AL-REHLA | Issue 1334
Tourism | Daily | Digital
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Winner of the "Most Influential Tourism Newspaper in the Arab World 2026" Award by AFUSU

Turkish Hotel Group Titanic Signs Management Agreement for $180 Million Sharm El Sheikh Resort, with Soft Opening Targeted Within 30 Days

Cityscape Egypt Discusses Project Financing and Development of Integrated Tourism Communities

Muttrah's Waterfront Takes Shape: Al Yazan to Bring a Seafront Promenade, Dining and Public Spaces to Sultan Qaboos Port

Hilton and PRE Group Sign EGP 14 Billion Agreement to Develop 10 Hotel and Residential Projects in Egypt



Cityscape Egypt Discusses Project Financing and Development of Integrated Tourism Communities



23 real estate leaders and officials address investment challenges, while Somabay highlights the importance of integrating hospitality and services into major developments.

Cairo – Egypt | Al Rehla

The Cityscape Egypt Forum highlighted the financial and regulatory challenges facing real estate development projects in Egypt and their implications for investment in tourism destinations and integrated communities combining hotel accommodation, services, and leisure facilities.

Held on November 11, 2026, the forum brought together approximately 23 government officials, business executives, investors, and industry experts to discuss project sustainability and ways to strengthen investor confidence.

Somabay: Hospitality Is Central to Integrated Communities

Ibrahim El Missiri, CEO of Somabay, emphasized that competition among developers contributes to improving project quality and creating integrated communities that combine residential properties, hospitality, and essential services.

This approach highlights the importance of diversifying tourism destination offerings beyond accommodation to include facilities and services that enhance their attractiveness and long-term operational sustainability.

Financing and Project Delivery Dominate Discussions

Ahmed Emara, Vice Chairman of the New Urban Communities Authority for Real Estate and Commercial Affairs, stated that most developers operating in Egypt's new cities remain capable of delivering their projects despite ongoing economic challenges.

Haitham Abdel Azim, CEO of Ora Developers Egypt, stressed the importance of diversifying financing sources and ensuring project completion.

Meanwhile, Hazem Helal, CEO of Orascom Development Egypt, linked customer confidence to developers' ability to meet delivery deadlines and maintain high service standards.

Attracting Investment Requires a Stable Business Environment

Abdel Khaleq Ibrahim, CEO of Nevera Egypt, emphasized the importance



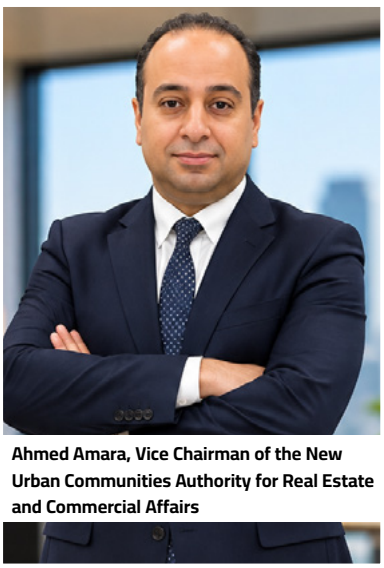
of clear legislation and investment guarantees in strengthening Egypt's ability to attract foreign capital.

Al Rehla Perspective | The Future of Tourism Destinations

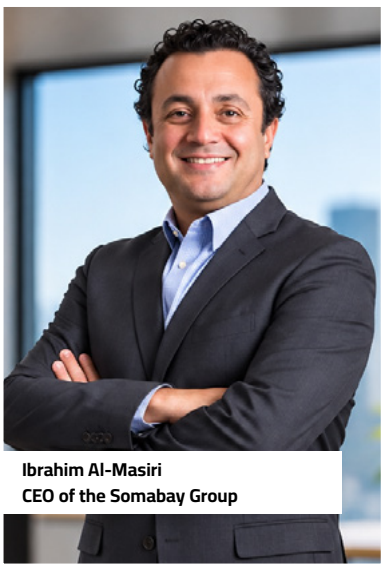
The discussions underline the importance of sustainable financing in developing destinations that integrate hotels, resorts, residential properties, and leisure facilities.

The tourism value of these projects lies in their ability to deliver comprehensive visitor experiences while enhancing the appeal of Egyptian destinations for investment and long-term stays.

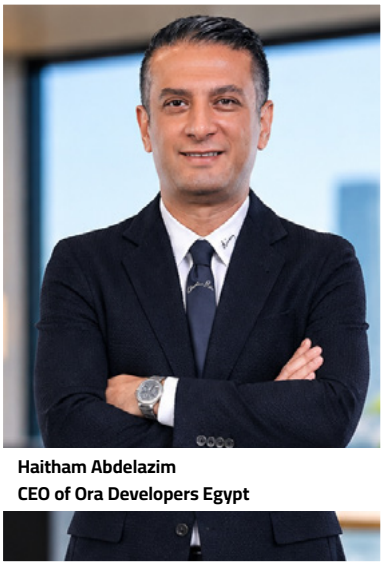
However, achieving these benefits depends on timely project completion, reliable infrastructure, and consistently high operational standards.



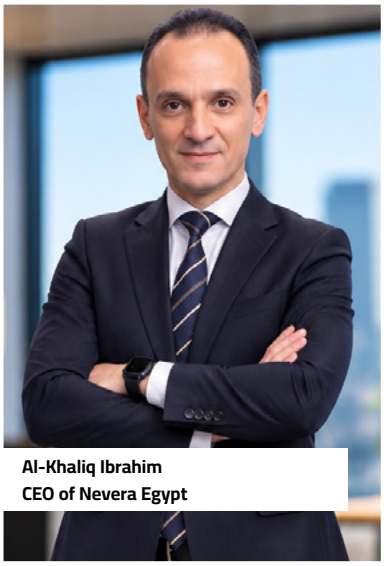
Ahmed Amara, Vice Chairman of the New Urban Communities Authority for Real Estate and Commercial Affairs



Ibrahim Al-Masiri
CEO of the Somabay Group



Haitham Abdelazim
CEO of Ora Developers Egypt



Al-Khaliq Ibrahim
CEO of Nevera Egypt

Rotana Targets 25 Hotels in Egypt by 2030, with 11 Properties Currently Operating or Under Development



The group operates three hotels and has eight additional properties in its development pipeline, representing a combined 3,469 rooms and hotel units, while exploring opportunities in Cairo, Luxor, Alexandria, the North Coast and the Red Sea.

Cairo – Egypt | Al Rehla

Rotana Hotel Management has announced plans to expand its portfolio in Egypt to approximately 25 hotels by 2030, compared with three properties currently operating and eight projects under development.

If achieved, the target could make Egypt the group's third-largest market after the United Arab Emirates and Saudi Arabia.

The announcement was made during the Future Hospitality Summit (FHS Egypt 2026), which opened in Cairo on November 10, bringing together investors, developers and hotel operators to discuss investment opportunities and expansion across Egypt's hospitality sector.

Portfolio Reaches 3,469 Existing and Planned Rooms

Rotana currently operates three hotels in Egypt, comprising 1,406 rooms and hotel units, alongside eight properties under development with a combined capacity of 2,063 rooms.

This brings the group's existing and planned portfolio to 11 hotels, representing a total of 3,469 rooms and units.

Reaching the 2030 target would require adding another 14 properties beyond the current operating and announced development portfolio.

However, Rotana has not disclosed signed agreements or specific implementation schedules for these additional hotels.

Five Destinations Under Consideration

The group is exploring expansion opportunities in Cairo, Luxor, Alexandria, Egypt's North Coast and the Red Sea, alongside other destinations offering significant archaeological and cultural attractions.

Makram El Zyr, Corporate Vice President – Development at Rotana, described Egypt as an important market for the group, highlighting the diversity of demand across business travel, leisure tourism and cultural destinations.

He explained that Rotana aims to identify suitable projects in





"Egypt represents an important market for Rotana, with demand spanning business travel, leisure tourism and cultural tourism."

Makram El Zyr
Vice President of Development, Rotana Hotel Management Corporation

Al Rehla Travel Insight | 14 Hotels Separate Rotana from Its Target

Rotana's expansion plans highlight its strategy of strengthening its Egyptian presence through hotel management partnerships rather than necessarily owning the underlying hospitality assets.

The eight properties currently under development provide a foundation for further expansion. However, achieving the target of 25 hotels will require additional agreements and new projects over the coming years.

The group has not announced a total investment value for the expansion or a detailed opening schedule for all targeted properties.

Consequently, the 25-hotel figure represents a strategic growth objective rather than confirmed operational hotel capacity by 2030.

cooperation with property owners and investment partners, taking into account the requirements of each destination.

Management Agreements Drive Growth Strategy

Rotana's expansion strategy primarily relies on hotel management agreements with private and institutional investors, while maintaining its focus on its core brand and exploring opportunities for other brands catering to extended-stay guests.

The group also lists Rayhaan Cairo – New Administrative Capital among its future openings targeted for 2030.

The expansion plans come as Egypt aims to attract 30 million international visitors annually by 2030, compared with approximately 19 million visitors in 2025, according to figures referenced by the group.

Muttrah's Waterfront Takes Shape: Al Yazan to Bring a Seafront Promenade, Dining and Public Spaces to Sultan Qaboos Port



OMRAN Group and VA Group are developing an integrated tourism complex featuring 25,000 square metres of commercial space and 30,000 square metres of landscaped areas, as part of a broader transformation of the historic port into a destination for residents and visitors.

Muscat – Sultanate of Oman | Al Rehla

The waterfront of Sultan Qaboos Port in Muttrah is set to gain new tourism and leisure attractions through the Al Yazan development, officially unveiled on 8 November 2026 as a partnership between OMRAN Group and VA Group.

The project aims to strengthen Muttrah's appeal as a destination that combines cultural heritage with contemporary urban experiences.

Spanning 18.5 hectares, Al Yazan is planned as an integrated tourism complex featuring residential and commercial developments alongside public spaces accessible to visitors. It will introduce new facilities to Muttrah's waterfront, an area renowned for its traditional markets, mountainous landscape and coastal setting.

The development forms part of a wider initiative to transform Sultan Qaboos Port into a destination combining hospitality, culture, shopping and entertainment.

A Seafront Promenade Stretching More Than 400 Metres

Al Yazan will feature a waterfront promenade extending more than 400 metres, alongside a pedestrian-oriented street lined with retail outlets, restaurants and cafés.

Approximately 25,000 square metres have been allocated to commercial activities, providing space for shopping, dining and services catering to residents and visitors.

The development will also include a crescent-shaped public plaza with an open-air amphitheatre, multipurpose sports facilities and dedicated children's play areas.

These elements reflect a development approach that places public spaces and the visitor experience alongside the project's residential components.

30,000 Square Metres of Green Spaces

The master plan allocates approximately 30,000 square metres to landscaped green areas, including an internal garden covering around 20,000 square metres, according to details released by the developer.

The architectural design takes advantage of Muttrah's distinctive geography, with buildings descending

in tiers from the surrounding mountains towards the waterfront while incorporating elements inspired by the area's traditional architecture.

Preserving the destination's historic identity is a central consideration, given Muttrah's longstanding maritime trading heritage, traditional souqs and distinctive urban character.

Part of a Wider Plan to Revitalise the Historic Port

Al Yazan represents one component of the broader Sultan Qaboos Port waterfront redevelopment rather than the entire project.

In October 2026, Oman's Ministry of Heritage and Tourism signed an integrated tourism complex licensing agreement with OMRAN Group for the development of the port's waterfront, covering a wider area of approximately one million square metres.

The broader master plan includes hospitality, retail, entertainment and cultural facilities, together with accommodation, waterfront promenades and public spaces.

Its vision encompasses several distinct districts, including the Port Souq, Port Gateway, Al Shatfi and Al Shatfi Hills, with proposals for hotels, leisure attractions and a mountain resort.

These components are separate from Al Yazan itself, and their inclusion in the master plan does not mean that construction or operations have already been completed.

How Could the Tourism Sector Benefit?

The waterfront redevelopment could expand the range of experiences available to visitors in Muttrah.

Rather than limiting their activities to traditional souqs and the Corniche, visitors could eventually enjoy additional dining, entertainment, cultural events and pedestrian-friendly public spaces.

If successfully developed and operated, these facilities could create business opportunities for restaurants, cafés, retailers and tourism service providers, while benefiting from the area's existing visitor traffic.

However, no specific projections have been announced for additional visitor numbers, tourism spending or employment generated by Al Yazan's components.

The project's tourism benefits will also depend on accessibility, the quality of its facilities and their integration with the surrounding historic neighbourhoods and attractions.

OMRAN: Developing Tourism Destinations Through Private-Sector Partnerships

OMRAN Group views Al Yazan as part of a broader programme to diversify tourism experiences along the Sultan Qaboos Port waterfront.

The development model combines private investment with public amenities, drawing on the area's historic character, natural setting and established appeal.

VA Group is participating in Al Yazan as the first project in its longer-term investment ambitions in the Sultanate of Oman.

Al Rehla Insight | Can Muttrah Become a Destination Where Visitors Spend More Time?

Muttrah already possesses significant tourism assets, including its historic souq, Corniche, port and surrounding mountain scenery.

The challenge for new developments is therefore not to create a destination from scratch, but to introduce complementary experiences and facilities that enhance the existing destination without undermining its identity.

From this perspective, Al Yazan's tourism significance lies primarily in its proposed public spaces, pedestrian routes, restaurants and visitor attractions, rather than its residential units alone.

The project's success will depend on balancing private developments with publicly accessible areas, connecting new facilities to Muttrah's historic neighbourhoods and maintaining convenient access to the waterfront.

Assessing its tourism impact in the coming years will require measurable data on visitor numbers, public-space usage, spending at commercial establishments and the frequency of events and activities throughout the year.

Hilton and PRE Group Sign EGP 14 Billion Agreement to Develop 10 Hotel and Residential Projects in Egypt



The partnership covers six hotels and four branded residential developments, with a combined total of approximately 2,000 planned hotel rooms and residential units across Ain Sokhna, New Alamein and East Cairo.

Cairo – Egypt | Al Rehla

Hilton and Egypt's PRE Group have signed a partnership agreement to develop and manage ten hotel and residential projects in Egypt, with an estimated investment value of EGP 14 billion.

The agreement forms part of an expansion strategy aimed at integrating international hospitality services into residential and tourism developments.

The signing ceremony took place on Tuesday, November 10, 2026, at the government headquarters in Egypt's New Administrative Capital, in the presence of Prime Minister Dr. Mostafa Madbouly and Minister of Tourism and Antiquities Sherif Fathy.

The agreement was signed by Walid El Zaki, Founder and CEO of PRE Group, and Guy Hutchinson, President of the Middle East and Africa at Hilton.

Six Hotels and Four Branded Residential Developments

The agreement covers the development of six hotels and four branded residential projects, comprising approximately 2,000 planned hotel rooms and residential units.
The portfolio will feature five Hilton brands: Canopy by Hilton, Tapestry Collection by Hilton, Hilton Hotels & Resorts, DoubleTree by Hilton, and Hilton Garden Inn.

The two companies have not disclosed the detailed distribution of hotel rooms and residential units across the ten projects or the anticipated opening dates for each property.

Developments Across Ain Sokhna, New Alamein and East Cairo

The projects will be developed within PRE Group's existing portfolio across four key destinations: Telal Ain Sokhna, Jebal Ain Sokhna, Telal Alamein, and Ivoire East in East Cairo.

The partnership aims to introduce international hotel management and operational services into residential and tourism developments, with brands selected according to each destination's characteristics and target customer segments.

Walid El Zaki explained that PRE Group's expansion into hospitality is driven by growth opportunities in Egypt's tourism sector, highlighting



"Integrating hotels and hospitality services into residential developments is part of the group's strategy to create integrated destinations that serve both residents and visitors."

Walid Zaki
Founder and CEO of PRE Group



"The agreement enables the group to expand its services to include hotel accommodation and branded residences."

Jochem-Jan Sleiffer
President, Middle East & Africa, Hilton

the role of infrastructure, road and airport development in supporting private-sector investment.

He added that integrating hotels and hospitality services into residential developments forms part of the group's strategy to create comprehensive destinations serving both residents and visitors.

Hilton Expands Its Presence in Egypt

Carlos Khneisser, Chief Development Officer for the Middle East and Africa at Hilton, highlighted further growth opportunities in Egypt, where the hospitality group has maintained a presence for more than 65 years.

He noted that the agreement would enable Hilton to expand its services across both traditional hotel accommodation and branded residential properties.

PRE Group's hospitality expansion plans are also supported by a specialised study covering 12 projects within its portfolio across East and West Cairo, the North Coast, Ain Sokhna and Marsa Alam.

The agreement comes amid growing hotel investment activity in Egypt, as the country works towards expanding its accommodation capacity and achieving its target of attracting approximately 30 million international tourists annually by 2030.

Al Rehla Travel Insight | A Signed Agreement, Not Completed Developments

The partnership is significant because it brings together an Egyptian property developer and an international hotel management group through a defined portfolio of hotels and branded residences.

This development model could support destinations that cater to both tourism and residential demand while expanding the range of hospitality services available to residents and visitors.

However, the announced EGP 14 billion represents the projects' estimated investment value.

The companies have not confirmed that construction has commenced at all locations or announced a detailed opening schedule.

Furthermore, the approximately 2,000 planned units include both hotel rooms and branded residential units. They should not be interpreted as a confirmed addition of 2,000 hotel rooms to Egypt's accommodation capacity.

Egyptian-Swiss Archaeological Forum in Cairo Explores Restoration Technologies and Combating Illicit Antiquities Trafficking



Experts from the Universities of Basel, Geneva and Zurich join Egyptian archaeological institutions to discuss excavation findings, scientific documentation and heritage conservation, with UNESCO participating in discussions on cultural property protection and restitution.

Cairo – Egypt | Al Rehla

The National Museum of Egyptian Civilization (NMEC) in Fustat, Cairo, hosted the Egyptian-Swiss Archaeological Forum on November 8, 2026, bringing together archaeologists, conservation specialists and representatives of international academic institutions.

The forum focused on the latest findings from joint archaeological research, advances in heritage preservation and efforts to combat the illicit trafficking of cultural property.

Organised in cooperation with the Swiss Embassy in Cairo and Egypt's Ministry of Tourism and Antiquities, represented by the Supreme Council of Antiquities, the event formed part of ongoing scientific collaboration between Egypt and Switzerland.

Swiss Archaeological Missions and Modern Conservation Technologies

The first session presented recent findings from Swiss archaeological missions working in Egypt, with contributions from specialists affiliated with the Universities of Basel and Geneva and the Swiss Institute for Architectural and Archaeological Research on Ancient Egypt.

Discussions explored opportunities to expand joint research, strengthen knowledge exchange and involve young Egyptian researchers in international archaeological projects.

The second session, dedicated to science, conservation and innovation in heritage protection, examined modern technologies for preserving archaeological collections and historic sites, alongside the evolving role of museums as research institutions and centres for community engagement.

Participants included specialists from the University of Zurich and the Swiss Federal Institute of Technology, as well as representatives of the Egyptian Museum in Tahrir, the National Museum of Egyptian Civilization and the Grand Egyptian Museum.

Combating Antiquities Trafficking and Recovering Cultural Property

The forum featured a dedicated discussion on international cooperation to protect cultural heritage and combat the illicit trade in antiquities.

Participants included Paul Coustère, UNESCO's representative for Egypt and Sudan, and Dr. Shaaban Abdel Gawad, Director General of the General Administration for Repatriated Antiquities at Egypt's Ministry of Tourism and Antiquities.



The discussions focused on strengthening cooperation between countries to prevent trafficking and facilitate the return of cultural property unlawfully removed from its countries of origin.

However, the forum's official announcement did not report any new restitution agreement or the recovery of specific archaeological objects during the event.

Museums as Centres of Research and Visitor Experience

Dr. Hisham El-Leithy, Secretary-General of the Supreme Council of Antiquities, emphasised the importance of international cooperation in advancing excavation, documentation and restoration techniques while developing the skills of archaeological professionals.

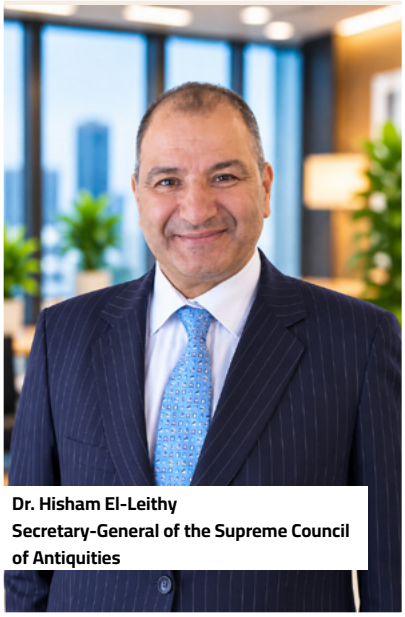
Swiss Ambassador Andreas Baum also highlighted the role of cultural cooperation in promoting knowledge exchange and strengthening relations between the two countries.

Following the sessions, participants explored a virtual reality experience dedicated to King Tutankhamun and toured the exhibition galleries of the National Museum of Egyptian Civilization.

Al Rehla Travel Insight | Heritage Preservation Supports Sustainable Cultural Tourism

The forum's tourism significance lies in the connection between archaeological research, conservation and the preservation of the historic sites and collections that form a central part of Egypt's cultural tourism experience.

Advances in documentation and conservation, together with international efforts to combat illicit antiquities trafficking, help safeguard the authenticity and long-term accessibility of cultural heritage.
However, the forum did not announce the opening of new archaeological sites, the introduction of new visitor services or measurable economic outcomes.
Its primary contribution remains scientific and professional, supporting international cooperation in the protection and preservation of cultural heritage.



Dr. Hisham El-Leithy
Secretary-General of the Supreme Council of Antiquities



Andreas Baum
Swiss Ambassador



Travel Compass

Risk Management in Tourism Companies: The Risk Begins Before Takeoff

BY:
Ali Al-Yousef
Tourism Operations Consultant

In the tourism industry, a company's efficiency is measured not only by the number of trips it organizes or the volume of its sales, but also by its ability to meet its obligations when things do not go according to plan. A company that successfully operates dozens of trips may still face a financial or operational crisis because of a single trip whose risks were not properly assessed.

Drawing on my experience in tourism operations management, I believe that one of the most serious managerial mistakes is treating risk management as a set of procedures activated only when a crisis occurs. In reality, risk management is a comprehensive system that begins at the moment a commercial decision is made, long before any travel package is announced.

One of the first and least obvious risks is confusing profitability with liquidity. A company may report accounting profits from selling travel packages while facing a cash shortage because payments to suppliers become due before outstanding amounts are collected from travel agencies. This highlights the importance of monitoring cash flow, establishing credit limits, and aligning collection schedules with payment obligations, particularly for companies that rely on extensive networks of travel agents.

Supplier-related risks extend beyond the possibility of a hotel or transportation provider failing to fulfill its contractual obligations. They also include the extent to which a company depends on a single supplier or destination. The greater this dependence, the more vulnerable its operations become to unexpected disruptions. Diversifying suppliers is therefore not merely a procurement policy, but a strategic tool for protecting business continuity.

In group travel operations, additional risks arise from pricing and occupancy levels. Selling seats at competitive prices without calculating the break-even point, cancellation costs, and non-refundable commitments can turn a seemingly fully booked trip into an actual financial loss. The appropriate measure of success is not simply the number of seats sold, but the contribution margin and net return after accounting for potential risks.

However, one of the greatest risks may lie within the operational structure itself. When information and decision-making are concentrated in the hands of a single employee, the company becomes exposed to what is known as key-person dependency risk. The absence of that employee, or a breakdown in communication with them, may disrupt an entire chain of operations. Documenting procedures, clearly defining responsibilities and authority, and establishing operational backup arrangements are therefore essential management practices rather than minor administrative details.

Tourism companies should also maintain a risk register that identifies the likelihood of each risk, its potential impact, and the individual responsible for managing it. This should be supported by early warning indicators, such as increasing overdue receivables, recurring supplier complaints, and occupancy levels falling below the break-even threshold.

More importantly, the effectiveness of risk management should be measured by its ability to prevent losses and minimize their impact, rather than merely by how quickly crises are resolved after they occur.

Tourism companies in Bahrain and across the Gulf need to shift from a reactive management approach focused on solving problems to a proactive approach aimed at anticipating and preventing them. Growth without effective risk controls may increase the size of a company, but it can also magnify its vulnerabilities.

Ultimately, successful management is not about guaranteeing that crises will never occur. It is about ensuring that a single crisis does not become a threat to the company's continuity.


ITINERARY

Emirates and Majid Al Futtaim Launch Two-Way Conversion Between Skywards Miles and SHARE Points





Every two SHARE points can be converted into one Skywards Mile, as the partnership connects travel rewards with more than 5,000 retail outlets, brands and entertainment experiences.

Dubai – UAE | Al Rehla

Emirates Skywards, the loyalty programme of Emirates and flydubai, has launched a new partnership with Majid Al Futtaim's SHARE rewards programme, allowing members to convert shopping points into airline miles and vice versa.

The service became available on November 10, 2026, enabling members of both programmes to link their accounts through the Skywards Everyday and SHARE mobile applications and transfer rewards at specified conversion rates.

How Does the Conversion Work?

Under the partnership, members can convert five Emirates Skywards Miles into one SHARE point, while every two SHARE points can be exchanged for one Skywards Mile.

Transfers are subject to limits ranging from 2,000 to 150,000 points or miles, depending on the programme and direction of conversion.

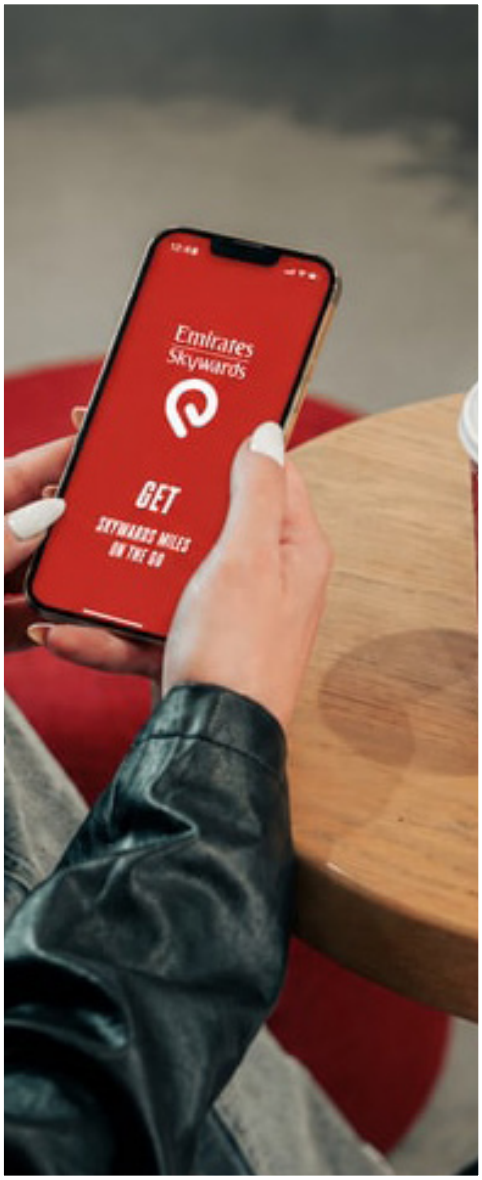
Members must register with both loyalty programmes and link their accounts before making a transfer.

Conversions are not processed automatically when accounts are linked. Members must actively select the rewards balance they wish to transfer.

"We are delighted to collaborate with SHARE from Majid Al Futtaim to offer greater value and flexibility to our members."

Dr. Nejib Ben Khedher
Senior Vice President, Emirates Skywards





More Than 5,000 Retail Outlets and Experiences

The partnership extends across Majid Al Futtaim's network of more than 5,000 retail outlets, brands and experiences, including shopping malls, Carrefour stores, VOX Cinemas and Ski Dubai.

The SHARE programme has more than 16 million members across the UAE, Saudi Arabia, Egypt, Oman and Kenya, while Emirates Skywards serves approximately 40 million members worldwide.

The agreement was signed by Dr. Nejib Ben Khedher, Divisional Senior Vice President of Emirates Skywards, and Darren Taylor, Senior Vice President of SHARE Rewards and Customer Solutions at Majid Al Futtaim.

Ben Khedher highlighted that the partnership provides members with greater flexibility in using their rewards by connecting everyday purchases with travel benefits.

Al Rehla Travel Insight | When Does Converting Points Make Sense?

The new service gives travellers an additional way to use accumulated airline miles for shopping and entertainment, while allowing everyday purchases to generate rewards that can be converted into Skywards Miles.

These miles can subsequently be redeemed in accordance with the Emirates Skywards programme's terms and conditions.

However, the different conversion rates mean that points and miles do not hold equivalent value, and transferring rewards may not always offer the best return.

Members should compare the potential value of their rewards before making a transfer, particularly because transfers of Skywards Miles to other loyalty programmes cannot be reversed once completed.

Brasbel Partners with MAD to Develop Hospitality Project Overlooking the Grand Egyptian Museum



Memorandum of Understanding covers the development of hospitality facilities and serviced apartments, capitalizing on a prime location near the Giza Pyramids

Cairo, Egypt | Al Rehla

Misr Abu Dhabi Real Estate Investment Company (MAD) has signed a Memorandum of Understanding (MoU) with Brasbel Hospitality Group to collaborate on the development of an integrated hospitality project on a plot of land directly overlooking the Grand Egyptian Museum, as part of efforts to expand accommodation options in the Giza Pyramids area and capitalize on the destination's cultural and historical attractions.

The agreement was signed on the sidelines of the Future Hospitality Summit Egypt (FHS Egypt 2026), marking a new phase for the project, which MAD initially announced in July 2026, by bringing in a specialized hospitality development and operating partner.

Partnership for Development and Operations

Under the announced agreement, MAD will provide the land designated for the project, while Brasbel Hospitality Group will lead development, operations, and the management of serviced apartments, drawing on its expertise in accommodation and hospitality services.

Hospitality consultancy HVS supported the evaluation and selection process that preceded the signing of the MoU, helping identify a suitable specialist partner for the development.

Maged Salah El Din, CEO of MAD, said Egypt's hospitality sector offers promising investment opportunities, supported by the country's tourism and cultural assets and growing interest in diversified accommodation options.

Ahmed Ibrahim, Founder of Brasbel Hospitality Group, highlighted the significance of the project's location opposite the Grand Egyptian Museum and the opportunity it presents to apply the group's expertise in developing and operating a hospitality product suited to the destination.

Tourist Accommodation Near the Grand Egyptian Museum

The project's significance stems from its location directly overlooking the Grand Egyptian Museum, one of Egypt's most prominent cultural tourism landmarks, which strengthens the area's appeal to visitors seeking to explore the country's archaeological treasures and surrounding historical attractions.



"Egypt's hospitality sector offers promising investment opportunities, supported by the country's tourism and cultural assets and growing interest in diverse accommodation options."

Maged Salah El-Din
CEO of Misr Abu Dhabi Real Estate Investments



"The project's location opposite the Grand Egyptian Museum presents an exceptional opportunity to leverage the group's expertise in developing and operating a hospitality product that reflects the character of the destination and enhances the visitor experience."

Ahmed Ibrahim
Founder of Praspel Hospitality Group

The location offers an opportunity to develop accommodation options catering to different traveler segments, particularly families, tour groups, and visitors who prefer serviced apartments or longer stays compared with conventional hotel accommodation.

Once completed, the project could also help diversify the hospitality offering near the museum by providing accommodation connected to the cultural and tourism experiences available across Giza.

Neither party has disclosed the project's estimated investment value or the number of planned hotel rooms and serviced apartments. No construction commencement date or targeted opening has been announced.

Al Rehla Perspective | Could the Museum District Become a Complete Stay Destination?

The tourism significance of hospitality developments around the Grand Egyptian Museum goes beyond adding more rooms to the market. Their broader potential lies in transforming the surrounding area from a sightseeing stop into a destination where visitors choose to stay for several days.

The museum and the Giza Pyramids are central attractions in Cairo and Giza itineraries. However, greater economic benefits can be generated when visitors have access to an integrated ecosystem of accommodation, restaurants, transportation, services, and cultural experiences.

From this perspective, serviced apartments could provide new hospitality developments with an opportunity to attract families and travelers seeking more spacious and flexible accommodation, particularly when proximity to major attractions is combined with professionally managed hospitality services.

Yet a prime location alone does not guarantee commercial success. The determining factors will include the quality of the guest experience, accessibility to the museum and pyramids, operational

standards, service offerings, and integration with surrounding transportation networks and tourism activities.

Turning the museum district into a destination for overnight stays will also require experiences that encourage visitors to extend their trips rather than simply visit the museum before returning to hotels elsewhere in Cairo.

For the MAD–Brasbel project, its competitive positioning will become clearer once details emerge regarding the number of accommodation units, targeted hospitality segment, supporting facilities, operating brand, and anticipated opening date.

Until then, the MoU represents an initial step toward developing a new hospitality asset in a prominent tourism location, rather than confirmation that construction has begun or that additional accommodation capacity has entered the market.

Saudi Arabia Targets 18 Million Passenger Capacity at Madinah Airport by October 2027



Civil Aviation Authority announces a target completion date for the airport expansion, covering terminal upgrades and operational facilities, while disclosures from the airport operator indicate that some works may continue into 2028.

Madinah – Saudi Arabia
Al Rehla

Saudi Arabia's General Authority of Civil Aviation (GACA) has announced plans to complete the expansion of Prince Mohammed bin Abdulaziz International Airport in Madinah by October 2027, increasing its annual passenger capacity to 18 million from a previous baseline capacity of eight million.

GACA President Abdulaziz bin Abdullah Al-Duailej announced the target date during the sixth Hajj Conference and Exhibition in Jeddah on November 9, 2026, highlighting the importance of airport development projects in strengthening the aviation sector's readiness to serve pilgrims and visitors.

Expansion Project Announced in 2024

The announcement provides an updated timeline for an expansion project originally unveiled in March 2024, when TAV Airports, which operates the airport in partnership with Al Rajhi Group, announced an investment programme estimated at $275 million to increase passenger capacity.

The original development plan included constructing a new 40,000-square-metre domestic passenger terminal, upgrading the existing terminal, and improving access roads, parking facilities and supporting infrastructure.

The two companies have been involved in the airport's operations since 2012, under one of Saudi Arabia's private-sector participation projects in airport management.

Different Completion Timelines

Although GACA's president identified October 2027 as the target completion date for the expansion, TAV Airports has indicated in its disclosures that the new international terminal project is expected to be completed in 2028.

The available information does not establish whether the difference reflects separate construction phases or revisions to the project's implementation schedule.

October 2027 therefore remains the target announced by the aviation





“The aviation sector is working to enhance services for pilgrims through six major airports, while expanding the use of smart lanes and e-gates to speed up travel procedures.”

Abdulaziz bin Abdullah Al-Duailej
President of Saudi Arabia’s General Authority of Civil Aviation

authority, while further clarification is needed regarding the precise scope of works scheduled for completion by that date.

Pilgrim Services Across Six Airports

Al-Duailej explained that Saudi Arabia’s aviation sector is developing services for Hajj and Umrah pilgrims across six major airports, including the expanded use of smart passenger lanes and electronic gates to accelerate travel procedures.

He also reported that the Traveller Without a Bag programme has served approximately 4.5 million pilgrims since its launch, helping streamline baggage handling and departure procedures.

The Madinah airport expansion forms part of broader infrastructure development efforts supporting religious tourism and international air travel in the Kingdom.

Al Rehla Travel Insight | Higher Capacity Does Not Immediately Mean More Flights

Expanding Madinah Airport represents an important step towards accommodating future growth in Hajj, Umrah and visitor traffic.

Once completed and operational, the additional facilities could improve passenger handling capacity and the overall travel experience.

However, increasing annual capacity to 18 million passengers does not mean the airport will immediately handle that number of travellers.

The announcement also does not confirm the launch of new international routes or additional scheduled flights.

The actual opening dates of the new terminals, together with airlines’ future network and capacity plans, will be critical in determining the expansion’s impact on passenger traffic.

Anantara and Jo Malone London Launch Luxury Afternoon Tea Experiences in Doha and Abu Dhabi



A partnership bringing British fragrance and the art of hospitality to Banana Island Resort Doha and Anantara Santorini Abu Dhabi Resort. The experiences begin on November 12, with prices starting at QAR 375 and AED 550 for two, for resort guests.

Dubai – UAE | Al Rehla

Anantara Hotels & Resorts has announced a collaboration with British fragrance house Jo Malone London to introduce exclusive afternoon tea experiences inspired by its Sea Salt & Bergamot fragrance at Banana Island Resort Doha and Anantara Santorini Abu Dhabi Resort, running from November 2026 through January 2027.

The partnership reflects a growing trend in the luxury hospitality sector towards developing multisensory experiences that bring together fragrances, flavours and the distinctive character of tourist destinations, enabling hotel brands to offer activities that go beyond traditional accommodation services.

Doha: Luxury Afternoon Tea and a Sea Cruise

The first experience will take place at Banana Island Resort Doha by Anantara, from November 12 to December 10, 2026, at Al Nahham Restaurant, where guests will be served a selection of flavours inspired by the fragrance's coastal character.

The experience will be available from Wednesday to Saturday, between 1 pm and 5 pm, at QAR 375 for two people for resort guests or holders of day passes, and QAR 475 for two people for outside visitors.

The resort also offers a 90-minute cruise aboard a traditional dhow, featuring views of Doha's landmarks and stories from the heritage of pearl diving. The cruise is priced at QAR 375 per person, with a minimum booking of two guests.

Abu Dhabi: An Experience Inspired by Santorini

In Abu Dhabi, Anantara Santorini Abu Dhabi Resort will welcome guests to a similar experience at Oia Majlis, set against an atmosphere inspired by the Greek islands and coastal views.

The experience will run from December 10, 2026, to January 10, 2027, daily from 2 pm to 5 pm. Prices are AED 700 for two people for outside visitors and AED 550 for two people for resort guests, with the option to add premium beverages at an additional charge.

Both experiences require advance reservations at least 24 hours in advance.

Anantara is part of Minor Hotels, a hospitality group that operates more than 50 hotels and resorts worldwide. The partnership with Jo Malone London reflects a growing trend towards leveraging collaborations between luxury brands to enrich visitor experiences and enhance the appeal of tourist destinations.



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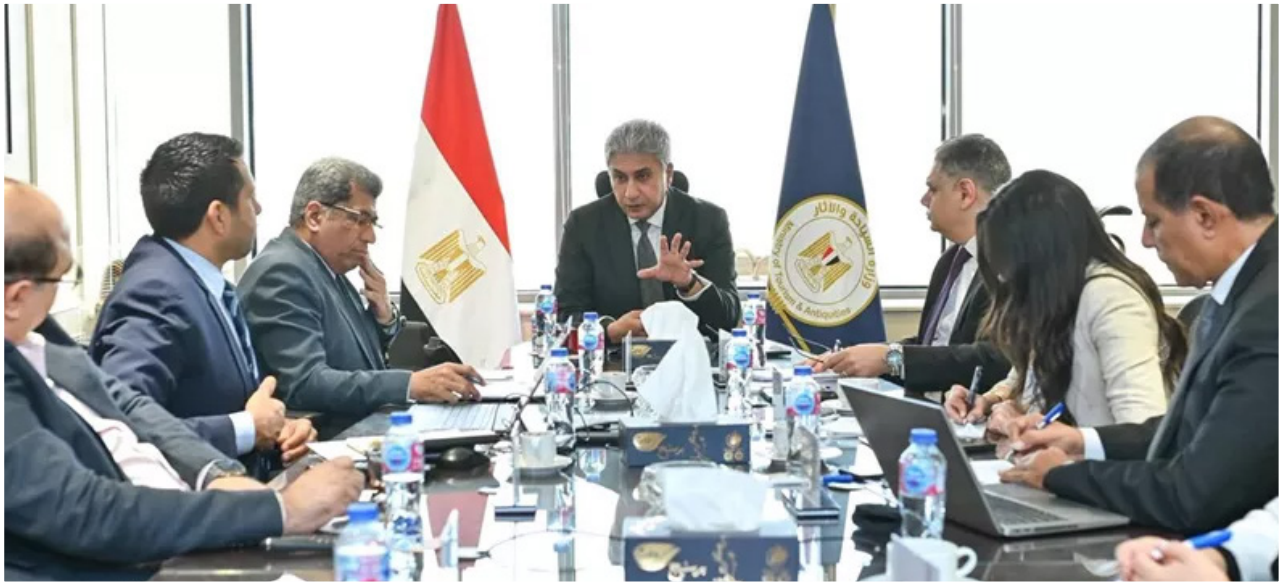
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Egypt Develops Digital Experience to Recreate Ancient Abu Mena as It Appeared in the 5th Century AD



The project uses augmented reality and artificial intelligence to reconstruct the architecture and daily life of one of the most important early Christian pilgrimage centres, with plans to make the experience available through an interactive online platform and visitor centre.

Alexandria – Egypt | Al Rehla

Egypt's Ministry of Tourism and Antiquities is developing an interactive digital experience to recreate the architectural and spiritual heritage of the ancient city of Abu Mena and the Monastery of Saint Menas, west of Alexandria.

Using augmented reality and artificial intelligence technologies, the project aims to allow future visitors to explore the site's historic landmarks and everyday life as they existed during the fifth century AD.

On November 9, 2026, the ministry announced updates on the project following a meeting between Minister of Tourism and Antiquities Sherif Fathy, representatives of the Information and Decision Support Center, and the implementation team. The meeting reviewed completed work and discussed approaches to developing the project's historical and technological content.

Reconstructing the Ancient City Through Historical Sources

The project draws on original historical documents and manuscripts, descriptions of the city and the Monastery of Saint Menas by historians, as well as maps and photographs preserved at the Graeco-Roman Museum, the Coptic Museum and the Supreme Council of Antiquities.

These sources are being used to develop digital models recreating the city's religious and architectural structures, alongside the clothing, daily activities, rituals and customs of its inhabitants during the fifth century AD.

The work reviewed by the ministry included site surveying and three-dimensional modelling, with contributions from specialists in augmented reality and visual production.

Interactive Online Platform and Visitor Centre Experience

The project is expected to become accessible through a dedicated interactive website, currently under development, with its digital content also planned for presentation at the archaeological site's visitor centre.

Minister Sherif Fathy called for the project's completion to be accelerated,





emphasising the importance of combining historical accuracy, storytelling and engaging visual presentation.

However, the ministry has not announced a specific launch date for the platform or confirmed when the experience will become available to the public.

The project's investment cost has also not been disclosed.

World Heritage Site Removed from UNESCO's Danger List in 2025

Abu Mena was one of the most important Christian pilgrimage centres of antiquity. The settlement developed around the tomb of Saint Menas and included churches, religious buildings and supporting facilities that reflected its historical and spiritual significance. The site was inscribed on UNESCO's World Heritage List in 1979.

In 2001, it was placed on the List of World Heritage in Danger because of rising groundwater levels and their impact on the preservation of its archaeological remains.

In July 2025, the World Heritage Committee decided to remove Abu Mena from the danger list following conservation measures and efforts to address groundwater-related threats. The site remains inscribed on UNESCO's World Heritage List.

Al Rehla Travel Insight | Technology Helps Visitors Understand Archaeological Sites

Digital reconstruction technologies offer new opportunities to interpret archaeological sites where only limited portions of historic structures remain.

By presenting visual reconstructions based on available historical sources and documentation, these technologies can help visitors better understand how ancient settlements, monuments and religious complexes once appeared.

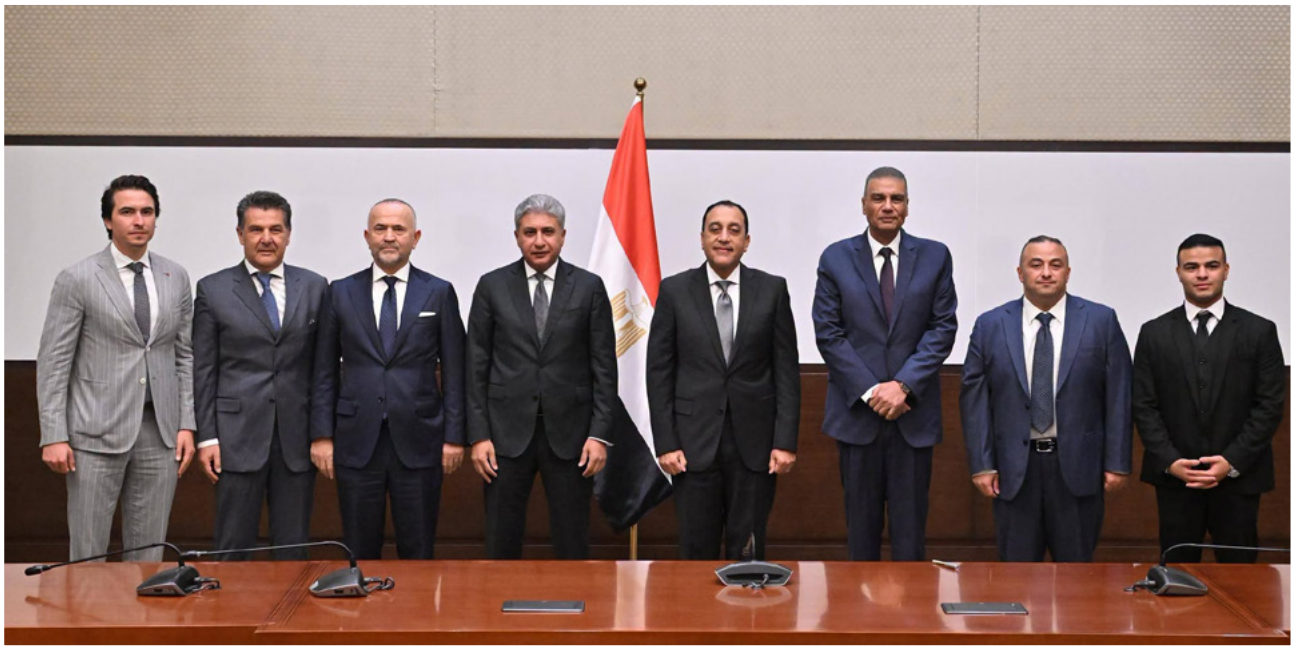
Once completed, the Abu Mena project could enhance visitors' understanding of the site's religious and architectural history without requiring the physical reconstruction of its ancient buildings.

However, the experience remains under development and is not yet available as a visitor attraction.

The authorities have also not released projections or confirmed results concerning visitor numbers or the project's potential economic impact.

For now, the project's principal value lies in developing new tools for heritage interpretation and presentation. Its actual tourism impact will become clearer only after the experience is launched and begins welcoming users.

Turkish Hotel Group Titanic Signs Management Agreement for $180 Million Sharm El Sheikh Resort, with Soft Opening Targeted Within 30 Days



The Egyptian-owned resort, developed by Gez al Investment, has completed construction and comprises 560 rooms and 60 villas, according to the Egyptian government's statement, while the partners are considering management agreements for three additional hotels.

Sharm El Sheikh – Egypt | Al Rehla

Egyptian company Gezal Real Estate and Tourism Investment has signed an agreement with Turkish hospitality group Titanic Hotels to manage and operate the Titanic Luxury Collection resort in Sharm El Sheikh.

The resort represents an Egyptian investment of approximately $180 million, with its soft opening targeted within the next 30 days.

The signing ceremony took place on Tuesday, November 10, 2026, in the presence of Egyptian Prime Minister Dr. Mostafa Madbouly, Minister of Tourism and Antiquities Sherif Fathy, and South Sinai Governor Ismail Kamal.

The agreement was signed by Hafez Bashir, Chairman of Gezal, and Muzaffer Aygün, Managing Director of Titanic Hotels, marking the luxury Turkish hotel brand's entry into the Egyptian market.

560 Rooms and 60 Villas Along a One-Kilometre Beachfront

According to the Egyptian government's statement, the resort was developed entirely through Egyptian investment totalling $180 million.

The property comprises 560 hotel rooms and 60 villas, with a beachfront extending approximately one kilometre.

Facilities include sports courts, a water park, an events hall and a comprehensive wellness and spa centre, alongside a selection of restaurants.

The dining facilities also include two restaurants representing international brands entering the Egyptian market for the first time, according to the announcement.

The resort is positioned in the ultra-luxury five-star segment, targeting upscale leisure travellers and families seeking premium accommodation and entertainment experiences.

Construction Completed as Resort Prepares for Opening

The government confirmed that construction and operational preparations have been completed, with final arrangements underway for a soft opening within 30 days of the announcement.



This marks the project's transition from development to the pre-opening stage.

However, it does not mean that the resort has already begun welcoming guests or that a final commercial opening date has been confirmed.

Titanic Hotels will manage the property under its operational standards, while ownership will remain with the Egyptian company Gezal.

Plans to Manage Three Additional Hotels

Hafez Bashir revealed that the two companies intend to sign management agreements for three additional hotels in Egypt in the coming period.

The announcement did not identify the proposed properties, their locations, accommodation capacities or expected timelines for signing the agreements.

Bashir emphasised that the partnership with an international hospitality group reflects the company's strategy of developing luxury hospitality projects while benefiting from international operational expertise.

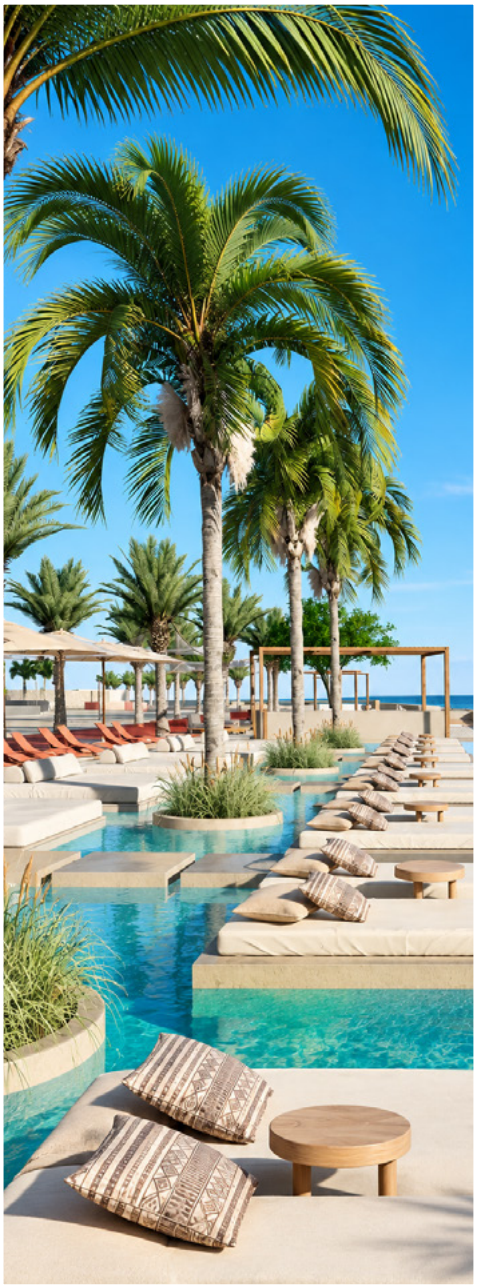
Al Rehla Travel Insight | A Completed Investment Moves Towards Operations

The agreement is significant because it concerns a hotel property whose construction and preparations have already been completed, bringing it closer to entering the market than projects still at the planning or announcement stage.

Once operational, the resort could expand Sharm El Sheikh's luxury accommodation offering, particularly through its combination of hotel rooms, private villas and leisure facilities.

However, key commercial indicators, including demand, average room rates, occupancy levels and future revenue, have not yet been disclosed.

The proposed management agreements for three additional hotels also remain future plans and are not included in the $180 million investment already made in the Sharm El Sheikh resort.



Luxury Tourism in Italy Generates €10.4 Billion in Spending, While 25 Provinces Have No Five-Star Hotels



A new study reveals a 111% increase in luxury hotel overnight stays since 2008, with 17 provinces accounting for 79.2% of activity and average tourism spending reaching €702 per overnight stay.

Rome – Italy | Al Rehla

Italian research institute Demoskopika has estimated that direct tourism spending associated with five-star and luxury hotels in Italy reached approximately €10.4 billion in 2025, representing 17.3% of total estimated tourism spending in the hotel sector.

The findings highlight significant geographical disparities in the distribution of luxury accommodation and visitor activity across the country.

The study, whose results were published on November 6, 2026, revealed that overnight stays in luxury hotels increased by 111.1% between 2008 and 2025, compared with growth of 14.5% across the hotel sector as a whole.

Average Spending Reaches €702 per Overnight Stay

According to the study's estimates, average direct tourism spending associated with each overnight stay in luxury hotels reached approximately €702, compared with €209 across the hotel sector overall.

Five-star and luxury hotels recorded approximately 14.9 million overnight stays in 2025 and more than 4.9 million guest arrivals, representing annual increases of 5.7% and 5%, respectively.

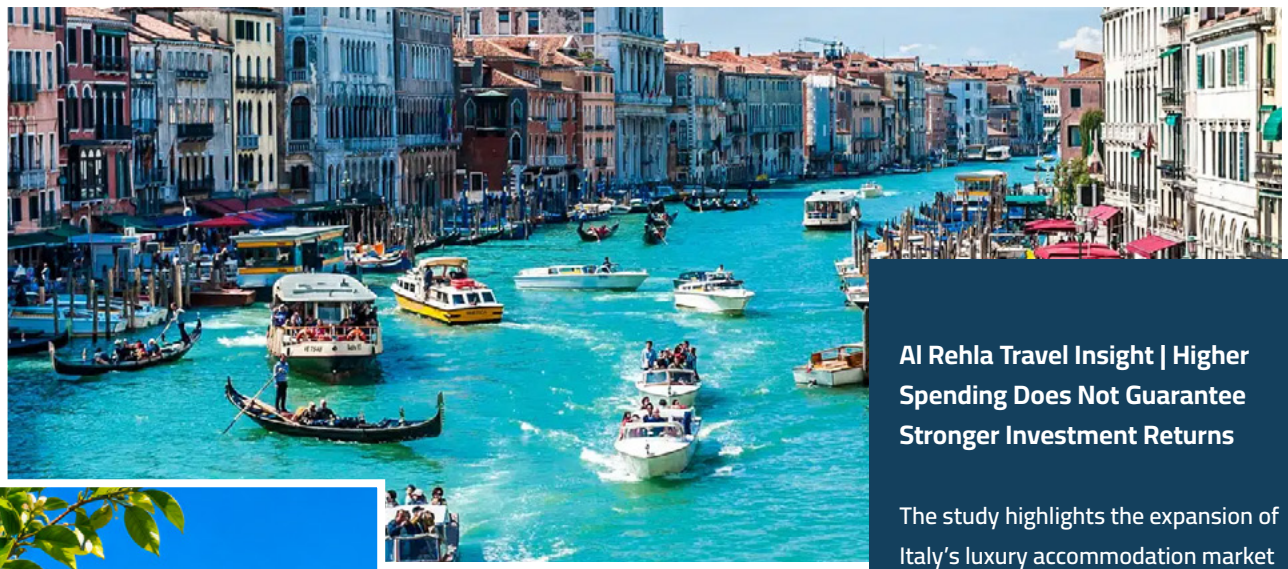
These figures reflect growing demand for upscale hotel accommodation, while highlighting the importance of distinguishing between direct tourism spending and hotel room revenue alone.

Rome Accounts for Nearly One-Fifth of Luxury Hotel Overnight Stays

The province of Rome accounted for 19.7% of all overnight stays in luxury hotels, while Rome, Bolzano, Venice, Florence and Milan together represented 53.4% of the national total.

According to the study, 79.2% of luxury hotel overnight stays were concentrated in just 17 Italian provinces.

In terms of direct tourism spending, the Lazio region ranked first with approximately €2.3 billion, followed by Trentino-Alto Adige at €1.7 billion, Veneto at €1.4 billion, Lombardy at €1.3 billion and Tuscany at around €1 billion.





Meanwhile, Demoskopika's ELITE Index, developed to assess the attractiveness of luxury tourism destinations, ranked Lazio, Trentino-Alto Adige, Campania, Aosta Valley and Sardinia as the leading regions.

809 Luxury Hotels Highlight Uneven Geographic Distribution

Italy had 809 five-star and luxury hotels in 2025, an increase of 38 properties compared with the previous year, with a combined capacity of approximately 110,000 beds.

Despite this growth, the study found that 25 Italian provinces had no five-star hotels, highlighting the concentration of high-end accommodation in a limited number of destinations.

The institute noted that the challenge extends beyond increasing the number of properties to improving the utilisation of existing hotel capacity and extending operating seasons, particularly in southern regions affected by seasonality.

Al Rehla Travel Insight | Higher Spending Does Not Guarantee Stronger Investment Returns

The study highlights the expansion of Italy's luxury accommodation market while revealing substantial differences between destinations in terms of demand and hotel distribution.

For investors and hotel operators, higher average tourism spending does not necessarily establish the financial viability of developing a five-star property.

Investment returns depend on several factors, including development and operating costs, actual occupancy rates, seasonality and average daily room rates.

Similarly, the absence of luxury hotels in certain provinces does not automatically indicate unmet demand or an attractive investment opportunity.

Such markets require careful assessment of visitor flows, air connectivity and supporting infrastructure before investment decisions are made.
The findings suggest that improving the performance of existing hotels and extending tourism seasons could be just as important as developing new luxury properties.

Cinema Meets the Tunisian Desert as Kebili Hosts International Film Festival from November 12 to 15

Film screenings on the sand, a traditional arts carnival and a handicrafts exhibition highlight the third edition, bringing together cinema, music and heritage in El Jadida and El Mansoura in southern Tunisia.

Kebili – Tunisia | Al Rehla

The El Jadida–El Mansoura area in the governorate of Kebili, southern Tunisia, is preparing to host the third edition of the International Cinema in the Desert Festival from November 12 to 15, 2026.

The event combines film screenings, cultural activities and tourism experiences against the backdrop of Tunisia's desert landscapes.

Organised by the Sahara Art Association with the support of the National Centre for Cinema and Image (CNCI), the festival aims to take cinema beyond traditional theatres into open-air settings while showcasing the cultural and natural attractions of southern Tunisia.

The main activities will take place at the open-air theatre in El Jadida–El Mansoura, bringing together filmmakers and artists from Tunisia, other Arab countries and international destinations.

Desert Carnival Opens the Festival

The festival begins on Thursday, November 12, with a cinematic carnival featuring the Five Stars Folk Arts Troupe from Douz, alongside the opening of a Maghreb exhibition dedicated to women's traditional handicrafts and two filmmaking camps for young participants.

The official opening ceremony will feature a sand-art performance by artist Habib El Gharabi and a traditional drum dance performance by artist Imed Ammara, presented by the National Folk Arts Troupe.

The activities bring together visual arts, music and local heritage, offering visitors an opportunity to discover different aspects of Tunisia's desert culture.

Eight Films from Seven Countries

Eight short films from Tunisia, Libya, Egypt, Congo, France, Iran and India will compete in the festival's official competition.

The jury includes filmmakers and industry professionals Ibrahim Letaief, Olfa Chakroun and Atef Ben Hassine.

The programme also features additional film screenings and training workshops covering directing, documentary filmmaking, photography, film education and other cinematic disciplines.

Discussions will explore the relationship between cinema and place, as well as the growing influence of artificial intelligence on filmmaking.

Special screenings for children and cultural and artistic activities involving local institutions are also scheduled.

Projection Mapping Illuminates Historic Landmarks

The third edition will feature projection-mapping displays on historic landmarks in Kebili, alongside evening music and youth-oriented entertainment events, including Electro Sahara and the Samour evening programme.

The schedule also includes a guided excursion to the Debbacha area on November 15.

The festival will conclude with an awards and recognition ceremony, followed by a musical performance by Tunisian artist Raouf Maher.

From Ksar Ghilane to El Jadida and El Mansoura

The first two editions of the festival were held in Ksar Ghilane in 2024 and 2025, before the event moved to El Jadida and El Mansoura for its third edition.

The relocation reflects the organisers' ambition to establish the festival as a travelling cultural event across Tunisia's desert regions.

This approach aims to broaden participation and introduce visitors to destinations beyond the country's traditional tourism centres.


صحراء فن
SAHARA ART
المهرجان الدولي للسينما في الصحراء
FESTIVAL INTERNATIONAL
DU CINEMA AU SAHARA
3rd Edition
12-15 نوفمبر 2026
12-15 NOVEMBRE 2026
الجديدة - المنصورة
ولاية قبلي
EL JADIDA - EL MANSOURAH
GOUVERNORAT DE KEBILI

When Wonder Becomes Knowledge: Museums Take Visitors on a Journey into the Mysteries of the Universe



From electric sparks in London to a journey through 13.8 billion years in Geneva and fish brought to life from children's drawings in Singapore, three destinations transform science into a human experience and open the doors of discovery to all generations.

Al Rehla – Special Report

Perhaps a child does not need to travel into space to feel that they have discovered the universe. Sometimes, all it takes is watching an electric spark flash before their eyes or seeing a simple drawing transform into a fish swimming through a digital world.

Such moments can awaken a sense of wonder that remains in their memory for years.

On November 10, as the world celebrates World Science Day for Peace and Development, science museums open a window onto a different story of knowledge — one that begins not in laboratories, but with a child's curiosity, a traveller's questions and humanity's shared desire to understand the world.

This year, UNESCO marks the occasion under the theme "Finding Common Ground Through Science Diplomacy," highlighting the importance of cooperation and knowledge exchange between nations.

It is a message reflected in tourism destinations that make scientific discovery an experience accessible to everyone.

London: When Lightning Flashes Before Your Eyes

At London's Science Museum, visitors are encouraged to do much more than observe.

Inside the interactive Wonderlab gallery, children explore the mysteries of motion and electricity while watching demonstrations that use a Tesla coil to generate spectacular lightning-like sparks.

A father might stand beside his child watching the same experiment, yet each may leave with a different question.

That is the beauty of science museums: they do not simply educate children; they also give adults an opportunity to rediscover the curiosity of childhood.

Admission to Wonderlab requires a separate ticket, although entry to the Science Museum's main permanent galleries is free.

Geneva: A Journey to the Beginning of the Universe

In Switzerland, Science Gateway, the visitor centre of the European Organization for Nuclear Research (CERN), takes visitors on an interactive journey spanning 13.8 billion years to explore the origins of the universe and the evolution of matter.

Its exhibitions introduce visitors to the world of particle physics through interactive displays and scientific simulations, while offering insights into the quantum phenomena that govern nature at its smallest scales.

Perhaps the most appealing feature is that admission is free, although registration is required.

Individuals and families are advised to book online in advance to secure entry, particularly during busy periods.

Singapore: When Children's Drawings Begin to Swim

At Singapore's ArtScience Museum, visitors' drawings come to life inside Future World, an exhibition developed in collaboration with the internationally renowned art collective teamLab.

In the Sketch Aquarium experience, a child draws a sea creature on paper. The drawing is then digitally scanned and appears swimming across an interactive aquarium alongside creatures created by other visitors.

In that magical moment, technology meets imagination, and learning becomes something wonderfully close to play.

Children discover how their ideas can become part of a shared digital world, where creativity and interaction bring an ordinary drawing to life.

Future World is a permanent ticketed exhibition, with advance reservations available through the museum's official website.

Science: A Universal Language Connecting Travellers

Although these museums differ in their languages, settings and



experiences, they share one powerful human message: science does not belong exclusively to scientists.

It is a space where people can connect, regardless of their age, culture or background.

In London, wonder begins with an electric spark. In Geneva, questions stretch back to the origins of the universe. And in Singapore, a sheet of paper and a handful of colours may be enough for a child to feel that their imagination has become part of a living world.

Perhaps the most beautiful gift a scientific journey can offer a child is not an answer to the mysteries of the universe, but a new question to carry home — one whose answer they may continue searching for long afterwards.

In a world where distances separate us and languages differ, wonder remains the beginning of knowledge that brings humanity together.



Antalya Hosts COP31, Putting Sustainable Tourism on the Global Climate Agenda

An international summit running until November 20 brings together delegations from around the world, with Türkiye dedicating sessions to reducing tourism-related emissions, protecting cultural heritage and developing climate-resilient destinations.

Antalya – Türkiye | Al Rehla

The 31st session of the Conference of the Parties to the United Nations Framework Convention on Climate Change (COP31) opened in the Turkish city of Antalya on November 9, 2026, with broad international participation. The event strengthens the Mediterranean city's position on the global meetings and exhibitions tourism map, while giving sustainable tourism a place in discussions on global climate action.

The conference runs until November 20 at Antalya Expo Center. Türkiye is hosting and presiding over the session for the first time, while Australia is leading the formal negotiations under a cooperation arrangement between the two countries.

The programme features 12 thematic days addressing food and agriculture, energy, transport, climate finance, sustainable cities, artificial intelligence and ecosystem protection, with the aim of translating international commitments into actionable initiatives.

Leaders' Summit and Antalya's Role in Tourism

On November 11 and 12, Antalya will host the World Leaders' Climate Action Summit, bringing together heads of state and government to discuss accelerating the energy transition, strengthening climate investment and enhancing the capacity to adapt to the impacts of climate change.

Hosting the conference offers Türkiye an opportunity to showcase its ability to organise major international events and make use of Antalya's extensive hotel and tourism infrastructure. The city is one of the Mediterranean's leading destinations.

Sustainable Tourism at the Heart of Discussions

Türkiye has designated November 18 for discussions on the role of tourism and cultural heritage in climate action, in coordination between the Ministry of Culture and Tourism and the Turkish Tourism Promotion and Development Agency (TGA).

The programme includes a session entitled «Climate Solutions in Tourism: Low-Carbon, Zero-Waste and Resilient Destinations», which will explore ways to reduce the environmental impact of tourism activities and strengthen destinations' ability to withstand climate-related challenges.

The session is expected to feature Turkish Deputy Minister of Culture and Tourism Nadir Alparslan and United Nations Tourism Executive Director Shigong Liu.

Türkiye will also present its national environmental and cultural sustainability programme, developed in cooperation with the Global Sustainable Tourism Council (GSTC), alongside sessions addressing sustainable tourism investment, heritage protection and culinary arts.

This participation reflects a growing shift towards linking the future of the tourism industry with environmental sustainability, at a time when coastal and natural destinations are facing increasing pressures from climate change. Developing more resilient and efficient tourism models is therefore becoming one of the sector's key challenges in the years ahead.







Qantas to Restructure 850 Administrative Jobs and Shift Services to India Under Accenture Partnership



The Australian airline is expanding its use of artificial intelligence to modernize operations and streamline administrative processes, with changes expected to begin by mid-2027.

Sydney, Australia | Al Rehla

Australian airline group Qantas has announced plans to restructure approximately 850 administrative positions as part of a multi-year agreement with consulting and technology company Accenture. The partnership aims to modernize operational systems, improve data management, and expand the use of artificial intelligence, while transferring some services to teams primarily based in India.

3% of Australian Workforce Affected by Transformation Plan

The initial phase will cover finance, procurement, human resources, and marketing, with changes expected to begin by mid-2027. The positions under review represent approximately 3% of the group's Australian workforce of around 28,000 employees.

Qantas Group CEO Vanessa Hudson explained that the partnership seeks to redesign and simplify administrative processes, eliminate duplicated tasks, and accelerate digital transformation. The airline currently relies on more than 1,000 legacy technology applications that require modernization and integration.

Artificial Intelligence Reshapes Airline Operations

Hudson emphasized that rapid advances in technology and artificial intelligence are forcing airlines to reconsider their operating models, noting that maintaining the status quo is no longer an option amid the industry's accelerating transformation.

However, Qantas confirmed that final decisions regarding affected employees have not yet been made. The company plans to consult with staff and unions while exploring redeployment and retraining opportunities.

Fleet Modernization Continues Alongside Restructuring

The restructuring comes as Qantas implements a major fleet renewal program. The airline added 17 aircraft during the previous financial year and expects to receive another 31 aircraft in the coming year, reflecting its continued investment in aviation operations despite changes to its administrative structure.

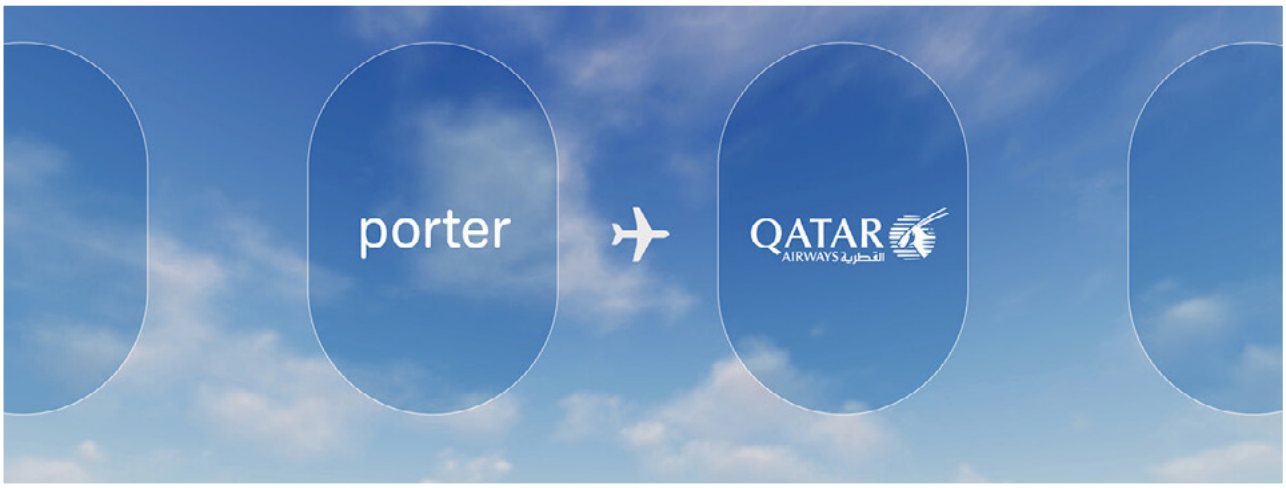
Al Rehla Perspective | What Does This Mean for the Aviation Industry?

Qantas' restructuring highlights a shift in airline investment priorities. Competition is no longer driven solely by fleet expansion and route networks; it increasingly depends on administrative efficiency, artificial intelligence integration, and effective cost management.

For travelers, the restructuring does not necessarily mean lower airfares or changes in service quality. Its actual impact will depend on the airline's ability to implement technological transformation without compromising operational reliability or customer experience.

The initiative also offers an important case study for Arab airlines seeking to balance cost efficiency with the preservation of human expertise and high service standards.

Qatar Airways Strengthens Canadian Network with Second Partnership in Two Weeks as Porter Airlines Codeshare Begins November 16



The airline expands travel options to five Canadian cities via Toronto and Montreal, following a similar agreement with WestJet in October, while operating 14 weekly flights between Doha and Canada.

Doha – Qatar | Al Rehla

Qatar Airways has announced a new codeshare agreement with Canadian carrier Porter Airlines, offering passengers additional travel options and improved domestic connections across Canada from November 16, 2026.

The agreement marks the second codeshare partnership announced by Qatar Airways with a Canadian airline within two weeks.

Under the agreement, announced on November 9, Qatar Airways will place its QR flight code on selected Porter Airlines-operated services, enabling passengers to connect through Toronto and Montreal to Canadian destinations including Edmonton, Ottawa, Halifax, St. John's and Thunder Bay.

The airline confirmed that eligible codeshare flights are available for booking through its official website and mobile application for travel beginning November 16.

Two Canadian Partnerships in Two Weeks

The agreement follows Qatar Airways' announcement on October 26, 2026, of a similar codeshare partnership with Canadian airline WestJet, covering nine domestic destinations through Toronto and Montreal.

At least four cities feature in both agreements: Edmonton, Ottawa, Halifax and St. John's. Thunder Bay is among the destinations highlighted in the new Porter Airlines partnership.

This reflects Qatar Airways' strategy of expanding domestic connectivity through multiple Canadian airline partners rather than relying on a single carrier to serve regional destinations.

14 Weekly Flights Between Qatar and Canada

Qatar Airways currently operates daily services to Toronto and Montreal, providing a total of 14 weekly flights between Doha and Canada.

The two cities serve as the main connecting points for the airline's expanding Canadian partnerships.

In the opposite direction, passengers departing from Canadian cities can access Qatar Airways' global network through Hamad International Airport in Doha, connecting to more than 170 destinations worldwide, including Delhi, Manila, Dubai and Addis Ababa.

The new agreement does not introduce additional nonstop flights from Doha to the Canadian cities mentioned. Instead, it provides access to selected domestic services operated by Porter Airlines.

Jazeera Airways Profit Falls 47.4% to KWD 7.1 Million as Market Share Rises Despite Passenger Decline



Jet fuel prices surge 55% and operating revenue falls to KWD 62.1 million in Q3 2026, while the airline reports KWD 15.7 million in nine-month profit despite operational disruptions.

Kuwait – Al Rehla

Kuwait-based Jazeera Airways reported a 47.4% decline in net profit for the third quarter of 2026, reaching KWD 7.1 million compared with approximately KWD 13.5 million in the corresponding period last year, amid rising fuel costs, operational restrictions and disruptions affecting regional aviation.

According to financial results announced on November 9, the group's operating revenue declined by 10.6% to KWD 62.1 million, compared with approximately KWD 69.4 million in the third quarter of 2025.

Passenger traffic fell by 26.3% to 1.07 million passengers, down from 1.46 million, while the seat load factor declined from 78% to 74.9%.

Fuel Prices Rise 55% as Operational Restrictions Weigh on Performance

The airline reported that average jet fuel prices increased from $90 to $139 per barrel, representing a 55% rise.

As a result, total fuel costs increased by 28%, despite an 18% reduction in operating flight hours.

Operations were also affected by restrictions on Kuwait International Airport's operating hours until September 20 and the continued suspension of transit passenger services through Terminal 5.

During the first nine months of the year, Kuwait International Airport experienced a temporary closure lasting 57 days, prompting Jazeera Airways to implement its Baraka contingency plan and temporarily relocate its operating base to Saudi Arabia to maintain air connectivity.

Market Share Climbs to 36.7%

Despite the decline in passenger numbers, Jazeera Airways increased its market share at Kuwait International Airport from 31% to 36.7%, according to company data.

Average ancillary revenue per passenger also rose to KWD 15.6, nearly three times the level recorded in the corresponding period last year, supported by growth in travel-related additional services.

Third-quarter results included KWD 1.4 million in preparatory payroll expenses associated with the airline's plans to operate ground-handling services independently, ahead of obtaining the relevant licence in October.

The company explained that excluding these expenses would have increased net profit to KWD 8.5 million. However, its actual reported net profit remained KWD 7.1 million.

Emirates Delays Berlin Flights Over Air Transport Agreement Terms with Germany



Tim Clark says the airline is ready to launch services in April 2027 if outstanding issues are resolved, amid reports of potential restrictions on expansion at existing German airports.

Berlin, Germany | Al Rehla

Emirates has postponed plans to launch direct flights between Dubai and Berlin Brandenburg Airport, despite securing additional traffic rights allowing it to serve a fifth destination in Germany, citing concerns over certain provisions of the bilateral air transport agreement.

Speaking to journalists in Berlin, Emirates President Tim Clark said negotiations had initially progressed positively, but some terms of the agreement proved less flexible than expected. He confirmed that discussions with Germany's Federal Ministry of Transport remain ongoing to clarify outstanding issues.

April 2027 Remains a Potential Launch Date

Clark explained that Emirates would be prepared to begin Berlin services on April 1, 2027, provided an agreement is reached on the disputed conditions. However, he did not disclose the specific provisions under negotiation.

Additional Traffic Rights and Potential Restrictions

In September, Germany approved additional traffic rights allowing Emirates to operate to a fifth German airport, alongside Frankfurt, Munich, Düsseldorf, and Hamburg, with a maximum of seven weekly flights. German media reports suggested that the disagreement may involve restrictions on increasing services at the airline's four existing German destinations in exchange for access to Berlin. Emirates has not officially confirmed these details.

Eurowings Prepares Dubai Services
Meanwhile, German carrier Eurowings is preparing to resume direct flights between Berlin and Dubai on November 25, as part of its winter schedule.

Al Rehla Perspective | Travel Options and Air Connectivity

The postponement means travelers wishing to use Emirates' network to reach Berlin must continue relying on other German airports or alternative connecting flights.

A future launch could strengthen tourism and business ties between the UAE and Germany while expanding travel options for passengers connecting through Dubai from Asia, Africa, and the Middle East. However, additional capacity would not necessarily translate into lower airfares, as ticket prices remain influenced by demand, operating costs, and market competition.

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