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Asia

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VOL 22 NO 05 2023 24 PGS



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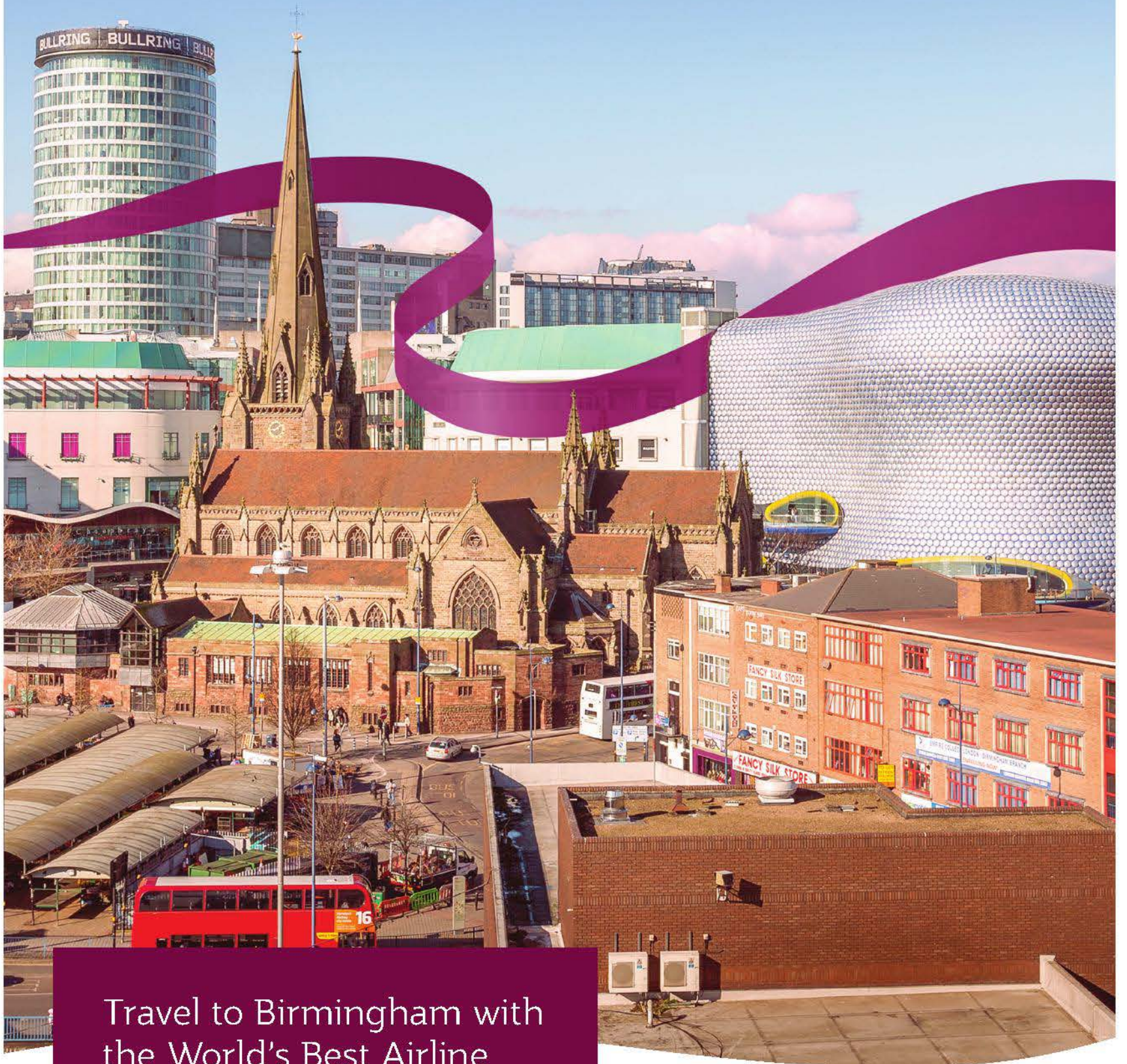
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Emirates Soars to Pre-Pandemic Levels: Expanding Capacity & Enhancing Product with Surging Air Travel Demand

DINUSHKA CHANDRASENA

Emirates, one of the world's leading airlines, is making significant strides in optimizing fleet utilization and expanding its global network. Adnan Kazim, the Airline's Chief Commercial Officer said in an interview during the recently concluded Arabian Travel Market (ATM) in Dubai, that Emirates is confident of exceeding pre-pandemic levels in passenger travel, achieving a complete recovery.



Adnan Kazim

gone through a cost cutting process with limits placed on overseas air travel spend. For business travellers, the Emirates Premium Economy product provides a level of comfort that rivals Business Class of some airlines, and is especially appreciated when it comes to long-haul flights.

"The airline has deployed almost all of the Boeing 777 aircraft back into operation and 85 of the A380 aircraft are already in the sky. We expect to increase to a total of 95 A380s by the end of the year while increasing the A380 network from 42 to 50 destinations this summer. The new markets to get the A380 this summer are Taipei, Shanghai, Bali and Nice," he said.

Traveller numbers are on the rise and there is still a large number of people, post-pandemic, who are looking to take international vacations. "This summer will be extremely busy for us at Emirates as we hope to see most aircraft operating at full capacity with a full recovery by the end of the next financial year," Kazim disclosed.

With 130 of the airline's B777 aircraft deployed, ramping up operations in terms of man-power and improved supply chain flow are on the cards to meet the growing demand.

Commenting on the introduction of the Premium Economy cabin and its success, Kazim said: "From on a study which was carried out by Emirates, it was clear that there was a gap in the product offering between Business Class and Economy Class. Most people pay the full 'Y' Class fare and don't get any benefit or product enhancements. Hence, the introduction of the Premium Economy product will undoubtedly boost the travelling experience while providing them with a higher level of comfort for a mere 10% -15% on the full economy fare."

By the end of the year, Emirates will have more than 20 A380 aircraft fitted with Premium Economy and, by the end of summer, the airline would have deployed aircraft with four cabins to ten destinations in its global network.

This product is particularly beneficial to the corporate traveller as most organizations have

The additional markets that will receive the newly retrofitted aircraft with Premium Economy cabins would be Houston and Los Angeles in North America, with New York and San Francisco already operating with Premium Economy. Other destinations that offer the product are London Heathrow, Melbourne, Sydney, Christchurch and Auckland, with Singapore starting on 1 June.

"The philosophy behind selecting the destinations was based on the number of flying hours and anything above the 6-hour zone would serve to be highly beneficial to get the maximum from this product offering. This would be approximately 65% of the future deployment and the A350 new order due to come in 2024 together with the B777 X in 2025 will be fitted with Premium Economy cabins," disclosed Kazim.

Commenting on the airline's South Asian operations Kazim said: "The South Asian region looks very solid and we have seen a spike in bookings from both the Maldives and Sri Lanka. There is a request from both destinations for an increase in capacity as the demand is on the rise and we feel that Sri Lanka in particular is in a very healthy place with room for growth."

Emirates is the only international airline that operates a three class configuration aircraft to Sri Lanka offering passengers the luxury of First Class, Business Class and Economy. It is also one of the few airlines that maintained flight operations through some of the most challenging times for air travel and during crisis periods for Sri Lanka.

"Sri Lanka has been and will always remain an important market for us at Emirates. The recently signed MOU between the government of Sri Lanka and the airline is a further affirmation of our support to the country's economic growth and development," concluded Kazim.

Minor Hotels Celebrates 27 Accolades at the 2023 Travel+Leisure Luxury Awards Asia Pacific

DINUSHKA CHANDRASENA

Minor Hotels, the parent company behind the Anantara, Avani, Tivoli, NH Collection, NH, nhow, Oaks and Elewana hotel brands, is celebrating a total of 27 accolades awarded to its properties throughout the Asia Pacific region in the first annual Travel+Leisure Luxury South East Asia awards recently held in Bangkok.



Dillip Rajakarier

Travel+Leisure South East Asia, the popular luxury and lifestyle travel magazine, conducted an online survey in which readers rated their overall travel experiences resulting in the first Luxury Asia Pacific Awards. The awards recognise excellence in the travel industry, ranking the best hotels, resorts, cities, islands, pools and leaders from a region covering the Maldives to Australia.

Anantara Kihavah Maldives Villas, won big for the brand taking home two coveted awards - the Best Resort in the Maldives and Best House Reef in the Maldives, while also being voted into the second-spot for Best Spa in the Maldives. Situated along the pristine beaches of the Maldives' Baa Atoll island archipelago, Anantara Kihavah consists of 80 luxury villas, the largest telescope for stargazing in the Indian Ocean and the award winning underwater restaurant and wine cellar SEA. Thanks to its privileged location within the Baa Atoll, a renowned UNESCO Biosphere Reserve, Anantara Kihavah is the ideal base from which to explore the world that lies hidden beneath the calm turquoise waters. Built on a naturally formed island, the resort is encircled by a magnificent coral reef that is widely regarded as the best house reef in the Maldives.

In Thailand, Anantara's two northern resorts Anantara Chiang Mai and Anantara Golden Triangle made the top five best upcountry hotels at number 3 and 5 respectively. Minor's wellness offerings in Thailand also fared well with the newly opened BDMS Wellness Clinic Retreat at Anantara Riverside Bangkok Hotel ranked as the fourth best spa, and Clinique La Prairie Bangkok located at the St Regis Bangkok rounded off the top five.

Continuing the top five rankings of the region's best, Anantara Hoi An Resort was voted in at number 2 of the Best Upcountry Hotels in Vietnam, while the history-rich boutique sanctuary Avani+Luang Prabang Hotel was voted in number 5 position for Best Hotels in Laos.

"On behalf of our hotels, I would like to thank the readers of Travel+Leisure South East Asia for their continuous support," said Mr. Dillip Rajakarier, Group CEO of Minor International and CEO of Minor Hotels. "It's such a pleasure and honour to see our properties in the region listed as the best that the Asia Pacific region has to offer."

On a global scale, international arrivals reached 80% of pre-pandemic levels in the first quarter of 2023. An estimated 235 million tourists travelled international in the first three months of the year which accounts for more than double compared to the same period last year. According to the UNWTO research data tourism globally has shown its resilience and Sri Lanka is also on the path to recovery, but not at the desired rate as envisioned in 2022.

As we officially enter the 'low-season' for Sri Lanka tourism, the industry continues to grapple with the level of inflation and fluctuations in currency. While the appreciation of the local rupee is perceived as a positive in some sectors, for tourism it continues to be a challenge.

The use of the Indian rupee for local transactions has brought in a certain level of relief in industries which are closely linked with Sri Lanka's big brother.

The national carrier is showing considerable growth with positive numbers and plans of maintaining a steady upward trajectory. The international airline landscape remains somewhat the same with airlines such as Emirates looking at increasing frequencies and catering to a growing demand of travelers on its global network.

The industry is looking forward to the much awaited TAAI (Travel Agents Association of India) congress to be held in Sri Lanka in July. This event will bring in approximately 400 Indian agents who would be looking at cross nation promotions and new collaborations with local operators.

China remains a market to be explored and the industry are working towards regaining the Chinese travel market while balancing out a proper pricing strategy in order to bring in some recovery in terms of yields in the coming months.



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NEWS

Tourism Alliance Destination Consumer Marketing Campaign Reaches New Heights

TTA BULLETIN

The Sri Lanka Tourism Alliance (SLTA) launched its mini Destination Consumer Marketing campaign "Fall in Love Again" in October 2022. With consumers being the decision makers, travel trade marketing alone is inadequate to quickly rebuild demand, following negative news and consumer apprehension about shortages and safety.

The campaign covered multiple platforms such as Facebook, Instagram, YouTube and Google Display advertisements. The campaign targeted key markets including India, Germany, Spain, UK, France and the US to communicate the return to normalcy for tourists.

"Results have been exceptional; the Alliance's goal was to reach 1 million potential tourists but we reached almost 6



Malik Fernando

million with an impressive 31.5 million impressions. If only global consumer marketing could be done at country level, positioning Sri Lanka as it truly deserves, the impact on bookings and rates across the spectrum of accommodation would be spectacular" said Malik Fernando, Chair of the Tourism Alliance.

The Tourism Alliance is committed to working tirelessly to promote Sri Lanka; it recognizes the importance of building trust and desirability for the destination among travellers. The Destination Marketing campaign is one of many initiatives the SLTA has planned.

The Destination Marketing Campaign is part of the Tourism Resilience Project funded by the European Union (EU) with additional support from the United States Agency for International Development (USAID).

UNWTO Leads Rethink of Tourism Communications

TTA BULLETIN

Against the backdrop of the 118th session of its Executive Council in Punta Cana, UNWTO hosted a special Thematic Session. Alongside assessing the evolution of tourism communications, the Session saw leading experts explore current and future opportunities for more effectively portraying tourism as an essential driver of development, both in traditional media and on content platforms.

With tourism high on the political agenda like never before, UNWTO is leading the shift in tourism communications, with a greater focus on the sector's unique power



as a driver of development and opportunity. Secretary-General Zurab Pololikashvili said: "We have made huge progress over the past few years in making tourism's relevance more visible and more

appreciated, by governments and by tourists themselves. But we need to make it even clearer. For this reason, UNWTO is working to build a new narrative around tourism as a force for development and transformation."

The Thematic Session offered a platform to connect content creators with editors and new media platforms, with UNWTO as the bridge between the two.

Thema Collection Shines at Sancharaka Udawa 2023, Winning the Best Stall Award

TTA BULLETIN

Thema Collection, a leading name in the travel industry, celebrated a remarkable achievement at the recently concluded Sancharaka Udawa 2023 exhibition held at the BMICH. Thema Collection secured the prestigious Best Stall Award, reaffirming its position as a trailblazer in the industry.

The two-day event, which took place on the 19th and 20th of May, witnessed the participation of esteemed guests, including politicians and industry figures. Inaugurated by Prime Minister Mr. Dinesh Gunawardena, the event captivated attendees with its vibrant atmosphere and a wide range of exhibitors.

Thema Collection's stall stood out as a true testament to their commitment to sustainable tourism. Constructed using eco-friendly materials, their stall perfectly embodied their dedication to preserving the environment while providing unforgettable travel experiences. The attention to detail and emphasis on sustainability showcased Thema Collection's vision of responsible travel.

Thema Collection's stall received widespread recognition and praise throughout the exhibition. Visitors, travel enthusiasts, and industry professionals alike were drawn to



the stall's innovative design and eco-conscious approach. The combination of sustainable elements and the allure of Wild Glamping Gal Oya earned Thema Collection accolades and admiration from all quarters.

Adding to the prestige of the occasion, Ms. Jyoti Mayal, the esteemed President of the Travel Agents Association of India, visited Thema Collection's stall. Mayal's presence emphasized the growing international recognition of Thema Collection and the appeal of Wild Glamping Gal Oya to Indian travelers. Her visit underscored the significance of the destination as a preferred choice for discerning travelers seeking unique and responsible experiences.

As travelers increasingly seek authentic and responsible experiences, Thema Collection remains at the forefront of providing exceptional journeys that create lasting memories. Their consistent recognition at Sancharaka Udawa showcases their continued dedication to excellence and sustainability in the world of travel.





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Hotel Show Colombo is back again after 3 years

TTA BULLETIN

Sri Lanka's only Hotel Show's Exhibition is back after a lapse of 3 years. It will be held on 21st, 22nd and 23rd of July 2023. Hotel show Colombo is organized by the Sri Lanka Hospitality Graduates Association together with CDC Events, and the support of the state and private sector. The annual exhibition has driven its way over the past 25 years improving its standards and services while creating opportunities for exhibitors to meet their business expectations. The event attracts products and services representing thousands of brands from all over the globe while many visitors and buyers including Sri Lanka, Maldives, India and other South Asian Countries. With the resurgence of the tourism industry in the country and the increased demand for hotel supplies and services the hotel show Colombo 2023 will take place, setting the platform to show case all hotel supplies and services under one roof. The National Barista Championship, National Room Stylist

Challenge, Ceylon Tea Masters Cup, Bar Champs- bartenders competition and several Industry focused Masterclasses will be held concurrently together with the Hotel Show Colombo exhibition.

While the theme for this year's exhibition will be PRODUCE OF SRI LANKA. There will be over 175 stalls from all over the world show casing products and services ranging from Kitchen Equipment, Linen, Housekeeping Equipment, Leisure & Entertainment etc.

Mr. Trevin Gomez, the Chairman of the Organizing Committee state that "at the time when tourism is just starting to peak many hotels & resorts will be looking at upgrading and refurbishing their facilities. Keeping in line with this year's theme is 'Produce of Sri Lanka', the organizers wish to give prominence to Sri Lankan made products and services in order to give a boost to the economy".



The Principal Sponsor of the exhibition is Cargills Ceylon PLC, Pragmatic International is the Diamond Sponsor, while Suyamas International (Pvt) Ltd, Venture Hotel Supplies Pvt Ltd, Nitmo Pvt Ltd & World of Outdoor Pvt Ltd are Gold Sponsors.

Fits Retail Pvt Ltd (Damn Fine Coffee) is the Coffee & Machinery Sponsor for the National Barista Championship while Liquid Island Pvt Ltd (Monin) is the Syrup Sponsor for the National Barista

Championship. Celcius Solutions and Suyamas are the sponsors of the National Room Stylist Challenge. Rockland Distilleries Pvt Ltd is the sponsor for the Bar Champs -Bar tenders competition. The concurrent events will be held in 5 regions namely: Colombo, Negombo, Cultural Triangle, Central and South. While the finals will be held in Hotel Show Colombo. Judges of international repute will be flown in to officiate the competitions while as in the past these events will be conducted as per international rules & regulations.

Vietnamese Media Personnel impressed with Sri Lankan attractions

TTA BULLETIN

The Sri Lanka Tourism Promotion Bureau, together with the Embassy of Sri Lanka in Vietnam organized a Media Familiarization Tour for a delegation of 5 members belonging to the high level media in Vietnam, including VTV 2 TV channel, Famous blogger Trans Viet in



Vietnam, and three other Media personnel. The FAM tour continued from 7th to 14th May 2023. They were given a warm welcome by the SLTPB officials at the Bandaranaike International Airport, showcasing the warm hospitality which is truly unique to Sri Lankan nationals. They had an active itinerary ready to travel round the destination and gain a unique experience, especially it is also renowned as a 365 destination. During their tour they visited Negombo, and had an interesting experience exploring its coastal line, Sigiriya, with its iconic cultural heritage, Hurulu Uyana, An ideal alternative for the Wild life parks such as Minneriya during the wet season, and proved to be an interesting safari. They also visited Koneshwaram temple in Trincomalee, Passikudah and its sun kissed beaches, Ella and its famous Nine Arch Bridge, Ravana Falls, Little Adams Peak Ella, Nuwara Eliya and its iconic tea Factories, tea gardens and had some experience in tea tasting. They also had a memorable experience exploring the Sigiriya Rock Fortress and its cultural splendor. They were very much impressed with the various travel and holiday opportunities that Sri Lanka had as a renowned travel destination and considered this as an opportunity to spread a positive message to their fellow citizens back home.



a visit to the temple of the sacred tooth relic in Kandy, which filled them with awe and respect for the Sri Lankan heritage and culture. They also watched a cultural show which gave some knowledge of the cultural dances and performances which Sri Lanka had to offer. They also had a Kandy City tour, where they were able to pop into the shops on the way and check the interesting items which they had to offer. They had the opportunity of enjoying

a healthy final day dinner at the Siddhalepa Ayurveda Resorts, and also experience a cooking demonstration, as well as having a stroll in the Lotus Tower area, Gangaranmaya Temple, and the Independence Square.

Various Tourism stakeholders such as Jetwing Hotels, & Siddhalepa Hotels, collaborated with Sri Lanka Tourism to organize this promotion. This media crew will promote Sri Lanka as a potential tourist destination among Vietnamese tourists.

By hosting Media crews from various countries as these, more travelers will get to know the word regarding Sri Lanka from those who have visited and seen the island, experiencing its unique travel opportunities open to the world. Vietnam can be a potential Tourism market with the cultural and geographical similarities which it's sharing with the island destination.

Before leaving to Colombo, they also paid

"Cordelia Empress" makes her maiden call on Hambantota Port

TTA BULLETIN

Cordelia Empress, India's first international cruise from Chennai to Sri Lanka, started its maiden voyage on the 5th of June 2023, from Chennai, flagged off by Indian Minister



of Ports, Shipping and waterways Sarbananda Sonowal. This gigantic Vessel is scheduled to make its maiden call at the Hambantota Port today (6th June 2023) with 750 passengers and will stay overnight offering a cruise tour package to visit the ports of Trincomalee and Jaffna.

In Hambantota, tourists will have the opportunity to explore wildlife at Yala and Udawalawe National Park, whereas a visit to a turtle Hatchery Farm is also arranged. As an additional activity, visitors will also be able to take a stroll through the Galle Dutch Fort and a hike to the Diyuluma Waterfall.

The visit to Trincomalee will give them the unique experience of whale and Dolphin watching, engaging in various water sports, and snorkeling. The visit to Jaffna offers a peaceful beach retreat and exploring the sacred temples and shrines in the area.

This newly established cruise liner, belonging to Cordelia Cruises, offers state of the Art accommodation choices such as Ocean view staterooms, suites, Mini-Suites and the premium Chairman's suite. Passengers will be able to enjoy and relax in the comfortable staterooms, after a day filled with onboard activities and entertainment.

The cruise also offers World Class restaurants and Bars onboard, inclusive of

all international and Indian cuisine, as well as onboard entertainment and premium accommodation options.

Senior officials from the Sri Lanka Tourism Promotion Bureau also will be participating for her maiden call at the Hambantota Port on the 6th of June 2023, and attend the inauguration ceremony scheduled to be held at the Hambantota Port premises. Sri Lanka is all prepared to give the Cordelia Empress a warm welcome on her maiden voyage to the destination, inclusive of a few cultural performances to entertain the crowd and showcase the warmth and hospitality of the Sri Lankan counterparts, which they are world renowned for.

An onboard counter will be manned by the staff of Sri Lanka Tourism Promotion Bureau. This will be a wonderful opportunity to strengthen the Bilateral and cultural ties between the two nations as well as encouraging more tourists from India, wanting to explore the similar cultural and historical values as well as developing a strong friendship which goes beyond centuries.

It is expected that sixteen such Cordelia cruises will call on Sri Lanka till September 2023 covering Hambantota, Trincomalee and Kankasanturei.



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'Bangkok International Food Festival 2023' elevates Thailand's world-class gastronomy tourism status

TTA BULLETIN

The Tourism Authority of Thailand (TAT) is hosting the 'Bangkok International Food Festival 2023' with an aim to offer experience-based tourism and leverage 'Food' – one of the kingdom's 5F soft-power foundations to elevate Thailand's status as a world-class gastronomy tourism destination.

The 'Bangkok International Food Festival 2023' is scheduled to be held from 26-30 May, from 15.00-22.00 Hrs., at central-wOrld shopping plaza and complex in Bangkok.

Mr. Apichai Chatchalermit, TAT Deputy Governor of Tourism Products and Business, said "The Bangkok International Food Festival 2023 is envisioned to be a prominent culinary event that showcases gastronomy tourism experiences and the diversity of food culture, which is one of Thailand's 5F soft-power foundations. The hosting of this festival is also to reflect

Thailand's ability to host large-scale international food event, and to raise the profile of Thailand's culinary experiences as well as travel and tourism competitiveness on the global stage."

Fundamentally, the Bangkok International Food Festival 2023 is intended to inspire Thai and foreign tourists to travel more around Thailand, thus helping to boost local tourism via culinary tours and distributing income from travel spending to the community.

The five-day culinary event comprises four key activities and five zones, and live music performances.

The four key activities include creative cooking demonstrations by participating restaurants and eateries; the creation of Chef's Table menus by famous chefs from around the world; the adaptation of Thai



street food menus by specialised chefs; and workshops on creating fine dining experiences using advanced culinary innovation. Some of invited chefs from overseas include Chef Jacob Jan Boerma, Chef Davio Gil Rovira, Chef Alejandro Huertas, Chef Ruben Aranz, and Chef Saito Daiki-chi.

The five zones include the International Food Zone featuring internationally branded restaurants, eateries, and bakeries; the MICHELIN Guide Zone presenting 15 MICHELIN-awarded restaurants and eateries; the Featured Zone highlighting famous restaurants from all the five regions

across Thailand; the Street Food Zone showcasing street food eateries from all over Thailand; and the Café Zone for coffee aficionados.

TAT introduced the hosting of the Bangkok International Food Festival 2023 at the press conference held yesterday (22 May 2023) with a panel discussion presented by TAT's Mr. Apichai, 'Chef Noom' Thanintorn Chantharawan of one Michelin-starred Chim by Siam Wisdom restaurant in Bangkok, and Thailand's leading foodie Mawin Taweephol (Mawinfinferr).

Travelex launches new stores and partnerships across Europe, Asia-Pacific, Middle East and Brazil

TTA BULLETIN

Travelex, a market leading foreign exchange brand, has



launched more than 20 new bureaux and partnerships across Europe, Asia-Pacific, the Middle East and Brazil as international aviation continue to rebound post-pandemic.

In Europe, two new bureaux have opened at Frankfurt Airport (both landside) and two at Schiphol Airport (one landside and one airside), with all four new bureaux also offering FX ATM services. The new stores mean Travelex now operates nine sites at Schiphol Airport and 15 at Frankfurt Airport in total.

In the UK, Travelex's ATM click & collect service has been expanded following a successful pilot at Heathrow Terminal 5: 54 click & collect ATMs across all four operational Heathrow terminals are now live, plus a further 24 at Manchester Airport and seven at Birmingham Airport, allowing customers to pre-order their cash for collection via the ATM before they fly.

In Brazil, Travelex has opened seven new bureaux, including four in São Paulo, one in Rio de Janeiro, one in Minas Gerais and one in Santa Catarina. Travelex has also announced a partnership with CCR Aeroportos, one of Brazil's largest airport operators, and has plans to open stores at three more airports (Navegantes, in Santa Catarina, Goiânia and Curitiba), taking the total number stores across Brazil to more than 120.

Travelex has opened eight new stores in the APAC region in 2023, including a new retail store at Penang International Airport. The bureau, which is Travelex's very first retail store in the North of Malaysia (Penang), brings the total number of stores in Malaysia to eight, with two further stores – including an on-the-move kiosk – set to be launched in the coming months.

In China, Travelex has opened two new stores at Chongqing Airport (one at arrivals and one at departures), whilst at Sendai Airport in Japan Travelex has opened a new landside store, its 73rd location in the country.

(one at arrivals and one at departures), whilst at Sendai Airport in Japan Travelex has opened a new landside store, its 73rd location in the country.

At Hong Kong International Airport, Travelex has also extended its contract to operate its eight bureaux across arrivals, departures and transit areas (both airside and landside) by a further three years.

In Australia, Travelex has opened new bureaux in Brisbane, located at the historic Anzac Square Arcade in the heart of Brisbane's CBD, and in Mandurah, Western Australia. In New Zealand Travelex has also opened new stores in Albany and Nelson. Furthermore, Travelex has signed a partnership with Bank of New Zealand (BNZ) which has seen BNZ refer all its travel money services to Travelex.

In the Middle East, Travelex has launched a new bureau at Dubai International Airport. The new store, located at airside departures, is focused on serving FX and Vat Refund customers, and means Travelex now has 31 stores at DXB and 52 in the UAE in total, as well as 26 ATMs.

Travelex has also launched a new On The Move kiosk at Muscat Airport, serving customers using either of the airport's two premium lounges, as well as guests at the airport hotel. This new mobile store is one of two new expansions at the airport, with a pre-immigration store planned to open later this year.

The new bureaux openings come as the latest IATA passenger figures show that international aviation passenger traffic worldwide is now at 81.6% of March 2019 levels.

"Seeing is Believing" campaign is launched by Aitken Spence, Jetwing, Cinnamon in collaboration with Sri Lanka Tourism and SriLankan Airlines

TTA BULLETIN

With the objective of accelerating the tourism arrivals from India, leading hospitality and travel entities in the island including



Cinnamon Hotels and Resorts, Walker's Tours, Aitken Spence Hotels, Aitken Spence Travels, Jetwing Hotels, and Jetwing Travels, have joined forces with the Sri Lanka Tourism Promotions Bureau and National Carrier SriLankan Airlines to unveil a groundbreaking influencer campaign titled "Seeing is Believing." This strategic collaboration aims to showcase the beauty and wonders of Sri Lanka as an unrivaled travel destination for Indian tourists.

The "Seeing is Believing" campaign represents a powerful synergy between industry leaders who recognize the immense potential of influencer marketing in the digital age. By harnessing the popularity and reach of Indian influencers, this campaign seeks to capture the attention of millions of potential travellers and ignite their desire to experience the enchanting sights and experiences Sri Lanka has to offer.

A total of 50 influencers/content creators are scheduled to tour the island in batches during the year, on specially curated itineraries, to suit their travel interests and followership. These influencers were selected by Sri Lanka Tourism Promotion Bureau through a stringent process from among 150 potential influencers.

Sri Lanka has long been renowned for its diverse landscapes, captivating heritage, and warm hospitality. The "Seeing is Believing" campaign aims to highlight these unique attributes through the lens of influential Indian personalities across various social media platforms. These influencers will

embark on an immersive journey, sharing their authentic experiences as they explore Sri Lanka's iconic landmarks, rich culture, tantalizing cuisine, and breathtaking natural beauty.

This unprecedented collaboration signifies a collective commitment to drive tourism growth in Sri Lanka by targeting the Indian market. India has consistently been one of the largest sources of visitors to Sri Lanka, and this campaign aims to further strengthen the ties between the two nations while creating unforgettable memories for Indian travelers. Accordingly, all partner entities will provide complimentary accommodation, ground transportation and air tickets with the only aim of creating destination visibility.

Hon. Harin Fernando, Minister of Tourism and Lands, expressed his excitement about the campaign, stating, "We are thrilled to receive such a proposal from heads of such esteemed organizations with the objective of promoting Sri Lanka as a dream destination for Indian travelers. It is commendable that National carrier and private sector is coming forward with this campaign to solely promote Sri Lanka. Through 'Seeing is Believing,' we hope to showcase the hidden gems, extraordinary experiences, and warm Sri Lankan hospitality that awaits them. This campaign is a testament to our collective efforts to reignite tourism and foster stronger ties between India and Sri Lanka and will be an excellent model to carry forward with rest of the partners."



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BMICH Celebrates Golden Jubilee with Memorable Accolades

BMICH, Sri Lanka's most recognizable and iconic landmark which commenced operations 50 years ago in 1973 celebrated its Golden Jubilee recently having received many memorable accolades over the years.

BMICH is Sri Lanka's largest and Asia's very first purpose-built convention centre with ultra-modern facilities and is situated in one of the most prestigious locations in Colombo.

BMICH won the South Asian Travel Award (SATA) Gold in 2016, Silver in 2017, and Gold again in 2018, 2019, 2021 & 2022. In 2016 BMICH also won the Quality ERA Geneva Gold Award and the Platinum Award in Paris in 2017.



Sri Lanka Tourism makes waves at the Guangzhou International Travel Fair (GITF 2023)

TTA BULLETIN

Sri Lanka Tourism Promotion Bureau made its valuable contribution at the Guangzhou International Travel Fair (GITF 2023) especially as the partner country this time, also being able to gain a lot of benefits, opportunities, and a large number of branding opportunities and promotion. The GITF was held from 19th -21st May 2023, whereas a press conference was held on the 22nd of May in Beijing. It included all the leading media houses in China with pioneer travel operators in northern China. The Sri Lankan delegation included Hon. Minister of Tourism, Harin Fernando, Chairman, Sri Lanka Tourism Promotion Bureau, (SLTPB) Mr. Chalaka Gajabahu, Chairman, Sri Lanka Convention Bureau (SLCB) Mr. Thisum Jayasuriya, Mr. Chinthaka Liyanarachchi, Assistant Director, and Ms. Randima Madhavi, Junior Manager Sri Lanka Tourism Promotion Bureau (SLTPB). At this fair, The Sri Lanka Tourism Promotion Bureau been awarded as the most Distinctive Tourist

Destination and Sri Lanka Convention Bureau achieved another landmark receiving the award for the best charming MICE destination. Another award which was bagged by Sri Lanka Tourism was the gold award for the best marketing strategy by China Tourism Award. A Tourism Promotion Roadshow was also held on 23rd May, in Kunming. 19 travel industry participants, and over 70 travel agents from China, National and Provincial level media participated in this trade extravaganza. Further Sri Lankan flavor was added with a food festival to promote Sri Lankan Cuisine, organized by the Consulate General office of Shanghai on the 25th of May 2023. In addition, leading tour operators in China had an animated discussion with the Chairmen and the Consul General, to promote Sri Lanka Tourism and attract more



Chinese tourists.

The press conference in Beijing on the 22nd of May was attended by both Chinese and local counterparts where all the leading media houses in China participated at this event. They were able to receive a lot of information regarding Sri Lanka's Unique travel and holiday opportunities. Hon. Minister of Tourism, Harin Fernando, Dr. Palitha Kohona, Sri Lankan Ambassador to the republic of China, Mr. Chalaka Gajabahu, Chairman, Sri Lanka Tourism Promotion Bureau, Mr. Thisum Jayasuriya, Chairman, Sri Lanka Convention Bureau, and Mr. Chinthaka Liyanarachchi participated at the press conference, where they

also actively engaged in a panel discussion and answered the inquiries made by both Media and Travel agents. At this Media Briefing, Sri Lanka - China Corporation also celebrated 10 years of Belt and Road initiative introduced by the Chinese leaders. Further, the Chinese Visit included several memorable events such as the buyer's night at the GITF, where both Sri Lankan and Chinese counterparts were able to interact and exchange information. The Visitors were also able to get a taste of Sri Lanka at the Sri Lanka stall, which was beautifully constructed.

The Tourism Roadshow in Kunming proved to be a major success with a large number of Chinese participants attending the event and keen to interact with the Sri Lankan counterparts and gain information about Sri Lanka as a world renowned travel destination, and the exclusive Tourism Products and holiday opportunities it has to offer.

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Thailand Travel Mart Plus (TTM+) 2023 underscores 'Amazing New Chapters' in Thai tourism

TTA BULLETIN

Thailand's leading B2B travel industry show, the Thailand Travel Mart Plus (TTM+) 2023, is scheduled to take place from 31 May to 2 June at the Queen Sirikit National Convention Centre in Bangkok, with pre- and post-tour programmes showcasing meaningful travel experiences across all five regions of Thailand.

Mr. Yuthasak Supasorn, TAT Governor, said "This year, the TTM+ 2023 will continue to shine a spotlight on the Thai tourism industry's ongoing efforts towards a meaningful travel direction through the promotion and development of high value and sustainable tourism. As the premier showcase of Thai tourism, this year's TTM+ will present how we are elevating supply and sustainable standards while leveraging the kingdom's 5F soft-power foundations of Food, Film, Festival, Fight and Fashion to maintain tourists' confidence in Thailand as a preferred destination."

The TTM+ 2023 has been conceptualised in line with the 'Visit Thailand Year 2023: Amazing New Chapters' marketing campaign, to showcase travel products, services, and experiences that promote Thai cultural values for a meaningful travel experience. It also corresponds with TAT's strategy to leverage technology and innovation to add value and transform Thai tourism to 'Smart Tourism' and accelerate Thailand's tourism ecosystem to quality and sustainability.

This year's TTM+ is expected to attract over 850 participants, including 350 buyers from 50 countries, 400 sellers from across all five regions of Thailand, as well as 100 local and international media. Buyers



include those from key source markets – Europe, ASEAN, East Asia, America, and Australia – and emerging markets – Eastern Europe, Middle East, South America, and South Africa.

From 31 May-2 June 2023, the scheduled programmes for the TTM+ 2023 include opening ceremony, Thailand product update and TTM Talk for buyers and media, onsite appointment session, welcome reception, and the product update on the Greater Mekong Sub-region (GMS). There are also buyer/seller appointments along with a networking lunch and a business networking happy hour.

There are three pre-tour programmes on 30 and 31 May and six post-tour programmes on 3-5 June. All tour programmes are also conceptualised in line with the TAT's meaningful travel direction and placing emphasis on experience-based tourism activities, as well as showcasing Thai cultural values through the kingdom's 5F soft-power foundations.

TAT is also hosting the Amazing Thailand Culinary City event, alongside the TTM+ 2023, during the same dates and at the same venue.

For more information about Thailand Travel Mart Plus 2023, please visit <https://thaitraveltourism.com/>

ITB China 2023 coming back as a live event in September in Shanghai!

TTA BULLETIN

ITB China, the leading B2B exclusive travel trade show focusing on the Chinese travel market, is making a comeback as a live event from 12 - 14 September 2023. The online media registration is now open and press and media representatives are invited to register.

ITB China 2023 will once more bring together top-level buyers from China together with global travel providers at its traditional location, the Shanghai World Expo Exhibition & Convention Center, between 12 and 14 September 2023. The ITB China Conference will run in parallel with the show and is co-organized by the leading conference organizer TravelDaily to provide valuable insights into the world's biggest source market for international travel.

ITB China provides a highly efficient and productive platform for industry profes-

sionals to connect with the Chinese travel market, with personalized matchmaking, ample networking opportunities, and first-hand information from major market players on latest industry trends. Kindly refer to the trade show website for more information.

The ITB China 2023 online media registration is now open, and you are invited to register here. Kindly note that all media will have to register via the link to receive media passes for ITB China 2023. All registrations must comply with our accreditation guidelines and are subject to approval by the ITB China Press Team.



Women in Logistics and Transport Sri Lanka holds 10th Annual General Meeting

TTA BULLETIN



Women in Logistics and Transport (WiLAT) Sri Lanka is the Women's Forum of the Chartered Institute of Logistics and Transport (CILT) Sri Lanka. WiLAT Sri Lanka was inaugurated on 21 March 2013 and is one of the five pioneering fora in WiLAT Global. Women in Logistics and Transport (WiLAT) was launched in June 2013 to promote logistics, transport and supply chain industry to female members and to encourage and support their career development.

By 2018, WiLAT had over 2000 members in 20 countries and by 2023, it had established its 38th chapter and was still growing. Nigeria was the first to establish a women's group in 2010 while the global launch of WiLAT was in Colombo in June 2013. WiLAT's vision is to be the most sought-after for advocacy, professionalism, and empowerment of women in supply chain, logistics, and transport. Its mission is to promote the status of women in logistics and transport, to bring together those who support the talent and career development of women, and to provide a support network and mentoring opportunities for women in the industry.

Annual General Meeting of WiLAT to appoint the new Chairperson and the council members for the term 2023/24, was held on 23 May at the Kingsbury Hotel, Colombo. Prof. Renuka Herath, University of Kelaniya was unanimously appointed to lead WiLAT team for the year 2023/24 supported by Aitken Spence Logistics Assistant General Manager Prashani Liyanage in the capacity of the Secretary and National Transport Commission Director (Planning) Vijitha Weerasinghe as the incoming Treasurer for the year 2023/24.

Professor Renuka Herath will also be supported by three Vice Chairpersons (VCs), Fonterra Brands Sri Lanka Head of Manufacturing Aranthi Fernando as the VC Membership Development, Unilever Sri Lanka Ltd. Head of Customer Service and Logistics Rimal Fernando as the VC Branding and Sponsorships and Schneider Electric Lanka Ltd. General Manager Supply Chain and Logistics Kumari Sumanasekara as the VC Membership Services. Council members will be aptly supported by 12 dynamic professionals from Logistics and Supply Chain industry and of leading organisations in Sri Lanka to take annual agenda of WiLAT forward. This occasion was graced by Chartered Institute of Logistics and Transport (CILT) Sri Lanka Chairperson Dr. Namali Sirisoma, members of WiLAT SL Exco and CILT Sri Lanka Council, industry eminent personalities and CILT/ WiLAT SL broader membership.

Prof. Renuka is a Chartered member of CILT and an active Executive Committee member of WiLAT Sri Lanka. She joined WiLAT in 2016 and served as the Vice Chairperson from the year 2021. In her professional career, she has over 18 years of experience as an academic at the University of Kelaniya and as a visiting lecturer in Supply Chain Management for many state and private universities. Prof. Renuka holds a PhD in Supply Chain Management from Newcastle University, UK and an MBA with a Merit from the Postgraduate Institute of Management, Sri Lanka. She is a regular keynote speaker at national and international conferences and research symposia and carries a great wealth of knowledge and experience with her.

After accepting her new position and addressing the gathering, Prof. Renuka Herath shared her vision for WiLAT SL and stressed the need to urgently address the gaps in industry awareness among younger generation and the need to nurture specialised graduates in Supply Chain Management who would help take the industry forward in future. She also stated that it's important to focus on encouraging female participation and introducing females to the industry to drive inclusivity and diversity among the industry and amongst professionals. She also promised to align her objectives to four key pillars of thrust at WiLAT Global which is leadership, mentorship, entrepreneurship and empowerment and in doing so, to work collaboratively with its parent body, Chartered Institute of Logistics and Transport (CILT).

The outgoing Chairperson Niroza Gazzali thanked her Executive Committee for the unsparing support extended to her over the past two years in embracing her management style and quickly adjusting to the post pandemic atmosphere. She then thanked the three committees led by her three Vice Chairpersons, Treasurer and Secretary for the remarkable support which led WiLAT Sri Lanka to a stronger position with much expanded membership. Her appreciation was also extended to the Past WiLAT SL Chairpersons, WiLAT SL Founding Chairperson Gayani De Alwis, CILTSL Chairpersons during her two years of tenure for their unwavering support extended to her and the Exco. She expressed her confidence in the new team who has come forward to take WiLAT to greater heights by saying, "I am sure under the incoming Chairperson, WiLAT SL will continue to be driven in the right direction aligning itself to CILT and focus on supporting and empowering women in the industry to be stronger, independent and to be inclusive and most preferred in the verticals they represent."

Cinnamon Grand Colombo Appoints New Hotel Manager

TTA BULLETIN

The same passion and discerning eye for quality and superiority when pairing the perfect wines is what Dushyantha Tittawella brings to his role as Hotel Manager, Cinnamon Grand Colombo. A trained Sommelier and hotelier for many years, Dush brings with him exposure and experience from working with both local and international hospitality brands.



Dushyantha Tittawella

Dush started off his career in hospitality in 1996 in Sri Lanka prior to moving overseas where he worked with world-renowned brands such as Hyatt. Specializing in Food & Beverages, and Culinary Operations, Dush has managed these areas in properties such as Grand Hyatt Muscat, Park Hyatt Milan, Hyatt Regency Dubai, Grand Hyatt Dubai, Park Hyatt Dubai, Hyatt Regency Pune, and Hyatt Regency Dusseldorf. Upon returning to Sri Lanka, he took up a post at Uga Escapes Colombo prior to joining the Cinnamon family.

His keen interest in travel and wine has seen Dush visit many parts of the world, especially Europe in search of the perfect

blends that can be paired with the most exquisite culinary creations. His acumen in this area is further cemented by a Wine Diploma from the University du Vin in France and a WSET from the A&E Academy in Dubai. A further feather in his cap was when Dush won Best Restaurant Manager in Oman in the year 2008 while managing one of the most sought-after fine dining Italian restaurants in the country. A Master of Business Administration (MBA) from the University of Gloucestershire, UK adds the element of management experience that Dush requires to be a hands-on manager of Colombo's most prestigious city hotel.

Dush's appointment comes at a time when Cinnamon Grand Colombo is positioning itself to be the most sought-after property for both the business and leisure traveller. With the largest inventory of unique banquet spaces to eleven different F&B outlets that offer a dive into the greatest culinary creations from around the world, and a plethora of luxurious comforts, Cinnamon Grand Colombo is truly the place to visit.

Giles Selves Appointed as Senior Vice President of Luxury Hotels for Minor Hotels Europe

TTA BULLETIN

Minor Hotels, a hotel owner, operator and investor, announces the appointment of Giles Selves as Senior Vice President of Luxury Hotels for Europe. In this key leadership role, Giles is responsible for driving the strategic and commercial direction of the luxury brands whilst enhancing guest experiences, operational excellence and supporting the growth and development of Anantara Hotels, Resorts & Spas and Tivoli Hotels & Resorts across Europe as the group embarks on its continued expansion across the continent.



Giles Selves

With an intrinsic understanding of the modern luxury traveller, Giles brings over 25 years' experience in the hospitality industry and a proven track record delivering exceptional results in various operational roles. Having joined Minor Hotels in 2015 where he spent years at the helm of Anantara properties in Thailand, Sri Lanka and the Maldives, Giles is now tasked with ensuring a seamless implementation of the Anantara and Tivoli brands and delivering an unparalleled guest experience for the group's luxury portfolio in Europe.

Prior to his move to Europe, Giles spent nearly 5 years in the Maldives, firstly as General Manager at the prestigious Anantara Kihavah Maldives Villas, before a promotion to Cluster General Manager for Anantara Dhigu, Anantara Veli and Naladhu Private Islands, whilst also

overseeing Anantara Kihavah and the pre-opening of Avani+ Fares Maldives Resort. Giles' leadership skills and commercial understanding were instrumental in driving revenue growth and operational efficiency throughout the pandemic where he navigated his team through the upheaval and successfully led the hotels to achieve two of the best years on record in 2021 and 2022.

Having spent 19 years with Starwood Hotels & Resorts, Giles took the F&B path into hotel management. Originating in hotels in London and Scotland before continuing into an F&B role in the company's headquarters for Europe, Africa and Middle East, Giles spent 5 years overseeing all aspects related to F&B development before moving back into operations in Greece. In 2011 Giles first moved to Thailand as Hotel Manager for the preopening of the St. Regis Bangkok, a property owned by Minor Hotels. He then progressed to General Manager at Keraton at the Plaza, a Luxury Collection Hotel, in Jakarta, before moving back to Thailand in 2015 as a GM for Minor Hotels with Anantara.

Throughout his career, Giles has been continually recognised for his strong leadership skills, strategic commercial vision and ability to foster a positive and collaborative culture in each and every environment.

ICCA Appoints Davies Tanner As Global Communications Partner

TTA BULLETIN

The International Congress and Convention Association (ICCA) the global community and knowledge hub for the international association meetings industry, has appointed business events communications, content and advocacy specialists, Davies Tanner, as their global communications partner.



Senthil Gopinath

The initial three-year appointment will see the London based agency provide a range of support to ICCA and their global members, including messaging, news and content, digital communications and support at internal and external industry events. They will also provide additional support to ICCA's six regional offices.

In addition, Davies Tanner will establish a separate partnership with ICCA through their The Business of Events (TBOE) advocacy and content platform. TBOE will provide advice and consultancy to ICCA and their destination members on how to unlock the enormous potential within the business events sector through advocacy and future building initiatives. They will also work together on the TBOE annual Global Destination Report.

The announcement was made at an event ahead of IMEX Frankfurt, in Germany, by ICCA CEO, Senthil Gopinath, who said;

"All of us at ICCA are very excited at the prospect of working with the team at Davies Tanner. They have a well-earned reputation for their extensive knowledge of the global business events sector, and their ability to work with associations and destinations to

unlock and maximise their value and future potential. We are particularly enthusiastic as to the opportunities that working with The Business of Events provides for our members, as global advocacy and an increased awareness of the ability of our industry to deliver change will be an important theme of our work over the coming years."

Martin Fullard, Director of News & Content at Davies Tanner, who will lead the ICCA account, added; "For over 60 years, ICCA has been the global community for the meetings and events sector, providing unparalleled data, education, and business development opportunities. We are thrilled to have been appointed and are really looking forward to working with Senthil and his team, and the ICCA community, using our knowledge and expertise to support their work and to shine a light on the enormous potential that this industry has to stimulate economies, inspire and shape communities and ultimately improve lives."

ITC Ratnadipa, Colombo welcomes Sujeet Kumar as General Manager

TTA BULLETIN

ITC Ratnadipa, Colombo is delighted to announce the appointment of Sujeet Kumar, as the General Manager. With over three decades of comprehensive experience as a skilled hospitality professional with international brands comprising ITC Hotels, Marriott International / Starwood



Sujeet Kumar

Hotels & Resorts, Sujeet is a seasoned leader with a wealth of experience.

Having kick-started his career with ITC Hotels where he spent 8 years honing his skills across the F&B department and banqueting, Sujeet served as the F&B Manager at the ITC Windsor Manor in Bangalore and ITC Park Sheraton, Chennai. Thereafter, he joined Marriott International in 2004 as Director of Operations and was then transferred to the Renaissance Makati City Hotel Manila in 2007.

Sujeet's first General Manager assignment took him to Indonesia with the JW Marriott Medan in 2010 after which he moved to the Westin Koregaon Park in Pune. His first entry to Sri Lanka was in 2016 as the pre-opening General Manager of Sheraton Colombo and thereafter the Sheraton Grand Bangalore Hotel and Sheraton Grand Jakarta. During his tenure there, he steered the hotel to profitability and market leadership despite the turbulent time of the pandemic.

Sujeet further excels in team building and brings together incredible high performing teams with integrity and passion. A Formula 1 enthusiast and a music aficionado, this avid globe trotter enjoys exploring new destinations and food & beverage concepts across the world.

With Sujeet's strategic mind-set and financial acumen, he is the ideal hospitality expert to launch the flagship and iconic ITC Ratnadipa, Colombo which marks ITC's first and biggest international investment. "I am both excited and thrilled to take on this challenge. ITC is not only an iconic brand name but it brings me great pleasure in being part of the pre-opening team and introducing this property to Sri Lanka" said Sujeet. He further added that "ITC Hotels is also one of the largest hotel chains in the world to receive the coveted LEED Platinum Certification for all hotels and ITC Ratnadipa, Colombo will not be any different. We have a dynamic team on board with many Supervisory and Managerial level colleagues returning to their motherland to be a part of this game-changer here in the city. ITC Ratnadipa, Colombo boasts the largest rooms and suites in the city with a plethora of Food & Beverage options that are not just top notch but will also feature award winning Chefs and some amazing culinary flair".

ITC Ratnadipa, Colombo is scheduled to open its doors in October 2023.

NEWS / FAMILY ALBUM

“Enhanced Air Connectivity with China a Key Opportunity for Saudi Arabia’s Tourism Industry” - ACP CEO

TTA BULLETIN

As part of an ongoing effort to deepen ties between China and Arab partners, Riyadh and Beijing are stepping up efforts to improve air connectivity between these fast-developing economies. At the recently held Arab-China Business Conference in Riyadh, attendees from China and the Arab world explored new avenues for collaboration to unlock the potential of shared business between these exciting markets, particularly also in air connectivity.

Celebrating its 10th year, the conference

brought together leading government officials, CEOs, entrepreneurs, and investors. Establishing stronger air links to foster tourism growth and unlock new opportunities was a hot-button topic at the event, with ACP’s booth forming part of the Ministry of Tourism’s efforts to draw attraction to the high-potential travel and tourism industries in the Kingdom.

“In line with Vision 2030 and the ambitions of the National Tourism Strategy, ACP is bridging the stakeholder ecosystem to establish Saudi Arabia as a leading global tourism destination. Chinese visitors will, indeed, play a key role in achieving this ambition,” said Ali Rajab CEO of ACP.

He added, “By ensuring that our customer service and operational readiness



meet the high standards that Chinese visitors expect, ACP is creating a seamless travel experience between China and the Kingdom. For these travelers, like all others to Saudi Arabia, we prioritize cultural understanding and the highest levels of quality assurance.”

Saudi Arabia’s travel and tourism leaders, including stakeholders such as ACP, are actively working to turn the Kingdom into a sought-after air connectivity destination. In the past year, the Kingdom saw 23 new routes connected to Saudi Arabia from three continents, resulting in an expansion of seat capacity by 700,000. Likewise, several partnerships have been established

with government bodies within the Kingdom, as well as international collaborations with both national and foreign airlines to boost air connectivity in Saudi Arabia. As part of these efforts, in 2023, a further 17 new routes will be added, and seat capacity will be expanded to 730,000 for priority markets.

Saudi Arabia’s central geographic location and diversifying economy are expected to attract continued interest from Chinese businesses after the Arab-China Business Conference. The prospect of enhanced air connectivity between the Kingdom and China will be an added advantage for future relations between the two countries.



31st Annual General Meeting of the Institute of Hospitality Sri Lanka

The Annual General Meeting of the Institute of Hospitality Sri Lanka was held recently at the Mont Blanc ballroom of the Movenpick Hotel in Colombo.

The Institute of Hospitality UK has a long-standing history of over 85 year and Dr. Harsha Jayasinghe is the proud Chairman of the Sri Lanka Branch. Dr.

Jayasinghe is currently the General Manager of Pandanus Beach Resort and Spa and brings with him over 30 years of experience in the hospitality industry.





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HOTELS

Minor Hotels Announces Second Anantara Resort in Brazil

TTA BULLETIN

Minor Hotels, a hotel owner, operator and investor, currently with a portfolio of 530 hotels and resorts in 56 countries across Asia Pacific, the Middle East, Europe, the Americas, Africa and the Indian Ocean, announces its second Anantara property in Brazil. Slated to launch in 2026, the new-build Anantara Preá Ceará Resort will be located in the state of Ceará on the country's northeast coast.

Soon to start development on Preá Beach in the municipality of Cruz and close to the well-known tourist destination of Jericoacoara, Anantara Preá Ceará Resort will offer 60 guest rooms and villas, 25 branded residential bungalows, some with private pools, and a 120 sqm Presidential Suite. To be built within the high-end Vila Carnaúba real estate development, Anantara Preá will offer guests access to all Vila Carnaúba's amenities, such as the restaurants and bars, sports facilities and a gym, a kids club, a kitesurfing school and a variety of nature walks. The resort will also be home to a regional restaurant and an Anantara Spa which will offer an extensive range of spa treatments and wellness programmes.

The state of Ceará is well known for its fine sand dunes and beaches, natural lagoons and mangroves thriving with nature, with around a third of the state's territory forming part of the Jericoacoara National Park, one of the most beautiful spots in Brazil's northeast. The coastline is also well established as one of the country's most sought-after destinations for watersports such as windsurfing, kitesurfing and wing foil surfing.

The new resort is being developed in partnership with Grupo Carnaúba. The partnership aims to strengthen the real estate market in the region with the introduction of the Anantara brand providing a luxury experience for discerning travellers. The project will also be focused on sustainability, ensuring the values of the local natural beauty are incorporated in harmony with the guest experience.

The ecoresort will extend over an area in excess of 52,000 square metres. The



project's design and decor are being created by Miguel Pinto Guimarães, a Brazilian architect well known for his contemporary creations which unite comfort in total harmony with the natural environment and the beauty of the surroundings. The landscaping will be developed by Embyá Paisagens & Ecosistemas. The hotel's construction will focus on natural and regional materials.

The sustainable and social initiatives of Vila Carnaúba, which is in the final stages of development, are an essential element of this partnership. These will include waste disposal and recycling, reforestation initiatives, replanting of Carnauba Wax Palm Trees, a fan palm indigenous to northeastern Brazil, along with supporting local food producers. At night there will be reduced lighting to preserve the sky's panorama and to minimise the impact on the local fauna.

Anantara Preá Ceará Resort will be accessible via the regional airport of Jericoacoara just 15 minutes' away, or transfers can be arranged by car or small plane to Preá from the state's main airport in Ceará which is 300 km from the resort.

Dillip Rajakarier, CEO of Minor Hotels and Group CEO of Minor International, commented, "In 2022 we announced our luxury Anantara brand's first hotel in Brazil, with Anantara Mamucabo Bahia Resort scheduled to open in 2025. We are excited to follow this with the announcement of a second Anantara in the country, demonstrating our commitment to expanding our footprint in Brazil with quality projects focused on preserving nature and the surrounding landscapes. We look forward to working closely with Grupo Carnaúba to bring this new Anantara resort to fruition."

Reef Garden Hotel, Polhena, Matara, appoints New Manager

TTA BULLETIN

Lal Abeysekera with over 30 years experience in hospitality industry and 20 years with Ceylon Hotels Corporation Rest Houses in numerous positions and locations have joined Reef Garden recently that was opened for business after refurbishment post-covid.



Sri Lankans and International travellers alike.

Reef Garden Hotel, is now managed by Hotel Development & Management Company (Pvt) Ltd headed by Mr Kumar Senaratne and the young operations team directed by Madhushan Perera

Resort with 20 rooms extensive indoor and outdoor banquet, beach club and Fusion Restaurant. It is one of its kind on the Polhena Bay. Polhena tagged as one of the best beaches in Sri Lanka is popular among

as an emerging small minimalistic resort, management company that plans in venturing into more projects with the success of Reef Garden Hotel, Polhena, www.reef-gardenpolhena.com

The Theva Residency Recognized as Tripadvisor® 2023 Travelers' Choice® Award Winner

TTA BULLETIN

The coveted award celebrates businesses that have consistently received great traveler reviews on Tripadvisor over the last 12 months, placing these winners among the 10% of all listings on Tripadvisor globally.

"It has been a tough year for small hotel businesses in Sri Lanka. Despite the slow recovery in tourism, we are so thrilled to be recognised for this prestigious award" Dheeshana Ameresekere, Managing Director.



"Congratulations to the 2023 Tripadvisor Travelers' Choice winners," said John Boris, Chief Growth Officer at Tripadvisor. "The travel resurgence we've seen throughout the past year has even further heightened the competition. Earning a Travelers' Choice Award demonstrates that you have provided great experiences to those who matter most: your guests. With changing expectations, continued labor shortages, and rising costs, this is no easy feat, and I am continually impressed with the hospitality industry's resilience and ability to adapt. Cheers to another successful year!"



Tivoli Hotels & Resorts opens its first all-inclusive property

TTA BULLETIN

- In the year of its 90th anniversary, Tivoli Hotels & Resorts opens its fifth resort in the Algarve and the first all-inclusive, taking its elegance and experience to a new destination in the Algarve in the south of Portugal.

Tivoli Alvor Algarve Resort is situated next to the picturesque village of Alvor and close to the city of Portimão. The resort offers dedicated facilities and entertainment for all ages, providing an unforgettable family experience. The all-inclusive offering goes beyond the resort to include access for guests to some of the best local restaurants and theme parks.

The Tivoli Alvor all-inclusive offer allows guests to enjoy the best of life in a spacious resort with 491 contemporary guest rooms spread over 27.5 acres, including 56 two-bedroom Premium Family Rooms and four Premium Suites.

Built in 2019, the resort has reopened as Tivoli Alvor with newly decorated rooms inspired by Tivoli's contemporary classic style. There are five outdoor pools (one adults only, three for families and one for children) and one indoor pool, four restaurants, two bars and a Wellness Centre.

For adults, the resort offers a gym, a Wellness Centre with indoor lap pool, Turkish bath, saunas and spa treatments, a peaceful adults-only swimming pool and bars for an evening drink. There is an entertainment programme just for adults and partner restaurants outside the resort where guests can dine as part of the all-inclusive experience. For golfers there are several courses close by.

Young guests, between 4 and 12 years old, can have fun in the

Pluma Junior Club, making the most of its facilities including a swimming pool with slides, games room, children's playground and minigolf. The daily entertainment programme, full of games and challenges for the little ones, will keep children entertained, managed by a team of childcare experts. Teens can keep busy playing football, padel or tennis and join daily activities prepared specially for them.

Tivoli Alvor Algarve Resort offers two all-inclusive options, one standard and a more exclusive with extra premium services. Both allow guests to discover the best of the destination, with access for the family to a choice of local theme parks for one day per person included (with a minimum stay of seven nights): Zoo Marine, Slide & Splash or Lagos Zoo.

To explore the flavours of the region, the resort also offers the choice of dinner at a selection of local restaurants (included within the all-inclusive rate, subject to availability and booking 72 hours in advance), such as the renowned Restinga Praia (Praia do Alvor), the Ababuja (Ribeira de Alvor), Jardim das Oliveiras (Monchique), T-Bone Steakhouse (NH Marina Portimão), Sky Bar Carvoeiro and The One Restaurant (both at Tivoli Carvoeiro), Pepper's Steakhouse, Oregon Restaurant and Purobeach Vilamoura (all located at Tivoli Marina Vilamoura).





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A Michelin-starred Dining Experience with Chef Dominique Schrotter at the London Grill in partnership with Mastercard

TTA BULLETIN

Cinnamon Grand Colombo together with Chef de Cuisine at Switzerland's Michelin-starred "La Riva", Dominique Schrotter presented a curated dining experience at the iconic London Grill in partnership with Mastercard. The culinary maestro was in Colombo to share

his expertise in French traditional cooking with a modern twist at an exclusive event that was held on the 24th, 25th and 26th of May, that featured a 5-course sit-down dinner.

Chef Schrotter grew up in an environment where food played a prominent role, with both of his parents being in the restaurant business and passing on their passion for food to him at a young age. At La Riva, which is a 1 Michelin star, 16 Gault Millau points restaurant in Lenzerheide, Switzerland, Schrotter has created a loyal following who love his style of cooking influenced by cuisines of the world. Recently, Chef Schrotter was also on the culinary team for the British Summer Olympics and more recently for the British Monarch.

Commenting on the event, Area Vice



Dominique Schrotter

President, Cinnamon Hotels and Resorts Colombo and General Manager of Cinnamon Grand Colombo Kamal Munasinghe said, "Through this unique partnership with Mastercard, we are building on

Cinnamon Grand Colombo's focus on curating exclusive culinary experiences to dining enthusiasts who are craving unique dining initiatives. This Culinary Collective is one amongst many that are being scheduled and fixated on ambitious food experiences that bring dining connoisseurs together."

The 24th and 25th May events were held in brand affiliation with Mastercard and HSBC who emphasize their connection to luxury dining as differentiating from more common dining initiatives to give their cardholders the best restaurant experiences.

Sandun Hapugoda, Country Manager, Mastercard, Sri Lanka avers, "The dining experience was elaborate, where consumers got a chance to be a part of a unique event that embodied inspired lifestyle.

Dusit International officially opens Dusit Princess Hotel Residences Nairobi, bringing 'hybrid hospitality' to the Kenyan capital's affluent Westlands neighbourhood

TTA BULLETIN

Dusit International, one of Thailand's leading hotel and property development companies, has continued its global expansion with the opening of Dusit Princess Hotel Residences Nairobi, a unique hybrid property featuring 100 spacious deluxe hotel rooms and apartments in the Kenyan capital's cosmopolitan Westlands neighbourhood.



Soft opened in March 2023 – with full inventory set to come online in the second half of the year – the new upper-midscale property is designed to meet the needs of business and leisure travellers and deliver high levels of comfort and convenience for short or extended stays in a prime location only 5km from the Central Business District.

Alongside 14 deluxe hotel rooms, 30 studio apartments, and 56 one-bedroom apartments with kitchenettes, the deluxe property features a convenient grab-and-go shop, a modern Italian-inspired all-day dining outlet called The Olive Restaurant, and a stylish rooftop bar named The Aviary Lounge. Here, guests can enjoy cocktails and creative bar snacks while soaking up stunning city views.

The property also boasts an ultra-modern rooftop gym, a heated swimming pool, well-equipped meeting rooms, and easy access to the numerous shopping centres and restaurants for which the Westlands neighbourhood is renowned.

The Nairobi National Park – the only national park in the world within a capital city – is just a 45-minute drive from the property, and the hotel's team is on hand to help guests arrange day trips for the chance to spot lions, buffaloes, leopards, rhinos, and other big game.

"We are delighted to officially open the doors of Dusit Princess Hotel Residences Nairobi and welcome guests and residents to experience our distinctive brand of Thai-inspired gracious hospitality," said the property's General Manager, Mr Daniel Chao. "From our prime location to our spacious rooms and apartments to our vibrant restaurant and chic rooftop bar, our unique hybrid property has all the elements in place to deliver high levels of convenience, experience, and value for business and leisure travellers alike. Fully embracing the four pillars of Dusit Graciousness – Personalised Service, Locality, Well-being, and Sustainability – we look forward to bringing long-term, sustainable value to our broader community too."

Minor Hotels Announces Partnership with Tourism Development Fund of Saudi Arabia to Develop Unique Hospitality and Lifestyle Projects

TTA BULLETIN



Minor Hotels, a hotel owner, operator and investor, currently with a portfolio of 530 hotels and resorts in 56 countries across Asia Pacific, the Middle East, Europe, the Americas, Africa and the Indian Ocean, announces the signing of a Memorandum of Understanding (MoU) with Saudi Arabia's Tourism Development Fund to jointly develop and operate high-quality hospitality and lifestyle projects focused on mountain resorts, wellness resorts and urban hotels within the Kingdom. The first project under this partnership is expected to be announced in H2 this year.

The establishment of a strategic partnership between the two parties in exclusive regions in Saudi Arabia, will see the development of multiple hospitality projects over the next couple of years. Minor Hotels will act as an operator and partner in each of the projects, which are expected to become distinct destinations in their respective locations. The group's flagship brands include Anantara, Avani, Tivoli and Oaks and hospitality projects under these brands will be established in locations across Saudi Arabia mutually agreed by both parties. The development of these hotels and resorts is consistent with the Kingdom's National Tourism Strategy (NTS) and in line with the Saudi Vision 2030. The projects will be developed in the targeted tourism destinations specified in the National Tourism Strategy and will be announced soon.

Saudi Arabia's Tourism Development Fund supports tourism investment in the Kingdom, linking private sector investors with public funding opportunities. It was set up in 2020 to harness opportunities and fund development in the tourism ecosystem and tourism destinations across Saudi Arabia.

The luxury brand Anantara will constitute at least one of the agreed projects. Anantara is known for its experience-led and heartfelt hospitality in some of the world's most exciting destinations. With Thai roots, Anantara Hotels, Resorts & Spas is already well known in the GCC region and has more than 10 properties in the United Arab Emirates, Oman and Qatar.

Minor Hotels' dynamic Avani Hotels & Resorts brand will also debut in the Kingdom with multiple properties to be developed as part of the strategic partnership. The contemporary and upbeat hotel brand prioritises style, value and comfort and can be found in the United Arab Emirates and Oman, with a property currently under development in Bahrain to launch in 2024.

The partnership will also include the development of properties within the Kingdom under other Minor brands, such as Tivoli and Oaks. An industry leader in modern residential-style accommodations, Oaks Hotels, Resorts & Suites provides a home away from home for both savvy corporate travelers and leisure tourists alike. Oaks can be found in the United Arab Emirates and Qatar, with the brand also soon to launch in Egypt. Tivoli Hotels & Resorts differentiates through a range of unique and authentic experiences offered to guests, along with innovative and outstanding service. Within the region, the brand currently has three hotels in Qatar with new properties under development in Bahrain and Oman.

"The signing of this memorandum of understanding with Saudi's Tourism Development Fund represents a significant step for Minor Hotels, enabling the group to offer a wide variety of products ranging from experiential luxury to serviced apartments, each creating a personalised product for a consumer niche. We look forward to working closely with TDF to bring these projects to fruition and to creating new iconic hospitality destinations within the Kingdom," commented Mr. Dillip Rajakarier, Group CEO of Minor International and CEO of Minor Hotels."

Mr. Qusai al Fakhri, CEO of Saudi Arabia's Tourism Development Fund, said of the agreement, "This MOU and future partnership with Minor Hotels is a great step forward towards making Saudi Arabia an attractive global tourism destination. We are proud to debut Minor Hotels' internationally recognisable brands in the Kingdom, bringing prestige to Saudi Arabia's tourism sector."

Chef Sanjay Brings the Flavours of Our Neighbours to Cinnamon Lakeside Colombo

TTA BULLETIN

Despite Sri Lanka's proximity to the Indian Sub-Continent and a plethora of similarities between Indian and Sri Lankan culture, there is a distinct difference in the cuisines of the two nations. The vastness of India makes way for cuisines among the nation itself that are unique in its methods of preparations, use of spices and other ingredients, and even the way they are eaten. Culminating years of experience in the culinary world, Chef Sanjay joins Cinnamon Lakeside Colombo to bring the flavours of our neighbours.

Chef Sanjay began his culinary career in Mumbai in 1996 and had his first stint at

the Hotel Retreat Bombay. Thereafter, he moved to Sri Lanka to take on the role of Assistant Indian Chef at the Holiday Inn in 1997 and was promoted to Head Indian Chef in 2003. For the next 12 years he continued to function as the Head Indian Chef of key properties in Colombo before moving to Cinnamon Lakeside.

With a rich culinary heritage passed on by his parents and ancestors, Chef Sanjay specializes in a variety of Indian cuisines including North Indian delicacies that are favourites among Sri Lankans. His culinary prowess spans starters, mains and even delectable desserts that will be on

display at the Dining Room, Cinnamon Lakeside Colombo for breakfast, lunch, and dinner buffets.

Chef Sanjay also brings in his expertise at a time when the Indian travel market is opening to Sri Lanka and specific dietary requirements like Jain vegetarianism and veganism among others are becoming increasingly popular food choices among international and even local visitors.



Two New Bar Openings in Panadura at Jie Jie Beach by Jetwing

TTA BULLETIN

Jie Jie Beach by Jetwing introduces two new bars on the shores of Panadura. The vibrant city's nightlife just got a whole lot better with the launch of two new bars that cater to every mood and preference. Whether you're looking for a breezy outdoor setting or a cozy indoor



hangout, Jie Jie Beach by Jetwing provides an atmosphere where you can experience and enjoy both at the same place.

The outdoor bar named "Singha bar," which translates to Singha bar. This outdoor space exudes a colourful and inviting vibe and boasts a stunning view of the coastline as well. Situated right on the beach, this bar is the perfect spot for an evening of relaxation and drinks. The atmosphere is perfect for catching up with friends, enjoying a romantic date, or just soaking up the scenery with a refreshing cocktail in hand.

"Beach @ 150" is an indoor bar that carries a vibrant and lively atmosphere, which is reflected in the colours used throughout, from the walls to the furniture. The bold and varied hues create a playful and energetic ambiance that is sure to enhance any night out. Perfect for groups of friends or colleagues, this bar is the ultimate destination for a game of pool, great drinks, good music, and a lively atmosphere. Whether you're looking for a spot to start the night, to spend the whole evening, or to

play a quick game of pool and watch a game, this bar has everything you need to have a great time.

Both bars offer an impressive selection of drinks, including signature cocktails, beer, wine, and non-alcoholic beverages. The menus are crafted with care, and the bartenders are always ready to whip up something special. And to top it all off, the food is as delicious as it is varied, with options to suit every taste and preference.

"We are thrilled to introduce these two new bars to Jie Jie Beach by Jetwing," says Anthony Ferdinand, General Manager. "We wanted to create spaces that would appeal to everyone, whether they prefer an outdoor setting or an indoor atmosphere. We believe these bars will be the perfect destination for anyone looking for a great night out."

The two bars are open seven days a week, and both have happy hours from 5 p.m. to 7 p.m. that offer great deals on drinks and food. Live music performances on selected



nights are sure to keep guests entertained! Whether you're looking for a romantic spot to enjoy the sunset or a lively bar to dance the night away, these two new bars— Singha Bar & Beach @ 150 are the perfect places for you.

The Library – Cocktail Lounge by Grand

TTA BULLETIN

Welcome to the newest addition. "The Library" which is one of the most distinguished destinations for drinks in the hill capital. Any visitor walking to the Grand Hotel will adore this 'academy of spirits' containing locally distilled and manufactured spirits



The ambience created with wood panels, polished brass accents, mirrored walls and leather wingback chairs to sink into. This is a venue for both business and leisure and presents the perfect setting for a long evening of catching up with friends. Guests can recline in the wingback chairs, surrounded by traditional wood paneling - and of course, many antique literary works

Intimate sophistication and scintillating cocktails are the order of the day at The Library. The menu has been designed by our Mixologist theming with libations preferred by world famous authors. Hemingway Daiquiri, Fitzgerald Smokey Gin, Shakespeare Sling – are named after famous figures from history. Cocktails range from classics to their new bespoke range curated by the creative bar team with recipes taking inspiration from around the globe curated from local distilled spirits. The passionate bar team can create a cocktail of your choice or you may choose from the vast selection of classic cocktails on the menu. Service is sophisticated and the staff are highly knowledgeable about the drinks on offer.

A food menu is also available and the bar snack menu takes inspiration from all that is good about Sri Lanka – a diverse fusion of culture and flavours.



Set just at the entrance drive way to the Grand Hotel is the most sought-after stop for many residents of Nuwara Eliya as well as visitors is the popularly known Coffee Bar. Keeping abreast and more importantly ahead with the trend, the Coffee Bar underwent a complete refurbishment allowing more space for dining and reopened its doors on 31st March as the "Grand Café"

Its unquestionable that Coffee shops are a place where you can be alone and not feel weird, and the Grand Café is the ideal venue to enjoy your favorite coffee just by yourself or with family or friend.

One might wonder what is special or unique about the "Grand Café" as there are coffee shops that can do the job on seemingly every corner. Stepping into the Grand Café, you would find the difference; which is simply cooler to hang out and feature interiors as delicious as the freshly baked pastries behind the counter. What's more it not only serves cakes, freshly baked savories but goes well beyond to satiate the taste buds of guests who seek to luxuriate in the experience. New additions on the shelf are a la minute sandwiches, wraps, freshly made no preservative added juices, range of home-made jams, chutneys, pickles and mouth-watering chocolates

The cozy atmosphere is inviting to grab a freshly baked pastry and a cappuccino and sit by the window to watch the golf link. The Grand Café is the local spot that believes in real hospitality and bangs out Instagram worthy dishes that actually taste amazing! The coffee menu is impressive yet down to earth, so is the food menu

Qatar Airways Welcomes Passengers to the New Al Mourjan Business Lounge – The Garden

TTA BULLETIN

The World's Best Airline has opened the new Al Mourjan Business Lounge at Hamad International Airport (HIA) named 'The Garden'. The lounge overlooks 'The ORCHARD', surrounded by renowned retailers and restaurants, while offering uniquely designed relaxation spaces and areas to socialise and indulge in a scenic masterpiece.

An exclusive sanctuary available for Qatar Airways Premium Passengers, The Garden stretches over an area of 7,390 square metres, and can accommodate up to 707 passengers. It features 24 quiet spaces, each designed to offer optimum relaxation available free of charge for the first six hours, and also features seven spa treatment rooms.

Accessible for passengers travelling in Premium cabin, the new lounge offers a range of premium facilities that fulfil the needs of business, leisure and family travellers with numerous dining options, relaxation rooms, a fitness studio, pedicure & manicure stations, spa facilities, dedicated private spaces, recreational areas and a nursery. The lounge has been influenced by modern aesthetics incorporating natural light in its distinct design, providing passengers with an immersive experience reflecting The ORCHARD below.

Qatar Airways Group Chief Executive, His Excellency Mr. Akbar Al Baker, stated: "At



Qatar Airways, excellence is embedded in the core of our brand, and as we continue to evolve our offerings, we choose to provide our

passengers with the very best experiences in aviation and hospitality. Passengers can now enhance their journey to a new level at our newly opened Al Mourjan Business Lounge – The Garden at Hamad International Airport. This world-class lounge showcases a sophisticated way of travel, centred in comfort, wellness and nature. I welcome our premium passengers to experience this spectacular addition to our signature lounge portfolio."

Located in the Northern expansion of

Hamad International Airport, Al Mourjan Business Lounge – The Garden is set to captivate premium passengers with its luxurious facilities it offers, making it a landmark within the award-winning airport.

Al Mourjan Business Lounge – The Garden serves as an extension to the iconic Al Mourjan Business Lounge – South, awarded World's Best Business Class Lounge Dining by Skytrax Airline Ratings Awards, exclusively available to Qatar Airways First and Business Class passengers. Together, both lounges can accommodate up to 1,600 passengers at once, offering luxurious facilities that include showers, dressing rooms, business areas and spaces to unwind at the Northern and Southern parts of HIA.

SriLankan Aviation College Spreads Wings to the North and East

TTA BULLETIN



SriLankan Aviation College, the training arm of SriLankan Airlines, has spread its wings to the North and the East of Sri Lanka by partnering with British College of Applied Studies (BCAS) to provide students in the region a pathway to internationally-recognized qualifications in aviation. SriLankan Aviation College found a capable franchisee partner in BCAS following a rigorous bid process, and several of its programmes will now be available via BCAS' campuses in Jaffna and Kalmunai, delivered by SriLankan Aviation College's very own expert panel of aviation trainers.

Commenting on the expansion, Primal De Silva, General Manager of SriLankan Aviation College stated, "We are happy to partner with BCAS, confirming the synergy that can be achieved by the professionalism and commitment between the two institutes. Having identified significant training gaps in aviation and corporate studies in the North and East, we are pleased to enhance the training opportunities in these regions through this collaboration. Our aim is to develop equitable access in aviation education throughout the island, and I believe that BCAS Campus will help us achieve this goal".

The partnership between SriLankan Aviation College and BCAS will offer an extensive array of training programmes including internationally recognized certifications from the International Air Transport Association (IATA), European Union Aviation Safety Agency (EASA), Civil Aviation Authority of Sri Lanka (CAASL) and other authorities. With the

convenience of enrolling at their nearest BCAS campus, both school-leavers and professionals alike can now acquire an esteemed qualification that also meets their personal needs from within their hometown.

Commenting on the partnership, Rajendra Theagarajah, Non-Executive Chairman BCAS Campus, Sri Lanka said, "BCAS is delighted to partner with SriLankan Aviation College in delivering a range of courses in Hospitality and Aviation related subjects through its campuses in Jaffna and Kalmunai. As the country is experiencing a burst in inbound tourism, it is imperative that such programmes are made available to students in all parts of the country to improve their competency in servicing this sector. We hope that this partnership commencing in the North and East will eventually cover the entire country."

With over 34 years of experience in aviation training to international standards, SriLankan Aviation College offers a wide range of training options to the country and the region. The college is certified by EASA, IATA, International Organization for Standardization (ISO), the Civil Aviation Authority of Sri Lanka, the Civil Aviation Authority of Pakistan and the Civil Aviation Authority of Maldives. It is also a member of the Royal Aeronautical Society (RAES) and the European Aviation Maintenance Training Committee (EAMTC). The college collaborates with world-renowned institutions to extend comprehensive aviation and corporate training programmes. For more information visit www.srilankanaviationcollege.com

'Cruzing onboard Emirates' - Emirates announces a new brand ambassador, Penelope Cruz

TTA BULLETIN

Launching mid-summer 2023, Emirates can reveal that its latest ad campaign and brand collaboration will feature Penelope Cruz.

The Academy Award winning actor and philanthropist is already a fan of the Emirates brand and a frequent flyer who has visited Dubai multiple times. In an exclusive behind-the-scenes footage shot onboard a signature Emirates A380 aircraft, Cruz revealed her passion for Emirates and the positive association she has with the brand stating that she was thrilled to partner with Emirates after years of traveling with the airline, on some of the most special trips of her life.

The new TV spots will start to air globally from June 2023, in both English and Penelope's native tongue of Spanish. With a thought provoking theme of 'travel is not just about the end destination; it's also about how you get there', the short ads show Cruz sampling all the exclusive luxuries that Emirates First and Business Class customers experience as they Fly Better, from a crafted beverage in the A380 Onboard Lounge, to an indulgent shower above the clouds, cheering for a football game shown on live TV, to relishing generous helpings of luxury caviar. In other spots, she enjoys the spacious seats in Emirates' new Premium Economy Class.

She interacts with Emirates Cabin Crew in multiple languages and enjoys the wide variety of movies and content on Emirates' award-winning ice inflight entertainment system, viewed on a huge 32-inch full HD LCD screen – the largest in the aviation industry. Cruz is also filmed using the personal temperature controls in her private First Class Suite, using bespoke binoculars to enjoy the sky-high views, and wearing the Emirates hydra-active moisturising pyjamas to settle in for a siesta in her lie-flat bed, surrounded by an array of luxury amenities – ensuring her journey is spectacular from the beginning.



Each of the new TV spots were directed and brought to life by Robert Stromberg, a double Oscar-winning Hollywood director, with 21 award wins and 30 award nominations for movies, TV series and commercials throughout his illustrious career. Stromberg worked closely with the Emirates brand team to ensure the TV spots conveyed the thoughtful luxury of the Fly Better experience, while retaining a note of Cruz' cheeky sense of humour. Esteemed production house Ridley Scott Associates also supported the series of TV spots, and Framstore – the multi award-winning creative studio for special effects.

Richard Billington, Emirates' Senior Vice President of Brand and Advertising, commented; 'Emirates is all about Flying Better, where the journey to your destination matters as much as the place itself. We take care of every detail in the Emirates experience and wanted a brand ambassador who reflects the Emirates brand - it needed to be someone classy, stylish, and having modern global appeal. Penelope was the perfect fit.'

Following in the footsteps of other globally successful ads such as Burj Girl, Jennifer Aniston onboard Emirates, and Gerry the Goose, Penelope Cruz will partner in the ad series to be aired globally on TV news channels, featured on Emirates' own digital channels, with more joint activities to be announced over the coming year.

Qatar Airways Privilege Club Launches New Card Linked Offers Elevating the Opportunities to Collect and Spend Avios

TTA BULLETIN

Qatar Airways Privilege Club announces the introduction of a new feature, Card Linked Offers, which will integrate Avios in members' lifestyles.



Visa or Mastercard credit cardholders – including cards registered in Apple Pay, Google Pay or Samsung Pay – can now be linked to their Privilege Club accounts. This enables members to collect and spend Avios on everyday purchases at a wide range of retail and lifestyle partners in Qatar.

Card Linked Offers enhances Privilege Club members' benefits by rewarding them for shopping, dining and other purchases with the linked credit cards, allowing them to have more choices than ever before. This new feature is available for Visa credit cards issued in over 70 countries where card linking is supported, as well as for Mastercard credit cards issued in Argentina, Australia, Brazil, Canada, Denmark, Germany, Qatar, UAE, UK, Uruguay and USA.

Qatar Airways Group Chief Executive, His Excellency Mr. Akbar Al Baker, said: "At Qatar Airways, we constantly look towards innovation and ensuring our services are unparalleled in the industry, and our loyalty programme is no different. Privilege Club has seen many enhancements in the last year including the adoption of Avios as the

rewards currency, and the latest Card Linked Offers announcement only continues our programme of improvement.

"Having introduced the ability to collect and spend Avios in our airport, we believe that introducing the new feature will further solidify the Privilege Club experience as a lifestyle. As the Card Linked Offers launches, our members will see an exciting range of benefits when spending and collecting their Avios."

To link purchases to the loyalty programme, users can simply log in to their Privilege Club account and add their credit card details. Upon completing a transaction at partner outlets, members can choose to collect or spend Avios through their account and can either be credited in Avios or the equivalent cashback will be credited on their linked card.

Privilege Club has come together with a wide variety of esteemed partners including Kulud Pharmacy, F45, Evergreen Organics and many others to offer Card Linked Offers at their outlets. An extensive choice of retail, food and beverage, and lifestyle venues will be available for members to benefit from the Card Linked Offers as more partners are added to the portfolio.

Emirates unveils new closed loop recycling initiative to reduce plastic

TTA BULLETIN

Emirates is unveiling a new closed loop recycling initiative this month, where millions of onboard items such as plastic trays, bowls, snack and casserole dishes, will now be recycled in a local facility and remade into fresh, ready-to-use Emirates meal service products.



Marking United Nations World Environment Day on 5 June, and the theme of #BeatPlasticPollution, Emirates will introduce the new recycled utensils onboard from June 2023 onwards.

In line with Emirates' commitment to consuming responsibly, the new initiative is a transition to the principles of a circular economy, whereby items are reduced, reused, and recycled. Millions of old and damaged meal service items from Economy and Premium Economy Class dining will be collected after flights, washed and checked for damage, transported to a facility in Dubai to be ground down, reprocessed, and manufactured into new dishes, bowls and trays – before being sent to Emirates Flight Catering to be used again for thousands of

meals in the sky.

In partnership with deSter FZE UAE, a leading provider of serviceware concepts to the aviation industry, and expert in closed loop manufacturing, Emirates will be reusing plastic materials that have already reached their end of life and would otherwise need to be written off. The new trays, casseroles, snack dishes and bowls, potentially containing around 25% reused material (recyclate), will be brought back into service on aircraft across the globe, and the proportion will continue to increase over time.

The team at deSter are members of the CE100 network, which includes some of the world's leading circular economy companies and have also been awarded the 'Gold' Sustainability rating from Ecovadis – a globally recognised certification for sustainable practices. Emirates elected to work with deSter once a facility in UAE was ready to facilitate the huge scale of Emirates' requirement – substantially reducing the carbon footprint of sending the products to another country to be recycled.

Air India and Sabre re-establish valued relationship with new distribution agreement and advanced network planning consulting to support the carrier's transformative ambitions

TTA BULLETIN

Sabre Corporation (NASDAQ: SABR), a leading software and technology provider that powers the global travel industry, and Air India, one of India's leading airlines and a Star Alliance member, today announced a new multi-year deal that enables travel agents and corporations around the world to access Air India fares and seats through Sabre's extensive global travel marketplace.



Having recently placed the biggest aircraft order in aviation history for 470 aircraft, Air India is forging ahead with ambitious expansion plans. In addition to the distribution services, Air India is utilizing Sabre's consultancy expertise to help determine optimal routes for its existing and new fleet.

"The Indian travel market is back, and it's coming back strong," said Nipun Aggarwal, Chief Commercial & Transformation Officer, Air India. "So, we're delighted to have re-established, and enhanced, our relationship with Sabre at this transformative time for Air India, and the wider Indian travel marketplace. This long-term global distribution partnership will support our ambitious growth plans while paving the ground for our transition towards a more dynamic, merchandising-focused model, designed to unlock the value of Air India's products and services."

"As well as coming together once more under a new GDS agreement, we're excited to be working hand-in-hand with Sabre's incredibly knowledgeable consultancy team on the development of a clean-sheet, long-term network plan," added Mr Aggarwal. "We are confident this will strengthen Air India's position in our domestic and international routes, and help us to become more competitive on the

global aviation stage. We are delighted to further strengthen our relationship with Sabre, and look forward to closer collaboration in the coming years."

Now under the ownership of the Tata Group, Air India, as part of its five-year transformation plan, titled Vihaan.AI because it means 'the dawn of a new era' in Sanskrit, is substantially expanding its fleet and network, revamping its customer proposition, and improving reliability in operations to emerge as one of the world's premier carriers.

The new deal marks an important new chapter in the relationship between Air India and Sabre and is testament to Sabre's commitment to the Indian travel market. Air India content is expected to be available from 4 May through Sabre's travel marketplace. The expertise housed in Sabre's Bengaluru capability centre will provide close proximity support for Air India's innovation and transformation journey.

While historically, airlines building a schedule for the next season have relied on previous plans, clean-sheet scheduling gives carriers the ultimate flexibility to develop a more optimal schedule for operational efficiency, increased reliability, enhanced revenue, and traveller satisfaction. Sabre's consultancy work with Air India includes an in-depth market evaluation, the development of new hub and schedule structural designs, and detailed planning of route network and capacity over a 10-year horizon, as well as the optimization of fleet assignment across its system.

Hahn Air drives change with Innovation at Hahn Air

TTA BULLETIN

Leading airline distribution provider, Hahn Air, is creating an innovation node for companies looking to advance their innovative projects. Under the name Innovation at Hahn Air, the Research & Development Department led by Executive VP Mathieu Montmessin, is inviting startups and industry players to pitch their ideas, build a proof of concept (POC) or jointly develop innovation concepts.

Since its establishment in 2019, the Hahn Air Research & Development Department has been exploring trends, analysing new technologies and generating new revenue streams for the Hahn Air product portfolio. Innovation at Hahn Air will make the team's expertise available to companies working on unique ideas and out-of-the-box solutions that potentially have an impact on the travel industry.

"Innovation is all about team-work, creativity and courage", says Mathieu Montmessin. "We are therefore introducing Innovation at Hahn Air for potential partners that are interested in gaining knowledge, advancing their business and driving innovation. Innovation at Hahn Air will support with domain knowledge and a wealth of expertise gained from various proof-of-concept projects. Working together, we hope to make significant impacts for our partners and ultimately advance innovation projects for the travel industry."



Mathieu Montmessin

AIRLINES

World's Best Kitesurfers Honoured During Qatar Airways GKA Big Air Kite World Championships Tarifa 2023

TTA BULLETIN

Qatar Airways, the Title Partner and Official Airline of the GKA Kite World Tour, closed out another successful competition that took place from 26 May – 07 June in Tarifa, Spain. Additionally, Qatar Airways GKA Awards were held on 3 June, presenting nine categories that celebrate various triumphs and honourable achievements throughout the year.

The Qatar Airways GKA Big Air Kite World Championships connected more than 62 riders from across the globe to compete in three Big Air disciplines—Twin-Tip, Surfboard and Hydrofoil—in men's and women's divisions. The festivities continued during this period with the awards ceremony that took place in Tarifa's Teatro Municipal Alameda for the second consecutive year. The ceremony crowned kitesurfing's greatest athletes and their achievements.

Qatar Airways Group Chief Executive and Chairman of Qatar Tourism, His Excellency Mr. Akbar Al Baker, said: "As we conclude yet another remarkable GKA Big Air Kite World Championships in Tarifa, we extend our heartfelt gratitude to the athletes, organisers, and passionate kiteboarding community for making this event an unforgettable success.

We eagerly anticipate flying enthusiastic fans from around the world to the upcoming Visit Qatar GKA Freestyle Kite World Cup Finals set to take place this December in Qatar."

"The Qatar Airways GKA Big Air Kite World Championships in Tarifa have been a huge success again – thanks to the support from Qatar Airways," said Dr. Jörgen Vogt, Secretary General of the Global Kitesports Association. "Within one year, the event has become the most anticipated competition of the season and crowning the Big Air World Champions here in Tarifa is one of the highlights of the



kiteboarding year. The Qatar Airways GKA Awards night has again been a memorable evening where we have recognized the best athletes, their greatest achievements, and outstanding contributions to the sport. The Awards trophy has become a highly coveted prize in the sport – as shown by the emotional reactions of some of the sport's biggest names."

On 5-9 December 2023, Qatar Airways will host world-renowned riders and fans at the Fuwairit Kite Beach resort for the Visit Qatar GKA Freestyle Kite World Cup Finals. The world-class kitesurfing resort, which opened in October 2022, is Qatar's latest destination for kitesports northeast of Doha. Along with great conditions and beautiful sandy shores, the resort features several spaces for relaxation including a pool, yoga pavilion, padel courts, an outdoor cinema, and a state-of-the-art gym. With a total of 50 rooms, the resort offers 40 beach-front rooms, where guests can enjoy the tranquillity of the natural lagoon.

Qatar Airways as a brand is committed to supporting sports globally, helping fans travel to their favourite events around the world. The national carrier of the State of Qatar is the Official Airline of Formula 1® (F1), Concacaf, Paris-Saint Germain, FC Bayern, the IRONMAN and IRONMAN 70.3 Triathlon Series, the United Rugby Championship (URC) and European Professional Club Rugby (EPCR), and multiple other disciplines including Australian football, basketball, cricket, equestrian, motor racing, squash, and tennis.

Oman Air expands flight services to Bahrain and Doha

TTA BULLETIN

Oman Air has announced the expansion of its flight services to Bahrain and Doha, offering passengers increased convenience and flexibility. As of this month, the airline is operating 11 flights per week between Muscat and Bahrain, while flights between Muscat and Doha will increase from 21 to 35 a week on 24 June. Part of its summer schedule, the airline is offering a range of convenient timings, from early in the morning to late at night, enabling guests to seamlessly plan business trips, weekend getaways and even daytrips.

Connecting Muscat to major cities across the GCC, Oman Air also offers 35 flights



a week to Dubai, 21 flights a week to Riyadh and Jeddah, and 14 flights a week to Kuwait. Meanwhile, it continues to cater to the increasing number of Muscat-based travellers who are choosing to holiday in the region. Wherever the destination, the enhanced flight schedule allows travelers to optimise their plans and enjoy a smooth and seamless travel experience.

Aromatic Altitudes - The Art of Tea with Emirates

TTA BULLETIN

Celebrating International Tea Day on 21 May, Emirates highlights the sustainable origins, healing properties, and artful service of artisan tea onboard Emirates flights to 140 destinations around the world, as tea consumption increases by more than 10% over recent years.



Each year, Emirates brews more than 33 million cups of tea for passengers onboard, as well as serving a range of tea in Emirates' airport lounges worldwide. Tea consumption onboard has steadily risen in recent years by over 10% as many passengers embrace a wellness lifestyle. Tea has a myriad of health benefits and healing properties, as well as providing a ritualistic moment that many find enhances comfort and calm.

Emirates offers a selection of 12 gourmet blends; from the energy boosting Original Earl Grey, to a mellow and stomach-settling Pure Chamomile Flowers, healthy and antioxidant Sencha Green Extra Special to Turmeric, Coconut and Vanilla - a relaxing tea with anti-inflammatory properties, Natural Green Tea and Ceylon Black Tea – pure forms of tea, digestion-friendly Moroccan Mint, energising Breakfast Tea, and the Emirates Signature Blend – an exclusive master-crafted tea composed of marigold, safflower, rose, and notes of almond and ginger to represent the flavours of the UAE.

Onboard Emirates, the most popular tea in First Class is Moroccan Mint Green Tea, while Business Class passengers are enjoying a lot of both Moroccan Mint Green Tea and Chamomile Tea and the popular choice in Economy Class is traditional Ceylon Black Tea.

Emirates partners exclusively with Dilmah Tea, who explain that healthy, natural teas, especially green and black tea, contain polyphenols such as catechins and flavonoids, which act as antioxidants, protecting the body against free radicals, which can damage cells and contribute to chronic diseases. Tea contains caffeine, which can enhance mental alertness, focus, and concentration but as the caffeine content in tea is generally lower than coffee, it provides a more moderate and sustained energy boost without causing jitteriness, ideal for passengers travelling through time zones. Chamomile tea has a mildly sedative quality, which can support passengers who need to sleep on long haul journeys. Certain herbal teas, such as peppermint, can also aid digestion and alleviate symptoms like bloating and nausea – another challenge some experience when their normal routine is changed due to travelling.

Emirates considers the serving of tea to be a ritual that requires thought and care. Emirates Cabin Crew receive a specialised tea learning experience, where they discover the sustainable origins of Dilmah tea, are introduced to the unique flavours, learn how to brew the perfect cup, and further enhance flavour with an array of accoutrements- from fresh mint, to honey

and lemon. In First Class, passengers who wish to sweeten their tea are offered natural superfood - honey, locally produced by UAE brand April. First Class passengers can enjoy their tea in a choice of Royal Doulton fine bone teacup or mug, while Business Class passengers are served tea in the Royal Doulton fine bone china mug. The quality of the water used to make the tea is also considered and regularly monitored, and Emirates ensures that the water tanks, equipment used for transportation and supply lines provide perfectly potable water, through regular disinfection, maintenance, and audits.

Cabin crew also learn about tea and food pairing, where key recommendations for passengers can include pairing seafood, soft cheeses and sushi with green tea, beef and game, sweet desserts, or hard cheeses with black tea, or combining floral teas such as Chamomile with dishes that have a citrus or tart flavour profile – like Emirates new vegan dish - Zucchini tart.

For more than three decades, Emirates has chosen to partner with passionate, family-owned Dilmah Tea, a Sri Lankan tea company launched in 1985, the first producer-owned tea brand globally whereby the tea is cultivated, handpicked and packed at origin – perfectly preserving its natural goodness and ensuring an unrivalled position as one of the finest teas in the world.

The Dilmah tea estates sit majestically amidst awe-inspiring vistas of abundant waterfalls, rising mountain tops and lush landscapes, producing exceptional quality Ceylon Tea. Ceylon Tea is made from the finest quality tea leaves in pristine estates at the highest elevation, and the tea gets its unique characteristic and flavours from the rich biodiversity of the forest that surrounds it. Handpicked in the central hills of Sri Lanka, the tea leaves are withered, rolled, fermented, and fired to produce tea with sophisticated aromas, tastes, and textures -fresh from plantation to cup. The purity of Dilmah tea led to the founder, Merrill Fernando nicknaming it 'natures gift of goodness.'

The origins of tea can be traced back thousands of years to ancient China. According to legend and historical accounts, the story of tea begins with the Chinese Emperor Shennong, who reigned around 2737 BCE. One day, as he was sitting beneath a tree, leaves from the tree fell into a pot of boiling water, creating a fragrant infusion. Intrigued by the aroma, the emperor decided to taste the brew and found it refreshing and delightful. This serendipitous discovery is often considered the mythical origin of tea.

Boeing to debut its 737-10 and 777-9 at the Paris Air show

TTA BULLETIN

Boeing will showcase its market-leading aerospace and defense portfolio at the 2023 Paris Air Show, including highly efficient commercial jets, critical defense platforms, customer-focused services and innovative autonomous technologies.

The 737-10, the largest member of the MAX family, will join the new 777-9 in the show's flying display, while Boeing subsidiary Wisk Aero debuts its all-electric, autonomous 6th generation air taxi – which the company plans to certify for commercial passenger operations.

With a strong commitment toward a sustainable aerospace industry, Boeing will demonstrate its "Cascade" Climate Impact Model, a data-modeling tool recently made available to the public to provide actionable insights towards the aviation industry's goal of net-zero emissions by

2050. The company will also debut a new tool that tracks sustainable aviation fuel capacity around the world, and provide an update on delivering 100% SAF-compatible airplanes by 2030.

The 737-10 will provide operators with more capacity, greater fuel efficiency and the best per-seat economics of any single-aisle airplane. The 737 MAX family has received more than 3,500 net orders, and its advanced aerodynamic design and highly-efficient engines reduce fuel use and emissions 20% and the noise footprint 50% compared to airplanes it replaces.

Additionally, Riyadh Air, Saudi Arabia's newest carrier, will showcase a Boeing-owned 787-9 in its new indigo livery inspired by the colors of the sky at dusk. The airplane will be on static display throughout the week.

Malaysia Airlines successfully implements full suite of Sabre Network Planning and Optimization technology as it enjoys robust rebound

TTA BULLETIN

Sabre Corporation (NASDAQ: SABR), a leading software and technology provider that powers the global travel industry, today announced the successful implementation of a full suite of Sabre Network Planning and Optimization solutions for Malaysia Airlines. The carrier has already started using these advanced Sabre solutions to optimize schedules, evaluate existing and future routes and partnerships, and make network planning decisions.

This milestone marks the completion of the second phase of the Sabre solutions implementation with Malaysia Airlines. Earlier this year, Sabre Schedule Manager, Codeshare Manager, and Slot Manager solutions were completed, and the carrier is now also able to utilize Sabre Profit Manager, Fleet Manager, and Network Manager. Together, these solutions give Malaysia Airlines enhanced decision support tools to further improve schedule profitability, and optimize capacity with demand, aircraft utilization and network connectivity.

"We're thrilled that we can now take full advantage of a wide range of Sabre solutions as we move forward with ambitious plan to capture, and create, growth in the Malaysian travel ecosystem and post pandemic travel recovery" said Mr Bryan Foong, Group Chief Strategy Officer, Malaysia Airlines. "We're seeing the value these solutions are bringing us in making timely schedule changes operationally and profitably to respond to dynamic travel market condition changes as we continue to grow and optimize capacity to meet strong travel demand post pandemic."

Headquartered in Kuala Lumpur, and part of the wider Malaysian Airlines Group, Malaysia Airlines flies an extensive global

network with its own aircraft and through its codeshare partners. The carrier is now focused on ramping up capacity to pre-pandemic levels, and further optimizing its network and looking at future routes using these enhanced decision support tools by Sabre solutions, including the regeneration plan for Subang Airport, which will be transformed into a city airport hub.

"Having worked together for more than two decades, we're thrilled to have strengthened our long-standing, and valued, relationship with this important new milestone," said Rakesh Narayanan, Vice President, Regional General Manager, Asia Pacific, Travel Solutions, Airline Sales. "For airlines to gain a competitive advantage in today's complex travel market, it is vital that they have the right tools to transition from making decisions based upon historic behaviours and can, instead, create schedules based on advanced analytics. Malaysia Airlines now has an extensive suite of best-in-class network planning tools that will provide them with invaluable decision-making support in their network and fleet management strategies."

Malaysia Airlines is the national carrier of Malaysia, offering the best way to fly to, from and around Malaysia through its premium and full-service offerings. Malaysia Airlines carries up to 40,000 guests daily on memorable journeys inspired by Malaysia's diverse richness. As the nation's flag bearer, it embodies the incredible diversity of Malaysia; capturing its rich traditions, cultures and cuisines via its inimitable Malaysian Hospitality across all customer touch points.



Qatar Airways to Fly Direct Doha to Auckland Service

TTA BULLETIN

Qatar Airways is re-introducing a direct Doha to Auckland flight, which commences on 1 September 2023 and will operate seven times a week/departing daily at 01:50 local time. Qatar Airways will be operating an Airbus A350-1000 on the route with 46 Business Class and 281 Economy Class seats. A key feature of the service is the Qsuite, which is available to Business Class passengers.

Qatar Airways Group Chief Executive, His Excellency Mr. Akbar Al Baker, said: "The direct Doha to Auckland service augments a number of new routes announced in recent weeks and enables passengers in key European markets including the UK and Ireland to save time with this direct connection. Business Class passengers on board our Auckland flights can also enjoy the enhanced privacy of Qsuite, which has been awarded the Best Business Class Seat in the World."

Travellers can begin booking flights from today for the resumption on 1 September 2023 and those previously booked for after 1 September travel will be re-accommodated, due to their tickets being via Adelaide to Auckland.



With the largest global network in the region and the Best Airport in the Middle East offering seamless and efficient connectivity to destinations across the world, Qatar Airways continues to lead the recovery of international air travel with the airline rebuilding its network to more than 160 destinations worldwide.

Daily Flight Schedule:

Doha (DOH) to Auckland (AKL) QR920 departs at 01:50 and arrives at 02:45 (+1) local time.

Auckland (AKL) to Doha (DOH) QR921 departs at 15:00 and arrives at 23:15 local time.

From 24 September, due to daylight saving time changes in Auckland, both QR920 and QR921 will arrive and depart one hour later, respectively.

Emirates Group announces 2022-23 results

TTA BULLETIN

Emirates reports its most profitable year ever with a profit of AED 10.6 billion (US\$ 2.9 billion) compared with AED 3.9 billion (US\$ 1.1 billion) loss in the previous year

The Emirates Group released its 2022-23 Annual Report, reporting its most profitable year ever on the back of strong demand across its businesses.

Emirates achieved new record profits, a complete turnaround from its loss position last year.

Both Emirates and dnata saw significant revenue increases in 2022-23 as the Group expanded its air transport and travel-related operations following the removal of nearly all pandemic-related restrictions around the world.

For the financial year ended 31 March 2023, the Emirates Group posted a record profit of AED 10.9 billion (US\$ 3.0 billion) compared with an AED 3.8 billion (US\$ 1.0 billion) loss for last year. The Group's revenue was AED 119.8 billion (US\$ 32.6 billion), an increase of 81% over last year's results. The Group's cash balance was AED 42.5 billion (US\$ 11.6 billion), the highest ever reported, up 65% from last year mainly due to strong demand across its core business divisions and markets.

HH Sheikh Ahmed bin Saeed Al Maktoum, Chairman and Chief Executive, Emirates airline and Group, said: "We're proud of our 2022-23 performance which is not only a full recovery, but also a record result. This achievement would not have been possible



HH Sheikh Ahmed

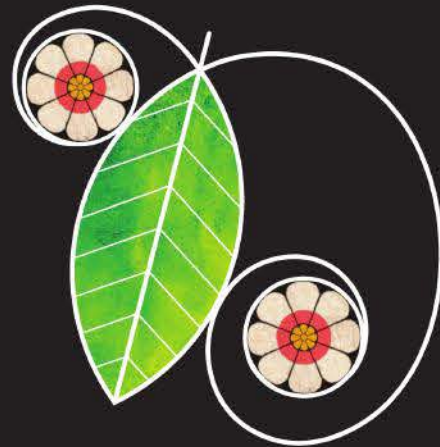
without HH Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President and Prime Minister, and Ruler of Dubai, whose leadership has been critical to our success today and through the years.

The architect of Dubai's progressive economic policies, HH Sheikh Mohammed is also the engine behind the Emirates Group's trajectory. Without his drive and support, Emirates will be half the size of what we are today."

He added: "I'm proud of the Emirates Group's performance for 2022-23, and our contribution to the restoration of air transport and tourism across the markets we serve, including Dubai's astounding 97% year-on-year growth in international visitors for 2022. The Group is the biggest player in the UAE's aviation sector, which supports over 770,000 jobs and generates an estimated contribution to GDP of over US\$ 47 billion (AED 172.5 billion). With our growth plans, and in line with the Dubai Economic Agenda D33, we expect to significantly increase our contribution to the UAE's GDP over the next decade through direct and indirect employment, supply chain spending, tourism spend, and trade and commerce benefits from the movement of cargo."

Commenting on the Group's 2022-23 turnaround performance, Sheikh Ahmed said: "We had anticipated the strong return of travel, and as the last travel restrictions lifted and triggered a tide of demand, we were ready to expand our operations quickly and safely to serve our customers."

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