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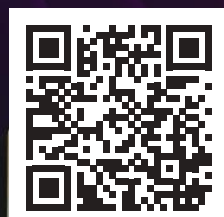


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HOTEL & RESORT

32



WELLNESS: TRIP TO SEYCHELLES

40



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Travel Business Asia & Middle East is aimed to serve the fast growing, travel, hospitality, airline and airport industries in the Middle East and Asia by providing expert information to our readers in our four comprehensive issues in a year.

The portal and the magazine continue to help professionals in the travel industry to drive commercial success with all year round opportunities to make connections and access to industry news and developments, trends and technologies from around the world.

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42 ENTERTAINMENT



44 AVIATION



NEXT EDITION: APRIL-JUNE 2025

Special Editorial Coverage:

- 01** ATM Preview (Dubai, UAE)
- 02** The Hotel Show Preview (Dubai, UAE)
- 03** The Airport Show Preview (Dubai, UAE)
- 04** Hotels & Resorts
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CENIZARO HOTELS & RESORTS INTRODUCES SOLO SOULCATIONS FOR 2025

With 76% of Millennials and Gen Z's planning on taking a solo trip this year, Cenizaro Hotels & Resorts is inviting travellers to embark on a "Solo Soulcation" in 2025. The new offering is available across the group's curated collection of properties, from the pristine beaches of Zanzibar and Mauritius to luxurious overwater retreats

in the Maldives, as well as the cultural enclave of Tunis and serene desertscapes of Douz. This innovative approach offers a 20% discount on 4-5 night stays for solo travellers, on a half-board basis. Encouraging individuals to embrace the art of self-love by celebrating the joys of solitude and personal discovery, each property will

offer experiences distinct to the destination, designed to be savoured solo.

Guests booking onto the new package will receive an indulgent 45-60 minute massage, with an additional 10% off a selection of bespoke spa treatments from Swahili-inspired rituals to traditional hammam therapies.

ABU DHABI MAKES WAVES WITH THE WORLD'S HIGHEST SKYDIVE-TO-SURF JUMP



Experience Abu Dhabi and Red Bull athlete Sebastian Álvarez have made surfing history with a world-first skydive-to-surf jump onto the highest man-made wave at Surf Abu Dhabi, breaking a global record and showcasing a unique new venue in the region.

Captured on film, the stunt features the Chilean extreme sports athlete Álvarez skydiving from a Bell 212 helicopter at

3,657 metres, strapped to a modified surfboard. The world-renowned BASE jumper sky surfed and swooped his board over Hudayriyat Island before pulling his chute to land on the 2.3m (7.5ft) wave at Surf Abu Dhabi, the world's newest and largest wave facility.

"It's incredibly special to perform this project here in Abu Dhabi. I consider this

technology, the wave, as one of the most amazing things that humans have created," said Sebastian Álvarez. "Achieving this today, it means the world to me. It has felt like entering into the unknown, doing something that nobody has ever attempted to do before. It really is a dream come true."

With the launch of Surf Abu Dhabi, surfers and adventure seekers from around the world have a new reason to explore the UAE capital, where you can now catch waves year-round, regardless of the weather. This exciting venue offers a thrilling surfing experience, featuring the world's longest ride, largest barrel, and highest man-made wave, catering to everyone—whether you're an experienced surfer or just looking to soak up the vibrant atmosphere. Alongside the surf action, you'll find a variety of restaurants, cafés, and a beach club, making it the perfect spot for relaxation and enjoyment.

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USTURIUM LUXURY TRAVEL LAUNCHES IN DUBAI

Usturiun Luxury Travel, a new name in ultra-luxury travel, has officially launched in Dubai, setting a new benchmark in the art of bespoke journeys. Tailored for high-net-worth individuals, it combines unparalleled expertise with a passion for crafting once-in-a-lifetime trips. With a focus on personalisation and exclusivity, the agency redefines how elite travellers explore the world.

At the core of Usturiun's offerings lies its ability to provide access to experiences that are simply unattainable for most. Clients can enjoy private tours of iconic landmarks such as the

Colosseum in Rome, Westminster Abbey in London, and the Sistine Chapel in Vatican City, ensuring an intimate and immersive encounter with history and culture. These curated experiences are elevated by Usturiun's direct connections to the people who run these venues, offering behind-the-scenes insights and unparalleled



privileges.

"Our philosophy is rooted in creating exceptional moments," said Ben Murtagh, General Manager of Usturiun. "We open doors to a world of exclusivity, crafting journeys that transcend luxury and inspire awe."

REGIONAL HOSPITALITY GROWTH UNDER THE SPOTLIGHT AT ARABIAN TRAVEL MARKET 2025

The hospitality sector in the GCC is experiencing a strong resurgence, with new data compiled by STR on behalf of Arabian Travel Market (ATM) revealing significant growth across the region in 2024.

According to the report,

aggregated Revenue per Available Room (RevPAR) across Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the UAE last year rose by 5.4% compared to 2023, fuelled primarily by an increase in occupancy rates. In 2024, occupancy rates

across the GCC reached 69.5%, surpassing the levels observed prior to the pandemic, underscoring the region's successful efforts to establish itself as a world-class tourism and investment hub.

Key government initiatives,

notably Saudi Vision 2030 and the UAE's 'We the UAE 2031' campaign have played a pivotal role in this transformation by promoting economic diversification, enhancing infrastructure, and elevating the overall tourism experience. These efforts aim to boost occupancy and establish the GCC as a competitive player in the global tourism landscape.

The research also found that Average Daily Rate (ADR) grew by 2.4% in the GCC last year, with the luxury hotel rooms segment significantly contributing to ADR growth. The region has added more than 35,000 hotel rooms over the last 10 years, with 19% of rooms now belonging to the luxury category, growing from 16% a decade ago.



MELIÁ ENHANCES CUSTOMER EXPERIENCE WITH CUTTING-EDGE NEW APP

Meliá Hotels International has introduced its new mobile app as part of its ongoing efforts to enhance the customer experience and modernize its digital sales channels. Following the successful updates to melia.com (B2C) and meliapro.com (B2B), the company has launched an app designed to transform how customers engage with the brand.

Inspired by the concept of Book, Stay and Repeat, the newly developed app is designed to support customers

throughout their entire journey. This includes the initial inspiration phase, the booking process, the stay itself, and the post-stay experience. The app's intuitive navigation bar exemplifies this philosophy by providing efficient and direct access to all essential functionalities with a single click. "With 70% of Meliá's web traffic originating from mobile devices, the new application addresses the mobile-first principle prevalent in today's market. The

share of bookings made through the application has increased notably and continues to grow, emphasizing the necessity of having a robust and efficient mobile platform," stated Coloma Crespi, Director of Digital Sales and Marketing at Meliá Hotels International. The app allows bookings and provides a variety of additional services that enhance the customer experience. This solution simplifies trip planning and ensures all details are addressed.

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FOUR POINTS BY SHERATON BUR DUBAI AWARDED DUBAI SUSTAINABLE TOURISM STAMP 2024

Four Points by Sheraton Bur Dubai has been awarded the esteemed Dubai Sustainable Tourism Stamp 2024 from the Dubai Department of Economy and Tourism. This recognition reflects the hotel's unwavering dedication to sustainability and responsible tourism practices, setting a benchmark in Dubai's hospitality industry.

The Dubai Sustainable Tourism Stamp recognizes hotels and

tourism establishments for their outstanding commitment to sustainable tourism practices. It serves as a prestigious accolade, affirming the recipient's efforts in promoting environmental responsibility, community engagement, and cultural preservation within the tourism sector. This award rewards the establishment for its role in enhancing Dubai's reputation as a leading sustainable tourism

destination.

Through comprehensive strategies and proactive measures, Four Points by Sheraton Bur Dubai has implemented environmentally conscious practices aimed at minimizing its ecological footprint while enhancing guest experiences. The hotel's energy-efficient systems, community engagement and biodiversity conservation efforts demonstrate its commitment to sustainable development.

IHG HOTELS & RESORTS AND AIMS HOLDING TO LAUNCH THE FIRST ULTRA-LUXURY REGENT HOTEL IN THE HOLY CITY OF MAKKAH



In partnership with AIMS Holding, IHG Hotels & Resorts, one of the world's leading hospitality companies, is set to bring its ultra-luxury brand, Regent, to the holy city of Makkah, marking a significant milestone in the Kingdom's evolving hospitality landscape. IHG and AIMS have signed an agreement to brand and operate a property that is strategically located just steps from Al Haram Al Sharif. With construction already underway,

the hotel is moving ahead of initial timelines, reinforcing IHG's commitment to expanding its luxury portfolio in the region.

Regent Makkah will offer breathtaking, unobstructed views of the Holy Mosque, Masjid al-Haram and Al Kaaba, offering an exceptional retreat with world-class comfort for travellers visiting Islam's holiest city. The hotel will redefine opulence in Makkah, ensuring an exclusive, serene,

and refined experience in one of the world's most spiritual destinations.

The hotel will house 330 meticulously designed rooms and suites, each featuring state-of-the-art technology, thoughtfully curated wellness experiences that cater to both relaxation and spiritual well-being, ensuring a truly elevated stay. Adding to its grandeur, the property will feature an expansive presidential suite on a high floor, offering sweeping panoramic views of the Haram and Al Kaaba, setting a new benchmark for luxury accommodations in the city. The Regent Makkah will offer a supreme culinary journey with specialty restaurants led by acclaimed chefs. Additionally, a world-class spa and wellness centre will enrich the experience with rejuvenation and relaxation offerings in a setting of unparalleled comfort.



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THREE RESTAURANTS AT ROYAL MANSOUR MARRAKECH RECOGNIZED AMONG THE 50 BEST IN AFRICA AND MIDDLE EAST

The culinary stars of the restaurant world converged in the UAE capital of Abu Dhabi, on January 28, for the fourth edition of the Middle East & North Africa's 50 Best Restaurants awards. Restaurants from across 11 cities within the Middle East and North Africa were announced as the 50 best places to eat in the region at the event held at Erth Abu Dhabi. The ceremony culminated in the announcement of the region's best restaurants. Marrakech shined with 5 restaurants, including La Grande Table Marocaine for the fourth consecutive year thus awarding it the title of the best restaurant in the Kingdom - as well as the emblematic Sesamo for the third consecutive year.

La Grande Brasserie, inaugurated in November 2023, made its New Entry this year at the 48th position. The list of awards was drawn up by a panel of 250 influential figures in the

gastronomy sector, spread across 19 countries in the region – including renowned chefs, gastronomic journalists and dedicated travelers.

Led by Hélène Darroze and Karim Ben Baba, La Grande Table Marocaine is a love letter to the refined flavours and enchanting aromas of Morocco. In an elegant, luxurious setting, this signature restaurant celebrates briouates, tagine, pastilla, couscous and an array of other quintessential Moroccan dishes. In keeping with Moroccan culinary art, chef Hélène infuses these great classics with her legendary creativity, making them even more delicious.

At Sesamo, Alajmo brothers take diners on a culinary journey to Italy. Surrounded by Venetian décor of damask drapes and Murano glass chandeliers, guests can savour bold, sunny dishes, in which original Italian flavours are

enhanced by the chef's creative genius. The legendary Majorelle cappuccino, the mushroom and pine nut mousse risotto and the incredible pistachio ice cream make Sesamo the best Italian restaurant in Morocco.

Hélène Darroze also heads the kitchens at La Grande Brasserie, where she blends French tradition with Moroccan splendour. From table-side theatrics such as meat carving and flambéing to an ice-cream trolley, the restaurant's rituals are reminiscent of Parisian brasseries and highlight the chef's luxurious cuisine, inspired by her Basque roots and local produce. On the menu, guests can savour delicate hors d'oeuvres, hearty casseroles, the finest grilled meat and fish, and a gourmet chicken menu on Sundays. Already a classic!

31ST EDITION OF GULFOOD, DOUBLING IN SIZE AND EXPANDING THE PLATFORM ACROSS TWO VENUES

Building on the hugely successful Gulfood legacy, and in response to record demand from the global F&B community, Dubai World Trade Centre's (DWTC) announcement of Gulfood 2026 has already attracted interest from key industry sectors during the 2025 show. Marking a milestone

in its evolution, the expansion taking place 26-30 January 2026, allows Gulfood to further advance its pivotal role in creating value and impact for the global food sector, enabling it to fully service the entire F&B network, and firmly placing the event as the epicentre of international food trade.

and COP28, is on course to become a premier international business district, and the largest purpose-built indoor events and exhibitions venue in the region. With the twin-venue offering greater capacity to grow and meet swelling space demand, it will include new sectors to the existing Gulfood umbrella offering tremendous added value to participants, expanding the food trade and innovation ecosystem necessary to boost the advancement of the global food industry.

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HOTEL INDIGO JABAL AKHDAR RESORT & SPA APPOINTS ANOOP JOSEPH AS DIRECTOR OF SALES & MARKETING



Hotel Indigo Jabal Akhdar Resort & Spa, IHG's newest luxury mountain resort in Oman and a distinguished addition to its Luxury & Lifestyle Portfolio in the MEA region, has appointed seasoned hospitality professional Anoop Joseph as Director of Sales

& Marketing. With extensive experience across luxury and premium hospitality brands, Joseph will lead the commercial strategy for this unique property.

In his new position, Joseph will drive leisure and corporate business from key GCC markets, while expanding the resort's reach into European source markets.

Joseph brings over 18 years of hospitality experience to the role, having successfully led commercial strategies for renowned international brands including The Leela Palaces, Hotels & Resorts, Accor, Mövenpick and Marriott. His

journey with IHG began at Crowne Plaza Kochi in 2012, and he most recently served as Director of Sales & Marketing at Crowne Plaza Resort Salalah, where he successfully developed business from European and Middle Eastern markets.

Anoop Joseph said: "Having worked extensively across the region, I'm excited by the unique opportunity Hotel Indigo Jabal Akhdar represents. With its dramatic mountain setting and rich cultural heritage, we have an exceptional story to tell, and I'm looking forward to introducing more travellers to this remarkable corner of Oman."

IZEL LOUNGE: DUBAI'S NEW SKY-HIGH DESTINATION FOR ELEVATED DINING AND NIGHTLIFE AT JW MARRIOTT MARQUIS

Dubai's elite dining and nightlife scene welcomes an extraordinary new addition: IZEL Lounge, now open on the 71st and 72nd floors of the iconic JW Marriott Marquis Hotel in Business Bay. Redefining sophistication,

IZEL promises a one-of-a-kind experience that blends breathtaking panoramic views of Dubai's skyline, world-class entertainment, and a bold fusion of Mediterranean and Japanese cuisine.

Perched high above the city,

IZEL is more than a lounge, it's a destination that captivates the senses from the moment guests arrive. The venue exudes modern elegance, where rich textures, ambient lighting, and expansive floor-to-ceiling windows harmonize to create



a space of organic refinement. A central spiral staircase, draped in cascading greenery and geometric accents, serves as the centerpiece, enhancing the venue's visual appeal and creating an unforgettable first impression.

KNIGHT FRANK MENA COMPLETES SALE OF THE 5-STAR HOTEL, MOVENPICK JUMEIRAH BEACH RESIDENCES, DUBAI

Oman headquartered Bank Muscat has successfully concluded the sale of Mövenpick, Jumeirah Beach Residences Dubai. Bank Muscat was managing the investment asset for a number of large regional shareholders including sovereign wealth fund(s).

The landmark transaction was structured and executed by the leading property consultancy, Knight Frank MENA, acting exclusively on

behalf of the Bank. The iconic hotel was bought by A. A. Al Moosa Enterprise (ARENCO Group), a large UAE private family conglomerate with interests in real estate, hospitality, automotive, design, interiors, logistics, commercial laundry etc.

Situated at the core of JBR – one of Dubai's most sought-after retail, hospitality and entertainment destinations, the hotel commenced operations



in 2010 and features 297 rooms along with housing popular bars and multiple dining hotspots.



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ISHRAQ HOSPITALITY WELCOMES NEW LEADERSHIP IN 2025 TO BUILD ON ITS SUCCESS

Ishraq Hospitality has appointed Dany Cherfane as the new Hotel Manager of Holiday Inn Express Dubai Internet City. Tasked with repositioning the hotel as a preferred destination for business and leisure travelers, Dany will spearhead the launch of Goose & Gander, an innovative dining concept in collaboration with the renowned McGettigan Group. These initiatives reflect Ishraq Hospitality's commitment to enhancing guest experiences and redefining community engagement.

Dany's leadership will bring a fresh perspective to Dubai Internet City's hospitality scene. His strategic vision aims to drive

operational excellence, introduce creative culinary experiences, and establish the hotel as a top-tier option in the market.

With over 21 years of experience in the hospitality and commercial sectors, Dany has a proven track record in operations and guest services. Before joining Holiday Inn Express, he served as the Commercial Director at Grand Plaza Mövenpick Dubai, instrumental in revenue growth, market share expansion, and guest satisfaction improvements. His hands-on operational experience across departments has further strengthened his leadership capabilities.

Dany has held key positions



with esteemed hospitality brands such as Accor, Radisson Hotels, and Rotana in his exceptional career. His wealth of expertise and passion for excellence make him a valuable addition to Ishraq Hospitality's leadership team.

NESPRESSO AND UAE RESTAURANTS GROUP (UAERG) ANNOUNCE STRATEGIC PARTNERSHIP TO ELEVATE UAE'S F&B SECTOR



Nespresso in UAE has entered into a strategic partnership with the UAE Restaurants Group (UAERG), marking a significant collaboration aimed at enhancing service standards across the country's thriving food and beverage sector. The official

signing of this partnership took place on February 10th, 2025, during the UAERG Open Day that was held at the Dubai Chamber of Commerce Headquarters.

As a Platinum Sponsor, Nespresso in UAE will work closely with UAERG's extensive network of restaurant owners, hospitality professionals, and key F&B stakeholders to drive industry-wide excellence. This collaboration will facilitate knowledge-sharing and create new opportunities across the UAE's dynamic food and beverage sector. UAERG, founded under the patronage of the Dubai Chamber of Commerce, represents over 2,000 F&B outlets across the

UAE and serves as a platform for cooperation between government entities and industry leaders to position the UAE as a global gastronomic destination.

Adil Khammar, Country Managing Director of Nespresso in UAE, will be joining UAERG's advisory board, alongside influential leaders from major industry organisations, including IFFCO, Bateel, Foodiva, Emirates Culinary Guild, and the Global Restaurant Investment Forum (GRIF). As part of this role, Adil will participate in quarterly meetings, sharing strategic insights on key Food & Beverage industry developments and trends.

WALDORF ASTORIA SEYCHELLES PLATTE ISLAND EARNS PRESTIGIOUS FORBES FIVE-STAR RATING IN FORBES TRAVEL GUIDE'S 2025 STAR AWARDS

Waldorf Astoria Seychelles Platte Island is proud to announce that it has been awarded the prestigious Forbes Five-Star Rating – a significant milestone as the first property in the Seychelles to achieve this esteemed accolade, as featured in the Forbes Travel Guide's 2025 Star Awards. This recognition is a testament not only to our unwavering commitment to delivering unparalleled luxury, personalized service, and unforgettable experiences, but also to the extraordinary dedication of our team members

who consistently go the extra mile to create memorable moments for every guest.

“We are thrilled to receive the prestigious Forbes Five-Star Rating,” said Hendrick Calles, Area General Manager of the Hilton Seychelles properties. “This achievement reflects our dedication to providing exceptional service and crafting bespoke experiences for every guest. Our team plays



a vital role in enhancing the guest journey, and we deeply value each visitor. Our aim is to ensure that every moment spent with us is nothing short of extraordinary.”

AIRPORT SHOW 2025 TO REFLECT THE PACE OF TECHNOLOGICAL PROGRESS AT AIRPORTS

When the US-based IBM Center for the Business of Government wrote in a study in March 2000 that “new strategies, new ideas, and new technologies were necessary for airports” for broadening economy, there were few takers even in the world's biggest countries which a year earlier had handled over 8.3 million flights and 614 million passengers. In 2000, the number

of passengers carried by global airlines stood at 2.3 billion.

Twenty-five years later, a survey by Amadeus, the world's leading provider of travel technology, revealed 56 percent of airport leaders are making technology investments for ‘enhancing’ customer experience and 52 percent for ‘improving’ operational efficiency.

The increase in technology investment is more than any other area by the airports. On average, airports intend to increase technology investment by 17 percent, and 94 percent of airports plan ‘at least moderate’ investment

in their organization, with 44 percent planning to invest ‘aggressively’ over the coming 12 months, noted Amadeus which, in collaboration with Opinium Research, conducted the Travel Technology Investment Trends 2024. Airports are investing more in technology to improve operations, customer experience, cybersecurity, and sustainability. The airport technologies market size is projected to reach US\$13.99 billion mark in 2025. The airport digitization market alone is projected to grow to US\$27.44 billion by 2030. The report revealed that nearly all airports surveyed either offer or plan to offer biometrics at key touch points such as check-in, bag drop, security, lounge access, and boarding.



INTRODUCING VERO ITALIANO RESTAURANT – BRINGING THE TASTE OF ITALY TO RIXOS MARINA ABU DHABI



Nestled within the iconic Rixos Marina Abu Dhabi, Vero Italiano embraces the true soul of Italian cuisine. A rustic Italian restaurant at its core, it combines fine dining with authentic flavours, serving handcrafted pasta and wood-fired pizzas cooked to perfection. Through its sophisticated interiors featuring both indoor and al fresco dining, Mediterranean-inspired sips, and the scent of fresh Italian herbs permeating the restaurant, Vero Italiano promises to transport guests to the vibrant heart of the Amalfi coast.

Situated in the lively centre of Abu Dhabi's entertainment, retail, and residential district, Rixos Marina Abu Dhabi, which

intertwines modern style with traditional heritage, plays home to Vero Italiano. As the hotel's newest dining option, which is open to both in-house guests and visitors for à la carte dining, Vero Italiano seeks to blend the lively essence of Italy with the elegance of Abu Dhabi, offering a welcoming and refined dining experience.

The venue's décor reflects the vibrant charm of Italian homes, offering a relaxed and welcoming fine dining experience where guests are treated like family. With its rustic yet vintage ambience, Vero Italiano celebrates togetherness, providing the perfect backdrop for sharing unforgettable moments with loved ones.

SAUDIA CARGO'S RECORD-BREAKING 2024: STRONG GROWTH BOLSTERS GLOBAL LOGISTICS LEADERSHIP

Saudia Cargo, the leading air cargo carrier in Saudi Arabia, has announced significant achievements in 2024. Driven by a strategic focus on innovation, expansion, and sustainability, these milestones reinforce its commitment to the national economy and solidify its role as a key player in the global supply chain.

Commenting on the year's success, Eng. Loay Mashabi, CEO and Managing Director of Saudia Cargo said: "Our 2024 results reflect our steadfast dedication to delivering innovative and agile cargo solutions that drive global trade and adapt to market dynamics. We remain

focused on growth, strengthening partnerships, and providing advanced solutions that drive success for our customers. By prioritizing sustainability and operational excellence, we are steadily progressing toward our goal of ranking among the world's top 10 air cargo carriers by 2030."

In 2024, the company demonstrated significant operational growth, marked by an increase in cargo volume and flight activity. The company transported 577,870 tons of cargo in 2024, representing a 27% growth in transported weight and a 13% increase compared to 2023. It

also conducted 193,599 flights, representing a 6% rise year-over-year. E-commerce shipments saw a remarkable 23% growth, totalling 64,107 tons, while high-value shipments accounted for 54% of total revenues, highlighting the company's ability to meet priority sector needs with reliable services.



SIX SENSES INTRODUCES INAUGURAL FEMALE WELLNESS PROGRAM

Female Wellness programs are the latest example of the Six Senses integrated wellness philosophy. With a focus on perimenopause, menopause, and holistic female well-being, each bespoke 3, 5 or 7 day Female Wellness journey is designed to empower women with the insights and tools to keep their hormones and metabolism balanced through times of transition and during their monthly cycle.

Within the space and calm of Six Senses properties and away from the demands and

distractions of everyday life, guests are invited to explore the connection, science, and wisdom of the female body. This includes support on female hormone cycles, fasting, blood sugar science and measurement, body composition changes, and sexual wellness. A non-invasive Wellness Screening measures key biometric markers, whereafter Continuous Glucose Monitoring (CGM) is used throughout the program to track the guest's blood sugar levels as they follow fasting principles in harmony with their hormonal cycle.



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THE SUCCESS OF ITB BERLIN MIRRORS A POSITIVE OUTLOOK FOR TRAVEL IN 2025



ITB Berlin 2025 registered 100,000 attendees over three trade visitor days, of these, 87% are international – impressive proof of the global importance of the World's Leading Travel Trade Show, which continues to attract a growing international audience. The launch of ITB Americas, which will take

place from 10 to 12 November 2026 in Guadalajara, Mexico as a B2B travel trade show for the entire American continent, is another significant step in this direction. The new and innovative Meet & Match platform at ITB Berlin played a key role in furthering international dialogue: it facilitated networking in the run-up to the event and helped build over 80,000 relevant business contacts.

A total of 5,800 companies from 170 countries presented their products and services in the fully booked exhibition halls in Berlin. The Cruise and Travel

Technology segments were particularly well represented, while exhibitors from Southern Europe, Asia, Africa and the Arab world featured impressive displays.

Despite huge economic and geopolitical challenges, exhibitors and trade visitors at this year's ITB Berlin showcased the industry's resilience, adaptability and innovative drive. The ITB Buyers Circle with 1,300 senior buyers reflected economic relevance and high quality, while numerous trade visitors also used the trade fair specifically to make purchasing decisions. The overall positive assessment is mirrored in the results and high expectations for follow-up business.

SWISS-BELHOTEL INTERNATIONAL EXPANDS IN EGYPT WITH SWISS-BELRESIDENCES MANAJ, NEW CAIRO

Swiss-Belhotel International, a global leader in hotel management, expands its Branded Residences portfolio in Egypt with the signing of the prestigious Swiss-Belresidences Manaj, developed by Manaj Developments S.A.E. The project features 200 premium apartments located at the much sought-after South Investors Area, New Cairo.

The agreement was formalised on 16 January at Swiss-Belhotel International's regional headquarters in Dubai, solidifying the partnership with Manaj

Development S.A.E.

Eng. Abd El Monem Ghita, Chairman of Manaj Development S.A.E, said, "Leveraging our extensive real estate experience and partnerships with leading global companies, we aim to transform the Egyptian real estate landscape. Our focus extends beyond simply building residences; we strive to create environments that elevate daily life through premium sustainable developments. Swiss-Belresidences Manaj embodies our commitment to setting

new standards for comfortable and convenient living in Cairo while contributing to the city's growth. By seamlessly blending elegance and functionality, this property will provide residents with a unique living experience."



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AS SAUDI ARABIA'S TOURISM SECTOR GROWS EXPONENTIALLY, DMG EVENTS ANNOUNCES HOTEL & HOSPITALITY EXPO

The 13th edition of the Hotel & Hospitality Expo Saudi Arabia is set to return as a standalone event in 2025. It will serve as a pivotal platform for global industry leaders to capitalise on Saudi Arabia's booming tourism sector while contributing to the Kingdom's ambitious Vision 2030 objectives.

The strictly B2B event, which will run from April 8-10 at the Riyadh International Convention & Exhibition Centre (RICEC), is already seeing a high demand with hundreds of exhibitors from 26 countries

including Türkiye, China, India, and Italy, and strong participation registered from Saudi Arabia. Major industry names confirmed include RAK Porcelain, BAAL, Palatino, Technogym International, Sealy, Sleep High, Port Store, True International, Anatomy Fitness, and Egyptian Porcelain.

Organizers dmg events & KAOUN International have separated the show from its previous co-location alongside INDEX Saudi Arabia and the Lighting Design & Technology Expo. Due to the high demand from exhibitors, the event aims to better servicing Saudi Arabia's

unprecedented hospitality industry growth.

"As Saudi Arabia continues its strategic expansion within the global hospitality landscape and towards its goals for Vision 2030, this year's Hotel and Hospitality Expo is poised to be a significant milestone," said Jasmeet Bakshi, Vice President, Design and Hospitality at dmg events. "With all four halls in RICEC sold out, the event underscores the rapid growth and developing opportunities within the Kingdom's hospitality sector."

Saudi Arabia's hospitality industry is undergoing unprecedented new build





development. According to Knight Frank, the Kingdom will welcome 320,000 new hotel rooms by 2030 to cater to 150 million annual tourists as part of the Saudi Vision 2030 goal of having tourism contribute 10% of GDP. More than a third – 67% of the new rooms -- will be in ‘upscale’ or ‘luxury’ 4- and 5-star properties. New hotel management agreements are being announced monthly, with owners opting for ambitious refurbishments to remain competitive.

The expo’s dedicated industry focus has attracted the official support of the Restaurant

and Café Owners Association, which boasts a network of 3,500-plus restaurateurs and investors with numerous industry buyers expected to attend. Ahmed Alkashakri, CEO of Restaurants & Cafes Association: “The event presents unparalleled opportunities to explore innovative solutions that will propel our industry forward. It will also showcase the immense potential of Saudi Arabia’s hospitality and tourism transformation, offering valuable insights and benefits for all.”

The sector outlook is strong, driven by major projects and global events such as the 2027

Asian Cup, the FIFA World Cup 2034, and World Expo 2030, which is expected to attract 40m visitors and contribute \$94.6bn to the Saudi economy. Additionally, the launch of Riyadh Air in 2025 will boost growth with flights to 100-plus destinations across six continents.

Considered ‘The gateway to Saudi Arabia’s hospitality sector,’ the Hotel & Hospitality Expo is expected to attract 8,000 industry professionals to network, forge alliances, and explore the latest innovations and excellence across the entire hospitality eco-system. Attendees will also discover the trends and timelines for Saudi Arabia’s hospitality masterplan through expert presentations and panel discussions from C-level executives at Diriyah Company, Marriot International, and Hilton, among others, at the show’s ‘Hospitality Leaders’ Summit.’ The show will also boast the Hotel & Hospitality Awards.

Dmg events, is a leading organizer of face-to-face events in the region, has delivered world-class exhibitions in the Kingdom since 2011, leveraging deep regional ties and global expertise to fuel industry growth. “The exhibition industry is inextricably linked to international and domestic business tourism. With over a decade of experience in the Saudi market dmg events is playing its part in driving the hospitality industry,” added Bakshi. “Hotel & Hospitality Expo is in the vanguard of that growth drive.”

For more information, visit
www.thehotelshowsaudi Arabia.com

THE NAUTILUS MALDIVES UNVEILS GCC ULTRA-LUXURY TRAVEL TRENDS TO MALDIVES – PREDICTIONS FOR 2025

The Nautilus Maldives, an ultra-luxury private island hideaway renowned for its unscripted, timeless hospitality concept and free-spirited experiences, has unveiled its predictions for GCC ultra-luxury travel trends to the Maldives in 2025. Just a short four-hour flight

away, the Maldives continues to be the preferred destination for ultra-high-net-worth individuals (UHNWIs) from the GCC, offering bespoke experiences that blend opulence with exclusivity.

Personalisation at the Forefront

One of the standout trends shaping 2025 travel trends is the

demand for deeply personalised experiences. Today's ultra-luxury travellers expect their vacations to seamlessly integrate with their daily routines and lifestyles. From personalised fitness programmes to bespoke dining experiences that cater to all dietary preferences, UHNWIs prioritise resorts that can tailor every element of their



stay to their unique tastes and requirements.

Wellness Retreats Gain Popularity

A significant trend among GCC ultra-luxury travellers is the growing preference for wellness-focused holidays. Recognising this, The Nautilus has continued its exclusive partnership with Ananda in the Himalayas for 2025, combining the tranquillity of the Maldives with the holistic wellness expertise of Ananda, a multi-award-winning wellness retreat. This partnership allows guests to indulge in tailored wellness retreats, blending rejuvenating spa therapies, yoga, and mindfulness practices with

the unparalleled luxury of The Nautilus.

Sustainability and Slow travel

The shift toward sustainable travel remains a key focus for GCC travellers in 2025. Guests are increasingly drawn to destinations that offer more than just luxury accommodations and services. They seek meaningful connections with nature and the local environment, choosing resorts that champion eco-friendly practices and promote conservation efforts. While choosing to minimise their carbon footprint, the guests also tend to embrace slow travel by staying at the resort for a longer period.

Exclusive, Secluded Experiences

Privacy is a top priority for GCC ultra-luxury travellers, who seek unparalleled exclusivity and secluded experiences. Whether it's dining under a canopy of stars on a private sandbank or diving in the hidden reefs of the Baa Atoll, a UNESCO Biosphere Reserve, these intimate moments are at the heart of The Nautilus experience. Renowned for its ability to craft these bespoke,

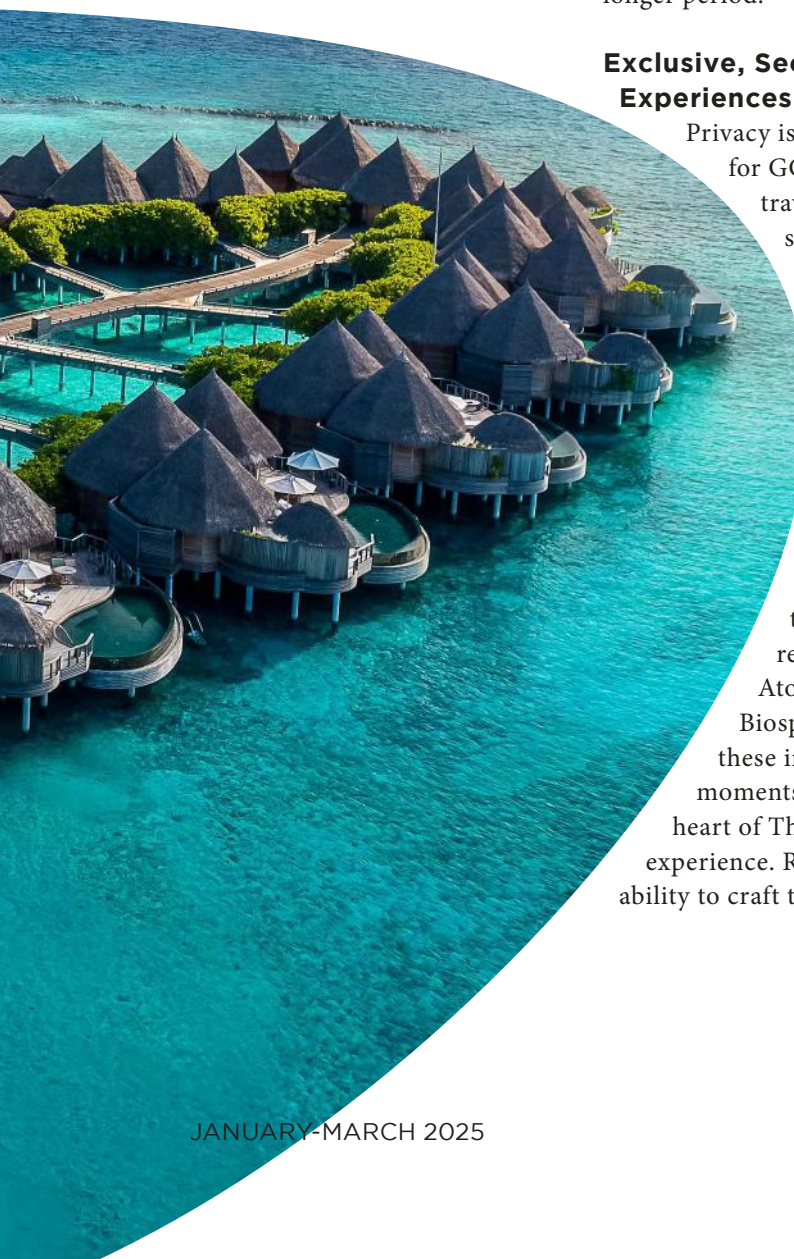
free-spirited escapes, The Nautilus remains a top choice for those travellers in search for the ultimate in luxury and privacy.

Private Island Buyouts - The Ultimate Luxury

An emerging trend among UHNWIs is the increasing desire for private island buyouts. These exclusive private island escapes provide the ultimate sanctuary for relaxation, allowing guests to disconnect from the outside world and reconnect with loved ones. At The Nautilus, this trend is complemented by bespoke services that cater to every whim, ensuring a truly one-of-a-kind experience.

Commenting on these trends, Pietro Addis, General Manager of The Nautilus Maldives, said, "The GCC market has always been a key segment for us, and we understand their need for unparalleled exclusivity and personalisation. The Nautilus is more than just a resort; it's a canvas for our guests to create their own stories, seamlessly blending freedom and bespoke luxury. As we move into 2025, we remain committed to redefining ultra-luxury travel with experiences that speak to the heart of what our guests desire—privacy, sustainability, and the most bespoke experiences".

With its focus on delivering unmatched exclusivity, The Nautilus Maldives continues to set the benchmark for ultra-luxury travel in the Maldives, making it the ultimate private island hideout for discerning GCC travellers.



JORDAN MARKS RECORD-BREAKING YEAR WELCOMING OVER 1.32 MILLION GCC VISITORS IN 2024



The Jordan Tourism Board (JTB) recently announced that the country welcomed record-breaking visitor arrivals from the Gulf Cooperation Council (GCC) nations in 2024.

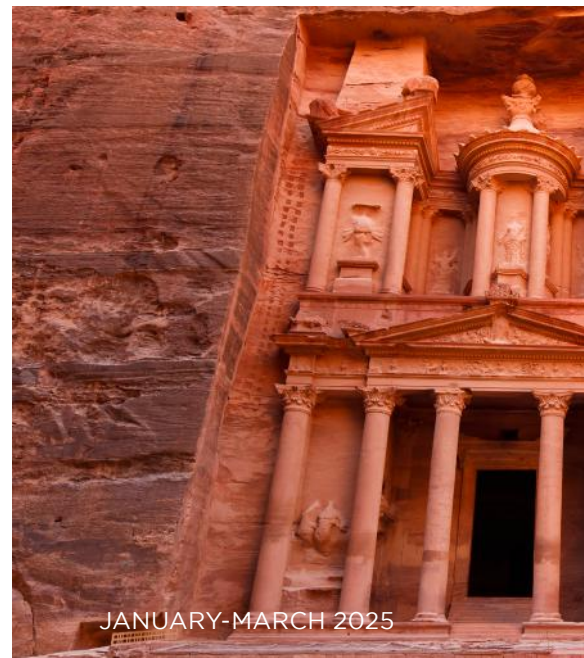
Overnight visitors from the GCC reached over 1.32 million in 2024, a substantial 15% increase from 1.15 million visitors in 2023. This represents one of the highest number of annual GCC visitors, cementing Jordan's position as a preferred destination for Gulf travellers and highlighting the success of the country's strategic tourism initiatives.

The average length of stay reported growth from visitors across all GCC markets, indicating a significant trend toward longer holidays and



deeper exploration of Jordan's diverse attractions. Extended stays were particularly evident during the peak summer months and major holiday periods, with many visitors combining multiple destinations within their itineraries.

"The remarkable results we've achieved in 2024 reflect our strategic focus on the GCC market and the strong cultural and tourism ties between





Jordan and Gulf nations,” said Dr. Abdelrazzak Arabiyat, Managing Director of the Jordan Tourism Board. “The growth in both visitor numbers and length of stay demonstrates that our diverse tourism offerings strongly resonate with GCC travelers, who increasingly

view Jordan as their preferred destination for both short breaks and extended holidays.”

Surge in summer travel

Saudi Arabia dominated the market with 1.158 million overnight visitors in 2024, a 17% increase from 985,904 visitors in 2023. The summer months proved particularly successful, with July and August recording peak arrivals of 156,400 and 141,007 Saudi visitors respectively.

This surge in summer travel underscores Jordan’s growing appeal as an attractive alternative to traditional summer destinations, with the nation’s diverse landscapes and moderate highland temperatures providing a welcome respite for GCC

residents.

This is underpinned by the total number of GCC visitors in July and August recording consistent growth over the past three years – from 146,474 visitors in July 2023 to 172,494 in July 2024, and from 165,593 to 167,031 in August over the same period.

Kuwait maintained its position as the second-largest GCC source market with 72,784 visitors in 2024, while the United Arab Emirates recorded 18,378 visitors, marking an 11% increase from 16,491 in 2023. Qatar contributed 16,081 visitors, while Bahrain and Oman brought 34,309 and 22,716 visitors respectively, with Oman showing particularly strong growth of 12% year-over-year.

The role of tour operators was particularly evident with their organised and structured approach contributing to longer stays and higher visitor spending but has also led to more diverse itineraries and enhanced visitor experiences.

“The transformation we’ve seen in 2024 marks a new trend,” said Dr. Arabiyat. “We’re witnessing a fundamental shift in how GCC visitors experience Jordan, with many choosing to explore multiple destinations within the country and engaging in a wider range of activities than ever before. This has been particularly evident in the growing interest in experiential tourism, from luxury desert camping to cultural immersion experiences.”

For more information, visit www.visitjordan.com



JANUARY-MARCH 2025



SCOTLAND: THE ULTIMATE DESTINATION FOR TOURISTS



By **Matthews Matthew**, *Editor*

As I stepped off the train in Edinburgh, Scotland's capital city, I couldn't help but feel a sense of excitement and wonder. I had heard so much about Scotland's stunning landscapes, rich history, and warm hospitality, and I was eager to experience it all for myself.

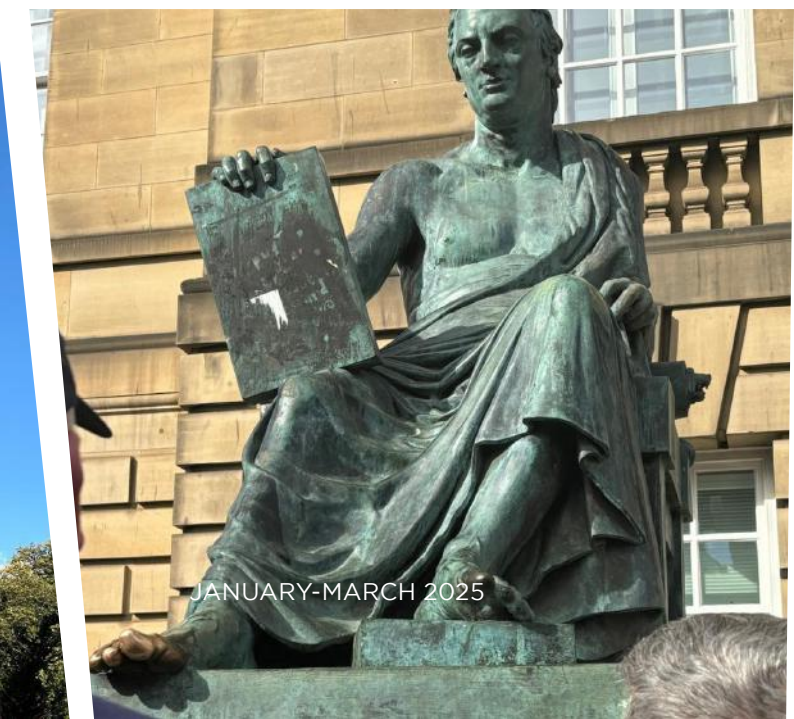
Over the next five days, I explored the best of

Scotland, dividing my time between Edinburgh and Glasgow. From the rugged beauty of the Highlands to the vibrant cultural scene of the cities, Scotland left me in awe.

Highlights of my trip

- **Edinburgh Castle:** Perched atop the Royal Mile, this historic fortress offers breathtaking views of the city and is a must-visit attraction.
- **The Royal Mile:** This





JANUARY-MARCH 2025

charming street is lined with shops, restaurants, and historical landmarks, making it the perfect place to soak up the city's atmosphere.

- **Glasgow's West**

End: This trendy neighborhood is home to some of Glasgow's best restaurants, and shops, and is a great place to experience the city's vibrant culture.

- **Loch Lomond:** A scenic drive from Glasgow, Loch Lomond is a stunning freshwater lake surrounded by breathtaking scenery and is perfect for a day trip.

Why Scotland is a must-visit destination

- **Natural Beauty:** From the rugged Highlands to the stunning coastlines, Scotland's natural beauty is simply breathtaking.

- **Rich History:** Scotland's history is steeped in tradition and culture, with countless historical landmarks and attractions to explore.

- **Warm Hospitality:** The Scots are famous for their warm welcome, and visitors are always made

to feel at home.

- **Vibrant Culture:** From the thriving arts scene to the lively music festivals, Scotland's culture is vibrant and exciting.

Practical information

- **Getting There:** Scotland is easily accessible by air, with several international airports, including Edinburgh and Glasgow.

- **Getting Around:** Scotland has a well-developed public transportation system, making it easy to get around without a car.

- **Accommodation:** Scotland has a wide range of accommodation options, from budget-friendly B&Bs to luxury hotels and castles.

Scotland is a destination that has something for everyone. From its stunning landscapes and rich history to its vibrant culture and warm hospitality, Scotland is a country that will leave you with unforgettable memories. So why not start planning your trip to Scotland today?

Mauritius Crowned World's Top Honeymoon Destination In TripAdvisor's Travelers' Choice Awards 2025

The island nation of Mauritius has been named the World's Best Honeymoon Destination in TripAdvisor's prestigious Travelers' Choice Awards 2025, surpassing renowned romantic destinations including Bali and the Maldives.

This recognition highlights Mauritius's unique positioning in the luxury travel market, where world-class hospitality seamlessly blends with authentic cultural experiences. The island's winning formula combines pristine beaches, luxury accommodations, and rich cultural heritage, setting a new standard for romantic

getaways.

"This accolade reflects Mauritius's commitment to providing an unparalleled experience for honeymooners," said Richard Duval, Minister of Tourism. "Our island offers more than just beautiful beaches – it's a destination where luxury meets authenticity, creating perfect moments for couples starting their life journey together."

Key Highlights of Mauritius as a Honeymoon Destination:

- Luxury resorts offering world-class amenities and service
- Year-round pleasant climate

with temperatures rarely below 20°C

- Unique natural phenomena including the underwater waterfall illusion at Le Morne
- Rich cultural heritage blending Indian, African, French, and Chinese influences
- UNESCO World Heritage sites including Aapravasi Ghat
- Diverse activities from dolphin watching to exploring Black River Gorges

The full top 10 honeymoon destinations for 2025 are: Mauritius, Bali, Maldives, Hoi An, and Phuket.

BBQ BROS PARTNERS WITH BEETROOT HOSPITALITY TO BRING 8 RESTAURANTS TO THE UAE

BBQ Bros, a leading global brand in the barbecue and grilling industry, is delighted to announce its joint venture with Beetroot Hospitality and confirms its plan to open eight dining outlets in the UAE by 2027. A Memorandum of Understanding for a first flagship location has been signed with an opening by August 2025 in Dubai Creek.

The strategic partnership introduces BBQ Bros' authentic flavors and unique BBQ experience to the UAE's dynamic culinary landscape through restaurants, pop-ups, public events, festivals, social events, special celebrations, and private catering.

Currently, BBQ Bros has established operations in Belgium, at the renowned Tomorrowland festival, as well as in Lebanon, Egypt, and Kuwait. With the UAE being a key market for culinary innovation and diversity, this joint venture marks a significant step in the brand's expansion strategy.

The collaboration will leverage Beetroot Hospitality's extensive local market knowledge and

operational expertise, facilitating the opening of several BBQ Bros outlets across prime locations. BBQ Bros UAE plans to expand into various segments of the food market, including pop-up locations, catering services for both private and public events, and participation in festivals.

"Partnering with Beetroot Hospitality is such an exciting step for us," said Mario Aoun, owner of the BBQ Bros global brand. "The UAE is an incredible market, and we can't wait to bring our global BBQ flavors to this vibrant community. This joint venture not only marks a milestone for our brand but also allows us to share our passion for barbecue with the diverse and lively community in the UAE."

Antoine Massé and Alexander Suski, Managing Partners at Beetroot Hospitality, expressed their enthusiasm: "We believe that the UAE is the perfect

market for the fun, cool, and BBQ lifestyle brand of BBQ Bros. With our insights into local preferences and trends, we are confident that we can adapt the BBQ Bros brand to resonate with UAE customers while maintaining the authenticity the brand is known for."

The first BBQ Bros outlet is set to open in the Dubai Creek area by August 2025, with additional locations to follow. The menu will feature a diverse range of barbecue dishes, crafted with the finest ingredients and inspired by traditional grilling techniques from around the world.

As part of this joint venture, BBQ Bros and Beetroot Hospitality are committed to sustainability and community engagement, ensuring their operations contribute positively to the local economy and environment.

INTRODUCING NARA ON THE SEA: CANAL DINNER CRUISES- DUBAI'S FIRST LUXURY BISTRO-STYLE DHOW EXPERIENCE

Sonara, the renowned purveyor of luxury desert experiences, announces the launch of its latest venture, Nara on the Sea, set to make waves on Dubai's iconic canal. Nara on the Sea offers residents and tourists an exclusive dinner cruise aboard the Lady Nara, a contemporary luxury dhow designed to elevate the traditional cruise experience with unparalleled service, ambiance and gourmet dining.

The Lady Nara, meticulously custom crafted in Dubai, combines a modern aesthetic with traditional charm and can host up to 90 guests across two dining decks. Complete with an open bar, state-of-the-art

Chef's kitchen and stylishly appointed interiors, Nara on the Sea promises a truly immersive experience.

Departing from Dubai Festival City harbour, Nara on the Sea's cruise route showcases Dubai's stunning skyline and heritage, sailing past notable landmarks such as the Ras Al Khor mangroves, the Burj Khalifa and the mesmerizing Dubai Canal waterfall bridge.

French Chef Gregory Khellouf brings his international culinary expertise to Nara on the Sea, offering thoughtfully crafted menus that blend Mediterranean flavors with an Emirati twist featuring locally sourced ingredients.

His sophisticated yet simple approach promises guests a sensory journey from the first course through to dessert.

Sunset Cruise Menu

Guests embark on a journey of flavours and sights aboard the Sunset Cruise, which offers two distinct routes: the historic charm of Old Dubai on Mondays and Wednesdays or the contemporary elegance of New Dubai from Thursday to Sunday.

While sailing, guests are treated to a curated selection of canapés that showcase creative culinary artistry. Highlights include smoked salmon toast with lemon cream cheese and sumac; guacamole-filled panipuri with





Pico de Gallo salsa; shrimp shell harmony with dill and shaved fennel; mini éclairs infused with Mandarin lemon chicken; and olive tapenade cups adorned with radish flowers. The experience concludes with an assortment of macarons, featuring luxurious flavours such as saffron, date vanilla, pistachio and rose raspberry

Dinner Cruise Menu

For those seeking the ultimate in indulgent culinary experiences, the Dinner Cruise offers a decadent sharing-style menu. The meal begins with a Prelude featuring artichoke tart infused with bergamot and white truffle honey; paired with vibrant crudités served with pink hummus and labneh olive dip.

The First Flavours include dry beef bresaola carpaccio; artichoke and zucchini carpaccio; Mediterranean salad; and a flavourful fish salad drizzled with tahini tarator sauce.

The Masterpiece dishes showcase monkfish in a rich tomato sauce with capers;

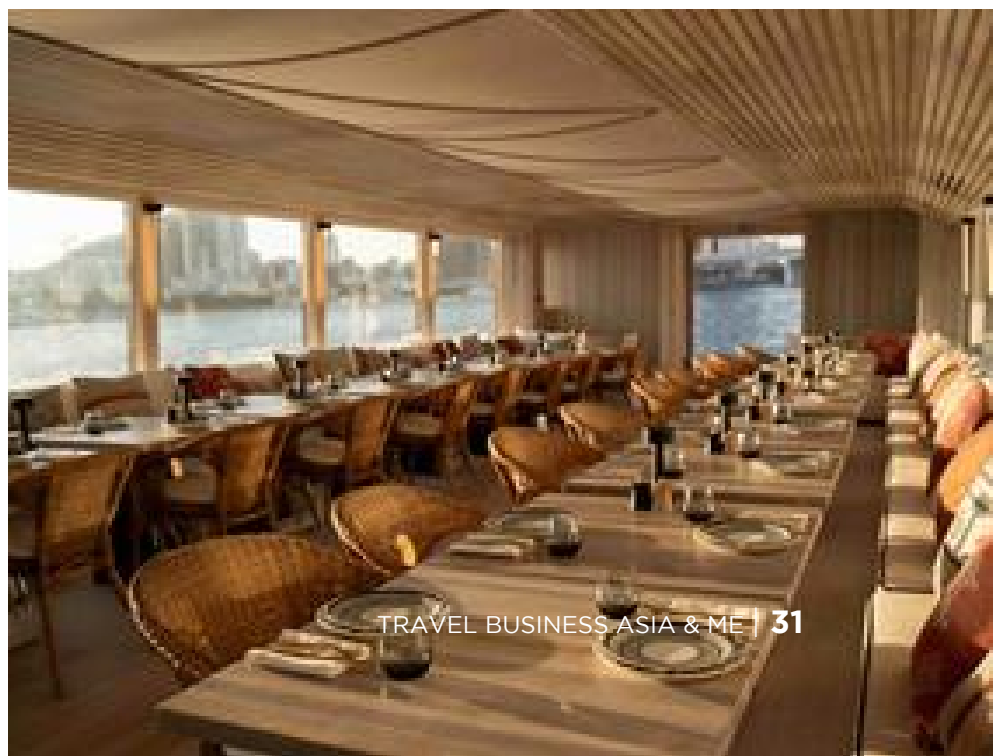
braised veal topped with harissa breadcrumbs; and vegetable mechouia infused with authentic Middle Eastern flavours. These mains are complemented by fragrant Middle Eastern saffron rice infused with dill and cardamom. The experience concludes with the Sweet Finale, a pistachio dacquoise layered with kadaifi crisps, almond tuille and refreshing raspberry sorbet.

The launch of Nara on the Sea marks a new chapter in luxury dining in Dubai, promising an experience that captures the

beauty of the city from the water, with an exclusive menu and ambiance to match. Whether looking for a romantic date night, a dinner with friends, the perfect venue for a private celebration or corporate event, Nara on the Sea is the perfect setting to enjoy great food and stunning views of the Dubai skyline.

Lady Nara's crew and staff can't wait to welcome guests aboard for an unforgettable cruise and culinary journey. Bon appétit!

For more information, visit
www.nara.ae/lady-nara/





The Leela Collaborates with HH Sawai Padmanabh Singh of Jaipur, Celebrating True Indian Luxury



Unveils 'Time Travel with The Leela' as a series of immersive experiences that bring Indian cultural & culinary heritage together.

In the next phase of its collaboration with Icon of India HH Sawai Padmanabh Singh of Jaipur, The Leela unveils its latest campaign, "Time Travel with The Leela", an initiative designed to connect with young, affluent travelers who seek experience-forward stays. This campaign celebrates a blend of Indian legacy and modern luxury hospitality, showcasing its commitment to curating meaningful journeys rooted in culture and heritage.

Announced in 2024 as an Icon of India by The Leela, HH Padmanabh Singh brings his unique blend of heritage, sophistication, and modernity to this campaign. As a custodian of Jaipur's royal lineage, his involvement aligns seamlessly with The Leela's ethos of creating

moments that connect guests to India's timeless history in ways that resonate with modern sensibilities.

For HH Sawai Padmanabh Singh, the campaign is an opportunity to highlight the enduring relevance of India's cultural legacy. "The Leela mirrors my passion for keeping India's heritage alive while presenting it in a way that appeals to today's discerning traveler. The thing about Indian heritage is that it is not frozen in time. It is alive, vibrant, it is a part of who we are and it needs to be seen, felt and lived" he said.

Time Travel with The Leela invites guests to embark on immersive cultural experiences and bespoke culinary explorations that evoke the mystique of India's past. This initiative is crafted for the discerning global traveler,

reflecting insights into their preferences for stays that go beyond luxury accommodations to meaningful connections with the destinations they explore.

"The Leela has always been a gateway to India's illustrious past, where each property offers an invitation to explore a deeper connection with the country's heritage," said Shweta Jain, Chief Marketing and Sales Officer, The Leela. "Through this campaign, we continue to showcase what makes us unique: an unwavering focus on meaningful, immersive experiences that reflect 'True Indian Luxury.' With HH Sawai Padmanabh Singh, we bring India's regal traditions to life, creating memories that are as timeless as they are extraordinary."

Time Travel with The Leela brings alive the elegance of The Leela Palaces, juxtaposing their heritage with a fresh, contemporary perspective. The campaign's aesthetic choices, from





its visual language to the styling of HH Sawai Padmanabh Singh, reflect the brand's commitment to honoring tradition while appealing to modern sensibilities.

With Time Travel, The Leela extends an open invitation to the world: come, live India's legacy through the Leela's lens of true Indian luxury.

For more information, visit www.theleela.com



VALOR HOSPITALITY EYES PATH FOR GROWTH IN REGIONAL HOSPITALITY DEVELOPMENT

Valor Hospitality Partners Middle East views full-service hotel management as key to elevating quality standards and maximising operational and investment value for property owners and developers across the Gulf Cooperation Council (GCC) region. With the GCC hospitality sector witnessing unprecedented growth—marked by approximately 600,000 rooms under development—this surge represents a global phenomenon

of exceptional scale.

Dubai's hospitality vision aligns seamlessly with the Dubai 2040 strategy, inspired by the forward-thinking leadership of HH Sheikh Mohammed bin Rashid Al Maktoum. Focused on innovation, sustainability, and excellence, the plan aims to position Dubai as the world's most visited city, integrating smart technology, sustainable practices, and authentic cultural experiences to create a diversified and thriving economy. By 2040, Dubai aspires to redefine luxury,

attract a wide array of travellers, and strengthen its status as a premier global destination.

While the UAE continues its dynamic expansion, Saudi Arabia has emerged as a global leader in hotel development, driven by transformative projects under the Kingdom's Vision 2030. With an ambitious goal of attracting 100 million tourists by 2030, the Kingdom has over \$110 billion in active projects, expected to deliver 310,000 hotel keys. In parallel, Qatar, following significant investments for the 2022 FIFA World Cup, is poised for further growth, showcasing untapped potential in its hospitality sector. Meanwhile, Oman is unveiling ambitious projects, such as the Yiti development, leveraging its

A WHOLE WORLD OF LOCAL



pristine Arabian Sea coastline to elevate its tourism offerings.

This surge in regional development reflects a transformation in hospitality management, increasingly driven by adaptive management strategies, innovative guest experiences, and sustainable practices to meet modern hotel owners', investors and travellers' expectations. The region is setting undebatable new benchmarks, influencing the global hospitality landscape.

"As the Gulf diversifies its revenue streams, tourism remains a cornerstone of government agendas to drive long-term growth. From fostering ancillary industries and creating job opportunities to enhancing wealth for citizens, the impact is far-reaching.

However, developing hotels goes beyond merely providing beds; asset owners must recognize this to ensure sustainable success. At Valor Hospitality Partners, we leverage our deep expertise to help owners create standout properties—whether standalone or franchised—that deliver exceptional value, and it's this vision that our diverse in-house professional team, supported by our global resources and expertise from business units in the US, Europe, Africa, and Central Asia, can deliver," said Julien Bergue, Co-founder and Managing Partner for Valor Hospitality Partners Middle East, CIS & Central Asia.

Valor Hospitality Partners has strategically aligned with this momentum, expanding its footprint in Saudi Arabia and beyond. A

notable milestone includes managing Hijla Hotel, in Abha, Aseer region, first lifestyle 4-star property, blending luxury with authentic local experiences. This partnership sets a new standard for hospitality in the Kingdom of Saudi Arabia.

Additionally, Valor has partnered with Campbell Gray Hotels on projects in Diriyah Gate, Saudi Arabia, as well as in Beirut, Egypt, and Africa, to develop luxury hotels and residences across the region, further strengthening its presence in the Middle East. In line with its ambitious growth strategy, Valor aims to double its regional portfolio by Q2 2025, reaffirming its commitment to innovation and excellence in the hospitality industry.

For more information, visit www.valorhospitality.com

DEYAAR MAKES DEBUT IN UMM AL QUWAIN WITH AYA BEACHFRONT RESIDENCES, A SANCTUARY FOR LUXURY AND WELLNESS

Deyaar Development PJSC, the UAE's leading real estate developer and property management company, has announced the launch of AYA Beachfront Residences—its first-ever residential project in the Emirate of Umm Al Quwain. This marks Deyaar's expansion into one of the country's most promising and picturesque emirates, bringing its signature blend of innovation, quality, and community-focused living.

Strategically located along the pristine Umm Al Quwain beachfront, the development is envisioned as an integrated community pillared on four key elements: residential, wellness, community, and smart living. Designed to cater to the growing demand for high-quality residences in emerging areas, it offers a blend of luxury, comfort, and convenience.

Phase 1 of the project will feature a collection of 442 premium residential units, offering one- to five-bedroom residences with nature-inspired interiors reflecting the coast, contemporary design that connects with nature, and private resort-style amenities for an exclusive living

experience.

The development will also include penthouses, sky villas, and ground-level beach homes (duplexes). With a thoughtful design approach, AYA Beachfront Residences offers fluid architecture with terraces overlooking the ocean and historic sites, blending heritage with modernity. The project features premium finishes that elevate the living experience, including fully furnished kitchens equipped with high-end appliances. Each unit is thoughtfully designed with environmentally conscious materials, reflecting a commitment to sustainability while ensuring luxury and comfort. This attention to detail not only enhances the aesthetic appeal but also promotes an eco-friendly lifestyle, making it an ideal choice for discerning residents who value both quality and sustainability.

The project will be a walkable 15-minute community connecting residential, cultural, and leisure spaces, with future phases adding a marina, retail, and cultural venues, while enhancing people's living experiences.

Wellness and leisure facilities include a beach club, wellness center with Yoga center, spa,

infinity pool and kids' zone. The vibrant community hub includes cafes, dining destinations, and multi-purpose recreational areas. The project is designed for smart living, with integrated security, smart home features, a business center and smart parking.

AYA Beachfront Residences is strategically located just 40 minutes from Dubai Airport, providing convenient access for both residents and visitors. It is also a mere 20 minutes from Ras Al Khaimah and Sharjah, ensuring connectivity to key emirates. Additionally, the site is in close proximity to the old town, rich in heritage and culture, offering a unique blend of modern living and historical significance. This prime location not only enhances the appeal of the project but also fosters a vibrant community that celebrates both contemporary amenities and traditional values.

With this launch, Deyaar continues to strengthen its position as a key player in the UAE's real estate sector, offering investors and homebuyers an attractive opportunity to be part of a fast-growing community. The project is scheduled for completion in Q4 of 2027.



SOLAR-POWERED TOURISM: HOW BOHOL'S RENEWABLE ENERGY FUELS ECOTOURISM GROWTH

Tourism contributed 8.6% to the Philippines' GDP in 2023, demonstrating its significance to the national economy. According to the 2023 Sustainable Travel Report, 76% of travelers prioritize eco-friendly options, prompting destinations to adopt greener initiatives. To support this growing trend and encourage sustainable development in the country, the Department of Tourism promotes the ANAHAW Philippine Sustainable Tourism Certification, recognizing eco-friendly accommodations that adopt energy-efficient and carbon-reducing practices.

Building on these efforts, solar power presents a scalable solution for reducing costs, increasing energy stability, and aligning with global sustainability goals, making it a key investment for

eco-conscious tourism.

Harnessing Solar Energy to Power Bohol's Top Destinations

Bohol, the Philippines' first UNESCO Global Geopark, is harnessing renewable energy to support its booming tourism industry. With a remarkable 313% surge in visitors in 2023, the island taps on clean energy solutions to meet growing infrastructure demands. Central to these efforts is the Dagohoy Solar Power Project (DSPP), the island's first large-scale solar farm.

DSPP, a collaborative effort between Dagohoy Green Energy Corporation (DGECE), a member of the Yuchengco Group of Companies (YGC), the Department of Energy (DOE), and Bohol local government units, uses 40,000 Trinasolar

Vertex modules with a capacity of 27MWp to generate 41,000 MWh of electricity annually. This clean energy powers approximately 18,000 homes and major tourism sites, including the Chocolate Hills—a unique natural wonder of cone-shaped hills, and the Tarsier Sanctuary, home to one of the world's smallest primates.

"The Dagohoy Solar Power Project is a key milestone in the transition to a net-zero future. Through our advanced solar technology solutions, we are supporting the transformation of energy systems and empowering communities. This project illustrates the vital role of renewable energy in meeting the growing demand for clean power," said Elva Wang, Group Director of Southeast, South and Central Asia, Trinasolar Asia Pacific, a global leader in smart photovoltaic (PV) and energy



storage solutions.

Trinasolar at the Heart of Sustainable Tourism

Trinasolar's high-performance bifacial Vertex modules are weather-resistant built to thrive in harsh environments, ensuring reliable performance for years to come. These modules showcase impressive energy yield and low degradation rate, which help reduce operational costs and maintain long-term efficiency.

This innovation guarantees consistent power generation even in remote or weather-prone areas, making them perfect fit for eco-tourism destinations like Bohol.

Sustainability That Strengthens Bohol's Economy

The Dagohoy Solar Power

Project plays a critical role in Bohol's sustainability strategy, by reducing carbon dioxide emissions by 28,642 metric tons annually. It has also created over 600 local jobs during construction, boosting economic and business activities in the area.

"Bohol's success highlights the potential for solar power to revolutionize tourism across the Philippines and Southeast Asia, providing a model for other regions looking to balance growth with environmental responsibility," added Elva. As demand for sustainable travel continues to rise, renewable energy solutions like solar power are becoming essential to maintaining a thriving, resilient tourism sector.

"The Dagohoy Solar Power Project is a great step for Bohol's sustainable future. In

partnership with Trinasolar, PetroGreen Energy Corporation (PGE) is proud to help power an iconic tourism destination in the country and its stunning landscapes and rich biodiversity. This project also strengthens Bohol's clean energy adoption and resilience," said Maria Victoria M. Olivar, PGE's Vice President for Business Development and Commercial Operations.

Bohol's integration of solar energy into its tourism infrastructure shows how clean power can support economic growth, reduce environmental impact, and enhance visitor experiences. By embracing renewable solutions, the island is setting a standard for responsible tourism that preserves natural wonders while building a more sustainable future.

Experience Cheval Blanc Spa At Cheval Blanc Seychelles For Complete Rejuvenation Of The Mind, Body And Soul

Hidden within a lush green jungle, the Cheval Blanc Spa in Cheval Blanc Seychelles warmly invite guests to embark on an unparalleled sensorial journey of relaxation and rejuvenation. Surrounded by the harmonious chirping of birds and the gentle rustle of the leaves, every step leads guests deeper into the serene beauty of nature.

Mirroring the exterior environment, the spa is home to six individual treatment rooms and two exclusive Orchidée Salons for duo treatments, each adorned with sand, coconuts and seashells. The spa also features a Beauty Studio, a hammam and a yoga pavilion, presenting a refined collection of face and body treatments, masterfully created by Guerlain exclusively for the Maison, each tailored for complete mind, body and soul rejuvenation. Completing this sensorial retreat, the air is filled with the enchanting Jungle Chic fragrance which was exclusively created for the Maison by Guerlain's

Thierry Wasser and artfully captures the exotic allure of Seychelles.
The Cheval Blanc

Spa offers guests a collection of bespoke treatments and massages. Designed to nourish the body and awaken the senses, these treatments effortlessly blend cutting-edge innovation with customization, emotion and sensoriality. Guests can choose from a variety of massages, facials, body enhancements, Guerlain signature treatments and exclusive experiences inspired by nature which include Wonders of Earth and Wonder of Aqua.

True to its name, the Wonders of Earth ritual celebrates all wonders of Earth. This ritual focuses on the breath and encompasses gentle movements and stretches designed to stimulate the whole body, offering a true resynchronisation of the body and soul. On the other hand, Guerlain has expertly crafted a multi-sensorial face and body treatment to experience and celebrate the healing of waters and is named Wonders of Aqua. Inspired by the miracle of water in its many forms, it is a carefully choreographed journey through the powerful states of water, each one bestowing its specific healing properties on the skin leaving the skin feeling hydrated and purified.



DUBAI UNVEILS 'THE FORT – LISAILI': A NEW DESERT DINING & ENTERTAINMENT DESTINATION





A new, multi-experience destination opened in Dubai, offering travellers a ‘taste’ of the Arabian desert. Located in the village of Lisaili, a popular gateway to Dubai’s surrounding dunes, and close to other landmarks such as Al Marmoom Heritage Village, Al Qudra Lake, and Al Qudra Cycling Track, ‘The Fort – Lisaili’ features a variety of experiences and desert dining all in one convenient location. Just a 45-minute drive from Downtown Dubai, the new destination is fully equipped for guests seeking to dine and explore the desert at their leisure.

A truly unique destination

Designed by the team at Arabian Adventures, The Fort – Lisaili is a new camp featuring multiple desert lounges. It is located next to the well-known Hidden Café and a replica fort structure at the base of a row of impressive sand dunes, popular with UAE residents for sunset viewing. With this dramatic backdrop, the location has been enhanced to create a new desert destination offering activities for a range of audiences.

Fully customisable experience

The entry fee includes a BBQ buffet dinner, soft beverages, live entertainment (fire show), camel rides, henna hand painting, and family-friendly games such as archery on the dunes.

Alaa AlKhatib, Vice President of Destination Management at the dnata Travel Group, commented:

“The Fort – Lisaili marks the beginning of an exciting new chapter for Arabian Adventures and the Dubai desert’s entertainment landscape. It is designed to offer a customisable experience, where visitors can explore the beauty of the desert on their own terms. Our vision is to create an exciting and unique ‘desert destination’ with a diverse range of activities, attractions and events, creating a memorable experience for both Dubai residents and tourists.”





ROYALJET SELECTS THE ACJ320NEO FOR ENHANCED SERVICES

Abu Dhabi based premium private aviation charter operator, RoyalJet has placed a firm order for three ACJ320neo aircraft in line with its strategy to enhance and broaden its product portfolio offering to customers. The agreement makes Royal Jet a new Airbus customer.

The ACJ320neo offers intercontinental range with non-stop flights from Abu Dhabi to all European, African and Asian destinations. The rest of the world will be no more than one stop away.

The ACJ320neo is based on the A320neo which is the world's most advanced and popular single aisle platform, offering the lowest fuel burn in its category and lower maintenance costs. With the widest and tallest cabin of any single aisle aircraft, the ACJ320neo provides the flexibility for unique premium cabin interiors, together with a lower cabin altitude and much larger cargo carrying capacity than any conventional business jet, so as to offer a superior overall passenger experience.

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