

TravelTrendz International

November / December 2020

a travel lifestyle publication



Innsbruck

Winter Fairy Tale

Munich

Simply Luxurious

Montenegro

Wild Nature

Pakistan

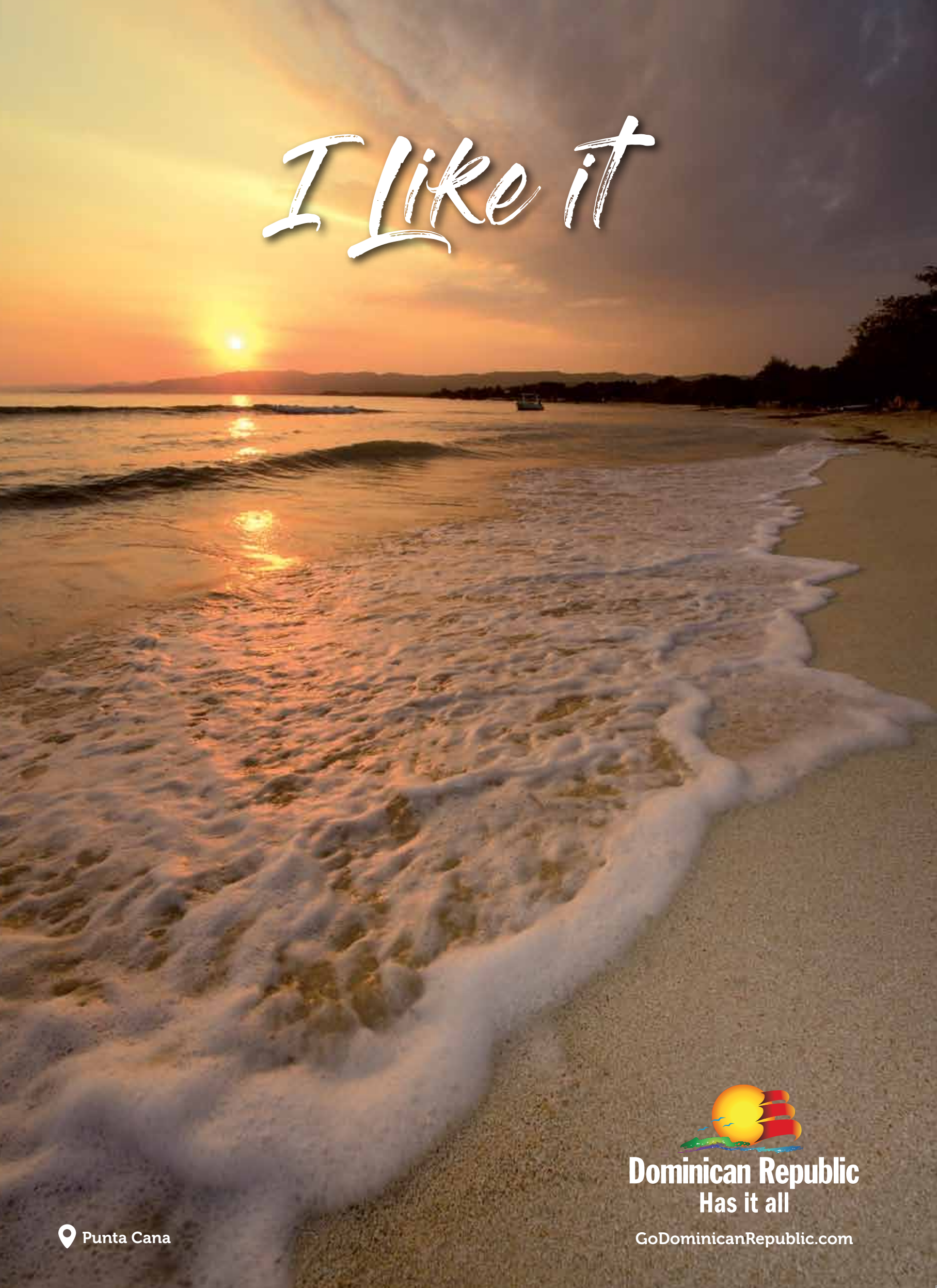
Heritage

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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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www.sharjahnationalhotel.com



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The pandemic is not ending. The entire industry is in trouble and travelling is not coming to the desired level. A situation which we have never seen or heard. The reason: Corona Virus is not in control and no solution till now. The vaccines are coming but not out yet. The industry is again 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 option to our readers as borders 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 of Maldives and the simply luxurious city of Munich.

We have covered the top notch hotels in this issue such as the Adlers Hotel in Tyrol and 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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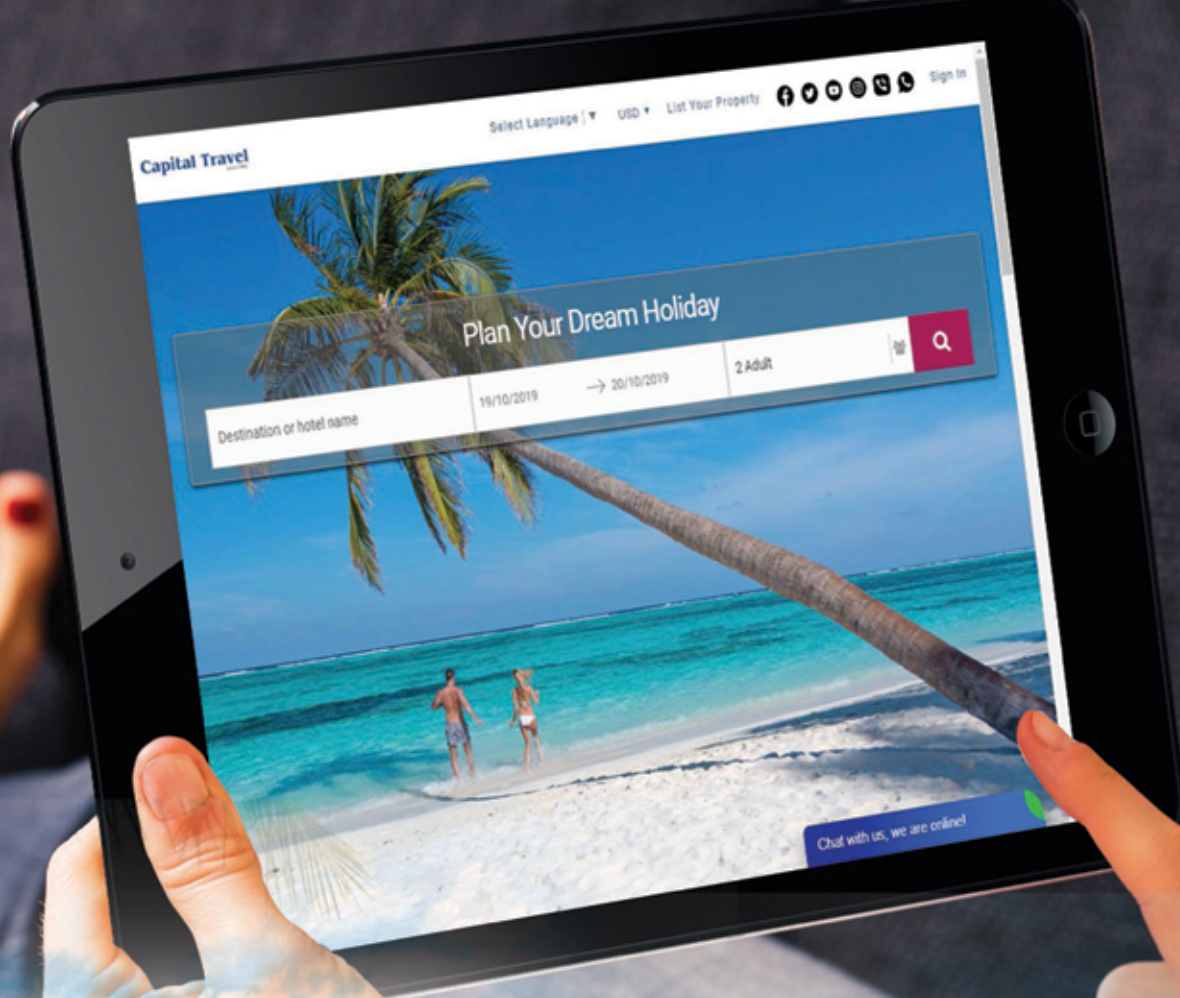
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INNS' BRUCK



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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/

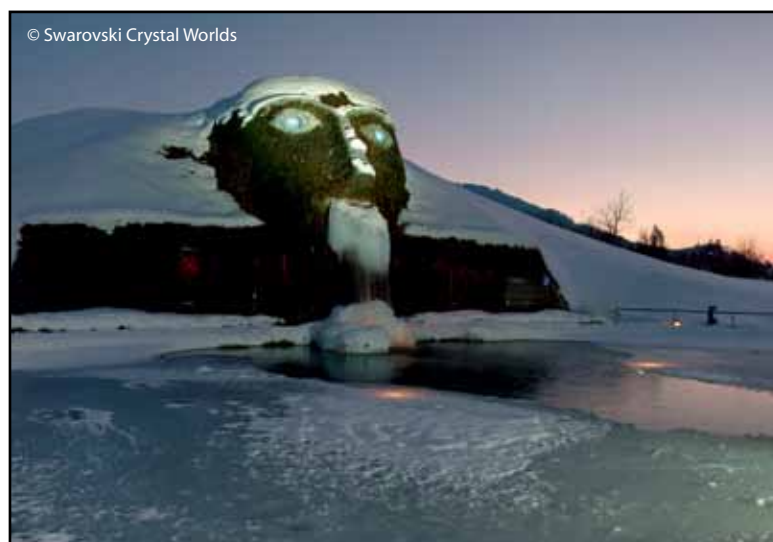
5. Visit the Swarovski Crystal Worlds in winter

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

aDLERS Hotel

The name says it all

Just like from an eagle's nest, from here you can observe the fantastic mountain scenery surrounding Tyrol's capital. With floor to ceiling windows, the Nordkette and Patscherkofel are at the centre of each of the 75 panorama rooms and suites. The surrounding massifs are omnipresent, playing an important role in the design of the modern hotel since the very beginning. No less than 1.800 m² of glass cover the façade, ensuring it remains as transparent as possible.

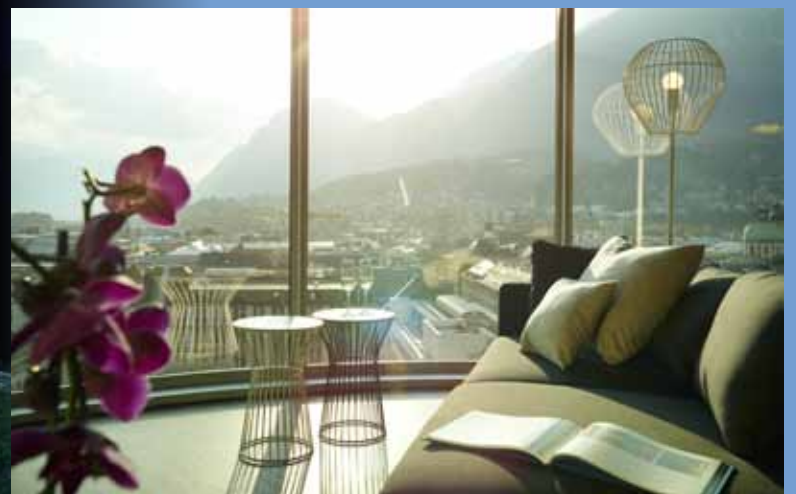
On the inside, profound craftsmanship meets exclusivity. Clear lines and elegant structures dominate. Modernity and tradition flirt with one another, drawing the eye. Newly interpreted basket lamps and tyrolean farmhouse carpet floors give the rooms a homely touch. Rocking chairs and comfortable windowsills invite you to linger and gaze out. The 130 m² panorama presidential suite is a unique „viewing platform“, with its own dressing room and a bar in the living room.





The spa area shows off with over 100m² on the 11th floor of the hotel. It emanates an ease of existence through clear forms and light colours. In turn, the breath taking view of Innsbruck's mountains – perfectly formed with celestial beauty – grips the senses and takes effect like a relaxing mantra. Finnish sauna, organic sauna, steam room and infrared cabin as well as the panorama relaxation area complete the spa.

As the aDLERS Hotel is Innsbruck's tallest building, the restaurant "weitsicht" finds itself fittingly on the 12th floor. Corresponding appropriately, culinary delights are combined with a feast for the eyes. The panorama view over the city and the mountains is a free addition to the creative cuisine and international specialities. Notably the breakfast buffet is one of the best in the city! At the aDLERS bar the skyline is a constant companion to exquisite cocktails, fine wines and culinary specialities. Highlights at the top of the tower are both terraces: the panorama terrace is part of the restaurant "weitsicht", whereas the observation terrace is one floor higher. Relaxing comfortably and enjoying the view are the rooftop's motto.



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

THE MOST EXTENSIVE RENOVATION IN THE HOTEL'S HISTORY

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

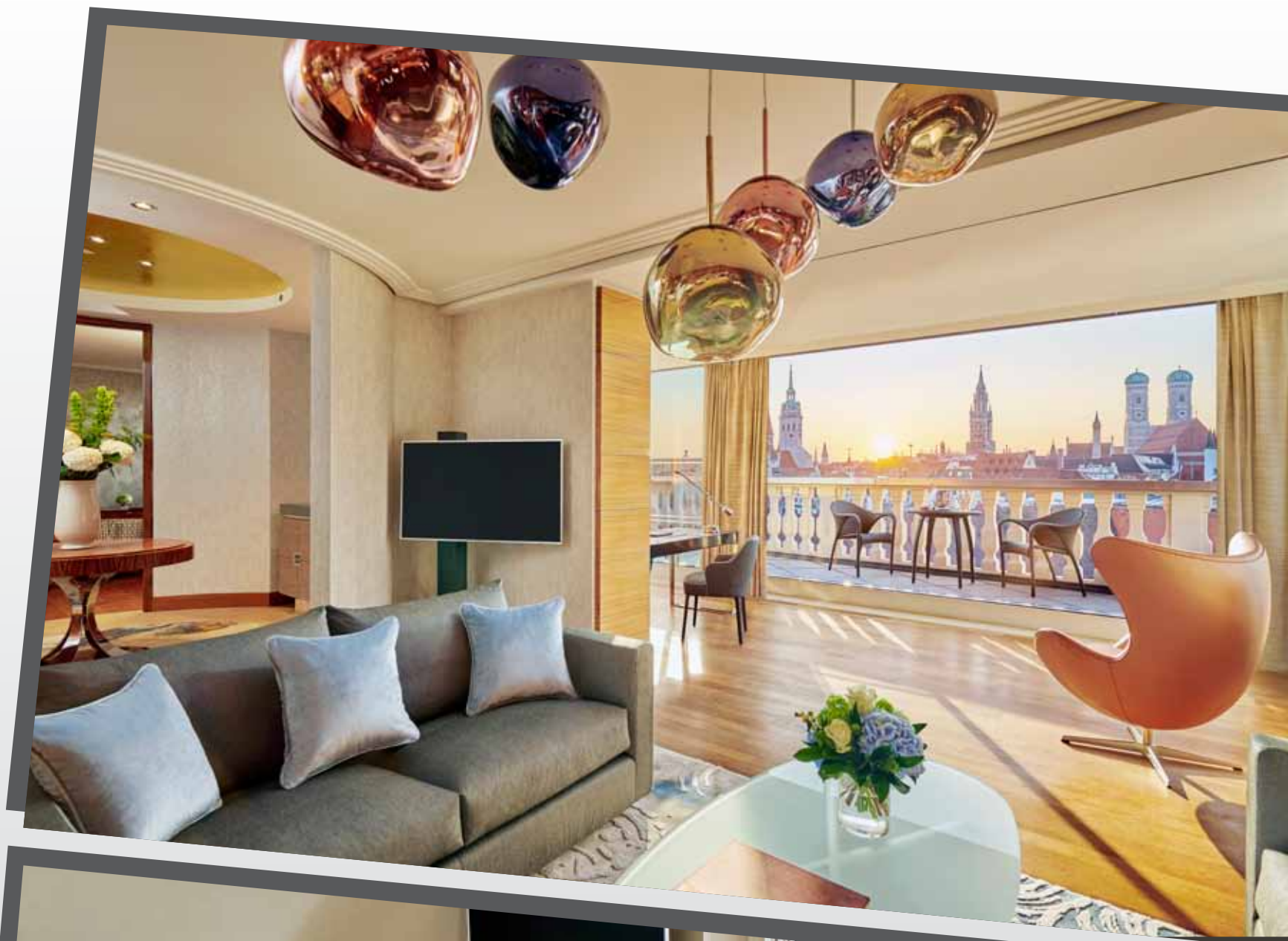
Quietly tucked away in a side street, yet centrally located near the famed Maximilianstrasse, Mandarin Oriental, Munich is an elegant gem, combining timeless, sophisticated charm with a contemporary, modern design and subtle Oriental accents. The hotel provides the highest levels of personalized service 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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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





Maldives

A paradise of incredible beaches

Maldives is a paradise of incredible beaches, white sand, palm trees and coral reefs reservation. It is an archipelago with a collection of over 1200 islands scattered in the ocean. Out of 200 inhabited islands, only 80 are tourist resorts making Maldives a unique destination in the world. Maldives is a recommended destination throughout the year due to its pleasant temperature.

Water sports enthusiasts are fascinated by Maldives as it is endowed with vibrant marine life and an underwater environment of rare beauty. Most popular underwater spots are Banana Reef, Fish Head and the Wrecks of the Maldives Victory. Near the equator in the middle of the Indian Ocean, the Maldives are a surfer's paradise. A sunset may be a routine occurrence around the world, but a Maldivian sunset is very unique that comes alive with vibrant oranges, yellows and fiery reds. Maldives is one of the few places on the earth that can provide impeccable experience to romantic couples, underwater sports enthusiasts, independent travelers and spa tourists.

As far as staying is concerned, Maldives is lined with the best of hotels, resorts and home stays to relax and indulge in the epitome of luxury living. Guests can expect commendable hospitality from the staff. Pre-booking in famous tourist locations is recommended as they are always in demand.

Maldives is blessed with magical and breathtaking displays of sunshine and enjoys a blend of dry and wet season. The amalgamation of the hot and humid weather with cool sea breezes and periodic rain is perfect for water activities throughout the year.



- Scuba diving - Scuba diving is open for beginners and pros alike in Maldives. There are hundreds of dive centers and dive schools offering world-class diving courses in Maldives.
- Snorkeling - Snorkeling in Maldives is an uncomplicated activity available to everyone. You do not have to be a great swimmer to be a snorkeler. Trainers at resort islands and other tourist establishments train the visitors.
- Thrill seeking water sports - All the resorts and guest houses provide unlimited access to exciting water sports activities.
- Underwater Spa: The first underwater spa in the world was created in Maldives in a resort in North Male' Atoll. It has two glass walled underwater treatment rooms with panoramic views of a coral reef and curious fish, and a soothing design inspired by the colors and textures of the sea.
- Underwater Scooter: An underwater scooter yields a unique thrill for non-divers and even non-swimmers. These scooters were invented to provide the thrills of scuba diving without cumbersome gear such as a weight belt or strapped tank.

It offers the best of marine life, the state of the art facilities to pander to the diverse needs of tourists.

Since, tourism is one of the essential economic drivers of the Maldives; tourists get a free 30 day visa on arrival, provided that they have a valid travel document. Hassle free transport services are available in and around the archipelago. Public ferries, speedboats, charter speed boats are available. Tourist's musts take a ride in the 'taxi boats' which generally take them to and from the islands and resort islands.

Adaaran Prestige Vadoo Maldives

Situated in the South Atoll, Adaaran Prestige Vadoo is a 15-minute ride by speed boat from the Male International Airport. This white sand island is ideal for couples looking for an escape in solitude. Adaaran Prestige Vadoo features 50 stunning water villas, each located above the turquoise waters, offering unrestricted views of the Indian Ocean in absolute privacy. Guests can choose one of the three private water villas – Sunrise Water Villas, Sunset Water Villas or Honeymoon Water Villas. All villas feature teak wooden floors, spacious living spaces, ample sun decks, private plunge pools with incredible views as well as a butler who will action every whim.

Couples can explore the unique activities offered at the resort such as the Whale Submarine Adventure, Sunset Fishing or pamper themselves to luxurious treatments at the Mandara Spa. Enjoy exotic and delectable dishes at two of the best restaurants in the Maldives – gourmet cuisine at Farivalhu or signature delicacies at the Japanese restaurant, Kithajima. Guests looking for a day excursion can head to Crossroads for a unique experience. Located 5 minutes away by speed boat from Adaaran Prestige Vadoo, Crossroads is a multi-cultural island in the Maldives offering dining, nightlife, and shopping options.
www.adaaran.com/prestigevadoo



A Romantic Island Getaway

Luxurious water villas offering breathtaking views of the Indian Ocean in absolute privacy



Adaaran Select Meedhupparu

An All-Inclusive Maldives Getaway



Indulge in an all-inclusive Maldivian holiday to Adaaran Select Meedhupparu, a natural paradise located 40-minutes sea plane ride from Male International Airport. Surrounded by mature trees and lush greenery, this tropical setting is ideal for travellers looking for a serene getaway amidst mother nature. The resort offers spacious accommodation featuring stylish modern décor and stunning views of the majestic Indian Ocean. The Beach Villas are thoughtfully designed keeping in mind the needs of every discerning guest.

Adaaran Select Meedhupparu is the perfect island destination for couples and families alike. The all-inclusive rate includes accommodation in one of the beach villas, beverages, excursions, and dining options at the four restaurants on the island. The Family Beach Villas are designed to give privacy to both the parents and the children, featuring interconnecting rooms, a rarity in the Maldives.

The island boasts a natural house reef for divers and plenty of water sports activities. The resort also features a well-equipped spa offering treatments for rejuvenation and relaxation. The exclusive Maldivian Spa Escape Ritual includes footbaths, body polish, a traditional Balinese massage and a choice of foot massage or facial.

www.adaaran.com/selectmeedhupparu





Morpho Hotels and Resorts

Dipinder Benjamin, Founder and CEO, Morpho Hotels and Resorts took time off to answer some questions about their official brand entry in the UAE

Tell us more about the launch of the brand Morpho Hotels and Resorts in the UAE – what prompted you to enter into the market during the pandemic year?

Morpho Hotels and Resorts is launching in the Middle East market with its first official brand entry in the UAE. The group will introduce five new properties to residents and tourists in 2021 and cater to three types of travelers, 'Morpho' for business, 'Crystal' for lifestyle and 'Vivid' for luxury travelers.

At the onset of the pandemic, we witnessed an opportunity to tie up with standalone properties and assist them in the transformation of their hotels with a curated digitized offering. This collaboration will help them with multiple benefits in cost optimization, revenue enhancement, marketing strategy & standard operating procedures. Adding value to the proposition would be our centralized team of sales, learning and development, human resources, information technology and financial experts.

We have signed an EDA – Exclusive Development Agreement with Wakira Investments for expansion of Morpho in GCC, South Africa, Levant countries, Egypt, Iraq and Turkey.

The vision for the Group is to lead the way for transformation in the hospitality industry with optimized and digitized operations

and with strict adherence to the highest levels of hygiene and safety to deliver an exceptional experience for all its guests.

What are the various types of properties the brand plans to launch for the UAE region, highlight their USP's and the target audience?

Morpho Hotels and Resorts would be majorly targeting quick conversions and hotel projects at the pre-opening stage. We will be catering to three different types of travelers and hence have differentiated our properties into three segments – 'Morpho' for business – catering to the business travelers, Morpho Hotels will offer digitized operations with complete set of amenities & facilities that is comfortable & safe for this segment 'Crystal by Morpho' for lifestyle – these properties will have enhanced F&B options, greater flexibility to elevate a guest's experience to that of a full-service hotel. These hotels will typically have larger inventory of rooms and will cater to all genres 'Vivid by Morpho' for luxury travelers – These will be upscale hotels that are ideal for travelers in search of leisure and luxury. These hotels will offer immersive stay, creative engagement both for F&B as well as entertainment. They will also offer a host of ancillary facilities like Spa & Entertainment Zone in the premises.

All our properties will be located at city's most iconic places,



safety and hygiene will be of utmost importance and we will be installing a body scanner at the entrance, thermal machines will check the temperature of individuals entering the premises and sanitizing stations will be installed in all lobby areas, luggage will be sanitized on arrival and guests will be offered more disposable amenities to ensure hygiene. All supplies will be sanitized on arrival and each room will be sanitized thoroughly after the guests have checked out.

Each property will have a welcoming lobby and lounge area, Wi-Fi connectivity in all the zones, spacious rooms and all-day dining services, state-of-the-art gymnasium, conference rooms and banquet halls. Whether an individual is travelling for business or leisure, a staycation, or a vacation; our aim is to provide exceptional service to those who seek new experiences.

What are your expansion plans for the Middle Eastern region?

The aim is to establish the properties in the UAE first and gradually move to other regions in the Middle East with Wakira Investments.

You have tied up with Wakira Investments for the UAE launch. Are you looking at partners for other regions as well?

We have tied up with Wakira Investments to cover GCC, South Africa, Levant countries, Egypt, Iraq and Turkey. We are looking at partnerships for other regions.

How do you think hospitality industry will fair in 2021 in the UAE specifically?

According to Colliers International's MENA Hotel Forecast report for 2020-2021, Middle East's hospitality industry will start recovery in the Q4 of 2020 and this will continue in 2021. In 2021, hotel stay demand in the UAE is expected to recover to 62% occupancy on an average and up.

Pristine white beaches, perfect balance of city and vacation

vibes, amazing restaurants and various shopping festivals around the year has led UAE to become the most popular tourist destination for 2021. Each of the seven emirates has its own characteristics so it caters to all kinds of travellers. Also, UAE will get a boost from the Expo Dubai in Q4 of 2021 which will have representatives from various countries staying in the UAE for 173 days. In addition, several big budget international sports and leisure competitions, tournaments and events involving high prize money are held in the UAE along with trade shows, conferences and exhibitions.

The smart initiatives driven by the UAE visionary government will help restore the confidence to revive the tourism and hospitality sector in the UAE while giving top priority for residents and visitors health and safety.

How does the brand plan to create an identity of its own in this market?

Morpho Hotels has a strong leadership team backed by decades of experience and innovative management systems. Our strategic partner, Wakira Investments has a blend of solid professionals and seasoned shareholders, both with many years of market experiences ranging from hospitality, retail, food processing, investments, to restaurants, and is keen on bringing growing concepts to the region.

The Morpho Group was launched in line with the quality and safety vision, all its properties will cater to all the needs of every traveler and include advanced sanitation and hygiene guidelines to personalized services for those who value comfort, safety, and luxury. From providing a professional and experienced team for centralized reservations to a simplified booking system leveraging BI technology, Morpho will spoil all guests with a safe and immersive experience. Digitalized monitoring, contactless journey, curated experiences, bespoke loyalty and promotion programmes, enhanced F&B options, business & luxury leisure offerings - all of this will also be part of the Morpho journey at each hotel.

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!





Pakistan

GLIMPSES OF HERITAGE

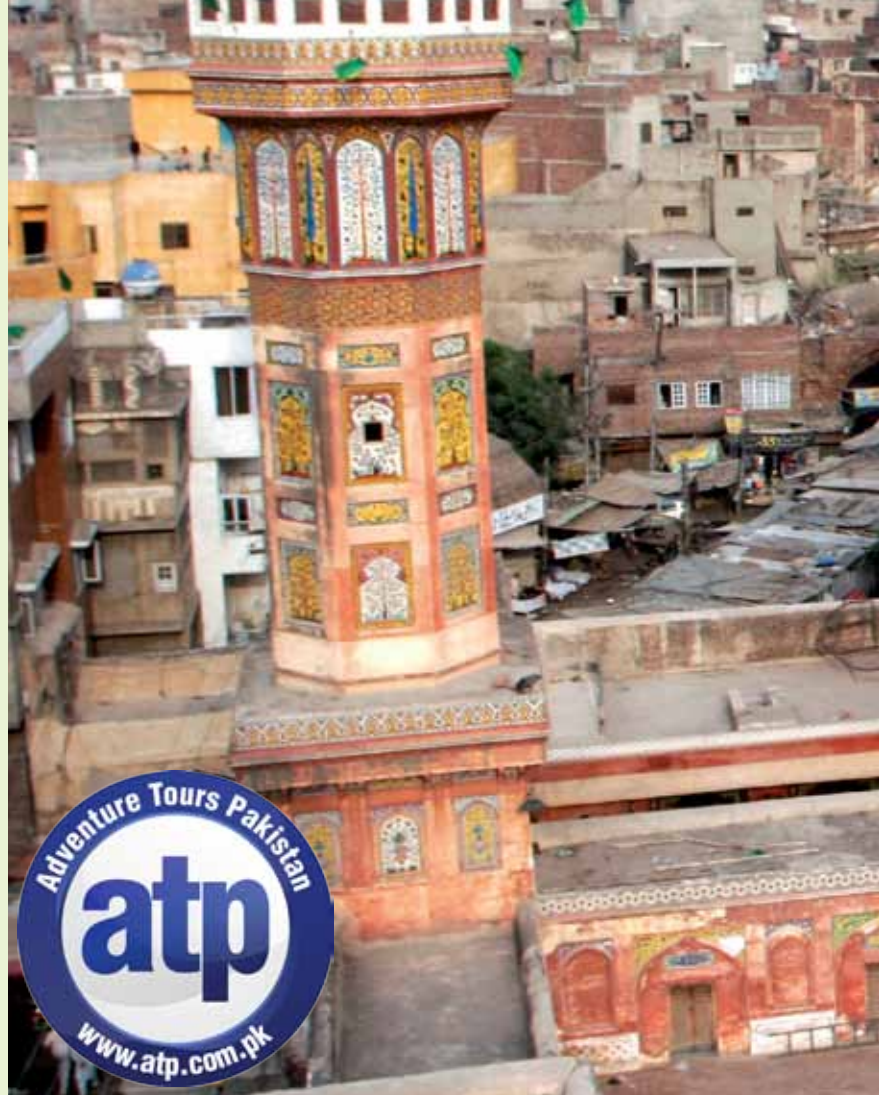
An insightful journey across Pakistan along its best kept secrets is an unforgettable experience.

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, Shalimar 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





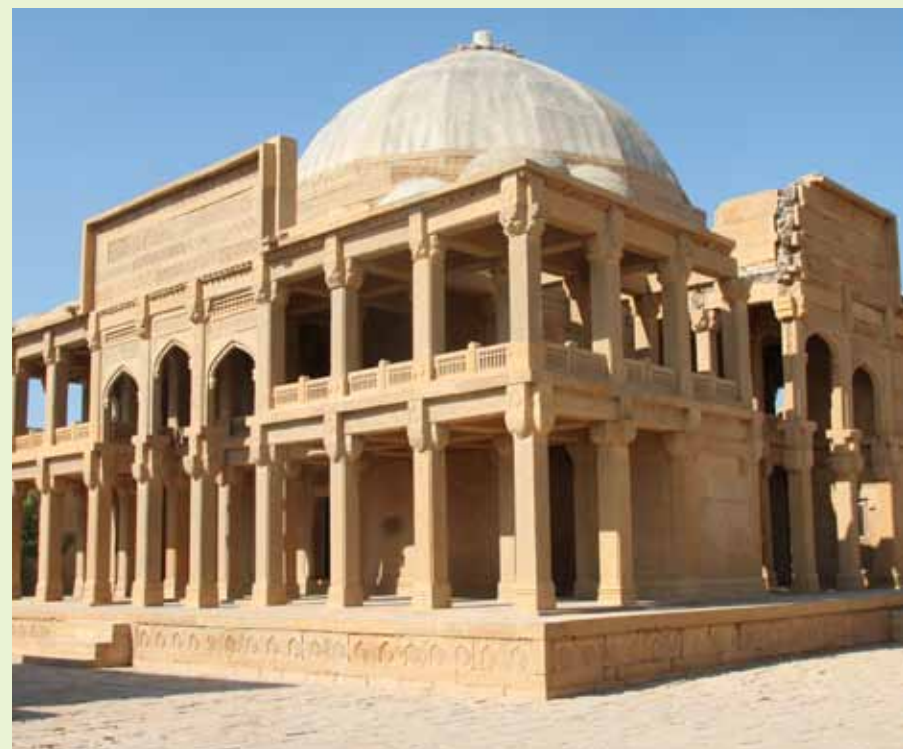
ancient culture. Makli Hills world's largest necropolis with over a million graves, Chaukhandi tombs form an early Islamic cemetery are remarkable for their elaborate sandstone carvings, tombs and mausoleums will make your trip worthwhile. In short every city, town and village throughout the tour that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

ATP is a leading destination management /tour operating company with a status of "Designated Tours Operators" approved by the Ministry of Interior Govt. of Pakistan. Our specialized trips/ services include.

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Turkish Cargo

THE BEST AIR CARGO BRAND OF EUROPE

The successful brand of national flag carrier Turkish Airlines, Turkish Cargo is chosen as the best cargo brand of Europe and received "Best Cargo Airline – Europe" award during the Air Cargo News Awards 2020 which was organized for the 36th time this year.

Organized on a digital platform for the first time due to the global pandemic, 12 awards met with their winners. Award winners were chosen by the votes cast by experts of supply chain with criteria such as quality, innovation, efficiency, speed, reliability and vision in mind, open to all sector which offers innovative products, services and operations that can help developing air cargo sector further.

On the award, Turkish Airlines Chairman of the Board and the Executive Committee M. ilker Aycı stated; "Receiving the best cargo airline of Europe award, our cargo brand Turkish Cargo continues to make our country proud by maintaining a sustainable success with its air cargo operations conducted to all over the world. Despite the crises that grip the world such as the current pandemic period, Turkish Cargo continues its success story with more effective solutions by developing and using new technologies and innovative approaches. One of the significant examples of these approaches will be the SmartIST, one of the biggest and most modern air cargo facilities in the world. Located in Istanbul Airport, facility will use technologies such as drones, robotic automation and optimization."

Turkish Cargo is building air cargo bridges between continents

As the fastest growing air cargo brand, Turkish Cargo continued its air cargo operations without any interruptions during this



global pandemic period and transported food, aid, medicine, masks and medical equipment to all over the world. Carrying on its works selflessly 24/7 to maintain global medicine supply chain, Turkish Cargo managed to carry 1 out of every 20 air cargo in the world.

www.turkishcargo.com





City of Munich

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



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EXPLORING



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EXPERIENCE THE INNSBRUCK REGION

The Innsbruck region in winter is like a fairy tale. A mixture of a marvellous, snowy landscape and charming traditions in the city of Innsbruck will blow your mind.

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