

TravelTrendz

International

March / April 2021

a travel lifestyle publication

Innsbruck

Winter Fairy Tale

Munich

Simply Luxurious

Barcelona

Majestic Hotel & Spa

Pakistan

Amazing North

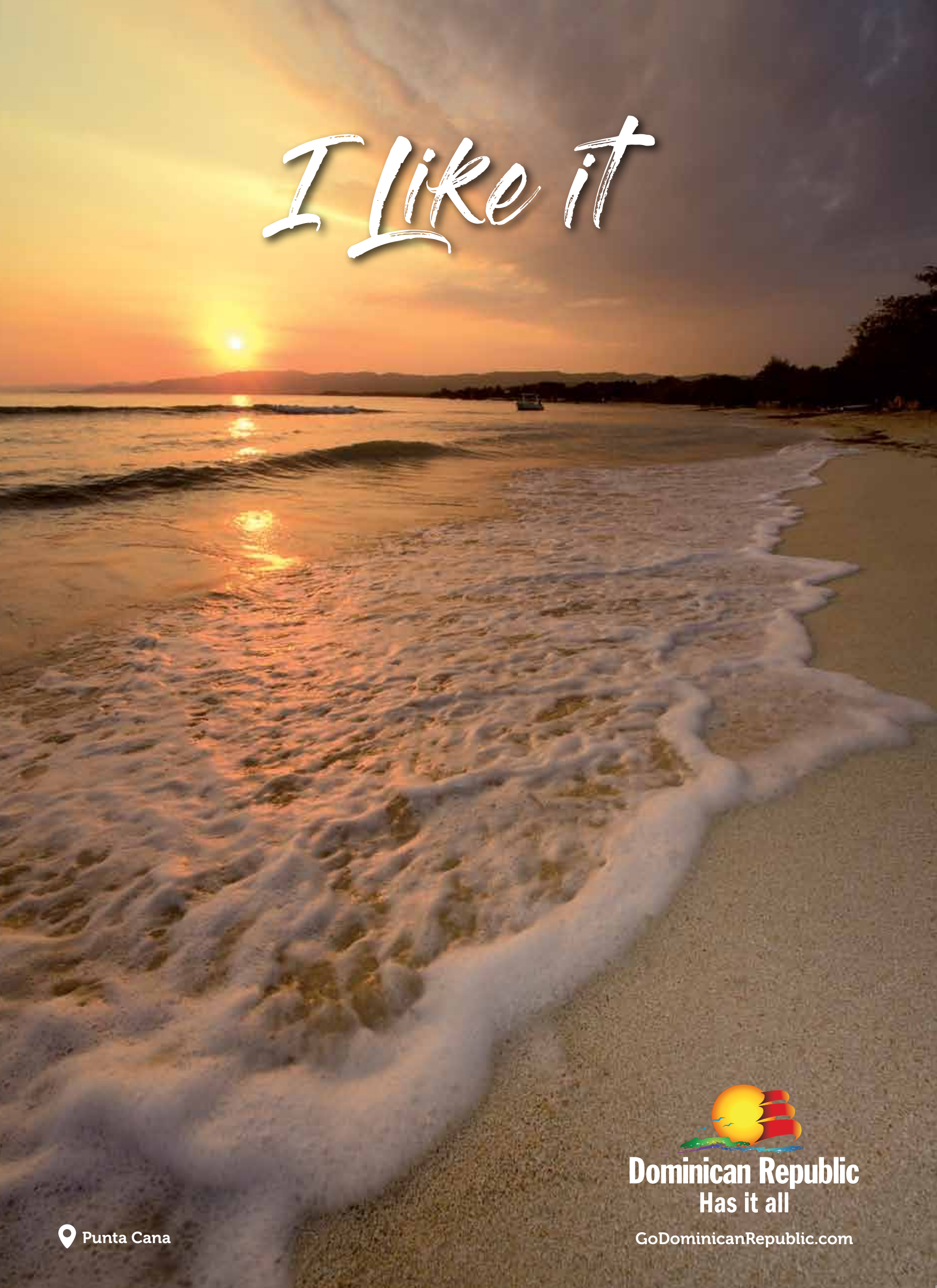


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THE IDEAL FAMILY GETAWAY

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The Resort is located next to and looks directly across Sharjah's beautiful Khalid Lagoon and Al Majaz Waterfront and provides an excellent range of newly refurbished Villa accommodations and facilities in a prime location, whilst ensuring unrivalled privacy to guests.

www.marbellaresort.com
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The pandemic is still there with no end in sight. The entire industry is in trouble and travelling is not coming to the desired level. Corona Virus is not in control and no solution till now. The vaccines are coming but not out yet. The industry is still facing a huge challenge even bigger than ever. Individual countries are looking for ways and means to kick start the economies but the travel and tourism is the key to revival.

In this issue as always, we offer new and exciting options to our readers as destinations are gradually opening. The top destinations and Hotels are being introduced as never before. Do miss the article on Innsbruck, Austria with its own winter fairy tale. Learn more about the amazing heritage of Pakistan. We have featured the amazing Montenegro and Dominican Republic. Do not miss the articles about the beaches and diving sights of Maldives and the simply luxurious city of Munich.

We have covered the top notch hotels in this issue such as the Evian Resort at Lake Geneva. Learn more about Mandarin Oriental Hotel in Munich and the Majestic Hotel & Resort in Barcelona. We have featured two amazing properties in Maldives, Adaaran Prestige Vadoo and Adaaran Select Meehupparu.

As always, read about the news and views relating to the hospitality industry plus learn about what is happening in the Airlines and Aviation Industry.

So, have a good time reading...

Ken Chapman
Editor



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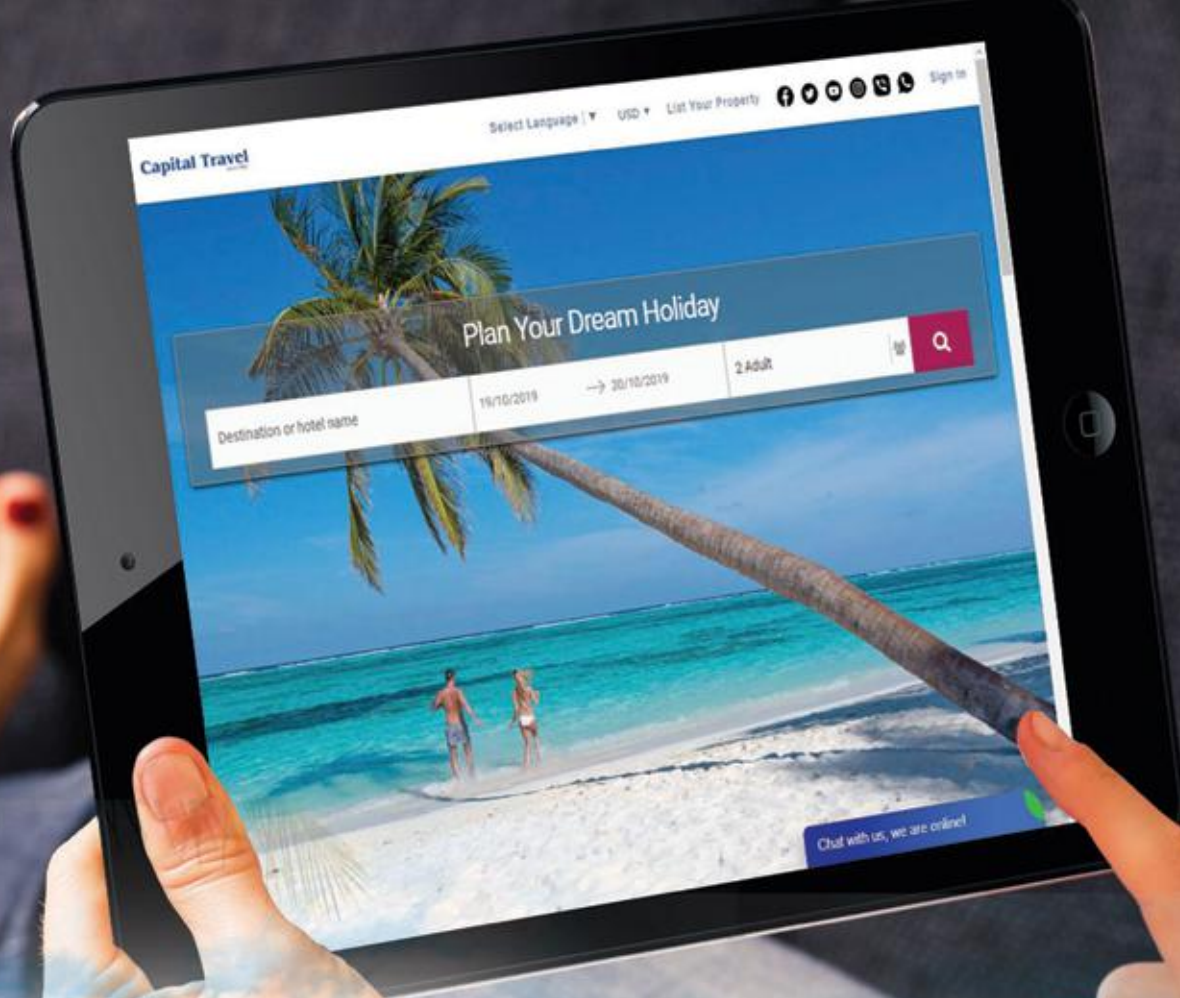
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INNS' BRUCK



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Innsbruck – a winter fairy tale

Enjoy unforgettable winter experiences in the region of Innsbruck. A winter wonderland for activity seekers, mixed with charming traditions, welcome you in the region of Innsbruck.

If you consider visiting the region of Innsbruck in winter, you should not miss these five things.

1. Enjoy the view from the Top of Innsbruck

Directly from the old town of Innsbruck at over 2,300 meters: the Nordkette makes Innsbruck unique. That's why every Innsbruck holidaymaker should have taken the Nordkette cable car from the Congress to the Seegrube and further on to the Top of Innsbruck

once. In a few minutes you are from the state capital in the Karwendel Nature Park. Get off there and let your eyes take effect: Innsbruck, the Inn Valley, even as far as the Brenner and the Stubai Alps.

More information: www.nordkette.com

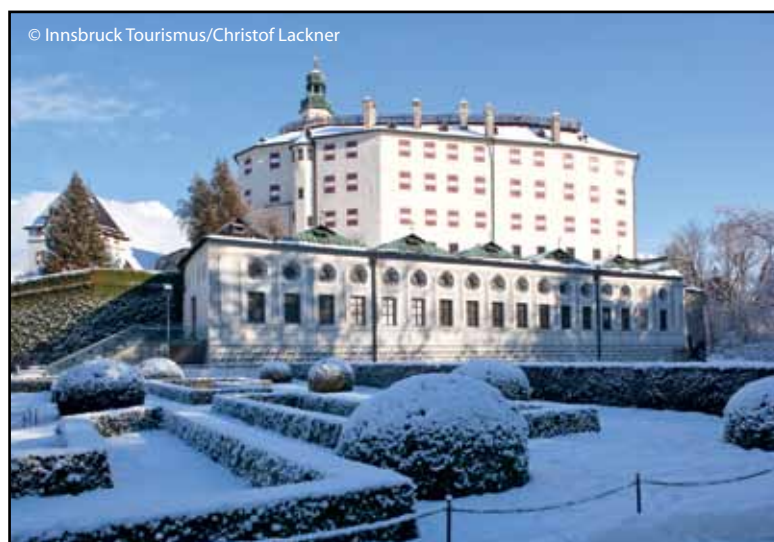
2. Winter markets

Seven winter markets with over 200 stalls: Innsbruck is popular for its alpine-urban atmosphere. Whichever alley you stroll through or whatever view you are enjoying, a winter market is not far away. Opening time: from the 15th of November onwards.

More information: www.christkindlmarkt.cc



© Innsbruck Tourismus/Christof Lackner



© Innsbruck Tourismus/Christof Lackner



3. Bad weather programme: Culture

Even if the weather doesn't play along, there is a lot to do in Innsbruck's 800-year-old old town: the Golden Roof, for example. From here it is only a few minutes' walk to the imperial Hofburg, where you can still visit the state rooms and the imperial apartments as well as the chapel. A little outside the magnificent Ambras Castle awaits. Psst: Take the Sightseer hop on hop off bus and discover the most beautiful attractions in the city.
More information: www.innsbruck.info

4. Skiing adventures

The region of Innsbruck provides ski resorts for each level of skiing: from beginners to experts. Do not miss any slope with the Ski

Plus City Pass, which includes 13 ski resorts and 22 admissions to the most important sights in the region of Innsbruck. Ski busses are connecting Innsbruck with the ski resorts. Available from a duration of two nights onwards.

More information: www.ski-plus-city.com/

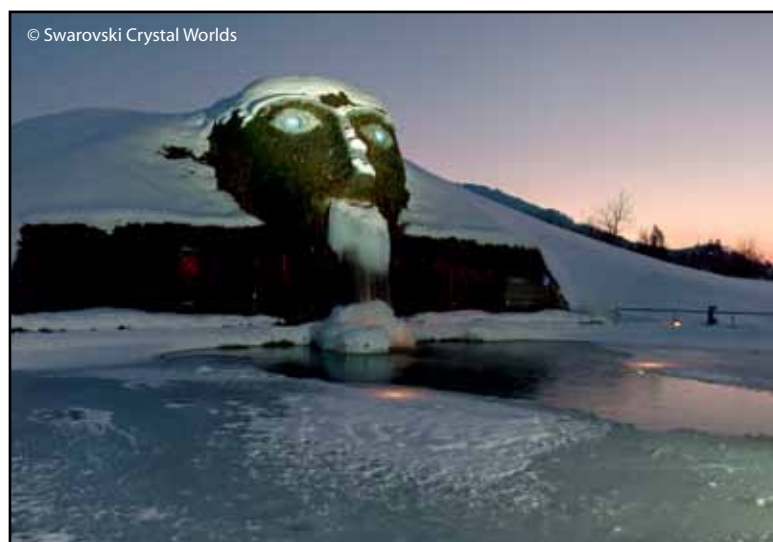
5. Visit the Swarovski Crystal Worlds in winter

One of the main attractions close to Innsbruck are the Swarovski Crystal Worlds, which belong to the most visited sights of Austria. Crystalline fairy tales and a multi-faceted universe are featured there. Don't forget to also stop by at the fascinating Swarovski Shop in Innsbruck's historic old town.

www.innsbruck.info/en



© Innsbruck Tourismus/Daniel Zangerl



© Swarovski Crystal Worlds

COLONA CASTLE

Luxurious Boutique Hotel in Cape Town



Colona Castle, a renaissance of a landmark graded 5 Star, is exquisitely transformed with contemporary comforts into a Luxurious Boutique Hotel in Cape Town, which combines luxury and intuitive service with breath-taking panoramic vistas of Table Mountain, Cape Town's southern suburbs, Sandvlei Lake, False Bay and its legendary beaches, the South Atlantic Ocean and the Winelands rugged mountains.

You will gaze out of the window of the Breakfast Hall, assess the weather, and correctly identify your preferred excursion for that day, unique and exclusive, be it

- A pristine visit to Cape Point & the Cape of Good Hope long before the crowds arrive
- Kalk Bay and its picturesque fishing Harbour with quaint Shops and Hip Restaurants
- A walk on the legendary False Bay beaches whose warmer sea entice a swim
- Whale watching from May to October & Shark breaching with world-renowned Chris Fallows of National Geographic, Discovery Channel fame.
- Spectacular sunrises over the Stellenbosch Winelands, its mountain range & False Bay
- A round of Golf at one of 4 world-class Golf courses within 3 to 10 minutes drive...
- Watersports, and more of the usually expected.

Located in the epicentre of Greater Cape Town with easy access of all places of interest and only 25 minutes from the airport or the Waterfront, it appeals to clients who wish to distance themselves from the "hustle and bustle" of a city and stay in a quieter place with easy access to Table Mountain, the penguin colony at Boulders Beach, Cape Point Nature Reserve, the Botanical Gardens, Waterfront and the Winelands.

Colona Castle is a magical Villa of great quality offering character, exclusivity and infinite charm with 5 Full Suites and 3 Bedroom suites, for honeymoons, small incentives groups, Golf groups, for special guests or families, or simply to charm inquisitive and discerning visitors with exceptional hospitality, personal service, haute cuisine.

All Suites and interiors have high quality furnishings with treasured antiques and objets d'art collected over many years. Five air-conditioned sumptuous Suites, one Family Suite and two Superior Bedrooms cater for every comfort



and convenience. Conservation and responsible tourism practices in place to reduce our carbon footprint.

Therapeutic Massages and Spa treatments are available upon request.

The award-winning Executive Chef's inspired presentations are an artful combination of the Cape's finest and freshest organically grown ingredients – a rare culinary celebration in the superb architecture of the candlelit Dining Hall. Private dinner parties for selected guests can easily be organised upon request. Alternatively, a myriad enticing restaurants nearby will tantalize your tastebuds.

A personalised Concierge Service is available to ensure a memorable stay for guests.



Montenegro

Make your own path
in the wild nature



Montenegro is made for all kinds of adventures. In winter, in summer – it doesn't matter – you can choose from among so many things. You can explore mysterious depths of the coastal area or strength of the sea waves in the furthest south. While making your next move, experience hospitality of the people in the arms of nature. Make your own path in the wild nature.

There are three colours present in the Montenegrin landscape: blue, emerald green and iron grey, amazingly combined and interwoven, because of its priceless natural beauty, Montenegro was proclaimed an ecological state through a special declaration.

The fabulously jagged coastline of the Adriatic Sea offers you the variety of beaches, coves, bays and islets that you have

been dreaming of. The reality is even more exotic than the promises found in tourist brochures. The world's southernmost and probably the most celebrated fjord in verse, beautiful Mediterranean Kotor Bay, as well as the whole seacoast, is sheltered and shielded by the karstic mountains. The high mountains can offer you an unforgettable experience with their hidden lakes, numerous pastures, forests, pointed peaks, diverse flora and fauna, fast mountain rivers and imposing canyons.

The Capital of Montenegro is Podgorica which has to offer something for each taste and profile of visitors. Diverse offer is characterized by a rich cultural heritage, natural and architectural attractions, rich aquatic resources (five rivers and three lakes),



which justifies the name of "City on the Water." CentreVille Hotel & Experiences, the preferred choice of stay in Montenegro is placed here.

In 1991 Montenegro was proclaimed ecological state. Generous and miserly, cruel and graceful, fascinating nature of this country has always aroused excitement and inspiration.

"The most beautiful meeting of land and sea at the time of the birth of our planet" (J. G. Byron) has created many small bays and a large Bay of Kotor, hidden wild beaches and a thirteen kilometers long Velika plaža with healing powers. White and grey waste land of limestone area rises above the

coastline. "Sea of rocks" is only one segment of the sumptuous mosaic. In the central region there are the fertile Zetska and Bjelopavlicka plains and a bird paradise - Skadar Lake. Then there is a wreath of mountain ranges over 2,000 meters high. Apart from the peaks, they are adorned by woods, spacious pastures, forty lakes, impetuous and clean rivers, deep and mysterious canyons. The worlds of beauty are under water and underground - in many caves whose exploration has only begun.

Montenegro has five national parks. Durmitor with the Tara River Canyon is part of the world natural heritage. The Tara River Canyon is on the list of international biosphere reserves. As a rare wetland habitat Skadar Lake is included on the Ramsar List.



Simply Munich

Simply luxurious

Stately architecture, luxurious hotels, chic shopping boulevards and award-winning restaurants embody Munich life just as much as its beer garden flair, love of football, the fun-filled atmosphere on the banks of the Isar and all the spots for enjoying a coffee with good friends. So, what does true luxury mean in Munich? It means sitting back and immersing yourself in everything the city has to offer.

The luxury lifestyle starts with your accommodation. With sumptuous spas and gyms, comfortable suites, culinary treats and exquisite service, Munich's luxury hotels have everything you could want and more. There's a good reason why establishments like München Palace, Königshof, Sofitel Bayerpost, Hilton München Park, Bayerischer Hof, Mandarin Oriental, The Four Seasons, The Charles and The Westin Grand rank among the world's best hotels. Munich is currently launching a number of new state-of-the-art lifestyle and design hotels in the luxury segment in an effort to woo its discerning guests.

Whether it's Michelin stars or Gault Millau torques, all awards are based on a vision, a great love of food, expert craftsmanship and, last but not least, all the hard work that every creative head chef and their team put in on a daily basis. Munich seems to inspire leading chefs, with the Bavarian capital topping the gourmet charts year after year. A total of eight Munich restaurants have scored top marks ranging between 17 and 19.5 (out of a possible 20) in the 2018 edition of the Gault-Millau gourmet guide.

While it doesn't quite reach the 500-year mark, the symbol awarded to royally appointed suppliers has been guaranteeing good quality for an impressive 200+ years. The title was awarded to craftsmen, producers and companies by the Wittelsbacher dynasty, who once ruled over Bavaria. Nearly every area of day-to-day life was covered by one of these royal suppliers, who were selected to receive the title on account of the superior quality of their goods. Many of these companies still sell their exquisite products today, including the watchmaker Andreas Huber, the jeweller Hemmerle, shoemaker Eduard Meier, fabric warehouse Radspieler, delicatessen Dallmayr and the porcelain maker Nymphenburger Porzellanmanufaktur. A stroll down Munich's grandest shopping street, Maximilianstrasse, is the ideal way to catch up with the latest trends from luxury international clothing and jewellery brands or purchase a designer piece or two of your own. The Brienner Quartier in Brienner Strasse reflects the elegance of a high-class shopping culture in its classical buildings. Exquisite stores – some of which remain family-owned to this day – blend the traditional with the modern for a unique shopping experience.



In Schloss Nymphenburg (Nymphenburg Palace) and the Residenz palace, Munich has two royal seats, which it has watched evolve over the centuries. The Wittelsbacher family ruled over Bavaria for 738 years, longer than almost any other dynasty in Europe. The Residenz is Germany's largest city centre palace and the interior design of its magnificent rooms ranges from the Renaissance to Classical styles.

Schloss Nymphenburg, the birthplace of King Ludwig II, combines architecture and gardens to create a Baroque Gesamtkunstwerk. The BMW Museum and BMW Welt pay homage to the culture of automobiles. Exclusive stores, multi-award-winning restaurant EssZimmer, guided factory tours, the Premium Lounge, and a carefully designed vehicle collection package transform a trip to BMW Welt into an exclusive experience.

At the Allianz Arena, the stars of FC Bayern treat visiting teams to a different kind of Munich experience. The exciting collections and visiting exhibitions at FC Bayern Erlebnisswelt (FC Bayern Experience World) are sure to get any football fan's pulse racing.

Saunter not speed: Slowing things down instead of rushing around is a rare luxury nowadays. And where better to stop, take a breath and unwind than the green oasis of Munich? Cultural gems, such as the park at Schloss Nymphenburg, the Englischer Garten, Hirschgarten and countless other parks and gardens, like Maximiliansanlagen and the eastern banks of the Isar in south Munich, are an ideal place to while away the hours. If you're looking for even more fresh air, then try Munich's beautiful surrounding area with its lakes and mountains.

www.simply-munich.com



MANDARIN ORIENTAL, MUNICH

MOST EXTENSIVE RENOVATION IN THE HOTEL'S HISTORY

Mandarin Oriental, Munich has unveiled all new guest rooms and suites to confirm its position as one of the leading luxury hotels in Germany.

Quietly tucked away in a side street, yet centrally located near the famed Maximilianstrasse, Mandarin Oriental, Munich is an elegant gem, combining timeless, sophisticated charm with a contemporary, modern design and subtle Oriental accents. The hotel provides the highest levels of personalized service in the very city centre and is home to a selection of stylish, elegant restaurants and bars, including Matsuhisa, Munich by world renowned Chef Nobu Matsuhisa. The hotel's elegant and spacious 48 guestrooms and 25 suites offer the finest in international luxury and, along with the stunning rooftop, feature views that stretch across the picturesque surroundings of the old town.

Hamburg-based design studio cm-Design has implemented a well-orchestrated mix of styles, colours and patterns, combining furniture with historic heritage with a fresh and contemporary look and colour scheme.

In addition to state-of-the-art technology in every room and suite, the completely redesigned bathrooms in black and white tones incorporate advanced sustainable technologies to minimize energy and water consumption. Guests will enjoy a variety of newly introduced in-room amenities and services, ranging from personalised butlers to locally produced biodegradable coffee capsules for Nespresso machines, a private bar with daily creations by Matsuhisa Munich. New art concepts can be enjoyed in each room, which feature individual mountain images by local artist Felix Rehfeld. The centrepiece of the collection, an art installation of 100 miniature mountain paintings, is prominently displayed in the lobby of the hotel. The art in all suites includes a mountain massif exclusively produced for the hotel by Royal Bavarian porcelain manufacturer, Nymphenburg.

www.mandarinoriental.com/munich





SUMMER AT THE EVIAN RESORT

A place to escape and revitalise surrounded
by lake and mountains

Overlooking the beauty of the crystal-clear water of Lake Geneva and the purity of the Alps, the Evian Resort enjoys an exceptional location that offers the ideal setting for a great summer vacation. Picture postcard scenery, a blend of simplicity and a relaxed way of life.



E Evian, a wellness destination

In the heart of Haute-Savoie, a region blessed with outstanding natural heritage, Evian is the ideal destination to escape and revitalise. Famous for its world-renowned mineral water, this lakeside town is bursting with architectural jewels such as the Palais Lumière and Cachat Spring. Just a 2 hr 15 min drive from Lyon, 4 hrs 30 min from Paris by high-speed train, and 45 minutes from Geneva on Evian One - the Evian Resort's exclusive shuttle for a spectacular arrival via the lake - Evian is a holiday destination worth (re)discovering!

Evian Resort, a haven of peace amidst nature

Located in the hills above Evian within extensive private 47-acre grounds, the Evian Resort's two hotels afford breath taking views of Lake Geneva and the French and Swiss Alps. Two unique establishments for an unforgettable stay: the Hôtel Royal***** Palace, an exceptional place with the perfect combination of Belle Epoque charm and stylish contemporary design, and the Hôtel Ermitage, an authentic and welcoming 4-star hotel featuring subtle touches of nature.

At both of the Evian Resort's hotels, accommodation is free of charge up to 13 years of age. Everything has been designed to offer families well-being and comfort: connecting rooms with suitable sleeping arrangements, special menus for little ones, indoor and outdoor play areas. The hotels also offer a daily programme of free activities for moments spent unwinding or bonding in a stunning setting. Activities include: Forest bathing, wine tasting, boot camp, pilates and treasure hunts.

Children can also take advantage of specially-designed activities at the Kid's Resort and have their meals there. A playground of over 1,000 m² with a private pool and age-appropriate spaces for children and teens aged 4 months to 15 years of age (a charge applies for infants aged 4 to 36 months, free of charge from 3 years of age). The perfect place for them to develop their creativity, have fun and make unforgettable holiday memories!

Sport & Culture, tailor-made leisure pursuits

The Evian Resort's privileged location surrounded by lake and



mountains provides the opportunity to partake in numerous outdoor activities. In addition to golf instruction programmes at the Evian Resort Golf Club Academy or tennis lessons in the grounds of the Hôtel Royal, the Evian Resort provides its guests with an exclusive in-house service: its Sport & Culture department. The team comprising professionally qualified activity leaders with expert local knowledge is on hand every day to organise bespoke activities tailored to each guest's desires, budget and individual ability. The Sport & Culture team takes care of everything! Services include return transportation in a private shuttle departing from the hotels along with the required equipment (an additional charge applies for some activities).

By oneself, with a partner or with friends or family: each to their own pace and desires!

Guests can enjoy a walk for fitness or contemplation in exceptional sites, breathing in the fresh mountain air; explore the history and heritage of Evian and take in a unique experience at the evian® water bottling plant discovering the water's journey from spring to bottle; sail on Lake Geneva and admire the stunning panoramic mountain views of Haute-Savoie; experience a whirlwind of emotions descending the white waters of the Dranse river while rafting; recharge one's batteries exploring the trails and undergrowth in the hills above Lake Geneva; head off on superb mountain bike rides immersed in nature; or drive along the shores of the lake into neighbouring Switzerland to visit Chillon Castle, the historic home of the Counts and Dukes of Savoie. Guests can also choose to tranquilly admire the stunning scenery, walk long the lakeshore or enjoy days spent relaxing by the pool.

The ideal playground for sports enthusiasts with water sports on the lake (stand-up paddle boarding, water skiing, rowing, kayaking, sailing, catamaran...), white water sports (rafting, hydrospeed, canyoning), sports in nature (tree-top adventure course, mountain biking, pot-holing, horse-riding), airborne sports (paragliding, microlight). Not forgetting golfing on the stunning course at the Evian Resort Golf Club or at the Academy.

Discovering the wealth of cultural offerings around Lake Geneva

On the Swiss side: the Lavaux vineyards (UNESCO world heritage site), the Pierre Gianadda foundation in Martigny, Chillon Castle, the Chaplin Museum in Vevey, visiting Lausanne or Geneva...

On the French side: visiting the town of Evian, exhibitions at the Palais Lumière centre, Ripaille Castle, the medieval town of Yvoire...

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www.michide.com

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reservation@evianresort.com
www.evianresort.com

THE MAJESTIC HOTEL & SPA BARCELONA

The hotel is the first of its kind
on the Paseo de Gracia to reopen its doors

The Majestic Hotel & Spa Barcelona reopens its doors after being temporarily closed due to COVID-19 restrictions. Located in the heart of the Paseo de Gracia, the emblematic hotel is the first and only in its category to return and does so with more strength and enthusiasm than ever to fill the days and nights of Barcelonians and, of course, of all the tourists who visit the Condal city.

The hotel has been working hard to continue offering all its guests the same quality standards and those tiny touches of luxury and comfort that have characterized this hotel throughout its more than 100 years of history. Nonetheless, given the current situation, it also guarantees, from the very day of its reopening, compliance with the health measures established by the Ministry of Health.



Among these, the rigorous measures of hygiene in the rooms stand out, which include the deep cleaning of all fabrics, changing the filters in the air conditioning after each client leaves, and the delivery of a "COVID-free set" that includes a mask holder, face masks, hydroalcoholic gel, and disinfectant wipes.

In addition, the guests' temperatures will be measured once they walk into the establishment and the employees will give them a mask holder at the hotel bar to prevent them from leaving their masks on the table.

To celebrate its return, the Majestic Hotel & Spa Barcelona is reopening with special prices that range from €159 for the Deluxe double room or from €249 for the Junior Suite, as well as unique conditions and prices in La Dolce Vitae and El Bar del Majestic. Without a doubt, this is a wonderful opportunity to enjoy the hotel and celebrate an anniversary or a birthday, or to simply indulge in a moment of joy in one of the most emblematic hotels in our country.

To the wonderful news of the reopening can be added its recognition from Condé Nast Traveller Middle East – Readers' Choice Awards 2020, where the hotel has been nominated under the categories of Best International Urban Hotel and Best International Hotel for Business, and, at the same time, the jury of the Beyond Luxury Awards awarded the Majestic Hotel & Spa Barcelona two of its coveted awards: Best Guest Experience 2020, for the exclusive experiences we offer our guests, and Best Hotel Suite 2020, for the Majestic Royal Penthouse. This is certainly another reason that inspires and gives a great boost of encouragement and positivity to the entire tourism industry.

In addition, the La Dolce Vitae terrace will also remain open offering its culinary selection under the supervision of the establishment's consultant chef, Michelin-starred Nandu Jubany, giving rise to a fresh and upscale selection. Looking out over an impressive skyline with the most emblematic architectural icons of Barcelona, such as the Sagrada Familia, Gaudí's Casa Batlló, and Jean Nouvel's Torre Agbar, La Dolce Vitae is the perfect terrace to escape from the monotony and slip away with your partner or friends. Since its opening, the Majestic Hotel & Spa Barcelona has been an emblematic place for Barcelonians as well as national and international travelers, a witness to and protagonist in important political and historical events, welcoming the most important names in the social, cultural, political, and artistic fields.
www.hotelmajestic.es



HOW NEW TECHNOLOGY REVOLUTIONIZES TRAVEL INDUSTRY



In recent times, it has been often claimed that travel and technology have the perfect combination. This joint force is presumed to play an extremely crucial role in the way one perceives travel these days. Technology has become such a growing part of the travel and leisure industry that according to a Google Travel Study, over 74% of travelers prefer to plan their trips via the internet, whilst only 13% choose to use travel agencies. Millennials are a group who have played an important role in this paradigm shift. They are the kind who are always looking for the next best chance to go for an adventurous trip. With the aid of technologically-advanced services combined with the power of social media, millennials have seen to redefine travel altogether.

Considering this is a growing subject of interest for airlines, travel boards, companies and professionals in general, Dr Sanjay Batheja, Co-Founder & Director of Capital University College explores how technology has revolutionized the travel industry. Dr Batheja ventured into the education industry in 1998 with a vision to offer affordable, flexible and quality assured education to the UAE students. In line with this vision, Dr Batheja has successfully developed structured programs in the field of tourism, hospitality, design, business and management and has guided students to win awards and ignite their entrepreneurial journey.

Mobile Technology

This is undoubtedly the main character in this travel sector. The cell phones have replaced the need for a tour guide, nearby restaurants, travel agencies, locations, map and many other features. Phones are by your side throughout the journey. According to a research conducted by TripAdvisor, 45% of its users rely on smartphones for almost everything they wish to do on vacation. Hence, the industry has seen a growing need to adapt these corporation services and communications to its smart devices. For instance, you may see travel agencies and hotels have an information service on Facebook and other social media handles.

Augmented Reality

Augmented reality or virtual reality have also been prime members of the travel world. This trend has all the possibilities one could potentially offer. Numerous companies are using this to show cabins on a cruise or even transport travelers to a whole new world in just a few seconds. In the current times, it is possible to teleport oneself to the most remote locations without even getting off your couch. For instance, there is this application called Everest VR App that allows people to view the top of the world without necessarily having to climb to the top. On the other hand, if you prefer, you can even cross the Grand Canyon in a Kayak while enjoying the landmark's sights and sounds virtually.

Internet of Things (IoT)

The Internet of Things intends to bring in a significant number of updates to the tourism industry. These include integrating sensors that are connected to the Internet on the inside of items like suitcases, buildings, cars and other vehicles. In fact, many travel and hospitality industrialists claim that the Internet of Things is perhaps going to be the next major transformation that will bring personalization as a promising feature to its customers. Apart from that, other hotel properties have this in-house app where they allow clients to interact with the room's thermostats and control the television in the room. There are also suitcases wherein the devices allow customers to use cell phones, enabling one to follow their suitcase at any time in order to avoid any baggage loss.

Big Data

Recently, Big Data has received a lot of attention. However, this digital tool is yet to show all the opportunities that lay ahead for the travel industry. Nonetheless, there are many industry experts who are also using it. For instance, the Melia Hotel Chain uses information about their guests to identify their best target audience for marketing campaigns. Primarily, big data examines the database to check the amount spent, the key reasons for the trip, the country of origin and to cross-check various other information. This will help organizations to make a better segmentation to their campaigns that will only increase efficiency, accuracy and optimize their investments.

Although we see technology and travel to have a symbiotic relationship, there is a lot to explore in this arena that will make this industry more resilient to its challenges.

In line with this, Capital University College has recently launched a Master in Tourism Management in exclusive partnership with Italy's Rome Business School. The program is the region's first European Accredited course that will rekindle the passion for tourism and allow one to create enhanced tourist experiences that are tightly knit with local cultures, environment and authentic flavours with an approach that will elevate both knowledge and experience. Throughout the program, professionals will be able to get exposure on the managerial end and grasp advanced techniques that will guide them to become a prominent manager in the hospitality sector.

www.capitalcollege.ae



MALDIVES

SCUBA & SNORKEL

*Embark on the Atmosphere Journey
with Best in Class Diving Facilities*

The warm, crystal-clear waters of the Maldives boast some of the best diving and snorkel sites in the world. Like scattered pearls across the Indian Ocean, the tropical islands of this archipelagic nation are surrounded by pristine coral reefs, sandy banks, myriad of awe-inspiring marine life and underwater gorges of incredible beauty, making Maldives one of the best places in the world for scuba diving and snorkelling.

Home to 26 atolls, which span over 500 nautical miles from Haa Alifu in the North to the Addu Atoll in the South, the Maldives packs a punch when it comes to idyllic islands and resorts. Such a private resort group is Atmosphere Hotels & Resorts, offering an ultimate scuba and snorkel experience all-year-round in renowned, luxurious accommodation surrounded by some of the world's most beautiful natural settings.

OBLU by Atmosphere, Helengeli Island

OBLU by Atmosphere at Helengeli, a four-star superior resort is renowned for its Exotic House Reef. Situated in the North Atoll and just 50-minutes away by speedboat from Male' International Airport, the resort comprises of 136 villas in 4 categories and has over 30+ exotic dive spots in the nearby vicinity.

A significant part of the OBLU holiday experience lies just below the surface, in the azure blue waters with its incomparably pristine house-reef. Being extremely safe for free diving and with a friendly access to the resort, these exotic house-reef are one of the major attraction ideal for snorkelling, channel diving and sighting predatorial deep-sea fish!

Whether you are ready to take your first breath underwater; or you are an amateur Diver keen to explore further with dive professionals; Or you are a seasoned diver enjoying the wonderful underwater life of the Maldives; 'TGI Helengeli', the certified Dive School, will arrange that perfect dive for you.

OBLU Select Sangeli, Sangeli Island

Situated at the North-Western tip of Malé Atoll, the island of Sangeli, home to OBLU Select, is a five-star resort offering the discerning traveller an all-encompassing hassle-free beach holiday experience in the Maldives. The resort has a variety of 'contemporary designed' villas and suites, a selection of restaurants & services, amidst some of the most exotic dive and snorkeling locations in the entire Male' Atoll.

Here, PADI courses are available at 'TGI Dive & Watersports Centre' at Sangeli. Blessed with vibrant and exotic locations suitable for both snorkelling and diving, the multilingual team of TGI professionals are ready to take you through the wonder of Maldives lying below the surface of the water.





Atmosphere Kanifushi, Kanifushi Island

With its own unique variety of marine life and reef formations, Lhaviyani Atoll is a paradise for snorkellers and divers. Situated just 30-minutes via a scenic Sea Plane transfer from the International Airport, Atmosphere Kanifushi is home to 172 detached villas and suites, where you can enjoy access to the pristine white beaches and beautiful turquoise lagoon surrounding the island. The full allure of Kanifushi exists both under and upon its waters – the sea and air are alive with adventure and the key to appreciating these elements of nature lie in the expansive Diving and Water Sports Centre by 'Dive & Sail'.

The resort's PADI licensed dive centre is run by a multilingual team of professionals who facilitate a variety of dive courses, dive certifications, and advanced diver training. Dive & Sail features a comfortable reception area with plenty of information about the local marine life to browse through.

VARU by Atmosphere, Madivaru Island

VARU by Atmosphere, the five-star resort is nestled in the pristine Indian Oceans of the Maldives. Accessible under 40-minutes via a speed boat, the resort offers a truly Maldivian experience.

The PADI certified dive centre here is equipped with state-of-the-art gear and experienced multilingual diving instructors who are here to chart your journey into the magical underwater world. Led by experienced instructors, the exciting diving excursions are just a short boat ride away from the resort. Head out on snorkelling excursions to spend a few hours immersed in the vibrant underwater world of coral reefs. Or, dive into the clear, warm ocean on a sunny day and experience the magic of vibrant coral, colourful reefs, manta rays, moray eels, and whale sharks.



The Swarovski Crystal Worlds Store

A Window to Crystalline Brilliance

The store is home to many mesmerizing displays including the Frozen Landscape and The Globe

The store in the garden of the Giant at Swarovski Crystal Worlds delights visitors with its unique design and a wide range of marvellous souvenirs, products and displays.

Visitors first enter the Swarovski Crystal Worlds store through a pathway embedded with fascinating lights and sound installations designed by Snøhetta of Norway.

The store's design winds around naturally like the flow of a river. Shadowing this riverine landscape from atop is the spectacular

"The Starry Mosaic Sky" by Bisazza, a glittering starry sky made from shiny black mosaic tiles. To create a striking contrast, the landscape is of white display cases and elements made from fine woods, and the targeted lighting creates a charmingly variant mood.

One of the most recent displays in the store is the "Frozen Landscape" made by Dutch set designer Marcel Van Doorn. Because the previous year has forced us all to stay put and focus on our immediate surroundings, Marcel was inspired by his environment to create a nostalgic winter fantasy that takes visitors back to the cold winter nights from childhood memories.





The "Frozen Landscape" stage displays various elements on a frosty landscape each telling its own unique story. Those include a magical gingerbread house of ice and snow, which is based on the Swarovski family's villa built in 1907, and a wishing tree surrounded by winter wildlife.

Another magical piece displayed in the store is "The Globe" created by designer duo Studio Job by integrating silver nickel plated polyester, Indian rosewood and Swarovski crystals. The

sphere that was originally designed as a chandelier for Swarovski Crystal Worlds weighs about 1,000kg, has a diameter of 175cm and is adorned with half a million Swarovski crystals.

The store includes many other displays that are bound to awe guests, as well as exclusive products and souvenirs. Swarovski Crystal Worlds has reopened on the 25th of January, and it's time to visit and enjoy its many charms. kristallwelten.swarovski.com



PAKISTAN

THE AMAZING NORTH



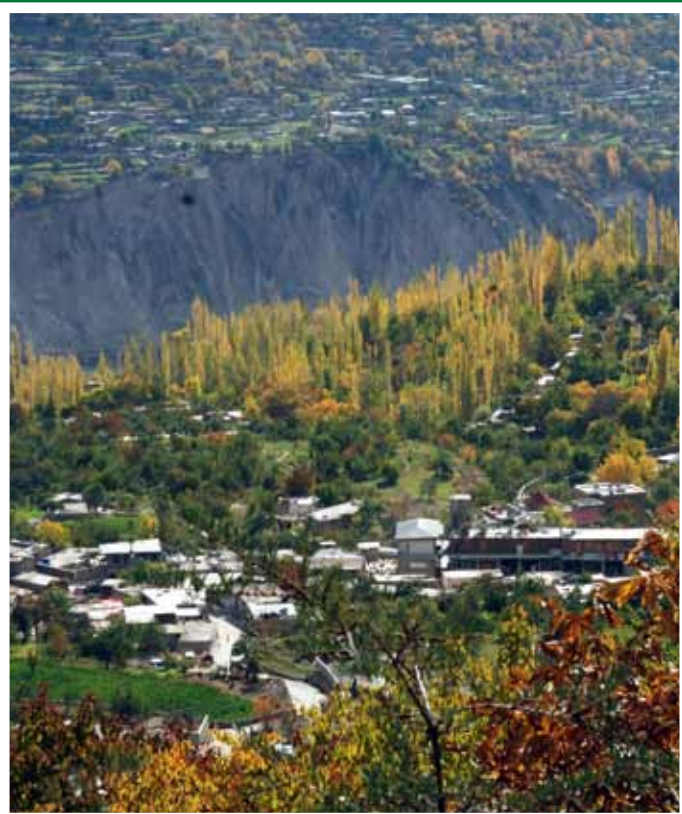
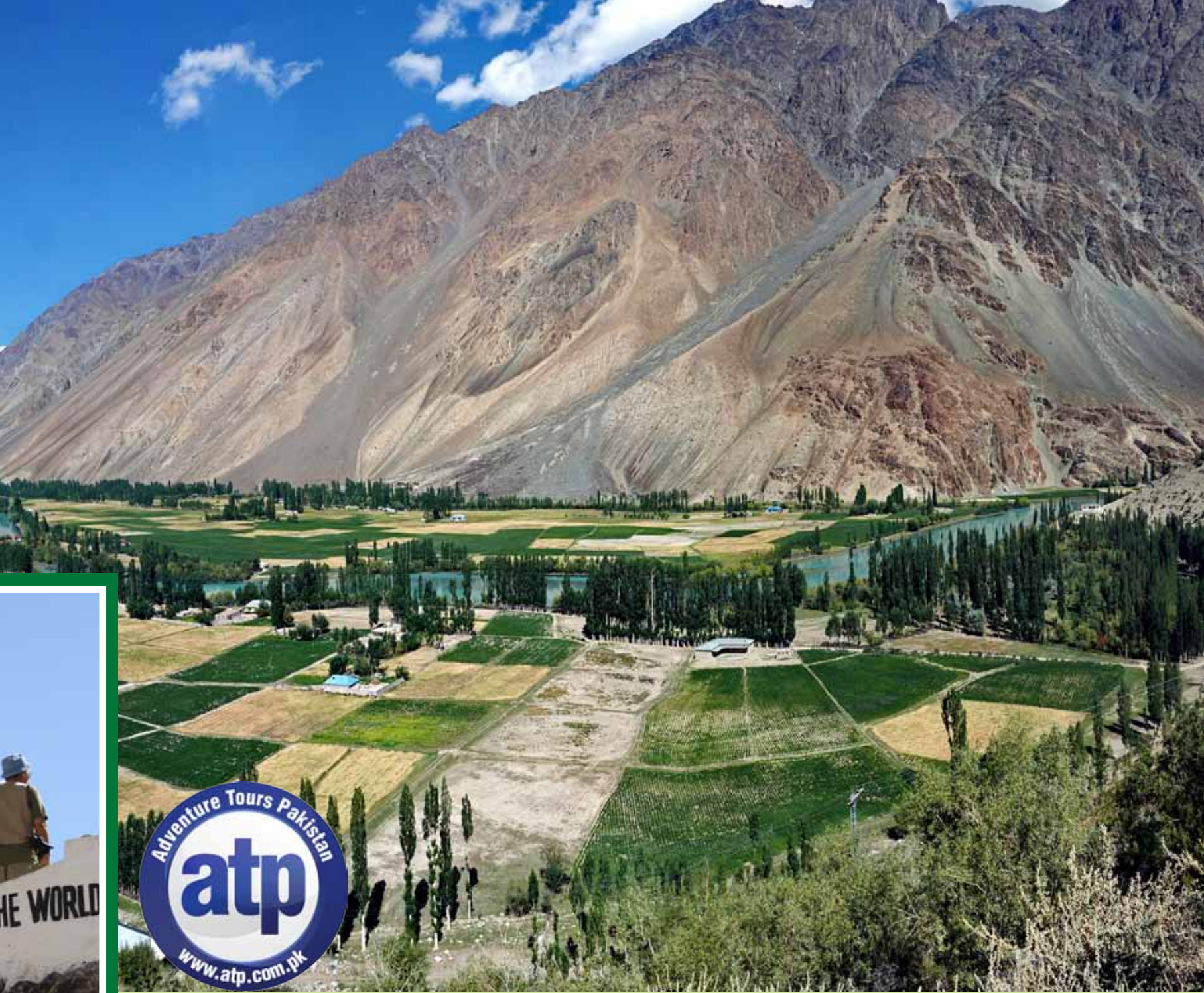
The northern areas of Pakistan are blessed with sky touching mountains, breathtaking valleys blanketing the landscape, diverse cultures, and warm-hearted people welcoming everyone with smiling faces. Combined with mesmerizing mountain scenery, jaw dropping adventurous road rides and indulging in local indigenous cultures, the magical road journey to north Pakistan has been designed in a way, such that it is later remembered with nostalgia. The highlights of this region are Gilgit, Karimabad, Hunza, Phander, Chitral, and Bumburet offering natural untapped scenic views, indigenous cultures, remnants of history in the form of museums, sculptures of Buddha and medieval forts.

After your arrival in Islamabad, Pakistan, start off your journey to Gilgit city, that has served an important crossroad for the ancient Silk Road trade, and now connects China, Skardu, Chitral and Islamabad by road. From Gilgit, make a visit to Hunza where you will be heartily welcomed by the local inhabitants, making you feel at home. It is here in Hunza, where the important medieval forts are located. 750 years old Baltit Fort has been on the UNESCO World Heritage Tentative list since 2004. Standing atop Karimabad, the former capital of Hunza Valley, the fort offers a picturesque view of central Hunza. This can be followed by a visit to neighboring Altit Fort which is older than Baltit fort. Both of these forts have served as important residential places for the rulers of Hunza. Another important destination on our list is the Attabad Lake with its enchanting blue color, dramatic mountain backdrop and recently introduced water sports. If you have time and would love to explore more, then head further north to the iconic Khunjerab Pass via Gulmit, which is at 4700m and is reputedly the highest metaled border crossing in the world. Next, a visit to the Phander valley is a must, provided its magnificent view and sumptuous trout fish.

This adventurous route can be rotated eastwards passing Shandur Pass and Mastuj and entering into Chitral at an elevation of 1500m. The principal attractions are the bazaar, royal fort, the Shahi Mosque, Chitral Museum, polo matches and the Chitral Gol National Park. A visit to district Chitral in KPK is incomplete without a visit to the unique Kalash Valley, with approximately 3000 people, belonging to an indigenous community, living in three isolated but beautiful valleys of Bumburet, Rambur, and Birir.

Best time to visit: May to October
Trip duration: 7 – 21 days





Pakistan

GLIMPSES OF HERITAGE

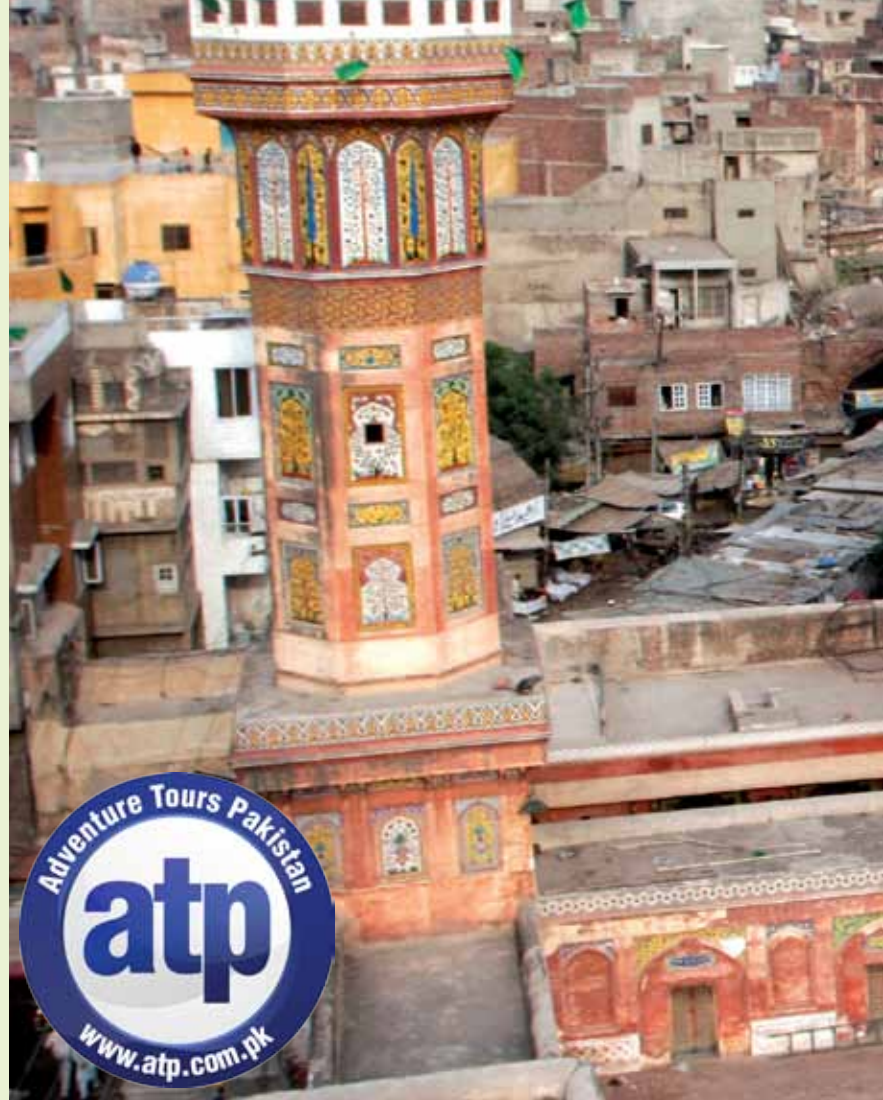
An insightful journey across Pakistan along its best kept secrets is an unforgettable experience.

The tour right from the beginning in Islamabad, the capital of Pakistan till end in Karachi, Pakistan's financial capital will give you an understanding of how the magnificent ancient civilizations – Indus and Gandhara flourished along the Indus River, what made the invaders invade it, why Sufis made it their home, how the emperors established their huge empires right from Moghals of Persia to British in Europe.

Throughout the tour you will be mesmerized with its magnificent archeological sites like Taxila, Katas Temple, a Hindu temple and Khewra Salt Mines the second largest salt mine in the world. The rich stunning cultures in Lahore to feast our eyes with beautiful Badshahi Mosque, Badshahi Fort, Lahore Museum, Shahi Humam, Wazir Khan Mosque, Shahlimar Gardens etc, Harappa another important archeological site of Indus civilization .

The elaborately decorated shrines of Sheikh Bahad-ud-din Zakriya, Shah Rukn-e-Alam in Multan, imposing Derawar Fort, the deserts of Cholistan, the high intense spirituality at Sufi Shrines like Uch Sahrif Shawan Sahrif are worth visiting.

Mohenjo Daro, an impressive and well preserved archeological site of Indus Valley Civilization which was worlds' well developed





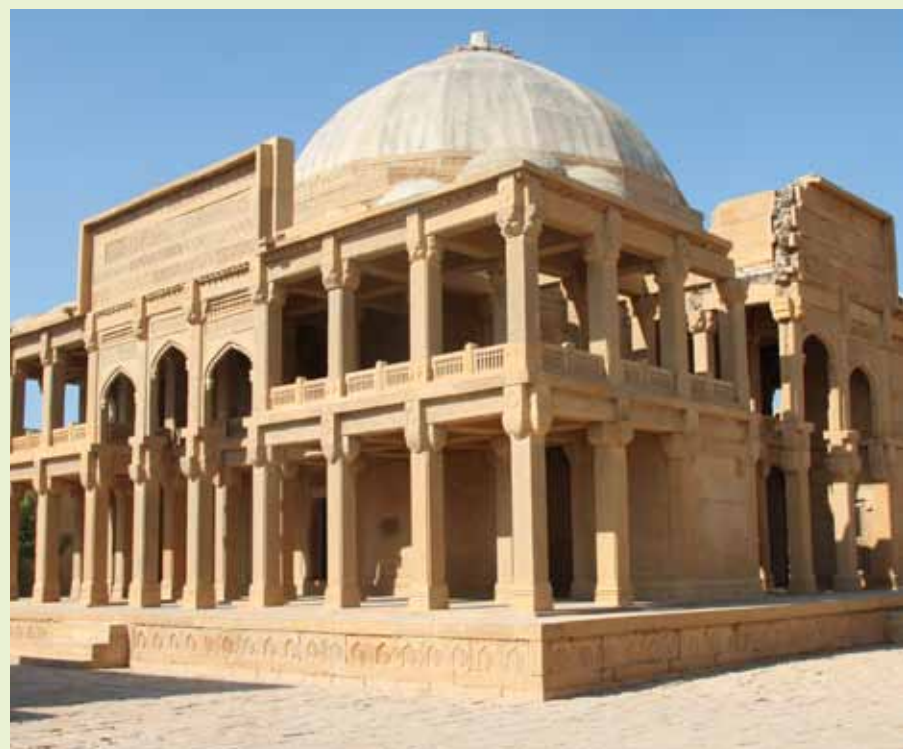
ancient culture. Makli Hills world's largest necropolis with over a million graves,Chaukhandi tombs form an early Islamic cemetery are remarkable for their elaborate sandstone carvings, tombs and mausoleums will make your trip worthwhile. In short every city, town and village throughout the tour that we will visit has a thrilling story of its own.

With a history of over thousands of years, the land has witnessed rise and fall of dynasties and it made invaders fought for the control of the land, our Pakistan Heritage is an absolutely spectacular journey along the history with breathtaking landscape.

ADVENTURE TOURS PAKISTAN

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DOMINICAN REPUBLIC

Adventure

Dominican Republic is well-known around the world for its crystal clear waters and white sand beaches which is for sure one of the main reasons to visit this paradise. But there is a reason why we say "Dominican Republic has it all" which means that this small Caribbean island has way more to offer. Here is our idea of what can spice up your relaxing days at the beach.

Have you ever dreamed to see the biggest mammal on earth right in front of you? Starting from January and till March great humpback whales come to the shores of Samana peninsula for mating games and birth-giving. And that is your chance to witness these amazing creatures closer than you imagined. Book your place on the boat to see them gracefully jumping out of waters. Or if you are true wild adventure enthusiast there is always a chance to go underwater with the team of professional divers and swim next to the whales!

If that is not enough for you, how about going a little bit north and challenge yourself with kiteboarding or even surfing? Catch your big wave in the idyllic Cabarete beaches surrounded with tall palm trees and mountains. Speaking of mountains, which gorgeously surround Puerto Plata city, there are some hidden gems inside the mountain forests exploring which can bring you many unforgettable moments. Grab your friends and slide on the Damajagua Waterfalls, we counted 27 of them, can you do all of them in one day? Let's see. White-water rafting in the fast rivers of Jarabacoa will also award you with spectacular views on canyons and mountain jungles. Choose your way to feel adrenaline rush and we will make it come true!







HERE'S WHY YOU NEED TO TRAVEL TO MALDIVES

Sun-kissed mornings at the beach, afternoons spent braving the ocean tides, and day ending with the orange sun setting in the sky. What more can we dream of in a perfect tropical haven? So yes, Maldives is safe and a perfect option for travel right now!

Conveniently accessible with just a four-hour flight from Dubai, Maldives has an impressive record for an isolated island nation. With in-resort PCR testing offered across the islands, the Maldives is leading the way in offering visitors a smooth, safe travel experience, in the ultimate paradise setting.

With each luxury resort set on its own private island, the Maldives is an otherworldly retreat from the buzz of daily life. Such a private resort group is Atmosphere Hotels & Resorts, offering all-in-one ultimate island escape, in renowned, luxurious accommodation surrounded by some of the world's most beautiful natural settings.

Nothing compares to the pristine white beaches, azure ocean, five-star hospitality and – most importantly – the tranquillity that Atmosphere Hotels & Resorts offers families and adventure lovers alike. Here, travellers can rediscover its unique features

from its iconic over-water villas, to its selection of incredible water sports and world-class dining. There's nowhere else quite like it.

Atmosphere Kanifushi, Kanifushi Island

Situated in the Lhaviyani Atoll and just 30-minutes via a scenic Sea Plane transfer from the International Airport, Atmosphere Kanifushi is home to 172 detached villas and suites, where you can enjoy access to the pristine white beaches and beautiful turquoise lagoon surrounding the island. The Resort's 'Platinum Plus' Premium All-Inclusive Plan offers a Hassle-Free safe Holiday - including dining, accommodation, activities and water sports all in one package along with one of the longest uninterrupted stretch of beach in the Maldives.

With its own unique variety of marine life and reef formations, Lhaviyani Atoll is a paradise for divers. And if you fancy something a little more relaxing, Akiri Spa by Mandara can help to relax and balance your mind and body.

OBLU Select Sangeli, Sangeli Island

Meanwhile, OBLU Select at Sangeli takes you on an exclusive



romantic journey with its honeymoon water suites, providing you the ideal setting for some of your life's most unforgettable memories. Situated at the North-Western tip of Malé Atoll, the island of Sangeli, home to OBLU Select, is a five-star resort.

Offering the discerning traveller a hassle-free 'best-in-class' 5-Star holiday with an upgraded All-Inclusive plan – THE SERENITY Plan, the resort has a variety of 'contemporary designed' stand-alone villas and suites, including the very exclusive Honeymoon Water Suites with Private Pool.

VARU by Atmosphere, Madivaru Island

Moving next to VARU by Atmosphere, the five-star resort offering an All-Inclusive plan – VARU Plan, is nestled in the pristine Indian Oceans of the Maldives. Accessible under 40-minutes via a speed boat, the resort offers a truly Maldivian experience.

It offers 108 villas dotted around the white sandy beaches and expanding over the turquoise lagoons onto three jetties with the over-water accommodation types. The beach front villas

and suites that are based on the island have direct access to the surrounding pristine white sandy beaches with views of the ocean beyond.

OBLU by Atmosphere, Helengeli Island

OBLU by Atmosphere at Helengeli, a four-star superior resort, offers guests a unique all-encompassing holiday plan. Situated in the North Atoll and just 50-minutes away by speedboat from Male' International Airport, the resort comprises of 136 villas in 4 categories, on an All-Inclusive plan – ISLAND Plan, with high quality world cuisine, combined with a range of activities including snorkelling and Channel Diving along with a serene Garden Spa.

All of these resorts from Atmosphere are the ideal destination for the whole family to relax, keeping their minds at rest that they are in the safest of surroundings while creating exceptional memories to last a lifetime. So, are you booking your all-inclusive next trip to Maldives?

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City of Munich

Photo: "The New View of Munich" by Rainer Viertböck



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EXPLORING



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