

TravelTrendz International

September / October 2020

a travel lifestyle publication

Innsbruck

Winter Fairy Tale

Lausanne

Best Small City

Saudi Arabia

Alula

Pakistan

Amazing North



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Image : © The Ritz-Carlton Ras Al Khaimah, Al Wadi Desert



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Marbella Resort

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Conjuring up visions of Iberian grandeur and luxury, the Marbella Resort Sharjah is the ideal family getaway offering a secluded and intimate ambience

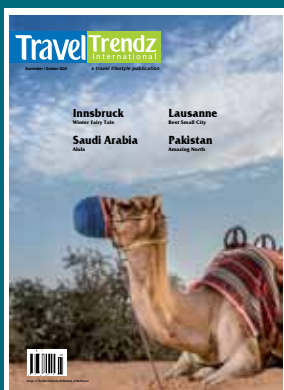
designed in the Arab Andalusia style of architecture, a concept unique in the Arabian Peninsula.

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.

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The summer is ending. The entire industry is in trouble and travelling is almost on the stand still. A situation which we have never seen or heard. The reason: Corona Virus is not in control and no solution till now. 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 north of Pakistan and the heritage of the Country. We have featured the amazing AlUla in Saudi Arabia. Learn more about Lausanne, World's Best Small City.

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 Rixos Sharm El Sheikh and The Ritz Carlton Ras Al Khaimah, Al Wadi. The articles on Al bait, Sharjah and Fairmont, The Palm are not to be missed. We have featured the amazing Taj Jumeirah Lake Towers and the famous Nordkette in Tyrol as well.

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

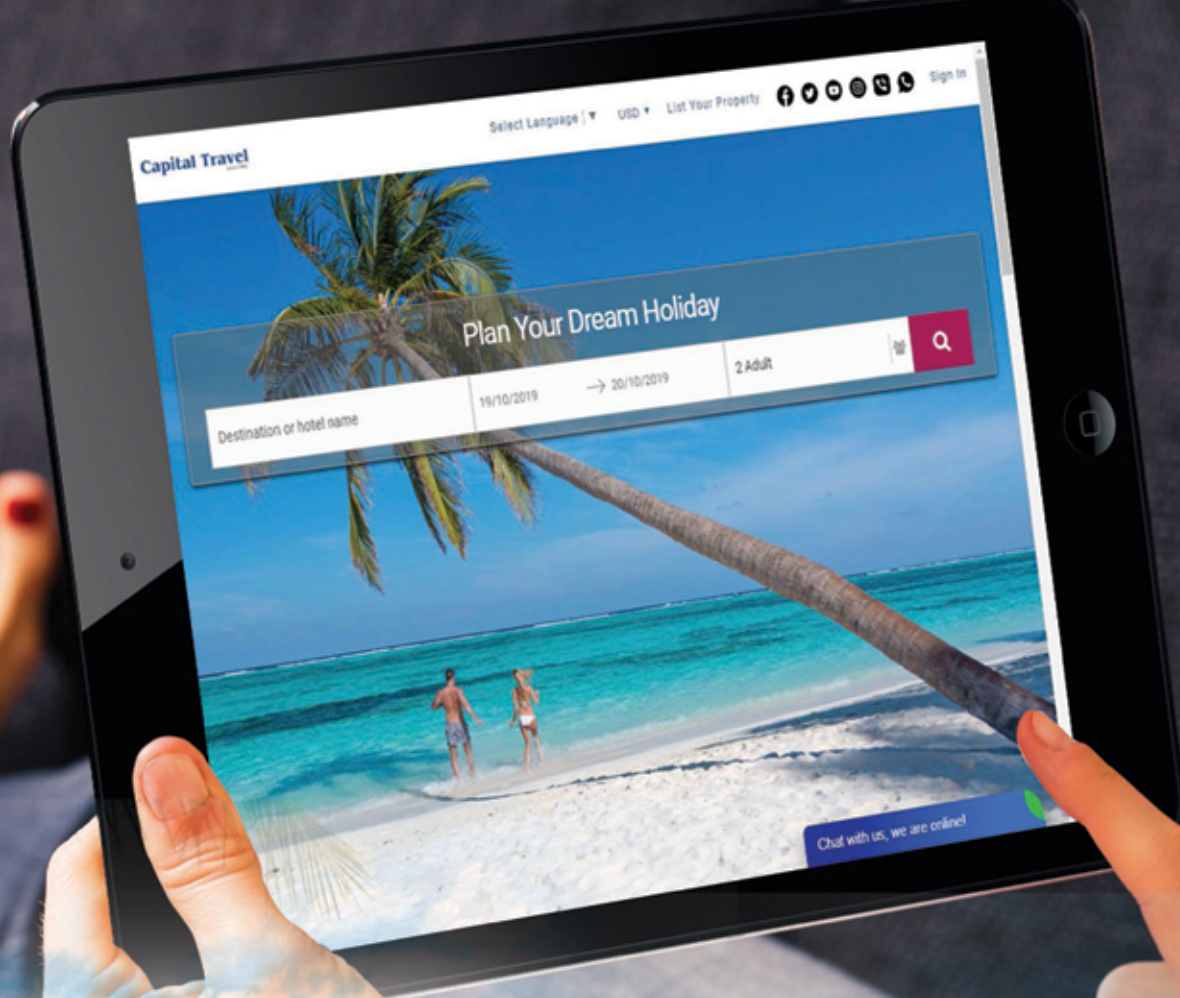


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Image: Heritage Aarah Resorts



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INNS' BRUCK



© Innsbruck Tourismus/Tom Bause

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

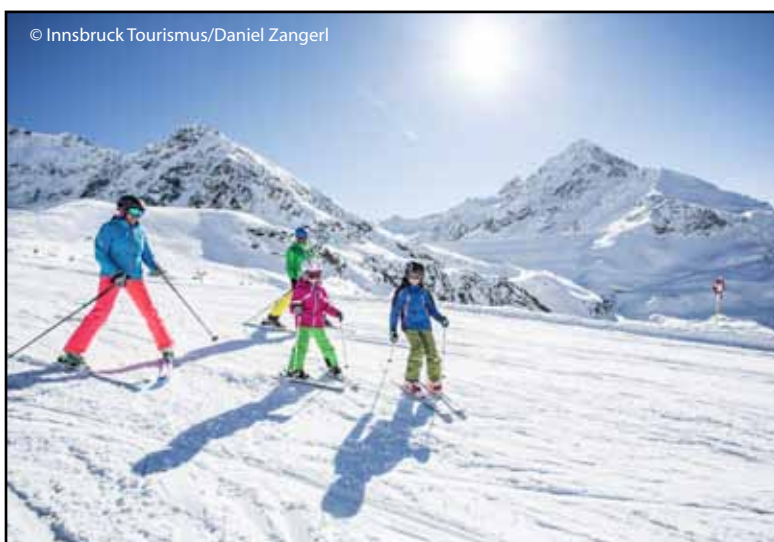
Plus City Pass, which includes 13 ski resorts and 22 admissions to the most important sights in the region of Innsbruck. Ski buses are connecting Innsbruck with the ski resorts. Available from a duration of two nights onwards.

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

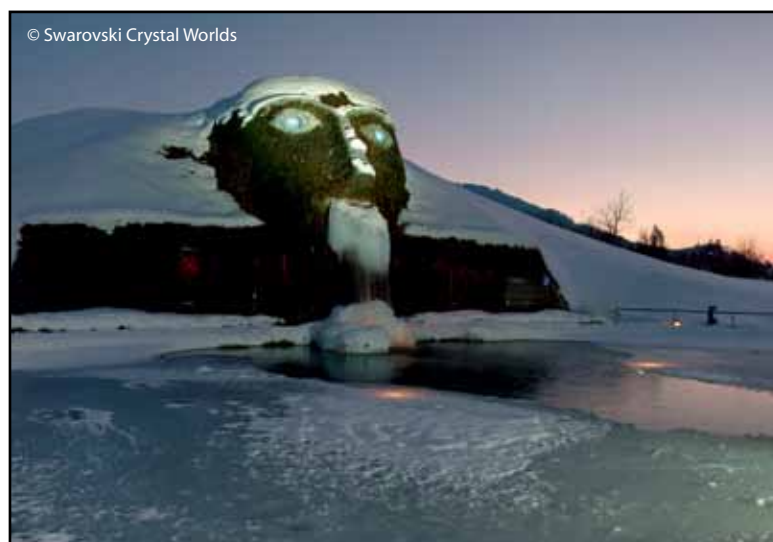
5. Visit the Swarovski Crystal Worlds in winter

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.

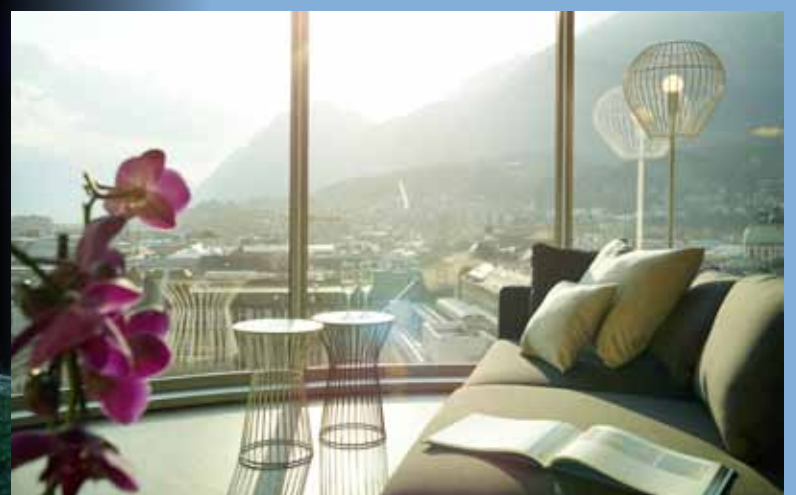
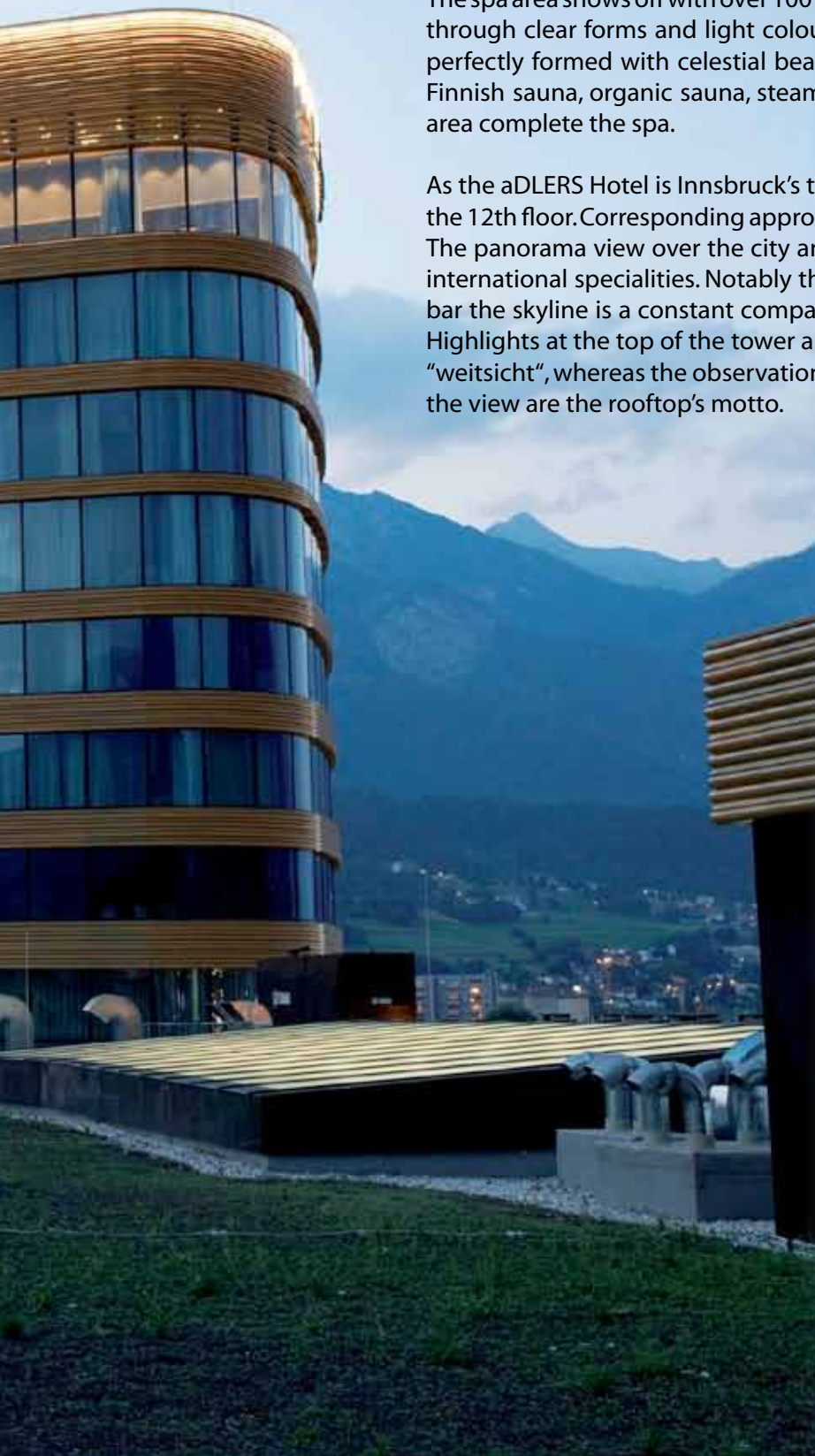
On the inside, profound craftsmanship meets exclusivity. Clear lines and elegant structures dominate. Modernity and tradition flirt with one another, drawing the eye. Newly interpreted basket lamps and tyrolean farmhouse carpet floors give the rooms a homely touch. Rocking chairs and comfortable windowsills 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.



NORDKETTE

GOT TO GET UP THERE!

The mountain in the city. The Nordkette is part of Austria's largest nature park, the Karwendel Nature Park, and can be reached directly from Innsbruck city centre in just a few minutes! The breathtaking 360° view leaves a lasting impression, with the capital of the Alps on one side and Tyrol's most extensive conservation area on the other.

The Hungerburg funicular's stations, designed by renowned architect Zaha Hadid, have become an integral part of Innsbruck's cityscape and represent the most modern architecture in the alpine region. The funicular enables visitors to reach the Hungerburg in just 8 minutes. There are several stops along the way including the Alpine Zoo, which is a favourite among families. After reaching the Hungerburg station, a short walk across Hermann Buhl Square, named after the world-famous Austrian mountaineer, leads visitors to the cable car station.

The Seegrube, at an altitude of 6,250 ft and surrounded by the beauty of Austria's largest national park, invites visitors and locals alike to relax, unwind and take in nature at its very best. Whether summer or winter, visitors can watch in awe as local daredevils race down Europe's steepest ski route or do their best on the trickiest downhill trail. The rocky face of the Karwendel has always lured climbing enthusiasts, and is also where Hermann Buhl trained before his first ascents of the 26,246 ft Nanga Parbat and Broad Peak summits.

Lying at an impressive 7,401 ft, the Hafelekar offers the most spectacular viewing experience. Thanks to a direct connection from the city, everybody can enjoy this unique experience within minutes. The alpine park, which borders Hafelekar, has over 3,000 species of wildlife and more than 1,305 species of plants and fauna and is an absolute must for nature lovers. Visitors can often catch a glimpse of the normally shy wildlife, but the real highlight is the unique panorama of city and mountains which leaves nothing to be desired.

www.nordkette.com or
www.facebook.com/nordkette





**INNSBRUCKER
NORDKETTEN
BAHNEN**

**NORDKETTE.
JEWEL OF THE ALPS**

AIUla

Re-opening

As the Royal Commission for AIUla (RCU) continues to develop AIUla into a pre-eminent global tourism destination, it is the Saudi residents who will be the first visitors to experience the re-opening of one of the undiscovered wonders of the world.

In October 2020, AIUla, an open-air museum in North West of Saudi Arabia, which includes the country's first UNESCO World Heritage Site, will officially re-open and welcome visitors.

While some attendees of AIUla's Winter at Tantora annual arts festival have been granted access to the archaeological sites in the event's first two years, now for the first time, AIUla's landmarks of unprecedented historical and cultural significance and its 250,000 years of human legacy are going to be accessible for all visitors all year round.

With a focus firmly on conservation and responsible tourism, since 2017 RCU has been transforming AIUla into a must-visit culture and heritage destination.

Visitors will be able to access the main heritage sites, cultural touring options and a range of adventure experiences.

Overnight visitors can choose from five accommodation providers each with its own take on desert luxury. AIUla's accommodation stock is set to progressively increase to more than 9400 rooms by 2035.

The four key heritage sites that visitors will now be able to access are, Hegra, an UNESCO World Heritage Site since 2008; Dadan, probably one of the most developed 1st millennium BCE cities of the Arabian Peninsula; Jabal Ikmah, often referred to as the 'Lihyanite library', offering insights to ancient beliefs, rituals and practices of every-day life; and Old Town, the ancient walled city of AIUla which has been at the crossroad of civilisations from the twelfth century CE.

AIUla's immersive experiences will however extend beyond the heritage sites.

Walks, treks and trails will be available both guided by the local Rawi (Arabic storyteller) or self-guided for visitors who want to delve deeper into the stories and customs of the region.

Adventure tourists will also be catered for, whether it's tearing around the sandscapes in a desert buggy, or taking to the skies in a vintage light air-craft to see volcanic craters and key hole tombs in the lava fields of Harrat Khaybar.



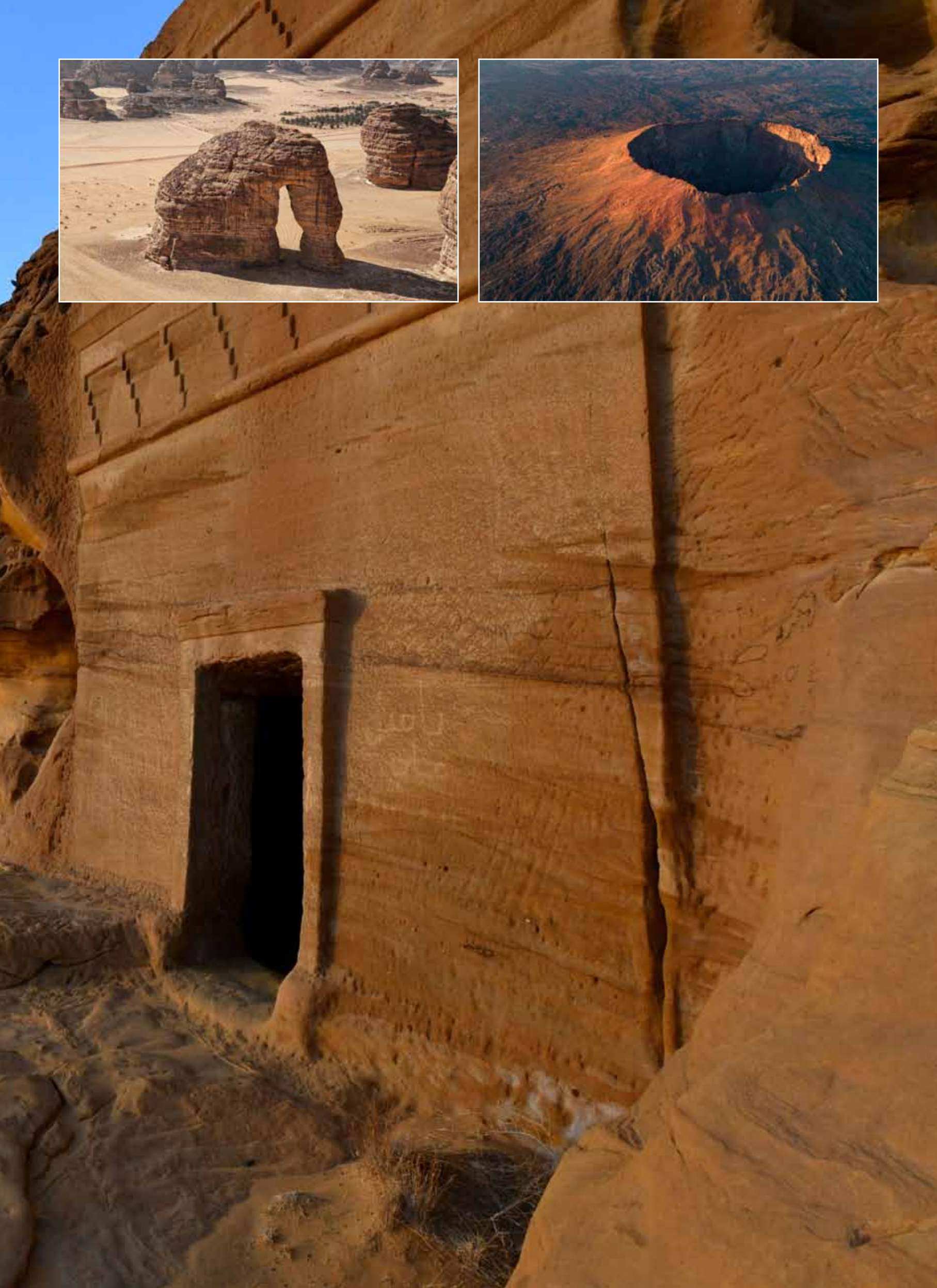
For families, Hijrat Noura, or Princess Noura Farm, located close to Hegra offers a chance to get up close and personal with the local flora and fauna.

Winter Park, an experience developed for the Winter at Tantora festival will also make a come-back as a more permanent attraction offering a casual open-air atmosphere for food trucks and art installations.

After a day of sightseeing, visitors can stroll through the cool and sheltered oasis - a green canopy of palm grove where the air is perfumed with the scent of dates, orange and mint grown nearby.

Dining options include local restaurants, many featuring produce sourced from nearby farms.

For the business tourism market, Maraya, a wonder of the architectural world, is a multi-use 500 seat events venue that is covered in 10,000 square metres of mirrors, reflecting the surrounding landscape. Maraya is scheduled to re-open in December 2020.



Lausanne

The 'World's Best Small City'

8 Things That Make Lausanne A Great Small City

Lausanne is in the French region of Switzerland which is vibrant and combines urban life with easy access to the scenic routes and spots all around the region. Lausanne's dynamism, cultural and sporting heritage, culinary wealth and quality hotel infrastructure attracts visitors from around the world and lends itself to the perfect city break escape. Here are 8 things that makes Lausanne a great small town:

1. Discovering the Old Town of Lausanne on Foot

Start at the top at the medieval site located in the pedestrian Old Town and make your way through the hill that spreads down to the main train station. There are many bridges, lifts and escalators to help work your way up and down the hills.

2. Shopping for Unique Finds in the Old town

From local goods to international splurges, Lausanne has a lot to offer. There is also a great mix of high-end brands and vintage stores. Independent boutiques line Rue Martery which is great for unique finds and a different kind of shopping experience.

3. Discovering Unusual Art at the Collection de l'Art Brut

In Lausanne, some of the world's quirkiest collections can be seen in Collection de L'Art Brut. The collection boasts more than 70,000 pieces by 1,000 artists, making this museum in Lausanne the world's finest collection of Art Brut.

4. Dining at a 200-year-old restaurant

The oldest restaurant in Lausanne is also one of its most popular. The Pinte Besson opened in 1780 and has since served traditional Swiss dishes.

5. Climbing the stairs of the Tour de Sauvabelin

The Tour de Sauvabelin is constructed entirely



out of timber from the forests outside the city, composed of Douglas fir, spruce, and larch wood.

6. Cruising on Lake Geneva and Discovering a UNESCO World Heritage Site

Take a boat to Vevey or Montreux for a great day trip or hire a private boat to take you around Lake Geneva. Lake Geneva Cruise Lines offers group and private tours of Lake Geneva.

7. Visiting the 'World Renowned' Olympic Museum

Visiting the Olympic Museum does not sound like a ground-breaking activity, but this place has more than just your average artifacts and exhibits. The rich collection has pieces that span the ancient period through to the present day, telling the story of how the modern Olympic Games were born and continue to progress.

8. Exploring the Nightlife at Flon

The Flon district was once a natural valley run through by the river Flon and now one of the hot spots of Lausanne nightlife.



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 Ritz-Carlton Ras Al Khaimah

Al Wadi Desert Authentic
encounters with nature





The Ritz-Carlton Ras Al Khaimah, Al Wadi Desert, is a protected nature reserve spanning 500 hectares (1,235 acres) and is home to a range of diverse wildlife living naturally around the desert oasis. With more than 50 different species of birds, falcons, and, Arabian Oryx, beautiful sand gazelles and black bucks, guests can experience the breath-taking scenery of the secluded nature reserve whilst enjoying authentic encounters with nature.

The beauty of the Arabian Desert is showcased in all its glory and has been a secret to Bedouins for thousands of years. This secluded oasis is focused on offering exceptional experiences alongside unparalleled service for guests, whilst being committed to providing traditional Arabian hospitality. This tranquil all villa resort has so much to offer, and is exclusively geared towards "high tech and low touch" with each villa offering private entrances, pools and uninhibited views. The luxury resort also boasts a variety of dining options including the farm-to-table Farmhouse, as well as the intimacy of in-villa dining. There are a host of activities available for the adventurous, such as; archery, desert biking, bird watching, horse riding and additional camel treks or enjoy a secluded ride around the resort on bicycles provided with your villa.

A healing water oasis in the middle of a desert can be experienced at The Rainforest. The tranquil spa combines European hydrothermal culture with Middle Eastern bathing rituals, creating a rejuvenating sanctuary in the Arabian Desert. The experience includes 16 different stations, each traveling one step farther in the journey to relaxation. Guests are encouraged to follow the mapped sequence and to allow time for the body to cool, whether naturally or with the Ice Igloo or showers, after completing a warm station.

Guests can later connect with nature and view the signature falconry show, whereby majestic birds of prey including desert eagle owl and dusky hawk who call the reserve their home participate in a breath-taking interactive display. This is a secluded haven for creating memories with loved ones and creating indelible marks for all the family.

Fairmont The Palm

The Arabian themed luxury resort



Named after the iconic Palm Jumeirah, Fairmont The Palm, the Arabian themed luxury resort on the man-made island, offers 391 lavish rooms and suites, each featuring a private balcony with breathtaking views of the Dubai Marina skyline, the Arabian Gulf or the Palm Jumeirah Residences.

Guests may indulge in a collection of varying cuisines in 11 award-winning venues including; Mediterranean "Seagrill Bistro", Brazilian "Frevo", vibrant "Little Miss India", daring "Ba - Boldly Asian", American "Blowfish", international "Flow Kitchen", charming lobby-lounge "Mashrabiya Lounge", patisserie shop "Delicacy", quintessential bar "The Cigar Room", casual "Vuvuzela Sports Bar" and an interactive cooking studio "The Chef's Palette".

Authentic to its region, the resort presents a wide range of leisure and outdoor activities, inclusive of six outdoor temperature-controlled swimming pools, a private white-sand beach and a full-service, state-of-the-art health club. Guests are invited to fully unwind and rejuvenate themselves in the world-renowned Willow Stream Spa which offers a plethora of treatments for both face and body in any of its 11 spa suites, traditional Moroccan hammam, large steam room, experiential showers or serene lounge with mesmerizing balcony

views of the Dubai Marina skyline.

There's always something fun for the younger visitors, as they can enjoy the Fairmont Falcons Kids' Club offering an exciting program of edutainment activities managed by our professionally qualified team of in-house playmakers, in both indoor and outdoor fun surroundings.

With more than 3,000 square meters of flexible event area, as well as both indoor and al fresco spaces, guests may host a variety of memorable functions ranging from meetings and conferences, corporate team-building exercises and lavish social gatherings, to idyllically themed weddings in its eight versatile event areas.

Located in the most prestigious location on Palm Jumeirah Island, Fairmont The Palm is just across the newly opened Nakheel Mall and Dubai Tram station, connecting visitors in a matter of minutes to the popular Aquaventure water-park, The Pointe and The City of Dubai. Guests will additionally be able to discover an exciting new Beach Boardwalk that will feature plenty of exciting new cafés, boutiques and restaurants.

www.fairmont.com/palm-dubai



Four Points by Sheraton Downtown Dubai

Experience an astonishingly comfortable stay this winter at Four Points by Sheraton Downtown Dubai

Discover the ideal home base for visits to Dubai, be it for business or leisure travel, at Four Points by Sheraton, Downtown Dubai.

Set in the bustling heart of historic Dubai, in close proximity to business and transformation hubs, stays at this lovely hotel are perfect for the busy business and fun-loving leisure traveler as well as ideal for an extended family stay.

The rooms at Four Points by Sheraton, Downtown Dubai have been specially designed to deliver optimal relaxation, complete with every feature you could wish for in a convenience hotel. From spacious and relaxing rooms to an irresistible rooftop pool and well-equipped gymnasium, this gem offers everything you need plus the style and extras you love.

Relish in the delightful Dubai winter with the most rewarding staycation at Four Points by Sheraton, Downtown Dubai, for only AED 299. Recharge and stretch out in spacious comfort at one of the amazing Classic Rooms, perfect for the simplest of stays, and



receive the exact value to splurge and indulge at any of the amazing restaurants and bars available within the hotel, including; Yesterday Pub, Purani Dilli, or the rooftop bar.

Cricket Craze at Yesterday Pub

Four Points by Sheraton, Downtown Dubai has something to offer every leisure seekers, especially cricket fans. The Indian Premier League (IPL) season has recently kicked off and Yesterday Pub's self-dubbed Yesterday's Cricket Zone is the ultimate destination to catch the IPL games.

Transformed in the go-to bar for IPL games, join fellow cricket lovers for a live screening at Yesterday's Cricket Zone and cheer your favorite team on as you avail exciting deals on food and beverages as well as special packages on VIP Tables.

Enjoy a selection of English and Indian pub favorites served with delicious sides and an exciting assortment of house beverages and lush coolers, all at discounted prices, plus an additional buy one get one free offer on house spirits during game time.

Available only during the IPL season, from 19th September 2020 through 8th November 2020, catch all the cricket action live at Yesterday Pub, Four Points by Sheraton, Downtown Dubai and enjoy the atmosphere of the world class tournament.

Find out more information or make a booking by calling +971 50 211 6861
Emailing dtm.restaurants@marriott.com



PAKISTAN

THE AMAZING NORTH



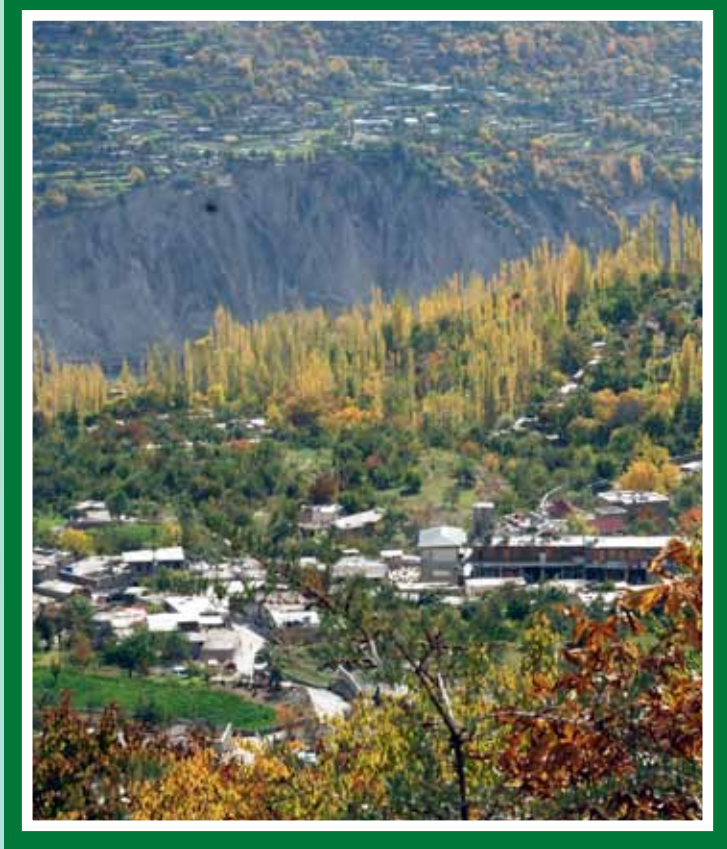
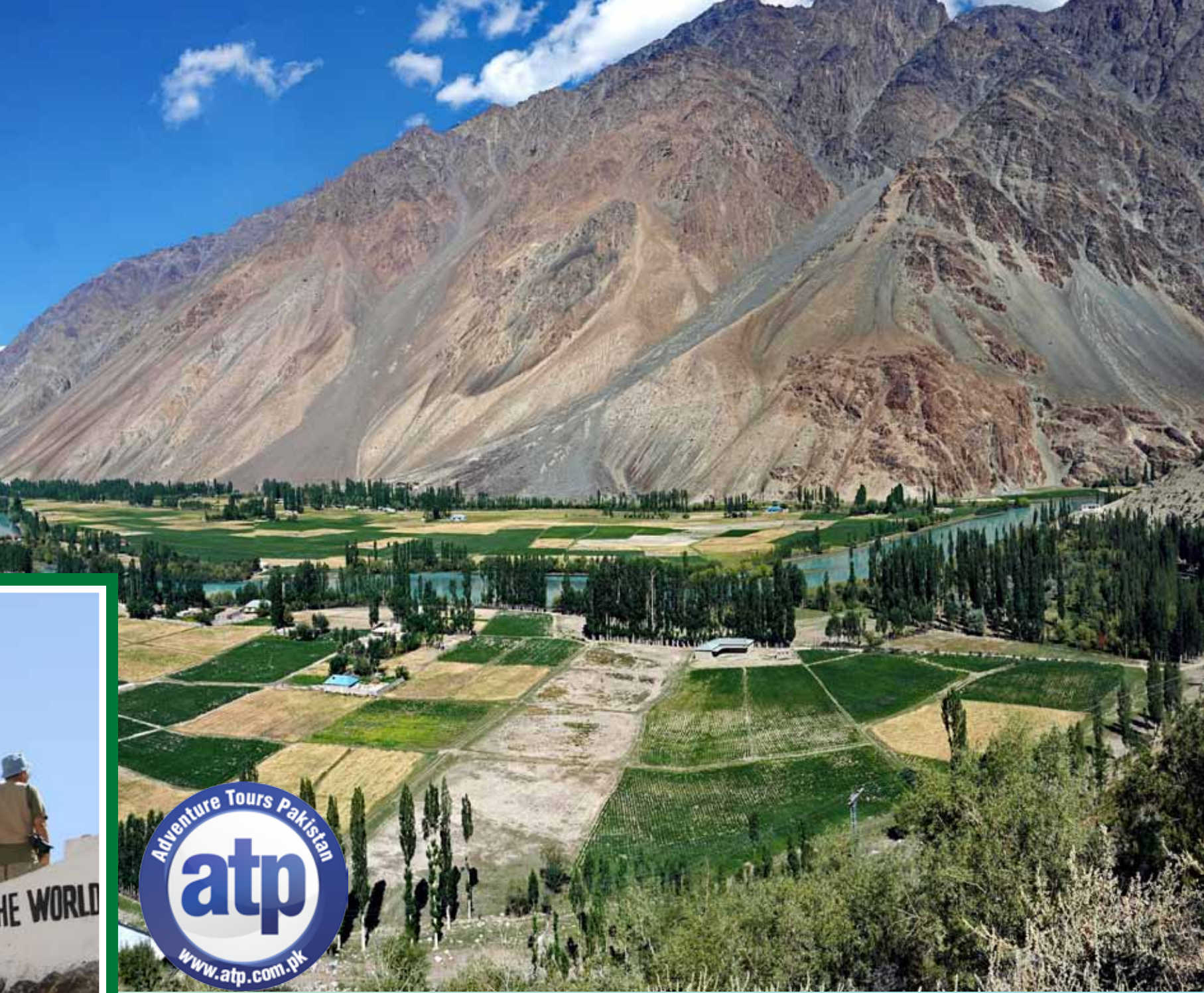
The northern areas of Pakistan are blessed with sky touching mountains, breathtaking valleys blanketing the landscape, diverse cultures, and warm-hearted people welcoming everyone with smiling faces. Combined with mesmerizing mountain scenery, jaw dropping adventurous road rides and indulging in local 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





BECKONING BAIT

by: Fouzia Sohail



One visit and one valuable connection is made in 'Al Bait' (literally meaning 'The House') in downtown, heart of Sharjah. An inspirational and artisanal venture that encompasses the simple yet exquisite Arabian essence of the Emirati style, as was and as can be savoured today.

Not only is Al Bait a one of its kind in the luxury resort service provided by the General Hotel Management Ltd. in UAE but it also aspires to create the ethnic and artistic Middle Eastern ambience through the various arts, heritage, museum, shopping and port sites that surround its vicinity.

Al Bait comprises of ten buildings and fifty-three guest rooms (all fitted with custom made beds). A special mention has to be made: this resort is built around and inclusive of original living quarters of well-known Emirati merchants (Midfa family) whose heirlooms and some private possessions take center place in the museum and even in The Arabic Restaurant (a Midfa sword hangs here). Other eateries are 'The Restaurant', 'The Café' and 'The Ice-Cream Shop'.

A self-contained fitness centre, a swimming pool, a meeting/conference room, a business centre, a library, a museum, a quaint jewelry shop, a truly splendid spa and an astonishing open air marketplace (just beside the café) are all present here.

Al Bait is a part of an Emirati conservation project that has been dedicatedly catered to by a U.K. architecture firm that has portrayed the essence of not only a 5star resort but played

a remarkable cameo in the tapestry of Sharjah's cultural and heritage scene. A personalised princely reception awaits you with dedicated staff members and special intimate touches- be it a wedding, a meeting or a special jet or helicopter to carry or bring you on demand.



Al Bait really beckons





Rixos Sharm El Sheikh

Unique & world-class hospitality

Positioned at the Nabq Bay with stunning views brought by the desert meeting the pristine waters of the Red Sea, Rixos Sharm El Sheikh is one of Egypt's most romantic itineraries that is recently transformed into an Adult Friendly +16 Hotel providing exemplary services and endless activities to enjoy. The hotel has been awarded by Tripadvisor as the 'Number 1 All-Inclusive Hotel in Egypt'.

Rixos Sharm El Sheikh is an ultimate destination for couples and honeymooners to luxuriate with the 660 elegantly designed room and suites featuring first-class hotel amenities with sceneries of a garden setting, pools, Side Sea, or full sea landscapes.

An exquisite food venture awaits with a wide range of culinary delights from 11 restaurants offering local to international cuisines of Brazilian, Turkish, Italian, to Japanese. Indulge the best of both worlds with an option to dine with the impeccable package of 'Stay at 1, Enjoy at 2' offer between Rixos Sharm El Sheikh and Rixos Premium Seagate's collaboration of 16 A La Carte



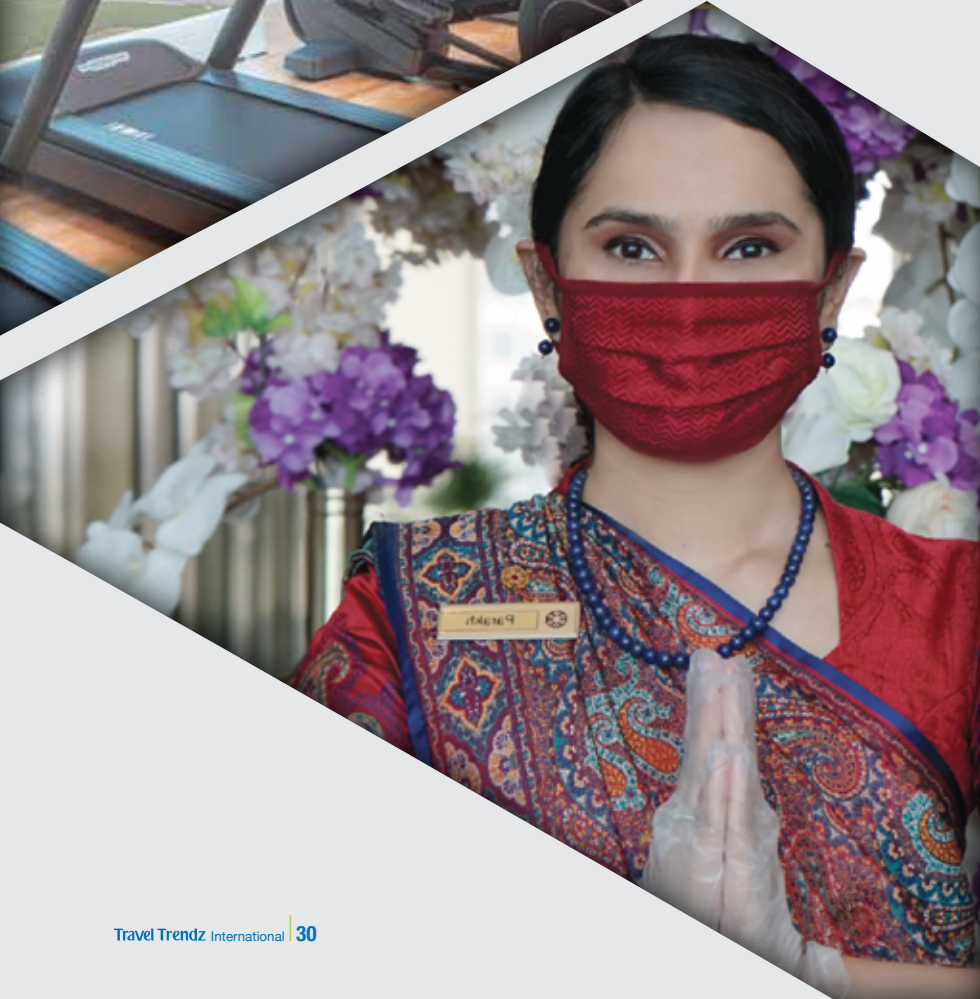


Restaurants. With diverse choices of 6 pubs in different locations of the hotel, there's a venue to celebrate every occasion.

Showcasing all-inclusivity with day to night activities, guests can revel Rixos' quality of entertainment with live performances from well-known DJs, regal concerts of local and international musicians and bands, and a lineup of festivities. Rixos Sharm El Sheikh offers guests to enjoy numerous sports activities from indoor exercises to outdoor hustles featuring exhilarating activities on natural surroundings like scuba diving, and snorkeling.

Immerse a soul-soothing relaxation with the bespoke wellness and spa treatments. Offering the finest Turkish hospitality, pampering through a locally inspired regimen of therapeutic heat, cleansing, and relaxation with top-notch bathing techniques. The program of deep relaxation, renewed energy, and a profound sense of wellbeing emulates the massages, body treatments, wraps, and scrubs.





TAJ

Jumeirah Lakes Towers

The fusion of a century old legacy

Taj Jumeirah Lakes Towers opened its doors on in December 2019, making it the second hotel from the Taj brand in the Middle East. The hotel is the fusion of a century old legacy, seamlessly woven together by worldly contemporary sensibilities, and quintessential Indian heritage. With unparalleled views of the Emirates Golf Club, Dubai Marina and the Arabian Gulf, the hotel's 200 rooms and suites provide the perfect vantage point to observe the city's glittering skyline. The 5-star hotel in Dubai is conveniently located 30 minutes from Dubai



International Airport and is a short walk from the metro station. It is also within easy reach of the city's key commercial areas and prominent tourist attractions.

The hotel brought two unique firsts to the JLT neighbourhood, with a large ballroom to host meetings, conferences and intimate wedding functions and the highest rooftop pool, bar, and restaurant. Distinct dining options include, the much-loved, Shamiana from the flagship, Taj Mahal Palace, Mumbai, Paros, a Mediterranean inspired rooftop pool, bar, and restaurant located on the 46th floor of the hotel and TJ's, a laidback bistro-café. Additionally, the exclusive Taj Club Lounge and round-the-clock gym form key features of the hotel.

Mornings at Taj Jumeirah Lakes Towers can start with a workout at the hotels' state-of-the-art gym, followed by a freshly prepared, made to order breakfast. Guests can spend a leisurely afternoon, lounging by the rooftop swimming pool, amidst unparalleled views of Dubai's iconic skyline. A refreshing summer menu that captures the best of Indian, European, and Middle Eastern fare is available 24-hours a day. As the sun sets, Paros, the Mediterranean inspired effortlessly chic venue on the 46th floor of the hotel is the only place to be.



Pakistan

GLIMPSES OF HERITAGE

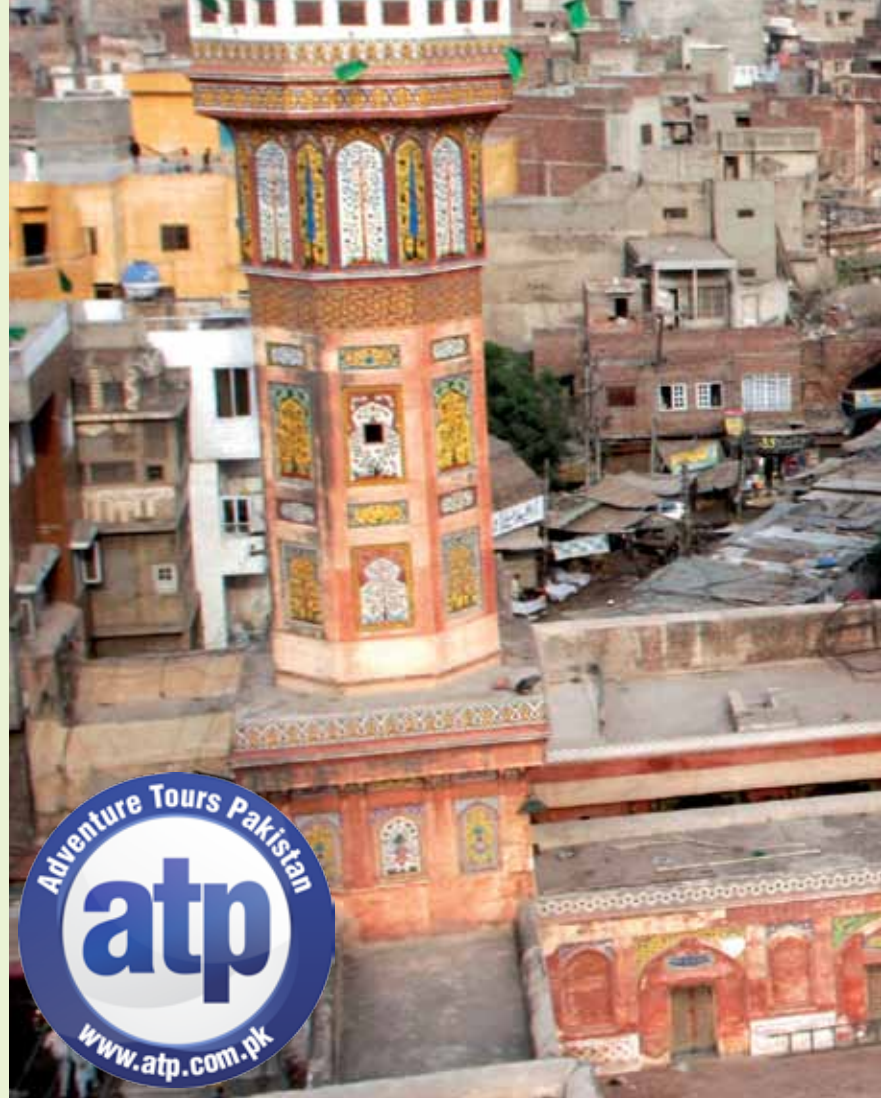
An insightful journey across Pakistan along its best kept secrets is an unforgettable experience.

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





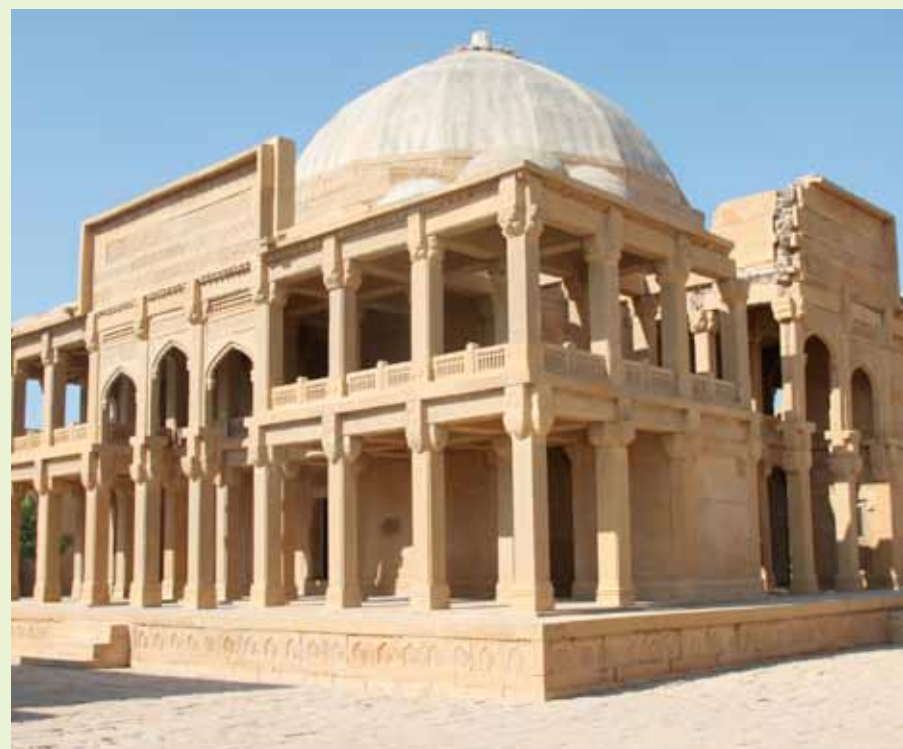
ancient culture. Makli Hills world's largest necropolis with over a million graves,Chaukhandi tombs form an early Islamic cemetery are remarkable for their elaborate sandstone carvings, tombs and mausoleums will make your trip worthwhile. In short every city, town and village throughout the tour that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

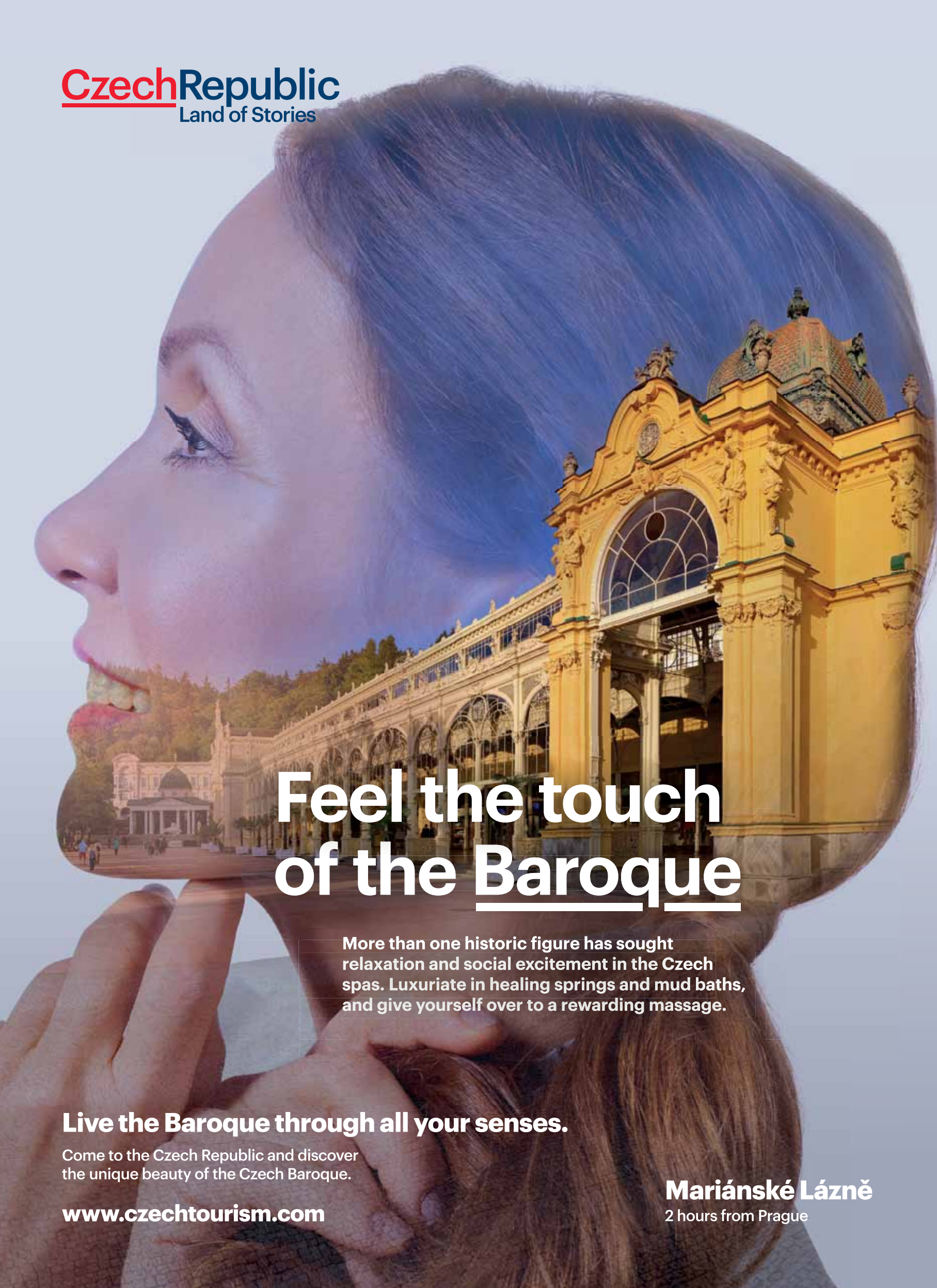
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A woman's profile is shown in a three-quarter view, looking towards the left. Her hair is pulled back. Inside her head, a large, ornate Baroque building with a glass facade and a central dome is visible, representing the Mariánské Lázně spa. The building is illuminated with a warm, golden light. The woman's hand is visible at the bottom, resting near her chin.

Feel the touch of the Baroque

More than one historic figure has sought relaxation and social excitement in the Czech spas. Luxuriate in healing springs and mud baths, and give yourself over to a rewarding massage.

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EXPLORING



Foto: Innsbruck Tourismus / Mair

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.

More Information
www.innsbruck.info