

LUXURY AND LIFESTYLE TRAVEL MAGAZINE

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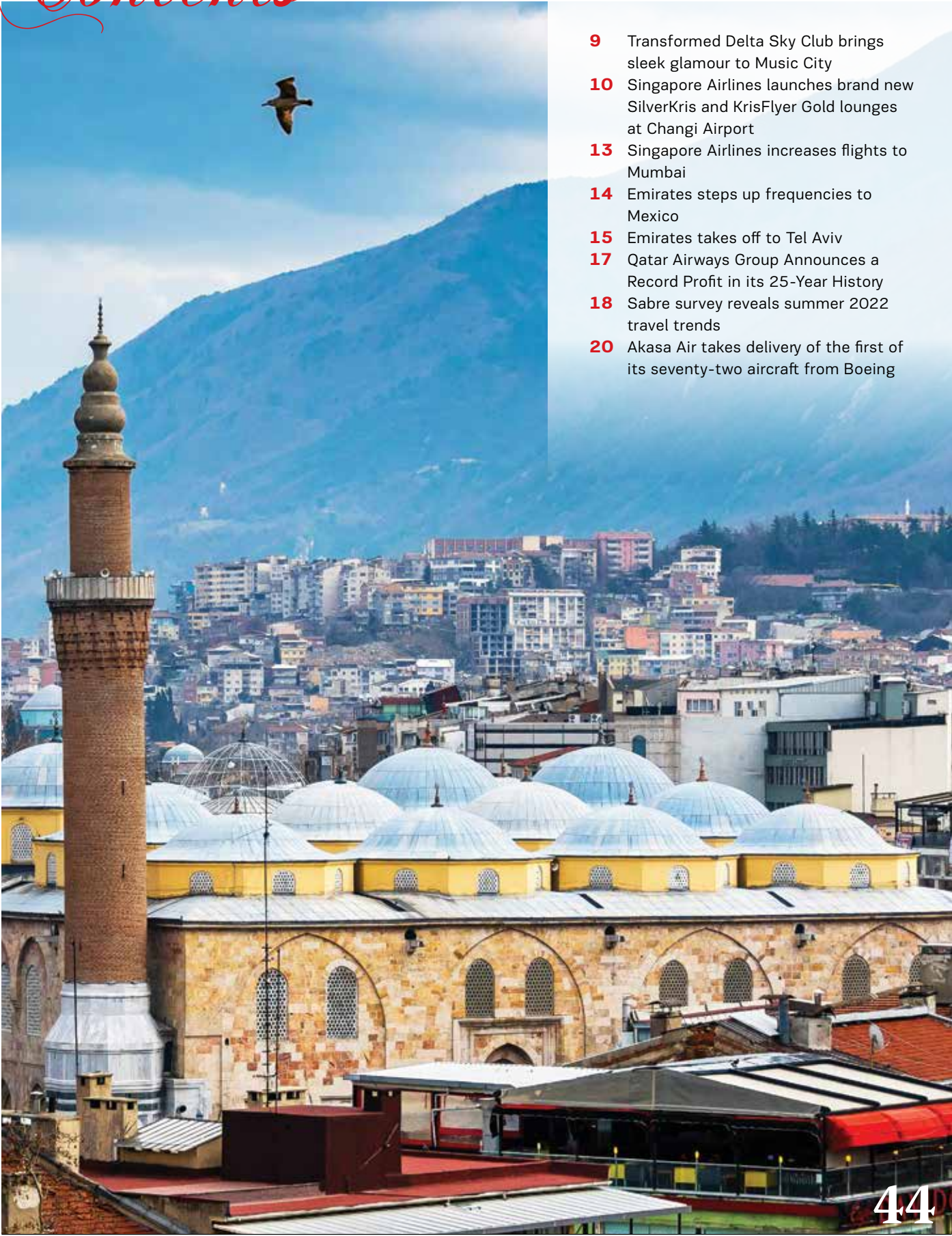
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Editor's Letter

Global air travel is set to recover 65% in Q3

A new report, produced for the **World Travel Market** (WTM) by **ForwardKeys**, reveals that in the third quarter of the year, July, August, and September, global air travel is set to reach 65% of where it was before the pandemic in 2019. However, the revival is patchy, with some parts of the world doing much better than others and some types of travel, particularly beach holidays, being much more popular than urban city visits and sightseeing.

The region of the world that is on course to recover most strongly is Africa & the Middle East; their arrivals in Q3 are expected to reach 83% of 2019 levels. It is followed by the Americas, where summer arrivals are expected to reach 76%, and then by Europe, 71%, and the Asia Pacific, just 35%.

The current preference for beach holidays is well illustrated by a comparison of the top ten beach and urban destinations in Europe, ranked by Q3 flight bookings compared to 2019. All those in the beach list, which is led by Antalya, 81% ahead, Tirana, 36% ahead, and Mikonos, 29% ahead, are showing extremely healthy demand, whereas, in the urban list, only Naples is ahead. Furthermore, the four leading urban destinations, Naples, 5% ahead, Istanbul, flat, Athens, 5% behind, and Lisbon, 8% behind, are all also gateways to beach resorts too.

A similar trend is exhibited in the Americas, where Q3 bookings for

air travel to the Caribbean, Central America, and Mexico are 5% ahead of 2019 levels, whereas flight bookings to South America and to the US and Canada are, respectively, 25% and 31% behind. The destinations which are set to perform most strongly are Costa Rica, 24% ahead, Jamaica, 17% ahead, and the Dominican Republic, 13% ahead.

Enthusiasm to travel again internationally is so strong that a rise in airfares has done relatively little to dampen demand. For example, the average fare from the US to Europe climbed by over 35% between January and May with no noticeable slowing in booking rates. And these fares were nearly 60% above the previous year. Fares for the shorter haul, intraregional travel (i.e.: within the Americas) also increased substantially, by 47%, which is less than for the long haul. However, the demand for those tickets peaked in March.

Helpfully for the travel industry and for many destinations, American travellers are planning to stay longer and spend more than they did in 2019 but not as much as they did during the pandemic. The average planned length of stay in Q3 is 12 days, up from 11 days in 2019. Last year, it was 16 days, but fewer people, with a more affluent profile, were travelling then. The proportion of people flying in premium cabin classes in Q3 is also set to rise, from 12% in 2019 to 15% this year (although, it reached 19% in 2021).

We are on



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Transformed Delta Sky Club brings sleek glamour to Music City

After beginning construction in 2020, today Delta Sky Club celebrates the completed renovation of the Nashville International Airport (BNA) lounge. The reimagined space adds over 10,000 square feet and nearly 200 seats to the original Club.

Delta has unveiled a stunning renovation of the Delta Sky Club at Nashville International Airport (BNA), putting the finishing touches on an upgrade that reflects the city's growing prominence as a tourist and conference destination, and one that will further cement Delta's reputation as Nashville's premium airline.

At quadruple its original size and with expanded views of the airfield, the premiere space is the latest in a string of planned Delta Sky Club investments this year – just last week, the largest lounge in the network opened at the **new Terminal C facility at New York – LaGuardia Airport**. Across the network, Delta is building more state-of-the-art Clubs and expanding existing Clubs to deliver an elevated experience

for guests looking to relax and recharge during travel.

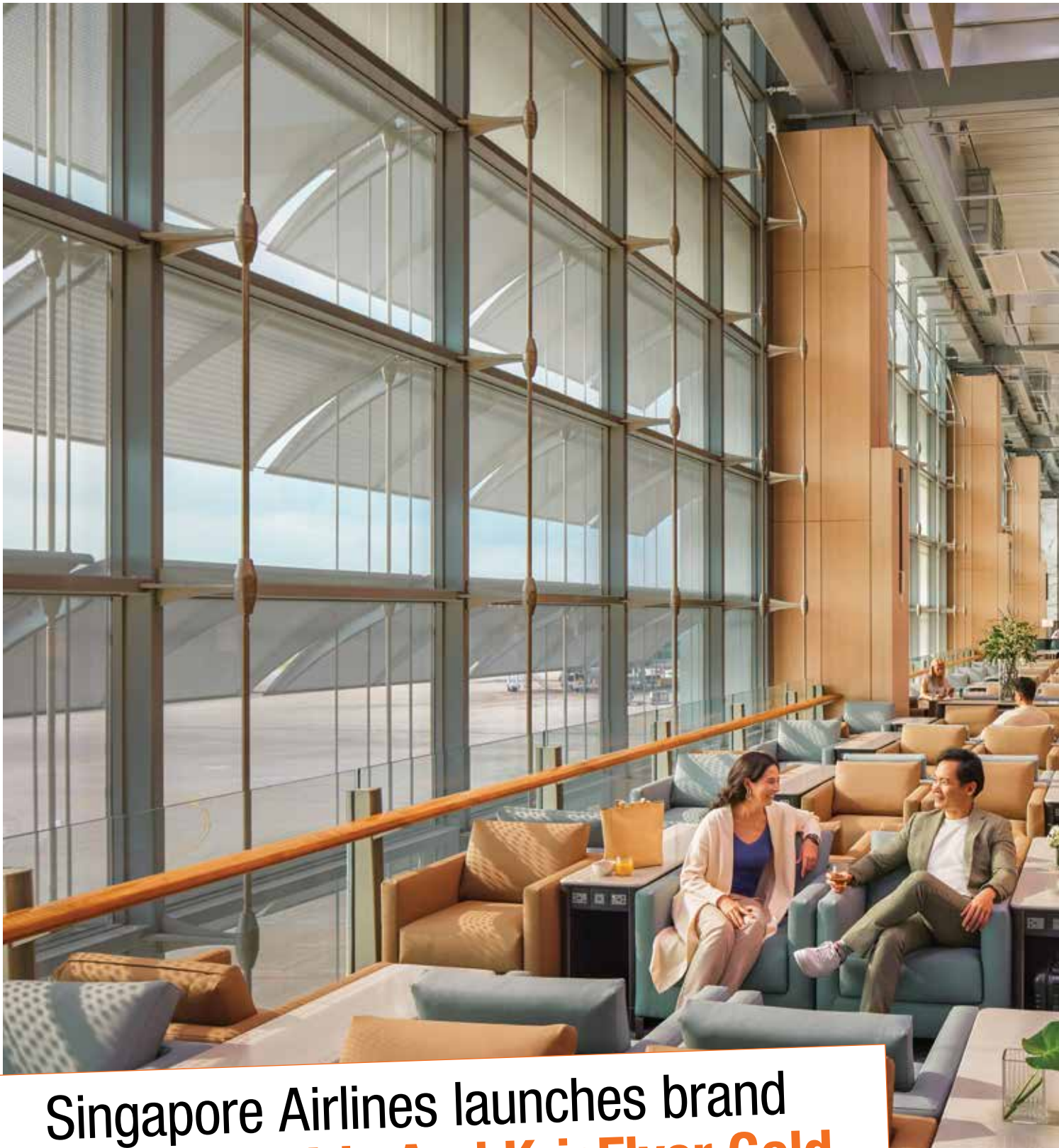
Customers who visit the transformed 13,500-square-foot Club will enjoy 18-foot-high ceilings, private phone booths, sleek finishes, and new furniture with seating for up to 275 guests – a near 200-seat improvement on the Club's capacity. An expansive new kitchen will allow lounge teams to enhance the Club's food and beverage service, serving seasonal, chef-inspired food options made from scratch.

The reimagined Club includes creative design touches that pay tribute to Nashville's status as a music mecca. A chandelier shaped like a guitar pick, designed specifically for this Club, makes for a one-of-a-kind lighting fixture. Wood slats adorning the ceiling and walls mimic guitar strings in another subtle homage to the city's musical reputation. LEGO® portraits of country music legends like Dolly Parton and Johnny Cash provide a whimsical look at artists who made their names in Nashville.

*"Every aspect of this Club was thoughtfully curated and designed, from the artwork to the seating options," said **Claude Roussel, Managing Director – Delta Sky Club**. "We are thrilled to offer customers traveling through Nashville the spacious, premium Club experience they deserve."*

Other improvements to the Club include:

- Three self-service kiosk stations for easy entry.
- Two gender-designated restrooms and one all-gender restroom.
- Exterior glass that automatically tints to reduce heat gain and glare.
- An upgraded beverage station including an espresso machine, spa waters, teas, and sodas, plus an additional remote beverage station.
- A new premium bar featuring an extensive range of regional whiskies, bourbons, and ryes.
- A temperature-controlled wine display.
- Delta operates up to 36 flights daily to all nine U.S. Delta hubs from Nashville.



Singapore Airlines launches brand new **SilverKris And KrisFlyer Gold** lounges at Changi Airport



Singapore Airlines (SIA) has unveiled its all-new flagship SilverKris and KrisFlyer Gold lounges at Singapore Changi Airport

Terminal 3, following a S\$50 million re-design, upgrade, and expansion project. This will further enhance the on-ground customer experience at the

Airline's main hub and comes as the demand for international air travel from and through Singapore takes off once again.

The Private Room, the First Class section of the SilverKris Lounge, the Business Class section of the SilverKris Lounge, and the KrisFlyer Gold Lounge can collectively accommodate around 1,150 customers within their 6,100 square metres, translating to 30% more seats and space. This also doubles the capacity that was available during the pandemic while the upgrading works were going on.

The Airline has created a sanctuary that has been thoughtfully designed to enhance the comfort and convenience of diverse groups of travellers, and meet their evolving needs in the coming years. Customers will be able to enjoy world-class products and services, as well as enticing food and beverage options, around the clock at the lounges before their flight.

Mr. Goh Choon Phong, Chief Executive Officer, Singapore Airlines, said: *"Extensive customer engagement and research have gone into the design of the new SilverKris and KrisFlyer Gold lounges. Customers will enjoy thoughtfully curated product offerings and experience the signature Singapore Airlines hospitality, all within a comfortable and restful environment, ensuring that they are refreshed and ready for their journey."*

"Opening these lounges at this time signals our commitment to SIA's premium brand and growth strategy. It reinforces our position as Changi Airport's anchor airline, and reflects our confidence in Singapore's future as a pre-eminent global air hub."

Working with renowned Singapore-headquartered hospitality design firm Hirsch Bedner Associates, SIA has redeveloped **the SilverKris and KrisFlyer Gold lounges** by incorporating contemporary finishes and modern amenities, while embodying timeless elegance. Customers will feel at ease the moment they enter the lounges, knowing that they can enjoy SIA's world-class service and products even before their flights.



The Private Room is the most exclusive space within the SilverKris Lounge. It is dotted with elegant design elements that exude luxury, such as the custom-designed Lalique light dome that welcomes every customer at the lobby. With a capacity for 78 Suites and First Class customers, it includes well-appointed booth seats and day rooms that are conducive for work and rest. The Private Room also offers a full fine dining experience, with exquisite cuisine and beverage options.

Solitaire PPS Club members, as well as Suites and **First Class customers**, enjoy access to the SilverKris Lounge's First Class section, which offers much cozy seating and resting options. This includes the new day rooms that deliver a high level of privacy, which come with either a recliner or a Tempur Zero Gravity bed with a Supreme Firm mattress. The live

cooking station offers many all-time favourites including bak chor mee, pastas, and a variety of breakfast egg options. The popular bar is decked with Lalique crystal flowers inspired by Aquatic Ginger, a flower in SIA's signature batik motif. It now features an even wider selection of beverages, including fresh barista-made coffee in the morning and signature cocktails in the evening.

The Business Class section of the SilverKris Lounge is 20% larger, with Business Class customers and PPS Club members spoilt for choice with four distinct seating sections. These include a quiet rest area to catch some shut-eye, the main dining hall with an extensive self-service buffet, a living room area with sofa seats and productivity pods, as well as an open concept courtyard-style area that offers light bites for the traveller

on the go. These choices give our customers the flexibility to work, dine, or rest in comfort, whether they are travelling alone or with companions and loved ones. A new full-service bar, with a barista in the morning and bartender service in the evening, allows customers to enjoy their favourite brew or tipple with a view of aircraft taking off and landing.

At double the size than before, the **KrisFlyer Gold Lounge** has an open and contemporary design with an expansive view of the airport runway. In response to customer feedback, the lounge now includes an expanded dining area and open concept working spaces, as well as dedicated restrooms and shower facilities. Customers can enjoy a wide variety of meal and drink options including favourites such as laksa, chwee kueh, and freshly steamed dim sum.

Previously, the airline used to operate 14 flights a week (since it resumed scheduled flights after the COVID-19 pandemic).

SQ421/SQ422 is operated by Airbus A350 featuring 40 lie-flat Business Class seats and 263 standard Economy Class seats while SQ425/SQ426 is operated by Airbus A350 featuring 42 lie-flat Business Class seats, 24 Premium Economy seats, and 187 standard Economy Class seats.

SQ423/SQ424 is operated by Airbus A380 aircraft featuring 6 First Class suites, 78 lie-flat Business Class seats, 44 Premium Economy seats, and 343 standard Economy Class seats.

India going strong for Singapore Airlines

Recently, Lee Lik Hsin, Executive Vice President – Commercial, Singapore Airlines, said that the airline is looking to increase flights to India to capture the pent-up travel demand. He said:

The Indian market is recovering very strongly as well. We are seeing good load factors... we will be able to hopefully announce increases in flights over the next two schedules... whether it is for the winter schedule starting from October or even for next year.

At present, Singapore Airlines operates 73-weekly flights to Singapore from 8 Indian cities – Mumbai, Delhi, Chennai, Bengaluru, Ahmedabad, Hyderabad, Kolkata, and Kochi. Scoot, the low-cost subsidiary of Singapore Airlines, operates

Singapore Airlines increases flights to Mumbai

- *Singapore Airlines has increased flights to Mumbai to meet the surging travel demand. With this, the airline is one step closer to restoring pre-pandemic capacity on the Mumbai route.*
- *Singapore Airlines is now operating 16 flights a week between Singapore's Changi Airport and Mumbai's Chhatrapati Shivaji Maharaj International Airport. Pre-COVID-19, the airline used to operate 3-daily flights to Mumbai.*



38-weekly flights from 6 Indian cities – Hyderabad, Coimbatore, Amritsar, Tiruchirappalli, Trivandrum, and Visakhapatnam.

According to an airline spokesperson, SIA Group is currently operating around 75% of its pre-COVID-19 capacity.

The Singapore Airlines spokesperson said market

feedback indicates that the current outbound traffic from India comprises primarily pent-up leisure traffic, while business travel will take longer to return to pre-pandemic levels.

In January 2022, Singapore Airlines introduced its latest aircraft, Boeing B737MAX-8, on flights to Hyderabad, Kochi,

and Kolkata, replacing Boeing B737-800.

Talking about overall travel demand, Lee Lik Hsin said there is a “very speedy recovery phase we are seeing right now”. He added: We will put in a capacity of 61 percent by the end of June, and 67 percent by the end of September... very very strong load factors for April.

Emirates steps up frequencies to Mexico

Mexico City will be served with daily flights from 23 June



Emirates has announced that it will increase frequencies and start daily services to Mexico City (MEX) via Barcelona (BCN) from 23 June 2022.

Boosting its frequency from six times weekly to daily flights, Emirates will now increase its average capacity and offer around 2000 seats per week to and from the Mexican capital. The service will provide customers worldwide with more connectivity, flexibility and choice while planning their travel. With the raise in frequencies, travellers from Mexico will have ample choice to connect safely and seamlessly to Dubai, and through Dubai to Emirates' global network of over 130 destinations.

Emirates' high-quality, daily international air service supports business and leisure traffic into Mexico and onwards to destinations in Latin America and the Caribbean region. For Mexico, the UAE is a gateway to

the Middle East. Citizens from Mexico, Spain and the UAE only need their passports to enjoy visa-free travel to each country. Emirates' Mexico City flight is a linked service with Barcelona, meaning that customers can cover three destinations in one trip in unprecedented style and comfort.

Dubai also continues to attract leisure travellers from South and Latin America with its ever-expanding list of experiences. Known for its eclectic mix of offerings, Dubai offers stays at some of the world's best hotels, sightseeing at the newest landmarks the city has to offer, among an abundance of other activities.

The Dubai-Barcelona-Mexico route is operated with a two-class Emirates Boeing 777-200LR offering 38 Business Class seats in a 2-2-2 configuration and 264 seats in Economy Class. Travellers flying between Dubai, Barcelona, and Mexico can look forward to Emirates'

signature hospitality and spacious and comfortable seats. Emirates also offers its customers an unmatched culinary experience in the skies with regionally inspired multi-course menus developed by a team of award-winning chefs complemented by a wide selection of premium beverages. Customers can sit back and relax with more than 4,500 channels of carefully curated global entertainment content featuring movies, shows, music, and podcasts, including channels in Spanish and more with ice, Emirates' award-winning inflight entertainment system.

Emirates has been building up connectivity in response to growing customer demand on the back of rising travel confidence and the easing of international travel protocols. Returning to Buenos Aires and Rio de Janeiro on November 2, and launching into Tel Aviv on 23 June provides leisure and business travellers more choice as they return to the skies.

Emirates takes off to Tel Aviv



Photo caption (from left to right) – David Broz, Vice President Aeropolitical and Industry Affairs; Ross Kriel, Director at Kosher Arabia; Waleed Al Naqbi, Senior Administrator – Coordination & Follow up, UAE Ministry of Economy; Ahmad Al Marri, Dubai Economy and Tourism, Head of Region – GCC & Mena International Operations; Khalid Bel Jaflah, Divisional Vice President, Commercial UAE and Oman; Adil Al Ghaith, Senior Vice President, Commercial Gulf, Middle East & Central Asia; His Excellency Amir Hayek, Israeli Ambassador to the UAE; His Excellency Abdulla Bin Touq Al Marri, UAE Minister of Economy; His Excellency Mohamed Al Khaja, UAE Ambassador to Israel; Adel Al Redha, Chief Operating Officer; Mohammad Mattar, Divisional Senior Vice President, Airport Services; Major Gen Ali Atiq Bin Lahej, General Director, General Department of Airport Security; Abdulhamied Seddiqi, Vice Chairman at Seddiqi Holding; Richard Mintz, Advisor to H.E. Yousef Al Otaiba, UAE Ambassador in Washington DC; and Sami Aqil Abdulla, Senior Vice President, Airport Services Outstation and Business Support.

Emirates has taken off to Tel Aviv, marking the airline's first passenger flight to Israel. Emirates flight EK931 departed with 335 passengers, including a VIP delegation and Israeli media on board at 1220hrs local time.

Emirates executives on board included: Adel Al Redha, Chief Operating Officer; Dr. Abdulla Al

Hashimi, Divisional Senior Vice President, Group Security; Adil Al Ghaith, Senior Vice President, Commercial Gulf, Middle East & Central Asia; Khalid Bel Jaflah, Divisional Vice President, Commercial UAE and Oman; David Broz, Vice President Aeropolitical and Industry Affairs; and Jeffrey Van Haeften, Vice President Cargo Global Sales and Commercial.

The new daily service will provide Israeli travellers convenient access to Dubai, with easy connections to popular holiday destinations like Australia, the Philippines, the Maldives, Sri Lanka, Thailand, and Vietnam. Emirates will also offer convenient access to Tel Aviv from diverse points across its network with multiple daily and weekly flights, many of which are home to thriving Jewish communities.

In addition to its latest destination, Tel Aviv, Emirates will also be restarting services to London Stansted, Rio de Janeiro, Buenos Aires, and Christchurch this year.

The aircraft for today's inaugural flight was Emirates' popular Boeing 777 Gamechanger, featuring the world's only fully-enclosed First Class private suites with virtual windows. Emirates will then operate its three-class Boeing 777-300ER on the route, featuring eight private suites in First Class, 42 lie-flat seats in Business Class, and over 300 spacious seats in Economy Class for the daily service.

Qatar Airways Concludes its Hosting of the International Air Transport Association Annual General Meeting and World Air Transport Summit



This year's AGM welcomed more than one thousand guests from around the world

Qatar Airways successfully concluded hosting the 78th International Air Transport Association (IATA) Annual General Meeting, held under the Patronage of **His Highness The Amir, Sheikh Tamim bin Hamad Al Thani, in Doha, Qatar.** The airline industry's biggest annual event welcomed over 1,000 delegates and aviation leaders from across the globe to discuss significant industry issues.

The three-day conference provided a golden opportunity for key players within IATA's 240-member airlines to gather in person and share insights on important topics impacting the future of the airline industry such as eliminating single-use plastic; limiting air pollution and the importance of Sustainable Aviation Fuel (SAF). Furthermore, Qatar Airways has signed an expansive codeshare agreement with Virgin Australia and saw the signing of three key Memorandums of Understanding with the IATA Environmental Assessment Program, IATA Postal Accounts Settlement

System, and IATA Direct Data Solutions.

To offer a gracious welcome to international guests, the national carrier hosted two unforgettable evenings filled with dazzling entertainment and world-class performances at the Doha Exhibition and Convention Center, and the Khalifa International Stadium.

Qatar Airways Group Chief Executive, His Excellency Mr. Akbar Al Baker, said; *"It was an absolute pleasure to host the 78th International Air Transport Association Annual General Meeting, eight years after it was last held in Doha since 2014. These past three days provided great discussions on important global issues affecting our industry between leaders and experts in the aviation world. I would like to extend my gratitude to IATA's Director General, Mr. Willie Walsh, for his exemplary support."*

This AGM is particularly timely as it provided the space to share important lessons learned from the COVID-19 pandemic, from various delegates who shared their experiences from across the world. I have no doubt that several

important takeaways within the AGM will help our industry pave the way for various future solutions."

During the peak of the pandemic, Qatar Airways remained steadfast in its ambition to demonstrate leadership in environmental sustainability and continued to work on cementing the path towards sustainable recovery and contributing to the conservation of global biodiversity with its zero-tolerance policy toward illegal trafficking of wildlife and its products. Together with Oneworld member airlines, Qatar Airways is committed to net-zero carbon emissions by 2050, becoming the first global airline alliance to unite behind a common target to achieve carbon neutrality. Qatar Airways has also partnered with IATA to launch a voluntary carbon offset programme for passengers, which has now extended to include its cargo and corporate clients while continuing to improve our environmental performance and securing the accreditation to the highest level in the IATA Environmental Assessment Programme (IEnvA).

Qatar Airways Group celebrates its milestone 25th Anniversary year of operation with its strongest financial performance reflected in its published annual report for 2021/22, 200 percent above its highest annual historical profit. In the most difficult period ever in the global airline industry, the airline credits its positive results to its agility and successful strategy which continued to focus on customer needs and evolving market opportunities, as well as efficiency and the commitment of its worldwide employees. This profit is not only a record for Qatar Airways Group but also a record among all other airlines that have published financial results for this financial year worldwide.

Qatar Airways Group reported a record net profit of QAR 5.6 billion (US\$ 1.54 billion) during the fiscal year 2021/22. Overall revenue increased to QAR 52.3 billion (US\$ 14.4 billion), up 78 percent compared to last year and a remarkable two percent higher than the full financial year pre-COVID (i.e., 2019/20). Passenger revenue increased by 210 percent over the last year, due to the growth of the Qatar Airways network, increase in market share, and higher unit revenue, for the second financial year in a row. Qatar Airways carried 18.5 million passengers, an increase of 218 percent over last year.

Qatar Airways Cargo remained the leading player in the world as its revenue experienced impressive growth of 25 percent over last year with the growth in cargo capacity (Available Tonne Kilometres) of 25 percent annually.

The Group generated a strong EBITDA Margin of 34 percent at QAR 17.7 billion (US\$ 4.9 billion). EBITDA was higher than the previous year by QAR 11.8 billion (US\$ 3.2 billion) due to streamlined, agile, and fit-for-purpose operations across all business areas. These record earnings are the result of decisions made during the pandemic to expand the Qatar Airways' passenger and cargo networks, with a more accurate forecast of the global market recovery, building further customer and trade loyalty and product excellence



Qatar Airways Group Announces a Record Profit in its 25-Year History of US\$ 1.54 Billion for the FY 2021-2022

*Highest profit in the global airline industry for the same period
Leading international passenger and cargo networks*

combined with strong cost control.

Despite the challenges of COVID-19, the national carrier of the State of Qatar grew to more than 140 destinations in 2021/22, opening new routes including Abidjan, Côte d'Ivoire; Lusaka, Zambia; Harare, Zimbabwe; Almaty, Kazakhstan, and Kano, and Port Harcourt, Nigeria in addition to resuming flights to key markets across Europe, Africa, the Middle East, and Asia. The company has operated continuously the largest network among all Middle Eastern airlines, as measured by the number of destinations as well as weekly flights.

Qatar Airways Group Chief Executive, His Excellency Mr. Akbar Al Baker, said: "This year Qatar Airways Group celebrates a quarter of a century of history since its relaunch, whilst maintaining strong performance and growing profitability. Our commitment to providing the greatest choices to our passengers, maintaining the highest levels of safety in the industry, and earning trust has made us proudly become the airline of choice for millions of travellers around the world. We have pursued every business opportunity and left no stone unturned as we aimed to meet our targets."

"In 2021, we grew significantly to become the world's largest global

long-haul carrier 2021 by RPKs. We also received the industry's most prestigious accolade 'Airline of the Year' for a record-breaking sixth time in the Skytrax World Airline Awards in addition to recognition for the airline's hub, Hamad International Airport as 'Best Airport in the World' 2021. The Qatar Airways Cargo division also earned three major industry awards including Cargo Operator of the Year at the ATW Airline Awards; Cargo Airline of the Year, and Air Cargo Industry Achievement Award at Air Cargo Week's World Air Cargo Awards. These achievements not only highlight our exceptional brand reputation but also our outstanding hard work across the Qatar Airways Group family."

"I am extremely proud of the decisions we have made to embrace efficiency and achieve strong cost control across several operational departments whilst engaging in environmental and sustainable initiatives. This has positioned us at the forefront in the field of sustainability, including environmental protection and social commitment. Our strategic investments in a varied fleet of modern, fuel-efficient aircraft have helped us overcome the significant challenges related to capacity constraints while balancing commercial needs as swiftly as possible."



Mapping travels new normal: **Sabre survey** reveals summer 2022 travel trends

Vacation season is just around the corner. To glean insight into the travel industry recovery landscape as the busiest travel season of the year approaches, Sabre recently conducted both quantitative and qualitative surveys with airlines and travel agents across the globe. Gathering input from more than 500 respondents, in 8 languages, and 20 countries, provides a robust view of the state of travel. Here are six key takeaways from the research:

Optimism around the recovery of travel

It's no surprise that with rules and regulations relaxing in most places around the world, the appetite for travel right now is high. There's also optimism among industry leaders that travel will soon recover to pre-COVID-19 levels; two-thirds of airline and travel agency

survey respondents expect a full recovery by the end of 2024, with the majority of the remainder believing it will happen by the end of 2025.

In April, Sabre's key volume metrics, namely Distribution gross air bookings, IT Solutions passengers boarded, and Hospitality gross CRS transactions, were at the highest level of recovery versus 2019 since the COVID-19 pandemic started. For April, Sabre reported IT Solutions passengers boarded have recovered 80%, hotel CRS transactions were 112% and distribution gross bookings recovery was 53%, versus the same period in 2019.

Support, Safety & Convenience

While demand is high, so is consumer confusion and travel complexity. The constantly changing environment means travelers are seeking expert advice in a post-Covid world. The uncertainty

leaves the opportunity to offer services to customers who are looking for travel flexibility and to help navigate the travel requirements of their destinations. Eighty-one percent of respondents said organized trips through tour operators/ travel agents are becoming more popular. As the industry continues to recover, companies that can build trust with customers by providing valuable information and support in the decision-making process and beyond will benefit.

Sustainability Gains Momentum

While customers want flexibility, demand for sustainability is increasing. Travelers and travel companies are seeking more eco-friendly travel options and asking for information on carbon emissions. According to the survey, 87% of consumers say sustainable travel is somewhat important or very important to them, and 77% expect travel suppliers to provide more sustainable offers. With the continued recovery, there is an opportunity to prioritize the environment and create a more sustainable travel industry. The majority of travel agents (63%) and airlines (54%) expect people to travel more sustainably in the coming years.

Experience Over Price

The pandemic created a pent-up demand for travel resulting in an uptick of "revenge travel." Revenge

travel is the post-pandemic consumer response of prioritizing travel and going on trips to relax, celebrate, visit friends and family, explore, reconnect, etc. with little emphasis on cost. According to a 2022 travel survey by American Express, eighty-six percent of respondents expect to spend more or the same on travel in 2022 compared to a typical year before the pandemic. Similarly, the majority of airline (69%) and travel agent (66%) Sabre survey respondents think people will spend more on travel in the future. Demand is correlated to the safety and clarity of regulations of destinations – airlines and travel agents report strong domestic demand with increasing international demand.

The New Face of Business Travel

Corporate travelers are also looking to reconnect with colleagues in-person. In a world where people are working remotely, travel is the

new office culture. Our interviewees reported that smaller companies are returning to corporate travel faster than large corporations which might need longer lead times to adapt their travel policies and safety guidance. However, the desire is strong. A survey by SAP Concur showed that 96% of the 3,850 corporate travelers in 25 global markets that they questioned are now excited to travel for work, with 80% worried that unless they increase the amount of business travel, their professional lives will suffer. Travel agencies and airlines recognize that there may be many differences in the way people travel for business with blurred lines between work and travel. Nurturing this desire for bleisure (business plus leisure) will require the evolution of policies, processes, and technologies.

Technology and Collaboration -

This new travel environment continues to change rapidly and

demands fast adaptability. Across the globe, individualization is key, and this is driven by technology and collaboration. Travel companies report making investments in technologies that remove friction from the booking process and provide an optimized service experience through automation. Travel agencies are focused primarily on investments in web/online technology, PoS technology, and CRM systems while airlines are focused on investing in capabilities such as self-service, touchless travel, biometrics, and artificial intelligence. In addition, many airlines are focused on investments around the New Distribution Capability (NDC) standard, as they expect this to help them deliver dynamic and personalized content (41%), as well as increased revenue (36%), particularly from premium and ancillary sales. Both parties recognize cross-industry collaboration as important in managing the rapidly evolving environment.



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Akasa Air takes delivery of the first of its seventy-two aircraft from Boeing

Akasa Air will operate India's greenest fleet with 72 Boeing 737MAX aircraft, to be delivered over five years



Akasa Air Takes delivery of its first aircraft at the Boeing facility in Seattle USA

Left to right: Ed Clark, Vice President 737 program, Boeing; Priya Mehra, General Counsel and Chief Compliance Officer at Akasa Air; Suresh Kumar, General Manager – EIS & AOC Process, Akasa Air; Ihssane Mounir, Senior Vice President Sales and Marketing, Boeing; Capt, Kunal Khajuria, Senior Captain, Akasa Air; Aditya Ghosh, Co-Founder, Akasa Air; Daniel Saldana, VP – Maintenance & Engineering, Akasa Air; Marc Baer, President, Griffin Asset Management; Mike Lombardi, Vice President, Marketing, Griffin Asset Management; Salil Gupte, President, Boeing India

Akasa Air, India's newest airline took delivery of its much anticipated first Boeing 737 MAX aircraft in Seattle, USA. With a strong commitment to democratise the skies, the airlines' total order of 72 aircraft includes an initial delivery of 18 aircraft by March 2023, followed by delivery of the remaining 54 aircraft over the next four years.

Commenting on the successful delivery, **Vinay Dube - Founder, Managing Director & Chief Executive Officer, Akasa Air** said, "This is indeed a symbolic milestone in the journey of Akasa Air, bringing us one step closer to the process of obtaining our Air Operator's Permit (AOP) and

leading to our commercial launch. While we are extremely happy with this achievement, we want to keep ourselves focussed on the task of delivering on our vision to transform India's air transportation ecosystem, support the nation's economic growth engine and help fellow Indians chase their dreams".

"We are grateful to Boeing and Griffin for their trust in us and for supporting us early in our journey. I, along with our team, are looking forward to receiving our first aircraft in Delhi early next week as it arrives from Seattle". Dube added.

"We are honored to deliver the first 737 MAX to Akasa Air, India's newest airline focused on making air travel inclusive and affordable for all," said

Stan Deal, Boeing Commercial Airplanes president, and CEO.

"Flying an advanced, environmentally progressive 737 MAX fleet with greater fuel efficiency and lower operating costs will enable Akasa Air to profitably serve the Indian market while passing those savings on to its passengers."

The 737 MAX family delivers superior efficiency, flexibility and reliability while reducing fuel use and carbon emissions. Providing the lowest seat-mile costs for a single-aisle airplane as well as high dispatch reliability and an enhanced passenger experience, the 737 MAX will be one of the key factors in ensuring that Akasa Air has a competitive edge in its home market.

Norwegian Cruise Line Offers Year-Round Europe with the Introduction of Canary Island Cruises

- Company launches 10 to 14-day diverse itineraries that combine the Canary Islands with visits to Portugal, Spain, and Morocco –
- Guests can choose between embarkations in Lisbon, Malaga, and Santa Cruz de Tenerife –



Norwegian Cruise Line (NCL), the innovator in global cruise travel with a 55-year history of breaking boundaries, has announced its return to the Canary Islands for the first time since 2017, delivering guests more choice and flexibility with year-round Europe cruise offerings in 2022.

Following a grand 22-day transatlantic voyage from Miami to Lisbon, Norwegian Sun will make her return to Europe offering immersive Canary Island sailings from Nov. 21, 2022. Cruises on board the nearly 2,000-passenger ship will range from 10 to 14 days and will provide guests with greater flexibility by offering a choice of embarkation ports, including Lisbon, Portugal; Malaga, Spain; and Santa Cruz de Tenerife, Canary Islands. Furthermore, during Norwegian Sun's debut six-month season in the region, she will call to various new ports for NCL, including Puerto del Rosario (Fuerteventura) and San Sebastian

de la Gomera, Canary Islands, Spain; Cueta, Spain; Agadir, Morocco; and Horta (Azores), Portugal.

*"The Canaries have always been a draw for travelers from all over the globe and more so now when seeking some much-needed winter sun", said **Harry Sommer, president, and CEO of Norwegian Cruise Line.** "Norwegian Sun's new itineraries provide for a unique combination of the Canary Islands with ports in Portugal, mainland Spain as well as Morocco, offering our guests an all-year Europe season with nine ships to make the most of their travel this year."*

Providing access to some of the most sought-after ports in the region - ranging from Agadir and Casablanca in Morocco to Las Palmas and Arrecife in Spain - voyages also visit hidden gems such as Ceuta in North Africa and Cadiz in Spain. Port-intensive cruises include no more than two days at sea and an average of twelve hours

in port time, with late-night stays in Lisbon, Portugal; Santa Cruz de Tenerife; Las Palmas (Grand Canaria) and Casablanca, Morocco. Plus, select sailings include overnight calls in idyllic locations where nightlife abounds, including Santa Cruz de Tenerife and Funchal (Madeira), Portugal.

Including the Norwegian Sun, nine NCL ships are sailing in European waters this summer and make up the greatest European fleet in the Cruise Line's history. Calling at more European ports than any other contemporary cruise line, NCL will offer guests greater choices than ever before, including Norwegian Prima, the newest member of NCL's fleet and the first in the ground-breaking Prima Class, set to debut in Iceland in August 2022. NCL's extensive range of European itineraries in 2022 includes voyages to the Greek Isles, the Norwegian Fjords, the Mediterranean, and the Canaries.

Face-to-face meetings vital for business recovery as indicated by customers, Asia Pacific survey reveals

MICE offerings are crucial to engaging clients and establishing team bonding. Creating unique experiences is pivotal for success despite potential uncertainties.



respondents felt face-to-face activities were important to motivating and establishing bonding among teams and building company culture. Over 60% of the respondents elaborated that restrictions on social gatherings and uncertainties regarding international travel remain a concern. A further 40% also stated that providing unique meeting activities and experiences poses a challenge when faced with these restrictions.

Ramesh Daryanani, Vice President of Global Sales, Asia Pacific, explains: “The desire to stay connected with each other has always been there in the past two years. When travelling and meeting face-to-face were not possible, the industry adopted hybrid meetings and other virtual activities to keep people engaged. With the ease of travel and social gathering restrictions, the pent-up demand for face-to-face meetings is set to accelerate.”

To support business recovery within the Asia Pacific, Marriott International recently launched **The 5Gs of Human Connection** - a campaign that aims to remind people of the warmth of human connection

A new Asia Pacific survey by Marriott International revealed that over 81% of respondents believe that in-person engagements

with clients are vital for business recovery. Launched earlier this year, the survey, which reached more than 300 business travellers and MICE professionals, is part

of Marriott International's continuous effort to better understand local market needs and demand.

The findings also revealed that 53% of

and encourage people to meet face-to-face again. The 5Gs - representing Gather, Global, Gratitude, Giving, and Gourmet - are moments when people connect in meaningful and memorable ways. Each pillar is designed to meet the evolving requirements of professionals and support meeting planners in crafting a memorable experience for their attendees:

- **Gather** - Meeting international hygiene standards and safety regulations, Marriott International's company-wide 'Commitment to Clean' empowers guests to travel, and professionals to gather together with confidence, from large conventions, and incentives to leadership retreats.

- **Global** - As borders begin to open across the Asia Pacific, Marriott Bonvoy welcomes travellers with its diverse portfolio of hotels and resorts across the region, including on-demand destinations like Singapore, Japan, Maldives, Australia, and many more. Each hotel is able to craft unique experiences for guests based on their destination of choice.

- **Gratitude** - Over 70% of professionals feel the expression of gratitude is better conveyed through face-to-face interaction, according to Marriott International's survey. Supporting organizations that want to rebuild team belongingness and togetherness again after a long travel standstill,

Marriott Bonvoy delivers a wide array of offsite meetings and corporate retreats.

- **Giving** - Recognising the growing demand for purpose-driven travel, Good Travel with Marriott Bonvoy™ offers guests the opportunity to create a positive impact in the communities they visit. Experiences range from planting mangroves in Langkawi, to temple preservation in India to care for fish species in China, and more

- **Gourmet** - The survey also revealed more than 66% of respondents agree that curated food & beverage experiences can help create memorable moments for the meetings or event attendees. Marriott

Bonvoy provides planners with the convenience of seamless booking from a varied array of world-class restaurants and bars, including six establishments that have been awarded a total of seven diamonds in the recently announced Black Pearl Restaurants Guide 2022, as well as 25 MICHELIN, recognized restaurants in Greater China.

Additionally, to better support the recovery of MICE in APAC, Marriott International is offering enticing rewards through its "The Time Is Now - Where Can We Take You?" group offer. The rewards can be redeemed when booking an eligible face-to-face meeting or event at participating hotels and resorts.

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Jumeirah Frankfurt

rebrands as JW Marriott property



JW Marriott, part of Marriott Bonvoy's global portfolio of 30 extraordinary hotel brands, has made its debut in Frankfurt, Germany with the opening of JW Marriott Hotel Frankfurt. With purposeful design, extraordinary service, and a commitment to holistic well-being, the property offers an elevated stay in the city, encouraging guests to connect with the world around them and revitalize the mind, body, and spirit.

"With each new opening, JW Marriott brings with it a legacy of luxury hospitality combined with the brand's foundation of holistic well-being," said Bruce Rohr, Global Brand Leader, JW Marriott. "Travelers to the storied German city staying at JW Marriott Hotel Frankfurt will now have access to JW Marriott's genuine service, comfortably modern design, and of course guiding principles of a well-being lifestyle that can be seen and felt throughout the guest experience."

Inspired Design

Each of the 219 guestrooms and suites features floor-to-ceiling windows offering sweeping views of the sparkling city skyline and River Main, offering a moment of reflection. Directly connected to the shopping area Zeil, the hotel offers guests an unbeatable location just steps away from the heart of Frankfurt.

The hotel will soon complete a transformative renovation, bringing to life the JW Marriott brand's

serene sensibility married with modern technology catering to the sophisticated, mindful traveller. Combining thoughtful interiors and fashionable state-of-the-art amenities, the hotel is a serene retreat within the heart of the thriving metropolis.

Embracing local touches that encourage moments of reflection, JW Marriott Hotel Frankfurt has enlisted Hartwig Ebersbach, one of the most famous painters in Germany, to create 230 paintings that are delicately placed throughout the hotel. While the paintings are not for sale, guests can marvel at the depictions and inspirations that Hartwig Ebersbach gathered during his journeys around the globe.

Culinary Delights

JW Marriott Hotel Frankfurt embraces the brand's focus on authentic and sustainable dining experiences with two concepts for guests. Located on the first floor, **Max on One** offers modern French cuisine with an Asian twist in a metropolitan atmosphere. Perfect for after-dinner drinks, guests can enjoy **Ember Bar & Lounge**, a chic cocktail, and a champagne lounge with an extensive gin and wine list.

Furthering the brand's commitment to nourishing the body as well as the spirit, JW Marriott Hotel Frankfurt produces its very own delicious honey from a colony of bees that reside on the hotel's rooftop. The honey is

served fresh from a honeycomb during breakfast while also being incorporated into delectable dishes served during lunch and dinner.

An Urban Sanctuary

JW Marriott Frankfurt is designed with guests' well-being in mind. Guests of the hotel are encouraged to take a moment for themselves to truly discover the experiences that will leave them feeling revitalized and refreshed both during and after their stay.

The hotel's fitness centre offers a variety of services including cardiovascular equipment and free weights. The Spa by JW® offers amenities including indulgent and calming treatments and access to the onsite indoor pool, spa, and sauna. The Spa by JW® invites guests to an experience that's effortless, approachable, and intuitive and where spaces connect seamlessly, offering areas to relax in with or without treatment, as an individual or part of a group.

"We are excited to introduce the JW Marriott brand to Germany," said David Salomon, General Manager, JW Marriott Frankfurt. "With its perfect location in the heart of Frankfurt, as well as extraordinary service and special finishing touches, JW Marriott Frankfurt brings excellence and redefined luxury to the city."

JW Marriott Frankfurt is just a 15-minute drive from Frankfurt International Airport.

Hilton Continues to Expand its Presence in India with the Signing of Hilton Hyderabad Resort & Spa

The resort is spread across 15 acres with 115 hotel rooms, 13 private villas, and a state-of-the-art spa experience

Hilton has announced the signing of an agreement with CKR Resorts Private Limited to launch Hilton's flagship brand in Hyderabad, Hilton Hyderabad Resort & Spa. Hilton continues to expand its presence in India and currently operates 24 hotels, seven of which are Hilton Hotels & Resorts properties.

Navjit Ahluwalia, senior vice president and country head of Hilton in India, said, "I am thrilled to announce the signing of Hilton Hyderabad Resort & Spa. We actively explore strategic opportunities to deploy our brands across the country and this signing reinforces

our presence in the southern region of India. We are pleased to partner with CKR Resorts Private Limited and bring Hilton's world-class hospitality to our guests in Hyderabad. I am confident that when the hotel opens, it will be a preferred destination for all travellers."

Srinivas Chintala Reddy, director, CKR Resorts Private Limited, said, "We are excited to partner with Hilton - one of the leading hospitality companies in the world - to bring the international hotel experience to the state of Telangana. Hyderabad is a city that attracts international and domestic travellers because of its historical and cultural relevance, and we are confident that we will be able to offer guests world-class hospitality through this partnership."

The resort is spread across 15 acres and is situated in Shamirpet, Hyderabad, near Genome Valley - a high-tech business hub focused on pharmaceutical research and development. With 115 rooms and 13 villas with private plunge pools, Hilton Hyderabad Resort & Spa will offer an exceptional guest experience. Additionally, with its expansive lush green lawns, modern architecture, and design, along with its large banquet and meeting spaces, the resort will offer excellent options for guests to host corporate events, meetings, social events, and weddings. The resort will be equipped with a fitness center and a spa, as well as multiple specialized dining outlets and a bar, to cater to food connoisseurs.



Saudi Arabia hosts UN meeting on tourism recovery



Saudi Arabia hosted the official opening of the 116th UNWTO Executive Council Meeting on June 7, a powerful vehicle that brings together global tourism leaders to shape the future of the sector.

As First Vice-Chair of the UNWTO Executive Council, His Excellency Ahmed Al-Khateeb discussed with global leaders



how tourism must be a key part of a stronger and more sustainable world and called for greater collaboration to accelerate the sector's recovery.

His Excellency Ahmed Al-Khateeb, Minister of Tourism, Saudi Arabia, commented: *"Tourism is a vital driver of growth, opportunity, and development, and today, we are at global crossroads. Our sector could create 58 million jobs in 2022, to reach more than 330 million, just 1 percent below pre-pandemic levels. This can only be achieved with strong leadership, a clear vision, and resources. "Tourism's restart in many countries around the world offers a unique chance to rethink tourism governance, communications, and beyond. We have an incredible opportunity to set a new way forward, to create a strong future for the global tourism sector, and we must seize it."*

Adopting the Meeting agenda, Member States welcomed the report on current trends in international tourism provided by UNWTO Secretary-General Zurab Pololikashvili alongside UNWTO monitoring reports and tools developed since the outbreak of COVID-19.

UNWTO Secretary-General, His Excellency Zurab Pololikashvili, and His Excellency Siandou Fofana, Minister of Tourism of Côte d'Ivoire and Chair of the UNWTO Executive Council, said: *"It is our joint responsibility to shape a more sustainable tourism sector. We must re-think tourism development, re-invent tourism destinations and businesses and re-build the whole of the tourism eco-system. The 116th UNWTO Executive Council is where we come together to make the first steps towards this ambitious but vital goal. Thank you, Saudi Arabia, for enabling us to meet in person and kick-start this journey."*

The two-day meeting, held in the historical city of Jeddah, was the biggest in-person, Executive Council meeting held since the pandemic began. Aimed at fostering strong coordination between member states to boost the recovery of global tourism, the meeting demonstrated the Executive Council's determination to adopt a joined-up approach.

His Excellency was joined in Jeddah by Ministers and representatives from 35 Member States of the Executive Council, alongside global tourism leaders and private sector decision-makers.



Qatar partners with **GKA Kite World Tour** and announces a new kite beach resort

- *Qatar Tourism becomes an Official Tourism Partner and Qatar Airways becomes the Title Partner and Official Airline Partner of the Kite World Tour through to 2024*
- *New world-class kite beach in Fuwairit, Qatar due to open later this year*



Qatar Tourism has become an Official Tourism Partner of the Global Kitesports Association (GKA) Kite World Tour for three years, with a new world-class kite beach resort set to open in the northeast of the country later this year.

Qatar Airways also becomes the Kite World Tour's Title Partner and



Official Airline, while Qatar Tourism will become the title sponsor for events held in Qatar. The exciting partnership combines the skies and the seas to celebrate one of the fastest growing and most exhilarating new sports.

The announcement was made at the site of an upcoming state-of-the-art kite beach resort in Fuwairit. Fuwairit is a coastal village north of Doha with excellent kitesurfing conditions thanks to consistent winds, ideal ocean water, and powder-soft sands that is set to open later this year.

Chairman of Qatar Tourism and Qatar Airways Group Chief Executive, His Excellency Mr. Akbar

Al Baker, said: *"Kitesurfing is a travel sport where adventure seekers compete in beautiful destinations across many continents around the world. At Qatar Airways, we are proud to support this growing sport and become the preferred airline for athletes and fans travelling to GKA events all around the globe including Qatar, our home country, to experience something new and exciting."*

Dr. Jörgen Vogt, Secretary General of the Global Kitesports Association, said: *"There's no better partner for the Kite World Tour than Qatar Airways, which shares our passion for travel, sustainability, exploration, creativity, adventure-seeking and*

competition. Qatar is quickly becoming the global heart of sport, and we are excited to bring our World Tour opening and Finals to this epicentre in 2023."

The partnership is the latest milestone in Qatar's journey to becoming a recognized leader for global sports tourism. Qatar has an ambitious strategy to welcome more than six million visitors a year by 2030. Hosting major events, such as the Formula 1 Grand Prix, the annual ATP and WTA tennis tournaments, along with the FIFA World Cup Qatar 2022™, are central to this goal.

To kick off the new partnership, Qatar Airways will visit Tarifa, Spain, in June for the Qatar Airways Big Air World Championships. The 16-day event is the first of its kind in kitesports – and will include the Qatar Airways GKA Awards ceremony and the Visit Qatar Kite Expo.

The GKA's mission is to develop kitesurfing and other kite sports by making them more accessible, while bringing world-class competition to every corner of the world. This includes creating world championship events for freestyle, kitesurf, hydrofoil freestyle, and big air disciplines. There are currently three million active kites in the world, and that number is increasing quickly as more and more people discover the thrill of the sport.

Ras Al Khaimah launches a new vacation package





Ras Al Khaimah Tourism Development Authority launches RAKation, a new summer campaign inviting visitors to explore the nature-based Emirate and discover an endless list of activities and experiences.

Running from June 15 – September 15, 2022, RAKation offers guests booking a stay of three nights or more at participating three-, four- and five-star hotels in Ras Al Khaimah, two free tickets for the Jais Sledder. The latest thrilling experience to open on Jebel Jais, the country's highest peak, Jais Sledder is the region's longest toboggan ride, covering 1,840 exhilarating metres of hairpin curves and undulating waves. Guests can choose to share the experience with a loved one or go solo, with the ride reaching up to 40 kilometres per hour as you swerve through the mountain – a fun-filled way to soak up the stunning views of the Northern Emirate.

Guests on RAKation will enjoy free return bus transportation from key locations across Ras Al Khaimah to Jebel Jais, plus a 30 percent discount on other mountain activities including the Jais Flight, the longest zipline in the world, the Jais Sky Tour (six consecutive zip lines) and dining at 1484 by Puro, the highest restaurant in the UAE offering breath-taking mountain views.

A haven for photographers and content creators alike, visitors can capture their perfect Ras Al Khaimah moments via a social media competition. Anyone who posts a photo or video on their public Instagram profile with #RAKation will automatically be entered into a special draw to win one of six, three-night stays in the Emirate.

From rock climbing, mountain biking, and hiking to relaxing spas, expansive pristine beaches, lush mangroves, and over 7,000 years of fascinating history to be explored, Ras Al Khaimah is the perfect getaway destination for families, friends, and couples seeking to escape the city and take a break from the mundane.

Brand USA Opens IPW 2022

Showcasing its Recovery Framework, Joins the U.S. Commerce Department in Unveiling the National Tourism Strategy



Brand USA, the official destination marketing organization (DMO) for the United States, opened IPW 2022, the industry's leading inbound travel trade show.

Brand USA President and CEO, Chris Thompson, catalogued the progress made since U.S. borders reopened to vaccinated travelers and provided new details about Brand USA's recovery framework, which was recently submitted to Congress. U.S. Department of Commerce Assistant Secretary for Industry and Analysis, Grant T. Harris, joined Thompson on stage to unveil the United States' new National Travel and Tourism Strategy.

"These relationships and history of productive collaboration position Brand USA and the federal government for the launch of a new National Travel and Tourism strategy that will help guide interagency and public-private collaboration on travel in the months and years ahead."

The new strategy aims to improve the United States' competitive position in attracting international visitors and increasing travel and tourism to promote economic growth and job creation across the nation over the next five years. *"The importance of the travel and tourism industry to the nation's economy and its overall health and well-being cannot be overstated,"* said **Assistant Secretary Harris.**

"Secretary of Commerce Gina Raimondo's release of the 2022 National Travel and Tourism Strategy today underscores the Biden-Harris Administration's support for the travel and tourism industry and its workforce. The important work federal agencies are doing in concert with Brand USA and the private sector is aimed directly at re-establishing international inbound tourism as the economic powerhouse it has long been for the United States."

Brand USA's role as a public-private partnership has evolved over the past 10 years. The first National Travel and Tourism Strategy opened tremendous possibilities for the nation's DMO to team up with a variety of federal government partners to inspire travel to the USA, communicate U.S. visa

and entry policies, market the welcome as well as promote public lands and waters. Over the past decade, Brand USA has established a collaborative relationship across the federal agencies that have borne fruit in the form of joint presence at trade shows and events, promotional toolkits for U.S. embassies and consulates, immersive promotion of national treasures, collaboration on bilateral tourism initiatives and high-level economic dialogues.

Thompson commented: *"These relationships and history of productive collaboration position Brand USA and the federal government for the launch of a new National Travel and Tourism strategy that will help guide interagency and public-private collaboration on travel in the months and years ahead."*

"With the government and the private sector working together, we are confident the goal of welcoming 90 million international visitors who will spend \$279 billion annually while visiting the depth and breadth of the United States can and will be achieved," concluded Harris.

During his presentation, Thompson outlined new details about Brand USA's recovery framework. The framework

includes three communications tasks: prove we're ready, welcome the world back, and entice and convert. Proving we're ready consists primarily of hosting international influencers who demonstrate to their large followings that the USA is open and eager to receive visitors. Brand USA to date has hosted 26 global influencers on nine trips reaching nearly nine million people and more than 186 million impressions. Welcoming the world back entails targeting global travelers with inspirational storytelling that invites them to experience the wonderful and diverse places and experiences that can only be seen in the United States. Brand USA has produced 11 new pieces of content that cover all regions of the country and provide a genuine and heartfelt welcome to viewers. These include a collaboration with Walt Disney World. Thompson unveiled the "Generations of Magic" video presented by Visit The USA, Brand USA's consumer brand. The video is part of a full suite of content that will be used in both owned and paid digital channels as part of the campaign and will be produced in nine languages: English, Spanish – LATAM and Castilian, French, Korean, Japanese, Mandarin, Portuguese, and German.

Thompson further underscored how collaboration and strategic partnerships are critical to advancing the industry's collective goals of encouraging inbound travel to the country. He noted: *"Brand USA is taking several steps to rebuild and amplify consumer confidence, from helping partners increase their global reach to implementing programs that support enriching experiences for travelers visiting U.S. destinations in compelling new ways."* During his presentation, Thompson revealed Brand USA's latest partner collaboration.

Brand USA and the Kentucky Department of Tourism will kick off the **"Kentucky Bourbon Experience,"** which leverages bourbon as a cultural representation of the state and was designed to generate further awareness among international visitors as well as drive economic growth to local communities.

These relationships and history of productive collaboration position Brand USA and the federal government for the launch of a new National Travel and Tourism strategy that will help guide interagency and public-private collaboration on travel in the months and years ahead.



IPW 2022 Brings Together International Travel Buyers, Media, and U.S. Suppliers in Orlando

Nearly 4,800 attendees from more than 60 countries gathered in Orlando, Florida, June 4-8 for the 53rd annual IPW—the travel industry’s premier international marketplace and the largest generator of travel to the United States.

IPW convened global travel professionals, including U.S. destinations, hotels, attractions,

sports teams, cruise lines, airlines, and transportation companies, together with international tour operators, buyers, and wholesalers from around the world, to meet under one roof—the Orange County Convention Center—for 77,000 scheduled business appointments over three days that will draw future travel and tourism business to the U.S. and facilitate an industrywide recovery in international inbound travel.

The delegation also included nearly 500 members of the international and domestic media. Reporters covered the event itself, and also met with travel business and destination leaders at the Media Marketplace to generate reporting on travel to the U.S.

U.S. Travel Association President and CEO Roger Dow noted the significance of IPW in restoring inbound travel to the U.S., but also highlighted barriers that persist—including the pre-departure testing requirement for inbound vaccinated air travelers to the U.S., despite over 40 nations that have now dropped a similar requirement, and excessive interview wait times for visitor visas.

NEW INTERNATIONAL TRAVEL FORECAST

U.S. Travel also released its updated international travel forecast, which

projects 65 million international arrivals in 2023 (82% of pre-pandemic levels). The forecast projects that international arrivals and spending will fully recover to 2019 levels by 2025. In an upside scenario, the U.S. could gain an additional 5.4 million visitors and \$9 billion in spending by the end of 2022 if the pre-departure testing requirement were removed.

U.S. Travel’s forecast extends to 2026 and also includes an analysis on where inbound travel should be in terms of growth had the pandemic not occurred.

This year’s strong attendance at IPW signals a desire to resume robust inbound travel to the United States.

“This IPW is sending a message that the U.S. is open for business and eager to welcome travelers from around the world,” said Dow. *“We are taking a huge step forward here to bring back international travel, restore jobs, and re-establish the bonds that connect our countries and cultures.”*

Carnival Cruise Line President and U.S. Travel National Chair Christine Duffy and **U.S. Travel Executive Vice President of Public Affairs and Policy** **Tori Emerson Barnes** also addressed the gathering.

IPW also included education opportunities for delegates. IPW Focus, a new program launched in 2021, provided delegates the opportunity to participate in sessions on an array of topics from technology and innovation to research and insights, presented by thought leaders and innovators from around the industry and beyond.

Brand USA returned as the premier sponsor of IPW. American Express is the official card of the U.S. Travel Association. This is the eighth time Orlando has served as the host site for IPW—more than any other U.S. city—which last welcomed the global travel event in 2015.

This marked the final IPW led by U.S. Travel’s Dow, who previously announced his departure this summer following a 17-year tenure as president and CEO of the association.

The 54th annual IPW will take place May 20-24, 2023, in San Antonio, the first time the Texas city will serve as an IPW host.



Vipin Khattar joins as the General Manager of JW Marriott New Delhi

Vipin brings with him more than two decades of extensive experience as a hospitality professional primarily in the UK, Middle East, and Africa. He has had a tremendously rewarding career journey owing to his diligence and highly driven approach and commitment to business objectives. A dynamic individual has the strength for building strategic partnerships and an innate ability to inspire and develop high-performing teams.

Vipin has held various roles with the Hyatt Brand in UAE and Egypt, the most recent being the General Manager at Hyatt Regency Dubai Creek Heights, Dubai where he has also launched and operated the most successful and high revenue generating Food and Beverage Outlet, Eve Penthouse & Lounge for

Hyatt hotels in Dubai.

One of his most memorable assignments was the role of General Manager of Hyatt Regency, Sharm El Sheikh, Egypt which was awarded as 'The Best Hotel' by the Ministry of Tourism, Egypt. His foundation in the fields of Sales and Marketing with hotels has provided him a unique point of view in his role as a hotel leader, one of such roles was him leading the Sales & Distribution strategies for Dubai Market being at the helm of the discipline portfolio as Area Director of Sales and Marketing for Hyatt hotels in Dubai.

He is an alumni of Hotel Management and Catering Technology from IHTTI School, Neuchatel, Switzerland with specialization in Hospitality Operations. Vipin is highly

regarded by his peers as an exceptional sales expert, leader, and marketer. His growth trajectory consists of various significant and career-defining roles such as Business Development at Atlantis in Dubai and MICE at Grand Hyatt, Dubai before taking on the role of hotel-based Operational Leader in 2013.

In his new role at JW Marriott New Delhi, Vipin is excited to passionately elevate and solidify the stellar performance of the Hotel in the Aerocity sector and the Delhi Market. One of his key priorities would be to enrich the strong culture of exceptional **JW Treatment** for the hotel's guests.

Vipin is an ardent traveler, wellness-oriented, and loves to spend time with his family.

Thailand's entry requirements

from 1 July 2022: Thailand Pass removed



Also lifting an US\$10,000 health insurance requirement, thus welcoming all travellers with proof of either a certificate of vaccination or a pre-arrival negative RT-PCR or professional ATK test result.

The following rules will be in effect from 1 July, 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, or a border pass for arrivals via border checkpoints.

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.

Unvaccinated/not fully vaccinated travellers must have the following documents for entering Thailand:

A valid passport, or a border pass for arrivals via border checkpoints.

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 proof of a negative result from an RT-PCR test

or professional ATK within 72 hours of travel will be allowed entry and are free to go anywhere in the kingdom.

The unvaccinated/not fully vaccinated travellers without a negative test result within 72 hours of travel are required to follow the public health instructions and guidelines as deemed appropriate by the Health Control officer at the point of arrival. All expenses incurred will be the responsibility of the travellers.

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.

For incoming foreign travellers with scheduled arrivals before 1 July, 2022, the following pre-arrival rules apply:

Pre-arrival requirements

Vaccinated travellers must have the following documents for entering Thailand:

A valid passport, or a Border Pass for arrivals via border checkpoints.

A Thailand Pass (via <https://tp.consular.go.th/>) (Thais are exempt from this requirement.) Once all essential details have been completed via the system, the QR code will be automatically issued (no waiting time)

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 recovered by medical treatment, and travellers who have received at least one dose of an approved vaccine post-infection must have a certificate of COVID-19 recovery.

Unvaccinated/not fully vaccinated travellers must have the following documents for entering Thailand:

A valid passport, or a Border Pass for arrivals via border checkpoints.

A Thailand Pass (via <https://tp.consular.go.th/>) (Thais are exempt from this requirement.) Once all essential details have been completed via the system, the QR code will be automatically issued (no waiting time)

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.

TAT staged 'Amazing Thailand Wedding Summit 2022' in India

Well attended events in Mumbai and New Delhi on 25 and 27 May, 2022, showcased the many possibilities for wonderful weddings in Thailand.

The Tourism Authority of Thailand (TAT) together with leading Indian bridal media brand WeddingSutra staged the 'Amazing Thailand Wedding Summit 2022' in Mumbai and New Delhi on 25 and 27 May, 2022, aiming to grow the lucrative Indian wedding and honeymoon market to Thailand.

Mr. Yuthasak Supasorn, TAT Governor, said "TAT is going all out to showcase the wonderful possibilities Thailand offers for the ideal Indian wedding. Destinations like Krabi, Hua Hin, Rayong, Pattaya, Phuket, and Ko Samui are already popular with Indian wedding couples and honeymooners, and this roadshow was a valuable platform from which to help us further grow this segment."



The Amazing Thailand Wedding Summit 2022 in Mumbai and New Delhi drew the attendance of some 200 Indian wedding planners and related service providers, including those selling honeymoon holidays. Gracing the event in New Delhi was H.E. Pattarat Hongthong, Ambassador of Thailand to India, and in Mumbai Mr. Donnawit Poolsawat, Consul General of the Royal Thai Consulate-General, Mumbai.

Ms. Cholada Siddhivarn, Director of TAT Mumbai Office, said "The Amazing Thailand Wedding Summit 2022 was the perfect medium to gauge the sentiments of the Indian wedding segment, especially post-pandemic. The event's co-host, Wedding Sutra, has played a vital role in assisting us at the TAT to reach out to the wedding planners and help them understand Thailand as an ideal wedding destination better."

The Indian participants in the roadshow were updated on new trends in the weddings segment and new properties and amenities in Thailand. There were also panel discussions emphasising Thailand as a preferred wedding destination for Indians, on such topics as "Exploring the World – How Thailand Made It to the Top for Indian Weddings", "Scenic Settings and Picturesque Indian Weddings", "Food & Entertainment for Weddings

& Celebrations – Ideas for 2022" and "Thai'ing the Knot".

They were also able to meet and discuss business with an array of Thai wedding and honeymoon providers participating in the Summit roadshow, among these being the Accor Group, Amanpuri (Phuket), Banyan Tree Hotels and Resorts, BLISS Events (Thailand) wedding planner, Capella Bangkok, Marriott International, Minor Hotels, Shangri-La Hotels and Resorts, Splash Beach Resort (Phuket), and The Palayana (Hua Hin).

Mr. Vachirachai Sirisumpan, Director TAT New Delhi Office, added "The Amazing Thailand Wedding Summit 2022 events in both Mumbai and New Delhi were well-attended, and there was a positive response from all involved. It's good to see that many hotels and resorts in Thailand are interested in the Indian weddings sector, which will continue to be a large and important group for Thailand's tourism. Now with international travel resuming, there is a continuing increase in enquiries about weddings in Thailand by Indian couples."

India is one of Thailand's top visitor source markets. In 2019 a total of 1,995,516 Indians travelled to the kingdom generating tourism income of 86,372.01 million Baht representing a 24.85% rise in arrivals and 27.45% rise in income.



10 Finnish islands

that are worth a visit
in the world's largest
archipelago

Finland has the world's largest archipelago, consisting of over 80,000 islands off the coastline – we picked the 10 you can't miss.

Seagulls flying over old boathouses, fishermen's nets hanging on the walls, **lively summer events**, and honest people living in harmony with nature:

these are what you'll find on the islands by Finland's coastline, many of which are easy to access by car, bike or cruise boat. On the islands, you can enjoy a mix of peace and quiet alongside extraordinary culinary experiences and cultural events.

These are the ten islands to visit –

all just a ferry ride or bridge away from the mainland.

Kaunissaari, Pyhtää – “The beautiful island”

Kaunissaari, which means “the beautiful island”, got its name for a reason; the island is renowned for its



beautiful sandy beaches and traditional fishing village. Welcoming you to Kaunissaari is a view of the charming red boathouses that line the harbour. Visit the small archipelago museum located here, managed by residents, to immerse yourself in the islanders' way of life, before sitting down for a

meal by the sea at the Kaunissaaren Maja restaurant. Despite its small size, the island has copious activities for a visitor, including handicraft stalls, grocery stores, cafés, and even an art gallery.

In summer, hop on a ferry from Kotka, located 130 kilometres east of Helsinki and easily reachable by bus or car. The ferry to Kaunissaari departs Kotka's Kuusinen harbour up to four times per day. The journey takes approximately 90 minutes.

Pellinge islands, Porvoo – In the footsteps of Tove Jansson

Pellinge is a group of islands that have been inhabited since the 1500s, and today is home to an active community of almost 300 people. More than 120 events are organized on the islands during the summer, including a midsummer festival, a children's day, an agricultural flea market, boat competitions, and an ancient fire dance. There are plenty of cafés, restaurants, and shops, as well as galleries selling handicrafts. Many people are drawn to Pellinge because of the place it held in Tove Jansson's heart, who created the Moomins and is Finland's most beloved writer and artist of all time.

The Pellinge islands are served year-round from Tirmo **by ferries** that run multiple times per hour from early morning until late evening.





Suomenlinna, Helsinki – Inhabited Sea Fortress

The island is home to hundreds of people, it's accessible all year round. Established in the mid-18th century as a fortress, today Suomenlinna is a UNESCO World Heritage Site. Kids and adults alike love scrambling about the old walls, ramparts, and tunnels, before stopping for a break at one of the island's many cafés and restaurants. For beer lovers, Suomenlinna even has its brewery, where you can taste a wide range of beers and ciders, plus seasonal specialties. Each of the six islands offers a variety of atmospheres, from a cheerful picnic spot atop a green hill with a view of the sea to a tranquil evening stroll through the cobblestone streets of the city. During the summer, the last ferry departs at 2 am, giving you the chance to explore the islands **in the light of the Midnight Sun**.

It takes less than 20 minutes to reach the island from Helsinki's main market square.

Pentala, Espoo – Living history

The Pentala island is a combination of marine nature, living history, and culture, located close to the capital Helsinki. The island's Archipelago Museum – comprised of 15 different historic buildings – is a window into traditional island life, from housing and working to the idle summer vacations of the city-dwellers. Pentala is a hiker's

paradise too, with more than half of its 130 hectares falling into nature conservation where you can spot woodpeckers, deer, and **more Finnish wildlife**. A picturesque 2.3 km-long nature trail takes walkers through the island, which is also home to a lake and a wild sandy beach.

You can reach Pentala in the summer months **by a ferry** from the Kivenlahti harbour.

Jussarö, Tammisaari – The ghost island

The large island of Jussarö provides a unique mixture of nature and industry; the contrast between unspoiled nature and the traces of human presence from the abandoned iron ore mine and former military training ground characterize the island. Jussarö is known as Finland's only ghost town, a reputation that's added to by the number of ships wrecked in the nearby waters. Over the centuries, the island's iron ore deposits distorted compasses, causing many problems for sailors. Today, Jussarö is easy to reach and serves as a stop-over point for recreational sailors and a popular destination for travellers in search of mystery.

During the summer months, **day cruises** leave from Tammisaari/Ekenäs north harbour.

Nauvo, Parainen – The archipelago trail

Nauvo is the first island on the

Turku Archipelago ring road – or the last if you're coming from the opposite direction. It is an island community of 1 500 people, although the figure is misleading as the population multiplies manyfold in the summer. You can see the medieval castle and be sure to visit the guest harbor to taste the smoked fish and the stalls selling anything and everything the sailors might need.

Åland – A Special (and sunnier) piece of Finland

Geographically, culturally and even politically, the autonomous **Åland Islands** are a special space. Located between Finland and Sweden in the centre of the Baltic Sea, the Åland archipelago is home to some 29,000 inhabitants, approximately a third of whom live in the capital, Mariehamn. Åland has its taxation system, its postage stamps, its flag, and Swedish as its only official language. Åland even has its climate: it leads the Nordic region in hours of sunlight per year, offering a milder coastal climate than its mainland neighbours.

It's easy to get from one island to other thanks to the many bridges and ferries, and Åland's roads are terrific for cycling holidays. You can reach Åland **by ferry** from Helsinki, Turku, or Naantali, and there is a wide range of accommodation options available.

Reposaari, Pori – Miniature maritime town

Some 30 kilometres from the town





of Pori and connected to the mainland by road and rail, Reposaari is known for its sweet wooden buildings and Norwegian-style church. At only 3.5 kilometres long and half a kilometre wide, it is easy to explore the island on foot – alone or on a guided walking tour in the summer – or by bike. The deep and protected natural harbour of Reposaari has been an important base for marine traders and military expeditioners for centuries. The soil brought to the island for ballast contained seeds from foreign countries, so exotic vegetation blooms on the island in the summertime. In Reposaari, the era of classic sailing ships is still felt.

The idyllic island is accessible by bus, car, and boat. You can camp overnight in the middle of nature or stay in an elegant floating villa.



Kvarken archipelago, Vaasa – Island of the rising land

Feel like you've seen it all? Here's something new: visit the Kvarken Archipelago and watch the land grow out of the sea (it may take some time though). The fast rate of uplift from this group of islands near **Vaasa** in western Finland has earned them UNESCO World Nature Heritage recognition. The rapidly advancing shoreline is emerging from the Gulf of Bothnia at about a centimeter a year. With its unique landscape of lagoons and islands, The

Kvarken Archipelago is a heaven for outdoor enthusiasts and nature lovers. The bands and ridges of Kvarken's emerging land are known as DeGeer moraines. Sheltered, shallow pools form between the moraines as they shift, becoming a home to red-throated divers, black guillemots, and, in the spring migration, cranes and buzzards.

Kvarken Archipelago is connected by road to the city of Vaasa and can be reached by car in just 20 minutes. The islands are served by the towering Replot suspension bridge, the

longest in Finland. There are several restaurants, and overnight guests can stay in campsites, cottages, and hotels.

Hailuoto, Oulu – Bird watchers paradise

Dunes stretching as far as the eye can see, the beautiful sea, and idyllic fishing villages; with its many hiking trails, campfire sites, and resting huts, the largest island in the Bay of Bothnia offer a wide range of opportunities to enjoy the natural world. There are several bird hides around the island for observing more than 300 species.

Hailuoto is also known for its culture. Artists started arriving in the area as early as the 1910s and today the island has a vibrant artistic and cultural scene. Summer in Hailuoto is known for events such as the Bättre Folk cultural festival, the Hailuoto theatre festival, and the Hailuoto Musiikkipäivät music festival, all held annually.

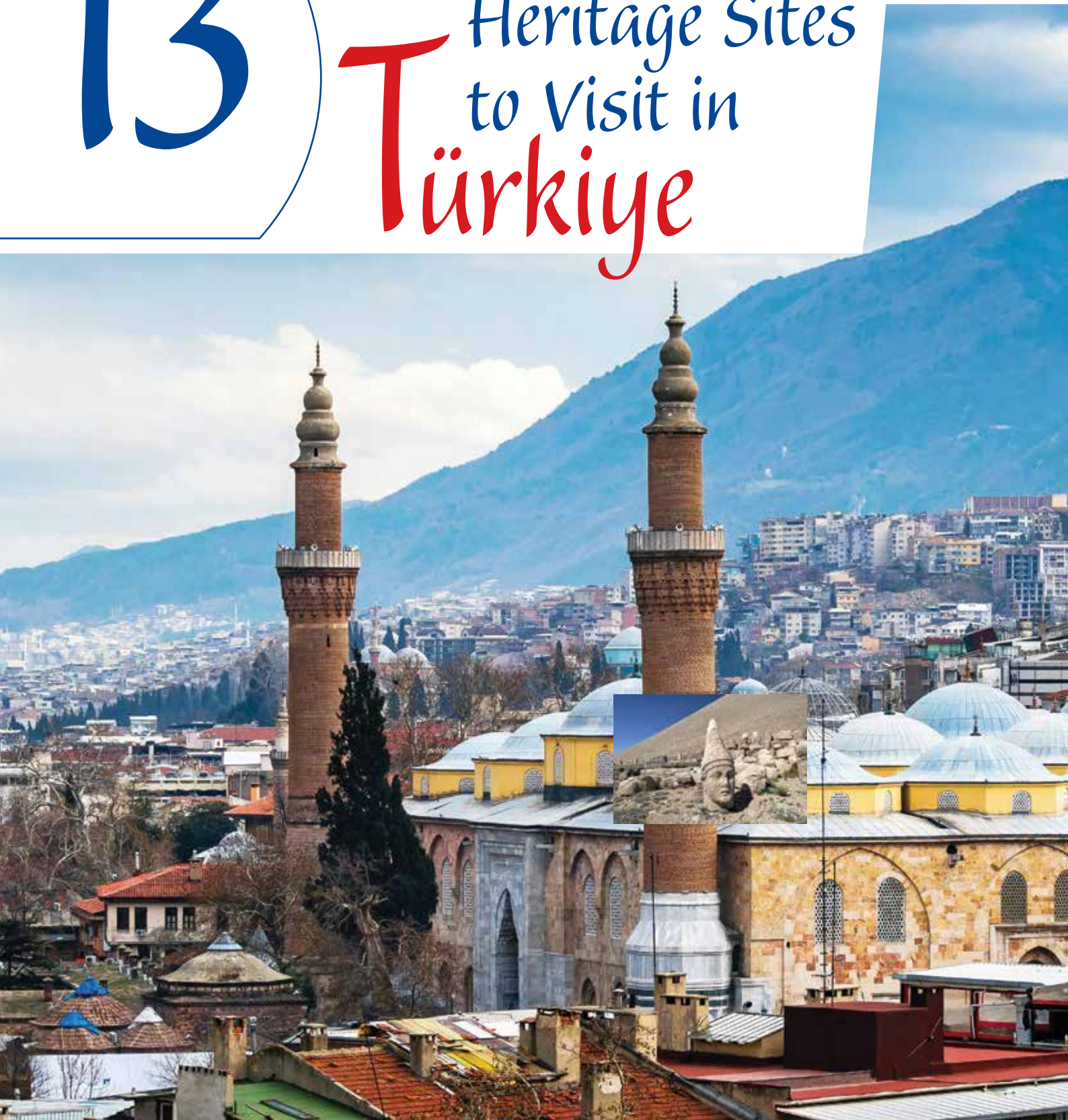
Hailuoto can be reached **by a ferry** from the city of Oulu. In winter, when the sea is frozen, the island is served by an ice road instead.



TÜRKİYE

13 UNESCO

Heritage Sites
to Visit in
Türkiye





Türkiye is full of cultural and natural sites that are of outstanding universal value to the rest of humanity. As of 2020, 16 cultural and 2 mixed regions in Türkiye had been cited among UNESCO World Heritage sites, “mixed” meaning they contain elements of both natural and cultural significance. 84 more remain on the Tentative List, waiting to get the attention and value they deserve.

A country with a history of thousands of years, Türkiye has been home to many cultures and religions. All these cultures and religions have essentially left behind something for domestic and international visitors to see, touch, taste, smell, and listen to. As the country is lucky to have so many sites of universal historical value, your trip to Türkiye is sure to expand and enrich your knowledge of humanity’s extensive heritage. You’ll see that the country’s unmatched natural beauty has been combined with varieties of fashions as it continued to prosper under the influence of thousands of people. These sites of historico-cultural importance are a must on your travel bucket list.

The Mysterious Ruins of Ani in Kars

Situated in close vicinity of Türkiye’s eastern border, on what used to be a significant trading hub, **the medieval ruins of Ani** carry traces of a history that goes back thousands of years. The ancient site is located on a triangular piece of land whose climatic and



geographical features make it naturally defensive. Also called the **City of 1001 Churches**, the site, together with its 50 churches, 33 cave churches, and 20 chapels, is a must-visit region for all history enthusiasts and lovers of the early Gothic architecture.

The many temples, palaces, and complementary buildings that the site accommodates are thought to have been among the most technically and artistically advanced structures in the world at the time they were first built. The area also houses the oldest surviving mosque in Anatolia, called by the name **Manuchihr**. The mosque was built during the rule of the Shaddadid dynasty, though its prayer hall dates from a later period (the 12th or 13th century). The complex of the mosque contains a public museum showcasing heritage assets that have been found within and around the area. This **City of 1001 Churches** has found itself a place on the UNESCO World Heritage List since 2016.

The Lion Gate in Hattuşa, Çorum

A Near East superpower, the Hittites built their capital city close to Türkiye's Çorum Province. Six gates were constructed to let people enter the

interior of this city, with this particular one considerably outstanding. Built in the early 14th century, **The Lion Gate** is the first gate that you'll come across when you follow the official sightseeing route. The silhouettes of wild lions that can be seen on this gate are thought to have served a protective purpose, scaring away evil spirits from the city. Other representations of these animals in Hittite and Mesopotamian architecture also reveal that they have been used for this same function for many years.

Mount Nemrut and the Mausoleum of Antiochus I in Adıyaman

Mausoleum of Antiochus I (69-34 BCE), built this Hierotheseion (temple-tomb) as a monument to himself. These giant limestone statues showcase not only figures of deities but also Antiochus' paternal Persian ancestors and maternal Macedonian ancestors. They, therefore, bear witness to the dual origin of the kingdom's culture enriched by Persian and Macedonian influences. UNESCO described these statues as *"one of the most ambitious constructions of the Hellenistic period,"* and continued the description with the following words: *"a project unequalled in the ancient world,"*.





Ephesus Ancient City in İzmir

Located in İzmir, the ancient city of Ephesus showcases Hellenistic and Roman settlements. The site now stands out as an example of a Roman port city, whose functionality has now been replaced with pure aestheticism.

Pergamon Ancient Theater is located near this site and is a must-visit.

Troia Ancient City in Çanakkale

With its 4,000 years of history, Troia

is probably one of the most renowned archeological sites in the world. The site and the historic Siege of Troia were immortalized by Homer in *the Iliad*, and they've been depicted in many other books and films ever since. The Siege of Troia started when Helen (wife of Agamemnon of Mycenae) eloped with Paris, a prince of Troia. It lasted for years and years and was resolved by a simple trick: Achaeans hid in this giant wooden horse and pretended

to have left. The Trojans took the horse inside their walls and thus opened their gates to the Achaeans. Troia was burned and the population slaughtered.

Aspendos Ancient City in Antalya

Situated in Antalya, the ancient city of Aspendos is one of the big-hitter historic attractions amongst travellers visiting the Turkish Riviera. Part of the glorious city of Pamphylia, this town was founded in 1,000 BCE. Its acoustic



properties are extraordinarily good and offer an unmatched experience for its visitors. It's one of the most well-protected ancient theatres of all time and houses many festivals and concerts throughout the year. The nearby towns of **Perge** and **Side** also deserve to be on your travel bucket list if you want to add a bit of history to your stay in and around the Turquoise Coast.

Sümela Monastery in Trabzon

Overlooking the **valley of Altındere**, Sümela Monastery offers a picture-perfect landscape that is nowhere to be found outside Türkiye. It was first constructed as an Orthodox monastery, having been dedicated to Virgin Mary. The Turkish Ministry of Culture and Tourism places its foundation date around 386 CE, during the reign of the emperor Theodosius (375-395). Throughout its history, the monastery fell into ruin several times, with its last restoration having been conducted in 2015.

Göbeklitepe Archeological Site in Şanlıurfa

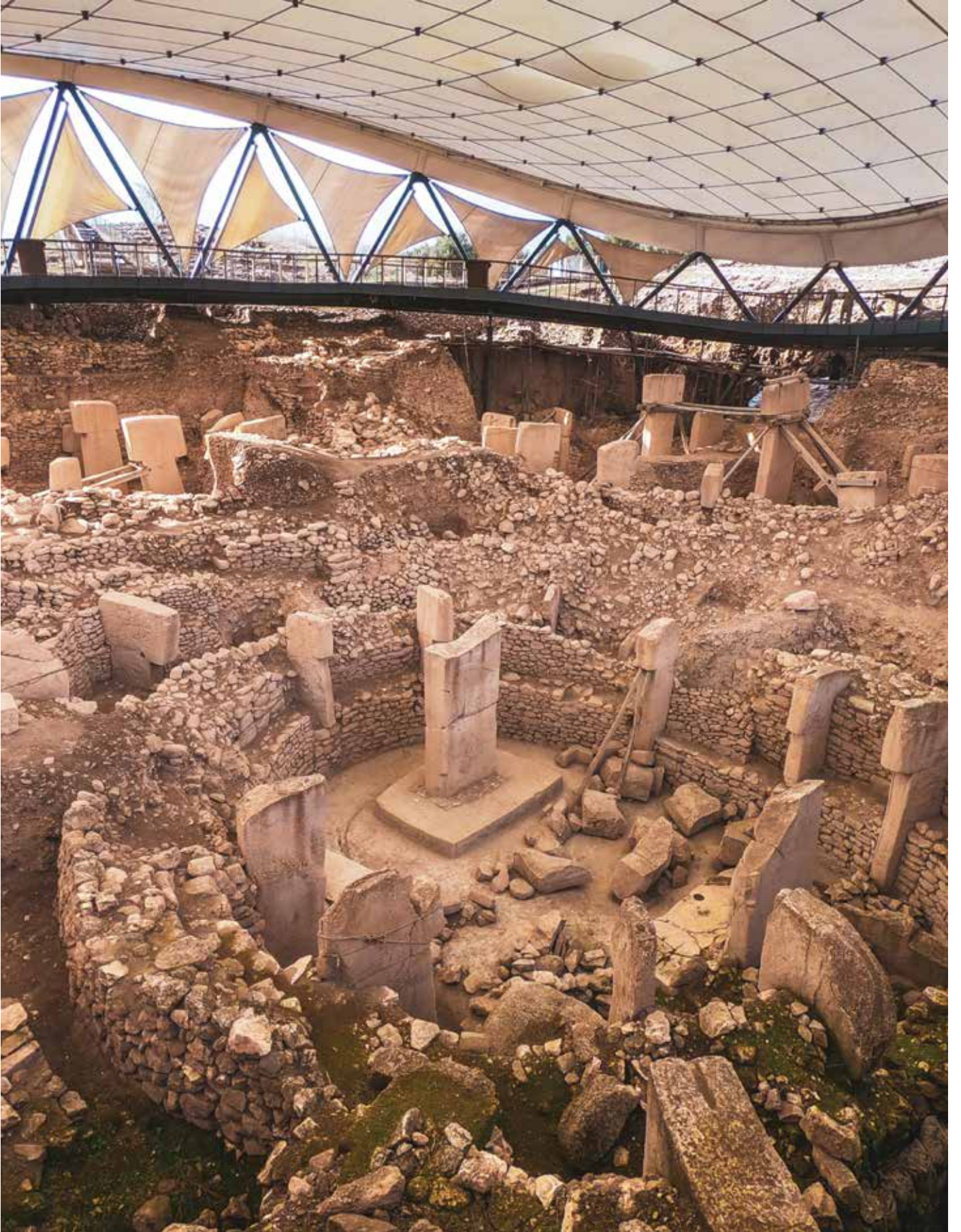
It was through the discovery of Göbeklitepe that human history was rewritten.

Located in Upper Mesopotamia, the archeological site of Göbeklitepe saw the emergence of the most ancient farming communities in the world. Offering the earliest example of human settlement, the site dates to some 12 thousand years ago. It exhibits megalithic structures that were first erected by hunter-gatherers in the Pre-Pottery Neolithic age. Of a ritualistic, and most probably a funerary, nature, these historico-cultural monuments have a new story to tell almost every day. They recently revealed, for example, that Neolithic people had command of geometry. Offering such an educational and recharging adventure to its visitors, the archeological site of Göbeklitepe is surely a must-visit site for lovers of history.

Çatalhöyük Archeological Site in Konya

Another throwback to the days of the Neolithic era is in Konya (ancient Iconium).





Thought to have flourished around 7,000 BCE, the site has been listed among UNESCO World Heritage Sites. The site overlooks the Konya Plain, which has been of considerable archeological interest after the discovery of the Neolithic Çatalhöyük area. A striking feature of these assets is that they're mostly composed of female figurines, thought to represent a female deity. Although a male deity also exists among the carved figures, statues of the female deity are said to far outnumber those.

Hierapolis Ancient City in Denizli

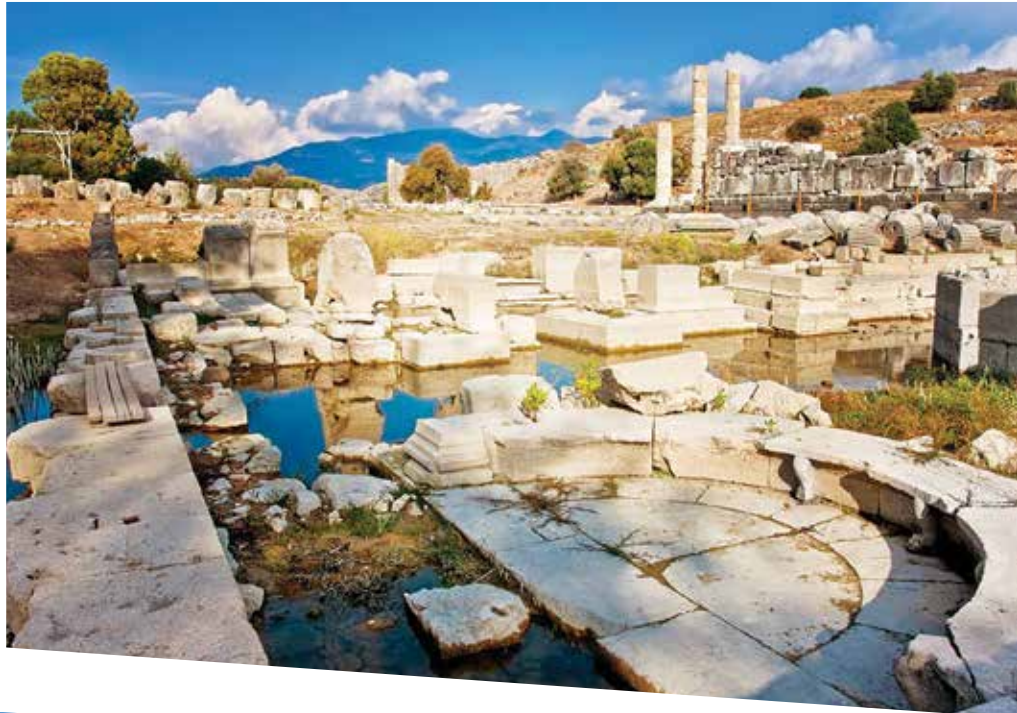
Part of the UNESCO World Heritage, Hierapolis is an ancient city that once served as the center of the eparchy and that serves today as an archeological museum. It's situated on some hot springs, which have been used as a spa since the second century BCE. The earliest known examples of crank and rod mechanisms are exhibited around the area, and the ruins of ancient baths, temples, and other monuments await visitors today.

The most important places that are a must-visit include **The Necropolis**,

where some 1,200 tombs exhibit local varieties of limestone and marble, **Ploutonion (Pluto's Gate)**, and **The St. Philip Martyrium**, which has been named after the Christian apostle. The **Antique Pool** (Antik Havuz) is still active and open to visitors.

Xanthos-Letoon in the Turkish Riviera

Two neighboring settlements located in the boundaries of Antalya and Muğla provinces of Türkiye, Xanthos-Letoon is a designated UNESCO World Heritage site that sticks out as a remarkable archeological





complex. Xanthos was the successive capital, and a cultural and commercial center, of the Lycian Civilization as well as the later civilizations. The region now gives out many clues about Lycian traditions as the epigraphic inscriptions there, engraved in rock or on huge stone pillars, house the most important texts in the Lycian language. Its examples of Lycian tomb architecture as well as **The Xanthian Obelisk** are among the places that should not be missed. Plenty of renowned historians make mention Xanthos as the largest city in Lycia, not excluding Homer.

The Birth of the Ottoman Empire: Bursa and Cumalıkızık

The City of Bursa was the capital of





the Ottoman Empire between 1335-1363, which endowed its streets with many historical heritages to just stroll around and see. The city houses many monuments and buildings that display traces of both the early and late Ottoman architecture, the most renowned of which is **the Grand Mosque of Bursa** or Bursa Ulu Cami. The city's commercial districts of inns (**hanlar**), social complexes (**külliye**), integrating mosques, religious schools, public baths as well as the tomb of Orhan Ghazi, founder of the Ottoman dynasty are among the places that can be seen in this city.

Located 10 km east of Bursa Province, Cumalıkızık has over the years become a tourist favorite with its Ottoman-style houses and exceptional city planning method. The site now holds 270 historical, three-story houses, all still intact and begging

to be explored. If you visit the site, don't forget to visit the **Cumalıkızık Ethnography Museum** which displays historical objects from the village, proving that Bursa and Cumalıkızık together provided the Ottoman Empire with the prosperity and development it necessitated in its first years of establishment.

The City of Safranbolu in Karabük

The city of Safranbolu is a typical Ottoman city, located in the present-day Turkish city of Karabük. It served as a trading hub after the Turkish conquest in the 11th century CE, and its traditional, wooden houses. The castle, Turkish baths (hammams), bazaars, inns, mosques, the old government house, and unique and civil architectural buildings are the major places of interest.



ALULA



Top 10 experiences to inspire an unforgettable summer in *Alula*

An epic summer adventure awaits in AlUla! Uncover ancient history in this hidden gem of the Arabian Peninsula. Fly on KSA's longest and fastest zipline at the Adventure Hub and traverse the dunes in UTV Buggies. Hike through breathtaking canyons and gaze up at a never-ending sea of stars.

AlUla's unequalled splendour, up to 5°C milder evening weather, and low humidity throughout these summer months make it a unique destination in the Arabian Peninsula. Located in the northwest of Saudi Arabia, during the day, our verdant oasis gives shade and becomes a place for respite and relaxation. At night, clear skies allow you an unspoiled view of the stars above. From ancient heritage sites unfolding hidden histories to the unmatched thrills of adrenaline-pumping adventures, your summer is a story yet untold.

The top 10 experiences to inspire an unforgettable summer.

1 ANCIENT HEGRA - Visit Hegra to experience Saudi Arabia's first UNESCO World Heritage Site. Here you'll explore over 110 remarkably well preserved tombs set in a desert landscape, while learning about the ancient people and culture of AlUla. Evidence for human presence and use of the site dates back beyond the 1st millennium BCE, but it was the location of the Nabataean city from the end of the 1st millennium



ALULA

BCE into the 1st millennium CE. The city was at its peak from the late 2nd century BCE to the 2nd century CE. Along with the wondrous tombs, which were used to lay Nabataean elite to rest, visitors will find wells and stone-lined water channels demonstrating the civilisation's expert craftsmanship. Roman influence is also present in the form of defensive walls, gates and towers that once encircled the city.

2 CHOOSE YOUR ADVENTURE HUB THRILLS - Select one or more of four incredible adventure thrills including abseiling, ziplining, rock climbing and an aerial challenge course with suspended obstacles - all offered

at the Adventure Hub located within the breathtaking landscape of Adventure Canyon. The Adventure Hub is AlUla's centre for all things adrenaline. Just off of Harrat Mountain Road, you'll find a café with lovely indoor and outdoor seating, an information desk for all of your bookings and enquiries and a safety briefing area. From thrilling ziplines and suspended obstacle courses to the audacious ascents of rock climbing and the daring descents of abseiling, what will your next adventure be?

3 HIKE THE HIDDEN VALLEY - Feel the wonder and the serenity of the Arabian desert as you hike 4km





through secluded and quiet valleys. Gaze in awe at the towering rock formations surrounding you as you trek through the soft sand on a sunrise or evening tour. Take to the desert and the tranquil ambience that surrounds you on the walk. Feel the wonder and the peacefulness of the Arabian desert as you hike through secluded and quiet valleys. Gaze in awe at the towering rock formations surrounding you as you trek through the soft sand. Watch the shadows begin to fall as delicate soft hues of pink and orange paint the sky when the sun sets. As your hike comes to an end, you will truly appreciate the captivating beauty of AlUla. The hike is approximately 1.5 hours long and is medium level due to the soft sand terrain.

4 GO STARGAZING AT GHARAMEEL

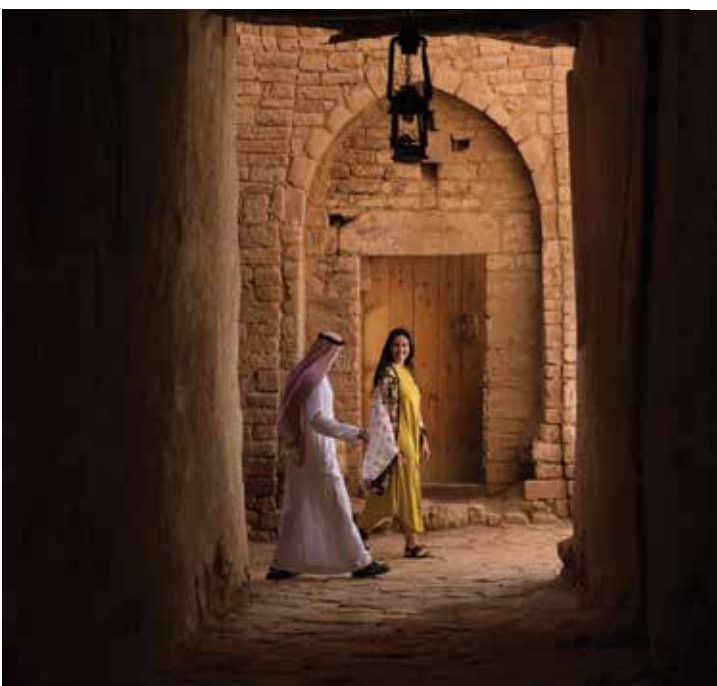
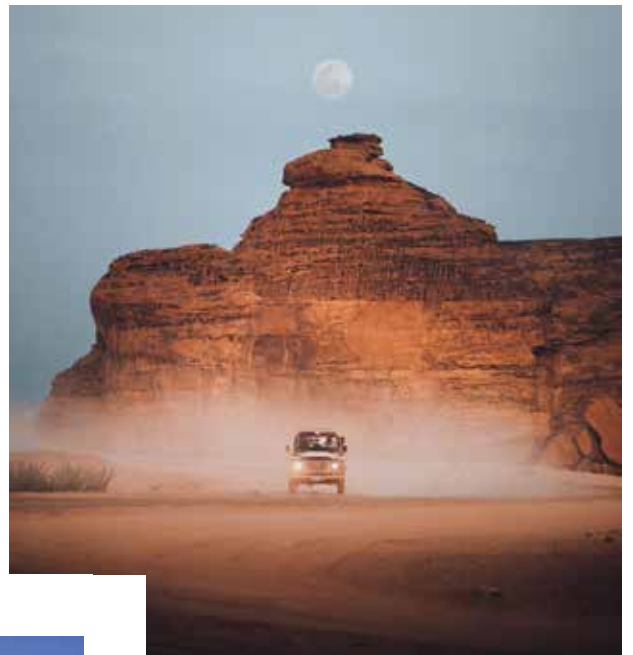
Far from the city lights, experience the enchantment of desert with stargazing led by Husaak's star guide. Surrounded by Gharameel's mystical rock formations, you will look up to a blanket of stars and enjoy a traditional grilled dinner alfresco. Experience the enchantment of desert with stargazing led by Husaak's star guide. Surrounded by Gharameel's mystical rock formations you will look up to a blanket of stars and enjoy a traditional grilled dinner alfresco. Far from city lights, vast open spaces in remote desert lands create some of the world's most enviable dark skies, making AlUla an idyllic locale for star watching. The best times to go stargazing are the days

before, during and soon after each new moon. Immerse yourself in a desert landscape and enjoy the AlUla moonlit experience.

5 VISIT DADAN & JABAL IKMAH - Jabal Ikma:

Saudi Arabia's Open Library -

Across the AlUla Valley lie thousands of inscriptions in Aramaic, Dadanitic, Thamudic, Minaic, and Nabataean. Thousands of pre-Arabic inscriptions across numerous sites make AlUla an important location in studying the Arabic language. A mountain north of the AlUla Valley, AlAqra'a, features more than 450 early Arabic inscriptions. Naqsh Zuhayr, to the east, features one of the oldest inscriptions of the Islamic era which dates back to 24AH (644 CE).



There is no such site that is more significant than Jabal Ikmah, home to the highest concentration of, and most varied inscriptions, in AlUla.

In a beautiful desert landscape warmed by the sun, the largest “open library” in Saudi Arabia sits tucked away in a remote canyon valley. Dadan was a caravan way station for many peoples, and one of the clues that AlUla was truly a crossroads of civilizations is Jabal Ikmah, which was visited by those wishing to leave their inscriptions and offerings en route through AlUla.



Records kept here are in the form of hundreds of inscriptions and carvings lining the cliff faces and rocks and ensured that Jabal Ikmah would be remembered throughout the ages.

A visit to this magnificent site, with its inscriptions, thought to date as far back as the 1st millennium BCE, is a glimpse into the past. Gazing at its rock art of humans, musical instruments, and animals, you can discover what was important in the daily lives of people in the Dadanite, Lihyanite, and other civilizations of AlUla.

6 STROLL THROUGH THE HERITAGE OASIS TRAIL

The picture-perfect, lush AlUla Oasis captures the beauty and the heritage of AlUla. Take a stroll under towering date palms and smell the cool freshness of the earth on the Heritage Oasis Trail. Meander through remnants of mudbrick houses, local farms and ancient city walls. Sit with locals, sip on Arabic coffee or fresh orange juice

and take your time to enjoy the slow pace of what makes the AlUla Oasis so special. Stretching 3 kilometres from the Orange Path to the Dadan Visitor Centre, this beautiful, designated trail is free and open to visitors day and night. With multiple entry and exit points, enjoy a long, leisurely stroll or a short walk along the Heritage Oasis Trail. Find the perfect Instagram shot, framing tall palms in a historic archway of a mudbrick house or the lush green of the farms. Stop at a stall selling freshly squeezed juice, hang out on palm swings and enjoy the beautiful seating.

7 VISIT THE WORLD-FAMOUS ELEPHANT ROCK

Set in golden desert sands and climbing three stories into the Saudi Arabian sky is the awe-inspiring Elephant Rock (also known as Jabal AlFil), one of AlUla's many geological marvels, and well recognized for its elephant-like "trunk" and "body"

formation. Take a seat in the comfortable and stylish sunken seating at Elephant Rock! Sit back and enjoy the view of AlUla's most famous geological formation, Elephant Rock, as she looms large over you. Elephant Rock is open for visitors 24 hours a day. This iconic geological marvel is a wonder to see in the daylight or at nighttime. As the sun sets, colours dance in the sky and this epic elephant turns a magnificent shade of red. Capture the perfect picture or stay for late-night stargazing. Dotting the area surrounding this famous landmark, find sunken seating, great for families or groups of friends.

8 ALULA OLD TOWN -

AlUla Old Town is located in the narrowest part of the AlUla Valley. Built on a slight elevation, the town is overlooked by the Musa bin Nusayr Castle, a citadel dating back approximately to the 10th century. In the 12th century, AlUla Old Town

ALULA

became an essential settlement along the pilgrimage route from Damascus to Makkah. The city gradually replaced Qurh, to the south of AlUla, and is favourably mentioned by travellers from the 12th to the 20th centuries, when modern AlUla was constructed nearby. The houses were designed to be attached, providing fortification, which hints at defence being a priority for the city's early inhabitants. At one point, the city was accessed by 14 gates, which were opened in the morning to welcome travellers, pilgrims, and other visitors, and closed each evening. The ancient city's recent occupation has enabled researchers to begin to gather oral histories, painting a picture of what life was like inside its walls. With 900 houses, 500 shops, and 5 town squares, you can explore a maze of remnants of original stone and mudbrick buildings and enjoy views of an AlUla Castle dating back to the 10th century.

9 TAKE A THRILLING UTV BUGGY TOUR

Get your adrenaline pumping with a thrilling buggy ride over the rugged

dunes and through the stunning sandstone mountains of AlUla! This unforgettable UTV buggy experience is nothing short of a wild ride! An experienced Husaak driver will sit behind the wheel and drive you into narrow canyons, over high dunes, and through challenging terrain. Let your adventurous side soar in these open-air buggies. Venture off the beaten path and see a new side of AlUla as you race across the golden desert. AlUla also makes responsible, sustainable tourism a priority. All of AlUla's tours and experiences have been thoroughly vetted by environmental experts and designed as immersive, exciting ways to appreciate the history and beauty of AlUla and have little or no impact on the environment. As such, this experience can only be enjoyed as part of an official licenced tour.

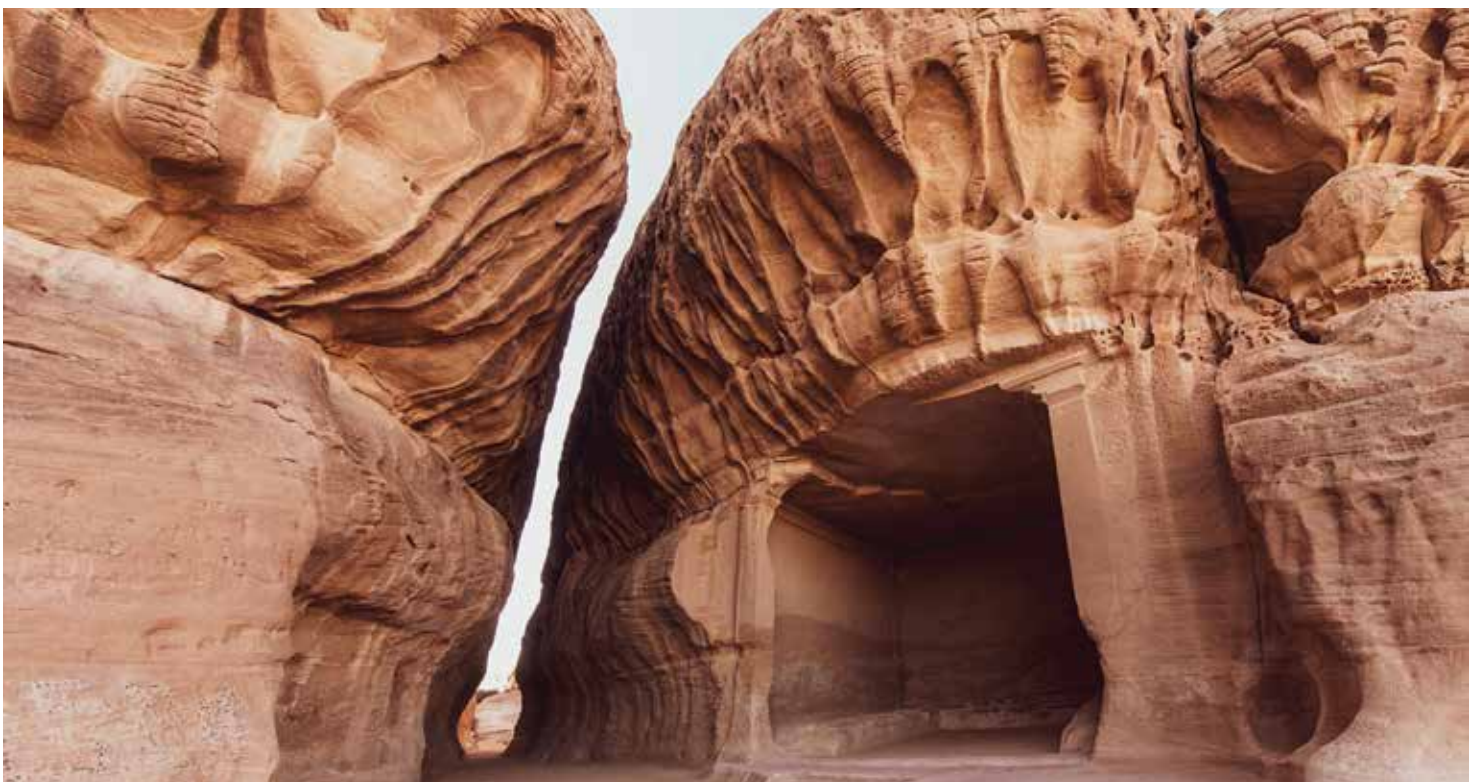
10 VIEW ALULA FROM THE SKIES VIA HELICOPTER TOUR

Take to the skies to experience the breathtaking views of stunning desert vistas and iconic landmarks such as Elephant Rock and the World UNESCO

site, Hegra. View the world from a new angle and make memories that will last a lifetime.

Get ready to view AlUla from above, with this 30-minute helicopter tour with your pilot (guide), an exhilarating flight that takes you over AlUla's seven most famous landmarks and heritage sites.

The first of these will be the monumental Jabal AlFil (Elephant Rock), AlUla's most famous natural geological rock formation. Next,



head over to Hegra, a UNESCO World Heritage site and the southern capital of the Nabatean Civilisation, with its ancient tombs carved deep into the red and golden rocks. There you will get to see one of the last trains of The Hijaz Railway standing in time.

Pilot next turn towards the west, and in the distance, where you will see Maraya, the Guinness World Record holder for the world's largest mirrored building reflecting the sun out to the sky, shining brightly like a diamond in the desert.

As the pilot turns south and takes you over the AlUla's three other most important heritage sites of Jabal Ikmah (the open-air library), back down over Dadan (the capital of the Dadan and Lihyan kingdoms), and lastly over the AlUla Old Town (the 12th-century medieval city).

As you land back at Fursan Village, it is then you will genuinely appreciate the beauty, heritage, and sheer majestic landscapes of this unique destination.

5 Reasons to visit Alula in the Summer

1 Escape the Humidity

AlUla has been a haven for travellers across the peninsula for centuries. The magnificent mountains of the AlUla valley give way to milder weather, allowing for outdoor dining in the evening and morning or night hikes and trails through stunning sceneries.

2 Summer Meteor Showers

With a 90% chance of clear skies in AlUla as opposed to other major Arabian cities, escape into the wild desert and get lost in AlUla's expansive

open spaces. AlUla's landscape is the perfect blank canvas for nature to paint twinkling stars across clear summer skies.

3 Skip the City Crowds

With packed malls in big cities across the Arabian Peninsula, summer in AlUla allows for a slower pace and more space to yourself. Find quiet contemplation in the AlUla Oasis or capture the UNESCO World Heritage Site of Hegra in peace. Instagram vs Reality? Not in AlUla.

4 Disconnect from the Everyday

Historically a central stop for weary travellers, AlUla has always been a place of respite and relaxation. Disconnect from routine and join us in our serene desert refuge this summer. With special wellness workshops and meditation courses offered at Habitas AlUla, now is the time to focus on you.

5 Immersive Experiences

Fly on KSA's longest and fastest zipline at the Adventure Hub and traverse the dunes in UTV Buggies. Hike through breathtaking canyons and gaze up at a never-ending sea of stars. For the best views of the region, embark on an epic helicopter tour or soar through the skies on an adrenaline-packed zipline experience. Check out more Summer friendly experiences in AlUla.



Jeddah

A global art scene awaits you

To wander Jeddah is to retrace the steps of traders and pilgrims, who for centuries thronged the streets of this thriving city, infusing it with a vibrancy and immediacy that still endures today. Known as 'the Bride of the Red Sea', Jeddah was welcoming visitors long before the Caliph Uthman Ibn Affan made the town the official seaport for the holy city of Makkah in 647CE. As the commercial heart of the kingdom, and a UNESCO World Heritage Site, Jeddah's inimitable blend of old and new makes it among the kingdom's most magical places to explore .

From the 7th century AD Jeddah was established as a major port for Indian Ocean trade routes, channelling goods to Mecca. It was also the gateway for Muslim pilgrims to Mecca who arrived by sea. These twin roles saw the city develop into a thriving multicultural centre, characterized by a distinctive architectural tradition, including tower houses built in the late 19th century by the city's mercantile elites, and







combining Red Sea coastal coral building traditions with influences and crafts from along the trade routes.

Today, the all-year-round warm city of Jeddah, the captivating hub, invites you to be part of the millions of worldwide visitors from traders and explorers since ancient times. Jeddah is the birthplace of worldwide arts and music, and a gathering spot for



multi-vibrant cultures, a unique blend that left its mark on Jeddah's exquisite cuisine of many fine dishes with global tastes. When you visit Jeddah, you will have the opportunity to witness a global heritage celebrated by UNESCO, from "Historical Jeddah" to exploring the antique designs of balconies, stone walkways and ancient sidewalks, as this destination unearths secrets that have inspired artists and writers. Here, you will have a chance to see the best view out there of the colorful sunset shades shimmering off the divine Red Sea shores. Underwater, you won't cease to be amazed by a magical diving experience that lets you gaze at the one-of-a-kind coral reefs, which have attracted journeys to discover its magnificence. With

that, the vibrant city continues to grant its visitors endless memorable experiences.

A marvel of art and architecture

Explore Jeddah's culture No Saudi city is as diverse as Jeddah, and this is amply reflected in its boundless cultural scene. Iconic sculptures by the likes of Joan Miro and Henry Moore



speckle the Corniche waterfront, or at the challenging work of contemporary Saudi artists that show at the Athr Gallery. It is also a city of near-constant reinvention. In Al Balad, perhaps the Kingdom's most evocative historical quarter, ancient coral stone houses are being restored, and new heritage-focused galleries, woodwork workshops, and cafes are springing up in once-derelict buildings. While Al Balad's labyrinthine Souq Al Alawi feels like a trip to the past, the box-like Gucci and Prada stores at the Boulevard shopping plaza to the north gleam like the future. This is Jeddah: a complex tapestry of history and culture, from the Hijaz region and far beyond, but always with an eye on tomorrow.

DON'T MISS

Nasseef House

On a plaza in the heart of Al Balad, this beautiful 106-room coral stone mansion was built in 1881 for wealthy merchant Omar Nasseef Efendi, and in 1925 was the home of Abdulaziz Ibn Saud, who would become the first king of a unified Saudi Arabia. With its carved roshan windows, roof terrace chambers, and wide stairwells on which camels used to ascend, it is now a captivating museum and a portal to the kingdom's ancient past.

Architecture and Attractions -

The museum owes its Ottoman-style architecture to the Turkish architect who came up with the initial design for Nassif House. Despite going through several renovations, the Nassif House museum still preserves its Ottoman architecture. The museum's central hall leads to the rectangular rooms and stairs to the south. Many of its rooms consist of artwork that dates back to the 19th century. The doors and hallways boast Arabic calligraphy that was done originally by Ottoman Turks.

There are two large Bay windows at the front side of the house, spanning over two levels above the main door. These windows have now become a staple of traditional Jeddah architecture. The ground floor is raised because of cisterns underneath it that store rainwater and keep the lower floors of the house cool. The museum also houses a library that has around 16,000 books belonging to King Abdulaziz University's central library.

Souq Al Alawi

Get lost in the labyrinthine lanes of Jeddah's Souq Al Alawi. Set within the walls of the old town, this is one of Saudi's largest traditional markets and a hive of color, scents, and sound. Wander the walkways to find stores and stalls laden with well-priced goods – spices, incense, textiles, and jewelry are just the tip of the iceberg – or to peruse carts brimming with delicious treats. The souq is especially enticing at sunset when the call to prayer sings out through the lanes.

Jeddah's floating mosque

Jutting out into the Red Sea with its iconic pale blue dome, the white marble Al Rahma Mosque was built in 1985 and has become one of the city's best-loved places of worship. White stilts suspend it above the lapping waves and at high tide, the mosque appears to float above the waters below. The circular interior is a beautiful tribute to traditional Islamic geometric design, with stained-glass windows and elaborate tile patterns. Praying here, before watching the sunset over the Red Sea has become a quintessential pilgrim ritual, but Jeddah's floating mosque is a favored draw for tourists too.

TOP ATTRACTIONS IN JEDDAH :

Al Shallal Park- Hear the screams of excitement emanating from the games as you pass the North Corniche.

King Fahd's Fountain - Make a night-time trip to enjoy the illuminated spectacle of the world's tallest fountain. Visible from all across the city, King Fahd Fountain is a much-loved Jeddah landmark, and a 30-year-old monument in the middle of the Red Sea. At 312 meters high, its waters decorate the sunset of Jeddah, and whether you are thinking of taking a picture or a video of that magical scene, seeing the fountain will not seem impossible no matter how far away you are. As the spectacular display of the fountain continues, you can walk around and try different kinds of food along with the various stalls in Alhamra Cornish. Seven is the most popular kiosk on the walkway.

Fakieh Aquarium - Explore the Red Sea and meet the creatures that populate Jeddah's coral reef at Fakieh Aquarium.

The Tayebat Museum - The Tayebat Museum offers an intimate view of the history and culture of Jeddah. Jeddah has a history that predates modern Arabia. For a fascinating look into Jeddah's long and cosmopolitan past, take a trip to the Tayebat Museum for a superbly curated representation of the city's 2,500-year history. Located in the Al Faisaliyah



district, the museum is housed in a multiroom complex that re-creates the traditional Hijazi architecture of the old city, with bay windows overlaid with intricate wooden latticework and ornate coral masonry. With several floors of in-depth exhibits, the museum offers a living history lesson on the foundation of Jeddah, Saudi Arabia, and the wider Arabian Peninsula. There is also an entire floor dedicated to the city's rich Islamic heritage.

SHOPPING IN JEDDAH

Mall of Arabia - One of the favorite destinations for families and individuals, Mall of Arabia has both entertainment and shopping cafés and restaurant options that span a large area, at approximately 261,000 square meters.

Red Sea Mall - One of the biggest shopping centers in Jeddah City. There are more than 600 stores and shops of the latest women's and men's fashion, including high-end international brands such as Burberry, Beverly Hills Polo Club, Polo Ralph Lauren, which offer a

variety of clothing designed by famous designers. You will also find home accessories in West Elm, which offers paintings, shabby chic shelves, high-quality woven sofas, as well as health and beauty stores. You can also find offices and stationary in the Virgin world which also has electronics and many other things. One can find a variety of luxury and exclusive fragrances in Paris Gallery and Joe Malone, as well as Penhaligon's must-have perfumes.

The Multicultural Souqs of Jeddah - The traditional folk markets add a unique cultural value to Jeddah. The cultural openness of Jeddah manifests in these markets' old ancient alleys and modern buildings that gathers peoples from all around the world. It is your must-visit place for traditional local goods along with various consumer goods where most come from the sea. It is the ideal destination to get hard-to-miss souvenirs and handmade goods.

The Perfect Mixture of Saudi Identity & Innovation - You will be astounded by the numerous diverse

luxurious local stores when you visit Jeddah. It is one way of getting to know the culture of its residents as well as their innovative and creative brands, which reflect the Saudi authenticity and identity in local fashion, jewelry, home accessories, and French and oriental perfume manufacture.

WHEN TO VISIT

The weather here is clear and settled. Starting from October, the summer heat diminishes into the cool and favorable season up until April, i.e., for 178 days the temperatures will range between 17 and 30 degrees Celsius with light gentle wind perfect for enjoying outdoor activities and adventures.

ENJOY JEDDAH FROM OCTOBER TO APRIL.

As for the rest of the year, the weather conditions push for indoor activities, in which global unique restaurants and boutiques, as well as seafront cycle paths, are bustling with visitors.

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BE INSPIRED



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