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As Part of "Al-Rehla" Annual Awards Honoring Tourism Excellence in the Middle East at Arabian Travel Market 2025 in Dubai

Pickalbatros Hotels Group
Wins the "Golden Pyramid" Award
as Egypt's Best Hotel Group for 2025

Nawaf Hassan
Named Tourism Leader of the Year
in the "Vision Shaping Travel" Category

Hilton Garden Inn Bahrain Bay
Wins the "Shining 4 Star Excellence" Award
as the Best Four-Star Hotel in the Region

Wego App
Wins the "Golden App of the Year"
Award for Best Booking Application in the Region

Mazagan Beach & Golf Resort
Wins the "Atlas Crown of Luxury"
Award for Best Luxury Hotel in Morocco

Etihad Airways
Wins the "Golden Wings Airline Award"
for Excellence in the Sky

Jabal Omar Hotels
Wins the "Saudi Hospitality Shield"
for the "True Saudi Welcome" Category

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As Part of "Al-Rehla" Annual Awards Honoring Tourism Excellence in the Middle East

Pickalbatros Hotels Group Wins the "Golden Pyramid" Award as Egypt's Best Hotel Group for 2025














In a new achievement added to its impressive track record, Pickalbatros Hotels Group was crowned with the prestigious Golden Pyramid Emblem in the category of "Best Hotel Group in Egypt", as part of the annual Al-Rihla Awards, which recognize the most influential institutions and figures in the tourism industry across the Middle East.

The group was honored during an official ceremony held on the sidelines of the Arabian Travel Market 2025 in Dubai—the region's largest and most influential tourism event—which brought together thousands of professionals, decision-makers, and innovators from the tourism and travel sectors.

The Al-Rehla Awards are presented annually by Al-Rihla Newspaper, a publication specializing in tourism and travel affairs. This awards program was launched to spotlight leading models contributing to the development of the Arab tourism sector, enhancing its image both locally and internationally, and encouraging institutions to adopt best practices and global standards.

A Leading Group in Egypt's Tourism Journey

Pickalbatros Hotels Group is one of Egypt's most prominent hotel chains, owning and operating a series of hotels and resorts known for delivering a distinguished hospitality experience that combines luxury, high-quality service, and unique architectural design. The group has played a key role in boosting Egypt's appeal as a tourist destination, particularly in major coastal and resort cities such as Hurghada, Sharm El-Sheikh, and Marsa Alam.

In a statement following the award ceremony, Mr. Kamel Abou Ali, Chairman and CEO of the group, expressed his pride in receiving this recognition, saying: "Winning the Golden Pyramid Award is a tribute to every member of the Pickalbatros family and a confirmation that our vision—centered on quality, innovation, and sustainable development—is on the right path. We believe that the tourism industry must constantly evolve to meet the expectations of today's global traveler."

He added: "We are not just focused on delivering high-level hospitality services; we are committed to offering a holistic experience that reflects Egyptian heritage, respects the environment, and supports local communities."

Al-Rehla Awards: Celebrating Leadership and Impact

For his part, Mr. Mahmoud Al-Jishi, CEO of Al-Rihla Newspaper, explained that the Golden Pyramid Award was the result of a meticulous evaluation of the performance of hotel institutions in Egypt. He stated:

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Winning the Golden Pyramid Award is a tribute to every member of the Pickalbatros family and a confirmation that our vision—centered on quality, innovation, and sustainable development—is on the right path

Kamel Abou Ali
Chairman and CEO of the group



Pickalbatros is not just a successful hotel group; it is a true model of leadership in the hospitality sector—demonstrating professionalism, appeal, and sustainability. That is why it was the ideal nominee for the Golden Pyramid Award

Mahmoud Al-Jishi
CEO of Al-Rihla Newspaper

"Pickalbatros is not just a successful hotel group; it is a true model of leadership in the hospitality sector—demonstrating professionalism, appeal, and sustainability. That is why it was the ideal nominee for the Golden Pyramid Award, which honors the best according to rigorous criteria, including quality, innovation, institutional impact, and contribution to the national tourism image."

Al-Jishi added: "We aspire for the Al-Rihla Annual Awards to become the Oscars of the Arab tourism industry. Our region has immense potential and institutions worthy of global recognition, and at Al-Rihla, we believe in the vital role of tourism media in supporting that vision."

A Vision for the Future of Arab Tourism

Through its annual awards program, Al-Rihla Newspaper aims to spotlight inspiring tourism models, promote a culture of excellence, and document best practices that can shape the future of Arab tourism—whether through technological innovation, sustainable hospitality, or efficient human resource management.

Many attendees at the ceremony expressed their admiration for Pickalbatros Hotels Group and its ability to blend authentic local identity with global ambition, making it one of the hotel brands that truly reflect Egypt's cultural and hospitable face.

A Destination Worthy of Arab Hospitality

With this accolade, Pickalbatros Hotels Group cements its position as one of the most remarkable success stories in the Arab hospitality sector, embodying Egypt's ambition to deliver a globally competitive hotel experience. Meanwhile, Al-Rihla Newspaper reaffirms its commitment to showcasing inspiring models and honoring those who make a real impact in shaping the region's tourism journey.

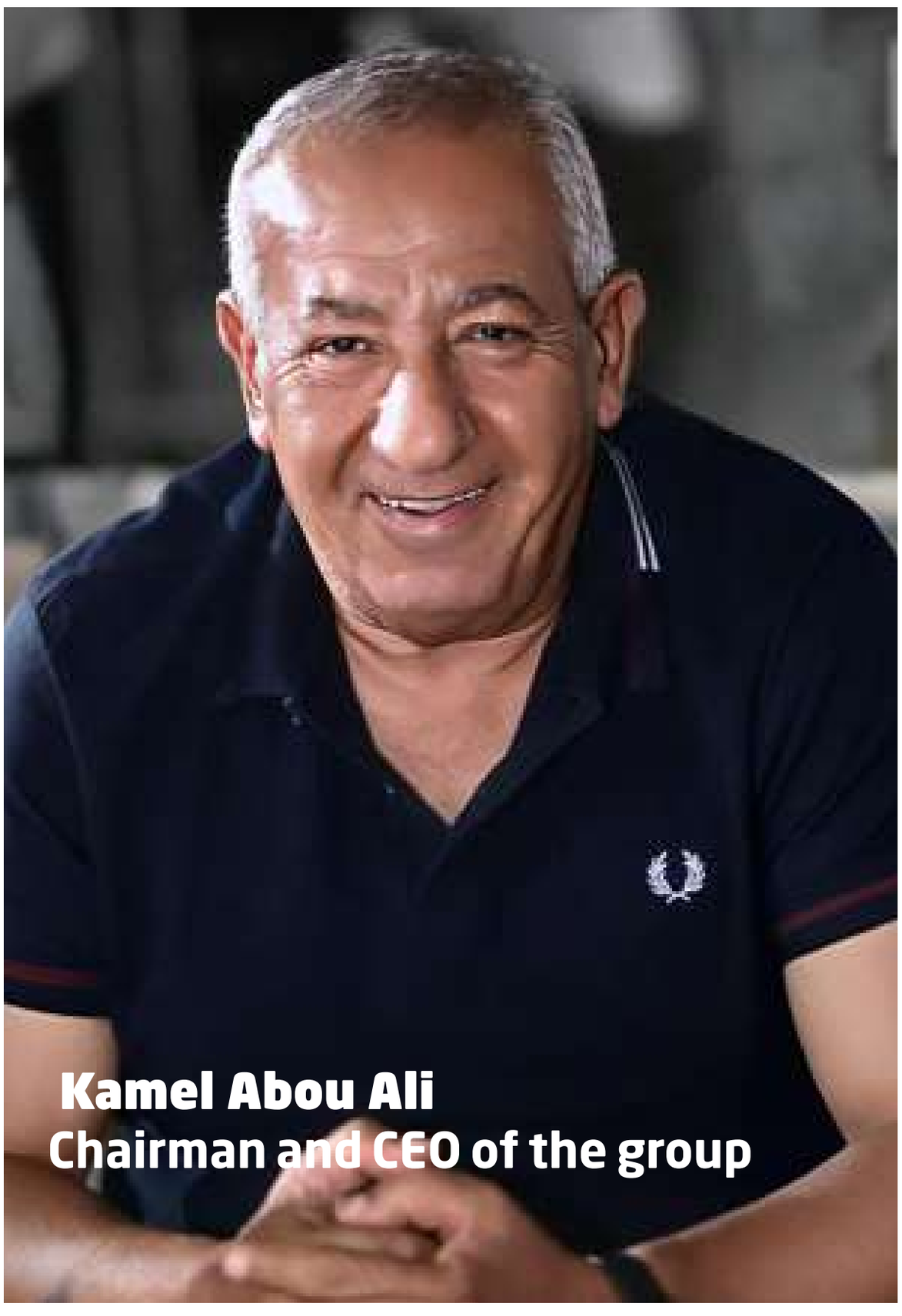
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Kamel Abou Ali
Chairman and CEO of the group

Pickalbatros Hotels & Resorts is Redefining Arab Tourism Through Smart Expansion and a Renewed Identity

- **Pickalbatros opens two new hotels in Morocco to strengthen its regional presence**
- **The group plans to launch 2,000 new hotel rooms in Egypt this year**
- **A smart expansion strategy focused on quality and sustainability in new markets**
- **Pickalbatros celebrates its 15th anniversary in Morocco and 33rd in Egypt**

“We Are Redefining Luxury Through Deep Personal Experiences Pickalbatros Hotels & Resorts stands out for its commitment to delivering hospitality experiences that go beyond luxury accommodation”

During his participation in the 2025 Arabian Travel Market in Dubai, Kamel Abou Ali, Chairman of Pickalbatros Hotels & Resorts, one of the most prominent names in the hospitality sector in the region, revealed the group’s latest strategic developments in an exclusive interview with alrehla - the strategic media partner of ATM. Abou Ali announced a series of major hotel openings in both Morocco and Egypt, aimed at enhancing the group’s presence in new markets and investing in the development of world-class hospitality centers.

Pickalbatros Opens Two New Hotels in Morocco to Strengthen Its Regional Presence

Abou Ali announced the upcoming opening of the “Qasr Al-Wurud” resort in Agadir, Morocco, scheduled for May 22, 2025, and the “SunGo” hotel in Marrakech, expected to open in July of the same year. These openings are part of the group’s expansion plan aimed at cementing its position in Morocco. The group has acquired four new hotels in the Kingdom, bringing its total investment in Morocco to over $200 million. Morocco is considered a promising market for Pickalbatros Hotels & Resorts, as Moroccan tourism is one of the fastest-growing in North Africa, attracting large numbers of visitors from around the globe. Abou Ali stated: “We are committed to delivering a fully integrated hospitality experience through substantial investments in infrastructure, with an unwavering focus on the highest standards of quality service.”

The Group Plans to Launch 2,000 New Hotel Rooms in Egypt This Year

As for Egypt, Pickalbatros continues to strengthen its strong market presence with new projects, most notably the opening of “Albatros Makadi” Hotel in Hurghada. The hotel features 900 rooms and offers a wide array of leisure and entertainment facilities, including international restaurants and sports amenities. Abou Ali confirmed that the group plans to open 2,000 new hotel rooms in Egypt by the end of 2025. He elaborated in his statements to alrehla that the group’s expansion in Egypt also includes new investments in prime tourist destinations such as Sharm El-Sheikh and Hurghada—both among the top tourist spots on the Red Sea. He said: “Egypt remains the largest

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market for us in the Middle East, and we are focused on delivering exceptional hospitality experiences that meet the needs of tourists from around the world, with a firm commitment to sustainable development."

"We Are Redefining Luxury Through Deep Personal Experiences"

Pickalbatros Hotels & Resorts stands out for its commitment to delivering hospitality experiences that go beyond luxury accommodation. Speaking about the group's service philosophy, Abou Ali said: "We are redefining luxury by offering deep, personalized experiences. For us, hospitality is not merely about offering a luxurious stay—it is about creating an integrated experience that resonates with the needs and aspirations of every guest." He pointed out that the group applies this principle across all its properties, providing specialized services such as personal wellness, cultural and artistic activities aligned with authentic Arab identity, and tailor-made experiences that allow guests to enjoy the finest details according to their preferences.

A Smart Expansion Strategy Focused on Quality and Sustainability in New Markets

Pickalbatros Hotels & Resorts aims to expand into new markets with a strong focus on operational sustainability and innovative hospitality offerings. Commenting on the expansion plans, Abou Ali emphasized that the group prioritizes quality service and the development of sustainable tourism facilities. He stated: "We focus on the sustainability of our projects and understand the importance of developing environmentally friendly hotels and resorts by adopting smart solutions in construction, maintenance, and service delivery." The group seeks to set new benchmarks in the hospitality sector by leveraging advanced technologies and sustainable practices to reduce the environmental footprint in the destinations it invests in. Abou Ali added: "We believe the future lies in combining luxury and sustainability to deliver a comprehensive and responsible travel experience."

Pickalbatros Celebrates Its 15th Anniversary in Morocco and 33rd in Egypt

Coinciding with its latest expansions, Pickalbatros Hotels & Resorts is celebrating 15 years of operations in Morocco and 33 years in Egypt—milestones that highlight the group's integral role in the region's hospitality history. Abou Ali commented: "We are proud of what we have achieved in Morocco and Egypt, and celebrating these anniversaries marks the beginning of a new phase of growth and future expansion." He revealed that the group is preparing a series of special events to commemorate the occasion, including exclusive offers and entertainment programs throughout the year.

The Group Targets New Markets Such as the UAE and Tunisia as Part of Its Expansion Plans

Pickalbatros's ambitions are not limited to Egypt and Morocco. The group also plans to enter new markets such as the UAE and Tunisia. In this context, Abou Ali said: "We are planning to expand into the Gulf region and Tunisia, as these are promising markets for us. Our focus is on delivering innovative hospitality experiences that meet the expectations of modern travelers seeking unique and luxurious stays." Abou Ali added that the group looks forward to building strategic partnerships with local companies in these markets to strengthen its position and broaden its business reach. He emphasized that such plans will allow Pickalbatros Hotels & Resorts to provide luxury services in emergingdestinations.

A Message to Partners and Investors in the Arab World

In closing, Kamel Abou Ali addressed partners and investors in the region, saying: "At Pickalbatros, we are committed to delivering outstanding hospitality experiences that reflect the spirit of Arab hospitality and meet the expectations of tourists from all over the world. We look forward to continuing our collaboration with partners across various markets to develop the tourism sector in the region and elevate the Arab world's status as a leading travel destination." Abou Ali reaffirmed that Pickalbatros Hotels & Resorts will remain at the forefront of the hospitality industry in the region thanks to its smart strategies and unwavering commitment to innovation and excellence. Through this ambitious vision, Pickalbatros Hotels & Resorts continues to reshape the future of hospitality in the Arab world, solidifying its position as one of the most prominent names in this vital sector.

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"In a Remarkable Honor at the "Alrehla Annual Awards for Tourism Excellence in the Middle East

Nawaf Hassan Named Tourism Leader of the Year in the "Vision Shaping Travel" Category at Arabian Travel Market 2025 in Dubai



Amid a dazzling celebration that brought together top leaders and innovators of the tourism industry from across the Middle East and the world, Alrehla Newspaper, the organizer of the region's most prestigious tourism awards, announced the crowning of Nawaf Hassan, General Manager of Grand Mercure Dubai, as Tourism Leader of the Year in the "Vision Shaping Travel" category. The announcement took place during the official awards ceremony held on the sidelines of the Arabian Travel Market 2025 in Dubai.

This distinguished honor solidifies the pioneering role played by Nawaf Hassan in driving innovation and transforming the hospitality and tourism landscape in Dubai and the wider region.

Through his insightful leadership and strategic vision, he has successfully combined authenticity with innovation, and sustainable luxury with a comprehensive hospitality experience.

Visionary Leadership That Makes a Difference

Nawaf Hassan expressed his pride in receiving the award, stating: "To be granted this prestigious title by a renowned entity such as Alrehla means a great deal to me. This award is not solely mine—it is the culmination of the tireless efforts of an entire team that strives every day to make a real difference in the guest experience and to transform every stay into an unforgettable memory."

He added: "Leading a tourism establishment today requires more than operational management. It demands the creation of a forward-thinking vision that anticipates challenges and keeps pace with global developments in hospitality, technology, and traveler expectations."

A Recognition that Embodies Individual Leadership in a Collective Industry

For his part, Mahmoud Al-Jishi, CEO of Alrehla Newspaper, affirmed that the award celebrates leaders who go beyond managing their establishments—they reshape the entire travel experience: "Nawaf Hassan exemplifies the type of leadership we strive to honor: a leader with vision, passion, and the ability to turn challenges into opportunities. Through his work at Grand Mercure Dubai, Nawaf has not only delivered premium service but has created a model of hospitality that harmonizes with Dubai's unique identity as a global tourism hub."

Al-Jishi added that the Alrehla Annual Awards aim to highlight positive role models in the tourism industry and encourage healthy competition based on quality, vision, and positive impact. Awards That Inspire, Motivate, and Create Real Change

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The award celebrates leaders who do not just manage their establishments but redefine the entire travel scene. The "Journey" Awards aim to highlight positive role models in the tourism industry and to encourage competition based on quality, vision, and positive impact

Mahmoud Al-Jishi
CEO of Al-Rihla Newspaper



Leading a tourism establishment today requires more than just operational management; it requires creating a future vision that anticipates challenges and keeps pace with global developments in hospitality, technology, and travelers' expectations

Nawaf Hassan
General Manager of Grand Mercure Dubai Hotel

The annual awards presented by Alrehla aim to serve as a true reflection of Arab and regional excellence in the tourism industry.

They seek to spotlight the kind of leadership that makes a difference and institutions that elevate quality standards to new heights. These awards also aim to foster a culture of recognition and appreciation within the tourism sector, where creativity and commitment become the hallmarks of every experience and every project.

Alrehla aspires to turn these awards into a regional platform that inspires tourism leaders across the Arab world to reimagine the future of tourism with a proactive vision—one that meets the challenges of the era and fulfills the aspirations of the modern traveler. With the recognition of Nawaf Hassan, Alrehla once again affirms that tourism is not merely about destinations and resorts—it is, above all, about minds that envision, hearts that inspire, and leaders who create lasting impact.



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As Part of the Alrehla Annual Awards for Tourism Excellence in the Middle East

Hilton Garden Inn Bahrain Bay Wins the "Shining 4 Star Excellence" Award as the Best Four-Star Hotel in the Region



In a new milestone added to its impressive track record, Hilton Garden Inn Bahrain Bay has been crowned with the prestigious "Shining 4 Star Excellence" award in the Four-Star Distinction in the Middle East category. This honor is part of the annual awards presented by Alrehla Newspaper to recognize leading tourism institutions across the region.

The award was presented during the Alrehla Annual Awards Ceremony, held on the sidelines of the Arabian Travel Market 2025 in Dubai—a prominent platform that showcases achievements and innovations within the tourism sector in the Middle East and beyond.

A New Standard of Excellence in the Four-Star Category

The selection of Hilton Garden Inn Bahrain Bay for this award was no coincidence; it is the result of continuous efforts and innovation in delivering an exceptional hospitality experience. The hotel has become a benchmark for refined service that combines simplicity and efficiency, catering to both business travelers and tourists alike.

Manuela Brode, General Manager of the hotel, expressed her pride in this achievement, stating: "We are truly proud of this recognition, which reflects our deep commitment to quality and excellence. The four-star category is not merely a transitional stage—it is a space where we passionately compete to deliver the best for our guests. At Hilton, we believe in the Hilton Guest Promise—a pledge through which we commit to delivering a stay that exceeds expectations in terms of comfort, cleanliness, and efficient service. This is a promise we translate into daily action."

She added: "This achievement would not have been possible without our amazing team, who embody the core of our Brighthearted Hospitality philosophy—providing hospitality with bright hearts and open minds. We believe that excellence is not built solely on luxury, but on the small details that make all the difference. One of our top priorities is the global initiative Travel with Purpose, which aims to deliver sustainable hospitality that creates a positive impact on communities and the environment. This is something we remain committed to through every service we offer and every decision we make."

She concluded by saying: "We strive to ensure that our services are always Reliable and Friendly. These simple values, when executed with precision, create an unforgettable stay experience and make the guest feel truly at home.

We will continue to deliver hospitality experiences that reflect Bahrain's status as

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Hilton Garden Inn Bahrain Bay is a living example that excellence is not exclusive to five-star luxury hotels; it can be achieved across all categories when there is a clear vision and genuine attention to detail

Mahmoud Al-Jishi
CEO of Al-Rihla Newspaper



We are committed to ensuring that our services are always reliable and friendly. These simple values, when executed with excellence, create an unforgettable stay experience and make guests feel at home

Manuela Brode
General Manager of Hilton Garden Inn Bahrain Bay

a world-class tourist destination."

Alrehla: Celebrating Excellence to Shape the Future of Tourism For his part, Mr. Mahmoud Al-Jishi, CEO of Alrehla Newspaper, emphasized the significance of this award in supporting the concept of high-quality hospitality in the region. He stated: "Hilton Garden Inn Bahrain Bay is a living example that excellence is not exclusive to luxury five-star hotels. It can be achieved across all categories when there is a clear vision and a genuine attention to detail. This award recognizes the hotel's ability to combine comfort, value, and professionalism all at once."

Al-Jishi continued: "The Alrehla Annual Awards aim to be a platform that reflects the spirit of healthy competition in the sector, encouraging tourism institutions to continue innovating, and offering a living example of successful models that deserve to be followed."

An Ambitious Award... Honoring the Present and Building the Future

The objectives of the Alrehla Awards go beyond simple recognition. They aim to create an informed and sustainable tourism movement that redefines the landscape of the Arab tourism industry. Through its various categories, the awards cover all aspects of the sector—from luxury hospitality to technological innovation and sustainable practices.

These awards aspire to become a benchmark for everyone seeking to raise the bar of quality and excellence in tourism, and to serve as an annual incentive for performance development and enhancing the region's global tourism standing.

With Hilton Garden Inn Bahrain Bay receiving this award, it is reaffirmed that success is not measured by the size of the hotel alone, but by the quality of the experience, the spirit of the team, and the forward-looking vision that drives the institution toward sustainable excellence recognized both regionally and internationally.

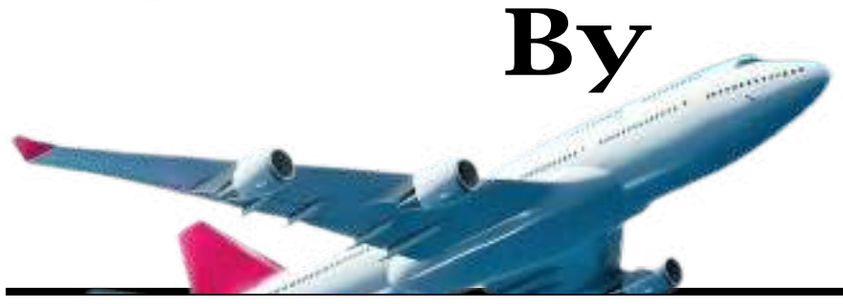
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As Part of the "Alrehla" Annual Awards for Tourism Excellence in the Middle East

Wego Wins the "Golden App of the Year" Award for Best Booking Application in the Region



In a digital achievement that highlights its leadership in the field of travel and online bookings, Wego has won the prestigious "Golden App of the Year" award in the Top Booking App in MENA category—an honor presented by Alrehla Newspaper as part of its distinguished annual awards recognizing outstanding tourism achievements across the region. Wego was honored during the annual awards ceremony organized by the newspaper on the sidelines of the Arabian Travel Market 2025 in Dubai.

The event is the largest platform for tourism industry leaders in the Arab world and attracts a distinguished group of institutions, companies, and innovations shaping the future of the sector. Digital Transformation at the Heart of Tourism Excellence Wego's win of the Golden App of the Year 2025 affirms its leading position in the world of digital travel. Through its intelligent interface and user-friendly design, the application has become the first choice for millions of users seeking hotel and flight bookings at competitive prices with a seamless experience.

In a special statement following the award reception, Mr. Mamoun Hmedan, Chief Commercial Officer at Wego, expressed his happiness with this achievement, saying: "We are proud to receive this recognition from Alrehla, which reflects the trust that users and the industry place in us. We believe that innovation is at the heart of the modern travel experience, and we continue to invest in artificial intelligence, data analytics, and service personalization to offer an exceptional experience tailored to the diverse markets of the region."

Hmedan added: "At Wego, we do not merely provide a booking tool—we empower travelers to make smart, fast, and reliable decisions anytime and from anywhere."

Alrehla: Awards That Celebrate Leadership and Redefine the Sector

The annual awards presented by Alrehla Newspaper have become one of the most significant journalistic initiatives specialized in the tourism sector. They aim to spotlight individuals and institutions who have changed the rules of the game and brought about real transformations in the experience of both Arab and international travelers.

In this context, Mr. Mahmoud Al-Jishi, CEO of Alrehla Newspaper, stated: "Wego fully deserves this recognition. It has successfully made the booking experience simpler, more user-centric, and better aligned with the needs of today's traveler. The award also reflects appreciation for applications that go beyond competi-

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Wego fully deserves this recognition. It has successfully made the booking experience simpler, more user-centric, and better aligned with the needs of today's traveler. The award also reflects appreciation for applications that go beyond competition to inspire the entire industry

Mahmoud Al-Jishi
CEO of Al-Rihla Newspaper



At Wego, we do not merely provide a booking tool—we empower travelers to make smart, fast, and reliable decisions anytime and from anywhere

Mamoun Hmedan
Chief Commercial Officer at Wego

tion to inspire the entire industry."

Al-Jishi continued: "At Alrehla, we believe that recognition is not only about the past—it is a signal of a more ambitious future. Through these awards, we aim to build a platform that frames excellence, fosters a culture of innovation, and embraces success stories that shape the new identity of Arab tourism."

Toward a Benchmark Award in the Regional Travel Industry

The Alrehla Annual Awards carry a bold ambition to become the foremost reference for recognizing excellence in the Arab tourism sector. Their mission extends beyond merely highlighting successes—they aim to create lasting motivation for growth and encourage interaction between pioneering experiences and emerging initiatives.

Wego's win of the Golden App of the Year is not merely a celebration of a smart application—it is a testament to the profound transformation sweeping through the travel industry in the region. Technology and innovation have become central to the experience, and the Arab traveler is now more demanding and more connected to advanced digital solutions.

With this accolade, Wego reinforces its position at the forefront of travel applications in the region and sets a new standard for quality, ease, and efficiency in the world of digital travel.



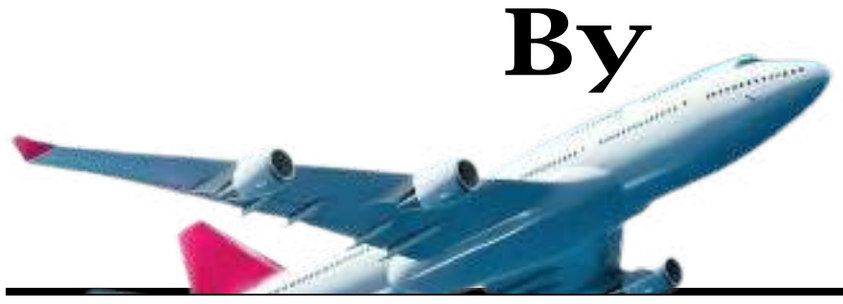
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As Part of "Al-Rehla" Annual Awards for Tourism Excellence in the Middle East

Mazagan Beach & Golf Resort Wins the "Atlas Crown of Luxury" Award for Best Luxury Hotel in Morocco



In a landmark achievement that reinforces its leading position in the luxury hospitality sector, Mazagan Beach & Golf Resort, located along the Moroccan coast in the city of El Jadida, was awarded the prestigious Atlas Crown of Luxury by Al-Rehla Newspaper in the category of "Luxury Redefined in Morocco".

This marks the first time a Moroccan hotel has received this distinguished title within the framework of Al-Rehla Awards. The announcement and award presentation took place during the Arabian Travel Market 2025 in Dubai, the most prominent and influential tourism event in the Middle East, bringing together thousands of industry leaders and tourism entities under one roof to explore new opportunities and celebrate outstanding achievements.

An Award That Reflects the Spirit of Authentic Moroccan Luxury

Perched amidst stunning natural landscapes, Mazagan masterfully blends modernity with authentic Moroccan character, redefining the concept of luxury in Morocco. The resort offers a holistic hospitality experience that extends beyond top-tier accommodations to include rich cultural encounters, fine dining, leisure, and highly personalized service.

In a statement following the award ceremony, Jacques Claudel, General Manager of Mazagan Resort, said: "We are honored and proud to receive this award, which represents international recognition of the exceptional hospitality experience we deliver—an experience that reflects the spirit and rich culture of Morocco. This award does not merely celebrate a hotel; it celebrates Moroccan identity and the spirit of innovation that drives our daily operations."

He added: "We continuously strive to present a new standard of luxury that harmonizes authenticity with modernity. This is what allows us to elevate hospitality benchmarks both locally and regionally."

Al-Rehla Awards: A Regional Platform for Recognizing

Tourism Creativity Al-Rehla Annual Awards are a pioneering media initiative launched by Al-Rehla Newspaper, the publication specialized in tourism and travel affairs. The awards aim to honor institutions and individuals who have made a tangible impact on the tourism landscape in the Arab world and the Middle East. The awards span a variety of categories, including luxury hotels, travel companies, sustainable initiatives, cultural experiences, and tourism media.

Speaking about the significance of the award, Mr. Mahmoud Al-Jishi, CEO of Al-Rehla Newspaper, commented:

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The Annual Travel Awards carry a vision that goes beyond recognition to impact; they aim to document successes, foster networking among leading entities, and promote a culture of excellence across various aspects of the tourism sector. This includes infrastructure, service and experience quality, and innovative destination marketing

Mahmoud Al-Jishi
CEO of Al-Rihla Newspaper



We feel proud and honored by this recognition, which represents an international acknowledgment of the exceptional hospitality experience we offer, reflecting the spirit and rich culture of Morocco. This award not only honors the hotel but also celebrates the Moroccan identity and the spirit of innovation that we strive to embody every day

Jacques Claudel
General Manager of Mazagan Beach & Golf Resort

"Mazagan Resort perfectly embodies the criteria of the Atlas Crown of Luxury. It does not merely offer architectural and service-based luxury—it reintroduces Morocco to the global traveler with elegance, through an integrated experience that honors local identity and enhances the country's tourism image."

Al-Jishi continued: "Our awards are not merely honorary—they serve as a strategic platform through which we aim to spotlight pioneering models in the industry and encourage innovation and excellence across the board. We aspire for the Al-Rehla Awards to become the regional benchmark for quality and tourism leadership, a standard of excellence that the region can proudly uphold."

A Bold Vision for the Future of Arab Tourism

The Al-Rehla Awards carry a vision that goes beyond recognition to real impact. They aim to document success stories, foster connections among leading entities, and promote a culture of excellence across all aspects of the tourism sector—from infrastructure and guest experience to destination marketing, all in alignment with digital transformation and evolving traveler expectations.

This award, presented this year to Mazagan Resort, affirms that luxury in tourism is no longer confined to material or architectural features—it now encompasses authenticity, environmental respect, and a deep connection to local culture. With this achievement, Mazagan takes a significant step toward global recognition, reinforcing Morocco's position as a luxurious destination capable of competing on both regional and international levels.



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As Part of Al-Rehla Newspaper's Annual Middle East Tourism Excellence Awards

Etihad Airways Soars to New Heights with the "Golden Wings Airline Award" for Excellence in the Sky at Arabian Travel Market 2025



In a remarkable celebration held during the Arabian Travel Market 2025 in Dubai, Etihad Airways, the national carrier of the United Arab Emirates, added yet another accolade to its distinguished record. The airline was honored with the prestigious Golden Wings Airline Award under the category of "Excellence in the Sky", presented annually by Al-Rehla Newspaper to recognize the top tourism companies and figures that have made a lasting impact on the travel and tourism industry in the Middle East.

This award serves as international recognition of Etihad's excellence across key areas such as service quality, innovation, sustainability, and overall passenger experience—factors that have become vital benchmarks in today's ever-evolving global aviation landscape.

Etihad Airways... A Model of Emirati Excellence in the Skies

In his remarks on this occasion, the CEO of Etihad Airways expressed pride in receiving this honor, stating: "Winning the Golden Wings Airline Award is not just a recognition of our service quality—it is a tribute to the relentless efforts of thousands of dedicated employees who work tirelessly to deliver an exceptional travel experience on every flight. This award places an even greater responsibility on us to continue innovating and always deliver the very best."

He added: "Etihad Airways is committed to leading the future of aviation through sustainable technology investment, fleet efficiency enhancements, and the highest standards of comfort and luxury—ensuring that the journey itself becomes part of the joy, not just a means to an end."

An Award That Elevates Industry Standards to New Heights

From his side, Mr. Mahmoud Al-Jashi, CEO of Al-Rehla Newspaper, commented: "The skies are no longer just pathways for travelers—they have become competitive arenas where airlines express their identities, values, and future visions.

Etihad Airways has succeeded in crafting a flight experience that truly embodies the spirit of the UAE: modern, refined, and forward-looking. At Al-Rehla, we take pride in honoring those who present such an exemplary image to the world."

Al-Jashi added that the award aims not only to recognize excellent service but also to spotlight those reshaping the definition of quality, offering both Arab and international travelers a memorable experience worth sharing.

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The skies are no longer just pathways for travelers—they have become competitive arenas where airlines express their identities, values, and future visions. Etihad Airways has succeeded in crafting a flight experience that truly embodies the spirit of the UAE: modern, refined, and forward-looking

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CEO of Al-Rihla Newspaper



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Antonaldo Neves
Chief Executive Officer of Etihad Airways

Al-Rehla Awards... A Platform for Ever-Evolving Arab Tourism Excellence

The Al-Rehla Annual Tourism Awards were established as both a motivational and honorary framework for tourism pioneers in the Middle East. The awards aim to create a true system of appreciation that highlights those who make a tangible impact in this vital sector. The success metrics are not confined to numbers alone but extend to innovation, sustainability, and the ability to craft a comprehensive tourism experience that sets new industry standards.

Through these awards, Al-Rehla aspires to become a trusted Arab and global reference for evaluating tourism performance, and a source of inspiration for institutions in pursuit of genuine—not superficial—excellence.

With Etihad Airways receiving the Excellence in the Sky award, the message is reaffirmed: leadership in aviation is not a destination—it is a continuous journey. And the sky is not the limit—it is only the beginning of true excellence.



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As Part of Al-Rehla Newspaper's Annual Tourism Excellence Awards

Jabal Omar Hotels Honored with the "Saudi Hospitality Shield" for the True Saudi Welcome" Category at Arabian Travel Market 2025"



The Arabian Travel Market 2025 in Dubai witnessed a proud moment for authentic Saudi hospitality, as Jabal Omar Hotels were awarded the Saudi Hospitality Shield under the "True Saudi Welcome" category. This award is presented annually by Al-Rehla Newspaper as part of its flagship awards program that celebrates tourism and hospitality excellence across the Middle East.

This prestigious recognition celebrates the vision embodied by Jabal Omar Hotels in portraying the essence of Saudi hospitality—deeply rooted in tradition yet executed with contemporary finesse. The hotel group has gone beyond offering luxurious accommodations by turning the idea of a "Saudi welcome" into a fully immersive experience, especially in the heart of the Holy City of Makkah.

Saudi Hospitality with a Global Voice

Speaking on the occasion, the CEO of Jabal Omar Hotels expressed his pride in receiving the award, stating:"Hospitality is an inseparable part of Saudi identity. Since the inception of our projects in Makkah, we have always understood that serving visitors, pilgrims, and Umrah performers is more than just a profession—it is a responsibility. Winning the Saudi Hospitality Shield is a testament from a credible institution that we are on the right path. We remain committed to continuous improvement and to delivering an experience that exceeds expectations."

He added: "This recognition reinforces Jabal Omar Hotels' mission to preserve the spirit of authenticity while embracing the highest global standards. It also reaffirms that Saudi hospitality is competitive and capable of standing out on the global hospitality stage."

Recognition That Highlights the Cultural Depth of Tourism

From his end, Mr. Mahmoud Al-Jashi, CEO of Al-Rehla Newspaper, emphasized that the "True Saudi Welcome" category was specifically created to highlight the unique cultural and tourism value of Saudi hospitality. He stated: "Hospitality is not merely a hotel service; it is a reflection of a community's values and its historical depth. Jabal Omar Hotels exemplifies these values in their most elegant form—especially in one of the holiest places on Earth."

Al-Jashi continued: "Through Al-Rehla's annual awards, we aim to celebrate initiatives that go beyond operational excellence. We look for those that add a human and cultural dimension that deepens the visitor's experience. Our ambition is for these awards to become a regional benchmark of excellence and a platform that showcases

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The "True Saudi Welcome" award was specifically designed to highlight the uniqueness of Saudi hospitality as a unique cultural and tourism element. Hospitality is not just a hotel service; it is a reflection of a society's values and history, and Jabal Omar hotels embody these values in the most beautiful way

Mahmoud Al-Jishi
CEO of Al-Rihla Newspaper



Winning the Saudi Hospitality Shield award is a testament from a reputable institution that we are on the right track, and we are committed to continuing to develop and deliver an experience that exceeds expectations

Saleh Habdan Al Habdan
CEO of Jabal Omar Hotels

Al-Rehla Awards: A Vision That Goes Beyond Recognition

The Al-Rehla Annual Tourism Awards were established with the vision of becoming one of the Middle East's most prominent tourism accolades—not merely as tokens of appreciation, but as a platform for building Arab success stories with global resonance. The awards span various categories including hotels, digital applications, destinations, and innovation, and they are designed to promote sustainability, quality, and authentic travel experiences.

The awards also aspire to serve as a launchpad for building an Arab network of tourism leaders united by shared values and ambitions—together shaping a promising future for the regional tourism sector.

With Jabal Omar Hotels being crowned in this prestigious category, the role of Saudi hospitality is reaffirmed as a strategic pillar in tourism development, opening the door to embedding age-old traditions within globally competitive standards.



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Arabian Travel Market: Three Decades of Leadership and Transformation into an Influential Global Platform

Dubai Consolidates Its Position as a Central Hub for International Tourism with the Region's Largest Tourism Event

Strategic Partnership between Al Rehla and Arabian Travel Market: The Voice of Arab Tourism Media from the Heart of the Event

Arabian Travel Market 2025: A Window into Luxury, Sustainable, and Smart Tourism Trends





Since its inaugural edition more than 30 years ago, the Arabian Travel Market (ATM) has firmly established itself as the largest tourism exhibition in the Middle East and North Africa, and one of the most prominent global events that bring together thought leaders and decision-makers in the tourism and travel industry. With each new edition, the exhibition continues to enhance its role as a powerful driver of growth in the sector, offering a comprehensive platform that integrates entertainment, technology, investment, and tourism services under one roof.

In its 2025 edition, the exhibition comes under the theme "Empowering Connections to Shape the Future of Tourism," shedding light on the importance of linking people, markets, and economic sectors at a time when the world is witnessing unprecedented transformations in travel patterns and a growing orientation towards sustainable and smart tourism. Recognizing the media's role as a partner in shaping this future, Alrehla joins this year as a strategic media partner, bringing its readers exclusive insights, data, trends, and inspiring stories from the heart of the event – all of which are redefining the global tourism map.

A Global Platform Bridging Markets and Trends

What distinguishes Arabian Travel Market is that it is far more than a conventional tourism exhibition. It has evolved into an analytical and strategic platform that forecasts the future of global tourism. The event annually attracts over 40,000 participants from

"The data indicates that Asia will lead the luxury market in the coming years, and at Peak Albatros, we are preparing for this shift by strengthening our presence in the Moroccan and Gulf markets and opening new channels with the Asian market

Mohamed Eid Suleiman
Regional Marketing Director of Peak Albatros Hotels Group

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“This year’s theme on connectivity highlights the growing awareness of the importance of linking markets, communities, and sectors, not only to achieve economic growth but also to shape a more inclusive and sustainable global tourism landscape

Media professional Reem El-Shafai



more than 150 countries, making it the most important hub for exchanging knowledge, technologies, and innovative solutions in hospitality and travel.

Recent statistics show that the luxury tourism sector is experiencing remarkable growth, with forecasts estimating its market value to reach USD 391 billion by 2028, as Asian markets gain significant momentum in this space. According to the GCC Statistical Center, international tourism revenues for Gulf countries reached USD 110.4 billion in 2023 – a clear sign of the sector’s recovery and its increasing role as a key economic and developmental pillar.

Alrehla: Strategic Media Partner Amplifying Arab Voices in Global Tourism

Through its strategic partnership with ATM’s organizing body, Alrehla has secured a dedicated editorial platform within the International Media Hub at the event. This space is committed to producing exclusive interviews and real-time coverage of the exhibition’s activities. The objective of this partnership is to amplify the Arab media voice within one of the world’s most prestigious tourism gatherings. It aims to deliver specialized and in-depth content tailored to the needs of industry professionals while also reflecting the aspirations of Arab communities that view tourism as a cultural, economic, and civilizational domain.

Mohamed Eid Suleiman: ATM as a Gateway for Arabs to Asia and Billions in Luxury Tourism
In an exclusive interview with Alrehla, Mohamed Eid Suleiman, Regional Marketing Director of Pickalbatros Hotels Group, expressed his pride in participating in what he called “the Arab gateway to global markets,” emphasizing that the presence of leading hotel and tourism brands demonstrates the sheer scale of opportunities available.

“What delights me the most,” said Suleiman, “is being surrounded by an exceptional group of prominent businessmen, investors, and owners of iconic tourism establishments, all showcasing the latest trends in luxury tourism.” He added: “The data indicates that Asia will lead the luxury market in the coming years, and at Pickalbatros, we are preparing for this shift by strengthening our presence in Morocco and the Gulf, while opening new channels to connect with Asian markets.”

Journalist Reem El Shafie: Dubai Cemented Its Role as a Global Tourism Capital
Media professional Reem El Shafie, a long-time observer of ATM, highlighted the event’s role as a bridge between media and the tourism industry, all under one roof. “El Shafie said: “Travel professionals and tour operators eagerly await the Arabian Travel Market, which has, over the years, proven itself to be an interactive global platform hosted on Arab soil – specifically in Dubai, which has firmly established itself as a prime international tourism destination.” She noted that the event’s theme this year underscores a growing awareness

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“The strong presence of both government delegations and startups reflects the dynamic nature of the exhibition, bringing together decision-makers and innovation pioneers in one place

Advisor to the Afro-Asian Tourism Union

of the importance of linking markets, communities, and sectors – not just for economic growth, but for shaping a more inclusive and sustainable global tourism landscape.

Ramadan Tantawi: ATM Elevates National Companies on the Global Stage

Ramadan Tantawi, Advisor to the Afro-Asian Union for Tourism, emphasized the Arabian Travel Market’s role in enhancing Arab-international cooperation in aviation and tourism. Speaking to Alrehla, Tantawi said: “At EgyptAir, we see ATM as a gateway to new markets. It is a strategic platform that allows national companies to showcase their competitiveness on a global level – particularly as air travel rebounds and demand rises for connectivity between Arab capitals and international destinations.” He pointed out that the strong presence of both government delegations and startups highlights the dynamism of the event, which brings together decision-makers and innovators under one roof. He also stressed the need to invest in digital technologies and training to keep pace with the sector’s rapid growth.

The Future of Tourism Starts Here

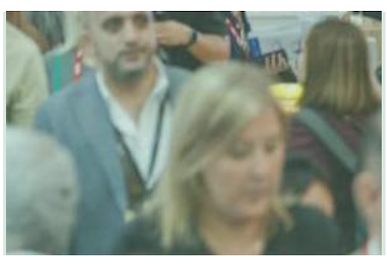
Experts agree that Arabian Travel Market has become far more than an annual occasion. It is now a true mirror reflecting the ongoing transformations in the global tourism industry. It has become a cornerstone in the calendars of major corporations and policy makers alike – a venue to plan the future. With hundreds of exhibitors from across the continents, specialized workshops, ministerial dialogues, and sessions focused on artificial intelligence, sustainability, and digital transformation, the event affirms that the future of tourism rests on innovation, integration, and cross-border collaboration.

Alrehla Moves Forward...

Amid the bustling halls of Arabian Travel Market, signs of transformation are evident – not only in the exhibits and tech platforms but in the collective vision for tourism’s future. It’s a future in which Arab nations are not merely destinations but also creators of experiences, standards, and global best practices. As an integral part of this journey, Alrehla remains committed to sharing these transformations with its readers and followers throughout the Arab world – through exclusive reports, in-depth analyses, and on-the-ground coverage. Arabian Travel Market 2025 is not just an exhibition... It is a message, a vision, and a journey toward the future.



















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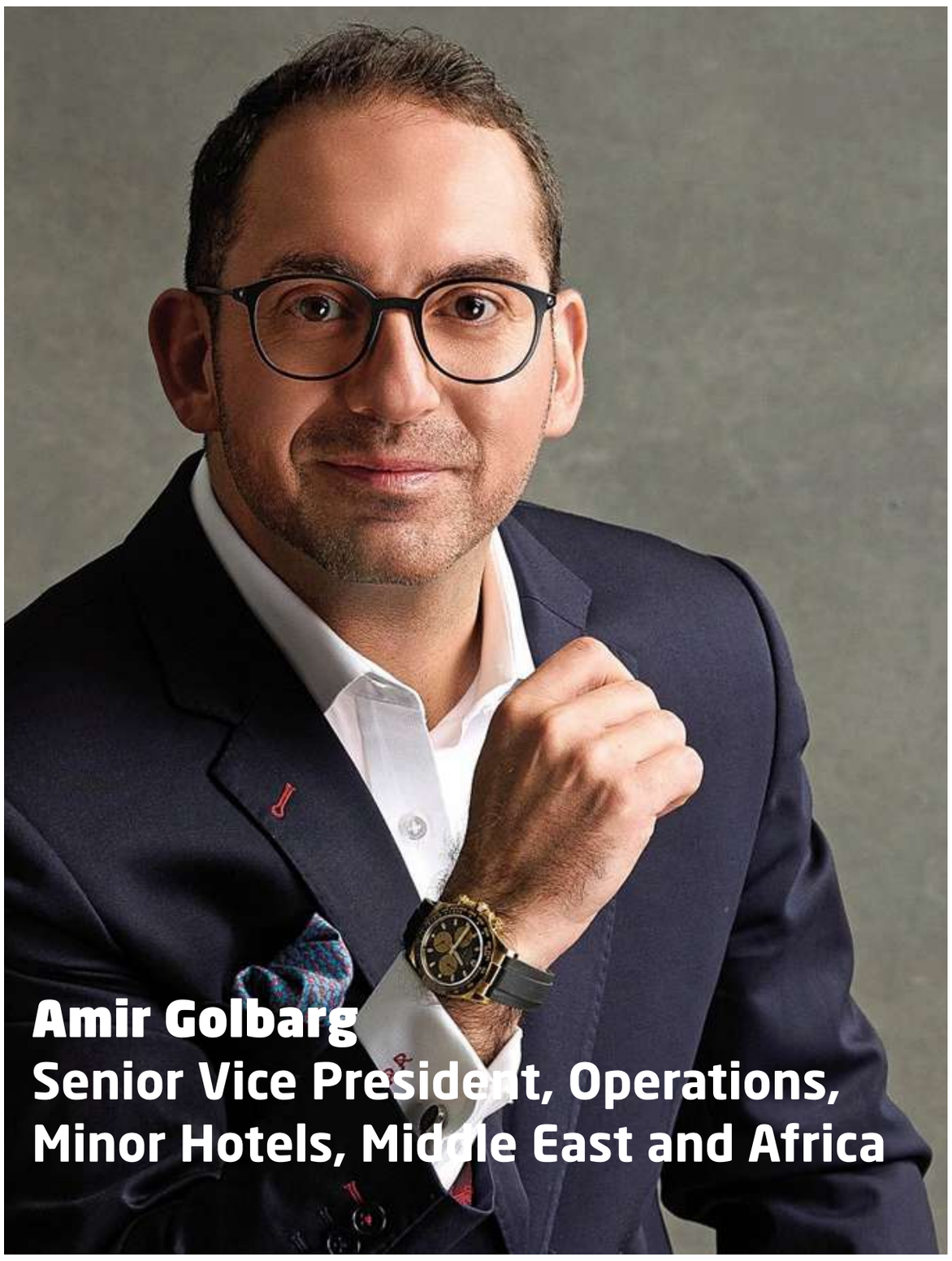
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"Massive Expansion by "Miners

New Strategies and Promising Opportunitiesin Regional and Global Markets



Amir Golbarg
Senior Vice President, Operations, Minor Hotels, Middle East and Africa





Founded in 1967, "Miners" has witnessed remarkable growth over the past five decades, becoming one of the largest players in the global tourism industry. Having achieved several milestones, the company is now expanding its portfolio to include new markets and diverse resorts in various regions of the world, including Egypt, the UAE, Bahrain, as well as entering new markets through strategic partnerships with leading companies. With bold expansion plans aimed at increasing its market share, "Miners" seems poised to achieve even more success in the Middle Eastern and global markets.

At the Arabian Travel Market in Dubai, Al Rehla newspaper spoke exclusively to Amir Golbarg, Senior Vice President of Operations for Minor Hotels in the Middle East and Africa, about Minor Hotels' plans and future.

A Bright Future in the Middle East: Expansion in Egypt and the UAE

"Miners" is turning its attention to new markets, announcing its entry into Egypt and the UAE with the opening of its first luxury resort in Egypt under the "Anantara" brand, in addition to launching the "Kojira" brand. With this announcement, the company aims to strengthen its presence in these promising markets and expand its portfolio in the Middle East region.

"Miners" is one of the leading companies in the tourism industry, investing in hotels and resorts with renowned brands, reflecting the company's strategy to offer innovative and luxurious tourism experiences in diverse markets.

Strategic Partnerships: A New Giant in Bahrain

Among its standout expansions, "Miners" announced a strategic partnership with Bahrain to build new tourism destinations. This partnership is expected to include several luxury projects, further enhancing Bahrain's position as a premier tourist destination in the region. This collaboration represents a significant step in the company's journey toward global expansion.

Sustainability: The Company's Philosophy in Every Aspect of Its Operations

One of "Miners"' most notable attributes is its deep commitment to sustainability across all of its projects. Mr. Amir Goldberg, CEO of "Miners" in the Middle East and Africa, explains that the company implements strict sustainability policies in the design and construction of its tourism and hotel facilities,

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integrating sustainable elements into the infrastructure to make them an inherent part of the tourism experience. Mr. Goldberg also added that "Miners" aims to reduce its carbon footprint to zero emissions by 2050. This goal is part of the company's vision to boost investment in eco-friendly projects, making it one of the most respected companies in this field.

Diverse Expansions: New Projects Across Multiple Sectors

"Miners" is among the few companies that have diversified its investments across various sectors within the tourism industry, including restaurants, aviation, and fitness. The company currently manages over 560 hotels worldwide, along with more than 2,000 independent restaurants. Recently, it entered the aviation sector through strategic partnerships with companies specializing in aircraft and yachts. These steps highlight the company's comprehensive strategy, aiming to diversify revenue streams and expand its customer base.

Innovative Business Model: How Does "Miners" Balance Technology and Humanity? In the age of digital transformation, "Miners" strives to integrate the latest technologies into its daily operations, using smart systems to enhance customer experience and improve operational efficiency. However, Mr. Goldberg emphasizes that these transformations do not conflict with maintaining the human element in daily operations, stating that "technology should support the human element, not replace it." In addition to technology, the company is strengthening its collaboration with local communities in all of its tourism destinations. This is evident through support for local farmers and producers in various markets, contributing to a sustainable economic cycle in every city where it develops projects.

Investing in the Future: What Lies Ahead for "Miners"?

As "Miners" continues its expansions in regional and global markets, its core goal remains to offer unparalleled tourism experiences that combine luxury with sustainability. With its success in forming several strategic partnerships and expanding its portfolio of hotels and restaurants, the company appears to be on the right path toward achieving even greater success in the tourism industry.

In the end, "Miners" remains a prime example of how sustainable growth can be achieved in the global tourism sector through strategic partnerships and continuous innovation, ensuring expansion into new markets and long-term success.

"Miners" continues to solidify its position among the giants of global tourism thanks to its well-thought-out expansion strategies, commitment to sustainability, and focus on innovation. With new projects in multiple markets and strategic partnerships, the company seems poised for even more achievements in the near future.







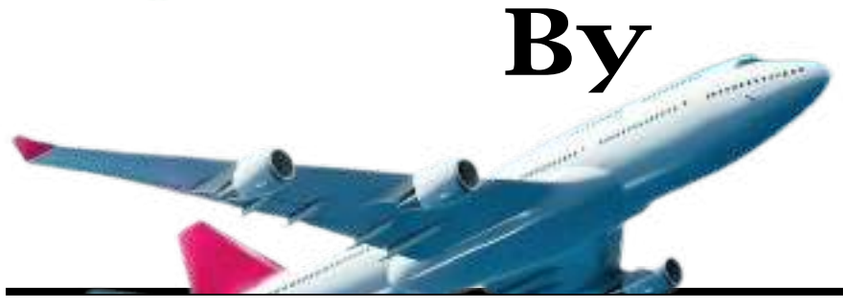
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Campbell Gray"... Where British Elegance Meets the New Gulf Vision"

Saad Aoude to Al-Rihla: We see the Gulf as the ideal environment for crafting an authentic and sustainable hospitality experience



Sadd Audeh
Chairman of the Board of Directors of Campbell Gray Hotel Group





Amid a fast changing global tourism landscape, and in markets striving to redefine the meaning of luxury, Campbell Gray Hotels stands out as an independent brand weaving its hospitality experience with threads of British taste, authentic architecture, and attention to detail. At the heart of this vision, Sadd Audeh, Chairman of the Board, leads an ambitious expansion strategy that views the Gulf region not just as a promising market, but as a fertile cultural and social ground for a new kind of hotel experience.

In this exclusive interview with Al-Rihla Newspaper, we dive into the group's vision, uncover the secrets of its unique philosophy, and explore the challenges and opportunities shaping the future of hospitality in a region rapidly becoming a global laboratory for high-end travel experiences.

Personalized Luxury... the Core of Campbell Gray's Philosophy

When asked about the philosophy that distinguishes Campbell Gray, Audeh responded without hesitation: "We believe that luxury must be personal, not standard. Each of our hotels is designed to tell a story—to be an extension of the place it inhabits. It's not just about premium services; it's about creating an experience with a human, local, and cultural essence."

In a time when many major hospitality brands have become similar, Campbell Gray emerges with a philosophy rooted in individuality, distinctive design, and a service that guests feel rather than merely see. This approach strongly resonates with Gulf markets, where travelers' tastes have evolved significantly over the past decade and now seek authenticity over superficial glamour.

The Gulf Region: A Mature Market Seeking Unique Experiences

According to Audeh, "The Gulf markets—especially Saudi Arabia, the UAE, and Qatar—are going through an unprecedented phase of investment and tourism maturity."

He adds: "There's a clear evolution in the Gulf traveler's taste and the expectations of local investors. The goal is no longer just to build a luxurious facility, but to offer a product that adds value to the tourism scene, carries a soul, and reflects the culture of the location."

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Here lies the synergy between Campbell Gray's philosophy and the region's direction. With the rise of trends like experiential tourism, sustainable hospitality, and storytelling hotels, independent brands like Campbell Gray are becoming the preferred choice for a new generation of guests and investors alike.

Travel Exhibitions: A Platform for Market Insight and Strategic Alliances

Through his repeated participation in major travel exhibitions such as the Arabian Travel Market, Audeh believes these platforms are "not just for promotion—they offer a rare opportunity to understand market transformations, engage directly with decision-makers, and build long-term relationships."

He continues: "In the Gulf, personal relationships carry significant weight, and investment decisions are built on trust. So, being present at such events isn't only about marketing our brand—it's about listening and establishing mature partnerships based on a shared vision."

Market Challenges: Regulation and Cultural Alignment

When expanding into the Gulf, Campbell Gray is fully aware that success isn't just about market demand or financial returns—but also about how well the project aligns with local identity.

"We face different regulatory challenges in each market—from licensing to partnership models," says Audeh. "But the biggest challenge is respecting the local context... does what we offer truly harmonize with the spirit of the place?"

For that reason, the group relies on in-depth studies before entering any new market, and insists that each project be part of a broader development vision, supported by local tourism authorities and aligned with the host country's sustainable development goals.

Partnership with Government Entities: The Key to Regional Success

Audeh emphasizes that collaboration with local tourism authorities is not just a strategic option, but a necessity.

"Without genuine partnerships with ministries of tourism and national tourism boards, it's impossible to develop projects with long-term impact. These entities shape national visions, provide the right environment, and direct investments toward well-studied goals."

Through such collaborations, Campbell Gray benefits from available incentives and gains deep insights into government priorities—whether in terms of project locations or the type of travelers targeted.

The New Gulf Hospitality Experience: Personal, Cultural, and Sustainable

Audeh believes that what distinguishes the Gulf audience today is their combination of refined taste and a thirst for new experiences.

"Gulf guests aren't looking for a carbon copy of a luxury hotel in London or Paris. They want an experience that resembles them, reflects the place, and respects their cultural preferences."

That's why the brand focuses its new regional projects on elements such as architecture inspired by the local environment, integration of art, prioritizing local products, and offering a service that is humane rather than mechanical.

The Future in the Gulf: A Thoughtful Vision, Not a Hasty Expansion
Regarding regional expansion plans, Audeh reveals a cautious and well-studied approach: "We are not seeking quantity but quality. Our priority is to enter markets that are aligned with us intellectually and culturally. We are currently exploring opportunities in Saudi Arabia, Bahrain, and Qatar, and we are working carefully to select the right partners."

He adds: "We are developing a sustainable hospitality model that relies on well-trained local human resources and smart technologies that reduce operational costs without compromising luxury. This is the future of hospitality in the Gulf."

A Message to the Arab Tourism Community
Audeh concludes the interview with a message to professionals across the Gulf and Arab tourism industry: "We have a historic opportunity to redefine the luxury hospitality experience—to make it more human, cultural, and sustainable. The Gulf today is leading this transformation, and at Campbell Gray, we believe that smart local partnerships are the key to success. Together, let us create unforgettable destinations that honor heritage and embrace the future."

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Crimson Resort and Spa Boracay: Where Filipino Hospitality Meets Global Luxury

Ria Gumaru speaks to Alrehla during Arabian Travel Market 2025



Ria Gumaru
Director of Sales at Crimson Resort and Spa, Boracay

> We're not just accommodating guests; we are creating spaces where they feel understood and welcomed. With Hijiffy, we're able to attend to guests' needs before they even step onto our property

CRIMSON HOTELS & RESORTS

In the vibrant setting of Arabian Travel Market (ATM) 2025, where global tourism leaders converge to shape the future of travel, Alrehla had the pleasure of sitting down with Ms. Ria Gumaru, Director of Sales at Crimson Resort and Spa, Boracay. Representing one of the Philippines' most luxurious and culturally rooted hospitality brands, Ms. Gumaru shared compelling insights into the company's offerings, its strategic ambitions in the Middle East, and its unwavering commitment to authentic service and sustainable practices.

Five-Star Comfort in Paradise – with a Filipino Soul

Crimson Resort and Spa, Boracay is not just another luxury hotel on a tropical island—it is a proud ambassador of genuine Filipino hospitality. At ATM 2025, the resort showcased its hallmark offering: five-star resort accommodations nestled in the serene beauty of Boracay, a world-renowned island destination. "We are a proudly homegrown brand," Ms. Gumaru affirmed, "offering premium service deeply rooted in the warmth, sincerity, and attentiveness that defines Filipino culture."

This unique positioning allows Crimson Boracay to stand apart in an increasingly crowded luxury market. While other brands may tout opulence through architecture and price tags, Crimson finds its edge in personalization, cultural depth, and heartfelt experiences. "Our guests don't just stay with us—they connect, they feel, they remember," she added with confidence.

ATM: A Gateway to Stronger Global Connections

For Crimson Resorts, participating in Arabian Travel Market is far more than an annual calendar event—it's a vital strategic move. "This platform strengthens our presence in the global tourism scene," said Ms. Gumaru. "It allows us to connect face-to-face with key partners, travel agents, and potential clients, particularly from the Middle East."

She emphasized that these interactions are essential for both brand exposure and trust-building, laying the foundation for long-term business relationships. "The Middle East is one of our top growth priorities, and events like ATM provide the visibility and credibility we need to reach this discerning market," she noted. "Middle Eastern Travelers Are Looking for More Than Just Comfort—They Seek Connection" As the resort refines its market strategies, it is placing a special focus on attracting Middle Eastern guests.

"This year, we are intensifying our efforts to reach the Middle Eastern market, not only because of its potential but because of the cultural synergy," Ms. Gumaru explained. Crimson Resort and Spa, Boracay is a Muslim-friendly destina-

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tion, thoughtfully designed to respect the needs and values of Middle Eastern travelers. This includes tailored amenities, considerate dining options, and an environment that fosters both relaxation and cultural alignment.

"We're not just accommodating guests; we are creating spaces where they feel understood and welcomed," she stressed. The strategy to penetrate this market is multi-faceted. It includes strengthening partnerships with regional travel agencies, boosting the resort's digital footprint through targeted campaigns, and collaborating with influencers to showcase the resort's authenticity and charm. All of these efforts, according to Ms. Gumaru, are part of a carefully mapped journey toward deeper regional engagement.

Tackling Challenges with Smart Solutions

Despite its impressive offerings, Crimson is not immune to the broader challenges facing the tourism sector. One of the pressing issues, as highlighted by Ms. Gumaru, is the rising cost of travel and limited airline connectivity—particularly to destinations like Boracay. "High airfare and the lack of direct flights are significant barriers," she admitted. "They can discourage travel plans or shorten stays, even when interest in the destination is high." To mitigate this, the resort is proactively working with industry stakeholders to find creative solutions, including packaging offers, strengthening ground transport connections, and lobbying for improved flight routes to key island locations.

Technology That Understands Guests Before They Even Arrive

Innovation is another cornerstone of Crimson's evolution. The resort is actively embracing modern travel technologies to enhance the guest experience and streamline operations. One such tool is Hijiffy, an AI-driven platform that provides instant responses to guest inquiries across various channels. "It's all about anticipation and responsiveness," Ms. Gumaru said. "With Hijiffy, we're able to attend to guests' needs before they even step onto our property."

Additionally, the resort has introduced self check-in kiosks, allowing guests to bypass queues and personalize their arrival. These technological advancements, she noted, don't just make processes efficient—they elevate the emotional experience of the guest, giving them more control and less friction during their stay.

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Sambath Nischanka
Managing Director of the Sri Lanka Tourism Promotion Bureau (SLTPB)

> Sri Lanka is not just a travel destination, but a comprehensive travel experience rich in cultural heritage, extraordinary adventures, and authentic experiences sought by the modern travele

Sri Lanka
YOU'LL COME BACK FOR MORE

Sri Lanka unveils a "Renewed Tourism Vision" during a press conference held at Arabian Travel Market 2025

As part of Sri Lanka's participation in Arabian Travel Market 2025 in Dubai, the Sri Lanka Tourism Promotion Bureau (SLTPB) organized a press conference during the exhibition. During the event, the bureau reiterated its commitment to expanding tourism partnerships and increasing the number of visitors from Gulf Cooperation Council (GCC) countries, the Middle East region, and international markets. The conference also highlighted the latest developments in Sri Lanka's tourism sector, including infrastructure updates, market trends, and the destination's unique travel experiences.

In a speech before the attendees, Sampath Nisantha, Managing Director of the Sri Lanka Tourism Promotion Bureau (SLTPB), presented the bureau's strategic vision, emphasizing Sri Lanka's focus on promoting community-based tourism, eco-tourism, wellness tourism, and luxury hospitality options. Sampath stated: "Sri Lanka is not just a travel destination, but an immersive travel experience rich in cultural heritage, extraordinary adventures, and authentic experiences sought by the modern traveler. We take pride in our heritage, traditions, and the hospitality that characterizes our people. And from here, at Arabian Travel Market, we renew our invitation to the world to rediscover Sri Lanka with a fresh outlook and a spirit eager for new experiences."

The conference also highlighted the cooperation between the Sri Lanka Tourism Promotion Bureau and travel agencies, airlines, and partners in GCC markets to facilitate air connectivity and design customized trips for travelers from the region. Additionally, it showcased the bureau's efforts to strengthen communication with media and industry partners, and to enhance Sri Lanka's position as an ideal travel destination year-round for travelers from GCC countries and the Middle East.

Sri Lanka's pavilion at this year's exhibition features a diverse range of exhibitors, including boutique hotels, wellness centers, and Destination Management Companies (DMCs), all seeking to establish fruitful partnerships with counterparts in the region and around the world. The bureau also announced new initiatives targeting families, leisure travelers, and adventure enthusiasts, aligning with travel trends during the summer season. Visa exemptions for GCC citizens, along with direct flights and competitive luxury packages, consistently reinforce Sri Lanka's status as an ideal destination for travel lovers.

Sri Lanka continues to establish itself as a top choice for travelers from GCC countries and the Middle East, thanks to its Muslim-friendly services, safe environment, rich cultural heritage, and stunning nature.

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Its favorable climate year-round, luxurious tourism facilities, and constantly evolving infrastructure attract diverse traveler segments from GCC and the Middle Eastern market.

Through its ongoing participation in the Arabian Travel Market, Sri Lanka affirms its increasing interest in GCC markets and the broader region, confidently progressing toward a prosperous tourism future based on sector innovation, strengthened cooperation and partnerships, and delivering exceptional travel experiences centered around visitor preferences.

About the Sri Lanka Tourism Promotion Bureau (SLTPB)

The Sri Lanka Tourism Promotion Bureau (SLTPB) is the official government authority responsible for overseeing all marketing and promotional efforts related to the travel and tourism sector in Sri Lanka.

The bureau is headed by a Chairman, Managing Director, and a Board of Directors comprising representatives from key industry associations, such as the Sri Lanka Hotel Association, the Sri Lanka Incoming Tour Operators Association, the Small and Medium Tourism Enterprises Association, and others.

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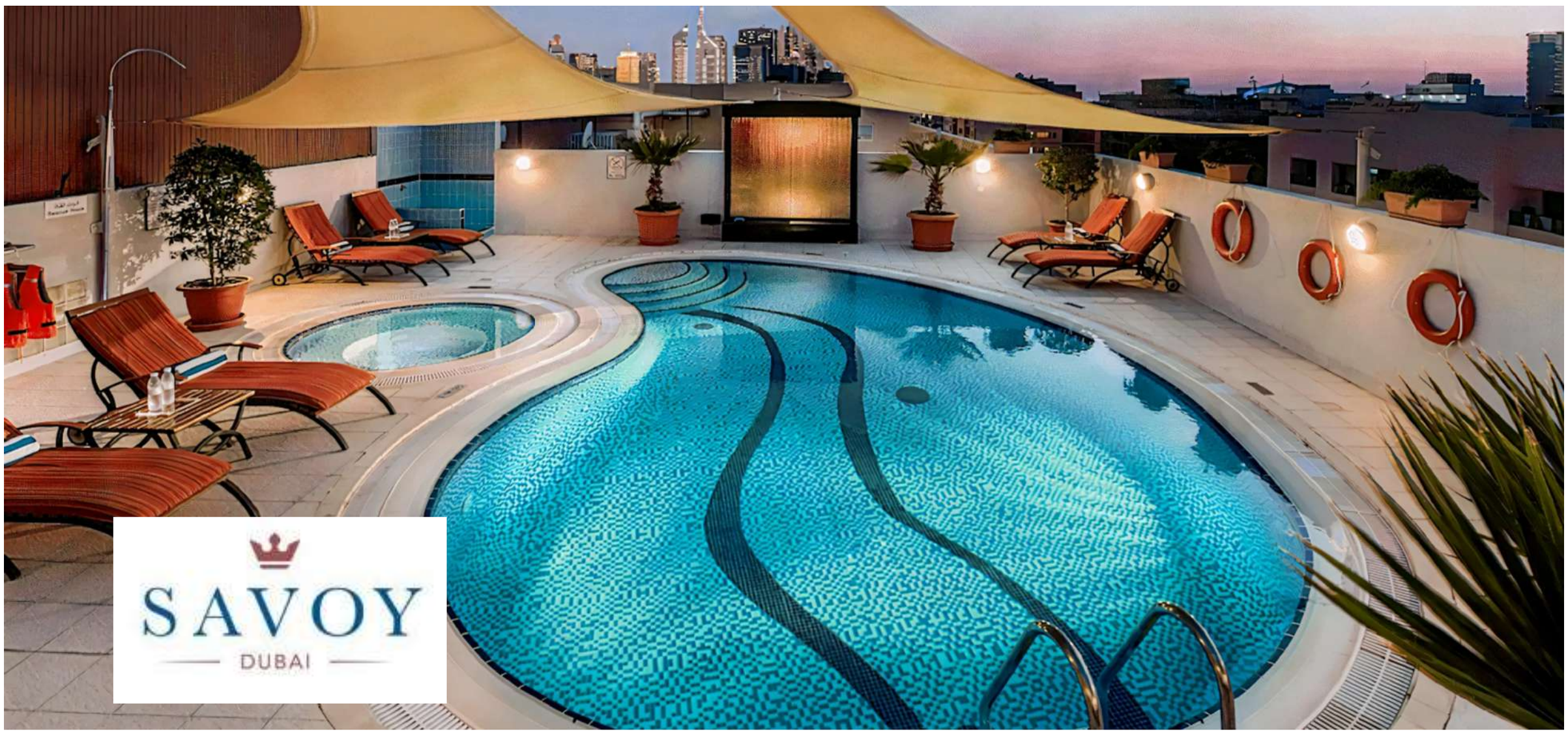


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Savoy Dubai ...
Where Homely Comfort Meets Hotel Hospitality in the Heart of the City



In a vibrant city like Dubai, hotel apartments offer the perfect solution for travelers seeking comfort and privacy with a homely touch. Savoy Dubai masterfully delivers this experience, offering fully serviced hotel apartments that blend the warmth of home with high-end hotel services, all wrapped in a personal approach that makes guests feel like part of a family.

Farouq Sani, the Group General Manager, speaks warmly and confidently about the unique experience Savoy offers: "We don't just host guests—we welcome family members. Every person who walks into Savoy is treated as part of our community, from the reception desk to housekeeping," he says.

Four Hotels in Al Mankhool... A Heart Beating with Life and Service

Savoy's four hotel properties are all strategically located in the bustling Al Mankhool area of Dubai. Each apartment spans at least 425 square feet and is fully furnished with a kitchenette stocked with everything needed—from cookware and cutlery to major appliances like a large refrigerator, microwave, and even a washing machine. "Our guests prefer long stays—seven nights or more—because they feel at home," says Mr. Sani. "They have the freedom to cook and do their laundry, which you usually can't do in a standard hotel room."

Innovative Services and Added Value for Families and Kids

What sets Savoy apart, according to Sharooq, is the attention to small details that make a big difference. During the summer, the group offers attractive family packages that include free stays for children, welcome gifts and toys, and special cards that allow kids to claim complimentary ice cream and popcorn from the coffee shop. Savoy also provides a free shuttle bus service to the nearest metro station, even though it's just an 11-minute walk away—adding convenience for guests. This service extends to public beaches as well, with daily transfers and complimentary beach mats and towels, giving guests a beachside experience without paying for expensive beachfront hotels.

Targeting Emerging Markets... From South Asia to Africa

While Savoy already has a solid client base in Russian and European markets, the group is now actively expanding into promising new territories.

"We're now focusing on emerging markets such as Sri Lanka, East Asia, and Africa—especially South Africa—where we're seeing a growing demand for family-style hotel apartments," says Mr. Sani. "We're not just looking for guests, but also for new partners—travel agents and tour distributors in these markets to build long-term, sustainable relationships," he adds.

Sustainability Is Not a Slogan, It's a Commitment: Continuous Awards Since 2009

At Savoy, sustainability is more than a buzzword—it's a company-wide culture that extends to both staff and guests. "Our motto is 'Green Today, Better Tomorrow,' and we've been living by it since 2009," says Sharooq. "Since the launch of the sustainability awards by Dubai's Department of Tourism, we've won every cycle."

The initiatives include guest education through in-room brochures and interactive quizzes that promote environmental awareness. Guests are encouraged to participate, and winners receive small prizes—making sustainability fun, informative, and engaging.





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Ihab Abdel Aal
Representative of the Egyptian Tourism Federation

Egypt's Strong Comeback on the Global Tourism Map: Strategic Partnerships and Major Announcements at Arabian Travel Market

Amid a large turnout of visitors and participants at the Arabian Travel Market in Dubai, the Egyptian pavilion once again caught the eye with its elegant design and diversity of exhibitors. However, what was truly new this year was not just the aesthetics, but the ambitious directions and strategic visions carried by Egyptian institutions and companies—most notably, the Egyptian Tourism Federation.

In an exclusive interview with Al-Rehla newspaper, Mr. Ihab Abdel Aal, representative of the Egyptian Tourism Federation, emphasized that Egypt's participation this year has taken on a distinctly strategic nature, signaling a calculated and strong comeback for Egyptian tourism.

This is especially evident in the significant diversity of the participating exhibitors, which exceeded 80 companies, including major travel agencies and hotel groups.

> **There is a growing trend among Arab tourists toward experiencing the Nile River. It is no longer just the historical site that attracts them; rather, the Nile experience in all its elements has become an integral part of the demand.**

Regional Partnerships to Open New Gateways to Egypt

One of the most notable developments announced during the exhibition was the signing of agreements with tour operators in Southeast Asia, including India, Japan, and South Korea. Abdel Aal stated: "In the past, we faced difficulties in accessing these markets due to limited flight availability.

However, this issue was resolved through direct intervention from a Bahraini airline, which has committed to operating direct flights to Egypt from these countries."

This move opens new horizons for Egyptian tourism and confirms that regional cooperation can yield effective solutions—not only to increase tourist arrivals but also to reconnect Egypt with markets that were relatively distant due to logistical barriers.

Cruising in Aswan: Transformative Experiences That Appeal to the New Generation

Among the most striking topics Abdel Aal discussed was the boom in Nile cruise tourism, particularly in Aswan. He remarked: "There is a growing interest among Arab tourists—especially from the Gulf region—in the Nile cruise experience. It's no longer just the historical monuments that attract them; the entire Nile journey, with all its elements, has become part of the demand."

He added, "The younger generation has become more enthusiastic about visiting Luxor and Aswan, especially with the substantial media attention surrounding the announcement of new museums and revitalized archaeological sites, which has once again brought focus to these historic cities."

"Converse by Meditation": A Homegrown Cruise with a Global Flavor

In line with this new direction, a pioneering project titled Converse by Meditation was launched by one of the Egyptian tourism companies represented by Abdel Aal. This is the first cruise of its kind in Egypt that combines cultural tourism with energy healing, yoga, and Sufism.

Abdel Aal explained: "The idea stemmed from the growing demand for spiritual and healing tourism, particularly from the United States, the UK, and Australia. Therefore, we designed this cruise to be a holistic experience that doesn't just involve

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visiting monuments, but also includes yoga sessions and therapeutic services that help visitors relax and reflect."

The great success the project has achieved so far has prompted the company to expand its fleet. Abdel Aal announced that two or three more vessels will be added in the coming months to meet the rising demand.

High-Spending Tourism: A New Strategy to Shift the Traditional Image
One of the key themes Abdel Aal stressed was the importance of targeting "high-end" tourists—those with high spending power. He explained that Egypt's tourism sector had long been trapped in a stereotypical image centered on low-cost tourism, something that serious companies are now actively working to change.

He added: "We've shifted away from the open buffet model that was common on cruises to curated set menus of higher quality and more personalized service, all within a refined and comfortable hotel-like setting. We are targeting a demographic that expects world-class services—and Egypt is fully capable of delivering on that and more."

A Year-Round Cultural Calendar: Blending Antiquities with Entertainment and Art

In a pioneering move, Abdel Aal revealed a formal initiative led by the Egyptian Tourism Federation in cooperation with the Ministry of Tourism to establish a monthly cultural calendar that will span cities such as Luxor, Aswan, and Cairo. "The goal is to integrate cultural and artistic events with the tourism experience, so that the visitor is not merely a spectator of ancient monuments, but fully immersed in a comprehensive experience that includes concerts by Arab and international artists, as well as curated visits by bloggers and influencers from around the world," he explained.

Film Tourism: Unlocking Heritage Sites for Global Cinematic Productions
In what he described as the "big news," Abdel Aal announced that Egypt has received the necessary security approvals to allow international films to be shot at archaeological sites—a process that was previously prohibited or extremely complicated.

"This shift opens up a massive opportunity for what is known as film tourism, where movie and drama lovers travel to visit the locations featured in famous productions—especially if those works include major stars from the Arab world or Hollywood," Abdel Aal noted. He also pointed out that several television series aired during the last Ramadan season were indeed filmed at archaeological sites, once again highlighting the power of visual storytelling in promoting tourism.

The Egyptian Dream Moves Steadily Toward Global Prominence
The interview with Ihab Abdel Aal was not merely a commentary on participation in an exhibition.

Rather, it served as a window into emerging new visions within the Egyptian tourism mindset—one that now understands that regional and international competition requires innovation in thinking and boldness in execution. From spiritual cruises to curated cultural calendars, from targeting high-end markets to opening heritage sites to global filmmakers, Egypt is confidently stepping back onto the path to reclaim its position as one of the world's top tourism

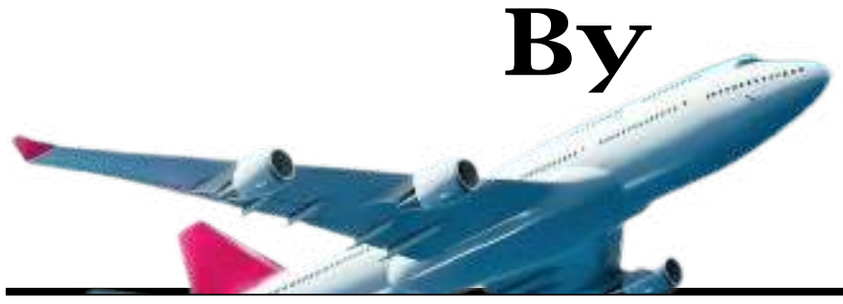
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Waleed Mousa
Cluster Director of Sales and Marketing at Suha Hospitality,

Suha Hospitality.. A Local Brand with a Human Soul and a Vision for Regional Expansion

In the midst of the ever-growing tourism momentum in Dubai and the fierce competition among international hotel chains to deliver excellence, Suha Hospitality proves that it is not just a serviced apartment brand—it is a human-centered experience. Here, local authenticity meets global professionalism, and it is the attention to small details that sets this brand apart. Speaking from the heart of the Arabian Travel Market (ATM), Mr. Waleed Nousa, Cluster Director of Sales and Marketing at Suha Hospitality, shared with Al Rehla the challenges, opportunities, and future ambitions of the brand.

> **“We focus on delivering a hospitality experience that is personal, memorable, and consistent—from the front desk to housekeeping”**

SUHA HOSPITALITY

A Local Brand with Global Spirit: Four Prime Properties Across Dubai

Despite its moderate size compared to global hotel giants, Suha has successfully established a strong presence in the UAE hospitality scene through four serviced apartment properties located in Dubai’s most strategic areas: Jumeirah Beach Residence, Downtown Dubai (two properties), and Business Bay.

“We are a local brand owned by the Shurooq Group, which is a large conglomerate operating in shipping, real estate, currency exchange, and tourism,” said Nousa. “We are the hospitality arm of the group, and we care deeply about delivering a guest experience that goes beyond a place to sleep.”

Suha Hospitality specializes in fully serviced apartments, offering guests more privacy and a homely lifestyle—an advantage that appeals to both families and corporate travelers alike.

Fierce Competition, But Quality Makes the Difference

In a city saturated with global hotel chains—where hotels stand just meters apart rather than kilometers—Suha understands that true distinction lies not in size, but in the quality of the guest journey.

“Dubai is small in geography but massive in competition,” says Mousa. “That’s why we focus on delivering a hospitality experience that is personal, memorable, and consistent—from the front desk to housekeeping.”

He adds: “Our properties range between 70 to 90 rooms, which gives us a strong edge in offering personalized service—something often lost in larger hotels with 300 or 400 rooms.”

A Challenging Year… and a Rapid Recovery
The year 2024 was not without its challenges for the hospitality sector, as visa restrictions impacted certain nationalities and consequently, visitor flow.

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"We did face some difficulties toward the end of last year due to tighter visa requirements for some markets," Mousa explained. "This caused a slight dip in performance. However, we quickly adapted, and I can say that we're now seeing excellent numbers in the first quarter of 2025."

According to Nousa, challenges are a natural part of the hospitality business, but what sets Suha apart is its agility and responsiveness. "This year is off to a very strong start, and we're optimistic about the months ahead," he affirmed.

Sustainability and Technology: Blending Innovation with the Human Touch

While much of the hospitality industry is increasingly embracing high-tech solutions, Suha maintains that technology should enhance—not replace—the human experience.

"We have implemented an in-room interactive system where guests can view ongoing cultural events in Dubai on their screens," Mousa explained. "This allows them to immerse themselves in the city's cultural life in a seamless, intuitive way."

The brand also encourages sustainable hospitality practices and emphasizes cultural connection over automation. Although Suha doesn't operate full-service restaurants, it leverages the in-room ecosystem to recommend top-rated nearby dining options, curated based on guest reviews and proximity.

Regional Expansion in Focus: Egypt and Africa on the Radar

Suha Hospitality is now shifting its gaze beyond the UAE, actively pursuing partnerships in key regional markets such as Egypt and various parts of Africa.

"Egypt is very important to us," says Nousa. "It's a large and culturally rich market, and its people are passionate travelers. We're working to establish strong relationships with Egyptian travel agencies, and we're also seeing increasing interest from African markets, particularly South Africa."

He continued, "Our presence here at the Arabian Travel Market is not just about visibility—it's about forging real business relationships. We've already had productive meetings with several Destination Management Companies and major travel agencies from across the region."

An Open Invitation to Experience the Brand Firsthand

Nousa concluded the conversation with an open invitation to all travel industry professionals and potential guests to get to know Suha Hospitality up close.

"We invite everyone—whether travel agents or future guests—to come and meet us. Our entire senior team is here at the exhibition, and we're more than happy to share everything about our properties, our unique selling points, and the services we offer."

He added: "With four properties in prime locations—some ideal for leisure, others for business short stays—we offer flexibility and quality wrapped in the warm, human-centered service we're known for. We have plenty of amenities and facilities that guests can enjoy, and we'd love to tell you more in person."

With sincerity and an optimistic spirit, Suha Hospitality sums up its vision: a warm stay, personalized service, and interactive technology—all nestled in one of the world's most dynamic cities. As the brand continues to solidify its local presence, the path toward regional expansion looks ever more promising—with calculated steps and growing confidence.

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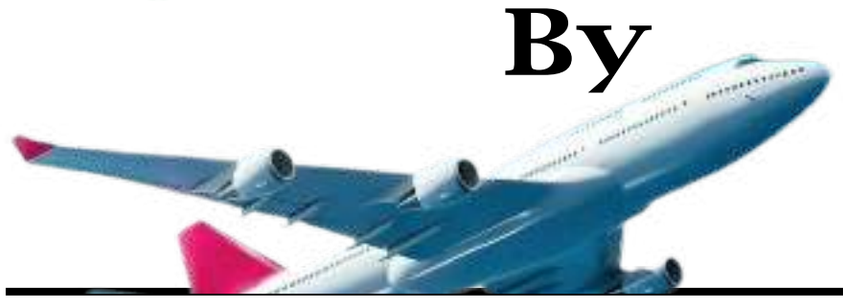
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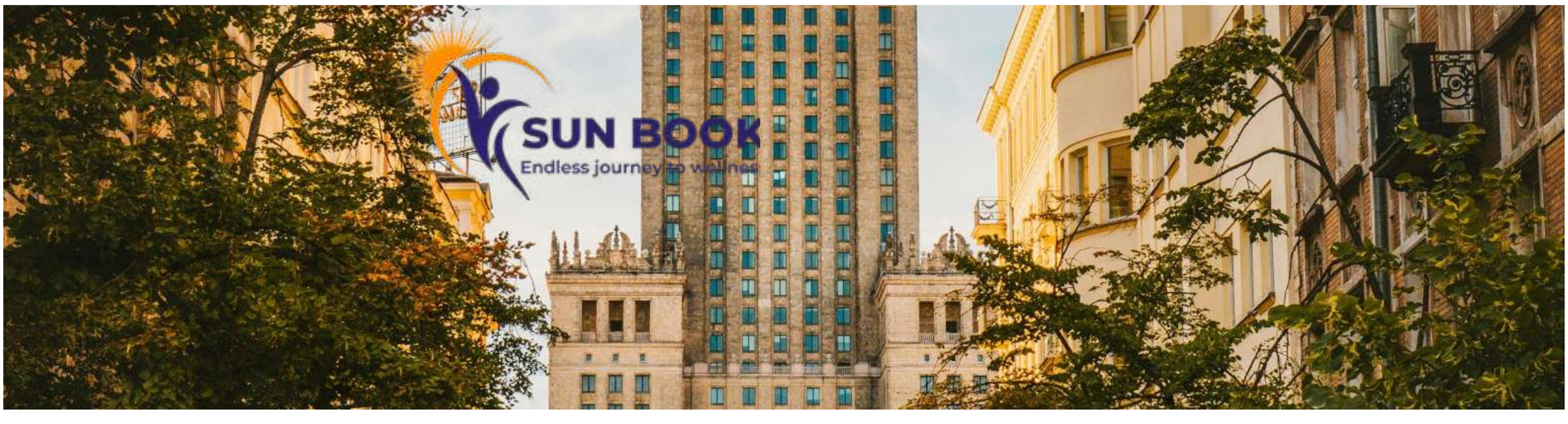
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Sun Book Group...

An Integrated Ecosystem Blending Precision Healthcare with Premium Travel



At a time when global transformations in health tourism are accelerating, Sun Book Group emerges as one of the leading international players redefining the concept of "travel for health."

Dr. Aziz, the Group's CEO, believes that health tourism today is no longer confined to surgeries or medical treatments, but has evolved into a comprehensive experience that brings together clinical precision, cultural enrichment, and emotional wellbeing.

"We don't just offer advanced treatments," Dr. Aziz explains, "we create distinctive recovery journeys that combine high-end medicine with refined wellness experiences. Our vision is for health travel to enhance quality of life—not simply act as a medical response to a condition."

Regional and International Expansion: A Network Spanning Europe and the Gulf

With its headquarters in London, Sun Book Group's operations extend far beyond the UK, encompassing an expansive network of medical centers and wellness resorts across Europe and the Middle East.

These include countries such as Germany, Switzerland, Poland, Turkey, Egypt, and the Scandinavian nations, in addition to a growing footprint in the Gulf region. Dr. Aziz notes, "The Gulf region is among the most promising markets due to its population's awareness of high-quality healthcare and their willingness to travel to receive optimal care. We are actively strengthening our presence in these markets through strategic partnerships and participation in regional expos."

Segmenting the Sector: From Medical Tourism to Holistic Wellness

Sun Book Group operates with a clear classification system for health-related travel. Medical tourism focuses on surgeries and specific treatments; health tourism encompasses preventative care and rehabilitation; while wellness travel is rooted in mental and physical balance through alternative therapies. "We cater to the needs of each segment through carefully designed packages," says Dr. Aziz. "We collaborate with accredited hospitals for clinical procedures, create serene recovery programs, and work with wellness resorts to provide comprehensive experiences like yoga and alternative healing."

Trust and Quality: International Standards as the Backbone of Excellence

The group only partners with globally accredited healthcare institutions holding certifications such as JCI (Joint Commission International). It also maintains a dedicated internal quality team that conducts regular evaluations and ensures compliance with international standards across all destinations.

"Trust isn't built on promises—it's built on transparency and strict adherence to quality," Dr. Aziz emphasizes. "We provide multilingual support, full concierge services from visa facilitation to post-treatment care, and tailor each patient journey with cultural sensitivity and continuous communication."

Technology and AI: Enhancing the Patient Journey with Smart Solutions

Technology plays a central role in reshaping the patient experience at Sun Book Group. From AI-driven diagnostics to virtual consultations and multilingual chatbots, the group leverages digital innovation to streamline processes and personalize care. "We are currently developing a comprehensive digital health tourism platform," Dr. Aziz shares. "This will allow patients to plan and manage their entire treatment journey via a single application, including post-treatment follow-ups and virtual check-ins."

A Vision for the Future: Building a Global Health and Wellness Ecosystem

Looking ahead, Dr. Aziz sees the next five years as a pivotal phase for Sun Book Group. "We aim to become the world's most recognized health and wellness tourism ecosystem—where scientific precision meets human-centered travel," he says with confidence.

The group's roadmap includes entering emerging markets like Latin America and Eastern Europe, launching a global digital platform, and leading the development of sustainable, inclusive health tourism models that benefit both patients and local communities.

In closing, Dr. Aziz underscores the importance of participating in events such as Arabian Travel Market and other global forums.

These platforms not only enhance visibility and partnerships but also serve as key spaces for educating stakeholders on evolving patient needs and market trends. "We don't just sell services," Dr. Aziz concludes. "We offer patients hope—and we travel alongside them in a true healing journey that begins with the heart."



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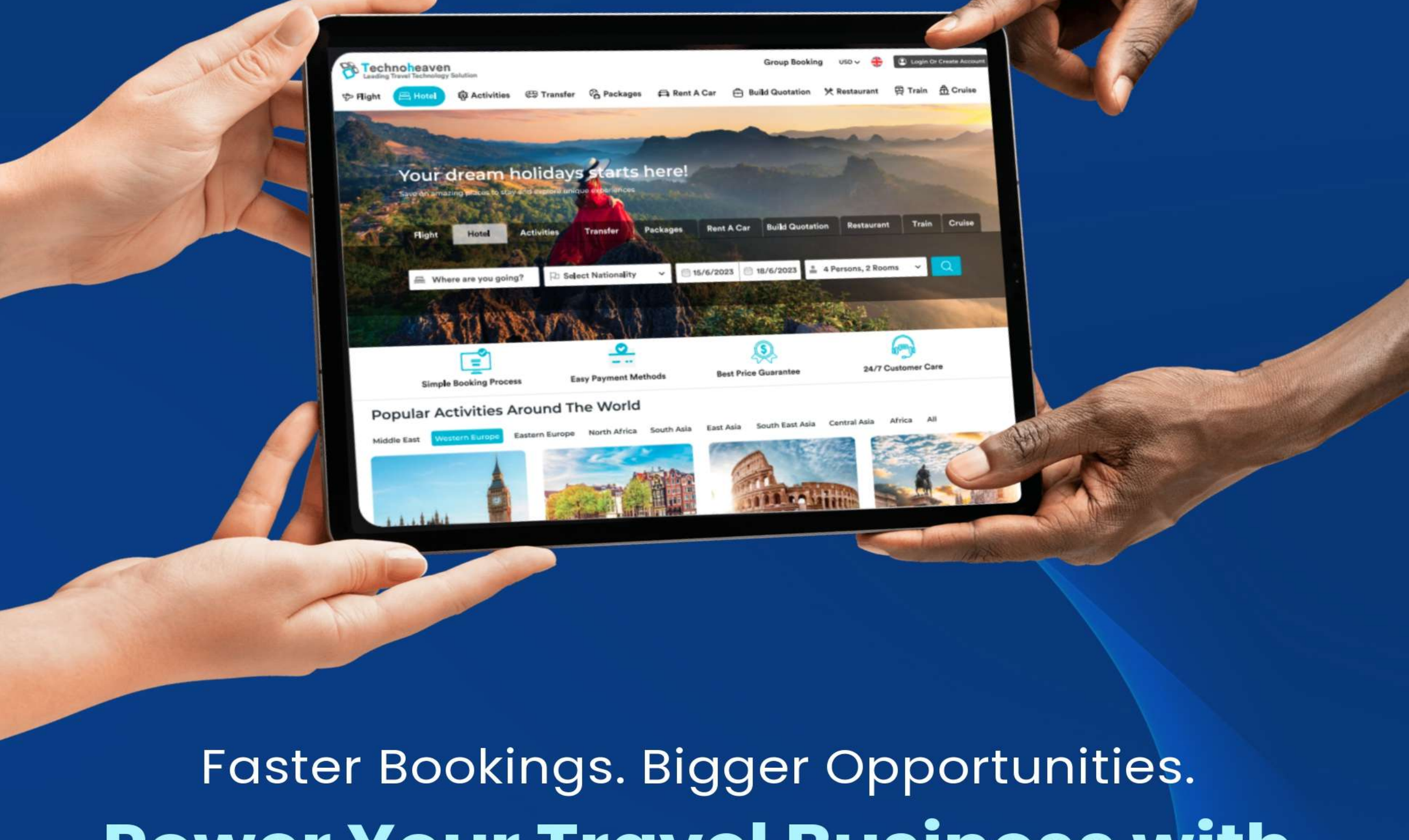
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Royana" Doesn't Sell Trips, It Crafts Memories" – A New Philosophy in Leisure Travel

In the sun-drenched coastal city of Antalya, where nature blends harmoniously with the charm of the Mediterranean Sea, the vision of Royana Travel and Tourism was born. Today, Royana stands as one of the most prominent leisure tourism companies in the region, carrying with it an ambitious mission to deliver an integrated and exceptional travel experience.

Royana began its journey in the heart of Antalya, drawing on the city's natural beauty and historical richness to establish a tourism model rooted in quality, uniqueness, and innovation. From the outset, the company was determined not to act merely as a booking intermediary or trip organizer, but rather as a true partner in curating the tourist's experience—from the moment of arrival to the final farewell.

Royana's services go far beyond accommodation and transportation. The company offers a holistic travel experience that includes personalized excursions and entertainment activities, carefully tailored to the preferences and interests of each visitor.

In an exclusive interview with Al-Rihla Newspaper, Royana's Director, Noor Abu Al-Ezz, articulated the company's philosophy, stating: "We believe tourism is not just about moving from one place to another. It's a rich cultural and human experience that leaves a lasting impression. That's why we aim to provide more than just a trip—we deliver unforgettable memories."

Royana's long-term vision transcends Turkey's borders. With the opening of its new branch in the Hashemite Kingdom of Jordan, the company is actively expanding into new Arab markets. According to the management, Jordan was selected based on several strategic factors, including its central geographic location, growing tourism demand, and strong cultural and economic ties with Turkey.

When it comes to international tourism exhibitions, Royana views such events as strategic platforms for showcasing services and engaging directly with market stakeholders. "Although we did not participate in the Arabian Travel Market 2025," the

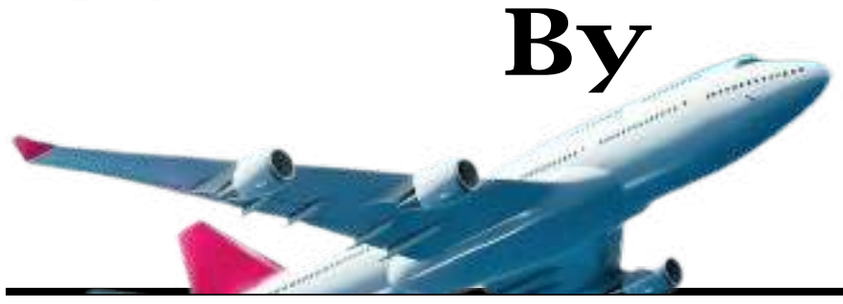


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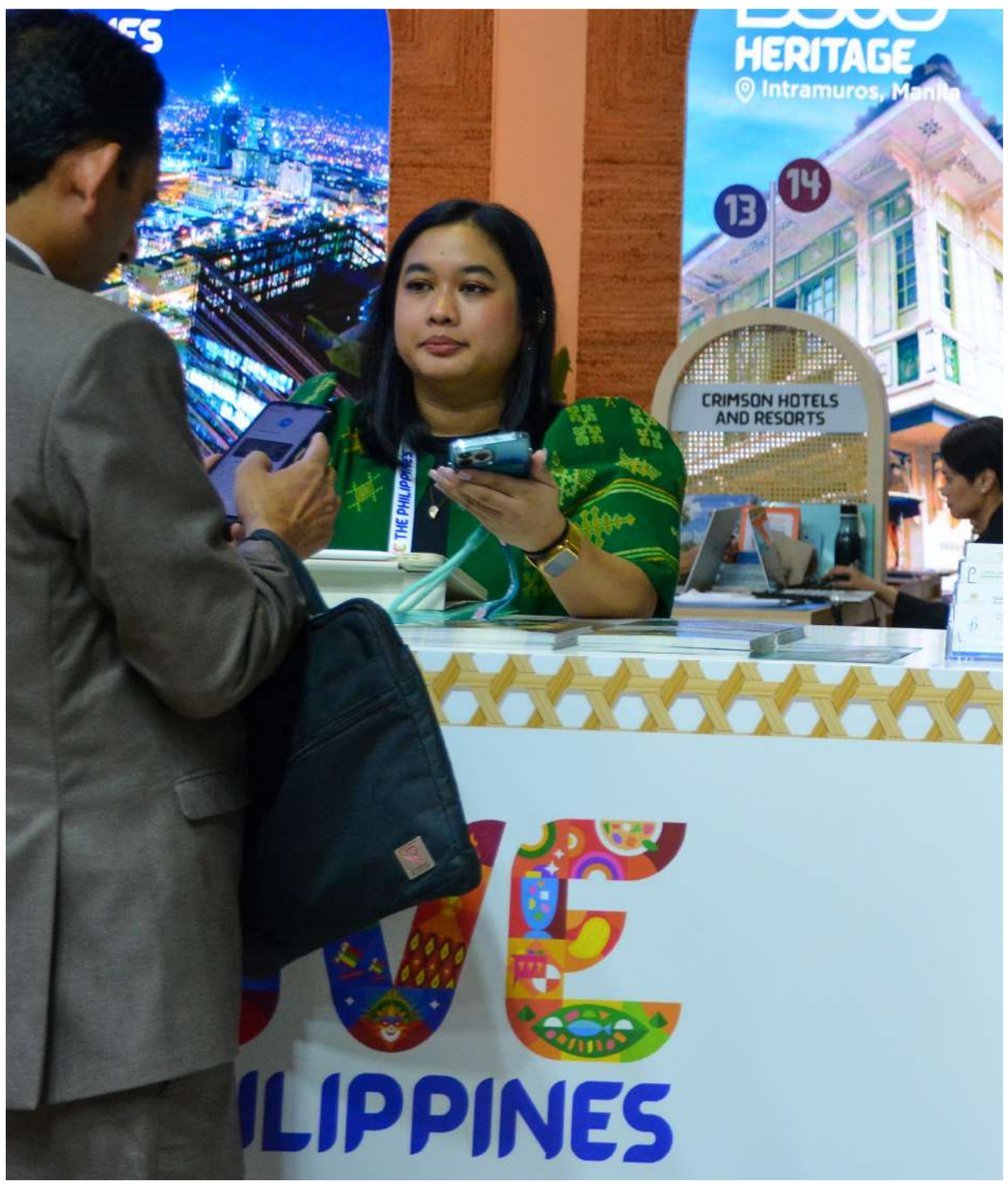
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