

# TRAVEL TALK Asia

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## The Clarks Hotels and Resorts opens its first property in Sri Lanka

DINUSHKA CHANDRASENA

The Clarks Hotels and Resorts strengthens its footprints in Sri Lanka by opening The Albatross Golf Resort in Kandy. With the primary aim being to promote the Sri Lanka to the Indian travelers, and take advantage of the growing local business and leisure travel market.

The Albatross Golf Resort Digana, Kandy by The Clarks is in close proximity to the 18-hole Golf Course with breathtaking views of the hills and the Victoria reservoir. The Clarks brand is aggressively looking at expansions in Sri Lanka and have earmarked key locations across the country for its new developments

The Albatross Golf Resort Digana, Kandy by The Clarks, is perched on top of "The Coconut Hill" and has a backdrop of Pidurutalagala Peak. It is centrally located, and is in close proximity to temple of the Tooth Relic in Kandy and the Pallekelle International Cricket Stadium. The resort is frequented by many well-known international golfers, celebrities, business tycoons, entrepreneurs, and international test cricketers.

This upscale property has 8 modern rooms divided into three categories – The Royal Albatross Suite, The Tee off Suite and Deluxe Rooms catering to guests from all over the globe. The Royal Albatross Suite provides a fascinating wide-span view of the famed Hunnasgiri-



ya, Hanguranketha, Galaha and Pidurutalagala mountain ranges, with the Golf Course, Victoria Waterways and Dam. The magnificent suite boasts of a private balcony, jacuzzi, rain shower, butler service, and equipped with other modern amenities.

They have an in-house bar serving strong and exotic mocktails and cocktails. The multi-cuisine restaurant located on the premises offers Indian, Sri Lankan and international cuisines. Further to meet the requirements of MICE and corporate, the property has an arrangement to cater to fifty persons.

Rahul Deb Banerjee, Vice President, The Clarks Hotels and Resorts said, "As a part of corporate strategy we are expanding both nationally and internationally. We are present in almost all the states of India and we recently have also opened a unique property in Sri Lanka. We are price conscious and believe in providing value for money to our travelers. This is the best time to be in the tourism industry, with the Sri Lankan government pushing tourism, and the pandemic has changed the attitude towards traveling, coming days will witness a further increase in tourism

Cont on Pg 4

## Your Revenue Partner brings in new hope for luxury boutique hotels and villas in Sri Lanka

DINUSHKA CHANDRASENA

Your Revenue Partner, a subsidiary company of Your Tourism Partner (UK) was founded to support Sri Lanka's boutique hotel and villa market and increase its visibility locally and globally. "We chose to focus on this niche after studying the Sri Lankan boutique hotel and villa market for several years. Whilst some of the best experiences in Sri Lanka have 4 to 15 rooms, the marketing and sales of these properties are not always in line with their offering as they cannot afford to hire an entire team" says one of the founders Jean-Marc Flamert.

Your Revenue Partner is a team of professionals who provide services to increase revenue of an organisation. It brings together decades worth of knowledge, a network, and expertise to deliver B2B and B2C revenue. The team have worked for / with hotel companies including Uga Escape, W15, Jetwing, Taru Villa's, Aditiya, Connaissance, Serendib Leisure, and Anantara Sri Lanka, as well as DMC's such as Tour East Sri Lanka and Maldives. Your Tourism Partner has looked after overseas marketing for brands in Sri Lanka, Maldives, Jordan, Costa Rica, Saint Lucia, and Antigua. The team include Jean-Marc Flamert, Ranika Palihena and Dulanka Balasuriya and they count near on 50 years experience.

"Launching at a time when tourism is

YOUR REVENUE



down for Sri Lanka gives as focus. Foreign exchange and employment are critical to the country and our people. We want to play our part in delivering to the owners of some of the best independent experiences, as well as their employees and the communities with in which they

operate. Around We estimate that

We call upon the DMC (destination management companies) in Sri Lanka and the overseas tour operators to support the SME sector in Sri Lanka.

Our partner boutique hotels and villas include Zylan in Colombo, Villa Space and Pedlar's Manor in Unawatuna, Tabula Rasa near Habaraduwa, Kalundewa Retreat in Dambulla, Madulkelle Tea & Eco Lodge overlooking the Knuckles Mountains and Pearl 111 sail boat in the Maldives.

Your Revenue Partner is a subsidiary of Your Tourism Partner (founded in 2008 in the UK), and it helps small businesses grow and achieve greater revenue. Its initial focus is on hospitality. Your Revenue Partner manages all sales and marketing functions for portfolio of unique independent boutique experiences in both B2B and B2C markets.

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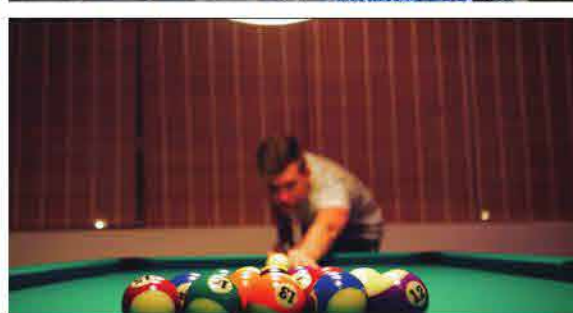
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A renewed sense of hope for Sri Lanka Tourism with the easing of travel advisories and the launch of a Destination Marketing campaign by the private sector driven Tourism Alliance

According to the latest UNWTO world tourism barometer, international tourist arrivals have almost tripled worldwide (Jan – July). This means the sector is almost back at pre-pandemic levels and a lot of this is due to the easing of Covid-19 travel restrictions coupled with the strong desire for travel post-lockdown and border closures. However, the next quarter may not be as promising due to the on-going conflict between Russia and Ukraine along with an economic recession looming over the Western hemisphere.

Locally we have been working through numerous challenges and both the state and private sector are working on delivering a real-time message that Sri Lanka is open for business minus the setbacks faced during the last couple of months. This message needs to be communicated at all levels across all markets. Driving winter bookings need to be a priority.

As we approach World Tourism Day under the theme 'Rethinking Tourism' its relevance has never been clearer or more important than right now. The time is apropos for us to re-think on many levels how best to refine our products and services to remain competitive and sustainable.

Sri Lanka Tourism has embarked on a series of road shows in three major Indian cities to stir interest and increase arrivals from one of Sri Lanka's key tourism generating markets. The private sector represented Sri Lanka at the recently concluded IFTM Paris and the assurance from Air France to recommence seasonal operations will enhance the growth of this market segment.

More flagship carriers are looking at adding Colombo to the winter schedule and the market is hoping for more connectivity from long-haul destinations in the next couple of months.

Tourism remains a key economic driver and a vital component of Sri Lanka's economic recovery. The need to create more awareness, drive winter bookings and actively lobby to revise travel restrictions will deliver the much-needed result of resuscitating the industry to regain its lost momentum.



*Dinushka*  
Dinushka Chandrasena  
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## NEWS

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### The Clarks Hotels and Resorts ....

"We are also now promoting Sri Lanka and The Maldives as our new international destinations."

Gabriel Gunasekera, Head Development, Sri Lanka and the Maldives said, "We are optimistic that The Clarks expansion has created a buzz in the Sri Lankan Market and will further add more properties to The Clarks Hotels and Resorts portfolio in the coming months. By 2023, the brand will comprise about 150 properties within its chain."



### Arabian Travel Market 2023 signs partnership agreement with IHG Hotels & Resorts

TTA BULLETIN

Arabian Travel Market (ATM), the leading travel and tourism event for inbound and outbound tourism professionals throughout the Middle East, has signed an agreement with IHG Hotels & Resorts, to become its Official Hotel Partner for ATM 2023, which takes place at the Dubai World Trade Centre on 1-4 May.



"The partnership presents a great opportunity for IHG to showcase the work that we are doing on a series of far-reaching commitments to drive environmental and social change to meet the demand for sustainable stays from millions of our guests around the world."

Leading international hospitality group IHG, will officially accommodate almost 200 leading international media and key industry buyers from the UK, Germany, Spain, France, Italy, Israel, Turkey, India, the GCC, US, Egypt and South Africa.

The agreement will enable IHG to showcase their InterContinental branded properties in Dubai, as well as voco Hotels, Crowne Plaza Hotels and Resorts and Hotel Indigo to top industry professionals representing luxury, leisure, MICE and business travel. In addition, IHG will also host the coveted Official ATM Party.

The theme of next year's ATM showcase is "Working Towards Net Zero" and RX (Reed Exhibitions) the organiser of ATM, will celebrate its 30th annual event by unveiling a dedicated sustainability pledge, not only to make the ATM 2023 event more sustainable, but to announce 30 long term goals, as ATM works towards Net Zero in line with the RX Global pledge.

Commenting on the announcement, Haitham Mattar, IHG's MD for IMEA said: "We are pleased to extend our long-term relationship with RX as their hotel partner for Arabian Travel Market 2023. We are especially keen on the show's theme "Working towards Net Zero" as it is well aligned with IHG's 'Journey to Tomorrow' – our ten-year responsible business agenda focused on our people, planet and communities."

"As a regular global exhibitor with RX, we have experienced great footfall and interest at several of their shows across the world and especially at ATM. The show's success was especially evident in 2022 as the world returned to meeting face to face, building strong personal networks and long-term business relationships. The show offered a great backdrop for the launch of our new "IHG One Rewards" program and in 2023 we look forward to delving further into our loyalty offering for the Middle East."

ATM 2022 attracted over 24,000 visitors and hosted over 31,000 participants including 1,600 exhibitors and attendees from 151 countries, across 10 halls at Dubai World Trade Centre.

Danielle Curtis, Exhibition Director, Arabian Travel Market, said: "Arabian Travel Market is committed to the Middle East, which has some of the most ambitious and exciting development plans anywhere in the world. This partnership with IHG presents an ideal opportunity to align one of the region's leading hospitality groups with our unrivaled event platform."

"The Official Hotel Partnership is pivotal to the ongoing success of Arabian Travel Market, and the correlation between attracting quality buyers and delivering a quality host hotel experience has been a major factor in driving interest and guaranteeing the attendance of key travel industry professionals."

### PATA Launches Asia Pacific Snapshot: Weekly Travel Recovery Dashboard

TTA BULLETIN

The Pacific Asia Travel Association (PATA) is pleased to announce the launch of the PATA Asia Pacific Snapshot: Weekly Travel Recovery Dashboard to support its destination members and the sector at large by offering an easy, comprehensive guide to the status of travel re-openings, new travel experiences, and the most current travel policies and restrictions in place across the region. This dashboard is the latest revamp of PATA's COVID-19 status dashboard which has been issued regularly over the past six months.



clear weekly report about travel policies, pandemic status and the latest news and marketing campaigns for destinations within the region."

The weekly newsletter captures destinations' latest travel development on a weekly basis through various sources and is sent every Wednesday highlighting approximately 20 destinations

across the region. The list of featured destinations in the newsletter rotates on a weekly basis, with member destinations announcing new updates given priority to be featured in the newsletter. More detailed information for 40 destinations is available on the PATA website.

PATA member destinations who wish to share the latest official policy updates on travel and status, please contact the team at sic@PATA.org.





## Heritance Kandalama

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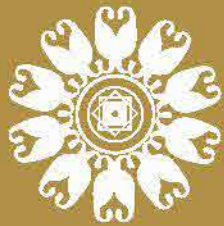
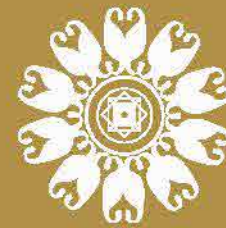
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## Thailand grants visa extension for tourists to stimulate upcoming high season

TTA BULLETIN

Thailand's Centre for COVID-19 Situation Administration (CCSA) approved the proposal by the Tourism Authority of Thailand (TAT) to extend the period of stay to 45 days for tourists from countries/territories entitled for visa exemption, and to 30 days for those eligible for a Visa on Arrival (VOA). This will be in effect from 1 October, 2022, until 31 March, 2023.

TAT has proposed the extension to stimulate the upcoming high season, which normally runs from October until March.

During the specially granted 6-month period, the length of stay per time will be extended from 30 days to 45 days for passport holders of the following countries/territories who may enter Thailand under a tourist visa exemption scheme: Andorra, Australia, Austria, Bahrain, Belgium, Brunei, Canada, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Indonesia, Ireland, Israel, Italy, Japan, Kuwait, Latvia, Liechtenstein, Lithuania, Luxembourg, Malaysia, Maldives, Mauritius, Monaco, The Netherlands, New Zealand, Norway, Oman, The Philippines, Poland, Portugal, Qatar, San Marino, Saudi Arabia, Singapore, Slovak, Slovenia, South Africa,

Spain, Sweden, Switzerland, Turkey, the UAE, UK, Ukraine, and USA.

Also, during the same 6-month period, the length of stay per time will be extended from 15 days to 30 days for passport holders of the following countries/territories who may apply for a VOA: Bhutan, Bulgaria, China, Cyprus, Ethiopia, Fiji, Georgia, India, Kazakhstan, Malta, Mexico, Nauru, Papua New Guinea, Romania, Saudi Arabia, Taiwan, Uzbekistan, and Vanuatu.

In addition, passport holders of the following countries/ territories may enter Thailand without a visa under a bilateral agreement: Cambodia (14 days), Myanmar (14 days), Hong Kong (30 days), Lao PDR. (30 days, Macau (30 days), Mongolia (30 days), Russia (30 days and VOA), Vietnam (30 days), Argentina (90 days), Brazil (90 days), Chile (90 days), Korea (ROK) (90 days), and Peru (90 days).

Kindly note that nationals of certain countries/territories are required to apply for a visa only at the Royal Thai Embassy or the Royal Consulate-General in their country of residence or at the designated Royal Thai Embassy/Consulate-General.

## Sri Lankan Hikes and Beaches now accessible to wheelchair users

TTA BULLETIN

'access the globe', a UK accessible tourism consultancy, has teamed up with 'Ayu by Walkers' to develop wheelchair accessible hiking and beach tours with an all-terrain wheelchair. This is the only such wheelchair in Sri Lanka and its 3-wheel design makes it ideal for tackling sand and difficult terrain.

James Exton, Founder of access the globe, said: "Beach wheelchairs are commonplace on European and US beaches but were unheard of in Sri Lanka. As from September 27 (World Tourism Day) our tours will allow wheelchair users to enjoy the beautiful beaches and breath-taking hiking trails in rainforests and the hill country. After all the recent events, it is good to finally have some positive news for Sri Lanka to shout about."

Buddhisha Senanayake, from Ayu, added: "Tourism is such an important industry for



Sri Lanka and we need to promote the country as being accessible tourist destination. By having equipment such as this wheelchair and our wheelchair accessible tour vehicle, Ayu can offer their own brand of unique holiday experiences to more and more tourists."

Accessible tourism is one of the fastest growing sectors of the tourist market, but Sri Lanka has lagged other Asian countries in embracing the accessible concept. Together, access the globe and Ayu are changing the Sri Lankan tourism industry and putting the country on the radar of those who require accessible holidays.



## Culture, Cuisine, dance and destination featured at Sri Lanka Cultural Festival Stockholm

TTA BULLETIN

Several Swedish and Sri Lankan partners came together last week to present Sri Lanka's vibrant culture, cuisine, dance and destination at the 'Sri Lanka Cultural Festival' held in the Etnografiska Museum and Matamekka, Djurgårdsbrunnsvägen, Stockholm.

The festival also portrayed the myriad facets of Sri Lanka's arts, literature, heritage and history, creative industry, ayurveda and wellness, film and music etc. The event which concluded on 28th August 2022 witnessed a high visitor count of 1300. The event was also done in collaboration with the Sri Lanka Tourism Promotion Bureau.

The 5-day Cultural event was launched at the Etnografiska Museum on 24 August with Sri Lankan cuisine, exotic traditional Sri Lankan dances including poojanatuma, Surambavalliya and Nagaraksha and classical music amidst a distinguished audience and partners.

Master Chef Rohan Fernandopulle, Boccuse d'Or President Sri Lanka, teamed up with Swedish Chef Carola Magnusson to present authentic Sri Lankan dishes showcasing the island's rich culinary heritage. Live stations of hoppers and Kottu projected the islands unique dishes. Freshly brewed Dilmah Tea presented the finest selections of Ceylon Tea.

Sri Lanka's multi-faceted, all-year-around destination featured throughout the festival. The tourism booth, video presentations, posters, banners and flyers depicting the diverse attractions that the island offers such as pristine beaches; lush forests; gushing waterfalls; wildlife and ancient cities, adventure and rich and diverse culture presented the diversity and richness of the island destination.

The Festival also included presentations at the Etnografiska Museum of a variety of unique items from Sri Lanka brought out for the festival by the Museum. Additionally, from private collections, professional creations - replica paintings of Sigiri Apsara, Mulkirigala (19thC Thelapththa Jatakaya), Dodanduwa (19thC, Vessanthara Jatakaya), Replica statues of Avaloketheswara Bodhisattva (9th C, Veheragala) in brass, and the unique Ethpahana (Elephant lamp 12th Century Dedigama-Punkagama) in bronze, conceptual painted pottery using traditional temple imagery on



earthen-ware pots, and other creations presenting the finest Sri Lankan sculptor tradition/ expertise were on display. Silver, brass, wooden handicraft and batik creations projected Sri Lanka's creative industry. Amongst the commercially relevant displays were, Ayurveda and wellness products; authentic Sri Lankan

spices.

Sri Lankan literature corner attracted many visitors. Sri Lanka novels such as Madol Duwa, translated to Swedish presented Sri Lanka literature tradition. Films produced by Swedish producer Stefan & Lavonne Quinth on various themes including Sri Lankan wildlife films were screened daily at the Etnografiska Museum Auditorium. The producers have been closely associated with filming Sri Lanka for over 40 years.



Children were exposed to an additional flavour of Sri Lanka through painting of the islands wild life such as the walikukula (jungle fowl)- the national bird, the Asian elephant, leopard, whale, dolphin, peacock etc. The Sri Lankan dressing booth was a popular stop at the event, providing a delightful experience of dressing in traditional saree, osariya and sarong.

The Embassy of Sri Lanka in Stockholm together with Sri Lanka Tourism received excellent partnership of the Etnografiska Museum, Stockholm; Carola's EKO of Swedish Chef Carola Magnusson; Master Chef Rohan Fernandopulle, President Boccuse d'Or; Dilmah Tea- Sri Lanka and agent Tekompaniet, Stockholm; Swedish Film producers Stefan and Lavonne Quinth.

Additionally at a separate event in Stockholm, specially crafted Sri Lankan fine dining cuisine was presented by Master Chef Rohan Fernandopulle at Restaurant Stora Skuggans by Carola's EKO - which has a strong sustainability branding. Master Chef Rohan also was engaged in the Chefs festival Terra Madre Nordic (1-3 Sept), which is a Nordic meeting place for both producers and consumers with a common interest in sustainable food production, consumption and food culture.

The event took place at a time when several countries including Sweden, Denmark, Norway and others have revised the travel advisories on Sri Lanka.





## Developing cultural and historical ties between India and Sri Lanka through the "Murugan Trail"

TTA BULLETIN

Sri Lanka was further able to strengthen its cultural and historical friendship with its Indian counterparts by organizing the first ever "Murugan Trail" from South India, which was a Media FAM Tour organized by the Sri Lanka



Tourism Promotion Bureau, in collaboration with the Sri Lanka Deputy High Commission in Chennai, from 3rd to 13th August 2022. This was seen as a good initiative as the country is recovering slowly from its economic crisis, where the Tourism sector also suffered a considerable setback, with several countries issuing travel advisories. Sri Lanka Tourism is back on track with the hope of bringing one million tourists this year, where tourist arrivals are on the rise with the gradual relaxation of travel advisories at the same time. India has been exceptionally helpful towards its neighbor during this crucial period, by bringing the most number of tourist arrivals to the destination, recorded as 74,792 for the month of July 2022.

The main purpose of organizing this FAM Tour was to promote the "Murugan Trail" to South Indian tourists, who have a deep connection with Lord Murugan and the festivals as Hindu devotees. Nallur festival in Jaffna and Kataragama Esala Festival are held annually to pay homage to Lord Murugan. Nallur Kandaswamy Kovil or Nallur Murugan Kovil is one of the most significant Hindu temples in the Nallur, Jaffna. The Nallur Festival in Jaffna in August is the island's longest festival. Spanning 25 days of vibrant chariot processions, drumming, dancing and acts of self-mortification, held in honor of the war god Skanda.

Kataragama temple is mostly worshipped by Sinhalese and Hindu devotees. Kataragama plays a very pivotal role as it is a religious place of worship by both Sri Lankans and South Indians alike. Murugan, is the Hindu god of war, the son of Parvati and Shiva, the brother of Ganesha and a god whose legends have many versions in Hinduism. Skanda has

been an important deity in the Indian subcontinent since ancient times, worshipped as Mahasena and Kumara in North India and is predominantly worshipped in the state of Tamil Nadu and other parts of South India, Sri Lanka, Singapore, and Malaysia as Murugan. He is also known as the God of the Tamil people. Therefore, the Kataragama Esala Festival is also a crucial part of the Murugan Trail.

In this regard, the Kataragama Esala Festival is a crucial celebration where Kataragama temple is dedicated to Lord Murugan and is also known as "Skandha" who is known among the Sinhalese as the "Kataragama Deviyo". The Kataragama Esala Festival also holds an important place in the "Murugan Trail" because of its historic connection. Due to this reason, many South Indians come to Sri Lanka as Pilgrims to worship. The origin of Tamil people comes from South India, therefore these communities have strong cultural and religious similarities.

The "Murugan Trail" includes mainly around 10 places of worship from the north to the south of Sri Lanka including Jaffna Nallur Kandaswamy kovil and Kataragama Murugan temple. In addition, Lord Shiva is worshiped as one of the main Gods of the community of South India.

Seeing the importance of this subject, Sri Lanka Tourism invited these South Indian media personnel to experience the various religious sites and festivals in Sri Lanka and to share the experiences with their respective audiences.

The media delegation consisted of electronic, print and social media, including Media houses such as News 7 Tamil Alliance Broadcasting, News18 Tamilnadu, TV 9 Telugu, The Hindu, Behindwoods, Ananda Vikatan and Sakthi Vikatan, and Madura digital. Each of these Media houses are renowned in South India and have millions of followers with a significant viewership.

## The legendary Tudor styled Grand Hotel nestled in the salubrious hills of Nuwara Eliya is proud to announce the appointment of Suresh Abbas as their General Manager.

TTA BULLETIN

High performance individual with a wealth of experience spanning over three decades in operations in three continents. Suresh had his primary education at St. Thomas Preparatory School in Colpetty and St. Thomas Mt Lavinia and worked at the Hilton Colombo. His first love being food and beverage, he went on to pursue



Travel Agents) ABTA regulations.

Commenting on his exciting challenge having returned to Sri Lanka, Suresh stated that he is delighted to have been granted this opportunity to manage such a prestigious address. The Grand old dame can only be compared with the

his higher studies at Ecole Blanc Montreaux in Switzerland, his Professional Development Program at the prestigious Cornell University, Ithaca New York, USA and further his studies by doing his Advance Management Diploma at the West London College United Kingdom.

He boasts of a remarkable career spanning a multitude of exciting hotels in countries such as Qatar, UAE, UK, Ireland and Ukraine. His international exposure began in 1991 in Doha Qatar at the Ramada Renaissance Hotel where he was empowered to master the ability to lead motivated passionate teams to deliver exceptional guest experiences effectively across all levels. His last assignment was to open Sadie, a new boutique collection from the Best Western chain in the UK. This unique concept is the first of its kind in the world.

Suresh Abbas was the General Manager to open two franchise restaurants for Best Western Plus Dover Marina Hotel Marco Pierre White "Mr English Chophouse and Wheelers Fish & Chip in UK. He has won the MPW (Marco Pierre White) most improved restaurant award - Wheelers Fish & Chips in 2019 and was the finalist in three other awards the same year. Progressively he was involved in the entire renovation and the pre-opening of the Best Western Plus in Dover Marina UK. He is certified as health and safety and food hygiene and fire safety expert in accordance with (Association of British

Raffles Singapore, The Peninsula Hong Kong and the Manila Hotel Philippines. Now, with broader experiences from different aspects of the business and a variety of cultures. He further stated that he looks forward to leading a passionately enthusiastic team across many different departments, as well as making his own contribution to the hotel's exciting plans to enhance the guest experience by providing unparalleled luxury matched with gracious and intuitive service.

To date, Nuwara Eliya is considered the English country village with similar weather patterns, red telephone boxes, pink brick post office of Victorian architecture, a well-maintained golf course, horse racing track, botanical gardens and flower shows, century old colonial bungalows to name a few of what this quaint little village has to offer. The iconic Grand Hotel has 154 bedrooms, 04 restaurants and 02 bars, a Coffee bar and the Tea Lounge overlooking the prize-winning garden. The Grand Hotel is the only colonial property in Sri Lanka that is Travelife certified for sustainability and has obtained the ISO22000 and ISO9001 and HACCP certified for food safety and hygiene. The Tea Lounge is considered as one of the best locations in the country to have a refreshing cup of tea. The hill resort was also rated as one of the Top Heritage hotels in Asia by CNN Travel a few years ago.

## IT&CM Asia and CTW Asia-Pacific 2022 Knowledge Programme Revealed

TTA BULLETIN

Committed to strengthening and enhancing the 18th edition of Asia-Pacific's Only Doublebill Event in MICE and Corporate Travel to its delegates, IT&CM Asia and CTW Asia-Pacific 2022 has announced an exciting line-up of conference and seminar sessions for this year's event.

With the focus of emerging stronger in the post-pandemic world, the knowledge sessions are designed to provide tangible learnings and innovative solutions for attendees in a post-pandemic world. Leading industry partners, thought leaders and experts to share their expertise and inspire the industry, helms this year's topics.

Kicking off the knowledge session is the Opening Keynote titled "Onwards and Upwards", presented by Chiruit Isarangkun Na Ayuthaya, President of Thailand Convention and Exhibition Bureau (TCEB) with panellists Max Boontawe Jantasuan, President of SITE Thailand Chapter and Waikin Wong, Regional Director Asia Pacific, ICCA. The talk will be moderated by Karen Yue, Group Editor, TTG Travel Trade Publishing.

The engaging session will explore the various changes the business events and travel industry had to face in the past two years of the pandemic, and discuss the strategies moving forward into the future.

What the future holds for conferences, especially in the wake of a global pandemic, is the main topic of the seminar titled "Meetings After COVID - How Conferences Have Changed And What's In Store For The Future", hosted by International Association of Professional Congress Organizers (IAPCO) and presented by Mathias Posch, President & Chairman, International Conference Services. He will explore the driving forces behind the economic recovery of the meetings industry in Asia and COVID's impact on the meetings of the future.

"Organizational Changes and its Impact on Talent Management" is a session hosted by International Congress and Convention Association (ICCA) and moderated by Waikin Wong, Regional Director Asia Pacific, ICCA, will explore the need for organization changes during the pandemic and look



into the strategies to overcome the huge talent and skill crisis as organizations embark

on the road to economic recovery.

CTW Asia-Pacific corporate travel professionals will have their own dedicated conference to facilitate knowledge sharing on corporate travel management trends on "Vision of Value in Business Travel" and best practices on "Walking the Sustainability Talk".

Said CTW Asia-Pacific Conference Sessions moderator, Karen Yue, Group Editor, TTG Travel Trade Publishing, "The CTW Conference this year will tackle two topics that are important in all current corporate travel conversations - sustainability and cost of travel. We will have experienced individuals with influence over corporate travel decisions joining us on the panel sessions, providing valuable insights on their approaches to responsible travel and trip ROI management."



## ITB China Industry MeetUp kicks off with 50 sponsors from over 20 destinations and the hottest topics in the travel industry

TTA BULLETIN

As the bridge for the global travel market to China, ITB China is once again offering a first-class event for China's travel trade community with the ITB China Industry MeetUp (IMU), which will be held both online and offline from 14 - 28 September 2022. The event starts on 14 September with the launch of its virtual platform, which will run until 28 September, and features a physical networking event with branded sponsor booths and tables on 21 September at the Kerry Hotel Pudong, Shanghai. The IMU brings together 50 sponsors from over 20 countries and regions promoting selected contents and activities through their event-exclusive mini-sites to buyers from across China, while all onsite and online sessions will be live-streamed and made available on demand for global audiences.

The organizers of the IMU see strong sponsor participation from international destinations such as AIUla, Austria, California, Catalonia, Croatia, Finland, France, Germany, Hawaii, Hiroshima, Ireland, Israel, Los Angeles, New Zealand, Poland, Portugal, Sarawak, Spain, Tahiti, Taipei, the Netherlands, the United Kingdom and Switzerland together with Graubünden, Laax and Zurich.

The event also welcomes hotels and resorts as sponsors including Kerry Hotel Pudong Shanghai, Pan Pacific Hotels Group, Wyndham Hotels & Resorts, WebBeds, Hemisphere Corporation Sdn Bhd, Imperial Hotel Kuching and Melia Hotels International.

In addition, the IMU event confirms other key travel & tourism organizations and companies as sponsors, including the European Travel Commission, Borneo Adventure Sdn Bhd, Brighton Travel and Tours Sdn Bhd, Collinson, ChinaTravelHub, DEHUA GmbH, Innosar Holiday Sdn Bhd, Ireland China International Travel Services Ltd, Kildare Village, One Wayang Tours Sdn Bhd, Rachel Sunshine International Ltd, Schilthorn Cableway Ltd, Swiss Travel System, Touching Travel, World Animal Protection, ZHANGJIANG SCIENCE HALL and ZU snowboard school.

The customized sponsor mini-sites enable all event sponsors to promote and highlight selected products, news, events, surveys and market activities to hundreds of Chinese buyers online from all over China, more than half of whom are C-level

executives and final decision makers of leading travel agencies, who will actively interact and engage with their contents.

"The experience and insights of foreign travel companies in resuming international travel business are very important for our own planning and future business outlook. We look forward to the exchange of information and ideas with all attending NTOs and travel suppliers and expect to gain deeper market insights at this year's ITB China Industry MeetUp event," said Mr. Feng Bin, President of U-tour, China's most influential travel agency for international travel business.

More than 30 online content sessions on six topics will be hosted between 14 to 28 September, offering valuable guidance on maintaining industry competitiveness and develop business in the post-pandemic era.

The exclusive in-person event on 21 September in the Kerry Hotel Pudong, Shanghai, offers direct on-site exchange at branded sponsor booths and tables with additional networking opportunities to connect with high-level market players,



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INDUSTRY  
MEETUP

while all speeches and discussions in the presentation studio will be livestreamed to a global audience. The day will be rounded off with a VIP networking dinner for selected top-level participants powered by Experience AIUla, a Saudi Arabian destination represented at the event for the first time.

The ITB China Travel Trends Report 2022, prepared by ITB China, examines the latest travel demands and upcoming developments in the Chinese and global travel markets. It provides the industry with valuable information that will help strategists and decision makers to adjust business operations by gaining first-hand insights into market trends in a fast-changing environment.

The results of the surveys and the final analysis of expert contributions during the MeetUp will be incorporated into the ITB China Travel Trends Reports 2022. The report will be published after the conclusion of the entire event.

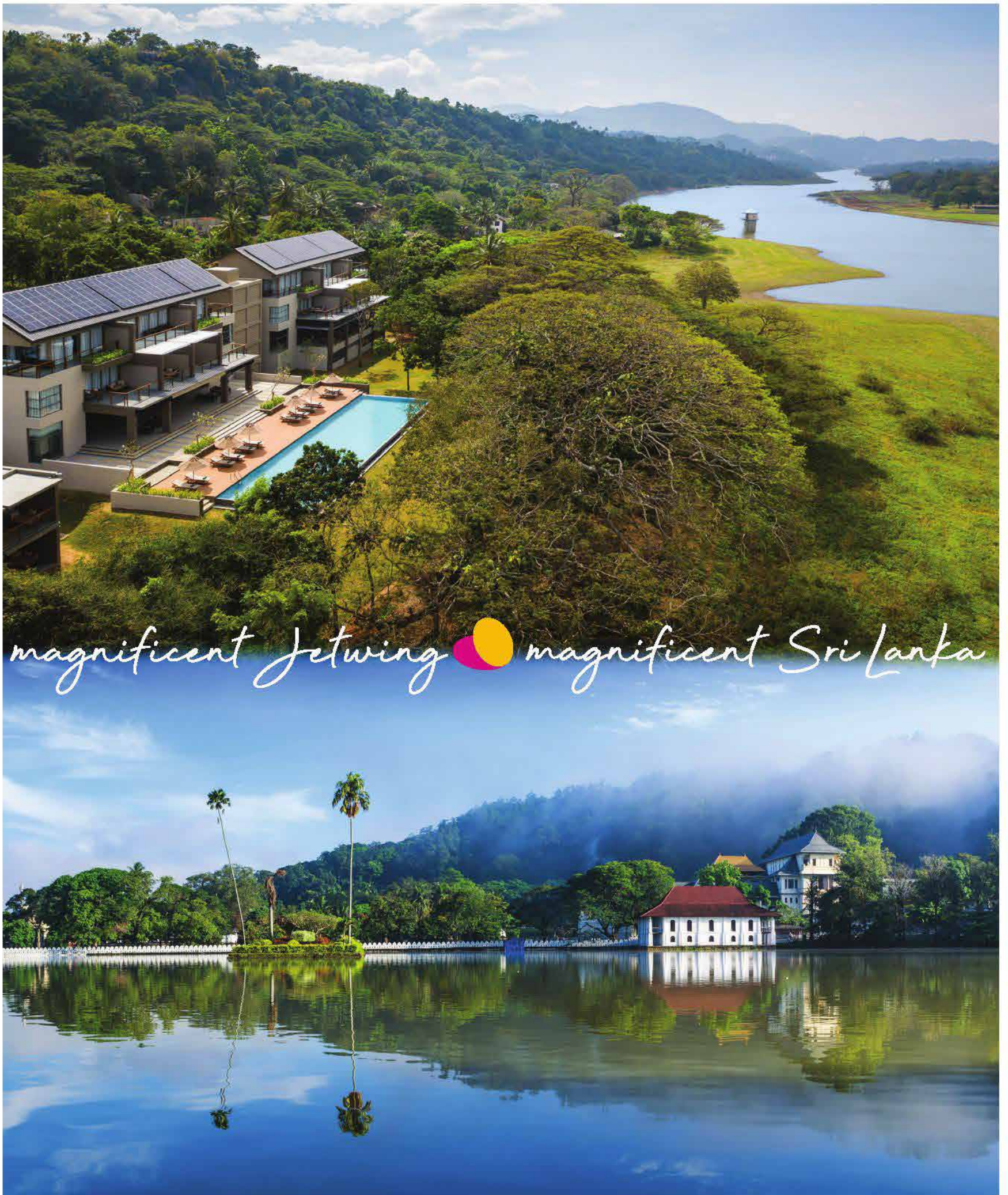
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## AASL and Flemingo Duty Free joint CSR initiative 2022

Special Observation Tour for Ex-Military Officers at Mihindu Seth Madura, Attidiya, Dehiwala

TTA BULLETIN

On the special invitation of Mr. Retired Major General G.A. Chandrasiri, Chairman of Airport and Aviation Services (Sri Lanka) (Private) limited, Mihindu Seth Madura Commandant Brigadier T.S. Balasuriya and a group of officers, and



staff, made a special observation tour of the airport premises on 2022.09.16.

"Mihindu Seth Madura" was started on 30.05.2011 for disabled war heroes and currently, four officers and thirty-two other ranks are undergoing residential treatment. They ex-military officers who has been injured while on active duty in the Sri Lanka Army and is in a state of total disability. In Mihindu Seth Madura, the war heroes have been undergoing rehabilitation and medical treatment for quite some time. They are a group of young men who have



dedicated their lives to serving in the Sri Lankan army and bringing peace to their country. Nevertheless, they will be spending the rest of their days in this convalescence center after suffering injuries in terrorist attacks.

By recognizing the importance of carrying

out such CSR initiative, extending love and care to our own people, Airport and Aviation Services together with Flemingo Duty Free organized an airport familiarization visit to 65 personnel at BIA and the participants were given the opportunity to visit the airport and Sri Lankan Airlines.

## SLAITO represents Sri Lanka at IFTM TOP RESA Paris

Sri Lanka tourism was recently represented by the Sri Lanka Association of Inbound Travel Agents (SLAITO) at the largest French travel trade show IFTM Top Resa held at Porte de Versailles, Paris. The Sri Lanka stand was ceremoniously inaugurated by H E Prof Kshanika Hirimburegama, Ambassador of Sri Lanka.

The representation from Sri Lanka included the National carrier, Sri Lankan airlines, Aitken Spence Travels, Andrew the Travel Company, Authenticities Sri Lanka, Connaissance de Ceylon, Jetwing Travels, Lion Royal Tourism, Lanka Sports Reizen and Walkers Tours





## Thailand reports over 60,000 meetings and incentive arrivals from April to June, voted Best Meetings & Incentives Destination (Asia)

TTA BULLETIN

Meetings and incentives travel industry in Thailand is showing a positive sign. 68,700 arrivals of overseas groups were registered from April to June 2022. The positive outlook is backed up by the votes in 2022 selecting Thailand as the Best Meetings and Incentives Destination (Asia).

The figure of arrivals is drawn from Thailand Convention and Exhibition Bureau (TCEB). Another 4,143 is scheduled for September under TCEB support and an estimate of 30,700 from 87 leads that TCEB is tracking is scheduled from October to December. This will put Thailand's meetings and incentives travel haul for the year well over the 100,000 mark. The largest group to date has been

the 2022 Unicity Global Leadership & Innovation Conference in August with 10,000 attendees from 50 countries.

The top three destinations for hosting Meetings and Incentives are Bangkok, Phuket, and Pattaya. Other destinations popular with planners are Hua Hin, Krabi, and Khao Lak.

Thailand's favourable standing is mirrored by the sentiment of Asia's MICE professionals, who voted Thailand the Best Meetings & Incentives Destination (Asia) for the second consecutive year at M&C Asia Stella Awards, an annual award organised by Singapore-based travel trade publisher, Northstar.

Mr. Chiruit Isarangkun Na Ayuthaya, President of TCEB, who received the award online on behalf of Thailand during the hybrid award ceremony held at Sands Expo and Convention Centre in Singapore on 23 August 2022, said:

"Thailand's win in the Best Meetings & Incentives Destination (Asia) category is a recognition of the hard work put in by all MICE stakeholders in Thailand to support each other over a very challenging period. As we emerged with a greater sense of our strengths and weaknesses, we are more aware than ever that great product quality



and variety are key to a destination's appeal. TCEB will be working with our industry partners to translate our resources, creativity, and market insights into winning products that match the evolving needs of planners and visitors. Now that

Thailand has fully reopened for MICE and our industry is going all out to woo the world, we are heartened to see the strong response from planners near and far. As we gear up for 2023, let me assure you that we will do our utmost to deliver on the honour of being Asia's best meetings and incentives destination."

## Anantara Layan Phuket Resort Announces New Wellness and Fitness Retreats

TTA BULLETIN

Want a chance to explore emotional wellbeing, take on exciting fitness challenges and push your mental limits? Take advantage of Anantara Layan Phuket Resort's Wellness and Fitness Retreats which have been specially created for couples, individual travellers and friends. Each Retreat combines elements of learning, spirituality and vitality coupled with stylish accommodation in a luxurious Deluxe Layan Suite.

From embracing the changes in womanhood to learning how to run effortlessly, Anantara Layan's Wellness Retreats are influenced by the resort's coastal location and are designed to inspire guests to enjoy healthy and transformative journey's.

Join a long weekend retreat from 13 - 16 October 2022 to explore how womanhood changes with time. Co-led by naturopathic physician and homeopath, Dr Benita Perch and Renata Citrons - yogi, sound healer and art therapist, this Wellness Retreat has been specially created for women aged between 35 and 50. Each of the sessions are designed to educate women about different life stages. Dr Perch explores how the female cycle and fertility is affected by nutrition and hormonal imbalances and Renata offers guided sound healing classes to clear chakras, yin and hatha yoga sessions, spine therapy and mandala art therapy to release mental tension.

During their stay, guests are invited to enjoy delicious cuisine at the beachside Breeze

restaurant or at Cocoon at Layan Active Zone, as well as attend a health food cooking class. Before, after or during the retreat guests can enjoy a complimentary wellness massage treatment at Anantara Spa. To book: (<https://www.anantara.com/en/layan-phuket/offers/women-wellness-retreat>).



Learn how to run easier, faster and more effortlessly. Join our first 3-day Running Retreat from 25 to 28 November 2022 hosted by Erik Bohm. This is the ultimate running camp for those eager to unlearn bad habits and enjoy running socially with others. Erik specialises in transforming joggers into effortless runners - mentally stripping away the idea that you have to push against gravity to move yourself forward.

In the new year, join internationally acclaimed spiritual wellness and wellbeing consultants Dr Lucia Giovannini and Dr Nicola Riva for a 2-day New Year, New Me Retreat from 13 - 15 January 2023. Both consultants have a PhD in Psychology, are certified life coaches, neuro-linguistic programmers and fire walk master trainers.

The retreat comprises an intention setting Sankalpa ceremony to open the path to transformation, breath work, energy clearings, meditations and a fire ritual to help participants let go and create a whole new life.



## Pieter Elbers new CEO of IndiGo

TTA BULLETIN

Former KLM Chief Executive Officer and industry veteran Pieter Elbers assumed charge as the new CEO of IndiGo.



Greece and Italy.

"Further to our letter dated May 18, 2022, we wish to inform you under Regulation 30 of SEBI LODR Regulations that Petrus Johannes Theodorus Elbers (Pieter Elbers) has joined as Chief Executive Officer of the Company with effect from today, September 6, 2022," InterGlobe Aviation Limited that runs the country's largest aviation service under the brand IndiGo said in a regulatory filing to the stock exchanges.

Elbers has assumed charge three weeks before he was originally envisaged to join. He has replaced 71-year-old Ronojoy Dutta. As per a statement released by IndiGo on May 18, Dutta was scheduled to retire on September 30, 2022.

Elbers, 52, is a veteran of the aviation industry. He started his career at KLM in 1992 at their Schiphol hub and over time, held several managerial positions in both The Netherlands and overseas in Japan,

Elbers was born in Schiedam, Netherlands. He received a Bachelor's degree in Logistics Management and a Master's Degree in Business Economics.

"We are thrilled to announce the appointment of Pieter Elbers as the Chief Executive Officer of the Company. India promises to be the last bastion of enormous growth globally and given Elbers' deep understanding of the business, his legendary leadership qualities coupled with his energy and passion, we are ever so confident that under his stewardship, IndiGo will play a pivotal role in this growth opportunity," Rahul Bhatia, Managing Director of IndiGo, said in a statement in May while making the announcement about Elbers' appointment.

## IBTM World launches visitor registration

TTA BULLETIN

Visitor registration is now open for IBTM World 2022, which will take place at Fira, Barcelona, from the 29th of November to the 1st of December, with the world's leading buyers and suppliers expected to be in attendance.

The flagship Barcelona show, which will focus on culture creation as its theme, has confirmed several of the world's best-known destinations and suppliers, including several who are returning to the event for the first time since before the pandemic. Brazil will return to the event after a three-year hiatus, with a 160 per cent increase in stand space compared to 2018 when they last participated at IBTM World. In addition, Distant Frontiers, one of India's largest DMC networks, will return after a three-year absence.

Also in attendance will be the convention bureaus of Spain, Ireland, Brussels, Croatia, The Czech Republic, Canada, Malaysia, Jordan, Bahrain, Canada, Miami, Las Vegas and Boston, as well as Meliá Hotels and Barceló Hotels.

Hosted Buyer recruitment is gathering pace, with prestigious corporate, association and agency Hosted Buyers due to attend, including European Union of Medicine in Assurance and Social Security (EUMASS), Pfizer, COSMOPOLIS, International Stereoscopic Union, SAUDI Telecom Company, UNICEO (United Network of International Corporate Events Organisers), The British Pain Society, Maritz Global Events, Centers for Disease Control and Prevention, citigroup inc., and CWT Meetings & Events.



# HOTELS

## JW Marriott Khao Lak Resort & Spa Redefines Thailand's Integrated Luxury Resort Experience With A Historic Repurposing And Expansion

TTA BULLETIN

Pioneering resort, JW Marriott Khao Lak Resort & Spa is embarking on an exciting new era of luxury hospitality in southern Thailand, as it prepares to unveil the newly-transformed five-star beachfront retreat that has been enhanced and reimagined with new activities, experiences, restaurants, bars and accommodation to truly become a "destination within a destination".

Nestled on a pristine beach in Khao Lak, an hour's drive north of Phuket International Airport, JW Marriott Khao Lak Resort & Spa has gained a strong reputation as a luxurious hideaway for mindful global explorers. Now, this elegant resort readies to reveal its spectacular resort extension which introduces 127 additional keys: 76 Deluxe Lagoon Pool View Rooms, 28 Deluxe Lagoon Pool Access Rooms, 20 Family Pool Access Studios, two One-Bedroom Villas and, for the ultimate escape, the Two-Bedroom Villa.

Following this expansion, a total of 420 rooms, suites and villas – including 178 with direct access to a private pool or the resort's sparkling 2.4km long lagoon pool waterway – will provide intuitive options for every type of traveler.

The new One- and Two-Bedroom Villas blend a contemporary aesthetic with the locally-inspired luxury of the JW Marriott brand. With seamless, naturally-lit living spaces, lush gardens and a shimmering private pool, situated directly on southern Thailand's sunset coast, the breath-taking 140-square meter Two-Bedroom Villa will be a heavenly hideaway for families,

friends, couples and honeymooners seeking plenty of personal space to unwind together.

The new accommodation is complemented by fresh facilities, including an aquatic playground with an outdoor swimming pool – the longest in South East Asia – which meanders gracefully through the resort and laps gently against the terraces of the ground floor pool access rooms. With exhilarating water slides, wave pools and a fountain trampoline, this is a haven of adventure for all ages. A series of JW Serene Spaces, such as cozy cabanas and secluded corners, will help to foster togetherness.

With a collection of 11 dining and social venues, JW Marriott Khao Lak Resort & Spa is a culinary destination in its own right. This portfolio of restaurants now includes DRIFT Beach Bar & Grill, a naturally uplifting space which celebrates the grill experience, utilizing premium meats and seafood inspired by regional Mediterranean cuisines. A cocktail bar complements the relaxing vibe and beachfront experience.

Sala Restaurant & Pool Bar meanwhile, colourfully showcases Thai and Asian comfort food in a family-friendly setting. The JW Garden grows organic herbs and other natural ingredients to be used in the restaurants, cooking classes and spa treatments. Award-winning Olive Restaurant, a traditional Italian experience has been completely made over, as have the designs and menus of Thai restaurant Ta-Krai and Japanese eatery Sakura, as well

as the beverage offerings at the resort's two swim-up bars and its iconic Beach Bar.

A fully-equipped fitness center, racket sports, water sports, cultural classes and the serene Quan Spa complete the extensive selection of leisure facilities. The children's club lets little ones enjoy an array of entertaining and educational activities, inspired by southern Thai culture. Offshore excursions to the idyllic Similan and Surin islands will showcase some of the best snorkelling spots in Thailand.

JW Marriott Khao Lak Resort & Spa is not only a sanctuary for families and couples, however; the recent renovation has also created an outstanding new option for the MICE sector. The brand-new JW Grand Ballroom can host up to 800 guests for corporate conferences, events, awards and incentives, as well as one-of-a-kind weddings. As the first large-scale conference venue in the area, this will reposition Khao Lak as a unique MICE hub and support the recovery of Thailand's tourism industry.

"We are delighted to begin the unveiling of the reimagined JW Marriott Khao Lak Resort & Spa, introducing a new 'destination within a destination' to Thailand's Andaman coast. Khao Lak retains a deep sense of natural beauty and authentic Thai



charm and culture. Now, with the addition of our new accommodation and facilities, I firmly believe the destination will become one of Thailand's leading leisure tourism and MICE hubs. We look forward to welcoming guests from around the world and helping them make memories that last a lifetime," said Abhimanyu Singh, General Manager, JW Marriott Khao Lak Resort & Spa.

JW Marriott Khao Lak Resort & Spa will soon be complemented by a sister property, JW Marriott Khao Lak Resort Suites – an exclusive collection of 52 two-bedroom suites, which will add another element of spacious and flexible accommodation to this ever-evolving destination. A first-of-its-kind property in Khao Lak, JW Marriott Khao Lak Resort Suites will offer the modern comforts of home to families and friends who cherish their time together and seek fulfilling experiences when travelling. Offering four unique suite choices, there is a perfect room configuration for both younger and older families, as well as groups of friends looking to connect on a deeper level.

## Dusit Thani Dubai brings well-being to the fore at two exciting new venues – including a vibrant Japanese roll and bowls restaurant, and the city's first ever dry bar

TTA BULLETIN

Dusit Thani Dubai, a renowned five-star hotel operated by Dusit International, one of Thailand's leading hotel and property development companies, is giving healthy dining and drinking a delicious, creative twist at two new venues that offer maximum taste with minimal guilt for health-conscious individuals and mindful drinkers.

Adding to the hotel's already renowned culinary offerings, including, amongst others, Benjarong Thai restaurant, 24th St. World Street Food, and Jones the Grocer, the new openings include MaKiRa – a Japanese rolls and bowls destination highlighting the finest ingredients – and NoLo – the first non-alcoholic bar in Dubai.

Located on the hotel's ground floor and decorated with multi-coloured Japanese umbrellas, Uchiwa Fans, and colourful Furoshiki Boxes, MaKiRa fuses the flavours and techniques that hallmark the traditional and modern cultures of Japan into one exciting dining experience with a bright, quirky, and playful vibe.

Using the finest local and imported ingredients and taking inspiration from two of Japan's most beloved dishes – Maki and Ramen – the restaurant's chefs create a wide range of wraps, flavoursome broths, and healthy bowls. A lively open kitchen adds a vibrant touch of theatre to the dining experience – especially for those who opt to sit overlooking the action at the counter-top.

Here, mindful diners can tuck into a thoughtfully curated healthy selection of salads, poke and chirashi (seasoned sushi), with highlights such as Tuna Poke (quinoa, charred pineapple, edamame, snow peas, and red radish served with Bloody Mary dressing) and New Style Chirashi (sushi rice, salmon, tuna, octopus, hamachi, takuwan, hajikame and wasabi soy dressing).

Other tempting signature items include, amongst others, Aburi Truffle Wagyu Roll (wagyu beef slices, avocado, truffle kewpie, crispy onions and yakiniku sauce), Torched Salmon Uramaki Roll (salmon tartar, cucumber, truffle kewpie and teriyaki glaze), Tan Tan Ramen (creamy chicken

broth with spicy minced chicken and crispy garlic oil), and the Thai-inspired Tom Yum Ramen (coconut milk enriched classic tom yum broth with shrimps and crispy garlic oil). Dishes range from USD12 to USD20.

Located on the 24th floor with an impressive view of the city, meanwhile, new bar NoLo offers the same heady vibes as a traditional cocktail bar with one big exception – the glasses are not filled with alcohol but with well-mixed and inventive craft 0% cocktails that taste just as good as the real thing.

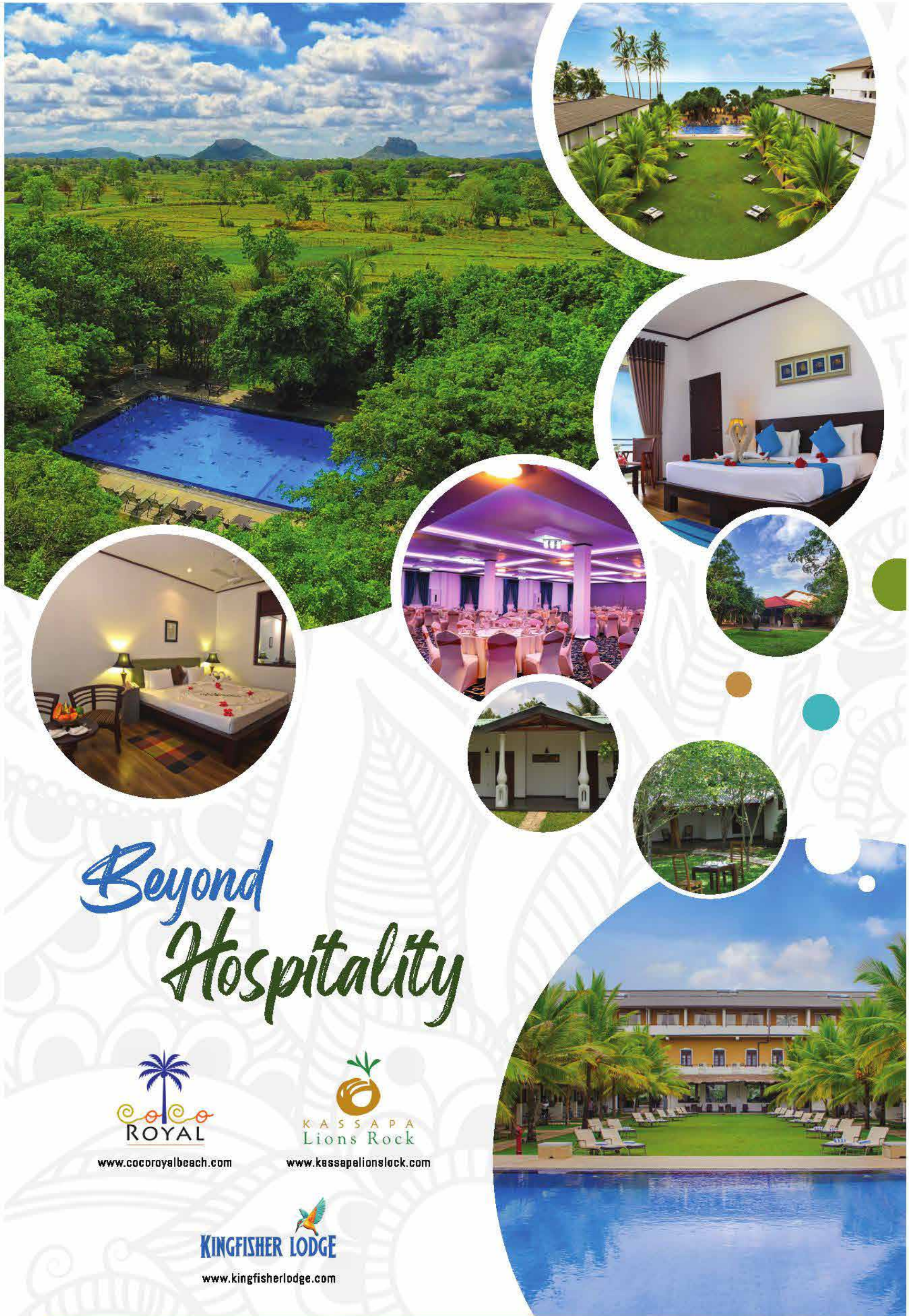
Fully embracing its name – a portmanteau of No (standing for no alcohol) and Lo (with multiple interpretations, such as low worries, love for self, loyal to wellness, depending on the intentions and aspirations of each guest) – NoLo aims to redefine



cocktail culture by delivering a delicious alternative for the young and adventurous, experienced and wise, and anyone seeking to socialise, bar-style, without alcohol.

Decked out with modern art, quirky ornaments, and wrought-iron chandeliers draped with beautiful hanging greenery, the bar features 240 sq m of cosy nooks and crannies where guests can sink into colourful velvet-swathed seats and taste their way through a long list of alcohol-free classic and experimental concoctions exclusively created in partnership with Lyre's, the world's leading independent non-alcoholic spirits brand.





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# HOTELS

## Avani Hotels in Dubai Get the Ball Rolling on Football-Viewing Experiences Ahead of World Cup 2022 in Qatar

TTA BULLETIN

As football fans the world over are counting down to the start of FIFA World Cup in Qatar on 20 November 2022, Avani Palm View Hotel and Avani Ibn Battuta Hotel in Dubai have unveiled an action-packed programme of viewing activities and stay packages dedicated to the beautiful game.

In a move that will gladden the hearts of football enthusiasts, Avani Palm View is starting the celebrations early with screenings of the Premier League matches throughout October at Seven Seeds — the property's dedicated sports viewing venue this football season. In another winning move, the hotel has partnered with Budweiser and African & Eastern to raffle off a trip to Qatar to watch the FIFA World Cup final among guests who purchase a bucket or four pints of Budweiser.

There will be other prizes up for grabs too. During the daily screenings at Seven Seeds, guests will be encouraged to place their bets on the winning team,

as well as taking advantage of a variety of Happy Hour offers available daily from 4 pm till 8 pm, including assorted bar bites for AED 90; AED 120 beer buckets; and two bottles of wine for AED 200. In November, Seven Seeds will launch the 'Football Kit' menu offering such pub favourites as beer-battered Cajun chicken strips, German beef bratwurst, Guinness beef and mushroom pie, fish and chips, and more, with cocktails starting at AED 30.

At Avani Ibn Battuta, a Festival of Football will kick off in November, reaching a fever pitch in December, as the FIFA World Cup finals draw near. Available from 21 November through 18 December 2022, 'The Match Is On' stay package invites guests to get into the spirit of the occasion with World Cup-themed welcome gifts and décor as they enjoy every minute of the action on the giant outdoor screen at Pele Pool Bar.

# AVANI

### Hotels & Resorts

The 'The Match Is On' package starts at AED 999 per room per night and includes:

- Accommodation at Avani Superior Room
- Welcome gift
- Daily breakfast for two
- AED 200 restaurant and bar credit per day
- Free airport transfer
- Free shuttle to Expo City Fanbase

Throughout their stay, Avani Ibn Battuta guests can also taste world flavours with themed cocktails and menus inspired by the competing nations, get result-activated



discounts, and win personalised jerseys and other prizes in prediction competitions as 32 teams aim for the ultimate prize in football.

At AED 399 for two persons (children under 12 eat for free), families can enjoy the 'Festival of Football' family package which includes match viewing at Avani Ibn Battuta's Pele Pool Bar, unlimited poolside appetiser buffet, three-hour unlimited house pouring beverages, and access to a supervised kids' play area with PlayStation 5 and EA Sports FIFA games. Another option for the spectators is the 'Match at the Pool' package, priced at AED 100 per person, which includes match viewing at Pele Pool Bar and an AED 100 credit on food and beverages with advanced bookings.

For more information about special football offers at Avani Palm View, please call +971 4 604 2222, email palmview@avanihotels.com or visit [www.avanihotels.com/en/palm-dubai](http://www.avanihotels.com/en/palm-dubai). To book football packages at Avani Ibn Battuta Dubai, please call +971 4 574 3000, email res.vibn@avanihotels.com, or visit [www.avanihotels.com/en/ibn-battuta-dubai](http://www.avanihotels.com/en/ibn-battuta-dubai).



## Anantara Named Best Luxury Hotel Brand in 2022 USA TODAY 10Best Readers' Choice Travel Award

TTA BULLETIN

Anantara Hotels & Resorts has won the award for Best Luxury Hotel Brand in the 2022 USA TODAY 10Best Readers' Choice travel contest. The award recognises the brand's commitment to delivering consistently excellent customer service, as well as staying true to its mission to create memorable travel experiences that combine heartfelt hospitality with the very best of each destination.

The 10Best panel shortlisted nominees based on consistency, impeccable service and extreme comfort with 20 brands - including Four Seasons, Kimpton, The Ritz-Carlton and Standard Hotels - in the running. The public were then invited to cast their votes over a four-week period with Anantara securing the coveted prize.

"On behalf of Anantara hotels and resorts worldwide, I would like to thank the USA TODAY experts and readers for recognising our efforts to consistently deliver genuine Thai hospitality, outstanding services and wellness-centric



experiences in every destination we are present in," said Dillip Rajakarier, CEO of Minor Hotels, owning company of Anantara. "As international travel rebounds, we will stay laser-focused on giving travellers an experience where luxury and authenticity seamlessly combine in every interaction."

USA TODAY is a multi-platform news and information media company and America's number one newspaper in print circulation, while USATODAY.com is an award-winning newspaper website. 10Best.com provides users with original, unbiased, and experiential travel content of top attractions, things to see and do, and restaurants for top destinations in the U.S. and around the world.



## Hotelbeds dives into new segment with first ever airport partnership

TTA BULLETIN

Hotelbeds has signed a ground-breaking destination marketing deal with iGA Istanbul Airport, the first of its kind for the travel-tech company.

With the creation of a new destination marketing segment to attract professional travel buyers, Hotelbeds is securing special promotional rates on hotels and transfers in Istanbul, while maximising the exposure of one of the world's busiest airports. In doing so, the company aims to offer its customers a new way to access the best prices and availability in the market, while engaging and educating the global travel industry about the services iGA Istanbul Airport offers to millions of FIT (Free independent travellers) leisure tourists.

"This exciting new partnership with iGA Istanbul Airport demonstrates the value of Hotelbeds as a marketing partner and the importance of engaging our B2B customers," said Joe Sheller, Head of Global Destination Marketing at Hotelbeds. "Through this campaign, in addition to our clients accessing promotional rates on hotels, activities and transfers in Istanbul, iGA will be able to maintain constant contact with the travel trade and inform them about shopping and dining at the airport, lounge features, the IGA PASS, Covid-19 updates and new flight routes."

iGA Istanbul Airport opened in 2018 and quickly became the busiest airport in Europe. In 2021, the Turkish hub carried 37 million passengers, 27 million of them international, making it the second busiest airport in the world for international passenger traffic.

Majid Khan, iGA Istanbul Airport VP Aviation Development said: "We are delighted to be the first mega hub to enter into a partnership with Hotelbeds. iGA Istanbul Airport, despite having 12 destinations in the United States and 3 in Canada, is the only mega hub in Europe that is not directly served by a North American Airline. We are the largest airport in Europe, and we believe that the cooperation between Hotelbeds and iGA Istanbul Airport will increase awareness of our airport and Istanbul as a destination in North America, increasing US passenger traffic to this untapped market."

Joe Sheller added: "I would like to thank iGA for their forward-thinking strategy, as this is the first of many partnerships between Hotelbeds and an airport. This partnership marks the beginning of a new chapter in Hotelbeds' destination marketing as we continue to expand our value proposition to ever wider segments of the travel industry."



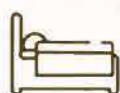


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# HOTELS / AIRLINES

## Anantara Brings its Experiential Luxury to the Netherlands With Anantara Grand Hotel Krasnapolsky Amsterdam

### TTA BULLETIN

Anantara Hotels, Resorts & Spas brings its renowned experiential luxury to the Netherlands with Anantara Grand Hotel Krasnapolsky Amsterdam. Located in the city centre and with more than 155 years of history, the much-loved property is in the final stage of an extensive renovation as part of its transition to the luxury Anantara brand and now offers new contemporary guest rooms and suites, a brand-new Anantara Spa and fitness facilities, and a charming interior garden.

Anantara Grand Hotel Krasnapolsky Amsterdam is located overlooking Dam Square and facing the Royal Palace, in a leafy square that is the beating heart of Amsterdam's social scene. The magnificent building dates back to 1856, the year that a Polish tailor, Mr. Adolph Wilhelm Krasnapolsky, first opened a coffee house on the site. As the café grew in popularity, he added rooms for rent and later built it into a modern hotel. Today the property celebrates its history proudly with black and white images from the past exhibited throughout, and the celebrated bar, The Tailor, paying tribute to the original craftsmanship of Mr. Krasnapolsky.

With its celebration of historical heritage and contemporary luxury, the 402-room hotel is an enviable base for both business and leisure travellers to experience the thriving city and discover Dutch culture and history. The museum quarter, which includes Anne Frank House, Rijksmuseum and Van Gogh Museum, as well as the capital's prime shopping district, are within walking distance.

The hotel's refurbished rooms and suites embrace guests in contemporary style with Anantara signature touches, whilst celebrating Dutch heritage and the famous canals. The interior design sees the guest rooms and suites swathed in warm tones, and soft, tactile fabrics that give warmth and texture. The furniture is inspired by mid-century designs and striking geometric lighting complements the softness of the supple leather headboards and plush cushions. The Presidential Suite with two bedrooms and a spacious layout of 70 sqm provides ample room for family or friends travelling together, whilst the impressive Royal Suite is sure to make any guest feel like royalty with 150 sqm of opulent facilities and expansive views overlooking Dam Square and the National Royal Palace.

Unique dining experiences at the hotel include fine-dining restaurant The White Room, under the helm of former three-Michelin star chef Jacob Jan Boerma, whose refined, modern dishes use the freshest local ingredients from the Netherlands. Grand Café Krasnapolsky and The Champagne Room, both boasting direct frontage onto Dam Square, offer classic, elegant dishes with a contemporary twist, alongside an extensive selection of Champagnes by the glass. Award-winning



bar, The Tailor pays tribute to the hotel's founder and craft with bespoke cocktails amidst warm décor. The hotel's sumptuous breakfast is served in the iconic inner Wintergarden, instantly recognisable by the magnificent 19th century glass roof.

In keeping with Anantara's wellness philosophies, the newly added Anantara Spa blends a warm, local welcome with Thai techniques applied with premium products. Swissline is a results-driven brand found exclusively in Amsterdam at Anantara and known for its cellular therapy experts and passion for skin biology. In addition, the spa works with Dutch brand, hannah, whose mission is to bring damaged skin back into balance and slow down aging.

With its relaxation area overlooking the newly landscaped Summer Garden, a charming outdoor space tucked away within the hotel and exclusive in a central Amsterdam property, the spa's design is influenced by the country's coastal dunes, with tranquil interiors incorporating natural wood and stone to help guests achieve the utmost state of relaxation. Three treatment rooms and Finnish, wet and infrared saunas, offer a blissful retreat from the bustling city outside. The hotel's new gym is equipped with Technogym, with the latest cardio and weights technology and a rotating climbing wall to challenge guests.

True to Anantara's philosophy, this is a luxury hotel that connects modern travellers to authentic places, people and stories. The hotel team has created a programme of local experiences that enable guests to fully immerse themselves in the city's rich culture, celebrating the destination with the added touch of Anantara's legendary service. Whether it be uncovering Amsterdam's best kept culinary hideaways – from dining in the Royal Suite, overlooking the historic centre – or exploring the wonderful fishing village of Volendam, guests are spoilt for choice.

Travellers can cruise the city's canals whilst indulging in a romantic dinner curated by The White Room, cycle the waterways lined with the traditional gabled canal houses, hop around world-class museums with an Anantara expert or enjoy a culinary journey, sampling apple pie or stroopwafel in one of the oldest bars in town, bitterballen (round croquettes), a variety of national cheeses paired with artisan beers or a Jenever from one of Amsterdam's oldest distilleries.

## Emirates celebrates Oktoberfest with beloved Bavarian treats

### TTA BULLETIN

To celebrate the world-renowned German festival Oktoberfest, Emirates will serve beloved Bavarian treats onboard flights to Munich, Hamburg, Düsseldorf, and Frankfurt, as well as the respective airport lounges, between the 17th of September and 2nd of October.



Serving its cosmopolitan customer base, Emirates celebrates many multicultural occasions on-board such as Diwali, Christmas, and Lunar New Year. The special celebration of Oktoberfest will see passengers enjoy a traditionally German main course and dessert in Economy, Business and First Class, bistro bites in the iconic onboard A380 lounge, and a variety of classic Oktoberfest dishes in the world-class airport lounges.

Passengers in Economy can feast on roasted chicken with paprika, served with creamy mustard sauce, potato wedges and braised red cabbage, followed by a Bienenstich – a signature German cream cake with almonds and honey, served with fruit compote. Business and First Class passengers will enjoy braised veal shank, roasted seasonal vegetables and moreish bread dumplings, and First Class passengers can indulge in Dampfnudel for dessert – a traditional sweet, steamed bun with a caramelised bottom and soft pillowy top, drizzled with vanilla sauce and whipped cream.

Tasty Oktoberfest sandwiches and snacks

available on-board include Leberwurst sausage sandwich with sweet mustard, Austrian roll with Emmentaler cheese and gherkin, and the ultimate German savoury snack – pretzels. Before landing, passengers will be given a parting gift of individually wrapped gingerbread hearts.

In the airport lounges of Munich, Hamburg, Düsseldorf, and Frankfurt, an array of dishes will be available to customers including veal Weisswurst with parsley and mustard – a traditional Bavarian sausage. Guests can choose a light bite of Obazda and pretzel – a cheese delicacy, or indulge in some flavoursome chicken with parsley, classic potato salad and Käsepätzle – the German version of mac and cheese, made with egg noodles and Emmentaler.

Emirates currently offers three daily flights from Dubai to Frankfurt, double daily connections to Munich, as well as daily flights to Düsseldorf and Hamburg. Responding to the upsurge in passenger demand, the winter flight schedule will see additional flight operations planned on these routes from October 1st onwards.

## The Food School Bangkok all set for October opening – with enrollment for all courses available now

### TTA BULLETIN

The Food School Bangkok, a Progressive Learning Community that uniquely brings together three partner institutions – ALMA Culinary Institute, TSUJ Culinary Institute, and Dusit Thani College – alongside food business incubation facilities and services, will start offering its specialised short courses and master classes in October 2022, with full professional certificate courses following in January 2023.



Designed to provide students with the most comprehensive education in Italian, Japanese and Thai cuisines, and backed by a vision to create a platform for food enthusiasts to share their passion and creativity while having a positive impact on the food industry at large, The Food School Bangkok accepts a wide range of students passionate about food, particularly those aspiring to advance professionally in business.

The Food School Bangkok's partners are renowned in their respective fields. ALMA, one of the world's leading international educational and training centres for Italian cuisine, is stepping out of Europe to Southeast Asia for the first time as part of the project. TSUJ, one of the most prominent culinary schools in

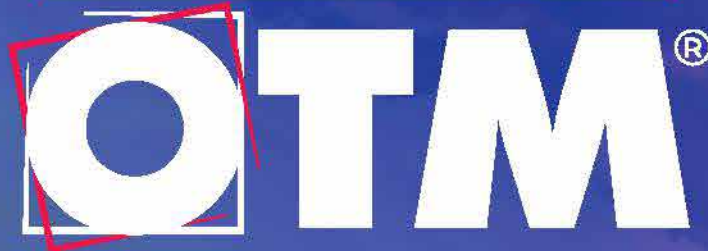
Asia, will channel more than 60 years of experience developing epicurean talent at its Osaka, Tokyo, and Lyon campuses to deliver expert tuition in Japanese cuisine. And Dusit Thani College, a leading provider of hospitality education since 1993, will offer specialised Thai cuisine training – including special courses tailored specifically for those who would like to gain compact and in-depth knowledge about Thai food heritage in less than a year.

Another highlight of The Food School Bangkok is its integration of sustainability concepts. Alongside limiting its environmental impact by implementing zero-waste cooking practices and utilising an industrial composter machine, the school strives to promote farm-to-table partnerships and operations, supporting food ingredients from local agriculture.



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## Turkish Airlines became the official sponsor of the UEFA Champions League

TTA BULLETIN

Turkish Airlines becomes the first airline to sponsor the UEFA Champions League, which will have its 2023 final in Istanbul.

Bringing millions of people from 129 countries of the world together on the skies every year, Turkish Airlines became the official sponsor of the UEFA Champions League, one of the most followed sports competitions in the world. This prestigious partnership, which will be one of the most significant sponsorship deals in the history of Turkish sports, is of particular importance as this season's UEFA Champions League final will take place at Istanbul's Atatürk Olympic Stadium on June 10, 2023.

UEFA Champions League organization which Turkish Airlines will participate as the official sponsor reaches 678 million viewers in 200 countries via over 70 broadcasters. Fans also participate in the Champions League excitement on social media with 28 million engagements. Turkish Airlines will have wide range of exposure, logo and name rights before, during and after the matches including LED screens surrounding the field. As part of the deal, Türkiye's national flag carrier will also partner with the UEFA Super Cup, the UEFA Futsal Champions League finals, and the UEFA Youth League finals as the official sponsor.

The announcement of Turkish Airlines' UEFA Champions League sponsorship deal took place at the Haliç Congress Center in Istanbul with the participation of Turkish Airlines Chairman of the Board



and the Executive Committee Prof. Dr. Ahmet Bolat along with senior Turkish Airlines executives and UEFA President Aleksander Čeferin along with UEFA Marketing Director Guy-Laurent Epstein.

Turkish Airlines was the first airline in the world to partner with UEFA as its official airline sponsor for the UEFA EURO 2016. Flag carrier airline also realized sponsorships with prominent teams such as FC Barcelona, Manchester United FC, Borussia Dortmund, Olympique de Marseille and River Plate. Turkish Airlines' "The Selfie Shootout" commercial featuring Kobe Bryant and Lionel Messi is among the most watched commercials of all time.

The national flag carrier supports different sports branches besides football and has been the title sponsor of the Turkish Airlines EuroLeague, Europe's most important basketball tournament since 2010. Turkish Airlines also provides high-level support for sports such as volleyball, tennis, golf, rugby and equestrian.

## Lufthansa takes delivery of its first Boeing 787 Dreamliner

TTA BULLETIN

Boeing and the Lufthansa Group on August 29 celebrated the delivery of the first 787 Dreamliner, a 787-9, to Europe's largest airline group at Paine Field, Everett, Wash.

The first copy is registered as D-ABPA and is named "Berlin". It will go into service on the Frankfurt - Toronto route.

The Lufthansa Group has 32 firm orders for the 787 and joins nearly 50 customers worldwide in operating the industry's most fuel efficient and capable airplane. Boeing designed the 787 family with superior efficiency, which allows airlines to profitably open new routes and fly people directly where they want to go in exceptional comfort.

Using 25% less fuel and creating 25% fewer emissions than the airplanes they replace, the 787 family has avoided more than 125 billion pounds of carbon emissions since



entering service in 2011.

Since revenue service began in 2011, the 787 family has launched more than 325 new nonstop routes around the world, including approximately 50 routes opened since 2020. The 787-9 can fly 296 passengers up to 7,565 nautical miles (14,010 km) in a typical two-class configuration.

In addition to 32 787 Dreamliners on order, the Lufthansa Group has firm orders for 20 777-9 passenger airplanes and recently placed a firm order for seven of the new 777-8 Freighter.

## Emirates to introduce Premium Economy to five more cities with newly retrofitted A380s starting from December

TTA BULLETIN

Emirates has announced plans to debut its newly retrofitted A380s featuring its latest Premium Economy cabins to five new cities from December - New York JFK, San Francisco, Melbourne, Auckland and Singapore. The airline will also add more Premium Economy seats on services to London Heathrow and Sydney, as its newly enhanced aircraft sporting refreshed cabins roll into scheduled service.

The airline aims to offer customers more opportunities to experience its highly acclaimed Premium Economy product, and its latest deployment plans will also see 85 A380s back in the sky by December, well-timed to serve the year-end travel demand.

Emirates' enhanced A380s with Premium Economy to New York JFK, San Francisco, Melbourne, Auckland and Singapore will operate as follows:

- To New York JFK, Emirates will operate with its newly retrofitted A380 on EK 203 and EK 204, starting from 1 December.
- To Auckland, Emirates will debut its Premium Economy cabin on EK 448 and EK 449, starting 15 January 2023.
- From 1 February 2023, Melbourne will become the second Australian destination to be served with the signature Emirates A380 featuring Premium Economy. Services will be deployed on EK 406 and EK 407.
- San Francisco will become the second US destination to be served by the retrofitted A380 with refreshed interiors on EK 225 and EK 226, starting on 15 February 2023.
- Emirates' enhanced A380 with Premium Economy will land in Singapore for the first time on 1 March 2023, operating as EK 354 and EK 355. Emirates will also update its schedules to London Heathrow, Sydney and New York JFK with its retrofitted A380 aircraft operating on the following services:
- From 15 December 2022, Sydney will become the first city in the Emirates network to offer Premium Economy seats on all flights, with the introduction of the airline's retrofitted aircraft on EK 414 and EK 415.
- From 1 January 2023, London Heathrow will receive its third daily service with Premium Economy, with the new product debuting on EK 005 and EK 006.
- From 15 March 2023, Emirates will operate its second A380 with Premium Economy to New York JFK on EK 201 and EK 202.

Emirates will also start A380 services with a Premium Economy debut to Christchurch from 26 March 2023, as an extension of the Dubai to Sydney service, operating with EK 412 and EK 413.

With travel demand the strongest it's been in more than two years, Emirates will provide customers more choice and a better experience as it ramps up A380 services to



42 destinations by the end of March 2023. In tandem, the airline is optimising its network to meet robust demand and enhancing its existing schedules to over 400 A380 departures from Dubai, offering 460,000 weekly A380 seats by March 2023, including 81,000 seats across its premium cabins, offering the very best in customer comfort.

By year end, the airline will be serving close to a third of its network with its flagship on 85 A380s as it unlocks more destinations like Houston, Bengaluru, Perth, Auckland, Hong Kong and Kuala Lumpur, with additional cities to be announced in the coming weeks. With an expanded list of cities, Emirates will have recovered 75% of its pre-pandemic A380 network. The airline is also adding frequencies to popular cities already served by its flagship, bringing greater resiliency and stability to its operation.

Since Emirates debuted its Premium Economy Class to London, Paris and Sydney, customer response has been overwhelmingly positive with demand exceeding expectations, demonstrating its appeal and willingness of travellers to trade-up and try the quiet luxury and meticulously customised experience it offers.

On a four-class Emirates A380, the Premium Economy cabin is located at the front of the main deck with 56 seats laid out in a 2-4-2 configuration. In the cabin, every inch of space anticipates customer needs with a generous seat pitch and width for working and relaxing, and customised features that offer function and convenience like in-seat charging points and a side cocktail table. The experience is rounded off with expertly curated in-flight amenities, an inventive menu and extensive beverage options.

The Emirates A380 experience has long been taking passenger comfort to new levels, with an extensive suite of products that turn the journey itself into a destination, including one of the industry's largest screens for customers to enjoy the airline's award-winning in-flight entertainment system, ice. Customers travelling in First and Business Class cabins can enjoy the aircraft's signature features such as the popular Onboard Lounge and fully flat seats in Business Class, as well as private suites and Shower Spas in First Class.

Emirates recently announced plans to kick-off of its fleet retrofit programme, consisting of a multi-billion dollar investment to ensure customers continue to have the best experience in the sky.



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# AIRLINES

## Emirates and United Expand Market Presence Through New Agreement

TTA BULLETIN

Emirates and United have announced a historic commercial agreement that will enhance each airline's network and give their customers easier access to hundreds of new destinations\* within the United States and around the world.

From November, Emirates customers flying into Chicago, San Francisco, and Houston - three of the biggest business hubs in the U.S - will be able to easily connect onto United flights to and from nearly 200 cities across the Americas on a single ticket.

At the eight other U.S. airports served by Emirates - Boston, Dallas, LA, Miami, JFK, Orlando, Seattle and Washington DC - both airlines will have an interline arrangement in place.

United will launch a new direct flight between New York/Newark and Dubai starting in March 2023 - from there, customers will be able to travel on Emirates or its sister airline flydubai to more than 100 cities. Tickets for United's new Dubai flight are now on sale.

Emirates and United announced their agreement at a ceremonial event at Dulles International Airport, hosted by United CEO Scott Kirby and Emirates President Sir Tim Clark, featuring United and Emirates Boeing 777-300ER aircraft and flight crews from each carrier.

Sir Tim Clark, President Emirates Airline said: "Two of the biggest, and best-known airlines in the world are joining hands to fly people better to more places, at a time when travel demand is rebounding with a vengeance. It's a significant partnership that will unlock tremendous consumer benefit and bring the United Arab Emirates and the United States even closer. We welcome United's return to Dubai next year, where our hub Dubai essentially becomes a gateway for United to reach



Asia, Africa and the Middle East via the combined network of Emirates and flydubai. We look forward to developing our partnership with United for the long term."

Scott Kirby, CEO of United Airlines said: "This agreement unites two iconic, flag carrier airlines who share a common commitment to creating the best customer experience in the skies. United's new flight to Dubai and our complementary networks will make global travel easier for millions of our customers, helping boost local economies and strengthen cultural ties. This is a proud moment for both United and Emirates employees, and I look forward to our journey together."

Customers of both airlines can soon book these connecting flights on a single ticket - making check-in and luggage transfer faster and easier. For example - travelers will be able to visit United.com or use the United app to book a flight from New York/Newark to Karachi, Pakistan or go to Emirates.com to book a flight from Dubai to Atlanta or Honolulu.

This agreement will also give the loyalty program members of both airlines more opportunities for more rewards: Emirates Skywards members can soon earn miles when they travel on United operated flights, and United Mileage Plus members flying on United's New York/Newark to Dubai flight will be able to earn and redeem miles when connecting beyond on Emirates and flydubai.

## Etihad Cargo expands in China with additional belly capacity to Guangzhou

TTA BULLETIN

Etihad Cargo, the cargo and logistics arm of Etihad Aviation Group, will reinforce its commitment to the China market with the introduction of an additional 30 tonnes of belly capacity via two new weekly direct passenger flights to Guangzhou from 10 October, subject to regulatory approvals.

With this latest addition to the carrier's network, Etihad will become the first international airline to operate long-haul passenger and cargo services to the top three Chinese gateways since the start of the pandemic.

In July, the carrier announced the introduction of direct passenger flights to Beijing, bringing the total number of direct passenger and freighter flights for China to 15. With the introduction of an additional two direct passenger services per week to



Guangzhou using a two-class Boeing 777, Etihad Cargo will offer 1,520 tons of total cargo capacity into and out of China per week.

In addition to offering cargo capacity on passenger flights, Etihad Cargo also operates six Boeing 777-200 freighter flights for Shanghai and five dedicated freighter services for Hong Kong per week.

Etihad Cargo exports a wide range of products from China to the UAE, Europe and the US, with electronics being the most widely transported product.

## Oman Air becomes the official airline of Ironman 70.3 Salalah

TTA BULLETIN

The iconic and internationally renowned sports event, IRONMAN 70.3, will be hosted in Salalah, Sultanate of Oman, creating the ideal backdrop for this spectacular event. The event also provides attendees with the chance to explore Salalah and experience the hospitality of the city and the people of Oman.

Oman Air Holidays, in collaboration with its partner hotels, is offering athletes special rates on their preferred hotels as well as a variety of hotel alternatives in Salalah. Furthermore, 'Oman Stopover Packages' will allow athletes and spectators the flexibility to discover some of the most desirable tourist spots in the Sultanate, with each package designed to offer a distinct taste of some of Oman's leading attractions. Oman Air Holidays excels at enabling the country's booming tourist potential, and the debut of its 'Oman Stopover Packages' adds to Oman's increasing inventory of tailored stays and experiences.



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FLY & RIDE WITH  
OMAN AIR TO SALALAH

The IRONMAN 70.3 race is organised by the IRONMAN Foundation, in collaboration with Wanda Sports and Triathlon Middle East.

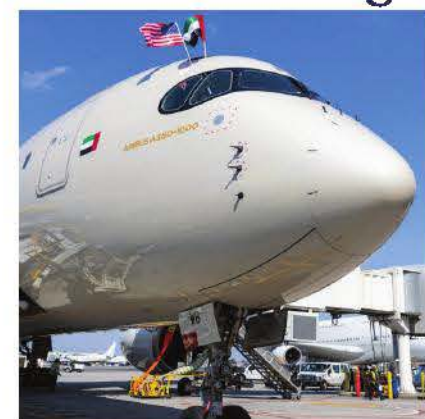
## Etihad to increase flights between New York and Abu Dhabi starting in November

TTA BULLETIN

Etihad Airways, the national carrier of the United Arab Emirates, continues to strengthen its commitment in the US market with increased flights from New York's JFK International Airport on the heels of the launch of the airline's new A350 aircraft, and an expanded partnership with JetBlue.

In June Etihad launched their new A350 aircraft, Sustainability50, which carries a unique livery in recognition of the 50th anniversary of the federation of the UAE and Etihad's commitment to net-zero carbon emissions by 2050. The new aircraft is currently serving two routes in the US with flights from Abu Dhabi International Airport to Chicago's O'Hare International and New York's John F. Kennedy International Airport.

The Rolls-Royce Trent XWB-powered Airbus A350 is one of the most efficient aircraft types in the world, with 25% less fuel burn and CO2 emissions than previous-generation twin aisle aircraft. Developed in partnership between Etihad, Airbus and Rolls Royce, the Sustainability50 programme will see Etihad's A350s used as flying test beds of new initiatives, procedures and technologies to reduce carbon emissions, building on the learnings derived from



Etihad's similar Greenliner programme for the Boeing B787 aircraft type.

In addition to increasing connectivity through the codeshare partnership, Etihad and JetBlue are developing a frequent flyer partnership that will allow both TrueBlue frequent fliers and Etihad Guest members to earn and redeem miles across both networks.

In addition to the introduction of the A350, increased services to JFK and expanded partnership with JetBlue, in June it was announced Etihad would be one of the first airlines, and first Middle East carrier, to be offered a permanent presence at JFK's New Terminal One, with the airline's leadership attending the groundbreaking ceremony on 8 September.



Etihad passengers travelling to the US are able to take advantage of Etihad's US pre-clearance facility, the only United States Customs and Border Protection facility in the Middle East. This allows passengers bound for the United States to process all immigration, customs and agriculture inspections in Abu Dhabi before they board their flight, avoiding immigration and queues on arrival in the US.





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# AIRLINES

## Malaysia Airlines expands long-standing Sabre relationship with full suite of Network Planning and Optimization products

TTA BULLETIN

Sabre Corporation (NASDAQ: SABR), a leading software and technology provider that powers the global travel industry, today announced an agreement with Malaysia Airlines to enable the carrier to enhance its network planning and optimization with Sabre technology as it continues to ramp up operations.

The Kuala Lumpur-based carrier and Sabre have a successful, valued, long-standing relationship, having worked together for more than two decades. This latest agreement supports Malaysia Airlines' efforts to deliver robust schedules that are operationally feasible and profitable. It will use Sabre's network planning and optimization products for critical decision support to help it to forecast schedule profitability, match capacity and demand, and improve aircraft utilization and network connectivity.

"With industry recovery progressing well, we're firmly focused on providing optimum routes whilst ensuring the integrity of our flight schedules," said Mr Bryan Foong, Group Chief Strategy Officer, Malaysia Airlines. "As such, we're thrilled to further cement our relationship with Sabre by selecting a full suite of network planning and scheduling solutions that will help the airline in designing the right schedules and deploying the right aircraft on the right route and

time to maximize revenue opportunities, optimize costs and meet high traveller demand."

Malaysia Airlines flies an extensive route network spanning across Asia Pacific, Middle East and the UK. With travel restrictions having eased in Malaysia earlier this year, bookings immediately surged for both inbound and outbound travel. The carrier is now firmly focused on longer-term plans including launching new routes, expanding codeshare partnerships, replacing aircraft and exploring sustainable aviation fuel options. In a further sign of the recovering premium travel sector, the airline has also re-opened its three Golden Lounges at Kuala Lumpur International Airport.

"What is clear is that airline network planning and optimization is only becoming more complex," said Rakesh Narayanan, Vice President, Regional General Manager, Asia Pacific, Travel Solutions, Airline Sales. "Airlines can no longer rely on historic data patterns to predict future demand and they are also facing challenges in ramping up capacity and with continuing high fuel costs. So, it's more important than ever that carriers have advanced technological solutions to predict future demand and adapt to market conditions so they can make the most of every route, every aircraft and every seat."

## Vietnam Airlines extends long-standing relationship with Sabre as the carrier continues to play significant role in Vietnam's tourism resurgence

TTA BULLETIN

Sabre Corporation (NASDAQ: SABR), a leading software and technology provider that powers the global travel industry, today announced an extended distribution agreement with Vietnamese flag carrier Vietnam Airlines. The new deal means that Vietnam Airlines will continue to distribute its content to the large network of travel agents through Sabre's extensive travel marketplace.

The agreement further strengthens Sabre's presence in the Vietnam aviation marketplace and the relationship between Sabre and Vietnam Airlines. In addition to Sabre's Global Distribution system (GDS), the Hanoi-based carrier also uses a comprehensive suite of SabreSonic Passenger Service System (PSS) technology including reservation and ticketing, inventory and departure control solutions. Vietnam Airlines also leverages Sabre's Revenue Optimizer to maximize revenue using near-real time network partner and comprehensive passenger revenue performance data as well as further Sabre solutions to enable the carrier to provide travellers with a premium personalized experience.

"The aviation industry has evolved rapidly in recent years, and we highly appreciate Sabre's wide-ranging, robust, scalable technological solutions for having brought significant value to Vietnam Airlines. Sabre's robust global marketplace has supported Vietnam Airlines efficiently in reaching travellers worldwide following the easing of travel restrictions in



Vietnam," said Le Hong Ha, CEO, Vietnam Airlines. "We also appreciate the commitment of Sabre in supporting the recovery and growth of Vietnam Airlines as well as the Vietnam travel industry during and after Covid-19 pandemic. Today, we're very happy to reaffirm our long-standing partnership that our two corporations have enjoyed for over a decade, and look forward to new successes in the future"

The expanded distribution agreement between Sabre and Vietnam Airlines was signed between Mr Trinh Ngoc Thanh, Vietnam Airlines' Executive Vice President and Sabre's Vice President, Regional General Manager, Asia Pacific, Travel Solutions Agency Sales, Mr. Rakesh Narayanan at Vietnam Airlines' headquarters in Hanoi.

Operating across dozens of domestic and international destinations, Vietnam Airlines continues to ramp up operations following the re-opening of Vietnam's borders to international travellers earlier this year. The carrier is playing a key role in Vietnam's aim to push tourist arrivals to five million this year, including attracting tourists from key markets including India, the US, Europe and the Middle East.

## Virgin Atlantic and IndiGo announce a new codeshare agreement

TTA BULLETIN

Virgin Atlantic and IndiGo have announced a new codeshare between the UK and India, offering seamless connections and increased opportunities for frequent flyers to earn more points than ever before.

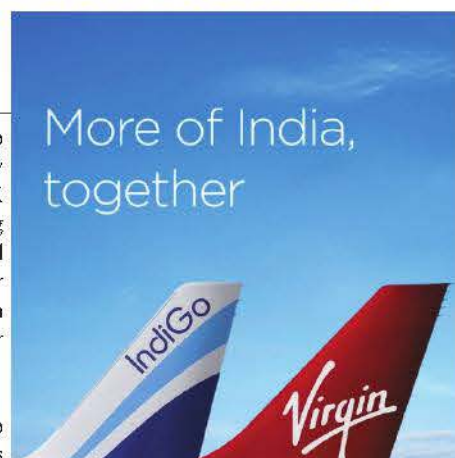
The codeshare partnership will mean customers

booking a Virgin Atlantic ticket will be able to fly on the airline's London Heathrow to Delhi and Mumbai flights and connect to and from 7 additional cities in India. Later this year the agreement will be expanded to cover a total of 16 destinations throughout India, as well as connections onto Virgin Atlantic's extensive US network operated via London Heathrow.

The agreement will allow Virgin Atlantic to sell seats to passengers connecting onto IndiGo flights. The initial codeshare destinations in India include Chennai, Bengaluru, Hyderabad, Kolkata, Ahmedabad, Amritsar, Goa, Delhi and Mumbai. The additional destinations will include Kochi, Chandigarh, Jaipur, Pune, Coimbatore, Nagpur, Vadodara, Indore and Visakhapatnam.

The new codeshare agreement will allow Virgin Atlantic's Flying Club members to reach their rewards faster, with opportunities to earn both Virgin Points and Tier Points available on every codeshare with IndiGo.

The codeshare flights will be available this week for booking for travel beyond 27th September, subject to government approval.



## United Airlines, Emirates set to announce codeshare agreement -- sources

TTA BULLETIN

United Airlines (UAL.O) and Dubai's Emirates are set to announce a codeshare agreement in the coming weeks, sources told Reuters.

United on Tuesday sent an invitation to reporters to a "special event" on Sept. 14 titled "Come fly with us" with Chief Executive Scott Kirby and Emirates President Tim Clark in Washington.

The Air Current reported the expected announcement earlier. United did not offer additional comment. An Emirates spokesperson confirmed the airlines will make "a joint announcement" on Sept. 14 in Washington, declining to elaborate.

After receiving government approvals, a codeshare would allow both airlines' customers access to additional destinations that each do not currently serve. The agreement is likely to help United better compete for customers flying to the Gulf region.

In June, American Airlines (AAL.O) and Qatar Airways said they were expanding a strategic alliance announced in early 2020 with a new codeshare agreement, expanding the agreement to 16 additional countries.

American said in June the deal would establish "American as the only U.S. carrier to serve the Gulf region, seamlessly connecting through Doha with Qatar Airways."

Starting in 2015, the largest U.S. carriers argued their Gulf rivals were being unfairly subsidized by their governments, distorting competition and costing U.S. jobs - something the Gulf carriers adamantly denied.





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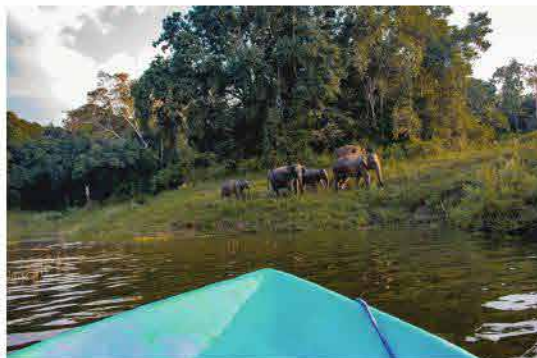
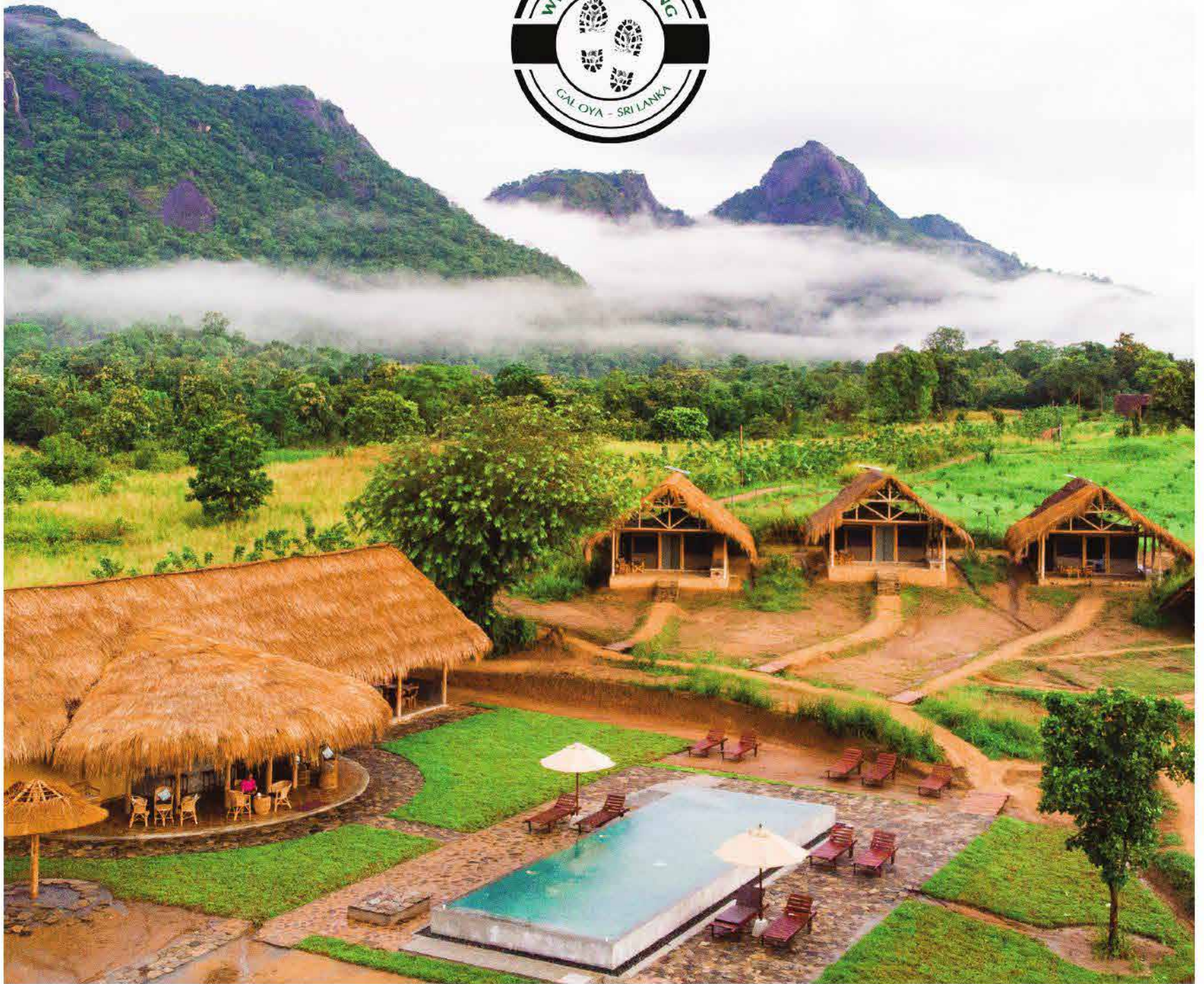
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