

T3FS

Trendy Travel Trade with Food & Shop
Volume IX • Issue V • June 2022 • Pages 76 • Rs. 100/-



THE *Beautiful* AND
BOUNTIFUL KERALA



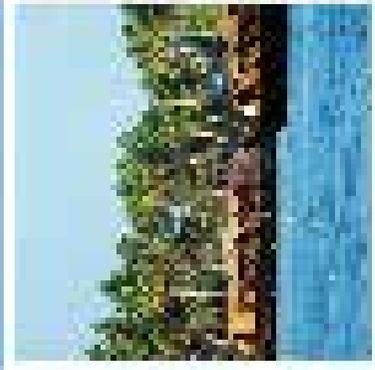
Royal Jaipur Palace

14 Days - 10 Nights
Delhi - Jaipur - Pushkar - Amber Fort -
Rajasthani Cuisine - 100%
- Delhi - Chittorgarh - Jaipur -
14 Days - 10 Nights - 10 Nights
14 Days - 10 Nights - 10 Nights



Golden Temple of Amritsar

14 Days - 10 Nights
Delhi - Amritsar - Jaipur - Pushkar -
Rajasthani Cuisine - 100%
- Delhi - Amritsar - Jaipur - Pushkar -
14 Days - 10 Nights - 10 Nights
- Delhi - Amritsar - Jaipur - Pushkar -
14 Days - 10 Nights - 10 Nights



Maldives Cruise

14 Days - 10 Nights
Maldives - Maldives - Maldives - Maldives -
- Maldives - Maldives - Maldives - Maldives -
14 Days - 10 Nights - 10 Nights
- Maldives - Maldives - Maldives - Maldives -
14 Days - 10 Nights - 10 Nights



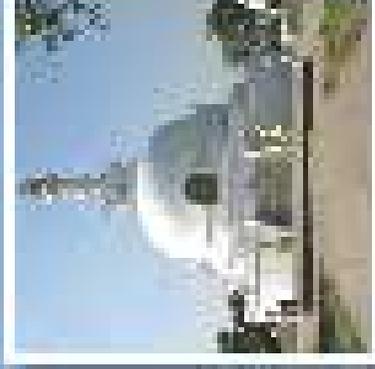
Each in the Mountains

14 Days - 10 Nights
Delhi - Agra - Jaipur - Pushkar -
Rajasthani Cuisine - 100%
- Delhi - Agra - Jaipur - Pushkar -
14 Days - 10 Nights - 10 Nights



Thal Trol

14 Days - 10 Nights
Delhi - Agra - Jaipur - Pushkar -
Rajasthani Cuisine - 100%
- Delhi - Agra - Jaipur - Pushkar -
14 Days - 10 Nights - 10 Nights



Each in the City with

14 Days - 10 Nights
Delhi - Agra - Jaipur - Pushkar -
Rajasthani Cuisine - 100%
- Delhi - Agra - Jaipur - Pushkar -
14 Days - 10 Nights - 10 Nights

Travok

Phone: 9999683737 | Email: info@travokholidays.com



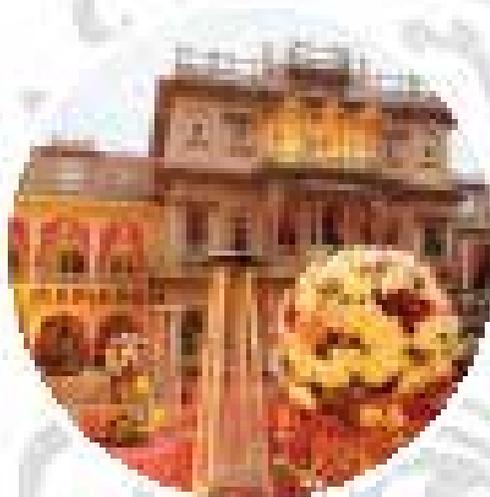


Heritage Hotel by Prime

300 years of Old Elegant Fortified Palace Hotel

Luxury Heritage Hotel

**It revives the gracious lifestyle of princes of Rajasthan
and the heritage of India.**



Exterior View



Swimming Pool



Prize Guest



DANGAYACH
GROUP

CHANDI PALACE HOTEL

Chaura, Distt:- Jaipur (Rajasthan)

Tel: +91-1423 300 300 Fax: +91-1423 300 400, Mobile: +91-999994088, 9782054789, info@chandipalacehotel.com

Editor & Publisher : **Vedika Sharma**

Director: **Babita Sharma**

Reporter : **Parul Malhotra**

Consulting Editor (West) : **S K Mishra**

IT Head : **Tarsh Sharma**

Consultant Art Director : **Anita**

Graphic Designer : **Chandrajeet Kumar**

Consulting Photographer : **Ganesh Kapri**

Manager Administration : **Gaurav Kumar**

Manager Circulation : **Himanshu Mudgal**

E-mail : vedika@fabianmedia.net,
babita@fabianmedia.net

Website : www.fabianmedia.net

Editorial & Marketing :
babita@fabianmedia.net

Published, owned, Printed & Edited by Vedika Sharma
888, Pocket – D, Dilshad Garden, Delhi – 110095,
Contact @ 011-41058470, 9560264449

Printed at: G.S. Basava Graphics Art Press, 35 DSIDC,
Okhla Indl. Area, Phase - I, New Delhi - 110020

All information used in Trendy Travel Trade with Food & Shop (T3FS) is reliable and derived from the sources. With due respect to the sentiments of the readers, none of the information published is aimed at pinching the emotions of the readers. Opinions/ views expressed by third party in abstract or in interviews are not necessarily shared by us. Material appearing in the magazine cannot be reproduced in whole or in part(s) without prior permission. The publisher assumes no responsibility for material lost or damaged in transit. The publisher reserves the right to refuse, withdraw or otherwise deal with all advertisement without explanation. All advertisement must comply with the Indian advertisement code. The publisher will not be liable for any loss caused by any delay in publication, error or failure of advertisement to appear.

PUBLISHER'S NOTE

Dear Readers

With T3FS June edition you will get a chance to tour Kerala through our cover story. Kerala is a very well known destination for locals as well as tourists from outside the country. Kerala is considered to be a paradise on Earth. The rate of tourism in Kerala is increasing and thousands of tourists visit it all around the year. The state is along the coast of India which makes it rich in greenery and vegetation. Rich culture and unique traditions are some of the reasons why Kerala has been able to attract tourists from across the globe for multiple years.

The scenic beauty and other attractions have never led Kerala Tourism to look back on its growth. Kerala is known for its dense forests along the mountain ranges comprising the Western Ghats and covering tropical evergreen, deciduous and semi-deciduous jungles that are home to some rare and exotic plant and wildlife species. These hill stations and high range zones are the best places to visit for nature and wildlife enthusiasts.

Whereas, while moving into hospitality you will find newly inaugurated pages called "Expansion". It will cover the hotel brand expansion news. Like, Cheval Collection, the award-winning hospitality company specialising in high quality serviced apartments worldwide has announced a new property for Glasgow under the Cheval Maison Brand.

Cheval Maison at 141 West Regent Street, Glasgow will open in 2024 and will become the group's fifth property in Scotland. The property will include a restaurant & bar, gymnasium as well as a stunning rooftop terrace. The 70 apartments will be split into spacious studios, one and two-bed apartments.

Cheval Maison offers premium apartments available for any length of stay in the heart of the neighbourhood. It promises to be the smart way to stay in the city, with a selection of studio, one- and two-bedroom apartments. The first location, Lexham Gardens by Cheval



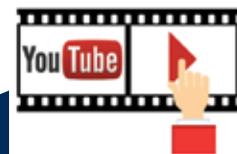
Maison opened in July 2021 in Kensington, London. A third property, Cheval Maison Frankfurt with 181 apartments will open in 2023, just 15 minutes from the city centre in the Sachsenhausen neighbourhood.

In lifestyle, we covered Lexus. Lexus proudly premieres its new luxury crossover, the RX, online to the globe on June 1st Japan Time. Since establishment in 1989, Lexus has always maintained a spirit of innovation and continues to take on the challenge of providing new technologies and value to its guests. Based on the "Lexus Electrified" vision announced in 2019, we hope to achieve a significant improvement in fundamental performance using electrification technologies and provide electrified vehicle solutions such as HEVs and PHEVs. By 2030, we aim to achieve a full lineup of BEVs in all categories, and by 2035, we aim to sell 100% BEVs globally, contributing to the realization of a carbon-neutral society.

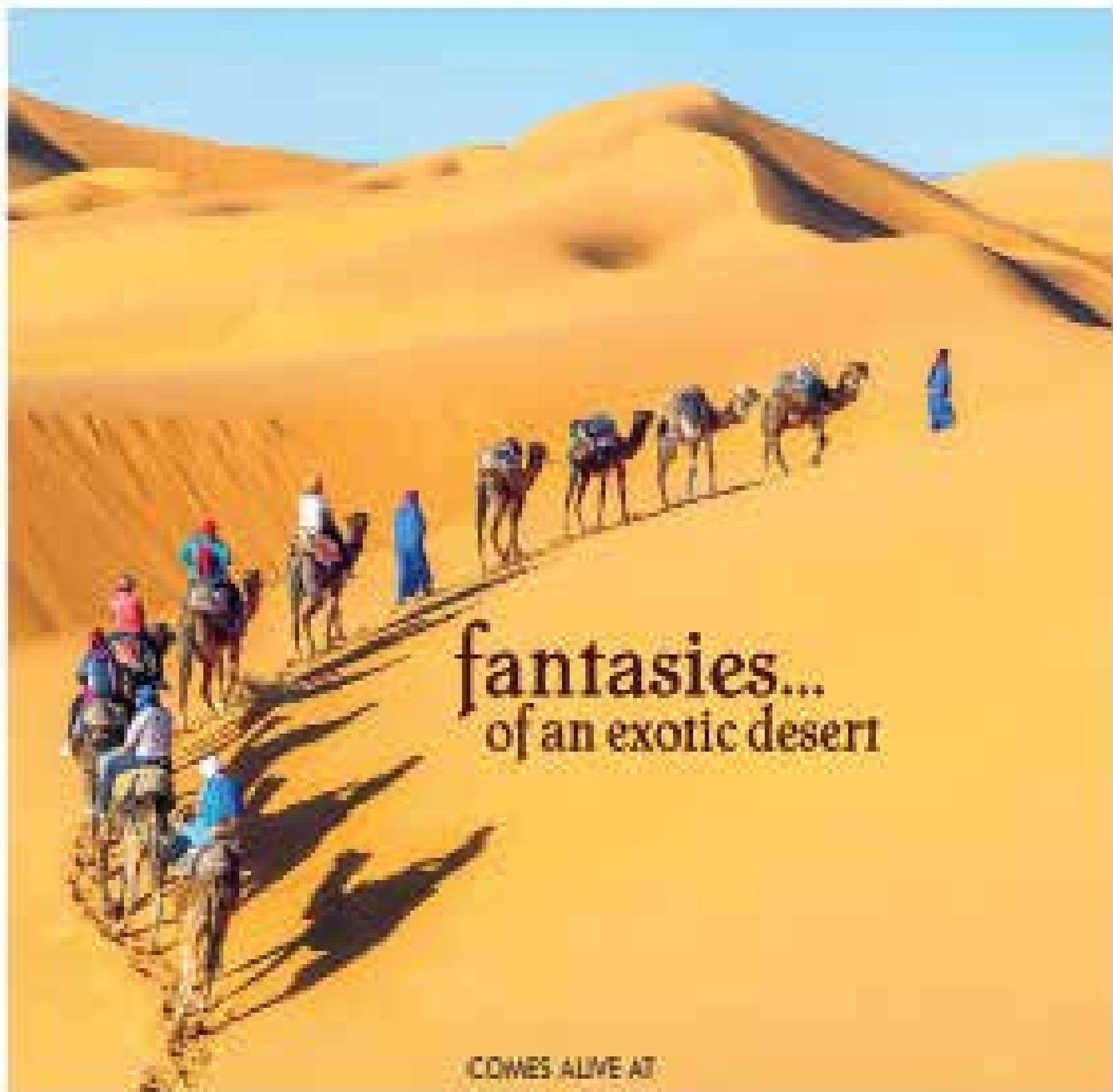
Vedika Sharma
vedika@fabianmedia.net



Runway to get the trends of current .scenario



Get live updates of all travel & lifestyle trends .at your fingertips



fantasies...
of an exotic desert

COMES ALIVE AT



Desert Springs

RESORT

A SPRING IN THE MIST OF DESERT

Book a luxurious stay with exotic cubinas, desert adventures and amazing cultural performances.



Sam Dunes, Jaisalmer | +91 9001 890 577 | www.desertsprings.in

Contents



The Beautiful and Bountiful Kerala

God's own country is the beautiful and mesmerizing state of Kerala.

Pg.12



Unknown facts about Jammu, the city of temples, shrines and much more

Jammu is a 3000-year-old town, replete with ancient as well as modern history. It has the distinction of being.....

Pg.22



Arabian Travel Market

The 29th edition of Arabian Travel Market (ATM) – the Middle East's largest travel and tourism showcase – took place live in Dubai, shining a spotlight on the future of international travel and tourism within the region and beyond. More than 23,000 visitors attended the show.

Pg.26



New Zealand's 7 blue wonders

Everyone knows about the 7 wonders of the world. They are magnificent, remarkable, and unforgettable. But do you know that New Zealand has its very own blue wonders that are sure to capture one's senses.

Pg.30



It's time to Czech into Czech again!

We are all looking forward to better days where we can pack our bags and go back to planning vacations and exploring the world a little more. With international flights resuming to their pre-pandemic schedules the want for travel has also increased.

Pg.32



Let The Fun Begin on Koh Samui with Avani Chaweng

Avani Chaweng Samui Hotel & Beach Club, opening in early August 2022, is set to reignite the fun loving vibes in the island hot spot of Chaweng, Koh Samui, offering sun-drenched beaches and high-octane ambiance.

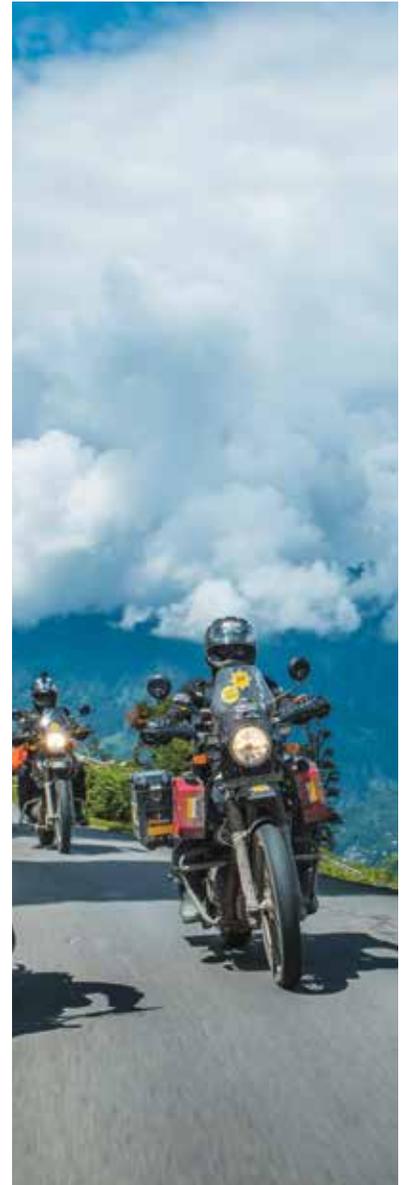
Pg.46



Andaz - E - Lucknow

Barbeque Nation at Sayaji Hotel Kolhapur is hosting the 'Andaz - E - Lucknow' food festival starting from June 17th, 2022.

Pg.56



18th edition of Himalayan Odyssey

Royal Enfield announced the dates for the much awaited Himalayan Odyssey 2022. Returning after three years,

Pg.70

Tourism: Creation of Livelihood and Job Opportunities

The Department of Tourism, Govt. of West Bengal and Federation of Associations in Indian Tourism & Hospitality (FAITH) held a day-long workshop to formulate a tourism development strategy aiming at creation of livelihood and job opportunities was held on 4th June, 2022 at ITC, Royal Bengal Hotel on the development of a tourism strategic roadmap for West Bengal.

FAITH, the policy federation of all the ten national associations representing the complete tourism, travel and hospitality industry of India - Association of Domestic Tour Operators of India (ADTOI), Adventure Tour Operators Association of India (ATOAI), Federation of Hotel & Restaurants Association of India (FHRAI), Hotel Association of India (HAI), Indian Association of Tour Operators (IATO), India Convention Promotion Bureau (ICPB), 7. Indian Heritage Hotels Association (IHHA), Indian Tourist Transporters Association (ITTA), Travel Agents Association of India (TAAI), Travel Agents Federation of India (TAFI) held a detailed strategy formulation Meet on development of a tourism roadmap in association with Govt. of West Bengal.

The day-long workshop, the first in series in pursuance to the Memorandum of Agreement signed between the FAITH and Govt of West Bengal on 21st April, 2022, held discussions on multiple issues relating to strategy roadmap for tourism development for the state of West Bengal.

There was a consensus to evaluate in detail many of the issues concerning tourism, travel and hospitality industry including policy for heritage tourism, direct and last mile connectivity for tourist destinations, strengthening single window clearance mechanism for tourism, seamless tourist transportation, adventure and eco-tourism policy, prioritization of top 10 tourism products & segments, marketing & awareness campaign, development of district-wise tourism inventory and tourism calendars.

Seventh edition of Global Hospitality Conclave

The National Capital Region witnessed the 7th Global Hospitality Conclave (GHC) at The Oberoi, New Delhi, recently. A dynamic event in the hospitality industry, the GHC has over the last seven editions raised the bar of discourse on critical issues impacting the world in general and hospitality in particular. This much awaited event took place after a hiatus of two years due to lockdowns and Covid restrictions across the world.

This year, the Conclave discussed and debated the way forward in a post Covid scenario in the travel and tourism sector with focus on Business in a world between orders, Permanent changes after Covid, Empowering your business and Digital disruption. Oberoi alumni as well as guest speakers from across industries shared their expertise and knowledge on these issues.

Global Hospitality Conclave a prestigious platform in the industry started and steered by the alumni of the erstwhile Oberoi School of Hotel Management (OSHM), now The Oberoi Centre for Learning & Development (OCLD) to share and gain knowledge and an enviable opportunity to network with the best in business. GHC over the years has grown in representation and credibility into a powerful forum seeking to bring together professionals from different areas of the service and hospitality industry, encouraging interactions and debates.

This edition of the GHC opening keynote was addressed by diplomat and Former Foreign Secretary Shiv Shankar Menon, and the participation of entrepreneur Sanjeev Bhikchandani, founder of InfoEdge on Empowering your Business.

HAI raises concern over raids & imposition of fines on Hotels in J&K

Hotel Association of India (HAI), the apex body of Indian hospitality has raised a matter of deep concern to Shri. Manoj Sinha, Hon'ble Lieutenant Governor, Jammu & Kashmir and highlighted the recent unfair and adhoc raids, imposition of fines and threat of legal action on Member hotels in the State. In its representation, the Association pointed out that these impromptu actions by the State government were motivated by complaints of exorbitant prices and service deficiencies from tourists. HAI supports government's role in curbing unfair business practises but recommends that it be process driven. As a responsible industry body, HAI has always emphasised the importance of collaborative partnership with the

government.

The hospitality industry is well-recognised for its significant contribution to employment creation and promotion of inclusive growth. The government could have followed the path of consultation on their concerns instead. HAI emphasised that its Member hotels in the State are well established, reputed, have invested heavily in the State and have been engaging with local communities in taking several initiatives for their welfare.

HAI added countrywide, a lot of their Member hotels have been lauded nationally and internationally for their excellence in service. These hotels have helped in bringing Indian hospitality on the global tourism map.

Great Expectations and Optimism for FITUR 2023

IFEMA MADRID is convening the worldwide tourism industry, from the 18 to 22 January 2023, to one of the major editions of the International Tourism Fair, FITUR 2023. Increased tourism activity worldwide, as well as the significant increase recorded in Spain this year, places the tourism industry on the path to recovery and opens a scenario for celebrating very positive expectations.

People's desire to get back to travelling, international movements and business, along with the backing for the fair by government agencies and the entire tourism industry value chain, were all key in the resilience shown in the last two editions of FITUR, the only worldwide event that was held in person, allowing the necessary co-existence of fair and business activity, within the context of a health crisis.

The marketing process for FITUR 2023 has just begun, inviting participation by countries and destinations, hotel chains, agencies and tour operators, technological companies, suppliers, transportation and institutions from around the world, in an edition that will focus on strengthening this emerging reactivation, as well as on generating business and opportunities.

FITUR, one of the world's leading international tourism fairs and the main event in its role as a hub with Latin America, is already working on a top-notch global revitalisation event, reaffirming its role as the main business platform for the tourism industry. It will bring together the best tools and an entire offer aimed at showing professionals the latest trends and solutions, with special focus on sustainability and technological innovation.

The FITUR 2023 offer will also be strongly influenced by specialisation, represented throughout the various monographic sections aimed at creating new tourism networks through opportunities provided by technological progress, digitalisation and the various business niches that offer their potential regarding travel and tourism.



IATO: Revival of Inbound Tourism

As per directives from the Hon'ble Prime Minister, a two member delegation of Indian Association of Tour Operators (IATO) comprising of Mr. Rajiv Mehra -President and Mr. Ravi Gosain-Vice President met the Hon'ble Tourism Minister, Shri G. Kishan Reddy in his office in the presence of Mrs. Rupinder Brar, Additional Director General (Tourism), Ministry of Tourism, Govt. of India and raised all their concerns for the revival of inbound tourism to our country.

Mr. Rajiv Mehra said, "we were given a very patient hearing and Hon'ble Tourism Minister assured to look into all our concerns including the issues related with the other Ministries but are related to tourism sector like MHA, Ministry of Finance, Ministry of Commerce, Ministry of Civil Aviation, Ministry of Railways and Ministry of Culture".

The issues which Mr. Rajiv Mehra and Mr. Gosain raised for revival of inbound tourism to India were:-

- Marketing and Promotions, Participation in major international travel marts/fairs, Road Shows, Fam trips for foreign tour operators, overseas marketing and promotions through electronic and print media.
- An official of Ministry of Tourism, Govt. of India should be deputed in 20 missions where Tourism Officers have been appointed and those countries where we had India tourism offices earlier and have been closed. Senior officers are to be appointed in 7 India tourism offices which are operational.
- MDA Scheme should be re-instated and made operational.
- Guidelines regarding incentives to tour operators under Champion Services Sector Scheme for enhancing tourist arrivals to India be revised
- For implementation of Draft National Tourism Policy in its true spirit, our Ministry should constitute an inter-ministerial committee of all the related Ministries headed by Secretary (Tourism),
- Substantial Funds should be allocated to Ministry of Tourism.
- Airfares to be reduced by reducing taxes on ATF by the centre and the State Govts.
- Rationalization of GST on Tourism
- Benefit of SEIS scheme should be continued for the tour operators for next 5 years under new Foreign Trade Policy, The admissible rate of SEIS may be hiked from 5% to 10%. if Government decides to discontinue, any other alternative scheme should be introduced for giving incentives to the tour operators in place of SEIS.
- Tax Refund for Tourists (TRT) Scheme be implemented.
- E-Tourist Visa for the international travellers from the countries such as the UK, Canada, Malaysia, Saudi Arabia, Kuwait, Oman, Bahrain etc. may kindly be restored.
- Validity of 5 lakh free tourist visa to be extended till March 2024

ITB Berlin 2023

Messe Berlin is planning a number of important changes next year to mark the first in-person edition of ITB Berlin since the pandemic began. Instead of running from a Wednesday to a Sunday, ITB Berlin 2023 will take place on three successive days, from Tuesday 7 to Thursday, 9 March. The demands placed on global trade fairs have changed considerably in recent years, which is why in future and in terms of customers, the World's Leading Travel Trade Show is concentrating its efforts to focus on exhibiting companies as well as exclusively on trade visitors, buyers and the media. As in previous years, the internationally renowned ITB Berlin Convention will take place live parallel with the exhibition on the Berlin Exhibition Grounds, with selected sessions live-streamed on itb.com. Virtual services surrounding the live show will round off events.

"By positioning ITB Berlin exclusively as a B2B product we want to make the format future-proof and further significantly enhance the brand as a global catalyst of the tourism industry, said David Ruetz, head of ITB Berlin. "At the same time we are making sure to give our image a necessary boost and improve our existing ties and ability to attract new customers. In the past we have repeatedly observed that the majority of our exhibitors place a clear emphasis on addressing B2B audiences. In future, this move will make it possible to further concentrate their efforts."

According to Ruetz, the new concept enables ITB Berlin to explore avenues for further developing the trade show and also targeting audiences with additional networking opportunities. Concerning exhibitors, the trade show is announcing the return of a popular event, with ITB Berlin 2023 once again planning to honour outstanding exhibitor representations with the ITB Exhibitor Award.

J&K to remove all shortcomings to boost tourism in the state

Mr Rajeev Rai Bhatnagar, Advisor to Hon'ble Lieutenant Governor, UT of Jammu & Kashmir, said, "Kashmir is enchanting destination in terms of scenic beauty, environment and nature. I assure you that we will be able to very soon meet most of the shortcomings in terms of infrastructure, accommodation, transport, etc. Almost 1 lakh crore has been invested to develop road infrastructure in J&K and airports will be equipped with night parking facilities which will ease travelling by air." He was addressing the seminar 'FICCI Golf Tourism Summit and Golf Tournament', organized by FICCI J&K State Council, jointly with the Ministry of Tourism, Government of India; Jammu & Kashmir Tourism (Host UT), Chhattisgarh Tourism (Partner State) and IGTA (Partner Association) from May 27th to 29th in Srinagar and Pahalgam.

Mr Amitabh Jain, Chief Secretary of Chhattisgarh said, "Chhattisgarh is covered by natural Sal forests, wildlife and home to various cultures and traditions. Golf is a sport for passionate people and golf tourism gives the opportunity to not only play golf but also experience the destination. More variety of tourism products should be showcased so that tourists have a more experiences to choose from."

Ms Rupinder Brar, Additional Director General, Ministry of Tourism, Govt of India said, "It is encouraging to see an increase in tourist flow again. But it is not just about economics. We need to study carrying capacities and do things responsibly for sustainable experiences. For this to happen, there has to be a synergy between all the stakeholders. Jammu & Kashmir has opened up new destinations for tourists to experience. Chhattisgarh is one of the greenest states with rich art and culture. Both destinations offer numerous experiences to the tourist.

Karnataka Tourism Road Show

With an aim to increase domestic footfalls from Chandigarh capital region, Punjab and Haryana, the Department of Tourism, Government of Karnataka along with Karnataka State Tourism Development Corporation Ltd. (KSTDC) organized a Roadshow at Taj Chandigarh here to promote tourist places, hotels, resorts, homestays and service providers from Karnataka amongst north Indians. A performance of 'Puja Kunita', an ancient art form of Karnataka was organised to showcase the vibrant cultural heritage that Karnataka is known for. The roadshow brought

together different aspects of Karnataka tourism such as nature, wildlife, adventure, pilgrimage, heritage, and many more.

Mr. T. Venkatesh, IAS, Director, Department of Tourism said, "Karnataka is home to a large and exciting portfolio of globally acclaimed tourist attractions like UNESCO World Heritage sites, splendid wildlife and resplendent nature, virgin beaches etc. It is an around the year tourist destination. The roadshow series will provide impetus to domestic inbound travel and would enhance the marketing efforts of Karnataka Tourism to promote the state's destinations to prospective tourists

and the travel trade of north India."

Mr. G. Jagadeesha, IAS, Managing Director, Karnataka State Tourism Development Corporation said, "Karnataka with its diverse range of tourism products is fast emerging as one of the most interesting and productive states for both leisure and business travel. Domestic tourism being the backbone of the tourism economy has a lot of potential which needs to be tapped. Post-pandemic, these roadshow activities will be an excellent occasion for our stakeholders in the travel-trade as well as tourists."



Lavazza India Launches its Third Training Center in India

Lavazza, the Italian brand that is among the world's leading coffee roasters, brings its training center to the capital of India - Delhi. The newly launched coffee training center in Delhi is located in Naraina Vihar, which aims to provide training on the perfect coffee preparation, according to Italian tradition.

Lavazza started its first training center in India in March 2015 in Chennai. Thereon, another center was established in Mumbai. With over 28 years of commitment to training on coffee and promoting the Lavazza coffee experience all over the world, the brand has trained over 7,200 baristas in the country between 2016 - 2022.

Commenting on the launch of the Delhi training center, Jai Ganesh Ramnath, Managing Director, Lavazza India said, "We are thrilled to be launching the third training center in India, and spread the Italian coffee culture, one barista at a time. The newly launched training center aims to teach baristas on perfecting the art of Espresso, since it's at the heart of every single cup of coffee. We aim to achieve this by having skilled trainers who will demonstrate the art of coffee preparation in order to preserve the product's quality both during preparation and consumption, whether at home or away. Similar to our other training centers, the Delhi Center will be open to baristas, bartenders, and students of coffee from across the country."



OTOAI writes to Embassies / Consulates to ease Visa Processes & Guidelines

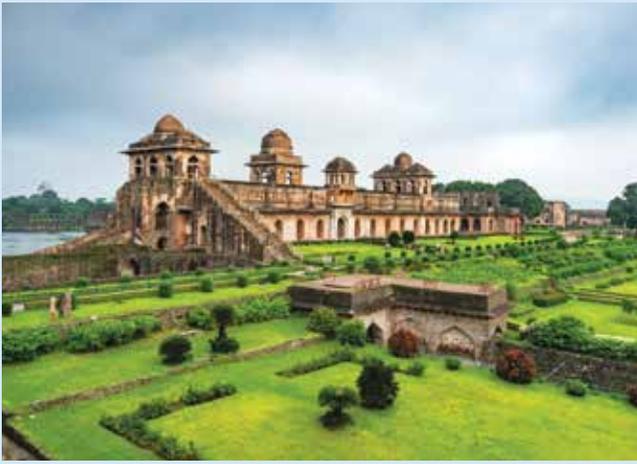
The Outbound Tour Operators Association of India (OTOAI), earlier this week, sent a letter to all European Consulates and Embassies, requesting them to streamline the Visa processes and guidelines.



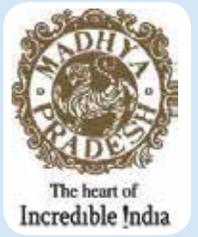
India is an important market for the European countries and there is a huge potential for growth for outbound market – that coupled with the pent up demand makes Indian outbound travellers an important segment for countries abroad. OTOAI strongly feels that a little cooperation on part of the Embassies and Consulates will help ease the Visa process and motivate people to travel abroad.

In a detailed letter sent to all European Consulates and Embassies, OTOAI has elaborately explained the various problems and issues being faced by the Indian Outbound traveller. These are –

- The wait to get a visa appointment is currently as long as 4 weeks, which is extremely disheartening to the traveller.
- The Visa processing time, after submission of documents, is extremely long and taking up to almost 4 – 5 weeks to come through.
- Many people who are booking their holidays through the travel agents, book their air tickets and hotel bookings, which they then have to cancel if the Visa does not come well in time.
- The embassy often releases a couple of passports in a family and hold one or two passports back, yet again causing uncertainty, anxiety and losses to the agents.
- At the time of submission of Visa documents, no clear indication is given as to when one should expect the Visa to come through.



Rain, adventure and road trips: Madhya Pradesh is calling!



Explore vibrant destinations of Madhya Pradesh during Monsoon

If you want to escape the hustle & bustle of the city life and spend time near glorious waterfalls and hills covered with abundant greenery, the 'heart of incredible India- Madhya Pradesh' has it all for you. Exploring the length and the breadth of Madhya Pradesh during the rainy weather of monsoon is undoubtedly a life time experience when one can witness the true beauty of nature. You will also be able to explore wildlife, spiritual, wellness, adventure and rural tourism in Madhya Pradesh.

There is a wide range of destinations to choose from for a remarkable holiday in Madhya Pradesh during monsoon season

Pachmarhi- Queen of Satpura

Situated at the mounting height, Madhya Pradesh's most verdant charm, Pachmarhi, also known as 'Satpura ki Rani' (Queen of Satpurus) rules the range of Satpura. Nestled in the hills and filled with scenic beauty all around, Pachmarhi not only has spiritual spots and gushing waterfalls, but also has a lot of adventure. This beautiful place can be visited throughout the year, but the best time to visit Pachmarhi is monsoon as the heavy rainfall turns the mountains, trees, grass all bright green and gorgeous. Despite the core area of the national parks and wildlife sanctuaries are closed during the monsoon months, tourists can also enjoy the wildlife under the BufferMeinSafar campaign of Madhya Pradesh Tourism.

Attractions

Satpura National Park, Apsara Kund, Pandavas and Jata Shankar Caves, Priyadarshini -Forsyth Point, Mahadeo Temple, Chauragarh Temple, Rajat Pratap, Jamuna Prapat (Bee Falls), Jalawataran, Ramaya Kund (Irene Pool), Handi Khoh and Pachmarhi Catholic Church etc.

Activities in and around Pachmarhi

Jeep Safari, Horse Riding, ATV Ride, Land Parasailing, Ziplining, Waterfall Trekking and Hiking, Cycling, Camping (including Tree and Gypsy) and exploring Tribal Culture and Arts.

Mandu – City of Joy

Mandu, which is known as the city of joy is one of the most visited destinations in the state during monsoon season. A place with countless attractive monuments invites tourists to witness the abandoned palaces of the ancient city along with the puddles of water and lush slopes all around. Abound with historical tales, the city offers its enchanting beauty adorned with the greenery all around. You can also experience rural tourism by visiting Malipura village situated near Mandu to enjoy village mud houses, taste simple yet delicious meal and splendid natural and unpolluted surroundings to soak in the rural culture.

Attractions

Kakrah Khoh waterfall, Jahaz Mahal floating on 2 water bodies- Kapur and Munj Talao (During monsoon, the water level reaches the edge of the monument thereby giving it a ship like appearance & hence the name Jahaz Mahal), Rani Roopmati Pavilion (a striking view of Narmada river), Hindola Mahal, Baz Bahadur's Palace, Jami Masjid, Champa Baoli and Hammam, Ashrafi Mahal, Jain Temple, Taveli Mahal and Nilkanth Mahadev Temple.

Activities in and around Mandu

Yoga session, cycling tour, heritage walk, rural excursion and musical concerts by local artists during Mandu Festival, sound and light show and horse riding in the pristine village of Malipura

UNESCO World Heritage Site - Khajuraho

Located in the Chhatrapur district of Madhya Pradesh, the UNESCO site of 'Khajuraho Group of Monuments' is famous for its Nagara-Style architecture and graceful sculptures of nayikas and deities. The temples of Khajuraho are India's unique gift to the world, representing, as they do, a paean to life, to love, to joy, perfect in execution and sublime in expression. If you are planning to explore Khajuraho then do not forget to visit Panna National Park, situated just 32 km away and a mere 30-minute drive from the UNESCO World Heritage Site. The jungles harbour many species of wildlife. The tiger can be glimpsed here, with other rare species such as the leopard, wolf and gharial.

Attractions

Adivart Museum, Dhubela Museum, Kandariya Mahadeo temple, Chaunsath Yogini temple, Chitragupta Temple, Vishwanath Temple, Lakshmana Temple, Matangeswara Temple, Parsvanath Temple, Ghantai Temple, Adhinath Temple, Duladeo Temple, Chaturbhuj Temple, Panna National Park, Fort of Ajaygarh, Mahamati Prannathji Mandir, Pandav falls, National Museum, Panna Diamond Mines.

Activities in and around Khajuraho

Camping, Village Tour, E-Bike Tour, Segway Tour, Water Sports, Sound and Light Show near western group of temple, wellness centers, Relinquish Yourself at Raneh Falls Canyon, Pandav Waterfall in Panna, Ruins Of Mastani Mahal, Beni Sagar Dam.

Amarkantak- king of pilgrimages

Lies at the meeting point of the three central India hill ranges- Vindhya, Satpurus and Maikal, Amarkantak popularly known as Teerthraj, or the 'king of pilgrimages'. The largest flowing and holy river of Madhya Pradesh, the Narmada River and also the Son (Sone) The river originates in Amarkantak, the town which has several ancient temples having a rich history and an amazing architectural display.

The town is adorned with two attractive waterfalls - Dugdha Dhara and Kapil Dhara, one of the most popular tourist spots surrounded by dense forest.

Attractions

The pilgrim town Amarkantak is situated at an altitude of 1000 m and has so many attractive destinations for tourists including Narmada Udgam, Trimukhi Temple, Keshav Narayan Temple, ancient temples of the

Kalachuri, Mai ki Bagiya, Shri Yantra Temple, Amareshwar Mahadev Temple, Son Udgam Temple, Bhriгу Kamandal, Dugdha Dhara Fall, Kapil Dhara waterfall and others.

Activities in and around Amarkantak

Boat ride, trekking, paragliding, wellness tourism, yoga and other meditational and spiritual practices.

Orchha- Ayodhya of Bundelkhand

Nestled across the Betwa River, ragged mountains and dense forests, Orchha is a beautiful town to experience lush greenery of Vindhya hills. Lord Rama is worshiped as a ruler or a divine king in Orchha, which is also known as the 'Ayodhya of Bundelkhand'. Every day, gun salute is given to Lord Rama by policemen during the 'aarti' at Raja Ram Temple. One can also witness the captivating architecture of carved temples, Orchha fort, striking palaces and other structures in the town. Besides, Orchha is the best place to experience rural tourism. In 2021, Union Ministry of Tourism had nominated Ladpurakhas village of Orchha for the 'Best Tourism Village' category in the United Nations World Tourism Organization Award. Tourists from across the world visit this village to soak into the rural culture in the heart of the country.

Attractions

Ram Raja Temple, Orchha Fort, Chattris on the Betwa River, Laxminarayan Temple, Phool Bagh, Chaturbhuj Temple, Orchha Nature Reserve, Chandrashekhar Azad Memorial, Rani Mahal.

Activities in and around Orchha

River Rafting in Betwa River, jungle safari at Orchha Wildlife Sanctuary, boating and kayaking in Betwa River, nature trail in Orchha Nature Reserve, light and sound show at Orchha fort, experience wellness tourism.



THE BEAUTIFUL AND BOUNTIFUL KERALA

God's own country is the beautiful and mesmerizing state of Kerala.

• Vedika Sharma

Kerala is a very well known destination for locals as well as tourists from outside the country. Kerala is considered to be a paradise on Earth. The rate of tourism in Kerala is increasing and thousands of tourists visit it all around the year. The state is along the coast of India which makes it rich in greenery and vegetation. Rich culture and unique traditions are some of the reasons why Kerala has been able to attract tourists from across the globe for multiple years.





The scenic beauty and other attractions have never led Kerala Tourism to look back on its growth. Kerala is known for its dense forests along the mountain ranges comprising the Western Ghats and covering tropical evergreen, deciduous and semi-deciduous jungles that are home to some rare and exotic plant and wildlife species. These hill stations and high range zones are the best places to visit for nature and wildlife enthusiasts.

The high and rugged Western Ghats endow the state with several Hill stations, which have a high rate of tourist influx during the summer months. On these hill slopes are cultivated expansive stretches of coffee, tea, rubber and fragrant spices such as cardamom, pepper and clove. Kerala tourism is home to and promotes a long chain of magnificent hill stations that are home to exotic plants and wildlife. Kerala offers the most enchanting experience of nature and all its scenic beauty.

There are various places to visit in Kerala like Wayanad, Kozhikode, Thiruvananthapuram, Kollam, Alappuzha, Marari and many more.

Wayanad is a beautiful place you can visit in north Kerala. Along the northern hills of Kerala is the beautiful district of Wayanad. This area is famous for its large amount of camping and trekking trails with its breathtaking waterfalls, magnificent caves, beautiful bird-watching sites, exotic flora, fauna and an overall plethora of magnificent sights. Wayanad has become a tourist favourite over the years. People are especially delighted by the different exotic products the place has to offer which include spices, coffee, tea, bamboo products, honey and various herbal plants available here.

Kanthanpara Waterfalls is one of the hotspots in Wayanad that attracts various tourists from all around the world. Apart from these magnificent falls, Wayanad brings you the experience of the stunning beauty of the Karapuzha Dam, Pookode & Karlad Lake and many more such attractions. If you are someone who is an adventure seeker, then the Cheengari Rock Adventure Center is the best and a must visit place for you. Another great and alluring place in Wayanad is the magnificent Edakkal Caves. The caves are two natural rock formations which are believed to have been formed by a large split in a huge rock and the caves have beautiful carvings on the inside, that maybe you could decipher the meanings too?

Kozhikode will forever hold a special place in the history of India. This was the coast on which Vasco da Gama arrived which gave birth to the famous spice route. The city still has a historic and rustic charm to it, which attracts flocks of tourists every year. There are various places that one can visit while in Kozhikode. One can begin the day by visiting the Thalikkunu Shiva temple which is one of the oldest temples in South India. Then carry on to visit the Kadalundi Bird Sanctuary to watch the bird sanctuary which is home to over 100 species of native birds and over 60 species of migratory birds. Then enjoy the breathtaking view and enjoy a great picnic along with a dip



in Thusharagiri Fall the two streams originate from the Western Ghats and meet at this point to create the Chalipuzzha River. One can add a great end to the day which is a mesmerizing and beautiful sunset at the Kozhikode beach. The beach is a must-visit on the itinerary of every individual who visits this city. Though the water may not be fit for swimming, the stunning view of the Arabian sea which is offered by the lighthouses more than covers up for the shortcomings of the muddy water.

While visiting the state of the Kerala how can one simply miss out on the capital city of **Thiruvananthapuram**. This city is the perfect blend of the strongly rooted heritage and the nostalgia of the colonial legacy. The city is built out of the collaboration of seven hills. Trivandrum is a metropolitan city with a quaint urban charm to it and is filled with

plenty of architectural and historical places for one to visit. While visiting the city of Thiruvananthapuram one of the must-visit places is the Kuthiramalika Palace Museum which is one of the rarest specimens of workmanship. It was built by Maharaja Swathi Balarama Varma and this palace displays and houses the valuable collections of the royal family. The Priyadarshini Space Planetarium is another great place to visit for all those who might have a liking for space or the sciences or just someone who is curious. It is ranked as one of the most versatile planetariums in India. The planetarium is home to some extremely advanced equipment which allows one to see all the constituents of the universe. It also sheds some light on the vast knowledge about Earth and the enormous universe that we all are a part of. The Thiruvananthapuram Zoo is also

a great place to be, it is one of the oldest zoos in the country. It was originally created for the purposes of recreation, but over the course of time has become a conservation centre for the wildlife. If you are looking for a one of a kind place to visit the Magic Planet is the place to be. It is the planet's first magic house which is entirely a new concept with a themed park completely based on the concept of magic which is located in Thiruvananthapuram. One should visit the themed park and enjoy the rides and amusements the place has to offer. The city is a great place to spend a few days in but is also a great passing stop to the nearby beautiful beach town of Kovalam.

Kovalam is a beach town which overlooks the Arabian Sea and is located along the borders of Thiruvananthapuram. There is a lot of incredible beauty that lies within the city of



Kovalam. One of the many reasons why this city is considered a place to be visited and is one of the most popular tourist destinations in India is because of its beautiful beaches. Samudra beach is a Jewel in the already heavily ornate crown of beaches in Kovalam. The beach is one of the best places to visit while you are in Kovalam, it is separated from the other beaches and offers peace and serenity. Amidst the thick vegetation of exotic flora and friendly fauna, is the freshwater lake called Vellayani Lake. The lake has an interesting story to tell which can be explored while you are around the lake. The Valiyathura Pier is a must-visit place in Kovalam and is one of the most famous places to visit since 1950. The Pier was initially used for the purpose of cargo transportation and fishermen but over the years it has become a popular spot for people to visit. A photographer's paradise

Edakallu has shimmering beaches and vivid waters which will stimulate you. The place is known for its sunsets and is the best place for nature lovers to experience natural beauty.

Next on our list of places to visit while in the beautiful and bountiful state of Kerala is Kollam. Kollam is the gateway to the magnificent backwaters of Kerala. This city boasts of various different natural beauties such as seas, lakes, mountains, rivers, forests and multiple vast green fields. The city is also home to some incredible relics from the past and a number of temples which have been built in the traditional architectural style. One has to check out the lighthouse while visiting Kollam at the Thangasseri. You can witness the setting of the sun and the rising of the moon simultaneously, which gives you a breathtaking view of the sea. The Thevally Palace is situated on the banks of

the mesmerising Ashtamudi Lake. The palace is also proof of the colonial style of architecture.

Alappuzha is a city in southern Kerala and is located on the Laccadive Sea. The city of Alappuzha is also known as the Venice of the East. The city is extremely beautiful, elegant and filled with greenery. You can walk in any direction in this city and end up near beaches or the famous backwaters of Kerala. So, wander around in this small and chaotic city, visit the city centre, bus stand and many such quaint places. The city is connected with the help of a grid of canals. Alappuzha is well known for its houseboats, this charming city is the hub of the backwaters of Kerala and is home to a widespread network of backwaters and thousands of houseboats. The view of the backwaters and the beaches lined with coconut trees can be enjoyed from the houseboats.



Alappuzha is the perfect place to unwind and relax amidst its laidback canals and lush greenery. But, this city has a lot more to offer than just its houseboats, canals and backwaters. You can visit the Pandavan Rock which is an amalgamation of caves. These breathtaking caves and their glorious carvings along with the natural beauty surrounding the site is pure bliss. You could also witness the Nehru trophy snake boat race, which is held in memory of Jawaharlal Nehru. This race is also called the Vallam Kali, it is something you have never seen before. This race is held in the month of August every year, be sure to catch it if you visit the city around that period. If you want to feel like you have been transported to another world, a must-visit for you is the Revi Karunakaran Museum. This museum is home to some beautiful paintings and fascinating artifacts. It also houses a huge collection of the Tanjore paintings and also has a whole room dedicated to the gorgeous marble and crystal installations. The city of Alappuzha in Kerala is one of the very few places in the world where you can buy your groceries out of boats. You can visit the floating market and have a new and unique shopping experience.

The last stop on our list of places to visit while in Kerala is the beautiful beach of Marari. Marari is one of the cleanest beaches along the coasts of Kerala and is the perfect location for holidaying with friends and family. The beach is filled with coconut palms and golden glistening sands. The serenity and tranquillity of this beach take beach lovers on a trip back in time. The slow paced and calm life led by the locals



around this beach makes vacationing near the Marari beach a reviving and extremely relaxing experience. The Marari beach is a peaceful and scenic place to relax and chill out. If you happen to visit the Marari beach, you have to soak in and enjoy the serenity of the deserted sandy beaches. To make your trip even more interesting, you can roam around the beach as there are plenty of places to see and visit where you can spend some quality time with your friends, family or loved ones. Adventure freaks and thrillseekers can also choose some adventurous activities like sea surfing, parasailing, water skiing, and deep sea fishing. The Marari beach is a peaceful place in the beautiful state of Kerala where you can relax and rejuvenate yourself. If you are looking for serenity on the deserted sandy beaches, then the beach is a must-visit on your list. Along with this, there are many more places that you can visit around the beach. You can take a short trip all around the area that includes visiting the traditional coir-making units or bird watching at the Kumarakom Bird Sanctuary, taking a trip along the Kerala backwater canals, and many more such fantastic activities and sights to see.

Though this may be the end to our list of places to visit in the beautiful state of Kerala there are many more places that one can explore around the bountiful state. Be sure to make a list of places and visit the fantabulous state of Kerala.

Israel: Small but Outstanding Country to Visit

“The India market, while focusing on pilgrim, MICE and leisure travel, we are also building our presence in additional sectors that cater to bleisure, education, agritourism, adventure (road trip, hiking trail, competitive racing etc.) tourism.” said Sammy Yahia, Director of Tourism, India & Philippines, Israel Ministry of Tourism.

• **Vedika Sharma**

What are your expectations for the current year from India?

With uncertainty still looming with the virus and travel protocols for COVID-19, I foresee a slow growth curve for travel from India. While there is demand for travel to Israel, there will be gradual movement but in the second half of the year.

What does Tourism in Israel do to promote off-the-beaten track destinations to Indian travellers?

The Israel Ministry of Tourism does many activities in India to keep Israel in the minds of the travellers. We host familiarisation trips for travel agents, corporations, journalists, bloggers, travel influencers etc. The India office also executes marketing agreements with travel partners. I participate in speaking engagements in the different sectors that impact tourism. We also attend meetings with members of the entertainment industry be it films, TV shows, OTT etc.

We also conduct seminars for our partners in the travel industry as well as corporate in business, agro tourism, hi-tech medical etc. We are also now targeting industries that were previously untapped by Israel Tourism like education.

What is the average length of stay recommended for the first-time traveller from India to your country and what range of experiences can one expect during their stay?

I recommend an average visit of 8 days giving the traveller enough time to not only enjoy all the activities that tourists can experience, but also to have the opportunity to experience the culture on a more personal level.

In addition to the delicious food that is available all over the country, travellers’ can immerse themselves in the culture by cultural activities like a Shabbat dinner, visiting some of the many museums in Israel (Holocaust

Museum, Israel Museum etc.), touring the Baha’i World Center and Hanging Gardens, traverse the Holy Land trail and many more.

In addition to visiting and exploring



Connectivity (for Indian market)

Direct Flight: Air India – Delhi – Tel Aviv

Transit Flight (shortest transit): Turkish Airlines – Mumbai/ Delhi – Istanbul – Tel Aviv

Emirates – Multiple Indian Cities – Dubai – Tel Aviv

Etihad Airways - Multiple Indian Cities – Dubai – Tel Aviv

Tel Aviv-Jaffa, the Old City of Jerusalem, the Galilee and the Dead Sea Region, I also recommend travellers visit the resort city of Eilat for some fun adventure activities, explore Mitzpe Ramon – the world’s largest erosion crater, the historical Crusader city of Akko and my hometown – the port city of Haifa.

Are there any differences between your marketing strategy for India, and other Asian markets?

In Asia, the Israel Ministry of Tourism has offices based in China, Korea, Philippines, India and newly established presence in the UAE. While each office focuses on the tourism demand for their market, the common focus for the Asia region is on pilgrim, MICE and leisure.

The India market, while focusing on pilgrim, MICE and leisure travel, we are also building our presence in additional sectors that cater to bleisure, education, agritourism, adventure (road trip, hiking trail, competitive racing etc.) tourism.

Vaccination and Quarantine rules in Israel for Indians

1. Take a PCR test in the 72 hours before the flight or arrival at the Israeli border crossing. You must present an official document with the negative test result and your passport number.
2. A health insurance policy with coverage for the treatment of COVID-19 is required
3. Complete and submit the entry statement form 48 hours before the flight to Israel or within 10 days before arrival to Israeli border crossing
4. PCR test upon arrival at Israeli border crossing

Visa Process

- * Completed Visa Application Form
- * Current and old passport
- * 2 Passport photographs (5.5 x 5.5cm)
- * Employment Letter
- * Application’s Cover Letter
- * Bank statement – 4 months
- * Travel insurance including COVID-19 coverage
- * Travel ticket (unconfirmed ticket)
- * Travel Itinerary when in Israel
- * Copy of Aadhar Card and current passport (front and back page)

India a Potential Market

“India’s strong economic growth, young population, and rising middle class make it a very lucrative market for outbound tourism.” said Katrina Leung, Managing Director, Messe Berlin (Singapore) and organizer of ITB Asia, ITB India, MICE Show Asia, Travel Tech Asia & Travel Meet Asia.

• **Vedika Sharma**

Shed some light on ITB India 2023 and new trend which we can witness in ITB India.

ITB India 2023 will be held as a 100% physical event from 26 – 28 April 2023 at Jio World Convention Centre, Mumbai, India.

During the three-day event, visitors will have the opportunity to be inspired by leaders in the tourism industry and learn from their experiences. ITB India will feature a series of C-Suite Talks where C-Level Executives are invited to speak about the industry’s latest trends and forecasts; a conference track dedicated to Travel Technology gathering leaders in the travel space to share some of the most exciting innovations and trends; a MICE & Corporate focused track to address the key challenges on MICE in India and beyond.

Co-located within ITB India, delegates can expect on-floor seminar of MICE Show India and Travel Tech India as well.

Do you have hosted buyer programme for ITB India?

ITB India has a Buyer’s Programme to ensure that our customers meet the most relevant buyers for their business. Our Buyer’s Programme comprises both hosted and locally-based buyers who are strictly validated based on criteria such as procurement track record for the Indian outbound market, buyer’s rating for similar ITB series of shows attended and more. A strict validation process is in place to ensure all attending buyers are serious decision-makers.

In addition to the Hosted Buyer Programme, ITB India will be implementing a Buyers Elite Partner Programme (BEPP) which taps into the network of regional associations and industry partners to recommend top quality MICE, Leisure and Corporate travel buyers to ITB India 2023.

How important is the Indian market for ITB?

India’s outbound travel market

is a growth area for us. ITB shows have always had a strong presence of Indian customers. There is high interest to meet Indian buyers and they are one of the most sought-after source markets. India’s strong economic growth, young population, and rising middle class make it a very lucrative market for outbound tourism. Experts estimate that India’s travel industry will be worth an overall 56 billion US dollars. The World Tourism Organization UNWTO forecasts a figure of 50 million outbound travellers by then.

Please shed some light on ITB Asia? Share some of the key features of the same for upcoming year?

ITB Asia 2022 is scheduled to take place as an in-person event in Singapore from 19-21 October 2022, at Sands Expo & Convention Centre.

Celebrating its 15th year, ITB Asia is the premier meeting place for the travel trade industry for forging new partnerships and strengthening existing business relationships with the most important players in the region. ITB Asia’s past edition saw huge success with over 1,300 exhibitors, over 1,250 quality buyers, more than 7,000 minutes of conference and more than 13,000 attendees.

The annual B2B trade show and convention will feature hundreds of exhibiting companies from the Asia-Pacific region, Europe, the Americas, Africa and the Middle East, covering not only the leisure market, but also MICE and corporate travel. Exhibitors from every sector of the industry, including destinations, airlines and airports, hotels and resorts, theme parks and attractions, inbound tour operators, inbound DMCs, cruise lines, spas, venues, other meeting facilities and travel technology companies are all expected to attend.

ITB Asia 2022 will be co-located with MICE Show Asia and Travel Tech Asia.



Washington, DC Shines for Summer Travellers

“The United States of America is a vast country with a so much to explore, and Washington, DC represents the heart of it, both culturally in its diversity, and physically as its capital.” said Elliott Ferguson, Destination DC President and CEO.

• **Vedika Sharma**

Tell us about the Tourism Sustainability Strategies and Trends in Washington, DC.

Washington, DC, the nation's capital, passed the Clean Energy DC Act in 2018, which is the nation's first 100 percent renewable energy bill and the most aggressive, fastest-acting climate change legislation in the country. We have also built a path toward greener travel with more LEED-certified buildings than any other city in the U.S., and an accessible environment where every government building is powered by renewable energy. Whether you're a leisure traveler, event planner or group tour operator, you can find sustainable businesses for your next trip, as well as useful travel tips at our DC Sustainability Guide on washington.org.

What are your expectations for the current year from India?

Prior to the pandemic, India was DC's third largest overseas visitor market with significant potential. Washington, DC received over 132,000 Indian visitors in 2019, which unfortunately fell about 95% in 2020 when the pandemic hit. As per our latest data (February 2022), India recovery is forecasted for a competitive growth outlook in 2023.

What is the average length of stay recommended for the first-time traveler from India to Washington, DC and what range of experiences can one expect during their stay?

Many Indian travelers choose DC as their homebase during their trip to the U.S. Visitors to DC this summer will experience the return of in-person, outdoor festivals, like the Smithsonian Folklife Festival, concentrating on earth optimism, multiple new hotels including The Morrow Hotel, a luxury boutique venue part of the Hilton's Curio Collection, and Michelin-starred restaurants with DC's best-known free monuments, memorials and museums.

Are there any differences between your marketing strategy for India, and other Asian markets?

India is its own unique market, and we approach it as such when it comes to strategy. In 2017, Destination DC hired Indiva Marketing, a firm based in Mumbai that represents Washington, DC across public relations

and travel trade. They assist us in identifying Indian-specific trends and producing products and sharing stories that resonate with the Indian traveler.

Comment on vaccination and quarantine rules in Washington, DC for Indians.

Starting November 8, 2021, vaccinated international travelers were welcomed back to the United States and Washington, DC. As of April 2022, all non-U.S. citizens and non-U.S. immigrant air travelers must be fully vaccinated and provide proof of vaccination prior to boarding air travel to the U.S. Accepted vaccines must be approved or authorized by the FDA of World Health Organization. Travelers are required to show a negative COVID-19 test result or documentation of recovery from COVID-19 when traveling to the U.S. by air – the timing of this test depends on the traveler's vaccination status and age. Potential visitors can find the latest U.S. international travel guidance at washington.org.



Any recommendation for Indian travelers

The nation's capital is an international hub, where both visitors and residents hail from all corners of the globe. Washington, DC consists of a lively mix of cultures and peoples, and the city is host to embassies that represent more than 175 countries. We warmly welcome visitors from India and around the world to experience our must-see museums, distinctive arts and culture scene, free things to do, exciting events and unique local culture. We know you'll feel right at home here in DC.



Travok

your journey is safe with us...



Royal Journey of India

18 to 20 Nights
Delhi - Jaipur - Pushkar - Ranthambore Sawai
Madhopur - Kota
- Bundi - Chittorgarh - Bijaipur - Udaipur
- Kumbalgarh - Jodhpur -
Jaisalmer - Bikaner - Mandawa - Delhi



Archaeological Tour of

Rajasthan
21 to 23 Nights
Delhi - Jaipur - Samode - Navalgadh -
Bikaner - Gajner - Jaisalmer - Osian
- Khimsar - Manvar - Jodhpur - Rohet -
Mount Abu - Udaipur - Dungarpur
- Deogarh - Ajmer - Pushkar - Pachewar
- Ranthambhore - Agra - Delhi



Majestic Kerala

14 to 15 Nights
Mumbai - Mangalore - Bekal - Wayanad
- Kozhikode (Calicut)
- Cochin - Thekkady - Kumarakom -
Quilon - Varkala - Kovalam



Enchanting Himalayas with Taj

13 to 15 Nights
Delhi - Agra - Darjeeling - Gangtok -
Phuntsholing - Thimphu - Punakha - Paro
- Delhi



Tribal Trail

15 to 17 Nights
Bhubaneswar - Dangmal - Bhubaneswar -
Balliguda
- Rayagada - Jeypore - Rayagada - Gopalpur -
Puri - Bhubaneswar



Buddhist Temple with North East

India Tour
14 to 16 Nights
Delhi - Varanasi - Bodhgaya - Patna - Kolkata -
Bagdogra - Darjeeling - Pelling (Pemayangtse) -
Gangtok - Kalimpong - Bagdogra - Delhi



Tel. :+91- 9899359708, 9999683737, info@travokholidays.com, travokholidays@gmail.com, www.travok.net



Unknown facts about Jammu, the city of temples, shrines and much more

Jammu is a 3000-year-old town, replete with ancient as well as modern history. It has the distinction of being unique for several reasons and also happens to be the winter capital of Jammu and Kashmir.

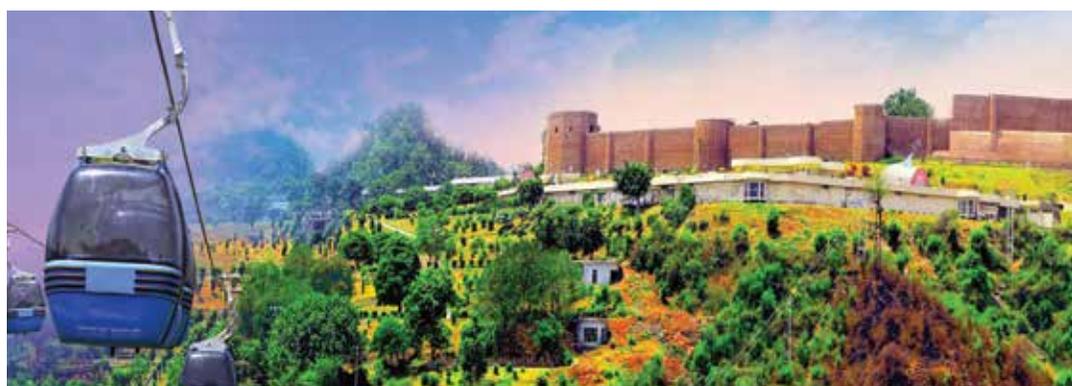
• Shiv Rajvanshi

Home to various temples, shrines, forts, Jammu has Tawiriver flowing through it and adding to the beauty of the place. It is home to Mubarak Mandi Palace, PuraniMandi, Rani park, Amar Mahal, Raghunath Temple, Ranbireswar temple, Peer Meetha among many more interesting places, with a legacy of unheard of tales. The spirit of Jammu lies in many things, but not many in our country are aware of the highlights of the ancient city that offers a blend of tradition and modernity. Let's look at some of the unknown or lesser known facts about Jammu.

Adventure sports

Sanasar in Jammu has developed as a key attraction in Jammu for adventure lovers.





Paragliding and camping activities are available from May to June and September and October. The rest of the months the weather is not suitable. People often pre book in advance so as not to miss their chance to indulge in adventure sports. Patnitop a small hillstation in Jammu has a beautiful 14 km trek for those who love to go on a hike. Offering scenic views of the snow clad mountains, it is considered as the most surreal place in Jammu.

Wildlife

Jammu is home to many wildlife sanctuaries like Dachigam National Park, Kishtwar High Altitude National park, among many others. One can often sight the rare snow leopard and Kashmiri stag. It is perfect haven for wildlife photographers looking for rare photo opportunities.

Bahu Fort

One would think that Jammu is all about natural, scenic beauty. But there are gems like the Bahu fort built 3000



years ago by Rajput Raja Bahulochan near the bank of Tawiriver. The fort has withstood many weathers and still stand strong. It was later renovated by Dogra rulers in 18th century. A Kali temple situated in the fort is famous amongst the locals as well as tourists. The fort offers a panoramic view of the city, a view that you might not forget easily in this lifetime.

With summer vacations approaching, plan a trip to Jammu, to indulge in its beauty, fall in love with the joys of nature and truly experience the spirit of Jammu.

Pashmina

The fleece of Changthangi goat is known as pashm which is an Urdu word and has origin in Persian language meaning 'a woollen type of cloth'. This exotic goat is only found 15000 sqft above sea level. They are reared in Ladakh and the fabric is spun in Jammu, making it the hub of woollen shawls, stoles, suits all over the world. Majority of Jammu residents are connected to pashmina business directly or indirectly.

Liquor and Spirits

One of the oldest producers of premium quality malt spirit and a range of iconic beer brands, including Godfather, DeVANS Modern Breweries Ltd is another gem from the land of Jammu. Founded by journalist-



turned-industrialist Dewan Gian Chandover six decades ago, its first liquor bottling unit came up in 1961 while the region's first brewery was set up in 1967, giving livelihood to many in and around Jammu. Owing to the initiative, backed by the region's climate and geography, Jammu is today amongst the few malt-producing regions in India. Besides, its beers such as Godfather, Six Fields and Kotsberg have won several awards and accolades nationally as well as internationally.

Rajma

Who doesn't love a plate of rajma chawal topped with mint chutney and onions? The best-known variety of rajma is grown in Doda-Kishtwar-Ramban belt of Jammu region. Shinier and smaller compared to common rajma found around the country, the rajma infuses an exotic flavor, holding their bright red color as well as shape. Peerah, a small village in Ramban district, on the Jammu-Srinagar National Highway is very famous for Rajma-Chawal.

Arabian Travel Market

The 29th edition of Arabian Travel Market (ATM) – the Middle East’s largest travel and tourism showcase – took place live in Dubai, shining a spotlight on the future of international travel and tourism within the region and beyond. More than 23,000 visitors attended the show.

• **T3FS Desk**

As the post-pandemic recovery of the Middle East’s travel and tourism sector continues apace, industry leaders took to the ATM Global Stage to explore the latest trends and global movements that are steering the sector forward. Flexibility, responsiveness, sustainability and innovation were all highlighted as catalysts for long-term success.



Issam Kazim, Chief Executive Officer, Dubai Corporation for Tourism and Commerce Marketing

A few years ago, we launched special awards to recognise the efforts that hotels in Dubai are making in advancing sustainability within the emirate’s tourism industry. We have now broadened this with the continued support of our valued stakeholders and partners to ensure that everyone operating in the travel and tourism space is working with sustainability at top of mind. We are also highlighting its importance to residents and visitors, as evident in the launch of the Dubai Can sustainability initiative.

With the post-pandemic era set to create a highly competitive landscape, our successful tourism recovery strategy is still evolving in keeping to the disruption taking place across global tourism. As we continue to embrace creativity and innovation to stay ahead of the curve, we will remain focused on creating alternative pathways to growth as we strive to achieve the goal of our visionary leadership to make Dubai the world’s most sought-after destination and the best place in the world to live and work in.



Danielle Curtis, Exhibition Director ME for Arabian Travel Market

Speakers during our opening session offered a selection of fascinating insights into the future of the Middle East’s travel and tourism sector.

Industry professionals are going to great lengths to meet customers’ evolving requirements in the wake of the global pandemic, and it was interesting to learn about the steps already taken to ensure the long-term success of travel and tourism in our region.

We look forward to hearing much more from travel and tourism experts from around the world during the next four days of ATM 2022.



His Highness Sheikh Ahmed bin Saeed Al Maktoum, President of Dubai Civil Aviation Authority, Chairman of Dubai Airports, Chairman and Chief Executive of Emirates Airline and Group and Chairman of Dubai World

Dubai provides a unique model for sustainable development that not only promotes economic progress within the nation but also stimulates growth in the region and broader global markets. The Arabian Travel Market provides a vital platform for tourism and travel industry leaders in the Middle East and across the world to connect and network with each other and discover new opportunities for growth, collaboration and success.



Tourism Malaysia Returns To Woo The Middle Eastern Market

Tourism Malaysia, the promotion board under the Ministry of Tourism, Arts & Culture Malaysia, is participating once again in the Arabian Travel Market with the country's tourism trade partners, to promote Malaysia to the Middle Eastern market. Showcasing the latest attractions and destinations for shopping, family fun, eco-adventure, honeymoons, luxury holidays, Malaysia will also underscore its reputation as a safe travel destination.

Malaysia reopened its borders to international tourists on 1st April 2022. Commenting, Dato' Sri Nancy said, "It was indeed a significant milestone for our tourism industry as we welcome more international visitors, first time and returning visitors alike, to further boost our economy. Now that our borders are fully open again, we are confident that we will witness a strong rebound in tourism numbers, to bolster the recovery of our economy. We estimate two million international tourist arrivals this year generating more than RM8.6 billion (AED7.5 billion) in tourism receipts."

Tomorrowland to open magical desert destination Terra Solis in Dubai

Tomorrowland, one of the most iconic music festivals in the world, is set to open Terra Solis, a brand-new unique desert destination in Dubai.

Nestled between the Arabian dunes and inspired by the most beautiful star constellations, Terra Solis will open in September in Dubailand, Al Yufra, welcoming people from around the globe to a magical oasis of relaxation in the Arabian desert. Guests will be encouraged to celebrate life by the pool during the day and stargaze into their dreams at night. Bookings are now open on terrasolisdubai.com.

Featuring a collection of three stunning accommodation options, all named after stars, meteor showers and constellations, the stunning Polaris bell tents, the marvelous Perseid lodges, and the spectacular Orion pool lodges will provide a unique stay in the Arabian dunes. Guests will also have access to a picturesque swimming pool at the heart of the destination, some of the most iconic Tomorrowland elements, a restaurant, a bar and a shisha lounge.

SAUDIA launch new B2B travel management solution

Saudi Arabian Airlines (SAUDIA) launched the all-new rebranded business division for the airline; SAUDIA Business, specialising in B2B travel solutions for Corporate, Agency & MICE clients at Arabian Travel Market (ATM) 2022 in Dubai today.

SAUDIA Business provides unique solutions for each travel requirement for a diverse range of beneficiaries, including corporations, travel agencies, and event organisers. The new account management department will streamline the booking process and support corporate travel through a seamless online platform with multiple functions and tools to serve SAUDIA's business clients from A to Z.

SAUDIA Business will have a dedicated meetings and events team that assists with specific corporate travel needs and event organisation worldwide. The new division will serve and support clients with busy schedules who frequently go on business trips, whether for meetings, incentive travel, conventions, or exhibitions (MICE).

flyadeal lists five new seasonal destinations next summer

flyadeal, the latest low-cost airline and the third-largest air operator in the Kingdom of Saudi Arabia, has listed five international destinations for its flight network in the summer of 2022. The company is expanding the number of flights to meet consumer demand for destinations, including Amman in Jordan, Tbilisi and Batumi in Georgia, Baku in Azerbaijan, and Sharm El Sheikh in Egypt. Flyadeal has also added the King

Fahd International Airport in Dammam. The company will also launch a new flight to Cairo from Riyadh and Jeddah.

Con Korfiatis, Chief Executive Officer at flyadeal, explained that the new seasonal flights are in line with flyadeal's ambitious plan to grow and expand domestically and internationally and to provide the opportunity for more of its customers to enjoy a unique travel experience, as well as being able to serve more customers.

German National Tourism Board to boost GCC visitors with culture and nature at ATM 2022

The German National Tourist Board (GNTB) is providing inspiration for GCC tourists to visit Germany this year, by relaunching their highly successful German.Local.Culture. campaign, as well as launching its 'Embrace German Nature' campaign in the GCC, at Arabian Travel Market (ATM) 2022.

The campaigns form a compelling tourism proposition that appeal to GCC travellers, with harmony between generations, traditions and different cultural influences. It reflects authentic, local experiences in urban destinations while shining a light on rural areas and their sustainable tourism.

"We want to inspire GCC travellers. Germany is a diverse destination and ideal for longer holidays for the culturally minded, for families and for those who enjoy outdoor pursuits and natural beauty," said Yamina Sofo, Director of Sales & Marketing for the GCC, at the German National Tourist Office (GNTO), an affiliate of the German National Tourist Board (GNTB).

Nine Unique Offerings on a Cruise Ship That Will Blow Your Mind!

• T3FS Desk

The new generation of cruise ship means cruising today is like nothing you've ever seen before, so you can holiday your way no matter where you travel.

Whether you're young or young at heart, you can enjoy a different holiday every day, from indulgent relaxation to thrilling experiences and spell-binding entertainment – together with expertly crafted international cuisine and first-in-class interior design – everything you could possibly need for the ultimate holiday, and all in one location.

The industry's most spacious new ship, Norwegian Prima – created by the global cruise travel innovators, Norwegian Cruise Line (NCL) – will redefine what you thought



possible at sea when she launches in Europe in August this year. The first in a new class of ground-breaking ships, Norwegian Prima will set the stage for a new era in cruising.

Discover the top nine things you never knew you could do at sea and prepare to try something dramatically different for your next holiday.

Ready, Set, Race!

Start your engines on the world's first three-level go-kart racetrack at sea. The 420-metre Prima Speedway is an exhilarating way to take in the stunning views of destinations like Iceland's waterfalls and Norway's fjords, as you zoom down the straight and around hairpin turns in an electric go-kart that can reach

speeds of up to 50km per hour.

Challenge your friends and family to an epic adventure on the Prima Speedway during an 11-day Iceland & Norway to Reykjavik voyage from London.

To the Edge of Infinity

Make a splash at Infinity Beach, where you'll feel at one with the sea in your choice of two infinity pools hovering just above the ocean's surface. After a refreshing dip, sit back on your daybed to soak up the expansive ocean views, all while feeling like you are literally about to dip into the horizon – now that's a unique way to catch some R&R!

Experience Infinity Beach on Norwegian Prima's 12-day Caribbean: Curacao, Aruba and Cozumel voyage, sailing from New York.

Technology, Meet Art

A high-technology open-air sculpture garden that transforms right before your eyes as the light changes...it might sound like something straight out of the world's most modern art galleries, but this innovative art space, The Concourse, is located at the aft of Norwegian Prima's expansive Ocean Boulevard. Featuring six stunning and immersive sculptural pieces by world-renowned artist Alexander Krivosheiw, as well as an art wall designed by famed UK artist David Harber



For the ultimate photo opportunity at any time of day, explore The Concourse on a 10-day Northern Europe: Oslo and Bergen voyage on Norwegian Prima from Copenhagen to London.

A Little Piece of Haven

If you love the dining, entertainment and amenities on board today's contemporary cruise ships, but also crave the privacy, exclusivity and luxury offered on smaller vessels, then NCL's ship-within-a-ship concept is the only way to sail. The Haven by Norwegian®, the line's exclusive suite enclave, offers seriously spacious lodgings, access to all the exciting activities and amenities the ship has to offer, as well as refined offerings reserved exclusively for Haven guests.

Guests of The Haven enjoy exclusive access to a private restaurant, lounge, bar, sundeck, infinity pool, hot tubs, 24-hour butler as well as priority embarkation, disembarkation and seating at shows and restaurants. Sailing on NCL's newest ship, Norwegian Prima? You're in for a treat – the entire space boasts stunning interior design by Piero Lissoni, the pre-eminent Italian design talent.

Indulge in The Haven by Norwegian on Norwegian Prima's 11-day Transatlantic: Halifax and Akureyri round trip sailing from New York departing 14 May 2023.

Walk on Water

Switch-up your ordinary stroll around the ship for a unique experience that allows you to watch the swell literally roll below your feet. The two glass Oceanwalk bridges on board Norwegian Prima provide breathtaking, panoramic views as you walk over the open sea, a must-try activity and the perfect backdrop for a truly unforgettable photo opportunity.

Put your best foot forward and enjoy NCL's Oceanwalk on Norwegian Prima's 10-day

Northern Europe: Iceland & Norway to London sailing departing from Reykjavik.

The Drop & The Rush

Feel the rush of the fastest slides at sea, The Drop & The Rush aboard Norwegian Prima. The Rush comprises two duelling slides located at the starboard side of the ship where guests can indulge their competitive spirit with friends and family as they plunge 10 stories, twisting and turning through the ship's superstructure and reaching the highest G-forces possible at sea - more than the acceleration of an F1 racer! For guests who would rather go at their own pace, The Drop is the first free-fall dry slide in the world, located portside where guests can slide seamlessly from deck 18 down to deck 8 seated comfortably on a mat.

Feel the rush onboard Norwegian Prima's 12-day Transatlantic: Scotland & Iceland sailing from London to New York.

Discover Delectable Dining

Food glorious food is one of the most anticipated elements of any holiday, and on a ship like Norwegian Prima, you'll enjoy the finest cuisine at sea without the hassle of waiting weeks for a dinner booking. The elegant Onda by Scarpetta brings the charm and cultivated Italian cuisine of its critically-acclaimed Scarpetta sister restaurants in the USA, UK and UAE to sea. Onda, which is Italian for "wave", offers a fresh take on traditional Italian dishes in a fine-dining setting wrapped in ocean views – the modern version of Spaghetti Tomato and Basil is a global fan-favourite. Onda by Scarpetta is available onboard Norwegian Prima, Norwegian Encore and Norwegian Spirit.

Dine at Onda by Scarpetta on board

Norwegian Prima's 8-day Iceland and Norway sailing from Amsterdam to Reykjavik.

A Whole New (Virtual) World

Explore 14 unique attractions and immerse yourself in over 40 virtual experiences in the Galaxy Pavilion aboard Norwegian Prima, home to some of the most out-of-this-world experiences afloat. Test your problem-solving skills in an Escape Room, soar over the open ocean in the first-ever Flying Simulator at sea or play some of the world's renowned virtual golf courses in the Topgolf Swing Suite, powered by Full Swing's cutting-edge golf simulator technology. The Galaxy Pavilion is also available on-board Norwegian Joy and Norwegian Encore.

Find your virtual self in the Galaxy Pavilion on Norwegian Prima's 14-day Iceland: Reykjavik and Belfast round trip sailing departing from London.

Around the world in 80 dishes

Explore a range of international flavours as you sail around the world in Norwegian Prima's enticing new Indulge Food Hall. Inspired by the world's great gourmet market halls, it offers laidback, social dining from breakfast until bed. Choose from 11 mouth-watering casual dining stations and food trucks, or enjoy tasty global dishes in a roomy cabana in the expansive Outdoor Lounge area for a breezy, beach club vibe. Don't miss spit-roasted meats at Seaside Rotisserie, southern comfort food and succulent ribs at Q Texas Smokehouse, fun food trucks at The Latin Quarter, international noodles at Nudls, rich Indian flavours at Tamara, custom-made or ready-to-go salads from The Garden, or a well-deserved treat at Coco's Desserts.

New Zealand's 7 Blue Wonders

Everyone knows about the 7 wonders of the world. They are magnificent, remarkable, and unforgettable. But do you know that New Zealand has its very own blue wonders that are sure to capture one's senses.

With its breath-taking delightful sights, New Zealand is a visual seeker's treasure chest that is waiting to be opened. From azure lakes to turquoise pools, these dazzling blue attractions need to be seen to be believed. Here are New Zealand's 7 blue wonders:

Poor Knights Islands:

Beneath the waves at the Poor Knights Islands, you'll find subtropical fish that can't be seen anywhere else in New Zealand. Diving and snorkelling are the best ways to enjoy this underwater world, located 30 kilometres from Whangarei in Northland & Bay of Islands region.

TeWaikoropupu Springs:

Be amazed by some of the clearest water ever measured at TeWaikoropupu Springs, in Takaka, the largest freshwater springs in the Southern Hemisphere. Also known as Pupu Springs, local Māori see it as a taonga (treasure) and wāhitapu, a place held in high cultural and spiritual regard.

The Blue Spring:

Stroll and admire the pure water of The Blue Spring in the Waikato-Hamilton region, so clean it supplies around 70 per cent of New Zealand's bottled water. The TeWaihou Walkway winds through wetlands, across rolling pastures and past small waterfalls to the turquoise water of the spring, one of the





purest water sources in the world.

Glowworm caves:

An ancient subterranean world in the heart of New Zealand’s central North Island, the Waitomo Cave system is a series of fascinating and dramatic natural wonders. Take a boat ride to observe the glowing wonders up close or get your adrenaline pumping with Black Water Rafting.

Blue Pools:

Take a short and easy walk through mature beech trees and over a swing bridge to discover the awe-inspiring Blue Pools. The deep, clear glacial pools of the Makarora River can be found in Mount Aspiring National Park.

Lake Pukaki

Lake Pukaki, a shimmering blue jewel set against a backdrop of Aoraki/Mt Cook, gets its distinctive deep blue tones from finely-ground minerals carried in the glacier-fed waters. Discover nearby walks, take a scenic flight, or go at night for a spectacular stargazing experience.

Huka Falls

One of New Zealand’s most popular natural attractions, Huka Falls is just 10 minutes from Lake Taupo. Watch as the mighty Waikato River, which measures about 100 metres wide, is squeezed through a narrow gorge and down a 20 metre drop. You can feel the thundering Falls up close on a jet boat ride or marvel from a safe distance on one of the many viewing platforms.

You can experience these amazing places once the borders open in August.



It's time to Czech into Czech again!

We are all looking forward to better days where we can pack our bags and go back to planning vacations and exploring the world a little more. With international flights resuming to their pre-pandemic schedules the want for travel has also increased.

In light of these developments, on Thursday 12th May 2022 the CzechTourism India team along with the Embassy of the Czech Republic organized and hosted their first zoom webinar of 2022 titled 'It's time to Czech into Czech again!' to update the Indian travel trade fraternity about the re-opening of Czech Republic for tourism from India and the process for applying for a visa to the country. With over a 250+ participants from across India, the webinar was surely a hit!

The webinar started with a welcome note from Mr. Roman Masarik, Charge d'affaires, Embassy of the Czech Republic, New Delhi who spoke about the importance of tourism in Czech Republic as well as the strong and cherished ties between the people of India and Czech Republic. Ms. Nicole Machova, Head of Consular Section, Embassy of the Czech Republic in New Delhi

addressed the trade and updated them on the latest developments and the procedure for applying for a Czech Republic visa.

This was followed by a destination presentation by Ms. Abigail Divecha – Account Manager from the CzechTourism team from Mumbai who highlighted all the unique aspects of the destination. Mr. Marek Kroutil, International marketing Manager (India) from Czech Republic updated the participants on the guidelines and travel protocols to enter the destination.

The webinar was concluded with a Q&A session where the delegates from the Embassy of the Czech Republic and CzechTourism authorities answered the queries raised by the travel trade fraternity on flights, procedures, SOPs, etc to visit Czech Republic from India and expressed their desire to visit the destination soon!

Rediscover Frankfurt

In continuation of its travel trade webinar series, Frankfurt Tourism held a second successful webinar "Rediscover Frankfurt" last week with close to 100 participants from across India.



The first webinar provided a generic overview of Frankfurt, including some new developments. The second webinar went into further detail, a journey from Romerberg, the city's main square and ancient heart – that witnessed history unfolding from coronations to wars and numerous viewpoints like the Emperor's Cathedral, the Main Tower, or the Goethe Tower.

For art and museum lovers, Frankfurt boasts unique museums like the Natural History Museum with its 50 million-year-old dinosaurs fossils, the Stadel Museum housing artworks by some of Europe's classical and modern artists Rembrandt, Vermeer, and many more, or the Museum of Modern Art, refer to as a piece of cake due to its triangular structure. Frankfurt's diverse culinary experiences were

highlighted, including its 10 Michelin restaurants and places to enjoy Indian cuisine.

The Botanical Gardens is a great place to unwind, amid lush flora, fauna and lakes. Or simply find your lazy spot on the banks of the river Main and soak up sunshine with a glass of apple wine in the Sachsenhausen district. If luxury brands are on your shopping list, then head to Zeil, Germany's equivalent of 5th avenue. But there are also local shopping options to discover including the cute, quaint flea markets. Upcoming festivals to watch out for are the Opera Square Festival from 22 June-1 July and Museum Embankment Festival from 26-28 August. The Q&A at the end of the webinar reflected the enthusiasm and keen interest of the travel agents to get a deeper understanding of the City.

Ms. Leona Flach, Manager of Tourism Marketing



Frankfurt Tourism Board is delighted to engage with the Indian market and we look forward to welcoming visitors and delegates from India. It is important that we continue to connect with our trusted travel trade planners and audience, to provide timely updates and introduce new developments in the city to entice travellers, including families to stay longer. After an overwhelming response from both webinars, and meetings with travels agents at ATM in Dubai, we look forward to engagements with Indian operators at IMEX, Frankfurt.

Tel Aviv Pride 2022

Pride month has officially started, and celebrations are in full swing ahead of the iconic Tel Aviv Pride Parade on June 10!

With parties, exhibitions, performances and educational programs happening around the city throughout the month, every single Tel Avivan is as proud as ever! Flags have been installed around the city and its suburbs while the bicycle lanes are ready to taste the rainbow!

For the first time ever, Tel Aviv Global and Tourism will have its own Tel Aviv Tech float at the parade, simultaneously displaying its pride and highlighting its efforts in the Tech community, both pillars of the Tel Avivan society.

The Brut by Brown Hotels is the official Hotel for Tel Aviv Pride 2022 and is not afraid to show off its colours! From the day the first hotel was opened in 2010, and every day since, the brand has proudly welcomed all members and colours of the rainbow! Autotel has painted its fleet of rentable cars in the colours of the rainbow to ensure a proud ride to and from all Pride events in the city. Hilton Beach, also

known as the Pride Beach, has dusted off its flags, refreshed its coloured tents, and added giant pride letters inviting everyone to enjoy its famed beach parties in comfort and style.

On Friday June 10, the festivities for the Pride Parade will begin at 10AM, followed by the parade at 12PM. The parade route will end at HaYarkon Park for a huge celebration party with two main stages. The Pride stage will include performances by Eurovision semi-finalist Michael Ben David renowned local artists like Yasmin Moallem, Harel Skaat, Zehava Ben, Raviv Kaner, Nasrin Kadri, Valerie Hamati and many more. The Love stage, in partnership with Rapyd, will include world-renowned DJs and as a first in Israel an exclusive performance by Australian rapper Iggy Azalea.

Ron Huldai, Mayor of Tel Aviv-Yafo: "Tel Aviv-Yafo is a home for every minority group or



community that resides here and will continue to march with the LGBTQ+ community in continuation of their fight for equal rights. Pride events in Tel Aviv-Yafo are a longstanding tradition centred on messages of equality and acceptance. Over the years, the community in the city, has managed to change its reality to become a strong, unique and integral part of society. Proud culture has developed many traditions over the years, and these will be reflected in this year's pride events, which will symbolize the "Return to Pride" and allow hundreds of thousands of revellers to participate in a display of tolerance, inclusivity, diversity and acceptance of one another."

Jamaica to host World Free Zones Organization's International Conference 2022

More than 1,500 guests from some 140 countries are set to attend the Annual International Conference & Exhibition (AICE) 2022 that is scheduled for June 13 to 17 at the Montego Bay Convention Centre.

Jamaica, and Montego Bay in particular, will be the focal point for discussions surrounding the future of supply chains and free zones, legal issues concerning developments in global and regional trade, plus new technologies and emerging trends during the conference.

Themed, 'Zones: Your Partner for Resilience, Sustainability and Prosperity', this five-day event will bring together world-class speakers, global free zone practitioners, policy makers, multi-lateral organizations and business representatives, to exchange ideas, experiences and visions for creating a more integrated global trade and business environment.

Jamaica's Tourism Minister, Hon. Edmund Bartlett and Director of Tourism, Donovan White, met with World Free Zones Organization (WFZO), Chairman, H.E. Dr. Mohammed Al Zarooni, in Dubai ahead of the first World Free Zones Organization Annual International Conference and Exhibition (AICE) to be hosted in the Caribbean, during ATM 2022. At the meeting, the dignitaries discussed conference activities, as well building support and sustainability for the cruise sector in the Jamaica and the Caribbean.

Minister Bartlett also announced the recent



tie-up with Emirates Airlines, the largest airline in the Middle East region, have recently started flights to Jamaica. This airlift arrangement opens gateways from the Middle East, Asia and Africa to Jamaica and the rest of the region. The announcement was made at the Arabian Travel Market 2022 in Dubai following high-level meetings between Jamaica's tourism officials and a team from Emirates Airlines

led by His Highness Sheikh Ahmed Bin Saeed Al Maktoum, Chairman of the Dubai World Trade Centre Authority and Chairman & Chief Executive, Emirates Airline & Group.

Held annually, the World FZO AICE is the world's "must attend" event for free zones and associated entities. It is an opportunity to build awareness among World FZO members and prominent participants from across the globe.

Ocean Conference: Save the Ocean, Protect the Future

Portugal will host the United Nations' Ocean Conference, in Lisbon, from June 27th to July 1st, 2022. Aiming to "Save the Ocean, Protect the Future", this conference is a co-organization between the UN and the Governments of Portugal and Kenya.

The Conference, as well as the associated special events, call for the participation of States, civil society and partners from the business and associative sector, urging them to take an active role in achieving the goals of SDG 14 – Protect Marine Life – and to commit to the sustainability of marine resources.

At a critical and decisive moment for the Planet, Portugal is committed to highlighting the nexus between the Climate and the Ocean. It is necessary to protect the ocean to guarantee the future. In this context, the Conference takes place at an ideal time to stimulate new habits and a sustainable blue economy, based on innovative solutions based on science, on more environmentally friendly technologies and on the sustainable use of marine resources, protecting biodiversity and reducing pollution.

Portugal, the country that hosts the conference, is 18 times more ocean than land, being the third country with the largest EEZ (exclusive economic zone) in the European



Union. Portuguese history and culture are marked by a deep relationship with the sea, which has also determined the open, available and innovative character of its people. The oceans have also been a reason for establishing commercial and economic initiatives and defining strategic relationships with other nations.

The Portuguese coastline is extensive: with over 2500 km between mainland and islands, it is punctuated by a variety of natural conditions and an exceptional climate, which always provides unique and unforgettable experiences. It is precisely because of these assets that Portugal is one of the water sports destinations, especially surfing, which is a worldwide

reference and can be practiced all year round. The variety and quality of surf spots, with emphasis on the "Canhão da Nazaré" (Nazaré North Canyon), where the underwater geology allows the formation of giant and perfect waves, and the Ericeira Surf Reserve, ranked first in Europe by the Save the Waves Coalition, generate great moments for water sports lovers.

Portuguese Natural Parks with an oceanic component are recognized all over the world, especially those on the east coast, such as

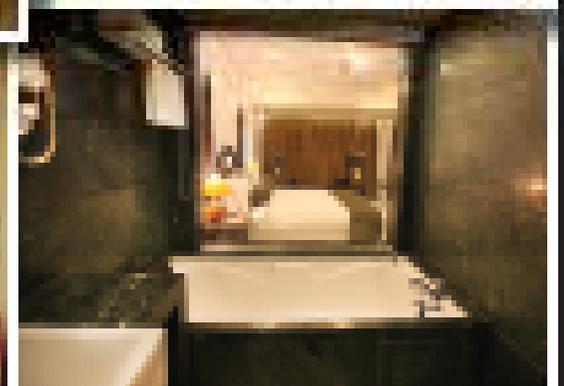
Sintra-Cascais and Arrábida, and to the south, in the form of the labyrinthine channels of the beautiful Ria Formosa. They are certified destinations, with high natural value, where preservation comes first.

The ocean plays a critical role in protecting the health of our planet, providing oxygen and food, functioning as the main climate regulator, absorbing excess carbon emissions and mitigating the impact of climate change. The resilience of marine ecosystems must be preserved, so ocean-based climate action, supported by political will and investment in technology, will allow the oceans to remain the main instrument in the fight against climate change.

Prior to the UN Oceans Conference (UNOC) taking place 27th June in Lisbon, the Portugal Embassy in New Delhi, partnering with the Observation Research Foundation-ORF (Indian Think Tank) and the UN, will host a "Blue Talk", aiming to mobilize respective Indian politicians and stakeholders to participate at UNOC and affirm Portugal international relevance regarding the Oceans expertise. This will be a virtual event, on May 31st, at 3pm IST, covering two of the topics being discussed at UNOC in Lisbon: 1) "Manage, protect and restore marine and costal ecosystems"; 2- "Develop interconnections between Sustainable Development Objective 14 and others towards the 2030 Agenda implementation".



Ell Bee



ELL BEE GANGA VIEW, RISHIKESH
335 Elm Street Road, Rishikesh - 241201 (Uttarakhand)
+91-886 266 1377 | reservations@ellbeehotel.com



Qatar partners with GKA Kite World Tour

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

Qatar Airways also becomes the Kite World Tour's Title Partner and Official Airline, while Qatar Tourism will become title sponsor for events held in Qatar. The exciting partnership combines the skies and the seas to celebrate one of the fastest growing and most exhilarating new sports.

The announcement was made at the site of an upcoming state-of-the-art kite beach resort in Fuwairit. Fuwairit is a coastal village north of Doha with excellent kitesurfing conditions thanks to consistent winds, ideal ocean water and powder-soft sands that is set to open later this year. Chairman of Qatar Tourism and Qatar Airways Group Chief Executive, His Excellency Mr. Akbar Al Baker, said: "Kitesurfing is a travel sport where adventure seekers compete in beautiful destinations across many continents around the world. At Qatar Airways, we are proud to support this growing sport and become the preferred airline for athletes and fans travelling to GKA events all around the globe including Qatar, our home country, to experience something new and exciting."

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



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

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

To kick off the new partnership, Qatar Airways will visit Tarifa, Spain, in June for the Qatar

Airways Big Air World Championships. The 16-day event is the first of its kind in kitesports – and will include the Qatar Airways GKA Awards ceremony and the Visit Qatar Kite Expo.

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

Singapore Tourism leading the change in tourism recovery

As revival of international tourism is underway, Singapore Tourism Board (STB) concluded a panel discussion on the topic 'Singapore Tourism on the pathway tourism recovery' at the 29th edition of SATTE (South Asia's Travel & Tourism Exchange) held at the India Expo Mart, Greater Noida, Delhi-NCR on Wednesday 18th May 2022.

The discussion was part of Singapore's larger narrative of SingapoReimagine recovery initiative to chart pathways for tourism recovery with collective efforts. Key topics discussed included trends emerging in post-pandemic, initiatives taken by the STB to encourage the Indian travelers and Singapore's focus on technology, ingenuities and sustainability to carve a niche in the future of tourism, among others.

The discussion featured prominent industry experts and thought leaders - Mr. Keith Tan, Chief Executive, Singapore Tourism Board, Ms. Thien Kwee Eng, CEO, Sentosa Development Corporation, Ms. Jean Choi, Chief Sales & Marketing Officer, Mandai Wild Group and Mr. Peh Ke Wei, Vice President, Market Development, Changi Airport Group (CAG).

As the Covid-19 pandemic starts to ebb across the world, the resumption of international travel and reopening of borders have brought hope and optimism to the tourism industry. Singapore has taken progressive steps towards reimagining a new standard of travel through renewed experiences and elevated standards in technology, sustainability and safety, resulting from the collective efforts of tourism partners. Working closely with Indian trade partner-friends and Singapore tourism stakeholders, the STB seeks to inspire and instill confidence among international travellers. Singapore continues to be a top destination of choice for Indian travellers.

Since April 2022, when Singapore started welcoming all vaccinated travellers with no quarantine/testing requirements, the country has witnessed healthy travel demand under the new Vaccinated Travel Framework (VTF), with a significant. The easing of travel restrictions comes at a favourable time for Indian travellers with the start of the peak summer family travel season around the corner.

India is the second most important source market for Singapore tourist arrivals for period 1st January to 28th April 2022, after Indonesia (Australia is 3rd). We had welcomed 91,200 Indian travellers for the period. As of May 2022, 70% of India's pre Covid flight capacity to Singapore has been restored. Singapore is connected to 14 Indian cities offered by a combination of both full-service and low-cost carriers: Nine in South India: (Chennai, Coimbatore, Trichy, Madurai, Bengaluru, Cochin, Trivandrum, Vizag, Hyderabad); two in West India: Mumbai, Ahmedabad; and three in North & East India: Delhi, Kolkata, Amritsar

Speaking on the emphasis for 2022, Mr. Keith Tan, Chief Executive Officer, Singapore Tourism



Board, said, "For the current year, our key focus is to deepen and expand our partnership with our stakeholders to promote 'destination Singapore' effectively. Singapore has taken a calibrated approach to reopen borders, adapting and innovating to reimagine the future of travel by introducing novel experiences, harnessing technology for evolving customers and ensuring seamless safety and hygiene standards. India continues to be one of the top-performing Vaccinated Travel Framework (VTF) source markets for Singapore and we are grateful for the Indian consumers' confidence in Singapore's response to the pandemic and recognising the country's track record for safety, efficiency and high level of trust. We are also focusing on establishing Singapore as a wellness and sustainability destination with multiple fresh, innovative and environment-friendly initiatives."

Speaking in the panel for Sentosa region, Ms. Thien Kwee Eng, CEO, Sentosa Development Corporation said, "Sustainability has been a key principle in Sentosa's development over the past 50 years. With the unveiling of our refreshed Sustainable Sentosa strategic roadmap in 2021, we are stepping up our efforts to build a sustainable future, and safeguard our value proposition as a world-class multifaceted leisure destination for leisure and business travellers. As Sentosa commemorates our Golden Jubilee, we will continue to excite our Indian travellers with new, sustainable, and refreshed offerings. These include a diverse range of attractions, sustainability- and heritage-themed tours, as well as unique leisure experiences like the extension of the Sentosa getaway to our neighbouring Southern Islands, among other offerings."

Speaking on the strategies for Mandai Wildlife Group, Mrs. Jean Choi, Chief Sales & Marketing Officer, Mandai Wildlife Group, said, "Being a wildlife conservation organisation, we focus on caring for the planet because we envision a future where nature, wildlife and people thrive together. Within the rainforest setting of our wildlife parks, we harness nature-based and immersive experiences to connect people to the amazing world of animals through meaningful interactions. Every visit and purchase made in our parks come with conservation included, because we support dozens of conservation projects in Singapore and Southeast Asia. India is a top source market for Mandai Wildlife Group, especially at Night Safari and Jurong Bird Park and we look forward to welcoming Indian families back again. With refreshed offerings as well as seasonal programming such as pop-up events and special tours throughout the year, there's something for everyone."

Sharing his experience, Mr. Peh Ke Wei, Vice President, Market Development, CAG, said, "Changi Airport and our airline partners are an integral part of the Singapore experience. We are committed to providing today's discerning travellers with a safe, seamless and refreshing Changi Experience. Under the Vaccinated Travel Framework (VTF) arrangement effective since 22 April, fully vaccinated travellers can take any flight to Singapore to enjoy quarantine-free visits, without requiring an on-arrival test. The COVID-19 safety protocols have also been relaxed significantly in the city. We are seeing strong demand for travel to Singapore from Indian cities"

Kids go free all summer on Yas Island

Yas Island Abu Dhabi, one of the world's leading leisure and entertainment destinations, is announcing its fantastic Kids Go Free offer for children to have a summer to remember this year. With access to the UAE's best playground absolutely free, kids can stay, eat, play and even kart for free!

Designed for big and little kids alike, families can enjoy quality time together at purse-friendly prices. Until 04 September 2022, children below the age of 12, when accompanied by a paying adult*, can enjoy three world-class theme parks - Ferrari World Abu Dhabi, Yas Waterworld, and Warner Bros. World™ Abu Dhabi - for free alongside staying and eating for free while booking a package including the Island's top hotels starting at AED478 per adult**. Families staying for one, two and three nights can experience extraordinary prices starting at AED631 and AED784, respectively, per adult, with 2D Unlimited Tickets included.

For more thrills, parents can book 15-minute go-kart sessions at Yas Marina Circuit, home to the FORMULA 1 ETIHAD AIRWAYS ABU DHABI GRAND PRIX™, which allows their kids to also enjoy the driving experience for free, when booked with one of the amazing hotel stay packages. With these packages, families can also upgrade their dining experience with the destination's Half-Board Flex offer starting AED150 per adult for Half-Board Flex Standard plan and AED180 per adult for Half-Board Flex Premium plan - kids will dine for free as well if booked on parents meal plan.

For parents looking to relax while staying on the Island, guests will receive a 20% discount (tentative) for spa services as part of the Kid's Go Free offer at any of the destination's leading hotels: W Abu Dhabi - Yas Island, Hilton Abu Dhabi Yas Island, The WB™ Abu Dhabi, Crowne Plaza Yas Island Abu Dhabi, Yas Island Rotana, Centro Yas Island by Rotana, Radisson Blu Hotel Abu Dhabi Yas Island, Park Inn by Radisson Hotel Abu Dhabi Yas Island and Staybridge Suites Abu Dhabi Yas Island. Guests staying at DoubleTree by Hilton Abu Dhabi Yas Island Residences can enjoy the spa discount at The WB™ Abu Dhabi spa.

The 'Kids Go Free' summer packages give families access to more than 100 thrilling rides and attractions at the three one-of-kind theme



parks nestled on the Island, including coveted Unlimited Park Access ticket. From family-friendly rides and attractions at Ferrari World Abu Dhabi, to making waves with thrills and spills at Yas Waterworld Abu Dhabi, to joining

the stories of superhero favorites and iconic characters at Warner Bros. World™ Abu Dhabi, there's a wealth of fun and adventure for the whole family to enjoy for a summer like no other.



Aviation

Emirates signs Memorandum with South African Tourism

Emirates and the South African Tourism have signed a Memorandum of Understanding (MoU) to jointly promote tourism and boost visitor arrivals and inbound traffic to South Africa from key markets across the Emirates network.

The MoU was signed on the side-lines of Arabian Travel Market by Badr Abbas, Emirates' Senior Vice President Commercial Operations for Africa, and The South Africa Tourism's Acting CEO Mr. Themba Khumalo. Also present at the signing ceremony was Adnan Kazim, Emirates Chief Commercial Officer, Minister of Tourism in South Africa, Lindiwe Sisulu and a senior government delegation from the South African Consulate in Dubai, His Excellency Consul General David Magabe and members of the South African Tourism Board.

Adnan Kazim, Emirates' Chief Commercial Officer said: "For more than 25 years we have invested in, and grown our operations to, South Africa. We're working hard to restore our services to pre-pandemic levels to help generate more opportunities for travelers from around the world to experience South Africa's unique natural experiences, world-renowned cuisine, and local culture. Emirates is well-placed to support the recovery of South



Africa's tourism sector and help raise the profile of the destination again, offering convenient connections from over 130 destinations, and providing even more links for travelers who want to explore beyond our three South African gateways through our four airline partners."

Minister of Tourism in South Africa, Lindiwe Sisulu welcomed the signing of this MoU, citing the benefits it will yield for travel between South Africa and the Middle East. "We want to continue ensuring ease of access into South Africa for Middle Eastern travelers and this collaboration will assist us in elevating our trade efforts; in terms of packaging the destination. We look forward to welcoming more travelers from the Middle East, to experience the various quality assured products and experiences that cater for this market, including; family friendly accommodation establishments and activities, a diverse offering of cuisine as well as wildlife and safari," says South African Minister of Tourism, Lindiwe Sisulu.

"The Middle East is a critical market for South Africa so this partnership will be very

instrumental in ensuring ease of access to and from South Africa for travelers from this region. This will increase direct airlift, making room for more travelers, and as our tourism sector recovers we look forward to welcoming more visitors from the Middle East," says South African Tourism Acting CEO, Themba Khumalo.

Aimed at supporting South Africa's tourism recovery efforts, the partnership between Emirates and South African Tourism is part of the airline's longstanding commitment to grow the tourism market in the country. Under the MoU, Emirates will explore opportunities to promote South Africa and encourage travelers to experience the abundance of attractions that the country has to offer across its network of over 130 destinations. South Africa Tourism will also work closely with the airline to support travel trade partners and tour operators across the Emirates' network to develop and promote itineraries, introduce special packages and promotional giveaways, encourage incentives, among other marketing initiatives.

Ethiopian Airlines to Commence Flights to Chennai, India

Ethiopian Airlines, Africa's leading airline, is set to start thrice weekly operations to Chennai, Indias of 02 July 2022.

Chennai will join the vast Ethiopian network as a fourth destination in India after New Delhi, Mumbai and Bengaluru. Ethiopian started its service to India with a debut flight to New Delhi in 1966, just 20 years after the airline was founded. Ethiopian pioneered the air transport linkage between Africa and India.

Recently, Ethiopian marked its 50th year anniversary of uninterrupted service to Mumbai, the commercial capital of India.

Chennai is a modern cosmopolitan city and the most prominent cultural, economic and educational centre of South India. Ethiopian has been serving India without any interruption even during the pandemic cementing the

longstanding bilateral relationship between the two countries. India is one of Ethiopian Airlines key destinations in the Asian continent and Ethiopian currently flies to three passenger and five cargo destinations with its enhanced services and modern fleet. In line with the airlines commitment to serve its customers in India, it has been growing its service frequency and destinations since it first commenced operation to the country. Besides the opening of a new route to Chennai, Ethiopian Airlines' flight frequency to the cities of Mumbai and New Delhi will increase to double daily and ten weekly flights, respectively, as of July 2022.



Mr Mesfin Tasew, CEO, Ethiopian Airlines Group

I am excited that we are getting closer to our customers with our signature service and global connectivity options. We have been connecting Asia and Africa for 55 years now facilitating trade between the two continents.



The addition of Chennai as a fourth passenger destination in India is a testimony of our resilience and unwavering commitment to serve our customers in India and the continent at large. We will continue to serve India with enhanced frequency and more destinations in the future.

Get Match Day Ready with flydubai

Dubai-based flydubai announced that Match Day Shuttle flights between Dubai and Doha for the upcoming football tournament in Qatar are now available to book on its website.



These Match Day Shuttle flights are offered in partnership with Qatar Airways and other partner GCC national carriers and will provide football fans with convenient travel options to the football matches that will take place from 21 November to 18 December 2022.

For the duration of the tournament, flydubai will offer up to 30 daily return flights between Dubai and Doha providing passengers with maximum convenience when selecting their flights. This service will allow match ticket holders to move freely from Dubai, soak up the atmosphere and enjoy a football match in Doha, and return to Dubai all on the same day.

Return Match Day Shuttle flights will be available from USD 258 in Economy Class and from USD 998 in Business Class. To ensure a seamless travel experience, these fares include a hand baggage allowance, a snack on board and complimentary ground transportation between the airport in Doha and the stadiums. With a high frequency of flights available each day, passengers are advised to select a flight that arrives in Doha at least four hours before the match kick-off time. In addition, passengers are advised to register for their Hayya card (Fan ID) in advance of their flight as this will be required for travel on all Match Day Shuttle flights and for entry to Qatar.

This dedicated and convenient service will operate from Dubai World Central (DWC) and will exclusively be available to match ticket holders. Match Day Shuttle flights must be booked as a separate itinerary and are not available for booking as part of a connecting itinerary. These flights will be operated by the airline's fleet of Boeing 737 MAX aircraft offering passengers greater comfort on board.

Ghaith Al Ghaith, Chief Executive Officer (CEO) at flydubai

We are pleased to partner with Qatar Airways and the other partner GCC national carriers to facilitate travel during the upcoming football tournament. By coming together, we are able to offer football fans from around the world the opportunity to experience the warm hospitality and rich culture of our region as they explore the sights and sounds of two countries. We are honoured to enter into this partnership which will enable more people to travel between Dubai and Qatar to share in their love for football as this sporting event comes to the Middle East and Arab World for the first time.



Go First Announces New Direct Flights to Kuwait and Muscat from Kochi

In line with its vision to strengthen international connectivity between India and the Middle East, GO FIRST (formerly known as GoAir) announced the commencement of daily direct flights from Kochi to Kuwait and Kochi to Muscat starting 1st June 2022.

The inaugural flight departed from Cochin International Airport at 20:15 hours (local time) and arrived at Kuwait International Airport at 23:05 hours (local time).

The new flights to Kuwait and Muscat from Kochi will offer connectivity and convenient travel options to blue collar workers/migrant working class flying abroad for employment.

Situated on the western front of Asia, Kuwait is a country in the Middle East that has a lot to offer to travelers. The rich cultural and commercial heritage makes it a must-visit Gulf country. The city is a perfect amalgamation of lively restaurants, pristine beaches, and antiquated museums.

Furthermore, wedged between the mountains and the sea, the capital city of Oman is a glorious wonder of white elegance. Muscat, the chosen capital for trade and commerce across the Indian Ocean, is a meticulously clean and organized city. For booking, passengers can log in to www.FlyGoFirst.com or can use the mobile app.

Mr. Kaushik Khona, Chief Executive Officer, GO FIRST

As we eventually come out of the pandemic, we are pleased to strengthen our international presence and commence operations between Kochi to Kuwait and Kochi to Muscat. We believe that the situation is improving, and we are hopeful that this will further ease travel between India and Middle East.





Jazeera Airways announces new mode of payment for Group Bookings

Jazeera Airways, the first privately owned airline in the Middle East informed that they have successfully implemented payment through the IATA Financial Gateway (IFG) as a new and additional Mode of payment for Group Bookings. IFG (BSP) payment is only available for Travel Agencies registered with Jazeera Airways.

IFG, is a system designed to facilitate and simplify the selling, reporting, and remitting procedures of IATA-accredited passenger sales agents, according to the IATA website. As a response to this decision, everyone has highly appreciated and mentioned that this mode of payment has indeed enhanced yet simplified the business experience for the travel partners. This new and additional Mode of Payment was introduced when the Airways decided that they will discontinue its availability on all GDSs (Galileo & Amadeus) about 15 months ago. The availability of the IFG (BSP) payment will be for Travel Agencies registered with Jazeera Airways only.

Type Certificate (TC)



Shri Jyotiraditya M. Scindia, Union Minister of Civil Aviation, today awarded the first Type Certificate (TC) under Drone Rules, 2021 to IoTechWorld Avigation Pvt Ltd. The Gurugram based company was established in April 2017 and is one of India's leading manufacturers of kisan drones.

IoTech has received the Type Certificate in barely 34 days after submission of its online application on the DGCA's DigitalSky Platform on 11 May 2022. This is despite the fact that the Drone Rules, 2021, allow 60 days to Quality Council of India (QCI) or the Certification Bodies (CB) and 15 days to DGCA for issuing the Type Certificate (i.e 75 days in total), provided all the necessary documents and test reports are as per specifications.

The Drone Rules, 2021 were notified on 25 Aug 2021 and the 'Certification Scheme for Unmanned Aircraft Systems (CSUAS)' for obtaining Type Certificate (TC) for drones was notified on 26 Jan 2022.

There are three globally-renowned Certification Bodies (CB) approved by QCI namely – TQ Cert, UL India and Bureau Veritas. Drone manufacturers are free to approach any Certification Body for testing their drone prototype.

The drone certification scheme of January 2022 was developed by the Quality Council of India in consultation with drone startups, industry, academia and defence experts. The Government played the role of that of a facilitator and problem solver.

Thailand's Nok Air Shall Soon Be Flying To India!



Nok Air, one of Thailand's most popular airline will launch non-stop services between Thailand and India from Winter 2022. Nok Air, will connect India to Thailand, via its hub at Don Mueang International Airport (DMK) in Bangkok. The new routes will be operated by state-of-the-art Airbus 737-800 with 189 seats.

The new route launch will provide the most convenient connections from various Indian gateways to Bangkok, and beyond to over 20 destinations in Thailand including Phuket, Chiang Mai, Chiang Rai etc.

"Welcoming incredible India to Amazing New Chapters of Thailand, with the current COVID situation improving daily, it is time that we look forward to expanding our markets towards the west, especially India. There are many areas there we have not yet tapped into to gain more revenue. As the airlines are slowly gaining their strength, it would be wiser for us if we are the first to take advantage of the situation and gain a foothold through this door. Indian market is booming and it would benefit us greatly if we are one of the few airlines that the Indian people choose to travel to Thailand with" –Mr. Wutthiphum Jurangkool CEO.

Malaysia Airlines Launches Bonus Side Trip Campaign

To encourage consumers to #FlyConfidently with Malaysia Airlines and make the most of their long-haul flights, Malaysia Airlines has announced a campaign that no passenger can refuse!

The airline has launched a Bonus Side Trip* campaign that allows travellers to add an extra leg to their journey from India to enjoy Malaysia's cultural gems at a minimal cost. The offer is valid through December 31, 2022, for travel until March 31, 2023.

Commenting on the campaign, Mr. Amit Mehta, Country Manager- South Asia, Malaysia Airlines India, said, "For long-haul passengers, stopovers provide an opportunity to break up a potentially gruelling flight schedule and sample another destination along the way. From sandy beaches to highland rainforests – Malaysia offers it all.



Our Bonus Side Trip campaign encourages passengers to stop over to experience Malaysia's local culture, explore hidden gems, and Fly Malaysia to one of the seven destinations on offer: at almost no extra cost. We are confident that our impeccable hospitality, coupled with the breathtaking sites in Malaysia, will make this short stopover a memorable experience."

To be entitled for the Bonus Side Trip, passengers must book a long-haul flight with Malaysia Airlines departing from India to one of the following destinations: Australia, New Zealand, Indonesia, Bangkok, Thailand, Singapore, Philippines, Vietnam, Myanmar, Cambodia, Hong Kong, China, Taiwan, Japan, Korea and the United Kingdom.

Passengers will get a chance to explore one of the seven domestic getaway destinations in Malaysia as part of the Bonus Side Trip programme: Penang, Langkawi, Johor Bahru, Kuala Terengganu, Kota Bharu, Alor Setar and Kuantan.



LOT Polish Airlines Adds Sarajevo and Pristina to Its Global Network

As part of its current network expansion, LOT Polish Airlines has grown its services to the Balkan region and is further reinforcing its position as leading carrier in Central Europe. The Star Alliance member carrier has started flying to the cities of Sarajevo and Pristina from its global hub in Warsaw.

Sarajevo, the capital of Bosnia and Herzegovina, is now served by LOT Polish Airlines five times a week. Tuesday, Friday and Saturday flights depart from Warsaw at 10:35h and arrive in Sarajevo less than two hours later at 12:25h (return flight starts at 13:05h and arrives at 15:00h). On Mondays and Thursdays, the departure from Warsaw is at 14:40h with scheduled arrival in Sarajevo at 16:30h (return flight starts at 17:10h and arrives 19:05h).

Passengers from India travelling with LOT Polish Airlines from Delhi enjoy fast and seamless connectivity to this new service. Departing from Delhi at 8:00h they arrive in Sarajevo on the same day at 16:30h local time after a total travel time of 12 hours with a 90 minutes layover in Warsaw.

In addition, LOT Polish Airlines has started flying to Pristina, the capital of the Republic of Kosovo, four times a week. Flight LO-587 takes off from Warsaw every Monday, Wednesday, Thursday and Saturday at 10:15h and arrives at its destination at 12:30h. On the return leg, LO-588 leaves Pristina at 13:20h, arriving in Warsaw at 15:50h with connectivity to its Delhi flights.

In addition to the new flights to Sarajevo and Pristina, LOT Polish Airlines has recently added further destinations to its global network, which are all served from its Star Alliance hub in Warsaw: Mumbai (two flights per week), Baku/Azerbaijan (four flights per week) and Cairo/Egypt (five flights times per week). On July 1, flights to/from Stuttgart/Germany will be resumed. Stuttgart has been Mumbai's sister city for more than 50 years, so the new route will seamlessly connect them now via Warsaw.

Amit Ray, Director India, DACH Markets and Italy at LOT Polish Airlines: "We are observing strong demand from the Indian market, and we are happy to provide our passengers what they value most: great connectivity, reliability and competitive pricing."

Vietjet eyes profit in 2022

Vietjet Aviation Joint Stock Company (HoSE: VJC) on May 28, 2022, held the 2022 Annual General Shareholders' Meeting to review its resilient business performance against the pandemic, the last five-year term of the Board of Directors, and to vote on the 2021 audited financial statements and the development plan for 2022.



The global aviation industry has faced the most unprecedented and challenging time in its long history. Vietjet, though, has emerged from the pandemic with its pioneering spirit, patience, and robust inner strength.

Vietjet was reported to gain a consolidated revenue of VND12,875 billion (approx. US\$555 million) in 2021 with the after-tax profit of VND80 billion (approx. US\$3.4 million). As of December 31, 2021, Vietjet's assets totaled nearly VND51,654 billion (approx. US\$2.22 billion). Its debt-to-equity ratio stayed at 0.9 while the liquidity ratio was at 1.6 - all were considered good indicators in the aviation industry.

In 2021, Vietjet has bounced back and expanded its flight network, offering everyone more opportunities to fly and joined hands with localities contributing to the country's economic recovery. The airline last year operated 40,000 flights, transporting more than 5.4 million passengers across over 50 domestic and international routes. It has also airlifted more than 63,000 tons of cargo, reporting a revenue growth of 200% YOY.

The airline has operated several flights to airlift doctors, police officers and soldiers to pandemic-stricken localities; delivered millions of Covid-19 vaccine doses and joined hands of strategic partners in Sovico Group to grant medical utilities including ambulances, breathing machines, testing kits, and hospital beds to many localities.

By the end of 2021, Vietjet has a fleet of 76 aircraft flying to 44 domestic and 95 international destinations. To prepare for the post-pandemic recovery, Vietjet has signed a strategic partnership agreement with Airbus on the deliveries of aircraft orders and cooperation to develop the airline's wide-body fleet in addition to further support post-pandemic.

Vietjet has invested in a wide-body fleet of Airbus A330-300 following the low-cost model, beginning a new era of longer-range flight routes. Both sides recently have also reached an agreement to continue their order contract with long-term cooperation programs aiming to make Vietnam a regional and global aviation center.

Shareholders at the meeting have passed a resolution on business plan for 2022, in which Vietjet eyes to expand its fleet to 82 aircraft, operating 100,000 flights and transporting 18 million passengers.

The shareholders have also voted to pass a resolution to pay a 20% stock dividend from accumulated undistributed profits from the years before the pandemic.

The airline this year plans to earn more than VND22,300 billion (approx. US\$959 million) in air transport revenue and make a profit.

Vietjet, since its first flight in 2011, has pioneered in using e-tickets to replace paper ones and the implementation of e-commerce. In 2022, the airline is set to keep broadening its application of advanced technology, automation and innovation; bolstering the digital business sector in air transport, cargo and logistics; and growing and expanding air services including ground handling, training, financing, project investment and other services.

BIAL partners with Kotak and Phi Commerce

With an aim to facilitate a seamless payment experience for customers, Bangalore International Airport Limited (BIAL), the operator of Kempegowda International Airport, Bengaluru (BLR Airport), has introduced an innovative omnichannel payment solution across the airport ecosystem, in partnership with Kotak Mahindra Bank Limited (“KMBL”/ “Kotak”) and Phi Commerce.

This is a first-of-its-kind initiative undertaken by any airport in India.

The one-stop payment solution, designed specifically for the airport in partnership with KMBL and payment solutions company Phi Commerce Pvt Ltd, will enable a secure, scalable, and unified payment experience across the airport. The solution will power B2B and B2C payments across channels – both online and offline. It will facilitate transactions across the domestic terminal, international terminal, airport city, concert arena, airport hotels, retail, recreation, dining, and entertainment (RDE) destination, airport parking, cargo, and BIAL subsidiaries.

Through its own payment ecosystem, the busiest airport in South India and the third

busiest in the country will now have better insights into spending pattern and be able to deliver customer-friendly last-mile promotions.

“We are pleased to partner with Phi Commerce and Kotak Mahindra Bank to bring an innovative omni channel payments solution for our customers. The new payment experience will bring all online, in-store, and cash transactions taking place across the airport ecosystem into one single platform. BIAL wants to take all payments into a seamless and more innovative world where offline and online payment becomes a mixed reality experience which again will open new airport opportunities for the customer,” said BIAL’s Chief Commercial Officer, Kenneth Guldbjerg.

Shekhar Bhandari, President & Business Head - Global Transaction Banking, Kotak Mahindra Bank

True to Kotak’s digital spirit, we are proud to enable payment solutions across the premises of BIAL. Kotak, in partnership with PhiCommerce, will provide all the enterprises running their businesses with point of sale (PoS) terminals and payment gateways for quick and smooth processing of payments from customers. We see great value in our partnership with BIAL.



Puneet Kapoor, President- Products, Alternate Channels and Customer Experience Delivery, Kotak Mahindra Bank

Kotak’s partnership with BIAL will open a world of financial opportunities to clients working in the BIAL ecosystem. We are happy to collaborate with BIAL in further smoothening the financial journeys of their clients. Together, with ease in payments and Kotak’s digitally-powered solutions, we will make shopping a truly enriching experience for visitors at the BIAL premises.



Jose Thattil, CEO and co-founder, PhiCommerce

By leveraging Phi Commerce’s robust omni channel payment capabilities, we can provide a one-of-a-kind payment experience at one of the best airports in India. This payment solution is path-breaking in its ability to provide customer delight at check-out every single time and has applicability across large retail ecosystems in the country and globally as well. We are excited to see this new payment experience come alive at the airport in Bengaluru, a city renowned for being one of the largest tech hubs in the world.



Bharat Drone Mahotsav 2022



Drone Federation of India (DFI) will partner with the Ministry of Civil Aviation (MoCA) for the third edition of the Drone

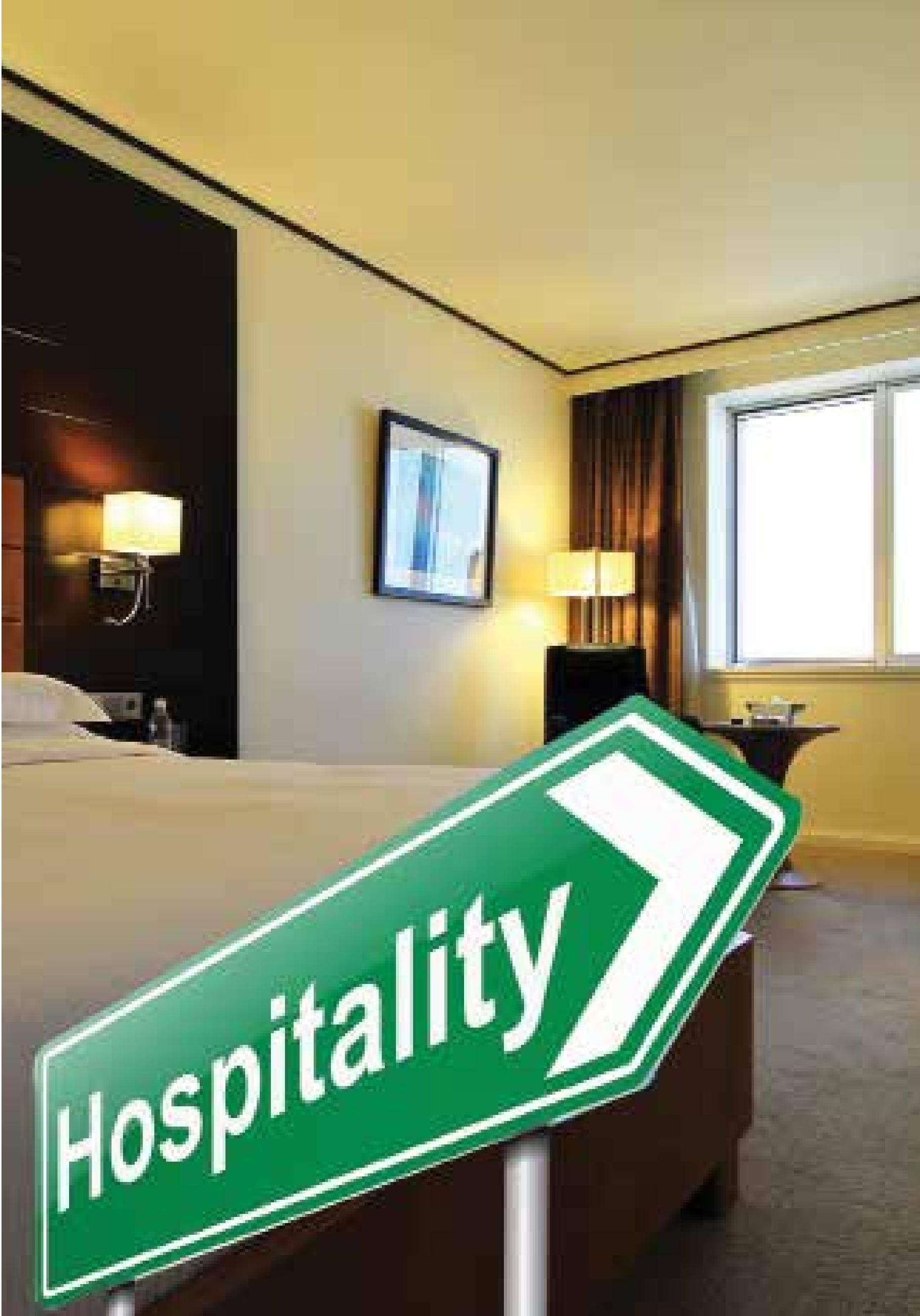
Festival of India - “Bharat Drone Mahotsav” from 27 May 2022 to 28 May 2022 at Pragati Maidan, New Delhi.

Mr. Smit Shah, President of the Drone Federation of India, said, “The Bharat Drone Mahotsav 2022 will be a one-of-a-kind extravagant two-day festival with participation from all verticals. We expect the displays of many firsts such as India’s first Air Taxi, Unmanned Aircraft, and a lot more at the Drone Festival 2022 (DFI2022). This year’s drone festival will feature over 200 leading drone manufacturers, 15+ keynote sessions, 2000+ visitors, 100+ service providers, flying demonstrations, drone expo, drone component manufacturers, training schools, and regulators. This time, the visitors will also have the opportunity to fly drones and learn extensively about the immense potential of unmanned vehicles. The Drone Festival of India will play a significant role in this by promoting drone usage at the microlevel and encouraging drone culture in India.”

On 18th May 2022, Shri Jyotiraditya Scindia, Minister of Civil Aviation, Government of India, Shri Rajiv Bansal, Secretary, Ministry of Civil Aviation, and Shri Amber Dubey, Joint Secretary, Ministry of Civil Aviation had also visited the event site for Bharat Drone Mahotsav to assess the preparations of the Mahotsav. Other senior officials and important stakeholders from MoCA and the Drone Federation of India were also in attendance.

The theme for this year’s Drone Festival of India will be “Azadi ka Amrit Mahotsav” to celebrate 75 years of the country’s Independence and will mark the attendance from the officials from all state governments, dignitaries from the central government, representatives from the armed forces, Central Armed Police Forces, and industry leaders will attend the two-day festival. The technology and drone enthusiasts can book their tickets from the website of the DFI.

The first Drone Festival of India by the Drone Federation of India was organised on xx/yy/xxxx and since then it has been observed as one of the most significant events in the drone industry.



Hospitality



Let The Fun Begin on Koh Samui with Avani Chaweng

Avani Chaweng Samui Hotel & Beach Club, opening in early August 2022, is set to reignite the fun loving vibes in the island hot spot of Chaweng, Koh Samui, offering sun-drenched beaches and high-octane ambiance.

• T3FS Desk

Introducing Koh Samui's first mid-century inspired hotel, the new build Avani Chaweng offers bold and fresh design that takes its cues from the halcyon days of the 1950s, referencing iconic American destinations such as Palm Beach and Miami.

The retro glam spot, situated along Chaweng Beach Road just steps from the surf, is strategically located to offer guests the island's best shopping, dining, and entertainment venues. Guests will benefit from direct access to SEEN Beach Club Samui, Koh Samui's hottest beach club. In addition, Samui International Airport is 10 minutes away by car.

Staying true to the 1950's retro-chic design inspiration, the architecture prioritises social hang outs with a central large and inviting swimming pool and just three stories comprising 80 glamorous rooms and suites.

SOHO Hospitality – a renowned Thailand-



based studio known for their standout restaurant concepts – designed the space using contemporary touchpoints to create spaces that are ideal for relaxing and socialising in style. The 1950's vibe is evoked via high contrast geometric patterns and curves, and abundant use of metallic and opulent fabrics.

The stylish accommodations amp up the ambiance, with the 61 square meter Groovy Sea View Suite and 90 square meter Double Groovy Sea View Suite providing ample space

to unwind with retro touches such as a vinyl record player and cocktail making stations.

Avani Chaweng boasts a swimming pool with spacious cabanas for relaxing or mingling, a social bar that doubles as a check-in area for guests who want to keep things casual and a 24-hour AvaniFit gym.

Guests at Avani Chaweng get priority access to SEEN Beach Club Samui's restaurant, bars and swimming pools, as well as its famous pool parties.

Opening rates for Avani Chaweng Samui Hotel & Beach Club start from USD 170 per room per night accommodating up to two guests and include daily breakfast with sparkling wine, a welcome drink at the social bar during check-in, priority access to SEEN Beach Club Samui's daily two-for-one Sinful Hour promotion, an arrival airport transfer, and 24-hour check-in.

A Bumper 2022

“We have seen growth in the first 45 days of the financial year whereby we are seen higher than 2019 numbers and are confident in working towards a bumper 2022 for all our stakeholders.” Said Vikas Ahluwalia, General Manager and National Head, Zone by The Park.

•Vedika Sharma

With the hotel industry bouncing back to normal old days what are your strategies for upcoming quarters?

During the pandemic, our team worked hard to refocus, reimagine and realign our business by fine-tuning our operations. Now when the business is getting better we are focusing on driving operating efficiencies by implementing the benefits gained as part of our reimagined business strategy for driving revenues and getting better-operating margins at our existing hotels.

The key is to focus on the growth of topline and keep a strict watch on the bottom line.

With tourism starting again how summer season tourism has acted as a boon for the hospitality industry as well as your brand?

We have seen growth in the first 45 days of the financial year whereby we are seen higher than 2019 numbers and are confident in working towards a bumper 2022 for all our stakeholders.

What are your expansion plans for the future?

We plan to open 6 hotels in 2022 out of which Zone Palace by The Park Phalodi Jodhpur, a heritage hotel, is already operational. We are

happy to share that some of our exiting hotel owners have shown trust in the team and signed more hotels with us. We would be adding some very interesting leisure locations to our portfolio – Manali, Port Blair, Dimapur, Gopalpur and religious destinations – Amritsar and Yadagirigutta to our portfolio.

This growth is a mix of Zone by The Park and Zone Connect brands.

How has your brand been able to establish itself amongst the eminent players of the hospitality industry?

Zone by The Park Hotels and Zone Connect are part of one of the oldest hospitality companies in India -ApeejaySurrendra Park Hotels Limited and the DNA of the organization is striving towards creating value for all stakeholders. We have de-risked our business by looking at multiple business segments and F&B plays a major role in our success.

How has your brand performed in comparison to the pandemic phase and post-pandemic phase in the measurement of ADRs & ARRS?

We have seen substantial growth with most of our hotels over pre-pandemic numbers.





Brij Hotels receives multiple recognitions from TripAdvisor

Brij Hotels, a collection of luxury bespoke hotels in India, has been recognised by TripAdvisor for its 2022 edition of Traveller’s Choice Awards across multiple properties. One of the highest honours by TripAdvisor, the properties have received the recognition on the basis of multiple reviews and valuable opinions from discerning travellers around the world.

The coveted awards recognise the very best of hospitality tourism establishments in terms of service, quality, customer satisfaction and more, across a range of other categories.

Redefining standards in experiential luxury travel, Brij Hotels seeks to welcome its guests with sheer humility to exquisite destinations, from remote to well known, across the country. In a stride to introduce the vibrant nature and culture of a place to every guest, the company endeavours to offer authentic hyperlocal experiences wherein one can truly immerse themselves in a destination, its native culture and have the opportunity to interact with the local communities.

The following four properties from the Brij Hotels’ portfolio have received varied recognitions by TripAdvisor:

- BrijRama Palace, Varanasi featured on Traveller’s Choice Award 2022 under Top 25 Hotels – India category which places it amongst the top 1% worldwide.
- Brij Villa, Dalhousie featured on Traveller’s Choice Award 2022

under Top 25 Guest Houses – India category which places it amongst the top 1% worldwide.

- Brij Lakshman Sagar, Pali and Brij Nest, Jaipur earned a Traveller’s Choice Award 2022 for demonstrating a commitment to hospitality excellence, placing both the properties in the top 10% of the hotels worldwide.

There is a dearth of hotels offering uber luxurious hyperlocal experiences and at Brij Hotels, we are always looking for ways to bring our guests closer to the community and the place travelled to. We are humbled, honoured and filled with gratitude to have our boutique properties listed amongst the ‘best of the best’ across the country. There is nothing more prestigious than having this recognition from TripAdvisor and it is the experiences, reviews and love from our guests that makes this our win, says Udit Kumar, co-founder of Brij Hotels.



Investing In Tomorrow

The Four Seasons Resorts, Maldives has always demonstrated a commitment to sustainability and preservation through local partnerships, sustainable practices, guest education and more. Recognizing that country’s youth are its future and this year, the Four Seasons Resorts Maldives Hospitality Apprenticeship program will see 40 young Maldivians graduate towards brighter horizons at the end of this month.

The longest running and most successful of its kind in the Indian Ocean since 2001, the program is now in its twenty-first year, and has supported a total of 697 youngsters to date, setting them up for an exciting hospitality career not only in the Maldives, but potentially world-wide. The training crosses disciplines including: Food & Beverage Service; Food & Beverage Preparation; Housekeeping & Guest Services; Retail; Front Office & Recreation; PADI Dive Master; Safe Maritime Transport (SMT); Engineering and Watersports Attendant.

“Investing in people is the cornerstone of great hospitality,” comments Four Seasons Resorts Maldives Regional Vice President Armando Kraenzlin. “And helping local youth achieve their potential and create empowered futures is very much a part of that. Their enthusiasm, talent, energy, and focus amaze us year on year, but the resilience shown by our current graduates, in the face of such unprecedented challenges, is particularly commendable.”

Celebrating their achievements at the graduation ceremony will be Chief Guest of Honour and First Lady of the Maldives, Madam Fazna Ahmed. Inspiring young minds to dream big, she’ll be addressing both the incoming and outgoing students, as well as presenting certificates.

At its heart, the apprenticeship program is about learning on the job, with classes conducted by professionals with many years of international experience in the luxury hotel, dive and marine industries. Recognizing the need for encouragement and guidance along the way, each apprentice is assigned a buddy and mentor. Learning to work hard within an ambitious team builds stamina and character, and strengthens the apprentice’s sense of professionalism, discipline, teamwork and perseverance.

Discover The Wonders of The Ocean With Four Seasons Maldives, Landaa Giravaru

The Four Seasons' Resort, Maldives, Landaa Giravaru is one of the world's most beautiful islands: a natural UNESCO Biosphere Reserve wilderness where iridescent blues, jungle greens and dazzling whites meet innovation, conservation and wellness.

• T3FS Desk

Snorkel with mantas in aquarium-like waters, rehabilitate sea turtles in the resort's Marine Discovery Centre, experience world-class wellness at AyurMa and indulge in more-than-Michelin-starred dining at Blu Beach Club.

Making a holiday in this island paradise even more enticing are these two offers for an



unforgettable marine adventure, applicable for guests opting for a minimum 4 night stay at the resort.

1) **MANTA WATCH OFFER:** Take an exhilarating speedboat trip to hotspots where you can snorkel with mass gatherings of manta rays and whale sharks (June to November). Join the Maldives' only full-time manta ray research project. Swim with dolphins and turtles in the lagoon. Help turn previously empty reef flats into thriving coral ecosystems. The offer includes an exhilarating Manta-on-Call speedboat safari for two guests, a Dolphin cruise and marine biologist briefing for two

guests. All this plus seaplane transfers and daily breakfast.

- **DIVE DISCOVERY OFFER:** Cross it off your bucket list. This deep dive into our marine wonderland includes return airport transfers, an orientation dive, six tank dives per couple, per stay, locals' insights into secret sites, and more. Includes seaplane transfers and daily breakfast. The hotel provides full equipment, consists of tank, weights, belt, fins, mask, snorkel, wetsuit, BCD, regulator with alternative air source, pressure gauge and depth gauge, so you can travel light!

Alila Kothaifaru Maldives Opens in The Scenic Raa Atoll

Hyatt Hotels Corporation (NYSE: H) announced the opening of Alila Kothaifaru Maldives, a private island retreat located in the picturesque Raa Atoll at the northern edge of the Maldives.

The all-pool-villa resort offers a refreshing blend of serenity and discovery in a relatively untouched corner of the archipelago renowned for its abundant marine life.

“As countries continue to open up and travel confidence grows, we look forward to welcoming guests from all over the world to Alila Kothaifaru Maldives for a memorable getaway in what we hope will become the centerpiece of Raa Atoll,” said David Udell, group president, Asia-Pacific, Hyatt. “We are delighted to add this beautiful resort in the Maldives to our growing Alila portfolio, with new Alila hotels opening in sought-after destinations such as Suzhou and Shanghai in China and Nha Trang in Vietnam in the future.”

Surrounded by Nature’s Wonders

Housed on a 27.6 acre (11.2 hectare) island, Alila Kothaifaru Maldives can be reached via a 45-minute seaplane journey from Malé. As one of the deeper atolls in the archipelago, the Raa Atoll offers abundant snorkeling and diving options to discover its rich marine life, from colorful corals to manta rays and sharks. The resort offers easy access to the famous Hanifaru Bay UNESCO World Biosphere Reserve and is close to Vaadhoo Island, one of the best spots to witness the spectacular ‘Sea of Stars’ phenomenon. Alila Kothaifaru Maldives features white-sand beaches overlooking the infinite expanse of ocean blue, a stunning house reef and lush greenery.

Private Island Sanctuary

Alila Kothaifaru Maldives offers 80 pool villas, of which 44 are along the beach and 36 are perched overwater with direct access to the sea. Guests can unwind in these understated, sophisticated spaces that balance privacy with openness to the outdoors. Each villa comes with a private pool and sun deck where guests can bask in picture-perfect views and enjoy personalized service whether they are staying steps from the beach or above the turquoise

lagoon. The Sunrise Beach Villas offer early birds captivating views to start their day alongside quick access to the resort’s main facilities such as the infinity pool, Play Alila kids’ club, Seasalt restaurant and Mirus Bar.

The resort’s elegant minimalist architecture by Singapore-based Studiogotoencompasses terraced pavilions, villas and a treetop spa that are carefully integrated into the existing landscape to immerse guests in the picturesquenatural surroundings. The low-rise structures and contemporary interiors feature open-air spaces and a calming palette of island-inspired colors and textures, creating an idyllic setting for complete relaxation and connection with nature.

Immersive Culinary Journeys

Alila Kothaifaru Maldives offers a delightful variety of culinary experiences including:

- Seasalt, the resort’s beachside all-day dining restaurant with an ocean view, serves coastal Mediterranean cuisine with Middle Eastern influences. Not to be missed are the restaurant’s signature salt-baked fish dishes.
- A spectacular Maldivian sunset alongside a refreshing selection of cocktails at Mirus Bar inspired by the region’s former spice trade routes and concocted with ingredients from the resort’s own herb garden.
- Umami offers Japanese-inspired menus prepared in a teppan theater with a premium selection of organically grown vegetables, Wagyu beef and sustainably sourced fish and seafood. The adjoining Yakitori Bar is the place to be to indulge in sundowners, from Asian-inspired craft cocktails and mocktails to fine Japanese sakes and spirits, amidst delicious smoky aromas from a robata grill.
- Pibati Café provides light bites and comfort food that are convenient for grab-and-go en route to an excursion.
- Guests dreaming of an ultimate castaway experience can set sail in a traditional Maldivian dhonion a two to three-hour journey

around the Raa Atoll before returning to the resort’s private sandbank, The Shack, a secluded spot for a gourmet picnic, a sunset barbecue or a romantic candlelit dinner under the stars.

Haven for Relaxation

Nestled just above the treetops, Spa Alila features four double treatment suites, all with a private bathroom, shower and a floor-to-ceiling window with verdant views. Guests can indulge in rejuvenating treatments and beauty rituals that put a contemporary spin on ancient healing techniques and draw on the benefits of natural ingredients. Guests can also enjoy a complimentary daily yoga session in a tranquil outdoor space within the spa. The resort also offers a 24-hour fitness center and a beachfront infinity pool.

A wide range of water activities and excursions organized through the expert marine guides at the resort’s Water Sports and Dive Center are also available while Play Alila, a dedicated play and learning space for young guests will keep them entertained with toys, games and fun, supervised indoor and outdoor activities.

Bespoke Celebrations

From barefoot chic to elegant sophistication, couples can tie the knot or renew their vows with an enchanting celebration set in tropical splendor, whether on a pristine palm-fringed beach with the glistening ocean as a backdrop or on the private sandbank at sunset followed by a bespoke dinner under the stars.

“We are honored to welcome guests to one of the world’s most blissful destinations and we look forward to sharing with them the awe-inspiring nature that surrounds us,” said Alexandre Glauser, general manager, Alila Kothaifaru Maldives. “Here at our all-pool-villa sanctuary, guests can unwind in peaceful seclusion with charming views while our gracious hosts deliver personalized experiences leading to unique moments and treasured memories.”

Hotel La Palma, Capri to Open On 1 July 2022



In less than two short months, Oetker Collection will open the doors to Hotel La Palma in Capri. As the 11th hotel to join the prestigious collection, the 50-key hotel in vibrant Capri Village will be a complete transformation and contemporary design interpretation of the oldest hotel on the island – formerly known as Locanda Pagano – that dates back to 1822. Envisioned to revisit the glamour of the island's golden era, Hotel La Palma is Oetker Collection's first Masterpiece Hotel in Italy, joining a portfolio of iconic hotels including Hotel du Cap-Eden-Roc, Le Bristol Paris and Eden Rock-St Barths, amongst others.

A STEP BACK IN TIME

Hotel La Palma's original owner, notary Giuseppe Pagano, hosted travellers in his villa for the pleasure of long conversations and his guests were often artists, poets, writers, architects, painters, and musicians, who expressed their gratitude by painting the walls, writing poems, singing, and playing in what was dubbed the 'Artists' Hotel.' The property was even famed as a place where artists stayed and left artworks behind them in lieu of paying their bill. A collective of creatives began to gather from all over the world who were inspired by the genius loci, charmed by the smooth, familiar atmosphere of this eccentric hotel...

"Capri is an island of romanticism and has a history of great aesthetes; the place is imbued with a sense of beauty and great inspiration for creativity, in all its forms. I felt an instant connection with the hotel and had a very clear vision of what visitors to the island would love. I wanted Hotel La Palma to become a home from home; somewhere people feel instantly relaxed, somewhere they will want to return to again and again. I travel a lot and so I have a very good idea of what one needs from a hotel, to be chic and sophisticated, and a place in which to be utterly at ease." – Francis Sultana

BACK TO THE FUTURE, AND THE RENAISSANCE OF THE FRESCO

Known for his work with internationally renowned artists, paying homage the hotel's rich heritage, Sultana has transformed the arrival foyer at Hotel La Palma into an artistic statement rooted in the location's history.

He commissioned Italian artist, Roberto Ruspoli to create a series of stunning ceiling

frescos that honour Italy's classical past, that sets the tone for the rest of the hotel. Born in Lugano to a Swiss mother and Italian father, and raised in Rome, Ruspoli has been dubbed 'the artist who reinvented the fresco.' He cites in particular, the influence of his teacher, Michael Goldberg – one of the US's most well-known abstract expressionists – along with Jackson Pollock and William de Kooning. Ruspoli is further inspired by Cocteau, as well as by Picasso and Rothko for his use of colour and abstraction. His aesthetic, with its figures drawn in profile, is undoubtedly influenced by his childhood in Rome and his studies in Classics. Bespoke furniture and fabric designs, marble, antique mirroring, and bronze accents complete the look. Another Italian artist, Luisa Lambri – represented by Thomas Dane Gallery – was commissioned to create artworks for all the guestrooms and suites. Hailing from Como and based in Milan, Lambri captures the spaces of iconic male architects with a deconstructing, female gaze. She typically works in series, often spending several years researching just one building or one architect, and mostly concentrates on domestic architecture.

BRINGING THE ISLAND IN

Keeping the space open and light in both architecture and colour palette, the overall design of the hotel incorporates splashes of Mediterranean blue, green and turquoise, which dance around the interior's calm and natural aesthetic, and allow textures to come to the fore. The curves of the vaulted ceiling in the foyer are mirrored in the scalloped edges of the reception and concierge desks, and there is impressive detailing in the planters, niches, and column capitals. The lounge bar displays Sultana's signature look, with bespoke upholstery on the rattan chairs and cushions, and rattan tables and large wall hung tapestries of Capri, specially commissioned by Sultana from Allegra Hicks. The spa combines bespoke hessian finishes with marble, terrazzo, bronze, brass and wood to create a serene and calming atmosphere. Craftspeople Sultana worked with for indoor and outdoor furniture include Bonacina and JANUS et Cie. A family business founded by Giovanni Bonacina in 1889, Bonacina originates from Luragod'Erba; a hilly, fertile part of the area north of Milan known as Brianza. To this day, each piece of furniture is hand-crafted by specialized artisans who meticulously curve

rattan canes, weave and bind rattan core and synthetic materials.

AN ODE TO THE PALM

There is bespoke lighting and upholstered furniture exclusively designed by Sultana for Hotel La Palma.

Large palms in planters bring the outdoors in, nodding to both Capri and Francis's love affair with the palm tree, which is also reflected in the hotel's new logo. Since he was a young boy growing up on Gozo, the small island off Malta, the palm tree has entranced Francis Sultana. Known the world over as a symbol of tropical landscapes and exotic holidays in far-flung locations, the palm tree is a symbol of victory, peace and fertility, and is a design motif that has stuck with Sultana throughout his career. The indoor bar & restaurant, pool terrace & bar, and rooftop lounge & restaurant, all carry the unmistakable Francis Sultana signature aesthetic, while always nodding to the creativity of the Italian artisans that have contributed to creating this new landmark hotel.

Bianca, the rooftop restaurant, features Sultana's use of sage green and dusky purple across chairs, tables, and furnishings, all of which sit under a pergola featuring a Francis Sultana abstract palm-tree print to create a more decadent night-time feel for the roof. The space is abundant with planting while natural rattan appears in both planters and overhead lighting in the evening, giving the feel of an exotic rooftop hideaway.

WELCOME HOME

Sultana ensured each of the 50 rooms and suites has been designed to be an inviting home away from home. Exquisite craftsmanship, luxurious materials and utmost attention to detail create rooms that are tranquil, tactile, and ultimately, welcoming. Perpetuating the neutral colour palette, Sultana allows the materials to speak for themselves. All rooms lead into marble and bronze-lined bathrooms in a style that has become synonymous with the Francis Sultana aesthetic. Decorative attention to detail has been paid to everything right down to custom bathroom fittings by Stella, founded in 1882 and regarded as the top producer of Italian faucets. Every element has been designed to breathe a new identity into the historic hotel, that is all about quality and attention to detail, with bespoke furniture, lighting, and carpets all designed by Sultana. Rome-based Francesco Delogu of Delogu Architects oversaw architecture on the property.

HOW TO GET THERE

Capri can be accessed by air or by sea. The closest airport is Naples International Airport, located approximately 10 km from the city's port. There is also a heliport in Anacapri and other airports include Ravello (20 minutes) and Rome (70 minutes). In addition, the island can be reached by ferry or hydrofoil in 25 minutes from Sorrento or Positano, in 50 minutes from Naples, and in one hour from Amalfi.

JOALI Maldives Unveils a New Kids Club to Spark Joy And Creativity This Summer

JOALI Maldives, the country's first and only immersive art and design resort, announces a new Kids Summer Club programme for young guests staying between the 1st June and 31st August 2022.

• **T3FS Desk**

Choose your Joy, Spark your Creativity

This summer, JOALI Maldives will be running complimentary Kids Summer Clubs specially crafted for children between 4-12 years. The two-week programming will run continuously throughout June, July and August. Calling all budding artists, chefs and adventurers, the club will be based around fun and educational activities at the Muramas Kids Club. All experiences have been carefully curated by JOALI's expert team of resident artists, marine-biologists and chefs, providing the ideal blend of joy, creativity and learning. Kids Summer Club activity highlights include:

Immersive Art Activities

- Ceramics Art Class: JOALI's resident artist will be conducting paint and ceramics workshops for young guests, allowing them to channel their creativity and curiosity through a hands-on creative arts experience.
- Tropical island-themed art workshops including Tote Bag Painting; a wild-artPalm Leavescraft class and learning to make your ownWatermelon Fan
- A "Trash to Treasure" paper-beads making class: educating young guests on the importance of recycling and reducing our waste
- An "Island of Art" Treasure Hunt: allowing children to discover JOALI's immersive art pieces in a fun, age-appropriate way
- Make your own puppet classand a colourful Finger-Painting session

Fun with Food

- Pizza Making in the Kids Club Kitchen: offering a safe environment for young chefs to discover culinary arts
- Fruit kebab creation: promoting healthy snacking in a fun and interactive way, teaching children about different tropical fruits and their origins

Budding Biologists

- Under the Ocean: hosted by JOALI's Marine Biologists, this workshop aims to provide children with a deeper understanding of our oceans with fun activities and a guided snorkelling trip.
- A Five Senses Nature Walk: this guided nature-walk allows children to use sight, smell, touch, taste, and hearing to connect with JOALI's natural tropical island whilst staying active

Movement and Games

- Yoga for Kids: helping to teach children how to deal with stress in a healthy way with easy-to-learn asanas, mindful breathing exercises colour therapy and yoga wrist bands.
- Family favourite activities including Junior Ping-Pong tournaments, Paddle Boarding and Badminton Fun
- An early eveningBeach Nature Walk and Hermit Crab Race
- Action-packed island competitions: including Capture the flag and a scenic Beach Treasure Hunt

While the children enjoy hours of fun with new friends, parents can explore the island's

many delights, from inspiring art to "me-time" at the peaceful ESPA spa and fitness centre.

Families can continue to create moments of joy together with a range of activities including open-air beach cinema evenings, desert island 'Robinson Crusoe' beach picnics, turtle and dolphin cruise adventures, snorkelling, glass-bottom kayaking and family cooking classes.

Visiting Chef Events for the Whole Family

Family celebration dinners can be enjoyed during a journey of flavours and fragrances at JOALI's excellent island restaurants. During the months of June and August, JOALI's Michelin-starred Italian Food Consultant, Chef Theodore Falser, will be on the island to host special culinary art evenings at Bellini's – JOALI Maldives' fine-dining Mediterranean restaurant. Chef Falser will be using the Maldives' flavours of the ocean as ingredients for his Italian-inspired dishes, working only with local ingredients to transport guests on a culinary journey through nature. This July, award-winning Chef Hidemasa Yamamoto will also be at JOALI Maldives to host exclusive gourmet events for all ages at Saoke, JOALI Maldives' overwater Japanese restaurant.

"At JOALI Maldives, we warmly welcome families of all ages and sizes, and this summer we are excited to be hosting a special Kids Summer Club with a careful curation of meaningful experiences that bring families together" - Enver Arslan, General Manager at JOALI Maldives



Golden Tulip celebrates as brand turns 60

Golden Tulip are celebrating their diamond anniversary as the brand turns 60 this year, following an eventful year filled with noteworthy accomplishments, tremendous growth, impactful partnerships, and industry accolades.

An upscale brand which started its journey in 1962 with opening its first hotel in Netherlands to currently operating 160 hotels in 39 countries. The brand offers today's travelers a unique experience through an uninhibited approach on business travel. Golden Tulip makes the business trip desirable through a simple equation: Entertainment, seamlessness and balance, fulfilled with local touch. A philosophy perfectly summarized in two words: Playtime. Anytime.

On the occasion of 60th year anniversary, Mathieu Rouri, Vice –President International Operations, Louvre Hotels Group, Paris said “It’s a pleasure for us at Louvre Hotels Group to come to India and celebrate our success amongst the several hotels in the country. A brand which believed in the philosophy of playful outlook on life, work and travel and perfectly summarized in two words: Playtime. Anytime”.

“For us, it’s a great opportunity to celebrate Golden Tulip’s 60th year and shares the excitement with our community, our guests and celebrate the long journey of success and growth in Indian Market too” said Anil Madhok, Executive Chairman, Sarovar Hotels and Resorts.

Sarovar Hotels currently operates 8 Golden Tulip hotels in India in Bhiwadi, Jaipur, Goa, Kolkata, Gurugram, Lucknow and Jalandhar and plans to open 7 more hotels in next two years.

Ibis Mumbai: First Ibis & Accor Hotel in Mumbai To Have An EV Charging Point



With Accor’s aim to take steps towards sustainability and protecting the environment, Ibis Mumbai Vikhroli becomes the first of Accor hotels in Mumbai to have an EV charging point for electric vehicle charging, in association with Magenta. It is for public use and anyone can charge their vehicle, with the help of chargegrid app.

As part of this initiative, ibis has also deployed an EV model car for guest requirements too. All ibis hotels across India will also join in eventually.



Anant Leekha, GM, ibis Vikhroli

With this new addition of EV charging points within ibis premise, we are hoping to help the EV owners and drivers. There is a growing demand for EVs, especially in the first-last mile mobility space. All our hotels have wall-mounted dispensers for all toiletries to avoid single-use plastic waste, ibis as a brand has been conscious about its carbon footprint and has continuously worked towards adopting sustainable practices.



JW Marriott New Delhi launches ADRIFT Kaya

Bringing the heart of Japanese cuisine within the capital, American celebrity Chef, David Myers launches ADRIFT Kaya New Delhi, a modern Japanese Izakaya. Brought to you by JW Marriott New Delhi, the restaurant is an exquisite interpretation of the chef’s travelogue to Tokyo and a love letter to the buzzing restaurant and bar culture found within the city’s mesmerizing lane-ways.

Carrying innate playful hospitality that’s become synonymous with the ADRIFT brand, ADRIFT Kaya showcases a modern take on a Japanese Izakaya and promises a unique and

memorable experience. Speaking about the launch, Chef and Founder, David Myers said: “I’m incredibly excited and proud to bring the ADRIFT brand to New Delhi in the shape of ADRIFT Kaya. Tokyo has continued to amaze me since I first launched a restaurant there in 2010, and has evolved into a second home to me over the years. With ADRIFT Kaya, I want to create a very special experience for our guests – or a journey even - that offers a glimpse into the philosophy of Japanese cuisine and the izakaya culture that I’ve personally come to fall in love with.”

Cheval Collection expands with New Property in Glasgow

Cheval Collection, the award-winning hospitality company specialising in high quality serviced apartments worldwide, has announced a new property for Glasgow under the Cheval Maison Brand.

• T3FS Desk

Cheval Maison at 141 West Regent Street, Glasgow will open in 2024 and will become the group's fifth property in Scotland. The property will include a restaurant & bar, gymnasium as well as a stunning rooftop terrace. The 70 apartments will be split into spacious studios, one and two-bed apartments.

Cheval Maison offers premium apartments available for any length of stay in the heart of the neighbourhood. It promises to be the smart way to stay in the city, with a selection of studio, one- and two-bedroom apartments. The first location, Lexham Gardens by Cheval Maison opened in July 2021 in Kensington, London. A third property, Cheval Maison Frankfurt with 181 apartments will open in 2023, just 15 minutes from the city centre in the Sachsenhausen neighbourhood.

Cheval Collection, which is celebrating its 40th



anniversary this year, is seeing a return to pre-pandemic performance, as travel recovers globally. In addition to Cheval Maison, its brands include the recently launched MY Locanda urban lifestyle brand. MY Locanda properties will offer stylish, design-led, fully equipped apartments in vibrant cities around the world where guests can be immersed in the heart of the local community. The first MY Locanda will open in Glasgow in 2024.

The third brand - Cheval Residences collection offers an exclusive address in the heart of the city. There are currently eight luxurious apartments in London and three in Edinburgh including Cheval The Edinburgh Grand, Cheval Old Town Chambers Edinburgh and Cheval Abby Strand Apartments at Holyrood, Edinburgh.



Hilton continues to expand its presence in India and currently operates 24 hotels, seven of which are Hilton Hotels & Resorts properties.

Navjit Ahluwalia, senior vice president and country head of Hilton in India, said, "I am thrilled to announce the signing of Hilton Hyderabad Resort & Spa. We actively explore strategic opportunities to deploy our brands across the country and this signing reinforces our presence in the southern region of India. We are pleased to partner with CKR Resorts Private Limited and bring Hilton's world-class hospitality to our guests in Hyderabad. I am confident that when the hotel opens, it will be a preferred destination for all travellers."

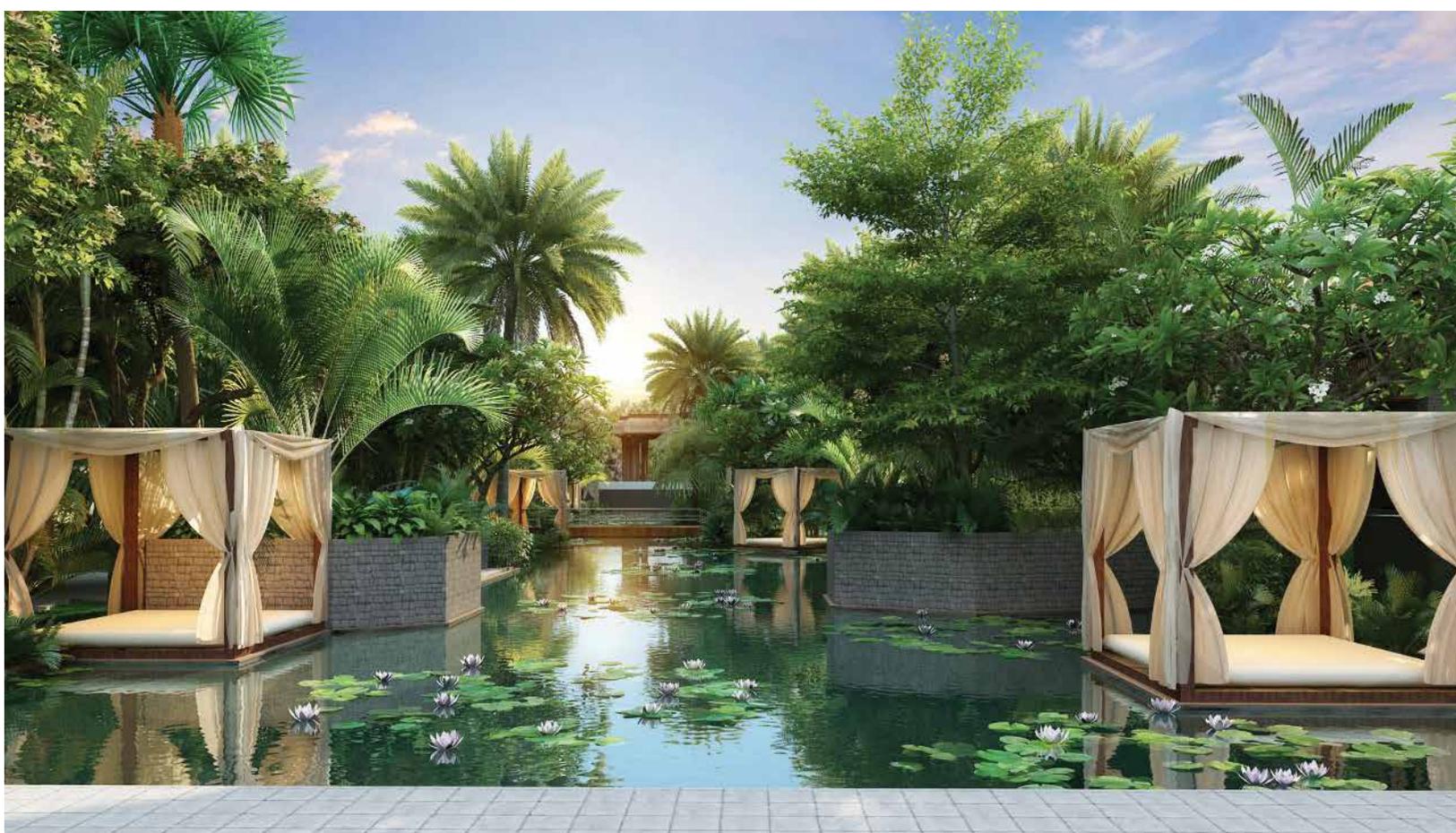
Srinivas Chintala Reddy, Director, CKR Resorts Private Limited said, "We are excited to partner with Hilton - one of the leading hospitality companies in the world - to bring the international hotel experience to the state of

Telangana. Hyderabad is a city which attracts international and domestic travellers because of its historical and cultural relevance, and we are confident that we will be able to offer guests world-class hospitality through this partnership."

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

Hilton Expands its Presence in Hyderabad

Hilton announced the signing of an agreement with CKR Resorts Private Limited to launch Hilton's flagship brand in Hyderabad-Hilton Hyderabad Resort & Spa.



Andaz - E - Lucknow

Barbeque Nation at Sayaji Hotel Kolhapur is hosting the 'Andaz - E - Lucknow' food festival starting from June 17th, 2022.

• T3FS Desk

The 10-days food festival will showcase popular cuisines from the land of the nawabs with rich aromatic flavours and a myriad of mouthwatering cuisines. Treat your taste buds to an extravagant spread of delicacies across Vegetarian, Non-Vegetarian, and equally delicious desserts that are unique in their taste, inspired by the rich heritage of the Nawabi kitchen.

Andaz - E - Lucknow will feature an exhaustive choice of dishes including Zaffrani Murgh Tikka, Lal Mirch ka Bhuna Chooza, Nawabi Galouti



Kebab among others. Traditional Lucknowi cuisine employs the use of unique ingredients, dry fruits and exotic spices to give a distinct flavor to the dish. Barbeque Nation encapsulates the essence of Lucknow's theme which is complemented by its traditional décor, soulful music, and royal ambiance. Curated by the Executive Chef, Andaz - E - Lucknow takes you on a culinary journey that dates back to the 18th century and discover the flavor that once enticed the Nawabs.

Curry Leaves Curd Kingfish

Like a pearl shining on the shores of the deep green sea, Minoli De Silva's Curry Leaves Curd Kingfish was a dreamy sight and a feast for the taste buds of the Judges.



The delicacy stood out in the Alphabet mystery box challenge in the latest episode of MasterChef Australia: Fans & Favourites, for its divine looking dish. Produced spectacularly in a charming green curry leaves oil, the Kingfish was royally cooked and served with a mix of crispy curry leaves, and coconut cream sauce with cumin dust splashed on top of the dish.

Calling it exceptional, Judge Melissa Leong lauded the flavoursome dish as the next evolution of Minoli's culinary journey and said that anyone would pay a premium price for the looks alone. The food critic also said that the dish was layered with flavours and textures.

Prepared with the most basic ingredients and simple techniques, this *Curry Leaves Curd Kingfish* dish can be your star kitchen dish too. Here's the recipe:

- To prepare the curry leaves, heat the oil to 170°C. Add the curry leaf sprigs in batches and fry until bright green and crispy, about 10

seconds. Remove from the oil and place on a paper towel to drain and cool.

- For the Cured Kingfish, combine the salt, sugar, cumin seeds and 4 sprigs of crispy curry leaves in a bowl.

- Lay a large length of cling film on the bench and place half of the cure in the centre. Place the kingfish fillet on top and cover the fillet completely with cure. Wrap tightly in cling film, tuck the ends under and place onto a tray. Set aside in the fridge for 30-35 minutes.

- Remove from fridge, wash off the cure and pat dry. Return to the fridge and slice thinly when ready to serve.

- Bring a small saucepan of water to a boil and prepare an ice bath in a medium bowl.

- For the Curry Leaf Oil, blanch the coriander for 10 seconds, then strain and submerge in the ice bath to cool. Drain well and squeeze out the excess water. Meanwhile, heat the grapeseed oil in a small saucepan to 60°C.

- Place the coriander leaves, warm oil and crispy curry leaves into a blender. Blend on high speed for 1-2 minutes until smooth and the oil is a deep green colour. Pour oil through a lined sieve and set aside to strain. Season with a pinch of salt, to taste.

- For the Coconut Cream Sauce, combine the coconut cream, treacle and lime juice in a bowl and season with salt to taste. Set aside in the fridge.

- For the Curry Leaf Dust, toast the cumin seeds in a dry frypan until fragrant. Allow cooling. Place into a spice grinder along with the crispy curry leaves and a pinch of sugar and salt and process to rough dust.

- To serve, arrange cured kingfish slices on 4 or 6 flat serving plates. Add some coconut cream sauce, curry leaf oil, curry leaf dust, crispy curry leaves, chilli slices and finger lime caviar. Add a wedge of lime to each plate and finish with a pinch of salt flakes.

Explore The One of Its Kind Coffee to Cocktail Destination

Magna, a rooftop café and bar introduced recently to the Thane club, is the first of its kind and the only one that serves an all-day menu in the day and transitions to bubble blaster cocktails, bar nibbles, a mezze station and more appetising food dishes by sunset.



Thereby differentiating themselves from other operators in the vicinity. The synergy between coffee and cocktails is now heating up. Providing a unique affair of one-of-a-kind espresso variants and cocktail recipes, Magna Café and Bar is a 120-seater coffee to cocktail all-day-café.

Situated at the Thane club, Magna Café and Bar is the fourth venture of the restaurateur Niketa Sharma. A place to grab your coffee and clink your glasses, Magna is a versatile café and bar with a chic, feminine, Instagram-able vibe along with a global palette for all taste buds. Expect multi-cuisine with all-ingredients-made-fresh-in-the-kitchen menu comprising of Asian, Mediterranean, Continental, and fusion Indian. Come day, the menu is an all-day café carte with delicious and mouth-watering freakshakes featuring cassata, lotus biscoff, pink tiramisu, tiramisu cheesecake along with adaptable



and innovative food choices like paneer tikka croissant sandwich for all taste palettes.

Magna's signature dishes from its multi-cuisine menu are the Nasi Gorang in Asian, Thecha and Pink Hummus in Lebanese, and a bao factory and kebab factory with a variety of selection, among others. The signature cocktails include bottle smoked negroni and mocktails

include infusions like Better Together, which is a mix of fruits like strawberries, peaches and kiwi served with ginger-ale. Magna also serves hot coffees like the Blue tea coffee and hot chocolate, all of which are prepared in-house by the chefs. To see what sets this destination apart from others, visit Magna café and bar to experience the magnificence first-hand.

A culinary journey by Indian Accent at Paasha

JW Marriott Pune brings Indian Accent - India's most celebrated restaurant and ranked No. 22 on Asia's 50 Best Restaurants, 2022 list - to the city.

• T3FS Desk



The multi-award winning restaurant brings an exclusive culinary experience to Paasha with renowned Chef Manish Mehrotra - ranked number 1 Chef in India by Culinary Culture Co for 2022.

Indian Accent showcases inventive Indian cuisine by complementing the flavours and traditions of India with global ingredients and techniques. Manish is known to be one of the most exciting modern Indian chefs in the world today. His creativity showcases the unique amalgamation of the freshest local produce combining home style nostalgic tastes with unusual ingredients from across the world.

The immersive menu encompasses some of the signature dishes like Blue Cheese Naan; Tofu MeduVadai, Lime Leaf Gun Powder, Onion Chutney; Smoked Duck Shaami, Crispy Sevai, Barberry Chutney; Daulat ki Chaat and more, paired with world-class mixology by Paasha's expert mixologists at your favorite rooftop lounge.

Revel in an exhilarating experience like never before. Exclusive event, with limited seats available; reserve your seats now!

A Toast to India, with Love: Weekly Indian Food Bazaar Delights Dubai

Being at Al Habtoor City, a multi-use development in Dubai incorporating five-star hotels, three-rise luxury residential towers and the miraculous La Perle a Las Vegas water themed live show by Dragone has gotten even more exciting for the Indian diaspora, visitors and cultural enthusiasts.

• T3FS Desk

The V Hotel Dubai, Curio Collection by Hilton, is hosting an Indian Bazaar evening every Friday from 8PM-11PM with food night showcasing the diverse spread of Indian cuisine and gorgeous Indian décor that are reminiscent of Rajasthan's melas.





Guests can enjoy a wide spread of chaat from a cart at the roadside designed chaat station with a mouth burst of spicy pani puri, bhel puri, dahi puri, and more street delicacies, delicious gravies with a selection of Indian bread to go with, and biryanis from different regions of India, railway-style mutton curry, a variety of vegetarian selections, Indian mithai for sweet endings and not to forget Lassi and Karak chai served in matkas (clay pots) all prepared by our exquisite chefs – Chef Kamlesh and Chef Raja.

The ongoing Indian Bazaar is a nostalgic culinary journey to treat your taste buds for AED 199 with soft drinks and AED 299 with house spirits.

The décor is inspired from vibrant Rajasthan's melas with a burst of colored dupattas (scarves) placed all around the venue, mirrored umbrellas to add to the ambiance, a stunning entrance covered in colored flowers to add to the Indian vibe, masalas (spices) kept in copper pots and lastly a welcome drink by servers dressed in traditional Indian wear – a beautiful sight to relish.

This weekly Bazaar is all about appreciating the Indian culture and cuisine from all regions, spending time with the family while listening to a live singer singing old-school Indian classics that take you back in time and create an unforgettable ambiance!

“The response received so far has been delightful. Families and groups of friends from various ethnicities have been savoring Indian delicacies here. We want our guests to feel at home, which means when you eat Indian cuisine, you must eat two people's food, not one,” says Nagy Nagaty, Hotel Manager V Hotel a Curio Collection.

The Indian Bazaar is one of the Al Habtoor Group's many initiatives to craft new experiences for the Indian travelers and become a preferred destination for them.





Spice Up Your Evening with Exclusive Brazilian Grills

HYPE, the rooftop lounge at Shangri-La Bengaluru, gears up for a sizzling evening with the Brazilian Style Barbecue - Churrasco.



The limitless Barbecue Session is designed to savour with refreshing signature sips whilst surrounded by spectacular views of the Garden City.

Grilled and smouldered with earthy and fiery flavours, guests can enjoy these popular Latin American bites from Frango (Chicken) to Porco (Pork) specials or Comida Do Mar (Seafood) and Cordeiro (Lamb) delights.

Catch up with friends or loved ones over Spiced-orange Lamb Racks, Smoked Chorizo (Cured Pork Sausages), Juicy Pork Ribs & Belly, Cajun-spiced Prawns, Ancho Chili Grilled Chicken, Rocoto Chilli and Lime Drumsticks, Corn on the Cob, Cinnamon Roasted Pineapple and Roasted Cottage Cheese.

Lifestyle





Volvo XC40

The compact SUV, by Volvo Cars introducing the new Volvo XC40 – the small SUV that’s big on innovation. With expressive design, ingenious storage and smart technology-it’s built for city life.

• Tarsh Sharma



Designed around you, like every Volvo car

The Volvo XC40 is a new type of Volvo, yet it remains true to the way we’ve always created our cars – designed around you. With design and innovation to make your life more enjoyable and less complicated.

Unplug and play.

Discover the compact Scandinavian SUV – designed for the city and beyond.

- SUV - Capacity
- FWD - Drive
- 1969 - CC
- 180 - Km/h

Design your life.

Be in control every mile of the journey, with intuitive comfort and convenience features.

Stand out design

Bold and expressive SUV body design meets compact efficiency. Explore the heart of any city without blending into the crowd.

Smart storage

The inventive storage solutions in the XC40 are the result of us listening to our customers and understanding what they want from their cars. The front door pockets are each large enough for a laptop, handbag or even three large drinks bottles. This feature is made possible by Air Woofer Technology, a Volvo Cars innovation that uses an audio speaker mounted behind the dashboard, rather than the doors, to free up space where you need it most. It’s just one of the many ways that the XC40 helps to make every day easier. Inside, you’ll discover smart storage solutions for water bottles, gym

bags, phones, laptops, and even hooks to secure shopping bags or take-away food.

Wireless Phone Charging

There’s a space beneath the centre touch screen where a mobile phone can be stored and wirelessly charged, helping to reduce clutter and make it easy to reach when you need it.

A Versatile Space

Everything starts with people at Volvo Cars – it’s why we look, listen, and design cars around their needs. And it’s why the XC40 is full of practical, versatile features that help you carry what you want as easily as possible. Load and unload your car with ease thanks to a large cargo area. If you need to carry bulky or unusually tall items then you can take advantage of the foldable, removable load floor. And if you



need even more space, just fold the rear seat backrests.

Valuable items can be stored securely out of sight under the locking load floor. And, to make the load area as versatile as possible, the folding floor can be placed in multiple positions. There are also four load-securing eyelets to keep delicate items safe and to protect the car's occupants, plus two bag hooks that ensure your shopping doesn't move around or spill in transit. Whatever type of load you need to carry – large or small – your XC40 helps make it effortless.

Designed for Sound

We understand that music can make the difference, and the XC40 has been engineered to let you enjoy your favourite music to the fullest. Every XC40 features Air Woofer Technology that delivers precise, powerful bass. For an even more immersive experience, we have the Harman Kardon® Premium Sound audio system. This top-of-the-range audio system – a collaboration with one of the world's leading audio brands – has 14 speakers for a beautifully balanced, powerful sound.

Experience Control

The XC40 has a high seating position that puts you in command and gives you a great view of the road ahead. It is a car that elevates you above the everyday, with thoughtful, uncluttered design that means you always feel in control behind the wheel. Intuitive technology is there to make your life less complicated – the easy-to-use centre touch screen is so responsive that you can use it wearing gloves, while the high-resolution driver display looks great and is



easy to use in any light.

Designed to Protect

Protecting you and your passengers has always been at the heart of every Volvo car, and the advanced safety features in the XC40 are the result of our decades of innovation.

As with all of our cars, the XC40 surrounds you with strength. The passenger compartment uses a high percentage of ultra high-strength boron steel to create a protective cage around you and your passengers. Specially designed front seat structures help minimise the risk of spinal injury on impact. The front seats incorporate our Whiplash Injury Protection System to help reduce the risk of neck injuries if the car is hit from behind. If your XC40 leaves the road, Run-off road Protection helps reduce your chance of serious injury. Your Volvo can even sense and prepare for impact. The front safety belts tighten automatically if the car detects that a collision is likely, to ensure you're in the safest position should one occur.

Open skies

With the open-and-tilt panoramic roof, you can blur the lines between the great outdoors and the cabin and enjoy fresh air and open skies.

Assisted safety. It's in our DNA.

- Oncoming Lane Mitigation
- Save the day
- Lane Keeping Aid
- Using automatic steering assistance,

this system helps you avoid collisions with oncoming vehicles. If you drift across the lane markings in the way of an oncoming vehicle, your car can alert you and gently help steer you back into the correct path.

- Advanced technology in your XC40 SUV helps connect your drive to personalised comfort and mobility.

A helping hand

Enjoy smooth control. Supportive driver assistance technology can help you maintain a safe distance to cars in front by adapting your speed as well as helping keep you centred in the lane through subtle steering adjustments.

Wireless device charging

Make tangled cables a thing of the past. Our dedicated smartphone storage space offers simple, clutter-free, wireless fast-charging for compatible devices while you drive.

Harman Kardon premium sound

Strategically placed speakers, surround sound and precise tuning create a captivating audio experience that puts you at the heart of the music.

Colours available for XC40

- Onyx Black
- Denim Blue
- Fusion Red
- Glacier Silver
- Crystal White



World Premiere of the ALL-NEW LEXUS RX

Lexus proudly premieres its new luxury crossover, the RX, online to the globe on June 1st Japan Time.

• **Tarsh Sharma**



DO YOU KNOW?

- - The fifth-generation RX undergoes a complete renewal, pursuing the Lexus Driving Signature performance and next-generation Lexus design
- - Introduction of performance models equipped with DIRECT4, a newly developed all-wheel drive force system to realize driving satisfaction
- - Next-generation Lexus design adopted to express a unique identity and a captivating style with a planted stance that evokes dynamic performance
- - Powertrain lineup that includes the introduction of HEVs and PHEVs to meet diverse guest needs, while contributing to the realization of a carbon-neutral society

Since establishment in 1989, Lexus has always maintained a spirit of innovation and continues to take on the challenge of providing new technologies and value to its guests. Based on the "Lexus Electrified" vision announced in 2019,

we hope to achieve a significant improvement in fundamental performance using electrification technologies and provide electrified vehicle solutions such as HEVs and PHEVs. By 2030, we aim to achieve a full lineup of BEVs in all categories, and by 2035, we aim to sell 100% BEVs globally, contributing to the realization of a carbon-neutral society.

The original RX 300 pioneered a new segment – the luxury crossover – when it debuted in North America in 1998. Building upon this, in 2005, Lexus launched its first HEV model, the RX400h, the world's first hybrid luxury crossover. As a pioneer of electric vehicles, we have always pursued both excellent driving performance and environmental performance, and at the end of April 2022, we have sold a cumulative (provisional) total of approximately 30 thousand vehicles in approximately 8 countries in Asia. As a Lexus core model, it has evolved with the support of many guests around the world.

The new RX, now in its fifth generation, is a pioneer in the luxury crossover market and as a core model of Lexus, it has undergone a complete renewal.

The first challenge was to create a car that was pleasing to drive and one that could have a dialogue with the driver. The "Lexus Driving Signature" evolves even further with the improvement of the vehicle's fundamentals, while maintaining the refined ride and high level of quietness that are the origins of the Lexus brand.

Following the RZ, the DIRECT4 all-wheel drive force system using electrification technology is available on the new RX500h F SPORT Performance. This precise four-wheel drive control works in conjunction with a newly developed hybrid electric system to maximize the front and rear wheel grip and provide posture control. With DIRECT4, drivers will notice an invigorating, direct, and torque-filled driving experience. Additionally, a variety of

powertrains are now available. The RX hopes to fulfill its mission as a global core model that contributes to the realization of a carbon-neutral society, while staying close to the increasingly diversified needs and lifestyles of our guests.

The second challenge was to transform the design. For the exterior design, Lexus takes on the challenge of creating a unique identity using the "spindle body", which provides ample cooling functionality with a powerful design style that conveys the new driving experience. The interior design is based on the human-centered Tazuna concept, which aims to create a driver's seat that allows a deeper and more intuitive connection between the vehicle and driver for an exhilarating driving experience, as well as a spacious and comfortable passenger space.

MAIN PRODUCT FEATURES OF THE ALL NEW RX

Thoroughly strengthened vehicle fundamentals and improved Lexus Driving Signature

A package with optimal weight distribution GA-K platform equipped with multi-link rear suspension for high dynamic performance Features a combination of high rigidity and light weight

Achieves well-balanced ride comfort and high levels of quietness, which are the DNA of Lexus

Introduces the RX 500h F SPORT Performance, a performance model that pursues driving pleasure

DIRECT4 all-wheel drive force system that supports driving performance according to the driver's intentions Newly developed hybrid electric system 2.4-liter turbocharged HEV DIRECT4 with rear high output motor eAxe Braking posture control system to control vehicle posture during driving

Large steering angle Dynamic Rear Steering (DRS) for high maneuverability as well as high speed stability

A diverse lineup of powertrains to tailor to the guests' needs and lifestyles

2.4-liter turbocharged HEV DIRECT4 achieves a new driving experience using electrification technology 2.5-liter PHEV E-Four achieves class-leading EV cruising range and powerful acceleration performance 2.5-liter HEV E-Four/FF achieves low fuel consumption and an exhilarating driving feel

2.4-liter turbocharged AWD/FF achieves torque-filled dynamic performance

The pursuit of a unique identity and proportions, born from a dynamic driving experience

Side and rear design with a low center of gravity and a planted stance that reflects a new driving experience. New expression of the Lexus front identity, originating at the spindle body

Cockpit that maximizes driving pleasure

Open expansive space that embraces all passengers

Exterior colors that express captivating uniqueness and luxury with interior colors that create a refinement space

Latest preventive safety features based on a

human-centered approach Advanced preventive safety technology Lexus Safety System + New Experiential Value using Advanced Technology

LEXUS INTERNATIONAL NEW RX CHIEF ENGINEER TAKAAKI OHNO

24 years since the first-generation RX was born as a luxury crossover, the RX has been loved by many guests around the world. Now in its fifth generation, we embraced change using the RX with the aim of bringing the joy of exhilarating driving to even more guests as a Lexus global core model. We thoroughly worked on the car's fundamentals to pursue a new driving experience and design that was both captivating and rooted in functionality, aiming for a car that made driving more enjoyable and offered a more exhilarating experience on familiar drives. The new RX, which has been created without compromise through the combined efforts of development and production, will become your companion that enriches your life. We hope you will look forward to it.

THOROUGHLY IMPROVED VEHICLE FUNDAMENTALS: THE LEXUS DRIVING SIGNATURE EVOLVES EVEN FURTHER

The Lexus Driving Signature is a uniquely Lexus driving experience that provides an exhilarating feeling of seamless acceleration, steering, and braking according to all driving situations and aims for linear response faithful to the driver's intentions.

With the new RX, the Lexus Driving Signature evolves by thoroughly refining the vehicle fundamentals, such as the center of gravity, inertia properties, weight reduction, and chassis rigidity. Focus has also been placed on improving the refined ride quality and quietness that are the hallmarks of Lexus.

THE RELENTLESS PURSUIT OF THE LEXUS BRAND ORIGINS AND UNIQUE DRIVING EXPERIENCE

- The new RX uses an enhanced GA-K platform. The center of gravity has been lowered by 15 mm compared to the previous model by reducing vehicle weight and lowering the floor. While overall length is the same as the former model, the wheelbase is 60 mm longer and the tread is widened by 15 mm in the front and 45 mm in the rear, resulting in a package that reduces the yaw moment of inertia.

- For suspension, the front uses MacPherson struts and the rear uses a newly developed multi-link suspension system that efficiently transmits drive force to the road surface, while enabling smooth vehicle posture changes. The upper arm position and shape prevents the body side members from protruding into the interior, thereby creating a large interior space. Furthermore, vehicle posture changes during start-up and acceleration, as well as vibration during driving are suppressed by optimizing the shock absorber positioning and suspension mount bushing characteristics.

- The shock absorbers use swing valves to ensure dampening force from very low speed

ranges. The Adaptive Variable Suspension (AVS) is a linear solenoid-type with excellent dampening force response and is now standard equipment on F SPORT models. It offers both linear driving performance and refined ride comfort at a high level.

- The rear section of GA-K platform features an all-new design with the adoption of the multi-link suspension. A rigid high-torsion rear body frame is used to firmly support suspension input during vehicle acceleration/ deceleration and steering. In addition, the mounting points for the rear suspension and rear suspension member mounting points have been highly reinforced. When joining the frame, short pitch welding techniques are employed to increase joint strength in addition to laser screw welding (LSW) and structural adhesives.

Highly rigid die-cast aluminum is used for the steering support material to ensure more linear steering response. The increase in rigidity of



suspension fasteners improved handling stability and the precision of wheel alignment, such as toe, camber, and roll steer, has been refined through manufacturing processes to maximize dynamic performance.

- In addition to the optimal material replacement of the platform's main frame components, the front fenders are now made of aluminum, and the B-pillars are made of 2GPa (gigapascal) class hot-stamped material, a world first in terms of both safety and weight reduction, resulting in a 90kg weight reduction compared to the previous model. Thorough weight reduction contributes to a lower center of gravity and improved handling stability.

- Aerodynamic steering technology optimizes airflow around the front of the vehicle, which reduces the coefficient of drag (Cd) value and provides excellent brake cooling performance. Below the vehicle, the engine undercover incorporates a dimpled shape design to generate micro vortices under the floor, thereby enhancing the sense of ground contact and improving high speed stability. Minimizing the height differences between the door and the

glass surface aids in efficient airflow correction, while the end shape of the rear spoiler and new portal-shaped spoiler helps suppress turbulence of flowing air and improve handling stability.

- In the new RX, we pursued a balanced sense of quietness, where limited sound stood out, and was unaffected by changes in road surface or surrounding environments. Following the footsteps of the NX, the new model features an opening weather strip and front /rear door glass weather strip to improve door sealing, a twin-lock structure to suppress engine hood vibration, and high sound insulation front door glass. Furthermore, a newly developed multi-link suspension and optimal frame setup achieves high body rigidity for improved quietness. Road noise has been reduced through the optimized placement of sound-absorbing materials as well as the introduction of high-dampening adhesives and materials in each panel. Also, the stepped variances around the front pillar/cowl louver door have been reduced and optimally positioned to reduce wind noise.

The 2.4-liter turbocharged HEV model / 2.4-liter turbocharged model features Active Noise Control which eliminates the typical noise characteristics of the four-cylinder turbocharger engine, providing a pleasant driving experience.

- The newly developed eAxle fully integrates the motor, transaxle, and inverter within a compact unit to benefit cruise range, spacious interior, and excellent design. The front eAxle is packaged with a short front/rear system layout, while the rear eAxle features a low-profile layout contributing to increased interior and cargo space. In addition, the use of a high-efficiency inverter having a Silicon Carbide (SiC) element in the rear, contributes to an increase in cruise range.

- A new pressurization unit enables coordinated front and rear regenerative braking through independent front and rear hydraulic control. The new braking system aims to provide seamless, direct, and controlled braking under the direction of the Lexus Driving Signature. Based on Lexus' hybrid technology experience and achievements over the years, the regenerative braking system improves regenerative energy efficiency to increase cruise range, while enhancing brake feel. Stable vehicle posture is achieved by optimizing the distribution of braking force to the front and rear wheels in response to the amount of braking by the driver. Furthermore, ergonomic brake pedal pads are used for easy pedal changes and pedal depression.

RX 500H F SPORT PERFORMANCE PURSUES DRIVING EXCITEMENT THROUGH ELECTRIFICATION TECHNOLOGY

Based on the Lexus Electrified vision, our aim is to push the evolution of fundamental performance using electrification technology. In doing so, Lexus will continue to provide guests with the joy and exhilaration of driving.

The RZ, a pure BEV model announced in April 2022, features DIRECT4, a new



electrification technology that precisely controls the drive force of all four wheels based on the vehicle's ground contact load regardless of the road surface or driving conditions. Following the RZ, the new RX features DIRECT4, a new HEV system designed to enhance the driving experience. Precise all-wheel drive control maximizes the grip of the front and rear wheels, while also providing posture control to achieve an exhilarating driving experience. Opposed 6-piston brake calipers and Dynamic Rear Steering (DRS), with larger steering angle, are adopted to further evolve the Lexus Driving Signature.

The "F SPORT Performance" is a performance model that takes the existing F SPORT one step further by offering an enhanced powertrain.

NEW ELECTRIFICATION TECHNOLOGY THAT SUPPORTS DRIVING PERFORMANCE FAITHFUL TO THE DRIVER'S INTENTIONS

The all new HEV system, a first for Lexus, uses a high-torque 2.4-liter turbo engine, motor, and six-speed automatic transmission in the front, along with a high-power "eAxle" motor in the rear. The battery is a high-power bipolar nickel-metal hydride type unit. In addition to placing a clutch between the engine and motor, the six-speed automatic transmission employs a clutch instead of a torque converter, which is placed between the motor and transmission to enable efficient and responsive dynamic performance. The mechanism allows the use of the engine, motor or integrated operation depending upon the situation.

In the new HEV system, the front and rear motors assist the engine when the accelerator pedal is depressed to reduce the delay in drive force response, resulting in a direct driving feel with a quick acceleration start-up. The torque-filled turbocharged engine and eAxle provide powerful and broad acceleration at high rpm's, even at high speeds. The Active Noise Control / Active Sound Control system amplifies the

exhilarating dialogue between car and driver, by expressing the power and broad range of the engine + motor setup through sound, while eliminating the noise characteristic of four-cylinder turbocharged engines. The sound of the engine and motor is also enhanced to further improve the interaction with the car and the pleasant driving experience.

- DIRECT4's drive force control uses information collected from wheel speed, acceleration, and steering angle sensors to help optimize the drive force distribution ratio of the front and rear wheels between 100:0 and 20:80 (front wheels: rear wheels), contributing to improved start-up acceleration, handling stability, and fuel economy. When accelerating from a standstill or in a straight line, the system controls vehicle pitch to achieve a direct acceleration feel with a ratio of 60:40 to 40:60. When cornering, the system uses information such as vehicle speed and steering angle to control drive force distribution according to driving conditions, thereby contributing to excellent handling stability. Traction is secured and vehicle pitch is suppressed by distributing drive force towards the front (70:30 to 50:50) as steering starts, and closer to the rear (50:50 to 20:80) when exiting a corner. This provides exhilarating cornering performance that allows the vehicle to turn smoothly.

Lexus has combined electrification and vehicle motion control technologies that it has cultivated over the years to achieve a driving experience where the driver can have an intimate dialogue with the car.

- A new pressurization unit is used to enable coordinated front and rear regeneration through independent front and rear hydraulic control in order to aim for a brake feel that contributes to the realization of the Lexus Driving Signature. Based on Lexus' experience and achievements in hybrid technology, the refined regenerative braking system has been further evolved to achieve seamless braking, and a stable vehicle posture by optimizing the

distribution of braking force to the front and rear wheels in response to the driver's brake operation volume.

F SPORT PERFORMANCE PURSUES THE FURTHER EVOLUTION OF PERFORMANCE

- - A new package, the "F SPORT Performance," is a performance model with an enhanced powertrain that goes beyond the existing F SPORT package.
- - To further evolve the Lexus Driving Signature, aluminum Monoblock opposed six piston brake calipers are used for the front brakes to provide a linear and direct brake feel. Dynamic Rear Steering (DRS) is also newly adopted to steer the rear wheels up to four degrees in the opposite or same direction as the front wheels, depending on vehicle speed. At low speeds, the system provides excellent turning and maneuverability during cornering, while a high level of vehicle stability is achieved in the high-speed ranges. Handling performance has been further improved by using model-specific (with bespoke compound) tires along with unique 21-inch wheels.
- - Exclusive exterior design items include body-colored lower panels to express a lower center of gravity, black stainless-steel moldings to enhance the window design graphics, and 21-inch aluminum wheels, which gives the F-SPORT an even higher refinement and more powerful driving image.

A DIVERSE POWERTRAIN LINEUP FOR DIVERSE NEEDS

The new RX offers a diverse lineup of powertrains focused on meeting guests' needs in various countries and regions around the world.

In addition to the RX 500h (2.4-liter turbocharged inline-four hybrid electric system), the lineup includes RX 450h+ (2.5-liter inline-four plug-in hybrid electric system) delivering class-leading EV range and powerful acceleration performance, RX 350h (2.5-liter inline-four hybrid electric system) delivering low fuel consumption and an exhilarating driving feel, and RX 350 (2.4-liter turbocharged inline-four) delivering a torque-filled dynamic driving performance.

The 2.5-liter PHEV and 2.4-liter turbo models are available with all-wheel drive (AWD), and the 2.5-liter HEV is available in either AWD or front-wheel drive (FWD) drivetrain configuration.

- RX 500h 2.4-liter turbocharged HEV with DIRECT4 (T24A-FTS+ Parallel Hybrid+ eAxe)

Uses a DIRECT4 hybrid electric system combining a front unit consisting of a high-torque 2.4-liter turbo inline-four engine (with motor) and a rear-mounted high-output eAxe motor. Precise four-wheel drive control maximizes the grip of the front and rear wheels, while also providing posture control to achieve a direct, torque-filled, and exhilarating driving feel.

- RX 450h+ 2.5-liter PHEV E-Four (A25A-FXS+ THSII Plug-in + rear motor)

RX 450h+ is equipped with a highly thermal

efficient 2.5-liter inline-four engine, large-capacity high-output lithium-ion batteries, and front/rear motors. The lithium-ion battery has a total power output of 18.1 kWh, combining class-leading EV driving range with ample power. Driving modes can be optionally selected from four modes (EV mode; AUTO EV/HV mode; HV mode; Self-charging). In HV mode, the engine and motor work together to achieve high acceleration performance.

The AWD system features E-Four, a motor-driven AWD. The system uses various sensors to determine when drive force is needed in the rear, such as during start-up or normal driving, and precisely controls the front-rear torque distribution between 100:0 and 20:80. The large-capacity lithium-ion battery is placed under the floor to achieve a low center of gravity, resulting in a stable and refined ride.

- - RX 350h 2.5-liter HEV E-Four (A25A-FXS + Series Parallel Hybrid + rear motor)

- - RX 350h 2.5-liter HEV FF (A25A-FXS + Series Parallel Hybrid)

The HEV also combines a highly efficient and responsive 2.5-liter inline-four engine with a high-power motor, while using a dedicated control logic to achieve both low fuel consumption and smooth, direct driving performance at a high level.

- - RX 350 2.4-liter turbocharged AWD (T24A-FTS + Direct Shift eight-speed automatic transmission + electronically controlled full-time AWD)

- - RX 350 2.4-liter turbocharged FF (T24A-FTS Engine + Direct Shift eight-speed automatic transmission)

Utilizes a 2.4-liter inline-four turbo engine with high torque capacity Direct Shift eight speed automatic transmission. In addition to the TNGA high speed combustion system, the engine features a center direct injection system and is within close proximity to the turbocharger and catalytic converter in order to comply with the stringent exhaust and fuel consumption regulations around the world. We have also optimized the engine and transmission tuning to achieve an exhilarating driving experience, with smooth acceleration that remains faithful to the driver's intentions. The electronically controlled full-time AWD optimizes the drive force of the front and rear wheels via an electronically controlled coupling (wet-type multi-disc clutch) on the rear differential. The front/rear drive force distribution is constantly variable from 75:25 to 50:50 depending on the situation, providing both superior feeling of traction and a linear steering feel.

THE PURSUIT OF A UNIQUE IDENTITY AND PROPORTIONS, BORN FROM A DYNAMIC DRIVING EXPERIENCE

Since its launch in 1997, the RX has been a pioneer in luxury crossovers, focusing on strength and refinement. Like the recently introduced NX, LX, and RZ, the RX also pursues a unique identity with optimized proportions that is born from a dynamic driving experience.

The design concept is ALLURING x VERVE, which expresses a captivating, seductive presence, and a powerful sense of spirit.

Specifically, we focused on incorporating the expression of a new performance experience made possible by the DIRECT4 drive force system into the surfaces and silhouette to express the unique Lexus identity through the creation of the spindle body, which achieves design and functional cooling at the same time. The interior is based on the Tazuna concept, a design philosophy where the driver is intuitively connected with their car to better concentrate on driving, while still creating a spacious, open interior for the passenger.

MAIN EXTERIOR FEATURES

LOW CENTER OF GRAVITY AND ATHLETIC DESIGN THAT EVOKES A NEW DRIVING EXPERIENCE

- Based on the solid stance achieved by the extended wheelbase, low center of gravity, and widened front and rear treads, a new style with a low center of gravity and planted stance has been designed for the new drive force control and DIRECT4 driving experience.

- For the side view, raising the tip of the hood and lowering the rear edge of the back window expresses a horizontal posture with a low center of gravity. While keeping the overall length and front overhang, the A-pillar's base is pushed back to emphasize the elongated hood and express a stance in which the mass of the cabin seems to sit on the rear.

- The powerful surface extending from the rear door to the rear fenders expresses the powerful traction of the e-Axe, and it creates a beautiful highlighted loop as the shape seamlessly connects to the side sills.

- The quarter pillar, which successive generations have distinctively expressed, follows the floating pillar design introduced on the fourth-generation RX, but has evolved into a more three-dimensional design wrapping around to the rear, creating a stylish impression.

- For the rear view, a simple, strong mass flows out horizontally to achieve a stance with a wide, low center of gravity. A sense of power and strength is therefore projected. The rear combination lamps feature an L-shaped horizontal signature with lenses that wrap around the body's sides to emphasize a wider silhouette with a lower center of gravity.

SPINDLE BODY, THE NEW LEXUS IDENTITY

- The spindle design, a symbol of Lexus, is now expressed as a three-dimensional mass, evolving into a new expression called the spindle body. At the front, the body color is brought down to the lower edge of the Lexus emblem, emphasizing the strength of the design, as well as the mathematical beauty of the grille gradation. Combined with cooling functionality, the seamless expression of the fusion between body and grille expresses strength and a low center of gravity, pushing the boundaries of expressing a new identity and uniqueness.



18th edition of Himalayan Odyssey

• T3FS Desk



Royal Enfield announced the dates for the much awaited Himalayan Odyssey 2022. Returning after three years, Himalayan Odyssey is one of the biggest motorcycle rides of its kind in the world, which will see over 70 participants traversing the mighty Himalayan terrain, covering a distance of close to 2,700 kilometres in 18 days on their Royal Enfield motorcycles. To be held from July 2 to July 18, 2022, it will bring riders from across India together and provide them with an unlimited supply of breathtaking views to intimidating terrain throughout the journey.

With a view to reduce impact on the fragile ecosystem of the Himalayas, this edition of the Himalayan Odyssey will continue to bring awareness towards the Royal Enfield journey of sustainability. While traversing through some of the roughest terrains, highest mountain passes in the world, navigating through empty stretches of



pristine landscape and rock-strewn pathways, this year the Himalayan Odyssey contingent will also be strongly propagating the concept of a sustainable motorcycle journey.

The 18th edition of the Himalayan Odyssey will be flagged off from Delhi and traverse towards Umling La - the new highest motorable road in the world at 19,024 feet above sea level. The expedition will follow two routes and while both the groups will be flagged off from Delhi together, each will ride on different routes before finally converging at Leh. Through the ride, the participants will traverse across the picturesque regions of the Himalayas in Ladakh as well as Spiti. While both the regions will throw hostile challenges at the riders in terms of weather and terrain, the riders will also get to experience an adventure like no other.



Smart Stuff



Bare Body

Bare Body Essentials Neck Back Cream- Even out the darkened skin of your nape using this unique Neck-Back Cream which contains Glycolic acid & Niacinamide exfoliates your nape's skin gently.

Bare Body Essential Bum Cream- It Cures dark & patchy bums, Reduces spots & acne. Also Firms bum skin & Lightens skin tone

Bare Body Essentials Bum Scrub- Enriched with the goodness of Himalayan Rock Salt, our Bum Scrub acts as an excellent exfoliant for your bum. It goes deep within your skin and clears out dust and impurities. It also helps reduce blemishes and gives way to clearer and tan-free skin.

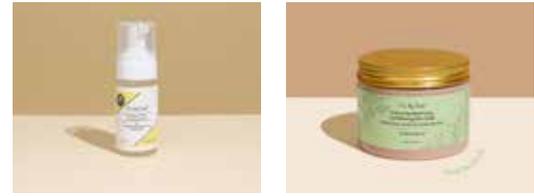
Bare Body Essentials Underarm-Help in Evens out skin tone under the arms, Exfoliates underarms skin gently, Removes spots and rashes,

Keeps skin nourished and soft.

Bare Body Essentials Underarm Scrub- Infused with the goodness of Coconut Oil and Coconut Shell Powder, Bare Body Essentials Underarm Scrub is the perfect way to start your underarm skincare routine. It gently exfoliates impurities and reduces dirt from your underarms, revealing a layer of new and brighter skin.

Bare Body Essentials Retinol Face Serum- Enriched with the best of active ingredients such as Retinol, Vitamin-E, Niacinamide and Hyaluronic Acid, this serum helps breaks down collagen, maintains skin elasticity, prevents acne, minimizes pore size, reduces fine lines and wrinkles, smoothes skin tone and keeps skin healthy for long. It also keeps skin hydrated and moisturized, ensuring it stays soft and supple.

Comment: Carer of your Bum Underarm and Neck
Rating: 7/10



Fix My Curls

Protein Powered Deep Conditioning Hair Mask- This mask is a powerhouse! Do your curls/waves lack bounce, strength and need some major recovery? This balanced, protein hair mask will aid in repairing any damage done, but will also hydrate your curls enough that you can say farewell to frizz and flyaway!

Moisture Melt Deep Conditioning Hair Mask- is for dry, damaged, and chemically treated hair that needs saving! Here to rescue your curls with 8 magical oils, shea butter, vitamins, and plenty of fruity goodness. This luxe formula can be used once a week to replenish and revive your hair. We swear this is magic in a tub!

Weightless Whip Styling Mousse- it gives texture to your curls/waves without weighing them down! Enriched with rice protein, matcha green tea and apple amino acids to prevent breakage, aid in shine and definition, all while giving you weightless, voluminous results.

Comment: Range of products for every skin type.
Rating: 8/10

Secret Haircare

The Hibiscus shampoo aids to promote hair growth and a healthy scalp. With a concoction of coconut oil, glycerin brahmi, amla, tulsi and hibiscus - the product seeks to balance the pH of the scalp while protecting the natural moisture present. Silicone and sulphate free, the hibiscus shampoo by Secret caters to providing luscious and healthy locks!

Comment: Care your hair with Secret Haircare
Rating: 9/10



CITTA Pure Rose Water Mist is made from the finest English Tea Roses and Aqua. The finest quality roses are sourced from Kannauj, 'The Perfume Capital of India'. This refreshing mist is 100 percent natural and consists diluted rose water only. The natural fragrance of the mist is very calming and it leaves a long last soothing effect on skin. In screeching hot summers this mist gives you a refreshing feel and it is anti-bacterial as well.

Hydrating Mist with Rose and Aloe vera



CITTA Hydrating Mist with Rose and Aloe Vera contains pure Aloe Vera leaf extracts and the best quality rose water. The mist with cooling effect of aloe vera and amazing fragrance of roses makes it a delightful experience for skin. The mist does not contain any kind of chemicals or added fragrances, it is made with natural ingredients only. The refreshing and soothing effect it leaves on the skin is what it needs in these sun shining summers.

Comment: Shine with CITTA
Rating: 8/10

Vedix

These oils tone the skin, promote circulation and keep the skin youthful. Sesame oil keeps the skin thin and supple while maintaining its elasticity. Coconut oil enriches the skin with vitamin E and lauric acid, leaving it glowing radiant.

The Body wash contains Manjishtha, Licorice and Kesar. In combination with a gentle hydrating formula, the body wash exalts the dewy glow. The Body lotion containing Kesar, Lodhra and Licorice, delivers complexion-enhancing potentials. The layering Kesar notes leave the skin blissfully energized to take charge of the day.

As Vedix continues to add new products to its portfolio, the business growth trajectory of the brand is on an upswing. The brand formally launched its operations in large international markets like the US, UK, Australia and Canada. Vedix is expected to enter 10 more countries in the next 3 months.

Jatin Gujrati, Business Head, Vedix, adds, “Vedix has become synonymous with bringing the goodness of Ayurveda to the masses in a modern format. Internationally, the customers have a clear preference for organic ayurvedic products. Our vision is to built Vedix as one of the most popular brand globally in the beauty sector.”

Comment: Ayurvedic brand to rely on.
Rating: 9/10

India's largest customised Ayurveda beauty brand Vedix announces the launch of Body Care range. edix Body care range is customized based on the fragrance experience. The right aromatic notes elevate your skin feel and evince your persona while delivering the benefits of ayurvedic herbs. The brand has launched Lavender Bloom and Kesar Bliss.

Lavender Bloom: Lavender relaxes the nerves and allays anxiety. Lavender is associated with healing and calming energies. Vedix Lavender Bloom body oil is a blend of cold-pressed herbal

oils. Pure Elaichi and Jatamnsi oil soothe the skin. Udumbar, Vata and Peepal oils nourish and promote skin healing and repair. Sesame oil strengthens the skin, making it toned and taut, while the nourishing coconut oil softens the texture.

The body lotion is customised based on skin type. Brahmi, Almond and Shallaki together are a strong antioxidant blended in the lotions.

Kesar Bliss: Kesar is associated with invigorating energies. The Kesar bliss body oil comprises Hemp, Ylang Ylang and Myrrh.

Top 5 Make Up Buys On 2022's Summer Radar

With the arrival of summer and the scorching heat, are you feeling dazed with all the new “make-up ins” dropping like a flash of lightning? We've been adding to cart in the run-up to summer to give our vanity bags the much-sought update this season.



However, even the no make-up look feels like an unfamiliar territory after a year of no make-up drills. And more so, if you're someone who's just stepped into the make-up territory.

But don't fret over it! Whether you're someone who's here to dazzle with your best bronzed face forward or looking for a beginner's make-up

guide, we're here to help you throw a little shade. We've curated a list of top summer make-up staples 2022 that need to be on your radar:

There She Glows: While foundation offers the base, contouring and highlighting make the features look more defined, chiselled, and sharp. Urban Color London's Pro Ultra Finish Highlighter and Contour Kit under Modicare

is a two-in one matte bronzer and pearly highlighter. It's the go to option for a natural sculpted look and flawless depth. Perfect for all skin types, this lightweight palette (summer super power) gives you everything you need for perfectly defined features.

But First Lipstick: Wrap up the glam make-up look with a pop of colour; nothing beats a tinted pizzaz on the lips on a bright sunny day. Colorbar's Crème Touch Lipstick offers the perfect glam finish before one steps out. Its highly pigmented formula leaves the lips plush, nourished and moisturised.

Foundation That Fits: Whether it's for a no-makeup look or a full coverage, foundation has become our saviour; it takes the skin one notch higher with that flawless finish. Maybelline's Fit Me Matte and Poreless Liquid Foundation has been a forever favourite. With its matte finish, long-lasting and smooth coverage, it does wonders to blemishes. And guess what? It's super affordable.

Lash In, Lash Out: Mascaras bring in that lustrous, voluminous pop to the eyes by pumping the lashes. Kay Beauty's volumizing and lengthening mascara creates that gorgeous and rich lash effect. Bring them dramatic eyes out for a gorgeous summer look!

Eye-liner on fleek: To further that lush look for the eyes, put the eye-liner on and go from plain to slay in seconds. Faces Canada's Ultime Pro Mini A Matte Made In Heaven Ink Eye Liner with its highly pigmented formula offers that lasting matte finish elegance. Go grab your matte made in heaven.

What role do you believe that tourism activities play in contributing to a more sustainable mobility?

A major portion of tourism transportation currently depends greatly on fossil fuels, which are a source of CO2 emissions. Distances in trips and the choice of transportation are key elements that can contribute towards a more sustainable mobility.

We as tourists can also exercise our influence, with our actions, to achieve more sustainable mobility, using more sustainable transportation methods and travelling shorter distances.

Summarising, all agents participating in the tourism industry, destinations, companies and tourists, bear a responsibility to contribute towards sustainable mobility.

When talking about tourism and sustainability, much reference is made to traveller transportation but, specifically, what are technology and tourism innovation contributing to this effort?

Technology has allowed for new

transportation methods to destinations, which are essential to mobility becoming more sustainable. We must also point out that innovation will contribute to airlines reducing their emissions, while other transportation such as cruise liners will reduce their environmental footprint. Technology and innovation are leverage that leads to change.

SEGITTUR has projects on smart destinations, what influence do they have on a more sustainable activity? Do they influence mobility directly or indirectly?

SEGITTUR works with tourism destinations in their conversion to smart tourism destinations, where one of the main lines is a commitment to sustainability. Within sustainability, we are also working towards mobility being sustainable, alternative transport being used and reduced CO2 emissions.

Q. More public-private alliances are being proposed at Global Mobility Call, how can they contribute more for the

tourism sector?

At SEGITTUR we are proponents of public-private collaboration in all areas of tourism activity. There should be more public policies designed and developed by the government agencies and destination managers, that promote a more sustainable tourism model, where mobility is one of the key elements, because it is one of the areas of activity that generates the most CO2 emissions.

Global Mobility Call is a multi-industry event that covers all activities pertaining to mobility, what opportunities does SEGITTUR see in joining this sustainable transformation process?

Sustainable mobility, as seen in the sustainability pillar within the model of smart tourism destinations, is not an opportunity but a necessity, because we must all become aware that this transformation is essential and will benefit destinations, citizens and tourists.

Sustainability: Not an Opportunity but a Necessity

Enrique Martínez Marín, President of Segittur, shared about the importance of the sustainability axis within the smart destinations model as a necessity for the benefit of destinations, citizens and tourists.



Bali

4D3N Bali Safari

| USD 278

3 Nights of Bali
 (Flight at Bali - Denpasar) +
 2 Nights of Bali

Includes:

- Color Safari in Bali with Park
- Breakfast with Live of House-Line Restaurant
- Buffet-Style Lunch at Dinner where entertainment is offered

3D2N + 3rd Night Free

Relaxing Villa

| USD 158

3 Nights of Bali

Includes:

- 2 nights stay in villa with breakfast included
- 2 nights stay in villa with breakfast included
- 2 nights stay in villa with breakfast included
- 2 nights stay in villa with breakfast included
- 2 nights stay in villa with breakfast included
- 2 nights stay in villa with breakfast included

4D3N

Villa Indragiri

| USD 278

3 Nights of Bali

Includes:

- 2 nights stay in villa with breakfast included
- 2 nights stay in villa with breakfast included
- 2 nights stay in villa with breakfast included
- 2 nights stay in villa with breakfast included
- 2 nights stay in villa with breakfast included
- 2 nights stay in villa with breakfast included

5D4N Bali Safari

| USD 358

3 Nights of Bali +
 2 Nights of Bali

Includes:

- 2 nights stay in villa with breakfast included
- 2 nights stay in villa with breakfast included
- 2 nights stay in villa with breakfast included
- 2 nights stay in villa with breakfast included
- 2 nights stay in villa with breakfast included
- 2 nights stay in villa with breakfast included



Borobudur Temple, Java

Bali - Java
5D4N Discovery
USD 308
 3 Night of Bali + 2 Night of Java
 3 Nights of Bali



Ubud Monkey Forest

Bali - Ubud
5D4N Discovery
USD 318
 3 Night of Bali + 2 Night of Ubud
 3 Nights of Bali



Lovina Beach, Lombok

Bali - Lombok
5D4N Discovery
USD 328
 3 Night of Bali + 2 Night of Lombok
 3 Nights of Bali

*This package based on 2 adult accompanied by children 12-15 years old.

