagement - travel entities can empower tourists to become stewards of the places they visit.

First, informative campaigns can be developed across various channels to highlight regenerative tourism's importance and positive impacts on local communities and ecosystems. Sharing success stories of existing regenerative projects will be key in inspiring travellers.

Beyond education, travel entities like DMCs, travel agents, and tour operators could encompass eco-friendly accommodations, tours led by local conservationists, and even volunteer opportunities in environmental restoration projects. By curating travel experiences that embrace regenerative principles, tourists are naturally encouraged to participate in sustainable practices themselves.

REGENERATIVE TOURISM REPRESENTS A SHIFT TOWARDS A MORE RESPONSIBLE AND HOLISTIC APPROACH TO TRAVEL

SARA SODHI JUNEJA

Country Manager - India & Gulf, Visit Finland



Regenerative tourism benefits both the destination and the travellers

Regenerative tourism represents a shift towards a more responsible and holistic approach to travel. For destinations, it means improved environmental health, economic stability, cultural preservation, and community well-being. For travellers, it offers enriching experiences, educational opportunities, personal growth, and the satisfaction of contributing positively to the places they visit. By fostering a symbiotic relationship between travellers and destinations, regenerative tourism creates a more sustainable and beneficial travel model for the future.

Travel entities on educating and encouraging tourists to adopt regenerative tourism



practices

To promote regenerative tourism in Finland, travel entities can educate and encourage tourists through various strategies. Engaging tourists in voluntourism and cultural immersion activities, collaborating with local businesses and government bodies, and using storytelling and influencer campaigns are also key. Additionally, offering incentives such as certifications and discounts for sustainable practices, gathering feedback for continuous improvement, and organising educational workshops and materials can foster a deeper understanding and commitment to regenerative tourism. These efforts aim to create sustainable and enriching travel experiences that benefit tourists and local communities.

WE NEED TO ESTABLISH A SYMBIOTIC RELATIONSHIP WITH THE PLACES WE CRUISE TO AND REDUCE THE IMPACT OF OVER-TOURISM IN THE FIRST PLACE WHILE SUPPORTING THE REGENERATION OF COMMUNITIES...

NARESH RAWAL

Vice President - Sales & Marketing (India), Resorts World Cruises



Regenerative tourism benefits both the destination and the travellers

Having a clear objective of sustainable and regenerative tourism is important for any tourism industry, including the cruise tourism sector. However, companies need to be realistic and practical and reflect on their internal capabilities and resources on what is achievable on a short and long-term basis with the ultimate goal of adopting a regenerative tourism approach. For cruise lines, many, including Resorts World Cruise, have been approaching a two-pronged approach, starting with sustainability and moving towards regenerative. It has an all-round value and importance for the company, crew and customers. Customers support and are drawn to industry players with a responsible approach to the destinations and

homeports we call upon.

We need to establish a symbiotic relationship with the places we cruise to and reduce the impact of over-tourism in the first place while supporting the regeneration of communities and preserving the environment of each location. A 'healthy relationship' only creates a win-win situation for the cruise sector and the various destinations, including for travellers. Hence, each company needs to have a 'blueprint' of its journey and steps from sustainable to regenerative to improve local economies and maintain local cultures and biodiversity.

Travel entities on educating and encouraging tourists to adopt regenerative tourism practices

We observed a sizeable and growing number of tourists and travellers who are well aware of the importance of sustainable and regenerative tourism. Travellers these days are well-informed and are drawn to support industry players that place great importance on such matters. So, it's also about matching these sets of needs to the offerings that appeal to them. For example, cruise lines are constantly incorporating shore excursions that support the local communities through their local arts, crafts, and cuisines, as well as outdoor activities that reduce carbon footprints, such as cycling, hiking, and more.

With the introduction of such shore excursions, industry players are educating travellers and creating appeal to those unaware or unfamiliar with sustainable and regenerative tourism.

INVOLVING LOCALS IN TOURISM ACTIVITIES PRESERVES CULTURAL TRADITIONS AND ENSURES THAT TOURISM'S BENEFITS REACH EVERYONE IN THE COMMUNITY

HIMANSHU PATIL

Director - Kesari Tours Pvt Ltd



Regenerative tourism benefits both the destination and the travellers

Tourism has major environmental impacts (such as biodiversity loss, landscape impact, waste and water scarcity) and social impacts such as over-tourism. Regenerative tourism is a concept that goes beyond sustainable tourism by not only minimising the negative impacts of travel but also actively improving and revitalising destinations. It also boosts the local economy by creating jobs and supporting small businesses, which helps the community thrive. Involving locals in tourism activities preserves cultural traditions and ensures that tourism's benefits reach everyone in the community. Visitors participate in activities that help the environment and the community, like conservation projects or cultural exchanges. This makes their trip more

interesting and educational and gives them a sense of fulfilment, knowing they are making a positive impact. This approach ensures that tourism contributes to the well-being of both people and the planet, paving the way for a more sustainable and harmonious future.

Travel entities on educating and encouraging tourists to adopt regenerative tourism practices

Travel entities can play a crucial role in educating and encouraging tourists to adopt regenerative tourism practices at destinations abroad through various strategies and initiatives. For instance, they can use their marketing platforms to promote regenerative tourism products and services together. Also, they can conduct awareness campaigns and include information about regenerative tourism in the

booking process, such as detailed descriptions of regenerative activities and initiatives available at the destination. Promote and offer certified regenerative tourism experiences that credible organisations have verified. Design and offer tours and activities that include regenerative elements, such as tree planting, wildlife conservation projects, and cultural exchange programs. Encourage travellers to participate in volunteer opportunities that contribute to local environmental and social projects. Train local guides and hosts to educate travellers about regenerative tourism principles and practices during their stay. Offer discounts, rewards, or special recognition for travellers participating in regenerative tourism activities.

REGENERATIVE TOURISM ISN'T A FAD; IT'S THE FUTURE

RICHARD ROBERTS

Chief Commercial Officer - QuadLabs Technologies Pvt Ltd



Regenerative tourism benefits both the destination and the travellers

Imagine a vacation that fulfils your wanderlust and leaves a destination demonstrably better than you found it. This is the promise of regenerative tourism, a travel philosophy that transcends the "take only memories, leave only footprints" mantra. It's about fostering a symbiotic relationship between travellers and the places they explore.

For destinations, regenerative tourism is a breath of fresh air. Imagine coral reefs teeming with life, thanks to tourist dollars funding restoration projects. Pristine beaches stay that way, with visitors actively participating in clean-up initiatives. Local communities thrive as travellers support fair-trade practices and traditional crafts.

Regenerative tourism isn't a burden; it's an opportunity to revitalise environments, empower communities, and ensure these treasures remain for future generations.

Travellers, too, reap the rewards. Regenerative tourism isn't about sacrifice; it's about enrichment. The profound satisfaction of contributing to a coral reef restoration project, knowing you've played a role in safeguarding a natural wonder. Picture the joy of learning traditional weaving techniques from local artisans, fostering cultural exchange. Regenerative tourism fosters deeper connections with destinations, transforming travellers from passive observers into active participants in preserving the very things that drew them there in the first place.

The key lies in education and empowerment.

Travel entities have a crucial role to play. Think of pre-trip itineraries highlighting regenerative tourism options – from volunteering opportunities to eco-lodges prioritising sustainability. Picture in-flight entertainment that showcases local conservation efforts. Travel companies can be the bridge, connecting travellers with the chance to make a positive impact.

Regenerative tourism isn't a fad; it's the future. By embracing this philosophy, we can ensure that travel remains a force for good, enriching both the destinations we visit and the travellers who explore them. Let's embark on journeys that leave a positive footprint, fostering a world where travel and exploration go hand-in-hand with transformation, conservation and regeneration!



Calling all TMCs!

Partner with us to optimize travel program for your clients



AI Based Travel & Expense Management



Travel Policy & Approval Workflow



Personalization Engine



Expense Claim Management



Data - Drive Insights



www.travog.com | +91 124 663 6999
info@quadlabs.com

Powered by

QuadLabs
#ReshapingTravel

TravelScapes hosts a Networking Event in Dubai with VFS Global and QuadLabs Technologies Pvt Ltd

In collaboration with VFS Global and QuadLabs Technologies Pvt Ltd, TravelScapes hosted a successful B2B networking cocktail evening at Habtoor Palace, Al Habtoor City, Dubai, on May 6, 2024. The event marked the launch of the MICE Insiders Coffee Table Book cover and brought together industry professionals from the travel and tourism sector, facilitating partnerships and connections. Over 200 esteemed professionals from the GCC region engaged with Indian stakeholders, including DMCs, airlines, and hospitality partners, fostering meaningful discussions and insights into India's premier travel offerings.







TRAVEL



TRAVELSCAPES

VFS GLOBAL'S



REVELATION ON MENA TRAVEL TRENDS AND VISA STRATEGIES

In a conversation with TravelScapes, Atul Marwah, the Chief Operating Officer overseeing the Middle East & Egypt at VFS Global, offers a comprehensive overview of the ever-evolving travel and visa landscape across the Middle East and North Africa (MENA) region. Marwah unveils the current trends shaping travel preferences, sheds light on the innovative strategies driving visa processing, and navigates the significant challenges and opportunities VFS Global encounters in this dynamic milieu. From leveraging digital advancements to embracing responsible AI, Marwah's insights paint a vivid picture of VFS Global's commitment to enhancing customer experience and fostering growth in MENA's vibrant travel sector

By Aanchal Sachdeva

Trends in the Middle East and North Africa travel and visa processing industry

Being well-placed geographically, several holiday destinations are easily accessible to residents of the MENA region. With the reopening of borders, the resumption of regular flights, and the pent-up demand for travel, we are seeing a lot of interest in popular destinations such as Canada, the UK, and Europe, among others.

This travel demand has naturally led to high volumes of visa applications, extending beyond traditional travel seasons like the summer and Eid breaks. We have constantly been urging travellers to plan their trips and book their appointments well in advance, and we have witnessed applicants adopting this practice in the last year or so.

Evolution of landscape of visa services

Travel recovery in 2022 was faster than expected in most major markets, but we were well prepared for it. Through the years, we have invested significant resources in transformational initiatives and workforce development, enabling us to remain agile and sustainable through crises. For instance, when the pandemic hit and there was a sudden need for at-home services, our Visa At Your Doorstep solution was ready to assist those who needed



Through the years, we have invested significant resources in transformational initiatives and workforce development, enabling us to remain agile and sustainable through crises

it. We have eVisa and eVOA services for select countries as travellers' demand for Do it Yourself (DIY) solutions surges. We expect travel recovery to continue in 2023 and the demand for digital and DIY services to grow further.

Strategies implemented by VFS Global to streamline visa processing and enhance customer experience

Since its inception, VFS Global has made the visa application journey more accessible and seamless for both the traveller and the government. As a technology-led company, we have leveraged our expertise and industry

knowledge to tailor-make solutions to improve the customer journey, such as biometric enrolments launched in 2007, which was enhanced to Visa At Your Doorstep in 2015 to provide at-home services. Most recently, we enhanced our contact centre services to assist people with hearing and speech difficulties, starting with the Middle East market.

Recognising the region as a hub for expatriates from across the globe, VFS Global also launched its passport and consular services in the region, bringing passport renewal services closer to home for residents. In KSA, we have enhanced this service by providing Passport on Wheels services and taking the passport renewal services for India, Sri Lanka, and the Philippines to locations where we do not have application centres.

Addressing VFS Global's significant challenges in the Middle East and North Africa

With its central geographic location, global connectivity, and business-friendly environs, coupled with its efforts in innovation and sustainability, the MENA region has been a strong market for us as an organisation. It is one of the reasons we chose UAE as our headquarters, giving us a central positioning for our expansive business network.

Signature Luxury of the Clarks proudly draws inspiration, flavor & strength from its Indian roots. It is connected to the times, both in technology & spirits. It is environmental conscious both in terms of trends & choices.



A ROYAL WEDDING AND HONEYMOON DESTINATION IN INDIA

You deserve a wedding venue as unique as you, & we at Clarks know how important it is for you to have the perfect celebration. Whether it is a grand ceremony or an intimate affair we will go an extra mile to host the most beautiful & memorable wedding experience for you. Be it Venue, Menu & Décor our in-house team will assist you in every step to make your dream wedding a memorable one.



 54, Taj Road , Agra 282001 .India

BOOK NOW!

Tel. : (+91-562) 2226120-29

+91 9811094679, +91 7249939555

Corporate Sales : (+91-11) 23312367

E-mail : reservation@clarksshiraz.net,
sales@hotelclarks.in

Let's we be a true host as you enter this most beautiful chapter in your life.

We have more than 18000 sq. ft. of landscaped lawns with state of the art banquet and conference hall of various Sizes and capacities.

www.hotelclarksshiraz.com

A QUIANT VISIT TO Kashmir

If there's a paradise anywhere on Earth, it will be found in Kashmir Valley in India, laden with pristine lakes, cool alpine scenery, snow-capped mountains, breathtaking meadows, and alluring rivers. Home to three rivers – Jhelum, Chenab, and Ravi – Kashmir is also known as the Switzerland of India, famous for its breathtaking landscapes. Some of the well-known and attractive destinations include Srinagar, Pahalgam, Gulmarg, and Sonmarg, having their charm, but if you want to experience Kashmir more closely, you must venture on a journey to discover offbeat tourist destinations. We bring to you a list of untouched places of Kashmir, allowing you to experience its local culture and traditions, down to every bit

By Tanya Agarwalla



Aharbal – Niagara of Kashmir

Best known for Aharbal Waterfall, often called as the Niagara Falls of Kashmir, Aharbal is another tourist attraction which does not see much footfall. The word “Aharbal” translates to “a river of snakes,” which indicates the mystical allure of this place. Located on the River Veshave, this hill station is situated in the picturesque district of Kulgam in the south-western part of Kashmir Valley and is famous for adventure tourism. The place offers a myriad of adventure activities like trekking, horse riding, photography, and skiing along the tranquil white water of the waterfall. This place is where nature seems to have painted its most magnificent canvas.

Bangus Valley – The Mirror Valley

With its hilly terrain, beautiful scenery, lush grasslands, and fish-filled streams; Bangus Valley is one of Kashmir's least-explored tourist spots located in district Kupwara. Situated around 100 km away from Srinagar, this valley can be reached easily in three ways – from Mawer (Reshwari), Rajwar, or Chowkibal. You can witness Bangus' charming beauty reflected in the peaceful streams of Tilwan Kul, Douda Kul, and Roshan Kul - just like in a mirror. It holds great potential for eco tourism and its vast meadows offer the perfect space for camping, basking in its heavenly allure.



EXOTIC INDIA



Daksum - A Trekker's Paradise

Witness the majestic allure of lush green forests and panoramic views of the stunning landscapes of Daksum. An ideal destination for photographers and nature lovers, Daksum is situated in the Brengi (or Bringhi) River Valley, housing wide grassy meadows and coniferous forests. This place looks exactly how Kashmir is usually portrayed in movies – shepherders walking their sheep, vast meadows, mountain peaks, and sheep pasturing the natural resources. The best time to visit this place is during summer to go for trout fishing, trekking, and relaxing picnics. Daksum lies on the trekking route towards Kishtwar and is often used as a base by trekkers who wish to cross the Sinthan Pass.



Verinag – Abode to Verinag Spring

Verinag is located around 85 km away from Srinagar and about 20 km away from Kokernag – a famous tourist spot known for its botanical gardens. Verinag provides up-close views of the Pir Panjal range and is also the place from where a spring originates, which is believed to be the major source of the Jhelum River. Both the Verinag Spring reservoir, constructed by Emperor Jehangir, and the Mughal Garden, laid out by his son Shah Jahan, are recognised by the Archaeological Survey of India as monuments of national importance. Surrounded by huge Chinar trees, Verinag looks mystical during the autumn season.

Warwan Valley – The Summer Capital of J&K

Visit Warwan Valley if you wish to explore Kashmir's unique traditions, cultures, tribal customs, and local cuisines. Known as the summer capital of Jammu and Kashmir, the Warwan Valley is a paradise for trekkers, providing some of the most-visited trekking routes: Sukhnai- Chittergul- Aishmuqam, Sukhnai- Kanital- Panikhar, and Sukhnai- Kanital- Panikhar. The valley is located in the Kishtwar district of Kashmir and is inhabited by the Bakarwal and Gujjar tribes, known for their unique traditions. You can visit the locals to learn about the traditional way of life of the local people, far away from the adverse impacts of contemporary life.



INDIA'S FIRST GO-GLOBAL CORPORATE TRAVEL COMPANY



One-Stop Solution for Business Travel!

OPTIMIZE TRAVEL MANAGEMENT



TRAVEL BENEFITS

- Travel Insurance
- Booking Analytics
- Online Self-Booking Tool
- Corporate Credit Facility
- Transparent Fares & Taxes
- Countless Flexible Options
- Expense & Travel Management MIS



Create Your Account and Start Saving on Your Travel Budget

For Registration: <https://mycorporate.belairtrip.com/registration/>

W: <https://www.belairtrip.com> | E: hdq@belairtrip.com | T: +91-11-42521021

DUBAI'S UNYIELDING PURSUIT OF TOURISM EXCELLENCE DURING ATM 2024 AND BEYOND



*Set for May, ATM 2024 heralded a pivotal moment in Dubai's tourism calendar, attracting global professionals, stakeholders, and enthusiasts. **Bader Ali Habib, Regional Head of Proximity Markets, Dubai Department of Economy and Tourism**, sheds light on Dubai's ambitious plans and innovative strategies to solidify its status as the ultimate travel destination. From visionary initiatives to seamless visitor experiences, Dubai aims to captivate the world's attention and sustain tourism growth throughout the year, promising unparalleled connectivity and luxury to travellers worldwide*

By Aanchal Sachdeva

Impact of hosting ATM 2024 on DET

As a gateway to the global travel and tourism industry, Arabian Travel Market (ATM) is bringing together industry leaders to embrace entrepreneurship, foster innovation, and promote collaboration opportunities this year. With the UAE targeting \$150 billion in foreign investments by 2030, it's an ideal setting to showcase the latest trends and advancements across our sector. The event aligns with Dubai's tourism calendar, attracting global travel professionals, industry stakeholders, and enthusiasts to the city and amplifying Dubai's status as a leading destination for business and leisure.

At ATM 2024, the Dubai Department of Economy and Tourism (DET) will highlight how Dubai's tourism industry has nurtured innovation, entrepreneurship and sustainability to create new pathways for growth beyond traditional tourism.

Dubai manages increased visitor traffic and ensures a seamless experience for attendees with ATM 2024 in May

Dubai now boasts a milestone 150,000 hotel rooms across all categories, surpassing capacities seen in major cities like London, New York City, and Bangkok. Notably, Dubai's three-star accommodations rival five-star hotels elsewhere, offering a premium guest experience.

As the emirate continues to grow in alignment with the goals of the Dubai Economic Agenda, D33, we remain committed to further elevating the city's standards and expanding with innovative world-class infrastructure, facilities, and services.

Enhanced transportation and infrastructure improvements are underway, along with

dedicated shuttle services for seamless transportation to and from the event venue. The city will employ adequate crowd management to regulate the flow of people at key locations, including the event venue and popular tourist attractions. Several partnerships have been forged with hotels, short-term rental platforms, and accommodations near the event venue to ensure attendees have convenient access to the location.

Dubai leverages the global spotlight of ATM 2024 to showcase its diverse tourism offerings

With a record 17.15 million international overnight visitors in 2023, surpassing pre-pandemic figures, Dubai aims to build on this momentum in 2024 and beyond. Major industry events such as ATM are vital for Dubai to captivate the world's attention and showcase the emirate to new audiences.

Catering to all budgets and preferences, Dubai's diverse offerings constantly evolve, supported by world-class infrastructure and exceptional service at all touchpoints. From iconic landmarks such as Burj Khalifa and Palm Jumeirah to the hidden gems of Old Dubai, each city corner has something to offer to every audience. Through tourism, we aim to immerse visitors in the essence of Dubai's culture, innovation, and hospitality. With strategic partnerships, innovative campaigns, and unparalleled guest experiences, Dubai is committed to not only reaffirming its status as a top-tier destination but also setting new benchmarks for global tourism.

Events/initiatives planned by DET

DET has curated diverse events and initiatives to coincide with ATM 2024, enriching May's

visitor experience. From captivating cultural exhibitions celebrating Dubai's rich heritage to outdoor adventures showcasing the city's spirit, our calendar is brimming with opportunities for exploration. Moreover, special promotions and collaborations with key stakeholders will ensure that visitors worldwide can access and enjoy the best of what Dubai has to offer. Whether indulging in world-class shopping, experiencing exquisite cuisine, or embracing the entertainment scene, Dubai has much to offer – not just during ATM.

Long-term strategies adopted by Dubai to sustain the momentum generated by ATM 2024

Dubai has always been known for its forward-thinking approach, and as we move beyond ATM 2024, sustaining the momentum generated by such events becomes paramount. Dubai is focusing on diversifying its tourism offerings beyond traditional attractions. While iconic landmarks will always be a highlight, the city is investing in new experiences and attractions to appeal to a broader audience, such as the newly opened Real Madrid World, an exciting theme park within Dubai Parks and Resorts and the first to be operating under the branding of the world-famous football club.

With the global shift towards responsible travel, Dubai is implementing measures to minimise its environmental impact while enhancing the visitor experience. This includes sustainable tourism practices, such as promoting eco-friendly accommodations while leveraging the transformative power of technology. Dubai's long-term strategies revolve around diversification, connectivity, sustainability, technological innovation, and strategic marketing.

MAKE THE SUMMER SUN
INCREDIBLE FUN

with

FORTUNE
HOLIDAY

Escapes



Starting at ₹5999 + taxes*
with Double Occupancy & Complimentary Breakfast

STAY & BOOKING PERIOD: Up till July 14, 2024

Become Club ITC Member Today to Unlock Exclusive Offers and Benefits
Book Direct on itshotels.com/fortunehotels or call 24x7 Toll Free 1800-102-2333, 1800-419-6444

NCL introduces extraordinary journey experiences

Norwegian Cruise Line (NCL), with a 57-year history of breaking boundaries, introduced NCL's 'Extraordinary Journeys' collection, exploring unforgettable destinations like South America, Asia, the South Pacific, Africa, and more. It invites adventure lovers and travellers to cruise one of the NCL's 'Journeys' with a collection of 200 voyages, ranging from 7 to 21 days. This new venture offers immersive sailings in locations which may prove difficult to explore on land.

Travellers can marvel at the culture and dramatic coastlines of South America, photograph majestic wildlife on a game drive in South Africa, and much more. Some of the notable itineraries of the cruise journey collection include a 16-day South America tour, taking an off-the-beaten-path cruise for Argentina and Chile from Buenos Aires; a 21-



day Africa tour, visiting 12 ports across Namibia, Angola, and Ivory Coast; a 15-day Alaska and Hawaii tour, exploring the glacier depths and iridescent waters; and a 14-day South Pacific tour, island-hopping between five beautiful Hawaiian islands.

Providing extended voyages in bucket-list locations, Norwegian Cruise Line currently has a fleet of 19 contemporary ships, sailing to 450 of the world's most desirable destinations. Adding to its superior guest services, NCL also offers a wide variety of award-winning entertainment and dining options as well as a range of accommodations across the fleet.

One Rep Global partners with InterContinental Maldives Maamunagau Resort

An HMC enterprise, One Rep Global, welcomes InterContinental Maldives Maamunagau Resort to its portfolio by partnering with this distinguished resort. The resort is situated in the sublime location of Raa Atoll, providing exceptional guest experiences. Curating a portfolio of the world's most exquisite travel destinations for Indian travellers, One Rep Global highlights the country's allure as a premier choice for adventure, serene, and luxury retreats.

Hemant Mediratta, Chief Executive Officer of One Rep



Global, said, "The partnership with InterContinental Maldives Maamunagau Resort is our commitment to bringing the best luxury experiences for Indian travellers." He added, "With its serene beauty and exceptional service, the resort epitomizes the essence of a luxurious getaway. Given that India has consistently been among the top three countries in terms of tourist arrivals to the Maldives up to 2023, we are thrilled to offer our clients the chance to discover this extraordinary destination, ensuring each visit is an unforgettable adventure."

Offering stunning beach-, lagoon-, and overwater accommodations, the resort is poised to become the new favourite for Indian luxury seekers.

TAFI Karnataka Chapter experienced Sindhudurg

Facilitating a three-day FAM trip, FLY91 flew fourteen members of the Travel Agents Federation of India (TAFI), Karnataka Chapter from Bengaluru to Sindhudurg's Chipi airport. The agents explored various trade and tourism opportunities in south Maharashtra's emerging travel destination. They also toured various beaches surrounding Sindhudurg, taking part in water sports and cultural offerings.

The TAFI-Karnataka delegation comprised Shanthy Sony, managing partner of Sonys Travel Lines and secretary of TAFI-Karnataka; Sitesh Parekh, managing partner of Active Skylink Travels and treasurer of TAFI-Karnataka; Shekar G. Kandur, founder and managing partner at Flight Shop Holidays, among several others. "The delegation of travel agents registered with TAFI's Karnataka chapter who were flown onboard FLY91



from Bengaluru's Kempegowda International Airport to Chipi airport in Sindhudurg, was also given a tour of a popular cashew processing factory and introduced to local businessmen linked to the travel and tourism industries to explore exciting tourism offerings and experiential opportunities in Sindhudurg," according to Ashutosh Chitnis, Chief Revenue Officer, FLY91.

FLY91 aims to enhance air connectivity to and from Sindhudurg's Chipi airport to destinations like Bengaluru, Hyderabad, and more.



Amadeus records a double-digit growth in first-quarter

Amadeus unveiled its first-quarter results of the year, recording impressive double-digit growth across all reported segments. With a steady financial evolution in the first quarter, Amadeus saw an increase of 14.1%, 14.2%, and 19.1% in Amadeus' Group Revenue, EBITDA and Operating Income, respectively. Its financial performance in the quarter drove solid Free Cash Flow generation of €336.1 million, increasing 23.1% over the previous year. This resulted in a Net Financial Debt of €2,460.0 million and an Adjusted Profit expansion of 18.8%, over the previous year.

Luis Maroto, President &

CEO of Amadeus, commented, "Amadeus started the year strongly, reporting double-digit growth across all our reported segments. We are also advancing on our strategic initiatives. Amadeus will be deploying its NDC technology for Expedia Group, representing an endorsement to our industry-wide NDC roll-out, and British Airways signed for Amadeus Nevio, a milestone in the airline's path to modern retailing. Based on this solid start to 2024, we look to the rest of the year with confidence."

In the first quarter of 2024, Air Distribution revenue was 12.6% higher than in the previous year.

A STAR ALLIANCE MEMBER 

AIR INDIA 

YOUR SWISS ESCAPE



INTRODUCING

DELHI



ZURICH

4x WEEKLY

Starting June 16th, 2024

BOOK NOW

on airindia.com

or

contact your travel agent

84X NON-STOP WEEKLY FLIGHTS TO EUROPE & UK:
Frankfurt, Vienna, Milan, Copenhagen, Amsterdam,
Paris, London, and Birmingham.

*T&C Apply

Travel Meet Asia 2024 plans tradeshow in Jakarta

Travel Meet Asia 2024, the region's travel industry event, is gearing up to host an exclusive B2B tradeshow at the Indonesia Convention Exhibition (ICE) in Jakarta on July 3-4, 2024. It announced an impressive line-up of exhibitors, speakers, and strategic partners like Agoda, ASITA, ASTINDO, Axcell Travel Destination, Cathay Pacific, Korea Tourism Organisation, Royal Caribbean International, and others. This diverse exhibitor line-up demonstrates the global industry's strong interest in the Indonesian Travel Market.

Bringing together global suppliers and over 300 buyers from Indonesia and Southeast Asia, TMA will provide a platform for exhibitors to network, learn, and connect with key stakeholders and buyers from the Indonesian Archipelago and beyond. The list of key exhibitors includes industry giants like AYANA Hospitality, Bintan Resorts, Czech Tourism Authority, DidaTravel Technology, Frasers Hospitality, and many more.

Hosting a 2-day networking event, TMA partners with the Association of the Indonesian Tours and Travel Agencies (ASITA) and the Indonesian Travel Agents Association (ASTINDO) to invite key decision-makers and travel trade buyers across Indonesia.



Travelport signs content agreement with WestJet

A **technology** company that powers travel bookings for travel suppliers worldwide, Travelport, signed a new long-term content distribution agreement with WestJet. Both companies will be collaborating on the future delivery of New Distribution Capability (NDC) content and servicing, paving the way for WestJet to improve its retailing capabilities.



Bruce Hyatt, Head of Air Partners – Americas at Travelport said, "This agreement shows our commitment to deliver retail-ready content and more value to our agency customers in North America and the rest of the world. As WestJet looks to enrich its content distribution strategy, we will work closely with their team to ensure agents using Travelport+ can provide a seamless shopping and booking experience for their travellers when booking WestJet."

This renewed partnership confirms that Travelport's agency customers will continue to have access to WestJet's robust content, including ancillary services.



Cordelia Cruises to commence sailings from Chennai

Cordelia Cruises announced the commencement of its highly anticipated premium sailings from Chennai for the summer season. Building upon past successes with prestigious flag-offs, Cordelia Cruises aims to redefine the travel landscape with its unforgettable cruise experiences, starting sail from July 12 through September 9, 2024. The highlights of this year's sailings will include a 2-night cruise starting from and ending at Chennai, along with a 5-night cruise starting from and ending at Chennai, traversing through Hambantota, Trincomalee, and Jaffna.

Cordelia Cruises welcomed more than 4,50,000 guests since 2021, demonstrating a growing demand for premium cruise experiences in India. In 2022, the

Tamil Nadu Chief Minister MK Stalin flagged off Cordelia Cruises' maiden sailing from Chennai, whereas in the 2023 season, Union Minister for Port, Shipping, and Waterways, Sarbananda Sonowal, flagged off India's first international sailing to Sri Lanka.

Jurgen Bailom, President & CEO of Cordelia Cruises, expressed his excitement for the announcement, stating, "We are thrilled to return to Chennai, a city that holds a special place in our hearts, and embark on yet another extraordinary season of cruising. The support and enthusiasm shown by Chief Minister MK Stalin and Union Minister Sarbananda Sonowal have been instrumental in our journey, and we are grateful for their continued patronage."

Miral and Emirates NBD enter a long-term strategic partnership

Miral, a creator of immersive destinations and experiences in Abu Dhabi, entered a long-term strategic partnership with Emirates NBD, a banking group in the MENAT (Middle East, North Africa, and Türkiye) region. This exceptional partnership makes Emirates NBD the official banking partner across multiple Miral attractions, setting new benchmarks in the field of entertainment and banking collaborations.

It will enable all Emirates NBD cardholders to enjoy a host of exclusive benefits, such as a 20% discount on park tickets and a 10% discount on food, beverages, and retail purchases across all Yas Island's theme parks and CLYMB. Each park on Yas Island will have Emirates NBD present inside, taking on the role of the



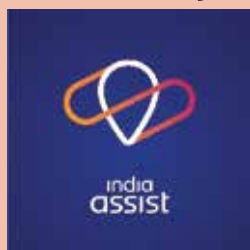
Presenting Partner of FacePass – an innovative contactless technology that allows guests to enter and shop within the theme parks using facial recognition.

Liam Findlay, Chief Executive Officer at Miral Destinations, said, "Emirates NBD's history of innovation aligns with our own progressive vision. Our aim is to create lasting memories for all the family, and we hope this value-packed deal will enable more residents to come back time and again to delight in all our experiences."

India Assist expands its travel assistance services to J&K

India Assist, a provider of real-time travel assistance services, announced its service network expansion to the enchanting land of Jammu and Kashmir. Attempting to enhance traveller experiences, India Assist joined hands with key travel partners across prominent areas, strengthening a widespread network in over 140 cities. It aims to provide seamless and reliable travel assistance to tourists and explorers, ensuring memorable journeys through the mesmerising valleys and mountains of Kashmir.

The expansion of services has been initiated in several pivotal areas,



including Srinagar, Anant Nag, Baramulla, Ganderball, Budgam, Kupwara, Kulgam, and Bandipora. India Assist is determined to extend its unparalleled assistance services to travellers seeking to discover the captivating beauty and cultural richness of Kashmir. Its unique franchise model enables travel agents to provide their clients with access to real-time support,

local expertise, and personalised assistance.

Harish Khatri, Founder and Managing Director of India Assist said, "We are thrilled to bring India Assist's travel assistance services to the enchanting land of Jammu and Kashmir. Our mission has always been to provide continued support to travellers, ensuring their journeys are not only smooth but also enriched with local insights and assistance whenever needed. With this expansion, we aim to create a seamless and immersive travel experience for those who choose to explore the breathtaking geographies of Kashmir."



The Royal Caribbean Group plans adventure experiences

The Royal Caribbean International opens the new action-packed 'Ovation of the Seas' ship to Singapore, scheduled to start from October 2025 through March 2026. This fan-favourite Quantum class ship introduces a lineup of adventure experiences for Indian travellers, exploring Asia through destinations like Indonesia, Thailand, Malaysia, and more. Curated to provide a wide range of experiences from thrills to dining and entertainment for every type of traveller, Royal Caribbean is offering 3-, 5-, and 8-night getaways, exploring the tastes, sights, and sounds of Southeast Asia.

"Ovation is a ship packed full of adventure, and with the new season's line-up of holidays, friends and families can choose to holiday their way between short getaways to Penang and Phuket and longer sailings to Indonesia or with nights out in Phuket," said Angie Stephen, senior vice president, International, Royal Caribbean International.

IRIS Reps announces expansion of Tisyas Stays

IRIS Reps proudly announces the expansion of Tisyas Stays into the picturesque hill stations of Mukteshwar, Sitla, and Satoli. Following its successful partnership with Homes & Villas by Marriott Bonvoy, Tisyas Stays expands its footprints in the serene hills of India, offering exquisite chalet accommodations. The new boutique properties amidst the breathtaking landscapes of hills provide a unique retreat experience to the travellers.

Each chalet in the modern retreat property of Mukteshwar boasts three bedrooms, each with a private balcony, free private parking, and access to a garden. Providing a perfect blend of comfort and natural beauty, these modern villas offer amenities like a fully-equipped kitchen, free Wi-Fi, and a flat-screen TV to ensure a seamless stay experience surrounded by the tranquil ambience of hills. Founder of Tisyas Stays, Gagan, expresses his excitement about this expansion, stating, "We are delighted to extend our offerings to the serene hills of Mukteshwar. Mukteshwar, Sitla, and Satoli are designed to provide guests with a unique blend of modern comforts and natural beauty, offering an unforgettable retreat experience."

The 44th edition of Australian Tourism Exchange 2024 opens in Melbourne

The 44th edition of Australian Tourism Exchange 2024 (ATE24) officially opened in Melbourne from May 20-23, 2024. Tourism Australia's largest annual trade event was held at the Melbourne Convention and Entertainment Centre with thousands of delegates taking part in the event. Around 1,500 members of the Australian tourism industry met with 714 global tourism wholesalers and retailers across around 50,000 one-on-one business appointments. "We are confident this is the year we will return to those 2019 levels so we can stop referring to that benchmark and once again focus on the sustainable growth of our industry which we experienced in the decade leading up to the pandemic," said Phillipa Harrison, Tourism Australia Managing Director. She also believes that events like ATE are crucial in bringing global tourism wholesalers and retailers from around the world to Melbourne. ATE24 was organised by Tourism



Australia in partnership with Visit Victoria. Brendan McClements, CEO of Visit Victoria said that hosting the Australian Tourism Exchange will enable continued growth of Victoria's visitor economy by showcasing the State's distinctive tourism experiences to the world. "Victoria's visitor economy hit a new record high of \$37.8 billion in December 2023, with Tourism Research Australia forecasting a further \$16 billion in capacity for growth by 2028, so we're going all in at ATE to drive that growth in international markets," she added.



DISCOVER THE QUIET MAGNIFICENCE OF WILDERNESS AT BOOKMARK RESORT JOGI MAHAL, RANTHAMBORE

As one of the major travel destinations for wildlife enthusiasts, naturalists, and city dwellers seeking an escape from the humdrum of city life – Ranthambore stands tall in the Sawai Madhopur district of Rajasthan. Known for its national tiger reserve, Ranthambore offers a thrilling wilderness getaway to escape your exhausting life routine. The sprawling property of Bookmark Resort Jogi Mahal, Ranthambore, is located amidst the lush green environment of the Khilchipur village, providing a unique blend of traditional and modern aesthetics with rustic wilderness. Named after the hunting palace of the Maharaja of Jaipur, this 5-star luxury wildlife resort offers an immersive experience of the jungle's mysticism and luxury comfort. Designed for nature enthusiasts, adrenaline junkies, wildlife photographers, and naturalists, this place offers a window into the rustic and wildlife element of Rajasthan, which is known more for its tradition and colours

A PERFECT BLEND OF CULTURAL OPULENCE

Sprawled over an area of 3.74 acres, Bookmark Resort Jogi Mahal, Ranthambore, is a newly constructed boutique property by Bangalore-based Onora Hospitality Private Limited, the owner of jüSTa Hotels & Resorts. Painting a canvas of Rajasthan-inspired architecture and opulent tranquillity, this resort boasts a beautiful stonework that Rajasthan is famous for. The property ensures easy connectivity as it is conveniently located 8.6 km away from Sawai Madhopur Railway Station and 11 km away from the Sawai Madhopur Bus Stand.

As you enter the property, you are welcomed with an expansive and majestic mural of Jogi Mahal, which used to be the hunting place for Maharajas. The depiction of Ranthambore's wildlife does not end at the lobby, the wide corridors are also donned with dramatic murals of famous Bengal tigers. The Olympic-sized swimming pool sits below the ground level which you can descend to using the Abhaneri stepwell-inspired steps. The spacious lawn, in the middle of the spread of luxury chalets, is adorned with a classic amphitheatre, where you can spend your evenings enjoying Rajasthan's cultural performances and stargazing sessions. This wilderness wonderland offers a soothing haven with beautifully designed indoors, vast traditional architecture, and jungle sounds.

Rooms

Flaunting simple earthy tones with soft lighting, the resort features a cluster of 10 chalets with a total of 40 rooms – 19 Luxury Rooms with heated plunge



pools and 21 Premium Rooms with Aravalli views. Both categories of rooms are equipped with an indoor and outdoor shower, a spacious and minimalist bathroom with a walk-in wardrobe, plush furnishings, a fully-stocked mini bar, and a private balcony. The use of wooden accents with Rajasthani décor elements creates an atmosphere of tranquillity and understated luxury. Sprawled over an area of 500-650 sq. ft., these elegant rooms offer a rich tapestry of vibrant hues with a touch of warm elegance.



Restaurant

The curated food menus of the multi-cuisine restaurant of this resort, Baradari, add the oomph factor to your stay here. Take your taste buds on a culinary sojourn from global flavours to regional Indian cuisine. You can enjoy outdoor poolside barbeque near the swimming pool while appreciating cultural music performances, or spend the night with a candle-light dinner at the open Alfresco dining area outside the restaurant. The highlight of the food menu of this resort is their sumptuous Rajasthani meal, or thali, including regional delicacies like dal-baati-churma, aloo paalak, ker sangri, mirchi ke tipore, mangori papad, gatte ki sabzi, sev tamatar, laal maas, and malpua rabdi along with jeera rice and missi ki roti.



Spa

Rejuvenate your body and mind with the eclectic menu of treatments offered at the resort's Sansha Spa. Let yourself de-stress and completely relax with the extensive list of massages and oils offered. There are 2 single and 1 couple therapy rooms, a steam room, a Jacuzzi, and specially curated oils and aromas, which you can choose from. A 90-minute session in these serene therapy rooms, accompanied by soothing music and controlled temperature, leaves you feeling light and sleepy, ready to take on another day of wilderness.



Amenities

Apart from the tranquil spa and the delectable restaurant, Bookmark Resort Jogi Mahal provides a myriad of other amenities and services to keep you on your toes the entire time you're there. The pillarless banquet hall of 4200 sq. ft. with an in-built sound system, the lawn area, and the amphitheatre keep your timetable full with different activities happening at the property, including black pottery sessions, and stargazing sessions. The on-site yoga and meditation sessions also take place in the open garden beside the gym/kids' playroom. Take a leisurely swim in the clear waters of the pool to melt away any fatigue.

WEAVE MEMORIES AT THE IDEAL WEDDING VENUE

The affluent and modish aesthetics of the resort, furnished with the traditional elements of architecture make Bookmark Resort Jogi Mahal Ranthambore an ideal wedding venue. The easy access to the railway station and the bus stand along with the in-house services enable wedding guests a comfortable and unforgettable stay. The 40-room boutique luxury resort offers a cosy and spacious venue for destination weddings as its pillarless banquet hall and an extensive lawn area of 15000 sq. ft. give you ample space to host functions and accommodate maximum guests. The LED screen of 8 ft. x 16 ft. with an in-built sound system can be used for music and entertainment.

POPULAR ATTRACTIONS IN THE HEART OF RANTHAMBORE

- Rich with history, architectural marvels, lakes, and flora and fauna; the majestic **Ranthambore Fort** is a well-maintained UNESCO World Heritage Site, nestled deep inside the Ranthambore National Park.
- One of the biggest national parks in northern India, **Ranthambore National Park** was once a hunting ground for the Maharajas of Jaipur. The months of April-May-June are considered the best for tiger sightings as increased temperatures draw the tigers out to nearby water bodies.
- **Dastkar Ranthambore**, one of the fascinating sites to visit for art lovers, is an initiative to revive traditional Rajasthani culture and establish craft groups, revitalizing the local craft communities.
- **The Trinetra Ganesh temple** is one of the oldest and most famous temples of Lord Ganesh in Rajasthan, housing the entire family of Lord Ganesh, including his wives (Riddhi and Siddhi) and sons (Shubh and Labh).



MALAYSIA AVIATION GROUP

SOARS WITH BOLD EXPANSION AND FLEET MODERNISATION PLANS

In the world of aviation, staying ahead requires vision, innovation, and a relentless commitment to excellence. Few embody these qualities like Dersenish Aresandiran, the Chief Commercial Officer (CCO) of Airlines at Malaysia Aviation Group (MAG). As MAG sets its sights on expanding its horizons, Dersenish offers an insider's perspective on the company's ambitious plans, strategic initiatives, and unwavering dedication to enhancing the travel experience. The bold strategy of recently launching three new routes to India highlights MAG's deep commitment to the Indian market, a cornerstone of its international operations. Fleet modernisation is at the heart of MAG's strategy to cement its reputation as a premium carrier. TravelScapes found it fortunate to be a part of MAG while they take one innovative step at a time

By Aanchal Sachdeva

Demonstrating a strong commitment to the Indian market, MAG recently launched three new routes to Amritsar, Ahmedabad, and Trivandrum. These routes have seen remarkable success, with load factors surpassing 85%. Aresandiran commented, "In a historic move for our airline, we launched three new India routes simultaneously - Amritsar, Ahmedabad, and Trivandrum, indicating our unwavering commitment towards our leading international market."

In response to this positive reception, MAG has doubled the flight frequencies to Amritsar and Trivandrum. Aresandiran added, "We have taken the proactive step of doubling flight frequencies from two of these routes - Amritsar and Thiruvananthapuram."

MAG is continuously exploring new opportunities within the Indian market, aiming to expand its footprint. "We are constantly monitoring opportunities within the Indian market, aiming to progressively enhance our footprint through the introduction of new routes, aircraft upgrades, and increased flight frequencies," Aresandiran said. He mentioned potential expansions into the northeast region, targeting cities like Guwahati and Kolkata, and southern destinations like Tiruchirappalli, Visakhapatnam, and Goa.

The Thiruvananthapuram route has experienced a surge in travel demand. "Since the commencement of our two weekly flights from Trivandrum on 9 November 2023, we have witnessed impressive load factors on the route," Aresandiran noted. This prompted MAG to increase the

frequency of flights, with two additional frequencies weekly starting from April 2024. He expressed gratitude to the management of Trivandrum Airport, saying, "We extend our sincere gratitude to the management of Trivandrum Airport for supporting our operations."

MAG's fleet enhancement and modernisation efforts are central to its strategy of maintaining a premium carrier status. "In our endeavour to solidify our position as a premium carrier, we are constantly investing in our fleet," Aresandiran emphasised. The airline is set to replace its A330 aircraft with the next-generation A330neo, with the first delivery scheduled for Q3 2024. At the recently concluded MATTA Fair, MAG unveiled the new A330neo Business Class and Economy Class seats, featuring numerous 'firsts' for the airline, including Collins Aerospace Elevation Business Class seats. "These seats offer an all-suite cabin experience with individual privacy doors and wireless charging pods at all 28 of the Business Class seats," Aresandiran highlighted.

MAG's parent company has inducted three 737-8 aircraft, marking the beginning of a gradual expansion to include up to 25 of these aircraft by 2026. Additionally, MAG's flagship A350 fleet will continue to be a cornerstone of its operations, with recent expansions bolstering its capabilities. "We have acquired an additional A350-900 aircraft, growing our A350 fleet size to seven," Aresandiran stated.

To strengthen collaborations with travel

trade partners, MAG has launched MHplus, an innovative New Distribution Capability (NDC) platform. MHplus offers agents enhanced perks, competitive fares, and commissions on ancillary products in six countries, including India. "Recognising the invaluable role played by our travel trade partners in our achievements, we are committed to fostering stronger collaborations with them," Aresandiran explained.

Strategic partnerships are crucial for MAG's growth. The airline recently signed a Memorandum of Understanding (MoU) for a codeshare partnership with Indigo, India's leading airline. "This partnership not only expands our reach beyond our nine Indian hubs but also provides Indigo customers the opportunity to explore Southeast Asia destinations through our extensive network," Aresandiran said.

On the international front, MAG has announced new routes to Malé, Maldives, Da Nang, Vietnam, and Chiang Mai, Thailand. These destinations will be served with daily and five-times-weekly flights starting in August and September 2024. Aresandiran concluded, "We will continue to expand our ASEAN as well as global footprint, further solidifying our position as the gateway to Asia and beyond in line with our commercial elevation journey."

With these strategic expansions and innovations, Malaysia Aviation Group is poised to elevate the travel experience, offering passengers unparalleled connectivity, comfort, and convenience.



GNTB held a press conference to disclose the number of overnight stays by GCC visitors to Germany

The German National Tourist Board (GNTB) hosted a press conference on May 6, 2024, the opening day of the Arabian Travel Market (ATM) 2024. During the conference, it was announced that GCC travellers spent 1,297,256 room nights in Germany during 2023, marking a 15% increase over the 1,128,341 overnight stays recorded in 2022. The announcement was made while addressing Middle Eastern travel professionals. Yamina Sofo, Director at the German National Tourist GCC Office (GNTO GCC), an affiliate of the German National Tourist Board (GNTB), commented, "The increase in overnight stays in 2023 underscores Germany's enduring appeal among GCC travellers, which is a testament to the continuous efforts of GNTO in its ongoing marketing campaigns across both B2B and B2C channels."

The GCC region is currently ranked in the top three inbound markets after the US and China and was Germany's top-performing inbound source market in Asia and Australasia in 2022. GCC guests also helped generate 2.1 billion euros in 2022, a 110% increase over the previous year, averaging 4,443 euros per trip per guest. Sofo added, "These figures underscore Germany's increasing post-pandemic popularity with GCC visitors and bode well for 2024. This year we want to capitalize on Euro 2024, to encourage longer stays and showcase Germany as an all-year-round holiday destination."

There is direct flight accessibility from the GCC to five German



international airports – Munich, Frankfurt, Dusseldorf, Berlin, and Hamburg – supporting GNTB's ambition to match 2019's 1.6 million overnight GCC guests in 2024. With an increased flight availability of more than 207 direct weekly flights between the GCC and Germany, the country can be encouraged as an all-year-round holiday destination.

Germany boasts a total of 52 World Heritage sites and over 6,000 museums, offering interesting places of cultural and historical significance for GCC tourists to visit. With over 1,540 sustainably certified establishments and 350 spa and health resorts, the GNTB is focusing on health tourism, including sustainability-related aspects like the preservation of traditional treatment methods, location-specific treatments, and remedies. Its 'Simply Feel Good' – Sustainable Travel in Germany campaign also underscores Germany's rural natural landscapes and activity holidays, raising awareness of the fragility of ecosystems.

Bavaria has been marked as the top region, attracting over 527,000 guests from the GCC in 2023, which is a 7.4% increase over 2022. The GNTB is developing a marketing strategy to achieve its anticipated numbers in both the short and longer term, under the slogan 'Germany, simply inspiring.'





ONE ABOVE'S STORY ON UNLOCKING DUBAI'S TOURISM POTENTIAL

BA Rahim, the astute founder of One Above Global DMC, is a pioneering figure in Dubai's tourism sector. With a wealth of experience and a visionary approach, Rahim has steered One Above to prominence, redefining the tourism landscape in the region. His adept leadership and strategic acumen have propelled the company to become a leading destination management entity in Dubai. As we scroll through the interview, we gain invaluable insights from Rahim regarding the evolution of Dubai's tourism, the distinctive experiences offered by One Above, strategic partnerships, branding strategies, and the pivotal factors driving the company's remarkable success. Travelscapes has attempted to uncover the profound impact of Rahim's leadership on the trajectory of One Above in the competitive dynamics of destination management

By Aanchal Sachdeva

How has the tourism landscape in Dubai evolved since One Above's inception, and how have you adapted to these changes?

Since One Above's inception, we've witnessed significant growth in Dubai's tourism landscape, with more than 100% yearly growth. Notably, we operated the largest MICE group of 7500 PAX in 2022, the largest out of India into Dubai as one group. To adapt to these changes, we've continuously enhanced our services and offerings to meet the evolving demands of travellers. Dubai's tourism industry is dynamic and competitive, and we've remained agile by investing in our team, technology, and partnerships to ensure we deliver exceptional experiences to our clients.

What unique experiences and services does One Above offer travellers seeking bespoke journeys in Dubai?

One Above Dubai offers a comprehensive range of services from our in-house team to ensure the highest service levels in the UAE. We provide all services, including visas, accommodations, transportation, and Indian-friendly guides, in-house. Additionally, we offer a unique CONCIERGE service in Dubai, facilitating pre-arrangements with high-end restaurants and clubs where pre-bookings are necessary. Our goal is to curate bespoke journeys that cater to the individual preferences and interests of our travellers, ensuring unforgettable experiences in Dubai.

Our ability to think outside the box and adapt to changing market dynamics has enabled us to stay ahead of the curve and consistently deliver exceptional results for our clients

Can you discuss any notable partnerships or collaborations that One Above has established to enhance its offerings in Dubai's tourism industry?

One Above has established notable partnerships with critical stakeholders in Dubai's tourism industry, including Dubai Tourism. Their support has been instrumental in facilitating the operation of large-scale groups, such as the 3500 PAX group we operated with DTCM assistance. These partnerships enable us to enhance our offerings, access exclusive resources, and provide exceptional value to our clients, further solidifying our position as a leading destination management company in Dubai.

Can you discuss One Above's strategies for building and communicating a compelling

brand identity for the destination, highlighting its unique experiences and attractions?

We've proactively built and communicated a compelling brand identity for Dubai by leveraging strategic partnerships and targeted marketing initiatives. For example, we've partnered with Dubai Parks and conducted road shows in major cities in India to showcase Dubai's unique experiences and attractions. This year, we plan to expand on these efforts with exclusive Dubai road shows, highlighting our destination's diverse offerings and unparalleled experiences.

What key factors have contributed to One Above's success in becoming Dubai's leading destination management company?

Several key factors have contributed to One Above's success in becoming Dubai's leading destination management company. Firstly, our unwavering commitment to service excellence and customer satisfaction sets us apart in the industry. We pride ourselves on being service-oriented, innovative, and trusted B2B partners in Dubai. Additionally, our ability to think outside the box and adapt to changing market dynamics has enabled us to stay ahead of the curve and consistently deliver exceptional results for our clients. Through our dedication to professionalism, reliability, and personalised service, we have earned the trust and loyalty of our partners and clients, cementing our position as a leader in Dubai's tourism industry.

CORAL

Beach Resort Sharjah



You are **Unique for Us**

Whether you seek the tranquility of the sea or the dynamic bustle of a modern city, **Coral Beach Resort Sharjah** is ideally located to offer both. Perched on a scenic beach, merely 17 KM from Sharjah International Airport and 25-KM from Dubai International Airport, within close proximity to Ajman Port and Hamriyah Free Zone, the deluxe resort features 156 spacious rooms equipped with the finest amenities. Exceptional conference and banquet venues, excellent choice of restaurants and state-of-the-art fitness and recreation facilities make your stay truly enjoyable.



Coral Beach Resort Sharjah | T+9716 522 9999 | Al Muntazah Street, Sharjah Corniche, Sharjah, United Arab Emirates

hmhhotelgroup.com/coralbeachresortsharjah

Managed By HMH

Sofitel Al Hamra Beach Resort opens in Ras Al Khaimah

Inviting guests for an immersive experience, Sofitel Al Hamra Beach Resort officially opened its doors on May 13, 2024. The resort is nestled within the Al Hamra Village, lining the pristine coastline of Ras Al Khaimah, and creating a sophisticated blend of the rhythms of the Arabian Gulf with the timeless French Art De Vivre. Boasting a touch of French flair, this 5-star destination promises a bespoke experience with its exquisite interiors.



The property celebrates the rich tapestry of ancient Emirati history, encompassing sailing, pearling, and pottery arts. The hotel draws inspiration from local architecture, art, and journeys of nomads across the Peninsula.

In celebration of the opening of Sofitel Al Hamra Beach Resort, Karim Abdelhamid, General Manager of Sofitel Al Hamra Beach Resort commented, "We are delighted to extend a

warm welcome to visitors to this region, celebrated for its breathtaking natural beauty and verdant surroundings. Ras Al Khaimah stands out as a premier destination for residential living, recreational pursuits, and tourism, and the inauguration of The Sofitel Al Hamra Beach Resort, Ras Al Khaimah marks another milestone in the island's expanding array of top-tier hospitality offerings."

IHG Hotels announces Crowne Plaza Resort Nepalgunj

IHG Hotels & Resorts announced the signing of a management agreement with Mansarovar Amusement Park & Resort to develop Crowne Plaza Resort Nepalgunj, Nepal. Expanding its presence in Nepal, the new hotel is scheduled to open in early 2028 and will feature over 100 keys to bring premium hospitality experiences to the country.



Located in the sub-metropolitan city of Banke District, Nepalgunj is a diverse city that serves as a major transport hub for many of the western regions of Nepal. The city offers a strategic stopover spot on the pathway to the Himalayas and is famous for its treks to the Dolpo Plateau and Jumla region. This new resort will be easily accessible from the Nepalgunj Airport and the India-Nepal border, catering to the needs of leisure and adventure travellers.

Sudeep Jain, Managing Director, South West Asia, IHG Hotels & Resorts, commented on the announcement, "We are delighted to announce the signing of Crowne Plaza Resort Nepalgunj, further expanding IHG's presence in Nepal. The strategic location of the hotel will provide us with a great opportunity to offer world-class premium hospitality and cater to the demands of our guests across leisure, business and blended travel."

Minor Hotels plans 50 new properties in 10 years

A global hotel owner and operator, Minor Hotels, plans for acceleration in the dynamic Indian hospitality market with the opening of its Bengaluru office. With the Anantara debut, the hospitality group plans to establish 50 properties in the next 10 years to intensify the group's presence in the market. Amir Golbarg, SVP for Middle East, Africa and India for Minor Hotels, said, "We are bullish on the potential of India, and have already been overwhelmed with owner interest, but are proceeding with a 'partnerships over properties' approach. It means we are being very selective in the hotels that we add to our portfolio, with our focus on cultivating meaningful alliances with partners who



align with our values and vision." He further talks about Minor's strengths and states, "The strength has always been in our ability to think globally while acting locally, meaning we are well versed at adapting our standards and operations to suit the unique characteristics of each market we operate in – a trait we believe will give us a strong advantage in India."

Fortune Hotels launches its 9th property in Gujarat

An ITC hotel group's member, Fortune Hotels, expands its presence in Gujarat by launching its 9th property - Fortune Statue of Unity Ekta Nagar. Set to offer unmatched comfort and hospitality, this newest addition provides scenic views of the river Narmada. It is strategically located just minutes away from the Ekta Nagar railway station and many other attractions in the SOU area, like the Narmada Maha Arti ghat, the Valley of Flowers (Bharat Van), the Cactus Garden, and the Butterfly Garden.

This 144-room all-vegetarian hotel boasts comforting interiors, lush

green lawns, and ample open spaces to soak in the spirit of the place. Its wide range of premium room amenities, vegetarian food soirees, and banquet facilities ensure the delivery of enhanced guest experiences.

Samir MC, Managing Director of Fortune Hotels, said, "As we venture into Ekta Nagar, we seize upon an exciting opportunity for growth in a region ripe with promise. With the support of the government and the city's burgeoning infrastructure, we are confident of the potential for expansion and business prospects this destination offers."



Marriott Hotels announces Katra Marriott Resort & Spa

Marriott Hotels debuts in the spiritually significant destination of Jammu & Kashmir by announcing the opening of its 150th hotel in India - Katra Marriott Resort & Spa. This purely vegetarian hotel is nestled amidst the serene landscapes of the Trikuta Hills, popularly known as the Vaishno Devi Hills. Guests can go on leisurely nature walks while immersing themselves in the vibrant culture and spirituality of Katra.

Ranju Alex, Area Vice President, South Asia, Marriott International, commented on the hotel launch and said, "As we celebrate the milestone opening of our 150th Hotel in India, we acknowledge not just our prominent presence in the country, but also the unique and enriching experiences our



hotels provide through their distinctive architecture and design, world-class food and beverage offerings and curated amenities that provide exceptional, one-of-a-kind stays. We continue to have confidence in the resilience of our brands and our teams and remain steadfast in our commitment to advancing our growth through a strong pipeline of hotels."

The resort provides easy access to nearby attractions, like Patnitop Hill Station, Mansar Lake and Krimchi Temple.



Sarovar Hotels expands with V Sarovar Portico Jaipur

Strengthening its foothold in Jaipur, Sarovar Hotels celebrated the grand opening of V Sarovar Portico Jaipur, marking its 6th property in the city. The property is located on Sansar Chandra Road near prominent transportation hubs, the Jaipur Railway Station and the Jaipur International Airport. It provides the travellers with an unparalleled experience of immersing themselves in the quintessential Jaipur experience.

The hotel boasts 106 rooms across two categories – Deluxe and Premium, and an all-dining restaurant with an approximate

accommodation space of up to 75 guests. The speciality Indian restaurant, Jharokha, boasts a housing capacity of 95 guests, offering the hotel's signature curries and kebabs.

Ajay K Bakaya, Managing Director of Sarovar Hotels & Director of Louvre Hotels India, states, "The unveiling of V Sarovar Portico is a significant milestone for us. This hotel embodies our vision of offering unmatched experience and convenience to our guests. With this addition, we have strengthened our leisure market portfolio."

Brand Storii by ITC expands its presence in Jaisalmer

ITC Hotels announced the signing of a management agreement with Jaipur-based Dangayach Group to build a property under the brand Storii, in Jaisalmer, Rajasthan. This 119-key resort will be situated towards the east of the city on Jodhpur-Jaisalmer Road, offering distinct experiences with a blend of art, architecture, hospitality, scenic beauty, and cuisine.

The resort will boast a restaurant, bar, and approximately 7000 sq. ft. of banquet and meeting space. Anil Chadha, Chief Executive of ITC Hotels, said, "This project is a tremendous leap permitting a quick entry into a high visibility and popular leisure market with our cherished brand Storii. We are already present with over 800 keys across our various brands in Rajasthan. These include hotels in Jaipur, Jodhpur, Khimsar, Jaisalmer and Udaipur. Storii Jaisalmer will enable us to offer yet another unique destination experience in the Rajasthan desert circuit."

Harimohan Dangayach, Chairman & Founder, and Atul Dangayach, the Managing Director of Dangayach Group talked about the resort's positioning in the strong leisure market, aligning it with the unique positioning of the brand Storii.



Minor Hotels expands with Anantara Sharjah Resort

Minor Hotels announced a strategic addition to its luxury portfolio in the UAE with the launch of Anantara Sharjah Resort and Anantara Sharjah Residences, set to open in late 2027. Owned and being developed by Arada, the new-build resort and residence complex will be positioned on the northeastern edge of Sharjah's Al Heerah Beach, along the picturesque coastline of the Arabian Gulf.

HRH Prince Khaled bin Alwaleed bin Talal, Vice Chairman of Arada, said, "Anantara is one of the most distinguished luxury hotel brands in the world and it is a privilege to bring this brand to Sharjah for the first time. Our partnership with Minor Hotels will provide buyers with the quality and delivery associated with Arada, combined with



the harmony, culture, heritage and services they have come to expect from the Anantara brand."

The property will feature 110 generously sized guest rooms and suites, boasting striking architecture. The Anantara Sharjah Resort will join an expanding portfolio of Anantara properties in the Middle East, in response to burgeoning demand for branded residences.

Jumeirah Group makes debut in Saudi Arabia

Jumeirah Group announced the inauguration of Jumeirah Jabal Omar Makkah in the Kingdom of Saudi Arabia, marking a significant milestone in its global journey. Situated in Jabal Omar and conveniently close to the Great Mosque of Makkah, this luxury property will offer 1,121 keys of exquisitely designed rooms, suites, and residences, enabling guests to enjoy a serene and luxurious time in the heart of Makkah. The hotel is designed as a part of the second phase of the Jabal Omar project, instilling a sense of tranquillity and reflection. Envisioned by Fosters + Partners architects, this esteemed project will allow guests to deeply connect with the spiritual significance of their visit to the holy city.

It currently features eight dining venues, including the Mediterranean restaurant 'Patras' and a cosy lobby lounge



servicing teas and baked goods. It plans to introduce six additional dining options in the future, showcasing a diverse range of cuisines worldwide. The hotel also boasts three versatile meeting rooms and event spaces, catering to gatherings of various sizes. The project includes 88 spacious residences across the four towers' podium, complementing the hotel's lavish accommodations. Rizwan Shaikh, the recently appointed General Manager, heads the team at Jumeirah Jabal Omar Makkah.

Leisure Hotels Group adds six new hotels in North India

Leisure Hotels Group (LHG) is pleased to announce the signing of six new boutique hotels across key destinations in India - Vrindavan, Nainital, Naukuchiatal, Kanatal, and McLeodganj. The signings of Avalon Cottages in Kanatal, Mountoria Retreat in Naukuchiatal, The Belvedere Himalayan Retreat in McLeodganj, Brij Eternity in Vrindavan, Bedzzz Xclusiv Nainital, and Bedzzz Xclusiv Manali were closed in April. These introductions underscore LHG's commitment to offer distinctive accommodations and unforgettable experiences amidst nature's serenity.

Vibhas Prasad, Director of Leisure Hotels Group, said, "We're thrilled to begin the fiscal year successfully with the signing of six new hotels



including two Bedzzz Xclusiv properties. It further solidifies the Group's position as the leading experiential resort chain in North India's most sought-after destinations. We have a robust pipeline of upcoming company-owned and management assets this year, and our aim is to expand the Bedzzz vertical steadily. As the fastest-growing chain in North India, Leisure Hotels Group continues to set new benchmarks in hospitality excellence."

Hilton announces its new flagship hotel in Gurugram

Hilton has announced the signing of its new flagship hotel in Gurugram, making it Hilton's 27th hotel in India and its second collaboration with the Baani Group. The Hilton Gurugram Baani City Center will provide over 15,000 sq. ft. of MICE space in the hotel for corporate events and social gatherings, aiming to expand Hilton's presence in India. With 26 operating hotels in India and 22 more in the pipeline, Hilton aims to expand up to 75 hotels in the coming years.

Set to open in the fourth quarter of 2024, this new hotel marks a strategic development, underscoring Hilton's commitment to increase its foothold in important gateway cities across India. The property will be located along the Golf Course Extension Road, close to key business



districts, entertainment centres, and upscale residential and commercial areas.

Zubin Saxena, Senior Vice President and Country Head, India, Hilton, expressed his thoughts about this new venture, "We are delighted to deepen our partnership with Baani Group, with whom we share a long-standing relationship. Hilton Gurugram Baani City Center will be a perfect addition to the cosmopolitan hub of Golf Course Extension Road."

The Imperial New Delhi enters the network of luxury hotels

The Imperial New Delhi has become the only Grand Dame in India to enter the exclusive network of independent, luxury hotels - The Leading Hotels of the World, Ltd. The hotel will also be a part of the Leading Hotels' exclusive loyalty program, Leaders Club, which will help amplify the relationships between like-minded travellers and independent hoteliers.

The Imperial, since its inception in 1936, has been a beacon of glamour, drawing Hollywood celebrities, Bollywood luminaries,

and global royalty to its distinguished embrace. It stands as an icon of luxury and continues to enchant its visitors with a blend of old-worn charm and modern sophistication. Each of the hotel's 235 elegantly appointed rooms and lavish suites exude elegance, seamlessly blending heritage with cutting-edge technology.

Louis Sailer, Senior Executive Vice President at The Imperial, expressed his delight about the partnership with Leading Hotels of the World. Deniz Omurgonulsen, Vice President of Member Experience, The Leading Hotels of the World, said, "This art-filled, eight-acre estate and the storied hotel is an exceptional example of outstanding hospitality that we are thrilled to share with our curious travellers. We are delighted to welcome The Imperial, New Delhi into LHW's collection— as India is an exciting and desired market for our guests."



Timeless Samarkand: The Jewel of the Silk Road

Journey Through the Echoes of History and Splendour

Samarkand, an ancient city in Uzbekistan with a legacy woven through centuries, stands as a testament to Central Asia's grandeur and cultural tapestry. This mesmerising city invites you to explore its historical depth, architectural marvels, and vibrant artistic practices.



ARCHITECTURAL WONDERS

- **Registan Square Splendour**
Registan Square, framed by three majestic madrasahs, epitomises Samarkand's architectural brilliance. The Ulugh Beg Madrasah (1417-20), Shirdar Madrasah (1619-36), and Tilla-Kari Madrasah (mid-17th century) showcase stunning mosaic and tile work that dazzle visitors.
- **Timur's Legacy: Gur-e-Amir Mausoleum**
Visit the awe-inspiring Gur-e-Amir Mausoleum, the tomb of Timur, adorned with intricate tilework and a magnificent dome. This 15th-century masterpiece reflects the zenith of Timurid architectural finesse.

HISTORICAL SIGNIFICANCE

- **Ancient Maracanda**
Explore the remnants of Maracanda, the ancient capital of Sogdiana, and delve into its storied past, including Alexander the Great's conquest in 329 BCE and its time as a flourishing trade hub on the Silk Road.
- **Timur's Capital**
Discover the era when Samarkand served as the capital of Timur's empire. The city thrived as a centre of culture and commerce, leaving a legacy of splendid architecture and vibrant markets.

CULTURAL HERITAGE

- **Majestic Mosques and Mausoleums**
Stroll through the old city and admire the Bibi-Khānom Mosque, commissioned by Timur's favourite wife, and the exquisite Ak Saray tomb with its stunning frescoes. These monuments reflect the city's rich cultural tapestry.
- **Rīgestān Square: Heart of Samarkand**
Experience the cultural heartbeat of Samarkand at Rīgestān Square, where the grand madrasahs stand as symbols of the city's intellectual and spiritual heritage.

ARTISTIC TRADITIONS

- **Ceramic Mastery in Fergana Valley**
Visit local ceramic-making families in Tashkent, the Fergana Valley, and Bukhara, take pottery master classes, and purchase unique art objects. The Rishton Ceramic Museum, run by master potter Rustam Usmanov, is a must-visit.
- **Ikat and Silk Paper Craftsmanship**
Witness the traditional ikat weaving process at the Yodgorlik Silk Factory in Margilan, and learn about the ancient silk-making art at the Meros Paper Mill in Samarkand.

MODERN DEVELOPMENTS

- **Russian Influence and Soviet Revival**
Discover the newer Russian section of Samarkand, built after 1871, with its public buildings, houses, and parks. The Soviet period saw further expansion, including establishing a university in 1933.
- **Economic Resurgence**
Samarkand's economy, once driven by trade routes, now thrives on agriculture-based industries. Cotton ginning, silk weaving, fruit canning, and manufacturing tractor parts and cinema apparatus are prominent.

CULTURAL PRACTICES

- **Traditional Uzbek Craftsmanship**
Explore the intricate art of miniature painting at the Bukhara School and take classes to immerse yourself in this unique form. The city's artisans continue to uphold Uzbekistan's rich craft traditions.

COMMERCIAL HUB

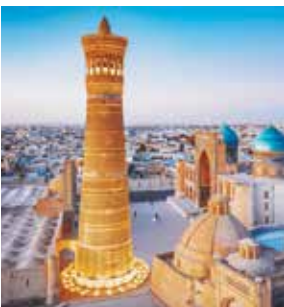
- **Economic Significance of Trade Routes**
Samarkand's strategic location at the junction of trade routes from China and India contributed to its historical commercial importance. The arrival of the railway in 1888 further cemented its role as a trade centre.

LOCAL INDUSTRY

- **Agriculture and Industry Integration**
The city's industry revolves around agriculture, with significant cotton, silk, wine, and leather production. The integration of modern manufacturing processes enhances Samarkand's economic landscape.

VIBRANT MARKETPLACE

- **Bazaars and Souks**
Wander through Samarkand's bustling bazaars, where the vibrant local culture comes alive. The marketplaces offer a sensory feast and a glimpse into daily life, from fresh produce to handcrafted goods. Samarkand, with its blend of ancient splendour and modern vibrancy, is a city where history and culture converge. Every corner tells a story, inviting you to uncover this Silk Road jewel's timeless charm and enduring legacy.



Arabian Travel Market 2024 breaks records with 15% growth, Sets the stage for future innovation

Making up for the last time, the Taiwan Tourism Administration (TTA) has enthusiastically started developing the Indian market. The initiative started with OTM earlier this year, followed by B2B trade networking events in Delhi and Mumbai, and now a multi-city roadshow. The roadshow began in India's IT hub, Hyderabad, and was concluded in India's very own Silicon Valley, Bengaluru, on April 19, 2024. These roadshows were aimed at showcasing Taiwan's MICE attractiveness and were joined with enthusiasm by several travel fraternities, corporates, and event organisers.

Joseph Cheng, Director of Taiwan Tourism Administration – Singapore Office, said, "Taiwan is a small country yet packs a huge punch as a destination for every segment of travellers, and particularly the MICE groups. An advanced economy and a developed Asian country, it's an immensely powerful destination when

it comes to mixing business with leisure and pleasure. Not only there are some great urban landmarks to host your events to the best of your satisfaction, but Taiwan also boasts great outdoor activities amidst its lush green mountain ranges, coastline and beaches, mountain lakes, exciting wellness offerings, it's cultural treasures and heritage, and so much more."

The roadshow in Hyderabad was organised at the landmark Radisson Hotel in Banjara Hills on April 18, 2024, and was graced by around 80 leading MICE and leisure companies. The Bangalore roadshow, held the next day, was organised at the iconic JW Marriott hotel and was attended by almost 100 leading tour operators, DMCS and event companies from the city. Both events started with a destination presentation, followed by interactive sessions and feedback, ending the day with networking amidst evening cocktails and dinner.





Cirque du Soleil debuts a new resident show 'Auana' at OUTRIGGER

The **Cirque du Soleil** Entertainment Group announced the debut of its new resident production in Hawai'i entitled, 'Auana'. Coming to the OUTRIGGER Waikiki Beachcomber Hotel in late 2024, this resident show will bring a new dawn of live entertainment with a unique curation of artistry, breathtaking acrobatics, heritage, and dramatic storytelling.

The show title, 'Auana' stems from the loose translation to wander off a beaten path or to embark on a journey. Cultural Creative Producer Aaron J. Salā, Director Neil Dorward, Costume Designer Manaola Yap, and Choreographer Kumu Hula Hiwa Vaughan have been in collaboration with community voices and after careful consideration have selected Auana to

foreshadow the thrilling adventure of traversing through Hawai'i's unique mo'olelo (stories) and stylised depictions of historic milestone events. The show promises to blend the poetic Hawaiian worldview with Cirque du Soleil's signature style of breathtaking acrobatics, dramatic storytelling, and flair.

"Our vision for 'Auana faithfully connects us all to the islands of Hawai'i through innovative and engaging storytelling, using hula dance, music, comedy and incredible acrobatic performances," said Dorward. "It is my hope that our audiences will be transported into a world where stories can live unconstrained by reality, honouring the land and the people of this place."



Egypt welcomes 15 million tourists in 2023

Egypt showcases its commitment to enhancing the tourist experience by unveiling an influx of a record 15 million tourists in 2023. It is planning to expand the country's tourism potential, future initiatives, and forthcoming projects by attracting new visitors from the UAE, GCC, and global. Egypt's tourism sector continues to chart a path of growth and resilience, focusing firmly on enhancing visitor experiences, strengthening partnerships, and investing in infrastructure. After a record-breaking year in 2023 with an influx of 15 million visitors, compared to 4.9 million in 2021. It is well-positioned to keep its economy on an upward trajectory in the tourism landscape.

Ghada Shalaby, Egypt's Vice Minister of Tourism and Antiquities for Tourism Affairs, said, "Egypt is gearing up to attract a wide range of travellers based on its commitment to diversifying its tourism offerings. The Ministry has worked to



unveil a group of new products that meet the evolving preferences of travellers, from health tourism to meetings, incentives, conferences, and exhibitions tourism, all the way to the innovative Umrah Plus product and the attractive Cairo City Break program." By strengthening partnerships between tourism entities in Egypt, the Far East, and GGC countries, among other Arab countries, the Ministry aims to combine efforts in promoting Egyptian destinations and ensuring unparalleled experiences for visitors.



Kazakhstan sees the first-ever Indian wedding hosted by Kazin DMC

A destination management company specialising in Kazakhstan, Kazin DMC announced the successful hosting of the first-ever Indian wedding in the country. This milestone event showcases Kazakhstan's potential as a premier wedding destination, highlighting its diverse offerings in tourism and hospitality. As a testament to Kazin's dedication to diversifying and expanding Kazakhstan's tourism industry, the recent Indian wedding offers a unique and immersive experience for travellers from all over the globe.

"We are thrilled to have been a part of this historic event," said Rohit Shorey, Founder and CEO of Kazin DMC. "Hosting the first Indian wedding in Kazakhstan is a significant milestone for us and the country's tourism sector. It not only underscores our expertise in event planning and management but also positions Kazakhstan as an emerging destination for international celebrations and events."

The wedding was held in the picturesque city of Almaty, incorporating a blend of traditional Indian and Kazakh elements. Every aspect of the wedding was meticulously planned and executed by Kazin DMC, from vibrant ceremonies to luxurious accommodations and breathtaking backdrops. Kazin DMC's comprehensive services and personalized approach ensure that every event they host is a seamless and unforgettable experience, promoting Kazakhstan as a top destination for weddings, events, and tourism.

Fiji Tourism Exchange 2024 delves into Fiji's tourism offerings

The Fiji Tourism Exchange 2024 was held at the Sofitel Fiji Resort and Spa in Denarau on May 16, 2024. This 2-day event commenced with a vibrant opening ceremony, bringing together industry stakeholders from across the world to delve into Fiji's distinctive tourism offerings. The event was attended by the Acting Prime Minister and Minister for Tourism and Civil Aviation, Viliame Gavoka, who extended his heartfelt appreciation to all the participants.

"Tourism remains a cornerstone of Fiji's economy, and the Fiji Tourism Exchange serves as a prime platform to showcase our rich culture, traditions, and amazing natural wonders to the world. It's heart-warming to witness such an overwhelming turnout, with even greater enthusiasm than last year, boasting participation from over 125 buyers, 80 sellers, and representatives



from 19 international media outlets, we have over 4,000 meetings scheduled! We're building upon the success of last year, and the momentum is palpable," remarked the Hon. Minister.

The FTE anticipated to welcome over 550 delegates – a 10% increase from last year, including tourism operators, media representatives, and international buyers from across the globe. This pinnacle event in the South Pacific tourism calendar braced the 'If You Can't Bin It, Bag It' campaign, announced by Brent Hill.

Yas Island's CIO familiarises with iconic superheroes

Yas Island's Chief Island Officer (CIO), Ryan Reynolds, stole the spotlight as he came face-to-face with the A-listers of the animated world, embarking on a fun-filled journey at Warner Bros. World™ Yas Island, Abu Dhabi. Reynolds invited the public into the enchanting world of Warner Bros. characters and offered an exclusive sneak peek into his many adventures as he mingled with iconic superheroes – trading quips with The Flash, sharing an uncomfortable ride with The Joker, and arm wrestling with Superman.

Reynolds found himself in a

hilarious mix-up when a young fan requested a photo, only to discover that the fan was clamouring for a shot with none other than Lola Bunny – his childhood crush incarnate. This lighthearted moment came as a reminder that every moment is filled with magic and everyone is treated like a celebrity on Yas Island. Reynolds reflected on the unique privilege of his role and added, "It's a privilege no one else gets. Some people get, everyone gets it," reminding everyone to embrace every adventure because, on Yas Island, everyone is part of the excitement.



Saudi Tourism Authority launched the Saudi Summer Program 2024

Under the patronage of His Excellency Ahmed Al Khateeb, the Saudi Tourism Authority announced the launch of the Saudi Summer Program 2024, 'Saudi Summer is Next Door'. Launched in Riyadh, the summer program will run for 4 months, until the end of September, across 7 destinations - Aseer, Al Baha, Taif, Jeddah, Riyadh, the Red Sea, and AlUla. The program will include 550+ exceptional tourism products along with more than 150 special offers and packages, specially curated for adventure lovers, heritage enthusiasts, and leisure tourists.

The launch event of the summer program was attended by the Secretary-General of the World Tourism Organization, Zurab Pololikashvili, along with over 250 key strategic partners from public and private sectors, and significant media and key

opinion leaders. Saudi has also introduced a line-up of the biggest and most vibrant events as part of the summer program, including the Esports World Cup in Riyadh, an annual eight-week competition for the world's most elite Esports athletes, and multiple boxing tournaments in Riyadh and Jeddah.

His Excellency Ahmed Al Khateeb, Minister of Tourism and Chairman of the Board of Directors of the Saudi Tourism Authority, delivered a speech during the Saudi Summer Program 2024 launch event, highlighting global tourism trends, growth seen by the Kingdom in the tourism sector, and the record-breaking numbers of incoming tourists resulting in Saudi Arabia topping the UN World Tourism List and the G20 nations list. He added, "Saudi Arabia is witnessing a transformative period in tourism, driven by our



vision to position the Kingdom as a premier global destination. The Saudi Summer Program 2024 is our commitment to showcasing the rich cultural heritage, natural beauty, and unparalleled hospitality that Saudi Arabia offers. We invite local and international tourists to experience the diversity of our seven unique destinations and take advantage of the exceptional offers and packages designed to create

unforgettable memories. This initiative, supported by our strategic partnerships and groundbreaking initiatives like the eVisa and increased flight connectivity, demonstrates our dedication to making Saudi Arabia more accessible and appealing to tourists worldwide. We look forward to welcoming visitors from all corners of the globe to explore and enjoy the vibrant experiences that await them this summer."

The Vietage by Anantara introduces 2nd luxury railway carriage



Building on the resounding success of the existing carriage, The Vietage by Anantara announced the introduction of a second luxury railway carriage running every day between Nha Trang and Quy Nhon in South Central Vietnam. Commencing its operation on May 15, 2024, the railway carriage will offer timeless luxury travel experiences through South-Central Vietnam. This new custom-designed addition will also connect the renowned

coastal city of Nha Trang served by Cam Ranh International Airport.

Promoting slow and sustainable travel, the carriage will offer five-hour journeys, meandering through the picturesque Vietnamese countryside. It features 12 reservation-only seats in private booths, transporting guests into a world of glamour and nostalgia with all the comforts of modern luxury. The carriage interiors boast a sleek blend of modern style with inspiration from Indochina, allowing travellers to admire the stunning views from the big-picture windows.

It takes the guests on a lavish culinary adventure with rail-inspired cocktails and mocktails from a trendy sit-up bar. The Vietage by Anantara departs from Nha Trang every afternoon arriving at Dieu Tri station in Quy Nhon in the evening.

DET signs a strategic partnership with Emirates

The Dubai Department of Economy and Tourism (DET) and Emirates have entered a strategic partnership to position Dubai as the leading global business destination. The partnership outlined their joint initiatives to intensify international efforts and make Dubai a hub for trade, tourism, and investment. Building on both entities' success in the tourism industry, this latest development underscores their commitment to achieving the goals of the Dubai Economic Agenda, D33.

The agreement was formalised on the sidelines of this year's ATM (Arabian Travel Market) in the presence of His Highness Sheikh Ahmed bin Saeed Al Maktoum, Chairman and Chief Executive of Emirates Airline and Group, and His Excellency Helal Saeed Almarri, Director General of Dubai Department of Economy and Tourism. It was signed by



His Excellency Issam Kazim, Chief Executive Officer of Dubai Corporation for Tourism and Commerce Marketing (DCTCM), and Adnan Kazim, Emirates' Deputy President and Chief Commercial Officer.

Adnan Kazim remarked on the newly-linked cooperation with DET, "We're committed to elevating Dubai's global economic hub status with our partners at DET to increase its visibility across our network of over 140 cities and beyond through a gamut of promotional activities."

Tourism Malaysia showcases latest offerings to West Asia

Tourism Malaysia embarks on a sales mission to Oman and Qatar from May 12-15, 2024, to foster closer tourism ties. After successfully participating in the Arabian Travel Market, Tourism Malaysia showcased its latest offerings to the West Asian market, including Malaysia's latest tourism products. Including 23 Malaysian delegations, comprising twelve travel agents, eight hoteliers, two product owners, and a representative from the State government, the mission facilitated targeted business-to-business (B2B) sessions and networking dinners in Muscat and Doha. It paved the way for productive partnerships and knowledge exchange between Malaysian and local travel trade partners.

H.E. Shaiful Anuar Mohammad, Ambassador Extraordinary and



Plenipotentiary of Malaysia, Sultanate of Oman, and H.E. Zamshari Shaharan, Ambassador Extraordinary and Plenipotentiary of Malaysia, State of Qatar graced the sales mission in the respective cities. Formal briefings and presentations were conducted to further enhance the understanding of Malaysia's dynamic tourism industry. West Asian travellers have been in the top five international spenders in Malaysia, enabling this sales mission to amplify the delegation's promotional efforts in Oman and Qatar.

Jamaica to grow its presence in the international market



The Government of Jamaica is planning to grow its visitor arrivals and destination presence across the globe. Tourism Minister Edmund Bartlett announced during ATM 2024 that Jamaica will continue to initiate efforts in order to build the destination's presence in new international markets this year, focusing on India and Latin America.

Minister Bartlett participated

in the Arabian Travel Market (ATM) 2024 trade show and was joined by Donovan White, Director of Tourism of Jamaica and other representatives from the Jamaica Tourist Board (JTB). Speaking on Jamaica's presence at ATM 2024, Minister Bartlett said, "Participation in the Arabian Travel Market is a key part of our global marketing strategy. There is no other event quite like it, offering an unparalleled platform for exposure and establishing valuable connections within the Middle Eastern travel industry. We look forward to engaging with a diverse range of stakeholders, including media outlets, tour operators, airlines, and potential investors, all with the goal of fostering new collaborations and propelling further growth in Jamaica's tourism sector."



DUBAI CALENDAR REVEALS A LINE-UP OF EXCITING EVENTS FOR JUNE 2024

Dubai Calendar, the official listing platform for events in the city, has revealed an exciting line-up of events for the month of June 2024. Managed by Dubai Festivals and Retail Establishment (DFRE), an entity of the Dubai Department of Economy and Tourism (DET), Dubai Calendar is the city's go-to guide that allows residents and tourists to discover all the events, festivals and experiences Dubai has to offer, including arts, culture, food, sports and shopping.

Entertaining residents and visitors, the upcoming array of events will include a captivating exhibition at L'ÉCOLE School of Jewelry Arts, world-class sporting events, and live performances by several renowned artists, including Hans Zimmer, Jeff Chang, Jason Derulo, Hussain Al Jassmi, and many more.

- L'ÉCOLE, School of Jewelry Arts, Dubai Design District (d3) will be holding its first exhibition, 'Gold and Treasures - 3000 Years of Chinese Ornaments' until August 10, 2024. It will showcase around 100 masterpieces from one of Hong Kong's most outstanding private art collections.
- Basketball Champions League Asia will witness the top eight Asian basketball teams competing for the championship title. It will be held in Shabab Al Ahli Dubai Club from June 9 to June 15, 2024.

• **Live entertainment events will include performances by several renowned artists:**

1. **Hans Zimmer:** The multi-Grammy and Academy Award-winning artist, Hans Zimmer, will be performing his iconic soundtracks from blockbuster movies like *The Lion King*, *Gladiator*, *Interstellar* and more. Witness the art of music at Coca-Cola Arena on June 1, 2024.
2. **Majid Al Mohandis:** Majid Al Mohandis will perform his beloved hits from popular albums like *Ana Wyyak* and *Ensa* on June 1st, in Dubai Opera. He is sure to captivate

3. **Russell Kane:** British stand-up comedian and TV star Russell Kane returns to Dubai for an evening of laughter. He will be delivering his signature witty lines in Theatre by QE2 on June 2nd, 2024.
4. **P. Tchaikovsky:** The Best of Swan Lake: The composer P. Tchaikovsky can be seen in a breathtaking performance on June 7, 2024. She is portraying a fascinating tale of love and devotion, with choreography by M. Petipa and L. Ivanov in Zabeel Theatre, Jumeirah Zabeel Saray.
5. **WATERBOMB Festival:** The legendary WATERBOMB Festival will feature top K-pop, EDM, and regional stars performing amid water cannons and jets, including award-winning rapper CL, Big Naughty, and PH-1. This fun-filled event will take place in Dubai Festival City from June 7 to 8.
6. **John Achkar:** Lebanese comedian and entrepreneur John Achkar will be presenting his latest Arabic show, *Chou Zakeh!?*, promising an evening of laughter with his humorous take on everyday life. Witness this comedic evening on June 8, in Zabeel Theatre, Jumeirah Zabeel Saray.
7. **Jeff Chang:** The Continuum: Taiwanese 'Prince of Love Ballads' Jeff Chang will serenade fans with his chart-topping Mandarin pop hits in celebration of the Dragon Boat Festival on June 9, in Coca-Cola Arena.
8. **Johanna Pichlmair:** Johanna Pichlmair, an acclaimed Austrian violinist, will be performing with the renowned German pianist Miao Huang, promising a captivating evening for fans of Western classical music. It'll be held in Dubai Opera on June 9.
9. **Harishankh - Kings in Concert:** Experience the musical brilliance of Shankar Mahadevan and Hariharan, accompanied by the acclaimed instrumentalist Prakash Ulliyeri and renowned veena artist Rajhesh

Vaidhya on June 14, in Coca-Cola Arena.

10. **EarthSoul Fest with Jason Derulo:** Witness an evening full of music, art, and culture with a focus on sustainability at EarthSoul Fest. The event will take place in Coca-Cola Arena on June 15th and will feature headliner Jason Derulo alongside other talented performers like Shae Gill, Benny Dayal, Akram, and Celine Dee Matahari.
11. **Amr Diab:** The Egyptian artist Amr Diab guarantees an unforgettable performance with his chart-topping hits on June 18, in Coca-Cola Arena.
12. **Umm Kulthum Hologram Show:** Relive the magic of Umm Kulthum's timeless hits with an exceptional hologram performance on June 18. To be held in Dubai Opera, this event promises to entertain audiences.
13. **Play: Aljar:** Mark your calendars for June 21-22 to enjoy the escapades of Mubarak Abu Nafs Aziza and Abdullah in a hilarious social comedy filled with laughs.
14. **Hussain Al Jassmi & Sherine Abdel Wahab:** Enjoy an unforgettable performance by Hussain Al Jassmi and Sherine Abdel Wahab on June 21, at Coca-Cola Arena. Witness their biggest hits, including Al Jassmi's iconic *Boshret Kheir* and Abdel Wahab's classics *Ala Eidak* and *Mesh Ad El Hawa*.
15. **French Montana at EarthSoul:** EarthSoul will be presenting an epic concert featuring headliner French Montana alongside Turkish sensation Mustafa Ceceli, Filipino pop band December Avenue, and Lebanese vocalist Amanda Maalouf on June 22nd.
16. **3 Twenty: Xzibit, D12, and Obie Trice:** Witness the icons of hip-hop who will co-headline the 3 Twenty show, marking the 20th anniversary of their groundbreaking albums – *Man vs. Machine*, *D12 World*, and *Cheers*.

SINGAPORE

MARK YOUR CALENDARS WITH A MONTHLY TO-DO LIST OF EXPERIENCES AND FESTIVALS IN SINGAPORE

DIARIES

Singapore, also known as the Lion City, is a year-round haven and a must-visit place for travellers. Full of traditional architectural marvels and modern buildings, local street (hawker) fares and gourmet dining festivals, cultural festivities and international events, local shopping treats and designer brands; Singapore offers a splendid fusion of contrasts. The island enjoys tropical weather all year round and allures tourists with its iconic hotels, manicured gardens, and the world-class airport. Every time you visit this place, your bucket list will only keep growing with its must-see attractions, like the Kampong Gelam Bazaar, Gardens by The Bay, Museum of Ice Cream, Bukit Timah Nature Reserve, Botanic Gardens, and many more. Let us live through Singapore's seasons, one experience at a time

By Tanya Agarwalla



ENJOY THE BURST OF COLOURS FROM FEBRUARY TO APRIL

As the grandeur of the New Year and Christmas celebrations die down, the most colourful period of the year arrives, from February to April. Singapore lights up with bright lanterns and bustles with large crowds of visitors and locals immersed in Lunar New Year festivities and the colourful Hindu festival of Holi. People also enjoy the multi-cultural street parade of Chingay, full of vibrant floats and entertaining performances. A month dedicated to cultural festivals, February's Thaipusam festival sees a procession of devotees, many of whom pierce their bodies with metal hooks and skewers to show their devotion.



GLOBETROTTER



DANCE TO THE TUNES OF CHEER AND GLASS CLINKS IN MAY

With ascending temperatures, the month of May attracts the island's sports and party enthusiasts with the onset of the world-class international Rugby Sevens tournament. The highly awaited Singapore Cocktail Festival also graces the city, offering a refreshing respite from the heat with its spirited soirées. This annual event is a social and experiential gathering of top-notch bartenders and cocktail connoisseurs. Enjoy Singapore at its finest and discover its nightlife with Asia's cocktail and dance party vibes, along with the rising adrenaline.



BEAT THE HEAT DURING THE WELLNESS MONTHS OF JUNE AND JULY

The hottest period of the year, from June to July, marks Singapore with the sights of people carrying sunhats and umbrellas. It is the perfect time to go on a vacation with your family, explore the island's best culinary experiences, and battle the heat with a myriad of indoor attractions and events. The Dragon Boat Festival continues the island's festive feeling as dragon boats take to the water amid the beat of dragon boat drums. Food enthusiasts look forward to the annual Singapore Food Festival and the local dining establishments for the best cultural culinary experiences.



WITNESS ACTS OF PATRIOTISM WITH THE ONSET OF AUTUMN FROM AUGUST TO OCTOBER

As the autumn season makes its entry, Singaporeans eagerly anticipate two major events: Singapore's National Day (celebrated on August 9th) and the Formula One Grand Prix. The former marks the nation's independence from Malaysia, draping the island with the national flag. In contrast, the latter makes up for a thrilling weekend, full of high-speed racing, international music acts, and plenty of partying. Singapore knows how to change the mellow tone of the season into an extravagant one with a sprinkle of culture and tradition. It also hosts the Hungry Ghost Festival, which is an annual Chinese tradition of honouring the spirits of the afterlife.



LIGHT UP YOUR HOME AND SOULS IN THE WINTER MONTHS OF NOVEMBER AND DECEMBER

Enveloping the city in shimmering lights and charming music, the ending months of the year usher in a cooler breeze. Shoppers gear up for Christmas festivities, Hindus illuminate and decorate their places in Little India for the Hindu festival of lights – Deepavali, and party animals dance to the rhythm of New Year's dance music. The city also welcomes competitors headed for the Singapore Marathon. It is the perfect time to splurge on the popular local boutique brands, watch NYE's fireworks display at the Marina Bay precinct, and enjoy festive celebrations at the Gardens by the Bay.

Taiwan Tourism Administration holds a multi-city roadshow in India

Making up for the lost time, the Taiwan Tourism Administration (TTA) has enthusiastically started developing the Indian market. The initiative started with OTM earlier this year, followed by B2B trade networking events in Delhi and Mumbai, and now a multi-city roadshow. The roadshow began in India's IT hub, Hyderabad, and was concluded in India's very own Silicon Valley, Bengaluru, on April 19, 2024. These roadshows were aimed at showcasing Taiwan's MICE attractiveness and were joined with enthusiasm by several travel fraternities, corporates, and event organisers.

Joseph Cheng, Director of

Taiwan Tourism Administration – Singapore Office, said, "Taiwan is a small country yet packs a huge punch as a destination for every segment of travellers, and particularly the MICE groups. An advanced economy and a developed Asian country, it's an immensely powerful destination when it comes to mixing business with leisure and pleasure. Not only there are some great urban landmarks to host your events to the best of your satisfaction, but Taiwan also boasts great outdoor activities amidst its lush green mountain ranges, coastline and beaches, mountain lakes, exciting wellness offerings, it's cultural



"Taiwan is a small country yet packs a huge punch as a destination for every segment of travellers, and particularly the MICE groups."
Joseph Cheng.



treasures and heritage, and so much more."

The roadshow in Hyderabad was organised at the landmark Radisson Hotel in Banjara Hills on April 18, 2024, and was graced by around 80 leading MICE and leisure companies. The Bangalore roadshow, held the next day, was organised at the

iconic JW Marriott hotel and was attended by almost 100 leading tour operators, DMCs and event companies from the city. Both events started with a destination presentation, followed by interactive sessions and feedback, ending the day with networking amidst evening cocktails and dinner.



Air India partners with MedAire to offer emergency healthcare services to passengers



Air India announced its partnership with MedAire, a premier aviation medical support provider, to offer enhanced in-flight healthcare services to its passengers and crew on board its flights. Marking a significant milestone in the Indian aviation section, this initiative makes Air India the first airline in the country to integrate MedAire's advanced medical assistance across its entire fleet. Using the app Medlink, MedAire will provide round-the-clock access to a team of on-duty emergency physicians with aviation expertise. The trained staff will be available for consultation onboard in the event of an inflight medical situation, assisting in assessing the medical situation and recommending the course of care.

Campbell Wilson, Chief Executive Officer & Managing Director of Air India said, "MedAire's expertise in providing medical support services for airlines will meet the requirements of our expanding operations. The initiative extends beyond immediate health benefits, positioning Air India as a leader in customer care and operational excellence."

MedAire's in-flight app, MedLink, will guide the crew members through complex medical scenarios during an in-flight emergency and help them handle a crisis effectively. This will facilitate the crew to capture diagnostic information and transmit it seamlessly through the app to a pool of MedAire experts for real-time advice, ensuring the best possible care for passengers. Peter Tuggey, Managing Director of Europe, Middle East and Asia, MedAire, said, "Our alliance with Air India marks a pivotal moment in our joint efforts to transform in-flight healthcare. Air India's proactive approach to safety

and genuine commitment to passengers' well-being is commendable."

Bill Dolny, CEO of MedAire, stated that this collaboration will help Air India assess a passenger's health condition at the airport before the flight, which would prevent an in-flight medical event and reduce the risks associated with an unplanned landing. "This collaboration with Air India, a carrier renowned for its commitment to passenger welfare and safety, highlights our shared dedication to setting new standards in in-flight healthcare," he added.

This collaboration will also help reduce medical diversions with real-time professional assistance, minimising inconvenience to passengers. In case a diversion is advised, the most suitable airport for such a medical emergency landing will also be recommended by the MedAire network, alerting the airport to handle the situation. With an ambition to become a world-class airline, Air India is navigating through a significant five-year transformation roadmap under the aegis of Vihaan.

AI. The first two phases of this transformation were recently concluded and were focused primarily on fixing the basics, including the addition of talent across flying and ground functions, rapid upgradation of technology, bringing many long-grounded aircraft back to service, and strengthening customer care initiatives, amongst others. Air India is a member of Star Alliance, the largest global airline consortium of leading international airlines, offering seamless connectivity and facilities to passengers all over the world.



Turkish Airlines to sponsor the Taş Tepeler Project

Turkish Airlines extends its support for the archaeological efforts to uncover the cultural heritage of Türkiye, proudly representing the projects that promote this heritage globally. The airline has undertaken the role of the Main Sponsor for the Taş Tepeler Project and the Naming Sponsor for both the Welcome Center and Research Center between 2024 and 2029. Signing an agreement with the Ministry of Culture and Tourism of Türkiye, Turkish Airlines will support the excavation works of the Taş Tepeler Project and help

organise events to contribute to regional tourism.

Mehmet Nuri Ersoy, Minister of Culture and Tourism, commented on the Taş Tepeler agreement, "The Taş Tepeler Project, announced by our ministry in 2021 and launched simultaneously, encompasses 11 archaeological sites, including Göbeklitepe, Karahantepe, Harbetsuvan, and Gürcütepe, which host the earliest examples of settled life and social communities in the world. The first settled communities, initially brought to light through work at Göbeklitepe, which holds a unique place especially with its artistic productions and monumental structures, are being researched within the scope of this project.



Vietjet reported outstanding business performance in Q1, 2024

Setting new standards for aviation growth, Vietjet Aviation Joint Stock Company reported an outstanding business performance in Q1/2024.

Overcoming challenging aircraft shortages in the aviation industry, Vietjet expands its international network, providing a strong boost for the entire year. The airline is targeting to achieve 27 million passengers in 2024 and surpass the revenue of VND53.7 trillion for the first time.

It safely operated nearly 34,500 flights with more than 6.3 million passengers onboard during the first three months of the year, with an average load factor rate of 87% and a technical reliability rate of 99.6%. In Q1/2024, Vietjet's air transport revenue was recorded at VND17.76 trillion (approx. US\$701.13 million), while after-tax profit was VND520 billion (approx. US\$20.5 million), increasing by 38% and 209% YoY respectively. The airline's international passenger transport also witnessed a growth of more than 53% and 61% YoY in terms of numbers of flights and passengers respectively.

With the launch of 15 new international and domestic routes in three months at the beginning of the year, Vietjet has set ambitious targets for the coming quarters and throughout 2024.



Emirates to launch direct flights from Dubai to Lucknow

In an attempt to boost the influx of tourists from the UAE to Uttar Pradesh, Emirates Airlines is considering initiating flights from Dubai to Lucknow, said one of their representatives who visited the UP Tourism pavilion at ATM 2024. Uttar Pradesh is promoting domestic tourism destinations globally and actively pursuing strategies to boost inbound tourism.

Garnering attention from thousands of tour operators across the world, the state showcased prominent sites such as Shri Ram Janmabhoomi Temple in Ayodhya, the Kashi Vishwanath Temple in Varanasi, the upcoming Mahakumbh, key Buddhist sites, Chunar Fort, the Sufi circuit, Dudhwa Tiger Reserve, and Chitrakoot among others.

At the UP Tourism pavilion at ATM 2024, discussions regarding the launch of flights to Lucknow were held between the representatives from



Emirates Airlines and Prateek Heera, the President of the Indian Association of Tour Operators (IATO). Mukesh Kumar Meshram, Principal Secretary of the Department of Tourism and Culture, said, "Uttar Pradesh is taking rapid strides in tourism development. The promotion of Uttar Pradesh's tourism destinations at the Arabian Travel Market 2024 (ATM) is expected to attract tourists from around the world to Uttar Pradesh and we are positive of achieving greater heights in inbound tourism as well."

Indian airlines to capture international passenger traffic

According to CRISIL Ratings, Indian airlines will carry a large portion of the country's international passenger traffic originating from, terminating in, or transitioning through India by FY28. Driven by fleet addition, new routes, and direct flights to key destinations; the traffic will surge 700 basis points (bps) to ~50% by fiscal 2028 from 43% in fiscal 2024.

Manish Gupta, Senior Director and Deputy Chief Ratings Officer of CRISIL Ratings said, "Increasing disposable incomes, easing visa requirements, growing number of airports, and enhanced air travel connectivity are boosting international travel. The government's focus on making India a hub for tourism is also expected to provide a fillip to inbound traffic. Thus, international passenger traffic is likely to clock a CAGR of 10-11%



over the next four fiscals, against a mere 5% CAGR in the four years prior to the pandemic."

With the addition of 55 new international routes over the past 15 months, taking the tally beyond 300, Indian carriers also aim to deploy additional aircraft on the short- and medium-haul international routes, leveraging codeshare agreements with major global airlines. With superior domestic connectivity, the airlines can offer end-to-end international connectivity on a single ticket to travellers from Tier 2 and Tier 3 cities.

IndiGo adds direct flights between Delhi and Phuket

IndiGo announced the addition of daily direct flights between Delhi and Phuket, Thailand, starting from June 1, 2024. Boosting connectivity with Thailand, the airline is doubling its frequency from 7 to an impressive 14 flights per week, in response to the growing demand for business and leisure travel. These additional flights will further boost travel, trade, and tourism between both nations, thanks to visa-free entry to Thailand.

Expressing his enthusiasm about the launch, Vinay Malhotra, Head of Global Sales of IndiGo, said, "In line with our commitment towards 'giving wings to the nation' and enabling travel aspirations, these flights will cater to the increasing domestic demand to explore Thailand's largest island.



With convenient visa rules, spectacular beaches, shopping & entertainment, Thailand has always been a prominent travel hub in Southeast Asia."

IndiGo has increased the frequency of direct flights between Delhi and Phuket to bolster international connectivity, along with seamless connections to other domestic destinations including Bengaluru and Mumbai. The flight tickets can be easily booked using IndiGo's official website or via the mobile app.

Jazeera Airways unveils first quarter financial results

Jazeera Airways revealed its financial result for the first quarter (1Q) of 2024, recording a break-even in operations. The total group revenue for this quarter was KD 46.4 million versus KD 48.3 million from Q1 2023. The Airways handled 1.2 million passengers in 1Q 2024, marking an increase of 4.2% or approximately 47k passengers more, in comparison to 1Q '23. The load factor of Jazeera Airways was at 79.3% while the network market share increased to 37.3%, compared to 36.1% in 1Q 23. The retail lease revenue for Terminal 5, owned and managed by the airline, also witnessed an increase, whereas the duty-free business grew by 5.4% over 1Q '23 to KD 1.2 million.

Marwan Boodai, Chairman of Jazeera Airways said: "Jazeera Airways, time and again, has demonstrated



strong resilience through several unique situations. Last year, headwinds driven by overcapacity, combined with a tough regulatory, geopolitical, and regional landscape put pressure on our year end results. In 1Q 2024, our operations remained steady, yet we recorded a loss impacted by foreign currency fluctuations. However, by staying focused on controlling our operational costs and, nimble and agile to market conditions, we are well positioned to grow in summer and to navigate 2024."

SIA to purchase sustainable fuel from Neste

The Singapore Airlines (SIA) Group entered an agreement with Neste to purchase 1,000 tonnes of neat Neste MY Sustainable Aviation Fuel. This will make SIA and Scoot, the two airlines in the Group, the first carriers operating out of Changi Airport to receive Sustainable Aviation Fuel (SAF), which is produced in Neste's refinery in Singapore.

According to the required safety specifications, Neste will blend the SAF with conventional jet fuel and deliver directly to Changi Airport's fuel hydrant system. It will be delivered in two batches - once in the second quarter



of 2024 and once in the fourth quarter of this year, reducing their end-to-end SAF supply chain capabilities in Singapore. Made from 100% renewable waste and residue raw materials, Neste's SAF helps reduce greenhouse gas emissions by up to 80% over the fuel's lifecycle. Blending SAF with conventional jet fuel makes it easy to integrate with existing aircraft engines and fueling infrastructure.

Lee Wen Fen, Chief Sustainability Officer of Singapore Airlines, said, "This agreement with Neste is an important milestone in the SIA Group's journey to have a minimum of 5% sustainable aviation fuel in our total fuel uplift by 2030. Close collaboration with our partners and stakeholders, both in Singapore and globally, plays a critical role in our long-term decarbonisation goals."

SpiceJet launches inaugural flights from Srinagar

SpiceJet announced the commencement of 2024 Haj operations with the launch of inaugural flights from Srinagar to Jeddah. Marking the beginning of the year's holy pilgrimage, the airline will operate special flights to Jeddah from seven Indian cities, including Guwahati, Gaya, Bhopal, Indore, Aurangabad, and Vijayawada. The flights were operated using two wide-body A340 aircraft, each with a seating capacity of 324 passengers.

CPS Bakshi, Hon'ble Joint Secretary of Ministry of Minority Affairs, and Javed Anjum, Airport Director of Srinagar International Airport, along with other dignitaries flagged off SpiceJet's inaugural Haj flight from Srinagar. Debashis Saha, Vice President and Delegated Accountable Manager of SpiceJet said, "As the sacred pilgrimage of Haj begins, SpiceJet is honoured to facilitate this spiritual journey for pilgrims from seven Indian



cities. We are all geared up to ensure a hassle-free and delightful pilgrimage. We extend our heartfelt wishes for a blessed Haj to all pilgrims."

Riding on last year's revenue generation of INR 337 Crore from Haj operations, SpiceJet will operate special flights between May 9 and May 31, 2024. Return flights from Medina are scheduled between June 22 and July 15, 2024. It will operate 102 special flights, catering to over 13,800 pilgrims during this special operation.



Finnair adds flights to Norway and Lapland for winters

Ensuring better connectivity to winter wonderlands, Finnair added flights to Rovaniemi in Finnish Lapland, and Tromsø and Trondheim in Norway for the winter season 2024. It will have an additional frequency of up to 63 weekly flights to Rovaniemi, which is 13 more than last winter. The added flights will focus more on the most popular travel days, Wednesday, and the weekend. The flights to Rovaniemi will be as often as every half an hour during the peak hours on Saturdays.

First introduced back in December 2023, the Finnair flights from Rovaniemi to Tromsø

in Northern Norway will fly six days per week, which are operated as tag flights: Helsinki-Rovaniemi-Tromsø and Tromsø-Rovaniemi-Helsinki. The airline also offers direct year-round flights from Helsinki to Tromsø and will increase the number of flights to Trondheim, flying to the popular Norwegian destination six times per week in the upcoming winter season (which, extends from October to March). Being the only airline that flies to Finnish Lapland all year round, Finnair enables travellers to enjoy Lapland's unique travel experiences in late autumn and early spring, as well.

Qantas Australia to increase flights from India

The national carrier of Australia, Qantas, announced the addition of flights from Bengaluru to Sydney for the peak holiday season between mid-December 2024 and late March 2025. Catering to the rising demands of the holiday season, the airline will increase its flight frequency from five per week to daily. Adding to Qantas' existing flights from Delhi to Melbourne operating three days per week, the increased frequency will add over 12,000 seats between cities.

Qantas' flights from India are operated with its fleet of Airbus A330 aircraft with 27 Business Class suites in 1-2-1 configuration. Each suite features direct aisle access and converts it into a lie-flat bed, enhancing the traveller experience. The airline also announced the introduction of 'fast and free' Wi-Fi across its existing fleet of international



aircraft.

Satyaki Raghunath, Bangalore International Airport's Chief Operating Officer, said, "We are delighted by the impressive success that Qantas has experienced at BLR Airport. "This expansion, commencing in the first half of December 2024, will deliver added convenience and flexibility to travellers from South and Central India, offering them a wider range of options for both business and leisure travel."

Qatar Executive introduces two new Gulfstream G700 aircraft

As the only international operator of the ultra-modern G700 on a private charter basis, Qatar Executive officially announced the welcome of two new Gulfstream G700 aircraft to the fleet. Qatar Executive (QE), the corporate jet subsidiary of Qatar Airways Group, became the worldwide exclusive commercial operator of the aircraft, providing an ultra-modern fleet with the ultimate aircraft capabilities, luxury and performance.

Engr. Badr Mohammed Al-Meer, Qatar Airways Group Chief Executive

Officer, said, "Today we welcome the industry's highest performance ultra-long-range business jet, Gulfstream G700 aircraft to the Qatar Executive fleet. We are proud to enhance our existing fleet of 15 Gulfstream G650ER aircraft to include the pinnacle of business aviation excellence and look forward to seeing our guests on board soon to experience this technologically advanced aircraft."

The G700 aircraft marks the standard of future private air travel, providing tourists with a superior flying experience in comfort and style.



SriLankan Cargo integrates airfreight services with CargoAi

SriLankan Cargo, the cargo arm of SriLankan Airlines, has partnered with CargoAi to simplify and enhance its airfreight booking and payment services. Bringing more transparency for the users, this integration of airfreight services into CargoAi's ecosystem allows users to access online booking and instant cross-border payment capabilities. This new venture will increase SriLankan Cargo's reach and support forwarders that were previously untapped.

It will also streamline the



payment process by offering multiple payment methods, ranging from local transfers to credit card payments.

Chaminda Perera, Head of Cargo of SriLankan Airlines expressed his excitement about the partnership, stating, "Our partnership with CargoAi marks another significant stride in our digitalization journey, aimed at expanding our horizons."

ON THE MOVE



SYED SAMSUDEEN

Appointed at: Holiday Inn Chennai
Promoted to: Director of Finance & Business Support
 Holiday Inn Chennai announces the elevation of Syed Samsudeen as the Director of Finance & Business Support from the position of Financial Controller. With over a decade of experience in the hospitality industry and exceptional leadership qualities, Syed has a stellar track record of financial acumen and exemplary business support.



SURESH KUMAR

Appointed at: WelcomHeritage Cheetahgarh Resort and Spa
Promoted to: General Manager
 WelcomHeritage Cheetahgarh Resort and Spa is pleased to announce the appointment of Suresh Kumar as their new General Manager. Having spent the four years with ITC Hotels and with a wealth of experience in hospitality, Suresh Kumar has a proven track record of delivering Jawai experiences for guests.



VARUN MARWAH

Appointed at: DoubleTree by Hilton Pune
Promoted to: Commercial Director of Sales & Marketing
 Varun Marwah joins DoubleTree by Hilton Pune – Chinchwad as the Commercial Director of Sales & Marketing. Before this, he served as the Director of Sales and Marketing at Novotel Pune, enhancing the hotel's presence. In his new role, Varun will be responsible for spearheading the sales and marketing initiatives.



NILISHA GHULIANI

Appointed at: Clarks Exotica Convention Resort and Spa
Promoted to: Vice President
 Clarks Exotica Convention Resort and Spa announces the promotion of Nilisha Ghuliani as the Vice President. With 17 years of experience, she has been a part of the Clarks team for the past 13 years, during which she made significant contributions to the development and implementation of best HR practices.



KIRAN MUNIRAJ

Appointed at: Four Points by Sheraton, Navi Mumbai
Promoted to: Hotel Manager
 Kiran Muniraj assumes the role of Hotel Manager at the Four Points by Sheraton, Navi Mumbai, bringing over 6 years of experience working with Marriott International. He had been working as the Director of Operations and Director of Rooms at Four Points by Sheraton, elevating the hotel's operational efficiency.



LOKESH KUMAR

Appointed at: Minor Hotels
Promoted to: Vice President of Development - Middle East
 Minor Hotels welcomes Lokesh Kumar as the Vice President of Development for the Middle East. He brings over 23 years of experience in strategic business leadership. He will be overseeing development strategies and asset management for Minor Hotels.



JOAKIM VELINDER

Appointed at: Shangri-La Muscat, Oman
Promoted to: Director of Sales and Marketing
 Joakim Velinder joins the leadership team of the iconic Shangri-La Muscat in Oman, as the Director of Sales and Marketing. Joakim, an award-winning and visionary leader, brings with him extensive experience within the hospitality industry and will be overseeing Shangri-La Barr Al Jissah and Shangri-La Al Husn.



SYED ZULFIQAR ALI

Appointed at: Hyatt Regency Ludhiana
Promoted to: General Manager
 Syed Zulfiqar Ali assumes the position of the new General Manager at Hyatt Regency Ludhiana, effective May 16, 2024. With over 22 years of experience in the hospitality industry, his distinguished career is marked by excellence and innovation. His new appointment signals a new chapter of success for the hotel.



BARBARA MUCKERMANN

Appointed at: Kempinski Hotels
Promoted to: Chief Executive Officer
 Kempinski Hotels has appointed Barbara Muckermann as the Chief Executive Officer, preparing for the hotel's expansion in new regions worldwide. She has previously worked with Silversea Cruises (part of the Royal Caribbean Group) and has more than 25 years of hospitality experience in upgrading guest and customer experiences.

Experience seamless travel between France and Switzerland with TGV Lyria



Paris ↔ Geneva in 3 hrs 11 mins

Paris ↔ Lausanne in 3 hrs 40 mins

Paris ↔ Basel in 3 hrs 4 mins

Paris ↔ Zurich in 4 hrs



agent.raileurope.com



Rail Europe GSA



sales@raileurope.com

DISCOVER THE TREASURES OF EUROPE

12 SHIPS | OVER 350 ITINERARIES | OVER 160 PORTS OF CALL

35% OFF
CRUISES*

+

NCL'S
FREE AT SEA

FREE OPEN BAR
FREE SPECIALTY DINING
FREE EXCURSIONS
FREE WIFI
FREE EXTRA GUESTS



SCAN FOR MORE INFO

NCL
NORWEGIAN CRUISE LINE®

EUROPE'S LEADING CRUISE LINE
WORLD TRAVEL AWARDS
17 YEARS IN A ROW

7-DAY GREEK ISLES:

SANTORINI, RHODES & MYKONOS
ROUND-TRIP ATHENS (PIRAEUS)

NEW SHIP **NORWEGIAN VIVA**
JUL – AUG 2025



9-DAY MEDITERRANEAN:

ITALY, FRANCE & SPAIN
ROUND-TRIP BARCELONA

NORWEGIAN ESCAPE
JUN – SEP & NOV 2024



11-DAY NORTHERN EUROPE:

ICELAND, NORWAY & BELGIUM
FROM LONDON (SOUTHAMPTON)

NORWEGIAN PRIMA
JUN – SEP 2024 & MAY – AUG 2025



CONTACT YOUR TRAVEL AGENT | CALL +91 22 7127 9333
BOOK TODAY AT NCL.COM

*35% Off Cruises: Discount valid on all open for sale sailings including Sailaway categories. *Free At Sea: Free Open Bar is based on Premium Beverage Package. Free Specialty Dining and Free Wifi Packages are dependent on cruise length booked. Free Shore Excursions are US\$50 credit per excursion, per port and applicable to 1st guest in the stateroom. Free Extra Guests is applicable to the 3rd and 4th guest in a stateroom and is valid on select dates. Any taxes & gratuities are additional. Sailaway categories are not applicable for the Free at Sea offer. Sailaway categories receive US\$50 shore excursion credit offer only. Offers are valid until 30 June 2024 unless extended. Offers are non-transferrable, have no monetary value and are valid for new bookings only. Offers are subject to change or withdrawal at any time and combinability with other promotional offers is subject to change. Other restrictions may apply. For full terms and conditions visit ncl.com. All rights reserved. ©2024 NCL Corporation Ltd. Ships' Registry: Bahamas and USA. 1691900 05/2024