

LUXURY AND LIFESTYLE TRAVEL MAGAZINE

travel

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Riyadh's**
History, Culture,
and Food

Finland
the ideal post-pandemic
destination

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launches full
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LUXURY AND LIFESTYLE TRAVEL MAGAZINE

travel SPAN

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Editor's Letter

Saudi Arabian Style is Becoming the New Tourism Trend

CEO of Saudi Tourism Authority expects record-breaking visits in 2022

The Saudi Tourism Authority (STA), launched in June 2020, is responsible for marketing Saudi's tourism destinations worldwide and developing the destination's offering through programs, packages, and business support. Its mandate includes developing the country's unique assets and destinations, hosting and participating in industry events, and promoting Saudi's destination brand locally and overseas.

STA is doing such a great job, that "Saudi Arabian style" is now looked at as a trend in tourism. It operates 16 representative offices around the world, serving 38 countries. From the pristine stunning coastline of the Red Sea to the historic beauty of Diriyah, to the lush mountains of Aseer, Saudi knows how to present itself to the adventure seeker, cultural explorer, and those seeking a unique rich travel experience.

"Saudi is incomparable, in its diversity, rich culture, true Arabian hospitality innate in its people, archaeological sites, and unique landscapes. We are a new pulsating Saudi with a new lifestyle offering designed to satisfy the curious traveler," said **CEO and member of the Board at the Saudi Tourism Authority, Fahd Hamidaddin.**

"Over the last 12 months, what we have witnessed in Saudi is nothing less than remarkable. We welcomed more than 62 million domestic and international visits and recorded 72% recovery to pre-pandemic levels, outperforming the global and regional average."

Hamidaddin added: "There is so much that's new, exciting, and inspiring for travelers. The Riyadh Season was celebrated by more than 15 million visitors and the recently launched Jeddah Season received more than 200,000 visitors in its first three days. We have four new Michelin-starred chefs opening restaurants in Diriyah this year, and new hotels opening across Riyadh, Jeddah, Al Ula, and – later this year – at the Red Sea Project. What Saudi is doing is working and this is not an opportunity to be missed for investors and visitors alike."

Since its launch, the Saudi Tourism Authority has reinforced and strengthened its commitment to serving the needs of tourism companies and other commercial partners. STA works with travel trade partners to successfully develop and grow their business and ultimately, drive visitation to Saudi.

We are on



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Emirates and Royal Air Maroc launch codeshare partnership, for more enhanced journeys between Dubai, Casablanca, and beyond

Emirates and Royal Air Maroc have today launched a codeshare partnership, providing more travel options and connection choices for customers of both airlines between Dubai and Casablanca, and beyond.

Effective later this month, both airlines will place their marketing codes on each other's flights between Casablanca and Dubai to a total of 209 combined destinations. The new partnership will offer customers from both airlines more ways to book and connect their travel between the two airlines' networks. The codeshare agreement will also provide customers with more competitive single-ticket, multi-journey fares and baggage transfers to their final destination. The new codeshare flights are available for sale through royalairmaroc.com, emirates.com, travel agents, OTAs, and retail sales offices.

Emirates customers will be able to access 17 destinations in Morocco beyond Casablanca, as well as 63 international destinations, including an extensive North, West, and Central African network spanning 25 points. Royal Air Maroc customers can access Emirates' extensive network beyond Dubai of over 130 destinations, including 60 cities across the Middle East, United States, West Asia, and the Far East.

Adnan Kazim, Chief Commercial Officer Emirates Airline said: "We are delighted to enhance our partnership with Royal Air Maroc to a codeshare and offer our customers an unparalleled selection of destinations across Morocco, and a huge choice of onwards points in Africa. This partnership will further help strengthen our network connectivity, providing leisure and



business travellers with more choice and convenience when connecting between both of our airlines. We look forward to developing our relationship together to provide greater benefits for our customers."

"We are very pleased to conclude this important partnership with Emirates which will contribute to the reinforcement of our traffic, and will offer our passengers a large set of destinations as well as a better customer experience thanks to optimized connections and end-to-end check-in, with international airport assistance within both airlines networks", **underlines Hamid ADDOU, Chairman and CEO of Royal Air Maroc.**

The new codeshare agreement comes as Emirates marks 20 years

of service to Casablanca. Since 2002, Emirates has carried over 3.4 million passengers between Dubai and Casablanca, supporting the country's tourism industry, growing trade lanes, and bringing Moroccan culture and traditions to the world. Emirates currently operates eight weekly flights to Casablanca. Royal Air Maroc will operate a direct route linking Casablanca to Dubai with four frequencies per week.

This codeshare agreement builds upon Emirates and Royal Air Maroc's interline partnership that spans over two decades. With the addition of the Royal Air Maroc codeshare partnership, Emirates' footprint across Africa now offers customers connectivity to over 184 destinations across the continent beyond its 21 passenger gateways.



Emirates launches full Premium Economy Experience

- Emirates Premium Economy will be deployed on high-traffic A380 routes to London Heathrow, Paris Charles de Gaulle, Sydney, and Christchurch
- Announces at Arabian Travel Market that this new cabin class will be open for sale on 1 June, for flights from 1 August

Flyers can look forward to another distinctive Emirates travel experience as the airline unveils its full Premium Economy offering on board and on the ground, and announces it will open this highly sought-after cabin for sale from 1 June 2022.

The new cabin class, which offers luxurious seats, more legroom, and service to rival many airlines' business offerings, will be available to Emirates customers travelling on popular A380 routes to London, Paris, and Sydney from 1 August, and Christchurch from December.

Emirates is the only airline in the region to offer a Premium Economy cabin.

Sir Tim Clark, President Emirates Airline said: "As with everything we do, Emirates Premium Economy will be exceptional in its class, with minute attention given to every aspect of the customer experience. Customers trading up from Economy will be getting excellent value.

"Since we first introduced our Premium Economy seats in January 2021, the positive response and demand have been tremendous. We currently have six A380s equipped with this cabin class, which limits our initial deployment, but our intention is to offer this experience to many more markets across our network. This November, we will begin our retrofit programme to install Premium Economy on 67 A380s and 53 Boeing 777s. At the end of the programme, Emirates will have 126 aircraft fitted out with Premium Economy cabins, as well as our latest interiors across other cabins. It is a major investment to ensure our

customers continue to have the best experience in the sky."

Emirates Premium Economy is in a class of its own, offering a signature experience unmatched in the industry.

Dedicated airport experience:

Customers can look forward to a dedicated check-in area for Premium Economy at Dubai International airport, or utilise one of the many convenient self-service check-in kiosks in the hall to avoid queues.

Luxurious seats: Once on board, customers will immediately notice the quiet luxury in Emirates' Premium Economy cabin. A wood panel finishing similar to Business Class sets the cabin's mood, and each seat is designed to provide optimal comfort and support with 6-way adjustable headrests.

The cream-colored leather seats have a generous pitch of up to 40 inches, are 19.5 inches wide and recline 8 inches into a comfortable

cradle position with ample room to stretch out. It also offers calf rests and footrests for additional comfort, in addition to many other thoughtful touches such as easily accessible in-seat charging points and a side cocktail table.

Comfort: Customers can get comfortable under soft, sustainable blankets made from recycled plastic bottles, and snuggle into the generously sized pillow, both designed uniquely for Premium Economy. They can also refresh themselves with the complimentary amenity kits which come in reusable, sustainable bags, and contain items that are all made with some element of recycled or sustainable materials.

Dining experience: Incorporating elements inspired by Business Class, customers will be welcomed on board with a welcome drink in fine glassware. During meal service, a selection of generous meals made

with seasonal ingredients and regional influences will be served on chinaware, accompanied by stainless steel cutlery wrapped in a linen napkins. The drinks menu will include a selection of beverages including premium wines and a sparkling Chandon wine. There are also liqueurs available after meals, with chocolates.

Unmatched entertainment at 40,000 feet: Each seat has a 13.3" screen, one of the largest in its class, to enjoy the unmatched array of up to 5,000 channels of music, movies, TV, news, and other content on Emirates' award-winning ice.

On a four-class Emirates A380, the Premium Economy cabin is located at the front of the main deck with 56 seats laid out in a 2-4-2 configuration. On the Emirates Boeing 777, up to 24 Premium Economy seats will be installed in a dedicated cabin section between Business and Economy.



Vistara becomes the first Indian Airline to introduce FIDAeroCheck

Reiterates commitment to maintaining the highest safety standards



flexibility across our fleet. We are also proud to be the first Indian airline to introduce this cutting-edge technology to the Indian aviation sector – another step in our digital transformation journey.”

Mr. Dave Browne, Managing Director, Aerospace Software Development, said “We are delighted that Vistara selected ASD as their RFID partner and we are very proud to have Vistara as our first airline customer in India. Working in partnership with Vistara, we have implemented the RFIDAeroCheck solution on time and on budget. The successful implementation of RFIDAeroCheck at Vistara will lead to tracking of all emergency equipment on aircraft in a fraction of the

time currently required and with significant financial savings.”

With the RFIDAeroCheck, aircraft scans can be completed within minutes, ensuring accurate data and timely information regarding upcoming requirements. For instance, an RFID maintenance scan on a Boeing 787 aircraft (with 288 life vests on board) can be completed in less than a minute by simply walking down the aisle. An O2 Generator presence and expiry check which takes 4 man-hours on an average (usually 2 mechanics spending 2 hours each) can be completed in 30 seconds.

Vistara is India’s highest-rated airline on Skytrax and Tripadvisor and has also been the winner of several ‘Best Airline’ awards besides being lauded for cabin cleanliness and safety standards.

Vistara has announced its partnership with Aerospace Software Development (ASD) and became the first scheduled Indian airline to deploy RFIDAeroCheck technology as part of its commitment to maintaining the highest safety standards. ASD’s **RFIDAeroCheck** will track the presence and expiration of emergency equipment on the airline’s entire fleet of Airbus and Boeing aircraft.

Yet another industry-first by Vistara, the RFIDAeroCheck technology enables efficient management of all life-limited components, ensuring their presence on the aircraft as well as tracking expiry dates. This is done by storing information related to tracked components within a server-wide application database

including information on defined equipment types, aircraft locations, and configurations as well as information on various parts. Using the latest ATA Spec2000 and GS1 standards, RFIDAeroCheck is fully compliant with industry standards.

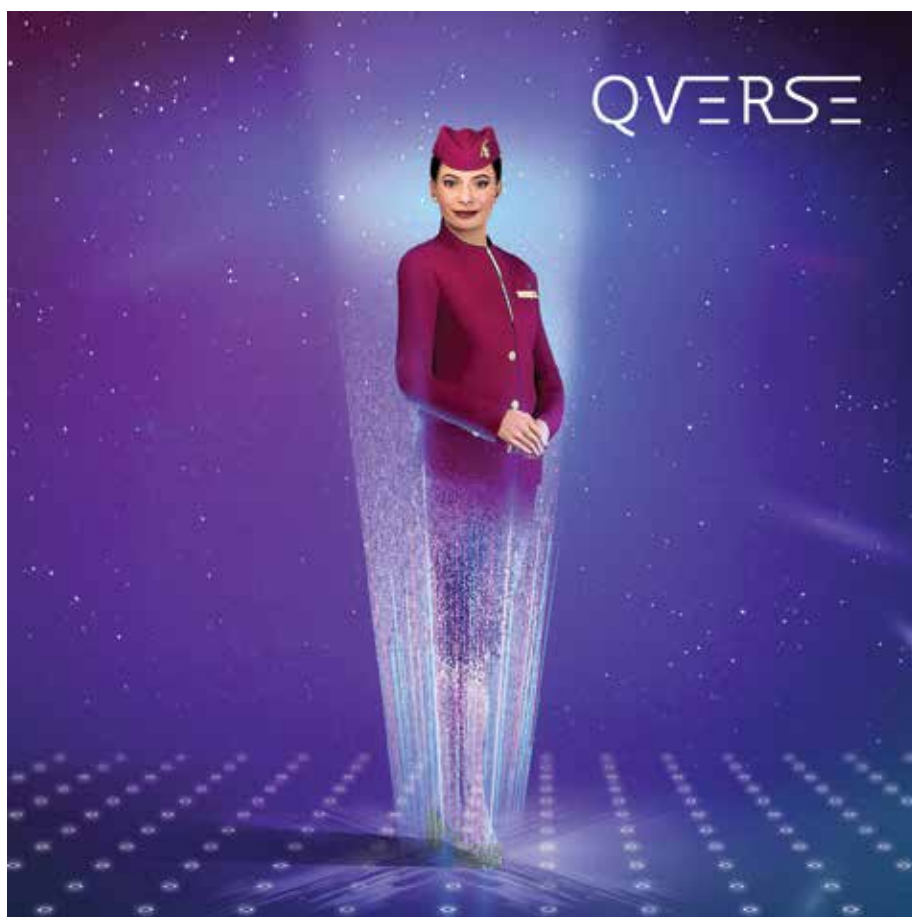
Mr. SK Dash, Senior Vice President – Engineering, Vistara, said “Ensuring the safety of our customers and employees is the topmost priority at Vistara and we are committed to investing in technologies that aid our growth plans and enhance our safety framework. We are pleased to partner with Aerospace Software Development (ASD) for the deployment of RFIDAeroCheck which provides a quick and accurate integration of our maintenance processes, giving us the required commercial and operational

Qatar Airways

Steps into the Metaverse

with 'QVerse' Virtual Reality and World's First MetaHuman Cabin Crew

The award-winning airline introduces 'Sama', the industry's first-ever MetaHuman cabin crew – inviting website users on a virtual journey of discovery ahead of their next adventure



Qatar Airways today entered the metaverse by launching QVerse, a novel virtual reality (VR) experience for visitors to the airline's website.

Users of the www.qatarairways.com/QVerse website can now virtually tour and navigate the Premium Check-in area

at Hamad International Airport (HIA), the cabin interior of the airline's aircraft, including the award-winning Business Class - Qsuite, and the Economy Class cabin, by using their own Personal Electronic Devices (PEDs). The national carrier of the State of Qatar is also the first global airline to introduce a

MetaHuman cabin crew offering a digital interactive customer experience.

Qatar Airways Group Chief Executive, His Excellency Mr. Akbar Al Baker, said: "With physical boundaries beginning to be challenged by the metaverse on an increasingly larger scale, it is exciting to embrace a technology that enables all travel enthusiasts to enjoy a uniquely immersive experience of our award-winning products and services."

He added: "Our status as the first airline to introduce a MetaHuman cabin crew is a testament to our unwavering desire to innovate and delight our customers. We are constantly looking forward to adopting and introducing novel technologies that enhance our passengers' complete journey."

The experience was developed using Epic Games' Unreal Engine, the world's most advanced real-time 3D creation tool, and MetaHuman Creator, a cloud-based app for creating high-fidelity digital humans. Qatar Airways is the first global airline to introduce a MetaHuman cabin crew, featuring a digitally-created high-fidelity 3D human model named 'Sama' – whose name is of Arabic origin and translates to 'sky'. 'Sama' offers an interactive customer experience through engagement with the user, taking them on a virtual journey of discovery, while presenting the unique features in both the Business and Economy Class cabins through a narrated script.

Kerala Travel Mart 2022

Kerala is poised to emerge as the premium experiential tourism destination



Kerala Governor Arif Mohammed Khan calls for engagement among States for post-pandemic tourism promotion

11th Edition of Kerala Travel Mart (KTM) 2022 gets a colourful start, offering a cultural feast to delegates from India and abroad. Governor of Kerala, Arif Mohammed Khan, stated that the strategy of the state government is also to position the state as the experiential tourism hub of the country by stitching together the unparalleled natural beauty, rich art, culture, and heritage of the state.

Inaugurating the 11th edition of the Kerala Travel Mart (KTM) in Kochi, the Governor of Kerala, Arif Mohammed Khan has said that the state is all

poised to emerge as the premium experiential tourism destination of the country.

A meaningful engagement among different States is crucial for sustainable and inclusive development of tourism, Governor Arif Mohammad Khan said.

The post-COVID recovery efforts provide the apt time for States to further strengthen cooperation and coordination in tourism for common good, he said while inaugurating the eleventh edition of the Kerala Travel Mart (KTM), the country's biggest tourism Business-to-Business (B2B) event.

Noting that prolonged restrictions on international flights owing to the pandemic had nourished Kerala with

domestic tourism, the Governor said tourism, apart from being an economic activity, was a cultural experience that transcended borders. *"Being conscious of the need for a robust partnership in reviving tourism, Kerala has ensured healthy government-industry collaboration in tourism, setting a win-win situation. The State is eminently qualified to become the premium experiential tourism hub of India,"* he said.

Approximately 55,000 business meets are expected to be held from May 6 to 8, when the mart will be held at Sagara and Samudrika convention centers in Willingdon Island.

Mr. Khan hailed the government for coming out with a set of new products and projects to meet the demands of



post-COVID tourism, including farm tourism, caravans, and adventure packages. Kerala's noticeably rural character ensures that every little village has a pleasant surprise for guests. He also lauded initiatives to promote tourism in lesser-tapped north Kerala like the Malabar River Cruise project, Beypore Water Fest, and Responsible Tourism ventures. Kerala also ensured that Ayurveda-reliant institutions were run professionally, thus maintaining the reputation as a wellness destination, he added.

The day also saw Kerala Tourism presenting a curtain-raiser of the second edition of its IPL-modelled Champions Boat League snake-boat race.

Entrepreneur MA Yusuff Ali, Chairman of the LuLu Group, who was the guest of honour, said that by organizing the KTM 2022, Kerala would be able to send out a positive message to the world that the destination is ready to receive tourists. He said that while there is a lot of interest among travelers from around the world to visit Kerala and explore the natural and cultural beauty of the state.

However, the state requires infrastructure investments to create world-class experiences that travelers expect at a destination. He also asked the tourism industry in the state to focus on quality service delivery at all times without any compromise. He called for more investments in



infrastructure development and capacity building, in the context of increasing demand created by new trends in post-pandemic tourism.

KS Srinivas, Principal Secretary – Tourism, Kerala; spoke on how the mart has gifted the State a “great opportunity” to strengthen tourism that was in the doldrums due to the pandemic. **Venu V, Additional Chief Secretary, Kerala and the key architect of the KTM**, praised the public-private-partnership (PPP) model of tourism development that became synonymous with Kerala and Kerala's tourism growth. He said KTM-2022 demonstrated the resilience of the people of Kerala, ending two years of the slump in the sector.

VR Krishna Teja, Director –

Tourism, Kerala, made a presentation on how Kerala Tourism is trying to knit together an experience comprising nature, culture, adventure, wellness, exploration, unique stays, etc., to enhance the average overnights of a visitor in the state.

Baby Mathew, President, KTM said that the Kerala Travel Mart has evolved into a brand in itself over the last two decades. He said that the overwhelming participation of buyers and sellers irrespective of the challenging environment shows the interest of the trading world over in God's own country.

More than 300 overseas buyers from 69 countries and Over 1000 domestic buyers from 25 states of India are participating in the three-day show.

Africa's Travel Indaba officially opened with a call for the continent to work collaboratively to drive tourism growth



across the continent, and connecting them with buyers from across the world.

She added that the event is about reigniting the spark in old relationships and building new, meaningful connections. “As a sector, we are here to cement our partnerships and collaborations. It can only be to our benefit that we are a sector committed to sharing ideas and knowledge, in a bid to ensure that we advance our Tourism Sector Recovery Plan.”

Africa's Travel Indaba 2022, officially opened on May 3, 2022, with a call for the continent to work collaboratively to drive tourism and accelerate the sector's recovery at the Inkosi Albert Luthuli International Convention Centre in Durban.

Indaba 2022 opens its door at ICC – Durban

On a balmy day at the Inkosi Albert Luthuli International Convention Centre, over 634 and 625 buyers took their place at the continent's premier travel trade show, as it opened its doors after a three-year hiatus.

Minister of Tourism Lindiwe

Sisulu officially opened the trade floor, effectively putting into motion 22,000 scheduled meetings between exhibitors and buyers. “Africa's Travel Indaba is a springboard for the continent to achieve even greater levels of recovery.

We are here because we have a collective responsibility to reignite the African continent's tourism growth and economy.”

Sisulu called for greater collaboration among African countries to advance tourism on the continent, particularly when it comes to domestic and regional travel. “As we do business, we must remember that our continent is also our own market. All countries in Africa have the potential for domestic tourism growth. Intra-continental tourism from Africa's rapidly growing economies and growing middle class is an opportunity begging to be explored. We need improved collaborative efforts between our countries to achieve this.”

Sisulu said all role players in the industry must continue to drive growth in tourism numbers by bringing together a range of Africa's best and most unique stories and products from

International arrivals increasing

According to the United Nations World Tourism Organisation, the continent welcomed some 18.5-million foreign travellers in 2021, up from 16.2-million in 2020. Of that figure, 6.1-million made their way to North Africa and 12.3-million went to sub-Saharan Africa. Furthermore, the UNWTO showed that January 2022 experienced a 51% improvement in international tourist arrivals compared to January 2021.

But according to Sisulu, Africa continues to struggle with numerous barriers to tourism growth, which include poor road infrastructure between major cities, limited airlift, and stringent immigration regulations.

“I have had several engagements with my fellow cabinet members in related departments, in a bid to partner and address these challenges as we

together work towards our sector's recovery. We have already seen positive developments around the roll-out of the e-visa regime for some of our key source markets. This is not only important for South Africa's tourism sector recovery, but also for the greater continent's intra-trade activities," she said.

A UNWTO report on 25 March this year mentioned that international tourism is expected to continue its gradual recovery in 2022. By the end of March, 12 destinations had no COVID-19-related restrictions in place and an increasing number of destinations were easing or lifting travel restrictions,

which contributes to unleashing pent-up demand.

Owning our narrative

According to **South African Tourism's Acting CEO, Themba Khumalo**, the event theme Africa's stories, your success, asks all Africans to own the continent's narrative by telling our stories to the world. *"There is one very simple way to grab opportunities: by telling our unique stories. Every single African is a storyteller. From the griots of West Africa to South Africa's very own Grammy Award-winning DJ, Black*

Coffee, the world is waiting in awe to gobble up our stories, arts, and numerous cultures."

He added that when Africans tell their own stories, they embark on the journey of changing the continent's narrative. "We shift perceptions from a continent that needs saving, to a continent that is thriving. We no longer look to the world for affirmation or inspiration; the world looks to us. Each one of us would need to be a storyteller. So please, do tell your story at Africa's biggest travel trade show and be a part of the great African story and write your success."

Emirates lands in Bali



Emirates landed in Bali for the first time since the suspension of flights in 2020 due to the pandemic.

Emirates flight EK398 landed at Denpasar International Airport (DPS) at 22:20 hrs on 1 May and was welcomed by a spectacular water cannon salute to inaugurate the airline's return. The operating cabin crew of the flight and the passengers were welcomed at the airport with the traditional *joged bumbung* dance performance, which reflected Bali's unique culture and rich heritage, followed by a cake-cutting ceremony in attendance of representatives from DPS Airport.

The resumption of Emirates'

services to Bali, comes with the easing of international travel restrictions and ramping up of global operations.

Emirates flight EK398 departs Dubai at 09:10 hrs, landing in Bali at 21:29 hrs. The return flight EK399 departs Bali at 00:05 hrs, arriving in Dubai at 05:00 hrs. The airline is currently operating five-weekly services and will scale up its operations to the island with a daily service starting from 1 July 2022.

Tickets can be booked on *emirates.com*, the Emirates App, Emirates sales offices, via travel agents as well as

online travel agents.

Emirates continues to invest in the comfort and safety of its customers both on-air and on the ground. The airline has implemented a comprehensive set of measures throughout all to provide its passengers with the highest safety standards at every step of the journey. Customers travelling from Dubai can also take advantage of the contactless biometric path at Dubai International for a quicker journey at the airport with minimum to no human interaction.

Arabian Travel Market returns to Dubai with 1,500 exhibitors, representatives from 112 destinations, and an anticipated 20,000 attendees



- ATM 2022 to shine a spotlight on 'The future of international travel and tourism'
- Arabian Travel Week events include ATM, ITIC, ARIVAL Dubai, and ILTM Arabia
- ATM Draper-Aladdin Start-up Competition will see start-ups pitch for US\$500,000
- Show floor at ATM 2022 will be over 85% larger than at last year's edition

Arabian Travel Market (ATM) 2022 is ready to welcome the world to the UAE from Monday 9 to Thursday 12 May, playing host to 1,500 exhibitors, representatives from 112 global destinations, and an anticipated 20,000 attendees. The live show will be followed by ATM Virtual, which will run from Tuesday 17 to Wednesday 18 May.

Taking place at Dubai World Trade Centre (DWTC) in collaboration with Dubai's Department of Economy and Tourism (DET), the 29th edition of ATM will form an essential part of the UAE's annual Arabian Travel Week.

In keeping with this year's theme of 'The future of international travel and tourism', ATM 2022 will feature

a huge selection of sessions and events, enabling industry professionals from around the world to discuss current trends and explore long-term opportunities within the fields of travel, transportation, tourism, hospitality, events, attractions and more.

Kerry Prince, Chief Growth Officer, RX said: "Business travel expenditure in the Middle East is forecast to rise by 32% this year, according to the World Travel & Tourism Council (WTTTC) and these figures underscore the positive sentiment, that we've experienced throughout the region. "This naturally bodes well for yet another successful edition of ATM, providing a catalyst to put our

industry firmly on the path to a robust and sustainable recovery, alongside our partners the DET and of course the DWTC.”

The show floor at this year’s edition will be over 85% larger than at ATM 2021. This growth is thanks to the expansion of several sectors- and region-specific zones, including Travel Tech (380%); hotels (71%); the Middle East (57%); Africa (56%); Asia (50%); and Europe (49%).

Issam Kazim, Chief Executive Officer of Dubai Corporation for Tourism and Commerce Marketing (Dubai Tourism) commented: “Dubai’s Department of Economy and Tourism is pleased to be part of this significant fixture in the global tourism calendar and is looking forward to discussing and exploring opportunities for sustainable growth, in line with the vision of **His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE, and Ruler of Dubai** to make Dubai the most visited destination and the best city in the world to live and work in. Since reopening to the global market in July 2020, Dubai has never looked back. We have been able to build on this momentum year on year, leading to a hugely successful Expo 2020 Dubai.

And ATM comes at a time when the rest of the world wants to be a part of this remarkable journey with Dubai. As the host city, we welcome our industry partners and travel and tourism professionals to this vibrant networking environment to share experiences, insights, and best practices to reinvigorate tourism growth in a post-pandemic world.

With Dubai continuing to lead the recovery of the international business events sector, it is also important that we recognize the steadfast support of all our stakeholders and partners, which has helped further enhance the trust that international travellers have placed in the city as a global destination that is open, safe and accessible.”

Danielle Curtis, Exhibition Director ME – Arabian Travel Market, said: “ATM 2022 will see a diverse range of industry leaders take to the stage, offering expert insights on trends, challenges, and opportunities from across our sector.

“Our opening session, for instance, which will be moderated by CNN’s Eleni Giokos, will feature **Issam Kazim, Chief Executive Officer of Dubai Corporation for Tourism and Commerce Marketing; Scott Livermore, Chief Economist at**

Oxford Economics; and Jochem-Jan Sleiffer, President – Middle East, Africa, and Turkey at Hilton.”

One of many show highlights, the revamped and rebranded ATM Travel Tech event, previously called Travel Forward, has undergone a year-on-year expansion of almost 400%. In addition to the latest travel technology products and services, the ATM Travel Tech Stage will host a series of seminars, debates, and presentations focused on the long-term trajectory of tourism in the Middle East.

The inaugural ATM Draper-Aladdin Start-up Competition, meanwhile, has generated significant buzz since its launch earlier this year. Held in conjunction with AladdinB2B and Draper Associates, the initiative will see 15 travel, tourism, and hospitality start-ups pitch for US\$500,000 of funding – not to mention the opportunity to compete for an additional US\$500,000 of investment as part of the hit TV show, Meet the Drapers.

“As a globally recognized tech hub, Dubai offers an unparalleled environment for entrepreneurs and start-ups working to drive advancements within travel, tourism, and hospitality,” said **Curtis**. “Indeed, the effective development and implementation of technology are essential to our industry’s day-to-day operations as well as its long-term sustainability and success. “It’s for this reason that ATM 2022 is teaming up with AladdinB2B and Draper Associates.

Together, we aim to help incubate a new generation of industry innovation,” she continued. “By capitalizing on the Middle East’s status as an innovation hub and taking advantage of the region’s ongoing start-up phenomenon, we believe ATM 2022 will act as a much-needed incubator for future tech and innovation.”

After joining ATM Virtual 2021, both the ARIVALDubai@ATM forum and the Global Business Travel Association



(GBTA) will participate live in Dubai for the first time this year. With its focus on current and future trends for tour operators and attractions, ARIVALDubai@ATM will provide expert advice on growing business through marketing, technology, distribution, thought leadership, and executive-level connections. GBTA, meanwhile, will deliver the latest business travel content, research, and education to help drive the sector's ongoing recovery and support longer-term growth in business travel.

ATM 2022 will include in-depth buyer forums dedicated to India and Saudi Arabia, enabling attendees to explore trends and potential opportunities within both key markets. The show floor will also feature live interviews with aviation and hospitality experts; debates on the future of sports, city, and responsible tourism; digital influencer networking; best stand awards; and the return of ILTM Arabia, with its focus on the lucrative luxury travel market.

Capitalizing on the upward trajectory of regional tourism investment, the ITIC-ATM Middle East Summit – hosted jointly by ATM and the International Tourism Investment Conference (ITIC) – will shine a spotlight on access to project finance in the post-Covid era. With speakers including **Gerald Lawless, Director of ITIC and WTTC Ambassador; Hon. Edmund Bartlett, Jamaica's Minister of Tourism; and Dr. Taleb Rifai, Chairman of ITIC and former Secretary-General of the UNWTO**, this event will provide a timely opportunity for travel and tourism professionals to explore investment opportunities, discover new modes of financing, and network with peers from around the world.

"We are also looking forward to welcoming speakers from the World Travel & Tourism Council (WTTC), the Ministry of Tourism of Saudi Arabia, and Qatar Tourism, not to mention a broad selection of regional and international brands," said Curtis. "This year's edition will feature representatives from Etihad, SAUDIA, Qatar Airways, Royal Jordanian,

Boeing, Emaar Hospitality Group, Radisson Hotel Group, and many more."

Building on the success of ATM's hybrid approach during the global pandemic, this year's in-person event will be followed by the third installment of ATM Virtual, which will take place from Tuesday 17 to Wednesday 18 May 2022. This component will offer industry professionals the opportunity to showcase their destinations to a global audience of travel buyers and provide a platform for travel professionals to continue their all-important one-to-one meetings and view on-demand sessions conducted during the in-person show from the comfort of their homes and offices.

The upcoming edition of ATM will coincide with Arabian Travel Week, a festival of events dedicated to

One of many show highlights, the revamped and rebranded ATM Travel Tech event, previously called Travel Forward, has undergone a year-on-year expansion of almost 400%.

enabling travel professionals from all over the world to collaborate and shape the recovery of the Middle East travel industry through exhibitions, conferences, breakfast briefings, awards, product launches and networking events.

In addition to ATM 2022, the ATM Draper-Aladdin Start-up Competition; ATM Travel Tech; ATM Virtual; ILTM Arabia; ARIVAL Dubai; ITIC; GBTA business travel forums; buyer speed networking and influencer networking events; the Hotelier Awards 2022; and the Business Traveller Awards 2022 will all take place under the auspices of Arabian Travel Week 2022, which will run from Monday 9 to Thursday 19 May across Dubai.

The UAE remains one of the most Covid-secure countries on the planet, with consistently low case rates and robust measures to ensure tourists' safety at every stage of their visit. Like its neighbouring emirates, Dubai is committed to maintaining the highest hygiene and safety standards. ATM 2022's strategic partners include Dubai's Department of Economy and Tourism (DET) as the Destination Partner, Emirates as the Official Airline Partner, and Emaar Hospitality Group as the Official Hotel Partner.

Commenting on the ATM 2022 hybrid event, the show's strategic partner said: **Adnan Kazim, Chief Commercial Officer, Emirates**, said: *"As long-standing partners of this event, we're excited to be back at ATM, in its biggest edition after the pandemic, and we're proud that it's coming back even better this year as the industry gathers again, reinforcing all of the signs of a positive outlook. We're ready to engage with the travel industry with our latest and best products as we move forward with the recovery, and all collectively prepare to meet the pent-up demand for travel."*

At Emirates, our focuses remain on recovery – through rebuilding our network and capacity to pre-pandemic levels; helping the industry recover through close cooperation and meaningful partnerships, and investing for the future to position ourselves on an even stronger footing."

Mark Kirby, Head of Emaar Hospitality Group, added: *Dubai has maintained its iconic touristic appeal through a strategic and forward-thinking approach and thanks to collaborative platforms like the Arabian Travel Market, we can honour our region's true potential. We are delighted to be the official hotel partner once again, as it brings immense value in terms of building long-term relationships as we work alongside key stakeholders to reshape the industry landscape. This year has seen a remarkable recovery in our industry, and we look forward to accelerating our success by catering to new hospitality trends and demands in this new era of hospitality and travel."*



German National Tourist Board organizes GTM Germany Travel Mart in Oberammergau and the Zugspitz Region for the first time after two years



From May 1-3, 2022, top representatives of the international travel industry and media landscape from 34 countries will come to Oberammergau to learn about the latest trends, developments, and tourism products in Germany and get to know the region at the Germany Travel Mart™ (GTM). The focus is on business deals for the coming year. The GTM is the most important sales event for incoming tourism in Germany and is organized annually by the German National Tourist Board (GNTB) in cooperation with changing partners as a Green Meeting.

At the heart of the GTM are two workshop days, where this year 164 companies from the German tourism industry will present the diversity and quality of their services in incoming tourism to over 200 buyers from the international travel industry and negotiate business deals. For the approx. 90 international media representatives an extensive information program is planned with emphasis on topics nature, culture, active, health as well as tradition and customs. The official opening of the GTM will take place at the

Oberammergau Passion Theater shortly before the start of the 42nd Passion Play. The following day, GTM participants are invited to an evening event at the Festspielhaus below Neuschwanstein Castle.

Petra Hedorfer, Chief Executive Officer (CEO): "After we were only able to hold the GTM virtually for the past two years due to the pandemic, we are sending out a clear signal for the further recovery of incoming travel in 2022, 80 percent, the highest level since the beginning of the pandemic. Our GNTB Expert Panel of more than 250 key accounts in the international travel industry confirms an increase in demand for sustainable travel, for which they see Germany in the first place.

Our partners this year, Oberammergau and the Zugspitz Region, as well as Bayern Tourismus Marketing, have prepared a supporting program with a high degree of professionalism, which impressively presents the efficiency of the German tourism companies and the variety of offers, especially in the rural regions.

Walter Rutz, Managing Director Passionsspiele Oberammergau

Vertriebs GmbH & Co. KG: "We had to postpone the Passion Play for two years, but now the time has come. We are very happy about the great interest of the international participants and journalists to visit the dress rehearsals and to take a look behind the scenes shortly before the premiere. We are sure that we can also make an attractive contribution to presenting Germany as a tourist destination."

Philipp Holz, Tourism Manager Zugspitz Region GmbH: "The GTM is an excellent opportunity to show the international trade audience the attractive tourism offers of our region. A highlight will certainly be the workshop day on the summit of the Zugspitze."

Mr. Romit Theophilus, Director, Sales & Marketing, India said "The GTM Germany Travel Mart™ is a high-caliber forum at which German providers will meet key buyers from the Indian travel industry. The Providers and buyers specifically selected for the GTM, combined with a highly professional organization, make the GTM the top event of the travel year – a season opener and a key event. This highly efficient platform for buying and selling also presents the latest news and trends in Germany's incoming tourism industry to selected Indian journalists, whose reports then generate additional impetus in the German travel market."

Green Event

The GNTB has been organizing the GTM as a green event since 2012. This year's event also takes sustainability, environmental and climate protection, and accessibility into account. This includes, for example, supporting environmentally friendly travel for participants and catering from regional sources.

Industry leaders explore the long-term trajectory of Middle East travel and tourism at Arabian Travel Market 2022

- ATM 2022 attracts over 23,000 visitors, growing by more than 100 percent YoY
- Over 30,000 participants, including 1,500 exhibitors and attendees from 150 countries, were at ATM 2022
- Focusing on the future of international travel and tourism, the show explored the fields of transportation, hospitality, events, attractions, and more
- Innovation, sustainability, and talent were key themes during the four-day event

More than 23,000 visitors attended the 29th edition of Arabian Travel Market (ATM) 2022, as industry leaders gathered at Dubai World Trade Centre (DWTC) to share insights into the future of international travel and tourism. "In addition to doubling our visitor numbers year on year, ATM 2022 hosted 1,500 exhibitors and attendees from 150 countries," commented **Danielle Curtis**,

Exhibition Director ME for Arabian Travel Market. "These figures are especially impressive given that lockdowns are still taking place in China and other destinations. What's more, the development of the travel and tourism sector throughout the Middle East region shows no signs of abating, with GCC hotel construction contract awards set to rise by 16 percent this year alone."

The value of UAE and



Saudi Arabian projects accounted for 90 percent of all regional hospitality contracts awarded in 2021, according to research from BNC Network. With analysis from Colliers International forecasting that \$4.5 billion worth of hotel construction contracts will be awarded in the GCC during 2022, industry experts took to the ATM Global Stage for a panel discussion about the future of the region's hospitality industry.

Moderated by Paul Clifford, Group Editor – Hospitality at ITP Media Group, the panel discussion featured insights from Christopher Lund, Director – Head of Hotels MENA at Colliers International; Mark Kirby, Head of Hospitality at Emaar Hospitality Group; Tim Cordon, Area Senior Vice President – Middle East and Africa at Radisson Hotel Group; and Judit Toth, Founder, and CEO of Vivere Hospitality.

Commenting on the need to attract and retain talent within the Middle

East's hospitality sector, Radisson Hotel Group's Cordon said: "The organizations that get this right are going to benefit because, of course, we know how expensive it is to bring new people into our business and it's even more expensive if you lose them. I don't think you can talk about the future of hospitality without talking about the future of talent."

Vivere's Toth pointed out that it was equally important to educate industry professionals on the priorities and mindset of younger employees and guests alike. "[The younger generation] think completely differently. They live in a world of crypto and NFTs. How are they going to be able to bring their ideas and talents into the [hotel] business? And remember, on the other side, your new and future customers are also coming from the same background, with the same motivations and understanding. So, it's a matter of bringing in new talent that shares

common ground with new customers."

Speaking on the continued importance of nationalization efforts, Emaar Hospitality Group's Kirby said: *"Emiratization coexists with how we develop our leadership teams to operate hotels. We focus on leadership at this level to come from within, [drawing on] internal talent. The fact that we're growing and opening new hotels helps us because it provides opportunities for our existing team members to move up."*

The four-day live event was inaugurated by **His Highness Sheikh Ahmed bin Saeed Al Maktoum, President of Dubai Civil Aviation Authority, Chairman of Dubai Airports, Chairman and Chief Executive of Emirates Airline, and Group Chairman of Dubai World.**

The show's opening session, which was moderated by CNN's Eleni Giokos, featured Issam Kazim, Chief Executive Officer, Dubai Corporation for Tourism and Commerce Marketing; Scott



The value of UAE and Saudi Arabian projects accounted for 90 percent of all regional hospitality contracts awarded in 2021, according to research from BNC Network.

Livermore, Chief Economist at Oxford Economics; Jochem-Jan Sleiffer, President – Middle East, Africa, and Turkey at Hilton; Bilal Kabbani, Industry Head – Travel and Tourism at Google; and Andrew Brown, Regional Director – Europe, Middle East and Oceania at the World Travel & Tourism Council (WTTC).

The show's opening day also featured the first session of the ARIVALDubai@ATM forum, during which industry experts explored the role that in-destination experiences are playing in shaping the future of global travel and tourism. Later in the afternoon, ministers from the UAE, Jordan, Jamaica, and Botswana took to the ATM Global Stage to discuss the importance of investment,

technology, and inclusivity in driving Middle East tourism forward, as part of the International Tourism & Investment Conference (ITIC) Ministerial Roundtable.

The second day of ATM 2022 saw senior representatives from Air Arabia and Etihad Aviation Group join JLS Consulting's John Strickland on the ATM Global Stage for a discussion about efficiency and sustainability within the aviation sector. Later in the afternoon, D/A's Paul Kelly offered his perspective on how to connect with the Arabic travel audience more effectively. At the end of day two, the video-sharing platform 'Welcome to the World' secured up to \$500,000 of investment after winning the inaugural ATM Draper-Aladdin Startup Competition on the ATM Travel Tech Stage.

Day three of ATM featured sessions focused on what guests want, sports tourism, hospitality tech trends, dining experiences, metaverse-based travel services, the role of influencers, and more. The Global Business Travel Association (GBTA) also hosted two-panel discussions on the third day, shining a spotlight on sustainability and long-term trends within the business travel segment. As part of the conference agenda for the fourth and final day of ATM 2022, representatives from Atlas, Wego Middle East, and Alibaba Cloud MEA took to the ATM Travel Tech Stage to explore how data is changing airline retailing. Panelists shared insights into how to build data-

led organizations, and why companies that successfully harness travel data today will be most likely to succeed in the longer term.

The morning sessions included a session hosted by WTM Responsible Tourism, on the ATM Global Stage, focusing on how the latest innovations can be used to promote responsible technology for travel and tourism. Concluding this year's edition of ATM, afternoon sessions included a discussion about the return and rise of city tourism.

The final day of the live event also included the announcement of ATM 2022's 'Best Stand Design' and 'People's Choice Award', which were presented to SAUDIA for their futuristic and striking concept. Other stands awarded for their creativity included the Department of Culture and Tourism – Abu Dhabi, Jumeirah International, Ishraq International, and TBS/Vbooking.

"ATM 2022 has provided a timely opportunity for the global travel and tourism sector to gather in Dubai and explore the future of our industry. Innovation, sustainability, technology, and talent acquisition and retention will be crucial to its long-term success," concluded Curtis.

Following the success of the hybrid approach adopted for last year's edition, the live, in-person component of ATM 2022 will be followed by the third installment of ATM Virtual, which will take place from Tuesday 17 to Wednesday 18 May.

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Patricia Yates to step up as CEO of national tourism agency VisitBritain/VisitEngland

National tourism agency VisitBritain/VisitEngland has announced that its deputy CEO Patricia Yates is stepping up to be CEO.

The interim appointment comes as the agency's current CEO Sally Balcombe steps down on 8 April.

The appointment was announced as VisitBritain/VisitEngland brought tourism industry leaders together at a 'Rebooting the visitor economy' event on Tuesday 29 March, outlining its focus to ensure tourism rebounds to once again become one of the most successful and productive sectors of the UK economy.

British Tourist Authority (BTA) Chair Dame Judith Macgregor said:

"On behalf of the BTA Board and VisitBritain/VisitEngland, I am very pleased to announce that Patricia Yates has agreed to step up to CEO in the interim, ensuring a smooth transition for the organization as well as for the industry. Under Patricia's leadership and experience I am confident that we can make great progress as we continue to support the industry as recovery begins to get underway."

VisitBritain/VisitEngland deputy CEO Patricia Yates said:

"I am honoured to be stepping up as CEO, continuing our focus on building back visitor spending as quickly as possible and supporting the industry, playing our part to deliver the ambitions of the UK Government's Tourism Recovery Plan."

"We know there is pent-up demand for travel, Britain is a destination that people want to visit and in 2022 we have a year of landmark events. Our tourism businesses have innovated to survive through a myriad of restrictions and now is the time to drive the visitor recovery. I look forward to continuing to work with all our stakeholders, rebuilding our industry to ensure it is one of the

most successful and productive sectors of the economy and to making the strongest possible case for one of the UK's greatest sectors."

VisitBritain's **latest forecast** estimates 21.1 million inbound tourism visits to the UK this year, 52% of the 2019 level, and overseas visitor spending of £16.9 billion, 59% of 2019. With all travel restrictions for arrivals to the UK lifted and with its latest international research showing strong pent-up demand for travel, VisitBritain's priority is driving the quickest return of inbound visitor spending, prioritising markets that will quickly drive back value including the USA and its major European markets, competing hard for international visitors who contribute billions to the economy.

The agency is currently out in international markets with a £10 million **GREAT 'Welcome to another side of Britain'** campaign. As well as highlighting messages of welcome and reassurance, the campaign is promoting the major events this year, set to be global tourism draws, offering visitors once-in-a-lifetime experiences they can only have in the UK including **HM The Queen's Platinum Jubilee** and the **Birmingham 2022 Commonwealth Games**.

VisitBritain is also working with the travel trade to ensure that British programmes are thriving and Britain's tourism offer is being sold internationally. As well as leisure travel, VisitBritain will support the business events industry to recover and rebuild, enabling destinations to win international conferences and exhibitions.

Sustainability will be a thread through all this activity. VisitEngland will champion a sustainable tourism



strategy for England, working to harness the industry's collective impact. It also continues its support to small businesses, the backbone of the industry, to build their skills to grow their businesses.

Alongside the drive for immediate recovery, VisitBritain has funding to invest in building digital and data capabilities, ensuring it can remain competitive in an ever more digital world, able to reach future customers and target them cost-effectively with compelling content.

The agency also wants to build its advocacy, ensuring the visitor economy is factored into UK Government decision-making.

Tourism is usually worth more than £127 billion to the economy, its third-largest service export and a major part of British trade, supporting hundreds of thousands of small businesses and entrepreneurs and employing more than 3.1 million people across the UK.

Singapore invites Indian Families to reimagine their summer holiday vacations with exclusive promotions



With the summer family vacation season commencing across India, the Singapore Tourism Board (STB) and Singapore Airlines along with their destination partners, have announced an exclusive campaign to welcome back Indian families to the popular island destination – “Enjoy Your Family Times Now in Singapore”. The destination, a perennial favourite amongst Indian travellers, presents a host of reimagined family experiences for the school holiday season.

India has been a top source market for visitor arrivals to Singapore and family travel has featured highly as an audience segment. With the easing of travel restrictions to near pre-Covid situations, fully vaccinated travelers can enjoy quarantine-free travel to

Singapore by presenting a negative pre-departure test upon arrival at the destination. The Covid safety protocols have also been relaxed significantly in the city.

The ease of travel to and experience within Singapore has led to a surge in travel interest to Singapore during the summer. The “Family Times Now” campaign has been curated keeping in mind the traditional travel peak during school holidays and will run from mid-April to 30 June 2022.

Indian family travelers can enjoy Singapore’s reimagined experiences with an exclusive deal of 50% off airfares, exclusively on Singapore Airlines, for children below 12 years of age. The promotion also includes award-winning Singapore attraction partners such as Sentosa Development

Corporation, Resorts World Sentosa, Gardens by the Bay, Mandai Wildlife Group, Marina Bay Sands, Jewel Changi Airport, and travel experiences platform Pelago, making this summer season a great time to visit Singapore with the family.

This is STB India’s first major tactical campaign post-pandemic; involving several fulfillment partners like Pelago, Make My Trip, EaseMy Trip, Thomas Cook, SOTC, and FCM promoting the campaign extensively across India.

Speaking about the family-focussed promotions, **Mr. GB Srithar, Regional Director, India, Middle East & South Asia**, said, “Singapore is a top-of-mind family destination among Indian travelers. We are happy to welcome them back to Singapore during the peak

summer travel season to enjoy their family times. Together with our tourism partners, we have curated a variety of family experiences at half price for children under 12 years. After a hiatus of two years, we are excited to invite Indian travelers to a reimagined Singapore with new and familiar favourite experiences with top-notch hygiene and safety standards."

Mr. Sy Yen Chen, General Manager India for Singapore Airlines, added, "With international travel having resumed from India, it is once again possible for families to plan a summer vacation together, and what better destination than Singapore? The Garden City has always been among the preferred international family-friendly destinations for the Indian market, simply because it offers something for all age groups. We are seeing strong demand for travel to Singapore, and our special 50% discount on airfares for children is our way of welcoming our youngest customers back on board for a fun-filled holiday."

Singapore Airlines currently operates 66 flights weekly from 8 cities in India – Ahmedabad, Bengaluru, Chennai, Delhi, Hyderabad, Kochi, Kolkata, and Mumbai.

The participating tourism partners are delighted to be part of the "Family Times Now" promotions:

Mr. Chew Tiong Heng, Divisional Director, Business and Experience Development, Sentosa Development Corporation: "Located just minutes from the airport and city, Sentosa is an island retreat that gives visitors a different flavour of Singapore. It is consistently the most frequently visited destination by Indian travelers, particularly among families with kids. With new attractions that were only recently unveiled and our year-long celebration of Sentosa's 50th anniversary, visitors can look forward to a refreshed Sentosa, with even more diverse offerings to delight all age groups."

Jean Choi, Chief Sales, and Marketing Officer, Mandai Wildlife Group: "While international borders were

closed, we took the opportunity to innovate and refresh the offerings at our parks. We are excited to welcome travellers from India again and for them to experience meaningful encounters with our animal family after a gap of two years. More than just seeing the animals, children, and adults will be able to immerse in nature, interact with keepers and animals and learn about conservation."

Participating attractions that are offering 50% off on admission fees for children under 12 years old include Singapore Zoo, River Wonders, Night Safari, Jurong Bird Park, Gardens by the Bay (Flower Dome, Cloud Forest, and Floral Fantasy), SkyPark at Marina Bay Sands, Changi Experience Studio and various attractions on Sentosa island including iFly, Madame Tussauds, Luge and Adventure Cove Waterpark at Resorts World Sentosa (visit:<https://pages.pelago.co/pelagosg50> for a complete list). The limited-time offers make this summer period a good time for families to visit and create beautiful travel memories in Singapore.



Thailand's latest entry requirements from 1 May 2022

Two new entry schemes are specifically customized for vaccinated and unvaccinated travellers.

The following rules will be in effect from 1 May 2022, with specific requirements for vaccinated and unvaccinated / not fully vaccinated travellers from all countries/territories with scheduled arrivals from this date.

Pre-arrival requirements

Vaccinated travellers must have the following documents for entering Thailand:

- A valid passport, and a Thailand Pass (via <https://tp.consular.go.th/>), or a Border Pass for arrivals via border

checkpoints.

- An insurance policy with coverage no less than US\$10,000. *Thais and foreign expatriates under Thailand's national healthcare coverage are exempt from this requirement.*

• A Certificate of COVID-19 Vaccination

- Everyone 18 years of age and older must be fully vaccinated for COVID-19 with an approved vaccine at least 14 days before travelling to Thailand.

- Travellers 5-17 years of age travelling to Thailand unaccompanied must get vaccinated with at least 1 dose of an approved vaccine at least 14 days before travelling to Thailand. Those travelling with parents are

exempt from this requirement.

- Travellers with a history of COVID-19 infection who have received at least 1 dose of an approved vaccine post-infection must have a medical certificate of COVID-19 recovery.

Unvaccinated / not fully vaccinated travellers

must have the following documents for entering Thailand:

- A valid passport, and a Thailand Pass (via <https://tp.consular.go.th/>), or a Border Pass for arrivals via border checkpoints.
- An insurance policy with coverage no less than US\$10,000. *Thais and foreign expatriates under Thailand's*





national healthcare coverage are exempt from this requirement.

- A proof of prepayment for 5-night quarantine at government-approved hotel/s; such as, SHA Extra Plus (SHA++) hotel, or AQ Accommodation/s, plus proof of prepayment for 1 RT-PCR COVID-19 test. *Thais are not required to prepay for the test.*

The quarantine is exempt for unvaccinated / not fully vaccinated travellers who are able to upload proof of a negative RT-PCR test within 72 hours of travel via the Thailand Pass system. The exemption also extends to travellers under 6 years of age travelling with parents.

On Arrival Requirements

Upon arriving in Thailand, all travellers must undergo entry screening including body temperature check, and present the required documents to the Immigration/Health Control officer to carry out the checks.

The **vaccinated travellers** will then be allowed entry and are free to go anywhere in the kingdom. **For arrivals by land using a border pass, they will be allowed a stay of no longer than 3 days within the specified areas only.*

Likewise, **unvaccinated / not fully vaccinated travellers** who have uploaded proof of a negative RT-PCR test within 72 hours of travel via the Thailand Pass system will be allowed entry and are free to go anywhere in the kingdom.

Otherwise, **unvaccinated / not fully vaccinated travellers** must proceed to undergo the quarantine for 5 days. The trip to the prebooked accommodation must be by a prearranged vehicle on a sealed route within a travelling time of no longer than 5 hours. Then, they must undergo an RT-PCR test on Day 4-5. Travellers under 5 years of age, travelling with parents and undergo the quarantine together, can have a saliva test.

Travellers whose test result returns as negative will be allowed to go anywhere in the kingdom, while those whose test result returns as positive will be referred for appropriate medical treatment and the expenses must be covered by the required insurance / own expense for foreign travellers, or national healthcare coverage for Thais and eligible foreign expatriates.

During the Stay

While in Thailand, both vaccinated and unvaccinated / not fully vaccinated travellers are advised to strictly follow the health and safety standards. Travellers who are experiencing COVID-like symptoms should get tested. If testing positive, they must get the appropriate medical treatment.

We wish all visitors an enjoyable, safe, and rewarding holiday in Thailand during this exciting time in which we are able again to welcome travellers from around the world.

Exploring Riyadh's history, culture, and food



Where Saudi's
past and future
meet

Riyadh's blend of medieval and millennial makes for a beguiling cultural union — one where Arabia's first roots can be traced, and where its bold future can be envisioned. The city's fascinating, centuries-old history can be found within its atmospheric souqs, compelling museums, and ancient architecture, but it's also a modern metropolis, with glittering high-rises and a burgeoning contemporary art

scene. The winter months are an ideal time to visit Riyadh. Although average high temperatures in the summer can reach 44 degrees C, the top temps in December and January are in the low 20s.

Trace Riyadh's history

Built-in 1865 and superbly preserved, Al Masmak Fortress is a vast clay and mud-brick citadel that's a favorite among tourists wanting to

step back in time and explore Saudi's roots. In 1902, King Abdulaziz captured the fortress and took control of Riyadh (his ancestral home) after having lived in Kuwait. From this fortress, Abdulaziz Al Saud conquered and united the different kingdoms and provinces that make up the Saudi nation as we know it today.

Another must-visit location is the Saudi National Museum, which has more than 3,700 antiquities on display,

documenting the grand history of Arabia over millennia.

Shopping in Riyadh

From ancient labyrinthine souqs to luxury malls and quirky boutiques, Riyadh sets the standard for a destination shopping city. The city's most famous market is the Souq Al Zal, which remains as noisy and vibrant as when it first emerged in 1901. Everything from gold coins to quirky handicrafts and dusty antiques can be found here, including traditional Saudi items such as dallah coffee pots and mabkhara incense burners. For more modern shopping venues, choose from Riyadh Park Mall, with an IMAX cinema and arcade under its palm trees and wave-like glass roof; the open-air precinct The Zone, where stores and restaurants are clustered around the main plaza; or the shops at the Kingdom Centre, which are almost as impressive as the shiny skyscraper itself.

Sample Saudi cuisine in Riyadh's Restaurants

One of the best ways to experience Riyadh's cultural fusion is through its cuisine. Najd Village combines the dining and heritage experiences, with faithfully re-created Najd architecture and authentic recipes such as kabsa, jareesh and hashi. More contemporary takes can be found at the sophisticated Takya, serving Saudi fusion food inspired by the country's regions, and Suhail, with its modern spin on traditional Saudi favorites.

King Fahd International Stadium

Established in 1988, King Fahd International Stadium (KFIS) has been an iconic landmark, both in design and in the events it hosts. Besides holding local and international high profile sports events, such as WWE's Crown Jewel 2019, KFIS was part of the rapid strides taken by the Kingdom's entertainment industry as it hosted K-Pop sensation BTS for a massive





concert in its 500,000 sqm stadium in 2019, along with a showing of Cirque du Soleil.

11 Best Places to Visit in Riyadh

As Saudi Arabia's capital, Riyadh is a cultural hub that seamlessly presents ancient fortresses with modern glass skyscrapers standing side-by-side.

Even though Riyadh is an immense city with nearly 1,800 square kilometers, it is in its modest historic center (or downtown) where most of the interesting attractions are located, including remnants of the old city walls that once protected this ancient stop along the desert trade route.

Now, what are the best places to visit in Riyadh and what shouldn't you miss seeing there? Here are the city's historic and modern highlights.

Top Historic Places to Visit in Riyadh

Some of the most interesting historic attractions found in the city even outdate the Kingdom of Saudi Arabia itself.

Riyadh has been at the center of the Saudi Kingdom since its establishment in 1901, but many of its archaeological





Mamlaka tower adds its unique beauty to the Riyadh skyline. This modern construction is an architectural spectacle that oozes luxury. With a **Shopping mall, fine restaurants, and a hotel, the tower also offers you a panoramic view of the surrounding city.** Make sure to visit the place at night to see all the illuminating lights of the tower and of the city.

Sky Observation Bridge

Kingdom center is one of the best places to visit in Riyadh if you are a fan of mind-blowing scenery. However, this is not for the faint-hearted as the high-speed lift will take you to the sky bridge at 180km/h speed. **Witness the lit city from the 99th-floor Sky Bridge.** This is one of the most exciting attractions you can't afford to miss during your visit to Riyadh.

The Al Rajhi Grand Mosque

Being one of the most spectacular landmarks and attractions of Riyadh, Al Rajhi Grand Mosque should be on your things-to-do list in Riyadh. Built with a donation from the Al Rajhi family, The mosque is the **largest mosque in the city** that is also considered one of the **Most significant Islamic architectural marvels of the modern era.** A visit to the place will offer you a sneak peek into the modern Muslim faith of the city.

The King Fahd National Library

Adding a unique architectural flair to the Riyadh cityscapes, The King Fahd National Library is one of the **Must-visit places in Riyadh** for you if you are interested in modern architecture. The modern building comprised of unique cubic shapes is eye-catching and mesmerizing and provides the **best backdrop for your Instagram photo** so you could keep your travel memories of Riyadh with you forever.

The National Museum

The national museum is one of the best places to start your exploration, during your visit to Riyadh. **Discover the fascinating stories of the**



sites and fortresses are over 1,000 years old.

Being the capital city of the country, **The City is full of beautiful and unique attractions and exciting activities, and ample entertainment opportunities.**

Historical Diriyah

Considered the birthplace of Saudi Arabia, **Historical Diriyah is the historical home of the Saudi state.** The area is known for its Well-Preserved ruins and monuments and is a **UNESCO World Heritage Site** that will show you the history of the country.

If you are interested in the history of Saudi Arabia, this is one of the top places to visit in Riyadh.

Riyadh Desert

The Golden desert of Riyadh is one of the top attractions in Riyadh that many tourists are eager to explore. From **Desert adventures to cultural exploration you will find a number of tours to choose** from to explore the desert in your own style.

Mamlaka Tower

Being one of the most iconic landmarks of Riyadh and Saudi Arabia



past, explore the Islamic culture and the story of the constructions of modern Saudi Arabia and learn more about the country and its culture. Appreciate the artifacts and arts and enjoy an insightful and educational historical tour with your family and friends.

National Museum Park

After your tour to the national museum, make sure to enjoy some peaceful time in the national museum park before you leave. With **Beautiful fountains and landscapes, the place is ideal for a short walk** to disconnect from the busyness of attractions.

Hall of King Abdulaziz

This is a unique museum that will take you through the **whole history of the country step by step as you take each step**. Made of huge halls the place is known for its unique way to **display of the history**. Each hall is dedicated to a specific period of Saudi history and has laid in chronological order.





Murabba Palace

Murabba place should be one of your top things to do when you are preparing your places to visit list in Riyadh. The grand palace is the former home as well as the **court of King Abdul Aziz**, who is considered the founder of modern Saudi Arabia. The regal palace is a captivating landmark that **showcases the life of royalties of Saudi**.

Dira Souq

No matter how many malls you get to explore, nothing is more interesting than exploring a traditional market. Riyadh's Souk Al-Zal is the **oldest souk in town** that will give you a glimpse into the traditional Saudi culture that no shopping mall can ever offer you. The souk has everything from **local crafts, carpets, footwear, and traditional outfit to antiques and artifacts** that will add incredible travel moments to your holiday in Riyadh.

Travel Tips

Riyadh has no shortage of hotels to choose from, many offering spectacular views across the city. Choose from the Ascott Rafal Olaya Riyadh, the sleek Hilton Riyadh Hotel, the chic Le Méridien Riyadh, or the stylish Burj Rafal.

Where to eat

Sample Mediterranean, mezze-style spreads at Bistro by Tao, a chic eatery in Riyadh's Nojoud Mall. Try Eastern flair at Hualan, or drink in Riyadh's famed coffee culture at cafés Bateel, Five Elephants, or Elixir Bunn, the latter in Riyadh's ancient Diriyah.

Where to have fun

Explore the contemporary capital with a trip to the Riyadh Front, where deluxe shopping and dining await, or step back in time with a trip to the 1,500-year-old Ushaiger Heritage Village. Thrill-seekers will enjoy testing their skills at Doos Karting or taking in the views from the Edge of the World.

DESTINATION / USA

10 New Orlando





experiences for Summer 2022

As one of the most sought-after destinations in the U.S., Orlando maintains its popularity as one of the top places for summer vacationers and promises an array of new experiences for visitors planning their next trip to the Theme Park Capital of the World. In addition to new attractions at Orlando's theme parks, the destination is offering up even more new adventures ranging from a new golf entertainment venue from Tiger Woods to an alcohol-free speakeasy concept.

*"Orlando is ready to welcome summer travelers with unforgettable new experiences," said **Cassandra Matej, president, and CEO of Visit Orlando.** "Whether you're a theme park expert or a first-time visitor, there's always something new to discover in Orlando with a variety of new hotels, unique restaurants, and one-of-a-kind attractions to explore and create new vacation memories."*

1. Guardians of the Galaxy: Cosmic Rewind, EPCOT's first "other-world" showcase pavilion opens May



27, featuring a new storytelling coaster that rotates 360 degrees to focus on the action, including the first reverse launch on a Disney coaster.

2. Ice Breaker, SeaWorld

Orlando's first launch coaster features four launches, both backward and forwards, culminating in a reverse launch with a 93-foot-tall spike with a 100-degree angle, the steepest vertical drop in Florida.

3. **Aquatica Orlando**'s newest water slide, **Reef Plunge**, offers eye-catching translucent cutouts and rings with twists and turns through 330 feet of fiberglass. A vibrant array of marine life, Commerson's dolphins, leopard sharks, and a variety of other cold-water fish are also part of the new dynamic habitat.

4. **PopStroke**, a golf entertainment venue created in partnership with Tiger Woods, will offer a menu of handhelds and pizzas to enjoy from the indoor-outdoor dining room overlooking two 18-hole miniature golf courses.



PopStroke even has an app to automatically keep track of scores on the course and is set to open in May at Waterford Lakes Town Center.

5. Take a short drive to explore Orlando's local neighborhoods and experience **The BANDBOX – Orlando**, Central Florida's first alcohol-free speakeasy cocktail tasting lounge and vintage shop, will open this summer at Ivanhoe Village in Downtown Orlando.

6. Immersion at London House by Chef Rikku Ó'Donnchú, a new boutique restaurant, features a tasting menu-only concept with a sensorial dining experience focused on science, climate change, sustainable farming and zero waste, where texture, scents and sounds are as important as taste.

7. The **New York Beer Project**, set to open this summer in Winter Garden, will resemble an indoor beer garden complete with a gastropub, sidewalk bistro and up to 20 craft beers on tap.

8. Three-time James Beard Award semifinalist and "Top Chef" contestant Chef John Tesar has brought his concept **Knife Burger** to the JW Marriott Orlando. Featuring a slightly more expanded menu than the original Texas location, the poolside restaurant offers classic, high-quality burgers as well as seafood burgers and salads, all made with the finest ingredients.

9. The Tuscan-inspired, 126-room **ette Hotel Orlando** opens in June near Disney World. Focusing on wellness as an alcohol-free property, the hotel offers culinary experiences in partnership with Michelin Star Chef Akira Back, along with The Spa at ette, with services for everyone from the modern minimalist to the unruly naturalist.

10. AC Hotel by Marriott Orlando Lake Buena Vista will offer a state-of-the-art, 24-hour fitness facility, inventive chef-tailored dining and signature cocktail service. The property is set to open June 2022.



U.S. Travel:

International Delegates Return in Strong Numbers for **IPW 2022**



The June 4-8 event in Orlando will welcome double the number of international travel buyers and media over last year as inbound travel rebuilds

A full two months ahead of the opening of IPW – the annual international trade show of the U.S.

Travel Association – numbers shared by the association reveal a strong return of international travel buyers and media for the 2022 event, which will be held in Orlando, Florida, June 4-8. Ten weeks out, registrations by international buyers and media have nearly doubled last year's international delegate count.

As of March 25, 712 international buyers and 364 media from 62 countries have registered to attend IPW. With the addition of 280 domestic buyers and 70 domestic press, more than 1,400 international and domestic buyers and media are registered for IPW 2022.

Nations sending the largest international delegations in 2022 are the United Kingdom, Brazil, and Canada.

With registration remaining open, the number of global participants is expected to continue to increase.

"The message these numbers tell us is: The travel world is ready to return to the United States," said **Malcolm Smith, General Manager of IPW**. "If the recovery of international visitation is at all important to your destination or business, do not miss this year's IPW."

Smith added: "We are very pleased, but not surprised, to see this strong turnout from the global travel community. As travel becomes increasingly easier for people around the world, everyone is ready to get back to traveling, reconnecting, and visiting the awesome diversity that's only found in the United States. Our domestic exhibitors and partners are eager to

welcome back international visitors."

A forecast of international arrivals from U.S. Travel projects that 52 million people will visit the United States in 2022 (up 144% from 2021) and 68 million will visit in 2023 (up 30% over 2022).

IPW is the country's leading international inbound travel trade show, driving \$5.5 billion in future travel to the United States. At IPW, travel buyers (including international tour operators, wholesalers, and receptive operators) meet face-to-face with sellers of U.S. travel products (representing accommodations, destinations, attractions, retail, transportation companies, and more) to transact future travel business.

The premier sponsor of IPW is Brand USA and American Express is the official card of IPW. Host city official tourism association Visit Orlando is a platinum sponsor.



Universal's Islands of Adventure

25+ *New Reasons to Visit* Orlando *in 2022*



Get the scoop on more than 25 brand-new reasons to visit Orlando in 2022, including fresh adventures, dining options, places to stay, and much more.

Orlando is set to welcome an amazing array of wondrous experiences in 2022, including a brand-new theme park, an acoustically perfect theatre, fresh dining options, and a hotly anticipated theme park hotel property that will transport you to a galaxy far, far away — among other wonders you won't want to miss.

NEW EXPERIENCES BEYOND ORLANDO'S THEME PARKS

Discover fresh experiences beyond Orlando's legendary theme parks, including Can't-miss attractions and incredible new ways to celebrate the arts!

STEINMETZ HALL

This long-awaited aural wonder opened at the Dr. Phillips Center for the Performing Arts in the heart of downtown Orlando on Jan. 14, 2022. The facility has earned an N1 sound rating — the lowest level at which humans can detect sound — which means you'll be able to hear performances like never before ... literally! Steinmetz Hall opened with a two-week Grand Celebration featuring performances by the Royal Philharmonic Orchestra, superstars such as Jennifer Hudson and Lyle Lovett, and the best Orlando's performing arts scene has to offer, with much more on tap for 2022 and beyond.

CIRQUE DU SOLEIL — DRAWN TO LIFE

New at *Disney Springs*® at *Walt Disney World*® Resort, Cirque du Soleil — Drawn to Life presents a combination of Disney animation and awe-inspiring performances, including 10 unique acrobatic acts. What's more, it's the first-ever collaboration between Cirque du Soleil and Disney!

GATEWAY: THE DEEP SPACE LAUNCH COMPLEX

Coming to Kennedy Space Center Visitor Complex in 2022, this 50,000-square-foot, multi-level attraction will feature a showcase of NASA and commercial spacecraft hardware with immersive displays, as well as a “journey” through space, and unique launch viewing opportunities, and more. Kennedy Space Center Visitor Complex is on Florida's east





coast, about an hour from the main tourism districts.

ART²

Also known as “Art Squared,” this urban park is coming to downtown Orlando in 2022. Utilizing a 2-story shipping container structure, the park will incorporate a cafe, art gallery, stage, seating, digital video walls, and a gift shop, as well as an artificial turf courtyard, a concrete patio, picnic tables, hammocks, and two food truck spaces.

NEW PLACES TO STAY IN ORLANDO

With more than 450 hotels and resorts to choose from, plus vacation home and condo rentals, you’ll always find perfect accommodations in Orlando — especially once you factor in new options in 2022. They join other

fresh properties that debuted earlier in 2021, including AC Hotel by Marriott Orlando Downtown.

STAR WARS: GALACTIC STARCRUISER

The Force is with you now that *Star Wars: Galactic Starcruiser* has opened at *Walt Disney World*® Resort. After booking your stay, you’ll “board” the starship *Halcyon* for an all-inclusive experience that will make you a part of the immersive *Star Wars* galaxy. Choose your path, learn to wield a lightsaber, and travel to Black Spire Outpost on the planet Batuu, where your journey continues at *Star Wars: Galaxy’s Edge* at *Disney’s Hollywood Studios*®.

LAKE NONA WAVE HOTEL

Having arrived in December 2021, Lake Nona Wave Hotel is a leading-





edge property featuring 216 guest rooms, 16 one-bedroom suites, and two penthouse suites. One can enjoy three restaurants and bars; tech-forward amenities such as voice-automated in-room controls; a focus on holistic wellbeing including access to the world's first Chopra Mind-Body Zone located at the nearby Lake Nona Performance Club; over 400 pieces of art; and a 50,000-square-foot sculpture garden.

WALT DISNEY WORLD SWAN RESERVE

Walt Disney World Swan Reserve is a 14-story, 349-room hotel tower that opened at Walt Disney World Swan and Dolphin Resort in late 2021. The property — just a short walk to *Disney's Hollywood Studios*® and *EPCOT*® — features

meeting rooms with rooftop terraces, a restaurant, a full-service health club, a 90-foot-long pool, and more.

ETTE HOTEL ORLANDO

This Tuscan-inspired, 126-room ette Hotel Orlando is scheduled to open in May 2022 near *Walt Disney World*. Focusing on wellness as an alcohol-free property, the hotel will offer culinary experiences in partnership with Michelin Star Chef Akira Back, along with The Spa at ette, with services for everyone from the modern minimalist to the unruly naturalist.

NEW PLACES TO EAT & DRINK IN ORLANDO

Many high-profile eateries have recently opened in Orlando and more are on the way

FOUR FLAMINGOS, A RICHARD BLAIS FLORIDA KITCHEN

New at Hyatt Regency Grand Cypress close to Walt Disney World, Four Flamingos from *Top Chefs: All-Stars* winner Richard Blais features cuisine inspired by tropical flavors and ingredients from Florida, including native fruits, vegetables, seafood, and more.

AVA MEDITERRAEGEAN

A new Mediterranean restaurant and lounge, AVA MediterrAegean opened in early 2022 on Park Avenue in Winter Park.

NEW RESTAURANTS AT ICON PARK

In the second half of 2021, ICON Park welcomed Gordon Ramsay Fish



& Chips, marking the celebrity chef's first restaurant venture in Orlando ... and hopefully not the last! The legendary Key West saloon Sloppy Joe's debuted in December 2021, offering live music and island-inspired food and libations.

NEW RESTAURANTS AT POINTE ORLANDO

Located on International Drive, Pointe Orlando will welcome Kavas Tacos + Tequila in spring/summer 2022 and JoJo's Shake Bar in fall/winter 2022. Kavas features a menu paying tribute to Mexico's rich culinary history, featuring savory comfort food, fresh tableside experiences, and recipes hand-crafted from the freshest ingredients. A Chicago original, JoJo's offers over-the-top sweets and an old-

school diner ambiance with a modern-day vibe.

THE MILKHOUSE

New to downtown Orlando's Milk District, this unique dining space houses some of Central Florida's most notable food and beverage brands, including The Ravenous Pig Brewing Co., Foxtail Coffee Co. and Kelly's Homemade Ice Cream.

NEW YORK BEER PROJECT

Built to resemble a 1900s-era indoor beer garden in New York's Lower East Side, will open in 2022 in Winter Garden just a short drive from Walt Disney World. The venue will feature a gastropub, indoor beer garden, tap room, brewery, sidewalk bistro, and three New York City-themed event spaces.

CAFE-BOUTIQUE PIANO

Coming to Winter Park's historic Hannibal Square in 2022, this restaurant will feature European cuisine and nightly live piano shows.

THE HALL ON THE YARD

Part of downtown Orlando's Ivanhoe Village, this new, full-service food hall delivers nine diverse culinary offerings, five curated event spaces, and three premium cocktail bars in an eclectic environment.

THE BANDBOX — ORLANDO

Central Florida's first alcohol-free speakeasy, cocktail lounge, and collectibles/vintage shop will open in June 2022 at Ivanhoe Village in downtown Orlando.

NEW EXPERIENCES AT ORLANDO'S THEME PARKS

Orlando's open-air theme parks in 2022, include fresh attractions, shows, and more — not to mention a whole new theme park.

WALT DISNEY WORLD ® RESORT

The World's Most Magical Celebration at *Walt Disney World Resort* continues in full swing all through 2022 and into early 2023. The resort invites you to visit and be immersed in shimmering *EARidescence* and experience special touches, from embellishments on Cinderella Castle to decor throughout the theme parks and beyond. The 50th Anniversary celebration features new experiences at all four theme parks and beyond, including Remy's Ratatouille Adventure attraction at *EPCOT* ® and new

nighttime spectaculars courtesy of Disney Enchantment at *Magic Kingdom* ® Park and Harmonious at *EPCOT*. And, there's more on the way including the newly enhanced "Mickey's Magical Friendship Faire" stage show and the return of the "Festival of Fantasy" parade!

GUARDIANS OF THE GALAXY: COSMIC REWIND

Opening this summer, the first "other-world" pavilion at *EPCOT* will include a thrilling new family-friendly coaster that matches the grandiosity and fun of the blockbuster films in what will be one of the longest fully enclosed coasters in the world.

FINDING NEMO: THE BIG BLUE... AND BEYOND!

Coming in 2022, this exciting stage

show will invite you to discover the familiar tale of Nemo and friends from a whole new point of view at *Disney's Animal Kingdom* ® Theme Park.

SEAWORLD ® ORLANDO

SeaWorld Parks & Entertainment has new experiences coming to SeaWorld Orlando and Aquatica ® Orlando in 2022!

ICE BREAKER

SeaWorld Orlando's first launch coaster features four airtime-filled launches, both backward and forwards, culminating in a reverse launch into the steepest beyond-vertical drop in Florida — a 93-foot-tall spike with a 100-degree angle!

REEF PLUNGE

This new water slide at Aquatica





Orlando gives you the chance to zoom past a vibrant array of marine life that includes Commerson's dolphins, leopard sharks, and a variety of other aquatic wonders.

LEGOLAND ® FLORIDA RESORT

Fans of Peppa Pig and pirates won't want to miss the fresh additions coming to LEGOLAND Florida Resort, starting with an all-new theme park.

PEPPA PIG THEME PARK

Already the Theme Park Capital of the World, the Orlando area added another jewel to its crown with the Feb. 24, 2022, debut of the world's first Peppa Pig Theme Park! The standalone park features multiple rides, interactive attractions, fun live shows, themed playscapes, and water play areas, among other reasons to visit.

PIRATE RIVER QUEST

Starting in 2022, set sail on a family-friendly treasure hunt adventure, where you'll journey through the uncharted waters of the legendary Cypress Gardens at LEGOLAND Florida Theme Park and discover the secrets protecting its canals as this all-new story unfolds brick by brick.

UNIVERSAL ORLANDO RESORT

In summer 2021, Universal Orlando Resort has added a brand-new ride that thrill-seekers and dinosaur fans alike will not want to miss!

JURASSIC WORLD VELOCICOASTER

Based on the blockbuster movie franchise, this new species of coaster has arrived at Universal's Islands of Adventure! Spanning more than 4,700 feet of track, it is now Florida's fastest and tallest launch coaster, featuring a story that expands what you've seen on the big screen. It also boasts a series of intense maneuvers that will catapult you up to 70 mph and 155 feet in the air with the swiftest of prehistoric predators, including two pulse-pounding launches and a 360-degree barrel roll, a zero-gravity inverted stall, and going airborne during the towering "Top Hat," propelling you 155 feet in the air before an 80-degree drop. Brave the hunt!

BUT WAIT ... THERE'S MORE!

It's not just Orlando's theme parks, attractions, restaurants, and accommodations that get better with each passing year. The forward-thinking destination offers much more.

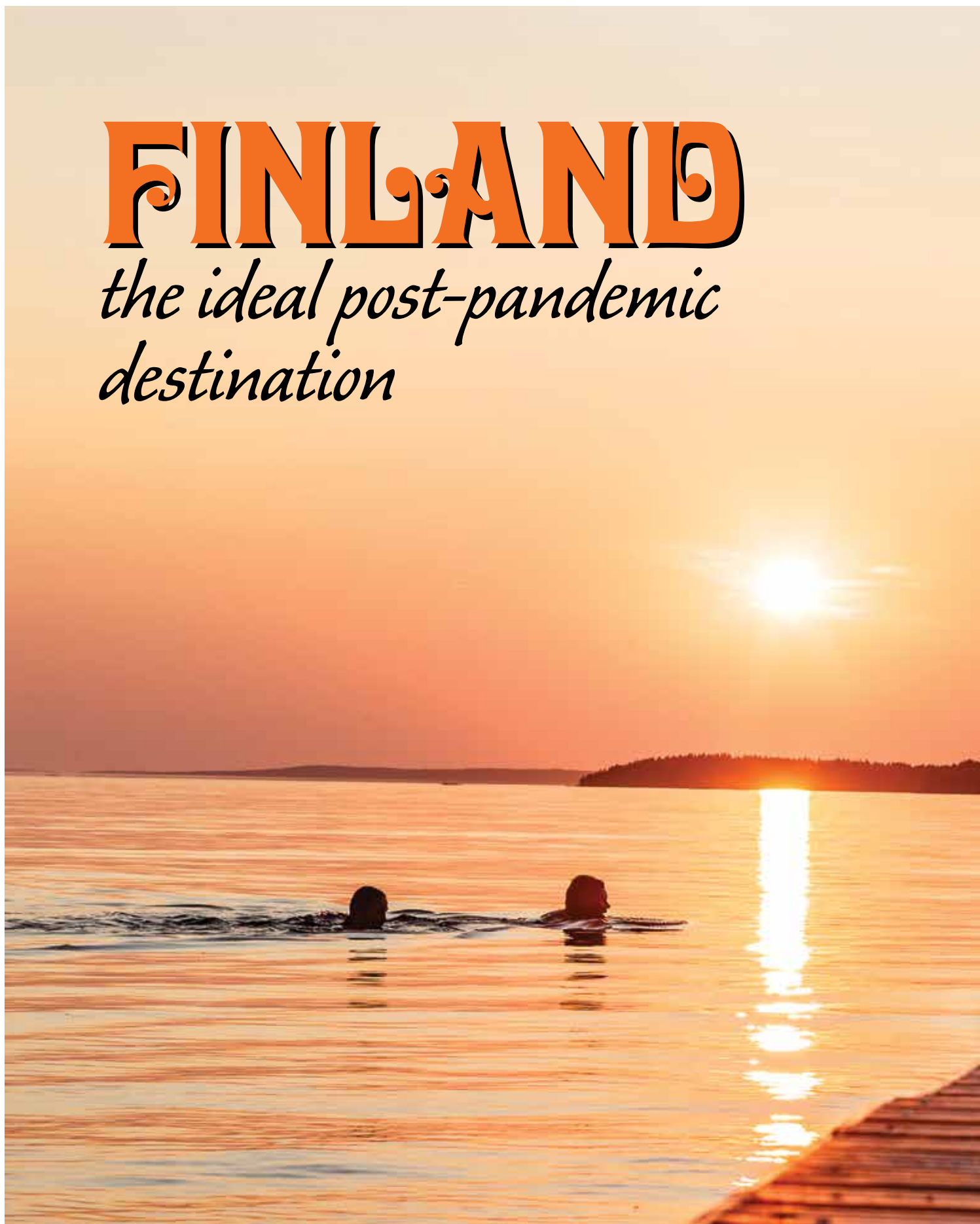
TERMINAL C AT ORLANDO INTERNATIONAL AIRPORT

Marking the largest construction project in the facility's history, work is well underway on Terminal C, aka the South Terminal Complex, a \$3.82 billion, the multi-year project at Orlando International Airport (MCO). In addition to new shops, restaurants, and lounge facilities, Terminal C will add 15 gates and high-tech features such as interactive digital media, a state-of-the-art radio frequency baggage system, and the Intermodal Terminal Facility (ITF), which is designed to accommodate up to three train systems including the forthcoming Brightline high-speed rail with service to Miami.

Founder of 4 Rivers Restaurant Group, John Rivers, will open the first phase of the 4Roots Farm Campus in late 2022. When complete, the 18-acre urban farm, located in The Packing District west of Orlando's College Park neighborhood, will include classrooms, a community green space, a farm-to-table restaurant, and more than 49,000 square feet of greenhouses and a diverse range of growing systems focused on innovation, sustainability, and education.

FINLAND

*the ideal post-pandemic
destination*





Recognized for its stellar reputation as a destination committed to providing healthy and safe travel for residents and visitors, Finland has proven to be the ideal post-pandemic destination for travelers looking to visit countries that provide the perfect balance between sustainable practices and immersive experiences. With pent-up demand for international travel growing, Finland offers the space, cleanliness, and stand-out offerings that allow travelers to truly enjoy immersive Finnish experiences. From remote and stylish forest hideaways and off-the-grid lakeside retreats, Finland is the perfect place to escape from everyday life and reconnect with nature.

*"Visit Finland is eager to welcome travelers back to the Happiest Country in the World. Post-Pandemic the destination offers an opportunity to visitors to explore its forests and lakes, sea and cities, saunas and cottages, and above all happiness and calm. "Our destinations are doing their utmost to ensure that your experience with us is safe, healthy, and comfortable. We don't yet know exactly when we'll be able to welcome you, but we are hopeful that it won't be too long. See you soon!" says **Kristiina Hietasaari, Head of Visit Finland.***

Finland is already known for its amazing destinations and outdoor adventures, and the country is expanding its offerings to include new, off-the-beaten-path places to recuperate and explore this year where space, privacy, and the great outdoors come as standard. Here are the top six new places to keep top of mind when planning a nature-bound vacation in Finland.

The new *Barö Archipelago Hotel* located in Uusimaa, Barösund, Inkoo, Finland opened on June 1st, 2021. This luxury boutique hotel is only an hour away from Helsinki and will showcase the beauty of the surrounding archipelago including the Elisaari area, the site of one of the largest natural oak forests in Finland. The hotel has 20 separate rooms with incredible panoramic views and the option of a suite with a private sauna and hot tub. The hotel also has contactless check-in and check-out systems, digital food ordering and activities can be booked via an app to minimise contact.

Luxury meets the wilderness at this new adults-only resort in Saimaa, Finland, the first one in the country. You can stay in one of the 16 elevated private villas in *Kuru Private Resort*, situated on the edge of Lake Saimaa surrounded by nature. These secluded retreats include a private sauna and allow guests to completely switch off with no televisions and optional Wi-Fi in the rooms. Guests can also make the most of the pristine wilderness throughout the year with experiences such as ice fishing, ice swimming,





hiking, and seal spotting safaris to catch a rare glimpse of the endangered Saimaa Ringed Seal.

Bringing nature to Helsinki, *Haltia Lake Lodge* is located in Nuuksio National Park, just a 20-minute drive outside of the city. The hotel offers guests experiences such as a two-day kayaking safari, an expert-led Spring birding trip, or even a simulation exercise for surviving a snowstorm. What's more, sustainable practices and environmental values are at the heart of the hotel and the property runs on 100% renewable energy, doesn't use any plastics, and aims to be carbon negative by 2023.

Off the coast and off-grid, *Majamaja* is a minimalist's dream, offering a secluded retreat in the heart of the Helsinki archipelago. The inspiration for Majamaja comes from the Finnish archipelago itself and its minimalistic tradition. At Majamaja, guests may wake up to the subtle sounds of seabirds and the gently rolling waves of the Baltic sea. A blend of harmony and coastal nature is combined with the wooden Majamaja design, it offers a comfortable shelter as well as a sophisticated, yet modest, immersion in nature.

Located in a private forest setting in the tranquil area of Pyhä in Lapland, *Sunday Morning Resort* is an exclusive lakeside holiday resort. The resort is located about a 5-minute drive away from Pyhä ski resort and Pyhä-Luosto National Park. The resort consists of a spacious and stylish main lodge and four hotel apartments made of old pine timber, and all the interiors are newly renovated. The resort is carbon neutral due to its eco-friendly heating systems and surrounding 6-acre forest, plus guests can enjoy carbon zero-emission activities such as electric snowmobile safaris and tours with electric fat bikes. Whether you are looking for a peaceful holiday spot or an active getaway, The Sunday Morning resorts offer the best of Lapland all year round.

Home to more reindeer than it is people, Finnish Lapland is the perfect place to escape the crowds and relax in privacy. *Ollero Eco lodge*, sits in a secluded beauty spot by the Ounasjoki





river, allowing guests a 'wilderness feel' despite being only a 10-minute drive from Rovaniemi city centre. Comprised of three separate buildings in total (main cottage, glass igloo, and sleeper cabin), Ollero Ecolodge is a completely eco-friendly retreat, its design combining comfort with local building heritage. Ollero Eco Lodge is ideally placed to chase the famed Northern



Lights as well as other winter activities such as ice fishing, snowshoeing, and traditional Finnish sauna. During the Summer months, guests can try their hand at fishing, paddleboarding, and kayaking or they can experience a scenic hike or cycle. What better base for travellers desperate to get off the grid and reconnect with their beautiful natural surroundings?



Situated in Asikkala (Lahti Region), *Lake Hotel Lehmonkärki* provides adult-only mirror houses on the peaceful Lake Päijänne, the second largest lake in Finland. With a restaurant, bar, lakeside hot tub spas, and hot spring baths, this 5-star hotel offers guests everything they need to unwind and relax in the beautiful surroundings of Finland's famous Lakelands. The

surrounding areas of the property invite guests to indulge in adventure activities such as skiing (the hotel offers free ski hire) as well as hiking, or they can simply recline on the hotel's private beachfront. Located nearly 20 miles from the nearest major city, Lake Hotel Lehmonkärki offers travellers a blissfully secluded escape from civilization.



The 7 most beautiful hotels to stay in Lapland in 2022

Visit Finland offers a wide range of spectacular accommodations



As the darkness swallows the snowy landscapes, the magical glow of the aurora borealis illuminates the unique natural landscape. Visit Finland offers a wide range of spectacular accommodations with an unobstructed view of nature and the magical Northern lights and the Midnight Sun.

Magical Pond, Ruka-Kuusamo

Magical Pond is a collection of luxurious and sustainable igloos in Lapland. What do these twenty accommodations have in common? A pure Scandinavian decor and a breathtaking view of the wilderness. If lucky, travelers will be able to spot a reindeer and maybe even the splendor of the Milky Way illuminated by the colors of the Northern Lights. Magical Pond has not only been awarded the Sustainable Travel Finland label, but also the Green Key certificate, as it is highly dedicated to social, cultural, environmental, and economical responsibility, as the electricity is obtained from hydropower. Situated only 8 km from the Ruka Ski Resort, it is also a highlight for ski fans.

Prices start from 375€, including breakfast in the restaurant, a welcome drink, and free use of a fireplace and snowshoes (if available).

Arctic Skylight Lodge, Ylläs

Nestled in the hollow of a river valley in Pallas-Ylläs National Park, **the Arctic Skylight Lodge** unfolds

Visit Finland has introduced some of the most beautiful accommodations in the midst of nature without any noise or light pollution.

Embracing the silence, observing the pure nature, immersing in the arctic night, and dancing Aurora Borealis on

a clear-sky day – covered over 75% with forests while having the world's cleanest air makes Finland one of the last great wildernesses in Europe.

Irrespective of the destination and the season, the promise remains the same: unforgettable moments that will stay forever.



with ten glass cabins, a lodge, and a restaurant. Whether you enjoy the high-class sauna that is located down by the Kukaslompola lake, the great variety of different activities in Äkäslompola, or the warm and welcoming restaurant offering three-course choices menus – the Arctic Skylight Lounge is a place to reconnect with nature and oneself.

And because well-being and nature are intimately linked, a glass-enclosed sauna immersing itself in nature offers a moment of absolute relaxation to experience the power of “löyly”, which is not only the name for the evaporating hot steam that rises from ‘kivas’ stoves after the water has been carefully poured on top of them, but also refers to the feeling of the heat as it envelopes you. The adjacent outdoor jacuzzi down by the river offers the perfect setting to enjoy the wonders of Lappish nature.

Prices start from 475€, including breakfast. Sauna and jacuzzi can be booked for 100€ + 20€/person, minimum of 1,5 hours.

Aurora Queen Resort, Ivalo

Opened on December 1st, 2021, **Aurora Queen Resort** comprises 14 beautiful glass igloos with glass ceilings and panorama windows for a full-immersion view of the surrounding nature and northern lights without leaving the comfort of the bed. No gimmicks – just pure nature.

Not only is the igloo designed to maximize the view of the night sky, but all the details are carefully designed for comfort and indulgence. Premium-quality materials are used on every surface for a flawless stay. All igloos are fully equipped with their own bathrooms and other comforts. The resort uses geothermal heating and solid wood materials. The resort can be reached within 45 minutes from Ivalo airport. The hotel also offers activities such as a visit to the nearby reindeer farm, aurora hunting on snowshoes, frozen ring ice karting, and husky safaris.

Prices start from 595€ for a Glass Igloo with a king-size bed and panorama suite, including breakfast.







**Arctic TreeHouse Hotel,
Rovaniemi**

Like nests nestled among fire trees, the 32 suites and 5 chalets of **the Arctic TreeHouse Hotel** offer an experience like no other. Providing a panoramic view of the surroundings with their huge bay windows, they are the perfect haunts to admire the Lappish Forest in the Arctic Circle.

The Arctic TreeHouse Hotel received several international awards. It has been granted with the Green Key eco-label and is the first labelled company in Rovaniemi that received the Sustainable Travel Finland label.

Outside, nature is a real playground: ice-water fishing, dog sledging or reindeer rides, snowshoeing, northern lights hunt, meeting Santa Claus... At the hotel, travelers can relax with the benefits of the Finnish sauna and indulge in the cuisine of the Rakas restaurant, meaning beloved in Finnish





and whose menu was created by chef and artist Petteri Luoto.

In perfect harmony with the environment, do the suites not only have green roofs which are suitable for rainwater management. They have all been closely designed to a philosophy of sustainability using sustainable materials such as Finnish pine.

Prices start from 250€, for an Arctic TreeHouse Twin Suite with a nest-Like Bed (27 m²), including breakfast.

Apukka Resort Lappish kamit suite, Rovaniemi

Step inside the marvelous tales of Northland in Rovaniemi. As the seasons change, the resort evolves and offers wilderness experiences like no other. The history of **Apukka Resort** revolves around the North and all the stories it carries. Without respect, without sustainability, Lapland would not be the same. The idea is to highlight the country's heritage and the rich stories of the past told around a campfire. Many old hand-built log homes have found new life on the Apukka premises. Here, these architectural masterpieces, all telling their own stories from the pages of history, will live on for decades.

Among the different sustainable actions of the hotel, and instead of using thousands of plastic key cards per year, Apukka trusts in the old-fashioned metal keys. These keys last throughout the years, create less plastic waste, and are easier to spot from the snow if dropped. The Lappish Kammi Suites are authentic, ecological, and most importantly, filled with stories from the past. Equipped with a kitchenette and comfortable twin bed under a sky view window, the Lappish Kammi Suites provide a perfect setting for the unfolding of your own, unforgettable story.

Prices start from 261€ for a Lappish Kammi Suite (32 m²).





Arctic Fox Igloos, Ranua

In southern Finnish Lapland, **Arctic Fox Igloos** unveils glass igloos with an impressive view of nearby Lake Ranuanjärvi. Although close to the small town of Ranua, Arctic Fox Igloos are located in the heart of nature on the peaceful shores of the lake. The Igloos have been built in such a manner that each offers an unobstructed view across the open lake to the far-reaching northern horizons. On the edge of the wilderness, outdoor activities abound all year long, including swimming, hiking, and snowmobiling. The Arctic Fox Igloos teams also offer husky- and reindeer safaris.

Near the igloos, not far from the town of Ranua, the Arctic Wildlife Park can be found, where travelers

can see authentic Arctic foxes, the only polar bears in Finland, and more than 50 other Arctic animals. The animals live in huge enclosures amidst the northern forests in their natural environment. The park is open every day of the year.

Prices start from 269€ per night, breakfast included.

Northern Lights Village, Levi

The Aurora Cabins at **the Northern Lights Village** are a magical way to experience the wintry star-filled sky and the Northern lights while lying comfortably in a warm bed. The laser-heated glass roof opens up into the northern sky, directly above the bed. There, all the snow will be removed from the glass roof at the touch of a button for the best view of the sky. The

private fireplace in each suite gives an impression of extreme comfort and coziness.

With the activities and packages offered by the village, it is possible to live all the Finnish experiences even in a short stay: skiing, snowshoeing, husky rides, reindeer safaris, northern lights photography, or visiting the farms of the resort. Everything is done to live a fantastic moment in a Finnish way. Whether a couple, a group of friends, or a family (children under three years old can stay for free), Northern Lights Village will welcome all those who want to live an out-of-the-ordinary experience far from the city and the urban pressure.

Prices start from 299€ for an Aurora Cabin (29 m²), breakfast and dinner included.



Centara

**Opens First
Centara Mirage
Resort in the
Middle East,
Bringing an Oasis
of Family Fun to
the Shores of Dubai**

Centara Hotels & Resorts, Thailand's leading hotel operator, expands its global collection of world-class resorts with the opening of Centara Mirage Beach Resort Dubai, a fantastic new family-friendly destination which is inspired by mythical Thai and Arabian adventures and promises fun-filled, activity-packed stays for all ages.

The new resort – a joint venture with world-leading master developer Nakheel, creator of the award-winning Palm Jumeirah and the new Deira Islands waterfront city – brings a new concept in hospitality to Dubai, in line with the emirate's tourism strategy.

Nestled in a prime waterfront setting on the Deira Islands, overlooking the Arabian Gulf just 30 minutes from Dubai International Airport and just minutes away from the newly opened Souk Al Marfa seafront souk and marketplace, this brand-new themed resort offers 607 rooms and suites, ranging from Superior, Family and Mirage Rooms to Junior and Two-Bedroom Suites with 32 to 95 square metres of bright, contemporary space and panoramic city or sea views.

Mirage represents Centara's themed family resort concept, where the whole family's, and especially the children's, happiness is at the heart of the experience. Parents can be rest assured that their youngsters will enjoy unforgettable, inspiring stays, with a wonderful water park, multiple kids' clubs, a colourful candy-themed children's spa, and the dedicated Mirage Family Lounge, a club lounge experience for all the family. The rooms are perfectly suited to families, with flexible bedding options including bunk beds that accommodate up to two children.

Youngsters can spend exhilarating days at this aquatic oasis, which is centred around a thrilling water park with lagoon pools, a lazy river, kids' splash play area, waterslides and cliff jumping platforms, rope climbing course, all surrounded by palm trees and sun decks. Winding wooden walkways lead to the golden beach and turquoise sea, which creates a sparkling

setting for water sports.

Children will be kept entertained at three age-specific kids' clubs, an outdoor playground and Candy Spa, the colourful, candy-themed children's wellness zone. Adults can work out at the fully-equipped fitness centre and unwind with Thai-inspired therapies, including couples' treatments at Spa Cenvaree.

Outstanding cuisine and social venues can be enjoyed at a choice of our nine dining experiences. Suan Bua specialises in authentic Asian cuisine, while Uno Mas is a traditional Argentinian grill with its own wine cellar. Fresh seafood and prime meats can be savoured at Sands, the casual beach club, Waves Pool Bar and Zing promise refreshing drinks and light bites, and Sheesh is a chic rooftop shisha lounge and Lebanese restaurant. Finally, meeting planners can host one-of-a-kind events in a choice of indoor and alfresco function spaces.

Like all Centara hotels and resorts worldwide, Centara Mirage Beach Resort Dubai adheres to the highest health and safety standards as part of the Centara Complete Care programme, which was developed in partnership with Ecolab and SGS.

"It gives me great pleasure to introduce Centara Mirage Beach Resort Dubai, our inaugural resort in the UAE, as we continue to bring our timeless values of Thai hospitality to travellers around the world. The Centara Mirage concept immerses visitors in a world of wonders, creating unparalleled guest experiences. This marks another major milestone for Centara in 2021, following the opening of Centara Mirage Resort Mui Ne in Vietnam and

Centara Reserve Samui, the world's first Centara Reserve resort in Thailand," commented **Thirayuth Chirathivat, Chief Executive Officer, Centara Hotels & Resorts.**

Omar Khoory, Chief Assets Officer at Nakheel, said: "Our joint venture with Centara Hotels & Resorts is a shining example of our commitment to partnering with reputable, international hotel brands to bring new tourism concepts to Dubai in line with the government's tourism vision. We are delighted that one of Thailand's biggest, most popular hotel operators has chosen to invest in Dubai and help us create another unique offering at Deira Islands."

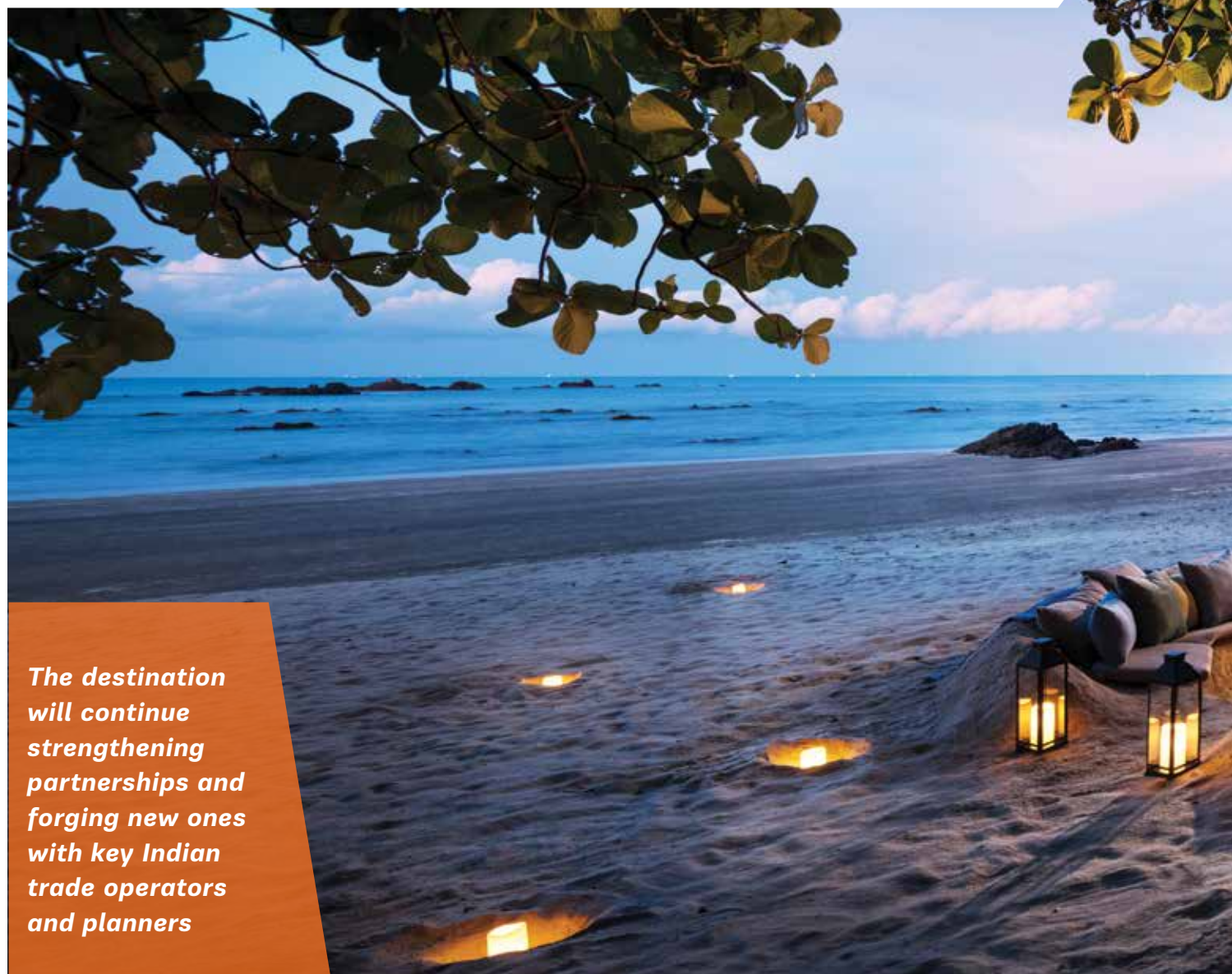
"We are delighted to welcome the world to Centara Mirage Beach Resort Dubai, a fully immersive oasis that will excite visitors of all ages with its enchanting Thai and Arabian theme. Dubai is a world-class tourist destination with many iconic attractions. With our fantastic leisure facilities, including our beautiful beach and wonderful water park, this spectacular new resort is set to become a favoured destination for families and exceptional events," said **Sebastien Scheeg, General Manager, Centara Mirage Beach Resort Dubai.**

Centara Mirage Beach Resort Dubai becomes the first Centara property in the United Arab Emirates and represents the third Mirage family-themed resort worldwide, following the Lost World-themed Centara Grand Mirage Beach Resort Pattaya, one of Thailand's most popular family resorts, and the Explorer's Playground-themed Centara Mirage Resort Mui Ne, Vietnam, which opened its doors this year. This remarkable new resort also represents Centara's debut in Dubai, one of the world's most iconic cities.

Deira Island is a new coastal city that is transforming Dubai's Deira district into a world-class hub for tourism, retail and entertainment. Located at Dubai's oldest and most traditional trading hub, Deira Islands has added 40 kilometres, including 21 kms of beachfront, to Dubai's coastline.

Centara Hotels & Resorts, Thailand's leading hotel operator, expands its global collection of world-class resorts with the opening of Centara Mirage Beach Resort Dubai.

Desaru Coast Set to Announce its Largest Incentives to Woo Indian Leisure Market, Wedding Planners, and MICE Groups



The destination will continue strengthening partnerships and forging new ones with key Indian trade operators and planners

One of TIME Magazine's World's Greatest Places of 2021 and Malaysia's newest and largest integrated destination, **Desaru Coast Destination Resort (Desaru Coast)** is set to announce its largest incentives package to entice Indian travellers, event planners, and organisations to its pristine, idyllic coastal resort.

Presenting at SATTE 2022, South Asia's leading travel trade show at India Expo Mart, Greater Noida - Delhi NCR, the destination team will reintroduce its fully completed product portfolio of globally renowned resorts and attractions to Indian trade partners as well as qualified India-based international events planners

and buyers. India is a key and coveted source market in all categories for Desaru Coast. Returning for the fourth time, the destination will continue its focus on strengthening partnerships and forging new ones with key trade operators.

"The importance of the Indian market is undeniable for us at Desaru



Coast; for this reason, Satta 2022 is the first international trade show for the destination since the pandemic. Our priority this year is to re-engage and reintroduce our now fully operational destination to our Indian partners. This is the perfect opportunity to demonstrate Desaru Coast's diverse offerings, infrastructure and readiness

to welcome more Indian travellers to our destination," said **Roslina Arbak, Managing Director and Chief Executive Officer of Desaru Development Holdings One Sdn Bhd (DH1).**

Roslina added, "And this year, we are prepared to announce our biggest incentive package to capture the much-

desired Indian market. Our incentives will cut across all segments; leisure travellers, MICE groups of all sizes as well as the Indian wedding segment. Aside from our competitive stimulus offerings, we look forward to introducing our new signature MICE Reinvented - bespoke, experiential, and authentic events in addition to our Wanderlust



Destination Wedding offerings. In essence, we are ready to offer Indian travellers, planners and organizations an unforgettable beach holiday, destination wedding, and MICE experience."

Desaru Coast Globally Renowned Asset Portfolio

Situated on the south-eastern

coast of Johor, Malaysia, Desaru Coast, is home to a portfolio of globally renowned hotels and resorts, namely One&Only Desaru Coast, Anantara Desaru Coast Resort & Villas, The Westin Desaru Coast Resort, and Hard Rock Hotel Desaru Coast. Within its portfolio, the destination also houses the 45-hole award-winning scenic golf

course - The Els Club Malaysia Desaru Coast, one of the region's largest waterparks, Adventure Waterpark Desaru Coast, and Desaru Coast Conference Centre. The destination provides an indulgent getaway for discerning leisure and business travellers alike.

Collectively, the destination holds



an inventory of close to 800 rooms with indoor event spaces that can accommodate a total of more than 2300 delegates and is set along 17 kilometres of beachfront and unbounded, wide-open spaces for endless possibilities for events. As an integrated destination, delegates can stay at any one resort and yet spread activities and experiences across any of the other three resorts, attractions, and outdoor experiences.

Easy Accessibility to Desaru Coast

Desaru Coast is a four-hour drive from the capital city of Kuala Lumpur. The destination is within the close proximity of three international airports; approximately three and a half hours from Kuala Lumpur International Airport (KLIA), Senai International Airport is an hour away, and Changi International Airport - one of the busiest airports in the world - is nearby within a two-hour drive.

Desaru Coast Ferry Terminal, the recently completed critical

international connectivity infrastructure, will soon facilitate travel from Singapore's Tanah Merah Ferry Terminal to the destination's doorstep.

The next great MICE destination

In December 2021, Desaru Coast launched its MICE signature programme, *MICE Reinvented*, leveraging its wide-open spaces to offer bespoke, experiential, and authentic events that will inspire, rejuvenate and reconnect people. Through "MICE Reinvented", Desaru Coast introduces five distinct event pillars for all occasions; i) Corporate Events, Reimagined, ii) Future-proof Conferences & Exhibitions, iii) Wanderlust Destination Weddings & Celebrations, iv) Sports & Such and v) Nature & Nurture. Programmes are designed and curated to meet any planner's requirements and can be uniquely spread across the destination's indoor and outdoor spaces.



**Discover a world of
personalized luxury with
Centara Reserve Samui,**
a beachfront destination
where stories are written





A new chapter of personalized luxury opens in **1st December 2021** with the launch of **Centara Reserve Samui**. Designed to offer uniquely tailored escapes, Centara Reserve Samui invites guests to explore a specially reserved world at the tranquil end of the ever-desirable Chaweng Beach in Samui, Thailand.

Featuring colonial splendour with contemporary flair, this elegant resort is a sanctuary set within verdant tropical gardens edged by powdery white sands and gently lapping azure waves, yet just a short stroll from all the island's finest wonders and attractions. Centara Reserve Samui features one-of-a-kind dining, social, and service experiences, a wealth of ways to relax and be inspired, and is an idyllic destination for those seeking a meaningful escape with curated experiences crafted with a personal touch.

"In a monumental milestone for Centara Hotels & Resorts, we introduce Centara Reserve Samui – the first address in Centara's curated collection of refined, experiential hotels and

resorts for today's luxury traveller," said **Thirayuth Chirathivat, Chief Executive Officer, Centara Hotels & Resorts**. "This significant debut for our Centara Reserve brand perfectly complements our diverse portfolio, as we strive to satisfy the increasing demand for exceptional offerings and experiences, and meet the evolving needs of a key customer audience which we have not previously catered to"

Centara Reserve Samui features 184 luxury rooms, pool suites and beachfront pool villas and six celebrated dining venues and bars. The resort offers a plethora of activities for all generations and is home to the world's first Reserve Spa Cenvaree with its own organic herb garden, a state-of-the-art fitness centre, picture-perfect pools and diverse indoor meeting spaces and outdoor event venues. Centara Reserve Samui has an impressive environmental focus being 100% plastic free and home to specialised water treatment facilities that bottle in-resort still and sparkling

water, while food waste is transformed into biogas for use in the heart-of-house kitchen.

"A hallmark of the Centara Reserve brand is that there is a story and meticulous thought behind every detail. Through Centara Reserve Samui's inspirational environment and celebrated culinary offerings, combined with the unparalleled commitment to bespoke service, we are looking forward to inspiring guests to explore a world reserved for them, and write intriguing new stories of their own." said **General Manager, Patrick Moukarzel**.

Reserve Stories

Travelling is deeply personal and Centara Reserve Samui makes guest experiences even more personalised with its four Reserve Stories - the pillars under which its signature experiences are defined. **Reserve Time** means your time and your pace; it's a break away from conventional check-in and check-out, and regimented meal periods, and the introduction of flexible arrival and departure times and breakfast served when you wish, all part of providing service in tune with guests' own timezones. **Reserve Space** is the resort's spaces being dynamic and customised for you; perhaps lunch is a romantic picnic on a reserved spot of the beach or your suite terrace is converted into an evening cocktail venue for you and friends. **Reserve Culture** brings authentic connection through local culture. The Thai welcome ritual includes guests floating a marigold on the lobby pond, symbolising happiness, joy and good luck, while the in-room cocktail station is stocked with destination-inspired recipes and ingredients. **Reserve Touch** reflects the unique service and personalised experiences guest can expect, or often not even expect at all, from personal butler service through Reserve Hosts, to a complimentary photo session with the resident Reserve photographer to capture guests' moments within the resort, or by meaningful interactions with Reserve narrators, there to guide you in

discovering the resort and destination with insightful local knowledge.

Reserve Living

Designed by multi-award-winning design and concept firm AvroKo, Centara Reserve Samui, with its classical colonial elegance and contemporary style, offers a sublime setting that is ideal for creating enchanting moments. The 184 luxury rooms, pool suites and beachfront pool villas graciously fuse contemporary comfort and Thai heritage, offering either lush tropical garden or exquisite ocean views, spacious private balconies and terraces, bespoke amenities for men, women and children, and sleep therapy clocks.

Reserve Ocean Suites boast spacious living whilst *Pool Rooms and Suites* offer a private pool for a refreshing cool down. The ultimate exclusive experience comes with the signature 501-square metre *Reserve Ocean Pool Villa* and its direct private beach access. Suites and villas are served by Reserve Hosts ready to attend to guests' every wish.

Reserve Gastronome

Diverse dining, extraordinary local produce and the sheer enjoyment of food are at the heart of the Centara Reserve Samui experience, with six distinctive culinary venues and bars inspired by local produce. Indulge in effortless luxury at the island's newest beach bar, kitchen, and place to be seen; revel in modern dining with elevated local-centric flavours at the resort's destination restaurant, and unwind over botanical infused gin cocktails at the innovative gin bar.

At the delightfully unpretentious and intimate **Act 5**, centre stage is taken by the contemporary high-end seasonal cuisine, which is served with theatrical flair and complemented by fresh herbs handpicked from the resort's herb garden. Guests can expect a masterful performance in taste, presentation and delivery. **Salt Society**, the effortlessly sophisticated beach bar and kitchen, serves up a celebration of seafood, handcrafted drinks and chilled tunes.

Savour a not-to-be missed Sunday Brunch with breathtaking sea views.

Sa-Nga, which means elegant in Thai, presents delectable Thai tapas, where the kingdom's iconic flavours are served as personalised selections with a modern twist, by master chefs from an interactive open kitchen.

Encapsulating Samui's laid back ambience is relaxed piazza-style dining at **The Terrace** where comfort food from around the world is on the menu, while the **Pool Bar** is the ideal place to soak up the picturesque island vibes in-water and poolside with refined refreshments, creative cocktails and light bites. A sophisticated ambience awaits at **The Gin Run**, where the treasures and best-kept secrets of gin are waiting to be discovered, along with Magic Reserve Gin created by the innovative mixologist team.

Bespoke dining experiences include the Kitchen Table where the talented chefs prepare artful culinary degustation menus and share their skills right in the heart of the resort's main kitchen. The dining anywhere, anytime concept offers tailored personal moments, from a family-friendly barbecue under a gazebo or a gourmet castaway beach picnic to a glamping barbecue and romantic candlelit dinner in the gardens.

Reserve Wellbeing

The world's first Reserve Spa Cenvaree is a serene sanctuary that boasts its own Spa Herb Garden, where skilled therapists escort guests to personally select and handpick their treatment ingredients, which are then blended and infused in oils and clays for their own inspiring spa journeys that pamper and cultivate a deep sense of wellbeing. With seven treatment rooms complete with steam and sauna facilities, the 100% organic spa menu includes body treatments, scrubs and wraps accompanied by matching bites and organic drinks. Spa Cenvaree is a multi-award-winning operator delivering exceptional spa journeys inspired by traditional Thai healing with over 35 spas in South-East Asia and the Middle East.

Centara Reserve Samui is also home to a first-class 24-hour fitness centre and a Yoga Pavilion where guests can revitalise body, mind and soul.

Reserve Experience and Activities

Set on Koh Samui's longest stretch of beach, Centara Reserve Samui offers authentic connection in harmony with the locale, uplifting the guest experience through Thai culture with market tours led by a local chef, Thai cooking classes, arts, crafts, workshops and night fishing, as well as soaking in the sun alongside the resort's gorgeous pools, one of which is reserved for adults only, and exploring the island's many attractions.

Kids have their own technology-free Children's Zone with wet playgrounds and engaging activities to stimulate their imagination, including batik painting, kite making, Thai boxing, junior chef and junior mixologist classes.

Events and Celebrations

The ultimate dream location for celebrations, from tropical island weddings and vow renewals, to surprise proposals and honeymoons, the resort is the perfect backdrop to celebrate life's milestones with a variety of event spaces and outdoor venues, from the beach to the gardens, the poolside to the villas, all of which can be turned into a deeply personal backdrop for life's most important moments.

With its unparalleled commitment to the finest experiences, Centara Reserve Samui delivers inspirational design, intuitive hospitality, unique facilities, a wealth of enchanting experiences and warm Thai service. Immerse yourself in the stories of Centara Reserve and let the curated experiences inspire you to write your own narrative, enriched by the cultural heritage of the destination.

Enjoy peace of mind when staying with Centara Reserve Samui as we continue to follow strict safety protocols and adhere to certified health and hygiene procedures with the comprehensive *Centara Complete Care programme*.

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BE INSPIRED



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