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Arabian Travel Market 2025 Dubai

28 أبريل 2025

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Mazagan Beach & Golf Resort

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Expectations to break records with the attendance of more than 55,000 visitors

Today marks the launch

of the Arab Travel Market 2025, with the participation of top travel experts from 166 countries

Egypt is shaping the features of its tourism future ...

15.8 million visitors in 2024, with a 25% growth in the first quarter of 2025

"Real Estate Bridges Between Continents"...

BestLiving's vision to connect the Gulf with Spain

Aksana to "Al-Rihla":

We are reshaping the global travel landscape with digital platforms and strategic partnerships

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Record-Breaking Attendance Expected with Over 55,000 Visitors

Arabian Travel Market 2025 Kicks Off Today with Leading Travel Experts from 166 Countries



Dubai – UAE

Today marks the opening of the 32nd edition of the Arabian Travel Market at the Dubai World Trade Centre, featuring the participation of more than 2,800 exhibitors and over 55,000 travel industry experts from 166 countries. Reinforcing its growing significance in the global tourism scene, international exhibitors account for 67% of participating companies at the event, while the Middle East region represents 17% of this year's exhibitors.

Arabian Travel Market 2025 is being held under the theme "Empowering Innovation: Transforming Travel Through Entrepreneurship," exploring how cross-border, cross-sector, and community connections will shape the future of tourism. The event will focus on how connectivity can empower a more sustainable, inclusive, and globally integrated travel sector, an idea that will be reflected throughout the show, from the high-profile Arabian Travel Market conference to dedicated networking sessions.

On this occasion, Danielle Curtis, Exhibition Director of Arabian Travel Market Middle East, said: "Arabian Travel Market 2025 is witnessing remarkable growth in both attendee numbers and exhibitor participation. This week, we look forward to welcoming travel experts across all sectors, including leisure, MICE, luxury, and corporate travel. To accommodate the increased interest, we have added two extra halls this year and will deliver the Arabian Travel Market conference across three stages: the Global Stage, the Future Stage, and the Business Events Stage. I am particularly excited about the launch of IBTM@ATM, a dedicated area for business events, and the ATM Travel Tech event, which will highlight the transformational role of technology in shaping the future of our industry."

Asia is emerging as the fastest-growing region at Arabian Travel Market 2025, with exhibitor participation rising by 27% year-on-year. This growth is attributed to stronger regional connectivity and the deepening of ties with international markets. Arabian Travel Market 2025 will host a diverse range of Asian destinations, including Japan, Macau, the Maldives, Mauritius, South Korea, Thailand, and India, showcasing the region's increasing influence on global travel.

India's booming tourism sector has led to a 41% increase in its

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presence at Arabian Travel Market 2025, driven by a strong showing from exhibitors such as India's Ministry of Tourism and airlines like Air India and Air India Express. Regional tourism boards from Goa, Karnataka, Madhya Pradesh, and Uttar Pradesh have also expanded their participation at this year's event.

International markets represent over 52% of total registered visitors, with attendees from the UAE and GCC countries contributing significantly at 48%. The UAE, India, Egypt, Saudi Arabia, and the United Kingdom are the top five countries registered for Arabian Travel Market 2025, underscoring the event's broad appeal across key global and regional markets.

The ATM Travel Tech event underscores the complete convergence of travel, technology, and innovation sectors, featuring the largest collection of tech products showcased at the event, with a growth exceeding 26%. Co-located with Arabian Travel Market, the Travel Tech event provides deep insights into the innovative technologies driving the travel and hospitality sectors, spanning Halls 1 and Za'abeel Hall 3 at this year's edition.

Additionally, ATM Travel Tech will feature the new Start-up and Innovation Zone, highlighting the next generation of travel pioneers. It will offer visitors an immersive virtual reality experience, giving them a fresh perspective on the opportunities within the industry. For the fourth consecutive year, Arabian Travel Market will host the Start-up Pitch Competition, showcasing the most innovative minds from across the Middle East.

One of the key highlights of Arabian Travel Market 2025 is the launch of IBTM@ ATM, a dedicated area connecting business events buyers with a wide range of exhibitors, including venues, hotels, convention bureaus, tourism boards, airlines, and more. The centerpiece of this new feature is the Business Events Stage, which will host a series of insightful sessions throughout the exhibition, exploring strategies to unlock growth and opportunities in the business events and corporate travel sectors.

Tomorrow's agenda on the Business Events Stage includes a session on how global events and festivals can drive social and economic growth, featuring speakers from the International Congress and Convention Association (ICCA), Dubai's Department of Economy and Tourism, Abu Dhabi's Department of Culture and Tourism, Ras Al Khaimah Tourism Development Authority, and the International Association of Professional Congress Organisers (IAPCO).

Meanwhile, experts from Booking.com, dnata Travel Group, and Airbnb will gather at the Future Stage to review micro-trends reshaping travel. On the Global Stage, senior representatives from Four Seasons Hotels and Resorts, Rotana Hotels, and Ras Al Khaimah Hotels will discuss how leading hotel companies in the region are evolving their brands to deliver immersive and meaningful experiences.

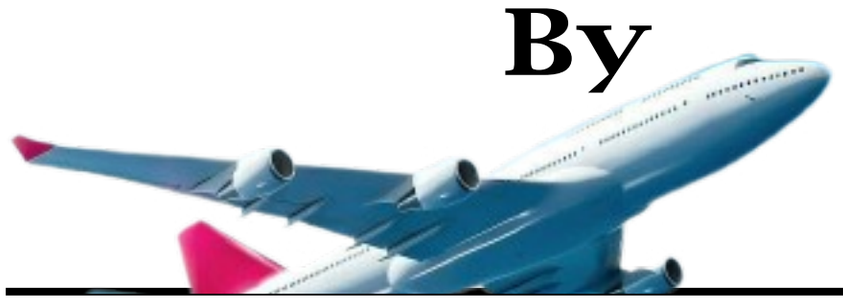
Arabian Travel Market 2025 is organized in collaboration with the Dubai World Trade Centre and its strategic partners, including Dubai Department of Economy and Tourism as Destination Partner, Emirates Airline as Official Airline Partner, IHG Hotels & Resorts as Official Hotel Partner, and Al Rais Travel as Official DMC Partner.

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Aksana Mashera to Al-Rihla ...

We Are Reshaping the Global Travel Landscape Through Digital Platforms and Strategic Partnerships

Head of Outbound Travel at Fun & Sun Highlights Expansion Plans in the Gulf and the Promise of Tech-Driven Growth

“We offer a powerful online booking platform designed specifically for our travel agent partners. Through this platform, travel agents can book hotels, tour packages, day trips, transportation services, and flights in real time, without the need for manual communication or out-of-the-box requests”

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In an exclusive interview with Al-Rihla during her participation at the Arabian Travel Market 2025, Aksana Mashera, Head of Outbound Travel at Fun & Sun, spoke about the profound transformation the company has undergone – from its origins as TUI Russia to its emergence as an independent brand redefining multi-destination travel across the globe.

How do you evaluate Fun & Sun’s recent performance in the global tourism market, and

How do you evaluate Fun & Sun’s recent performance in the global tourism market, and what have been the major turning points for the company?

Fun & Sun has demonstrated strong resilience and strategic adaptability in recent years, solidifying its position as one of the most trusted travel companies in the region. Originally known as TUI Russia until 2022, the company successfully rebranded under its own name – Fun & Sun – and continued to build on more than a decade of experience in both outbound and inbound tourism.
One of the most significant turning points was the shift from a Russia-focused structure to a more globally connected organization, capable of serving multiple markets. This transformation included expanding our presence through regional offices, such as in the UAE, Egypt, and Turkey, Thailand and diversifying our products beyond traditional destinations. Another key milestone has been our investment in technology – launching platforms like funsuntravel.com, which allows agencies outside of Russia to access our inventory directly. This has repositioned Fun & Sun not just as a destination management expert but also as a competitive international travel technology provider.

With our growing MICE division, curated multi-country packages, and strong partnerships with airlines and local suppliers, Fun & Sun is now actively contributing to

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tourism flows across Eastern Europe, Central Asia, and the GCC. The foundation of our performance lies in our ability to combine deep destination knowledge with innovation, flexibility, and a strong B2B-first approach.

What differentiates your B2B business model, and what are the key challenges you face in this segment?

What truly differentiates Fun & Sun's B2B business model is our ability to combine deep local expertise with scalable international technology, giving our partners access to a diverse range of destinations through one centralized system.

We operate as a true destination management company (DMC) in key source and target markets, while also offering a powerful online booking platform tailored for B2B partners. Through funsuntravel.com, travel agencies can book contracted hotels, holiday packages, tours, transfers, and flights in real-time – with instant confirmation and clear terms – without the need for manual communication or offline requests.

In addition to selling our own products, we also welcome API integrations both inbound and outbound, making us a valuable partner for global wholesalers, OTAs, and niche operators. This flexibility, combined with our regionally based support teams (like our Dubai office for the GCC market), creates a hybrid model of personalized service and modern automation.

However, like any dynamic B2B business, we face challenges – especially when entering new markets. These include:

- Shifting brand awareness from a Russia-centric perception to a truly international offering.
- Building trust in highly competitive, price-sensitive regions.
- And most importantly, continuing to educate partners on the depth and uniqueness of our product offerings – from Kazan and Baikal to Cappadocia and Central Asia.

Despite these challenges, we view this as a tremendous opportunity. As the market evolves, so does Fun & Sun – with a clear focus on building a reliable, future-proof ecosystem for travel professionals.

Can you share approximate figures or percentages regarding your market share regionally or globally?

While we do not disclose specific financial or market share figures publicly, we can confidently say that Fun & Sun is among the top travel brands in the Russian-speaking tourism market and is rapidly gaining recognition across the Middle East and Central Asia regions.

Domestically, we maintain a leading position in Russia through our extensive network of travel agencies and strong supplier partnerships.

With the launch of funsuntravel.com, our goal is to secure a meaningful share of the GCC's outbound B2B segment, where we are already seeing strong interest from agencies due to our product range and booking system.

What truly sets us apart is our ability to deliver localized products with international accessibility – a combination that positions Fun & Sun as a serious contender for regional leadership in the multi-destination travel landscape.

Which markets are you currently focusing on, and are there plans to expand into new regions like the Middle East or Africa?

Fun & Sun is currently focused on both strengthening our core markets and expanding strategically into new regions.

With the launch of our new platform, funsuntravel.com, we are placing particular emphasis on the GCC and Middle East region. The UAE serves as our main regional hub for outbound tourism development, and we are seeing growing interest from B2B partners in countries such as Saudi Arabia, Kuwait, Oman, and Qatar.

What drives our regional focus is not just passenger numbers, but the ability to offer relevant, bookable products supported by local expertise. That's how we plan to grow – step by step, market by market, with reliable technology, curated product, and

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FIT & Custom Travel

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- Multi-destination Booking | One Login
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human connection.

How is Fun & Sun adapting to the digital transformation in tourism, and are there any upcoming tech initiatives to support your partners?

Digital transformation is at the heart of Fun & Sun's strategy for growth and global relevance. We understand that today's travel partners need more than just great products — they need smart, seamless systems that save time, reduce manual effort, and increase booking confidence.

To support this, we've launched www.funsuntravel.com — a modern, B2B-first booking platform built for non-Russian agencies across the GCC, CIS, and beyond. It offers real-time access to:

- Hotels (contracted and dynamic)
- Holiday packages- Daily tours & transfers
- Flights

All bookable with instant confirmation, advanced filtering tools, and 24/7 access.

We are also expanding our technology ecosystem through:

- API IN integrations to bring in third-party inventory, especially for destinations outside our core portfolio
- API OUT capabilities to allow global partners to distribute Fun & Sun content through their own platforms
- Dedicated agent dashboards, simplified onboarding, and region-specific content formatting (including currency, language, and local preferences)

Our long-term vision is to build a flexible, plug-and-play model that makes Fun & Sun not just a provider of travel services — but a tech-enabled gateway for curated global travel, fully adaptable to each partner's operational style.

We're proud of the progress made so far and are excited about several new upgrades and partner tools scheduled for rollout in the coming months.

What role do strategic partnerships play in your company's growth and expansion?

Strategic partnerships are absolutely central to Fun & Sun's growth — both in our home markets and in our global expansion efforts. We believe that long-term success in tourism comes not just from having great products, but from building strong, trusted relationships across the entire travel ecosystem.

Whether it's airline partnerships, local tourism boards supporting destination promotion, or B2B travel agencies and wholesalers who use our booking system — each partnership is a bridge to growth, relevance, and credibility in a competitive industry.

As we expand into new regions like the GCC and Middle East, we see partnerships as the fastest and most effective way to localize our offerings. That includes working with local DMCs, tech providers, and hotel chains to enhance our portfolio — and offering API connectivity to make collaboration seamless.

We don't view ourselves as just a supplier — we aim to be a flexible, solution-oriented partner who listens, adapts, and co-creates success. That philosophy has shaped the way we operate in Russia, and it's the same approach we're bringing to every new market we enter.

How do you assess the impact of geopolitical and economic changes on tourism and your business operations?

The tourism industry is always closely linked to geopolitical and economic developments, and as a global travel company, Fun & Sun has learned to navigate these changes with both flexibility and foresight.

Over the past few years, we've witnessed significant shifts in travel flows, demand patterns, and partner priorities — often driven by geopolitical events, currency fluctuations, and changing visa regulations. These factors can influence everything from flight capacity to consumer confidence.

Instead of viewing these challenges as setbacks, we treat them as signals to adapt our strategy. That's why we've invested in:

- A diversified destination portfolio across multiple regions, reducing over-reliance on any single market
- Technology-driven operations, which allow us to respond quickly to changes in demand or access

Tourism will always face waves of uncertainty — but with a clear vision, strong partnerships, and the right tools, we believe Fun & Sun is well-positioned to weather those waves and keep growing sustainably.

What is your vision for the next five years? Are you considering expanding into niche areas like health or eco-tourism?

Fun & Sun's vision for the next five years is to evolve from a regional leader into a truly international travel ecosystem — powered by technology, trusted by professionals, and inspired by curated experiences.

We aim to strengthen our core in multi-destination tourism while building new verticals that reflect changing traveler preferences and market demands.

We are also committed to improving sustainability and responsible travel across our supply chain — from how we build itineraries to the types of experiences we promote.

Above all, our goal is to be more than a booking platform or supplier — we want to be a strategic partner that brings value, growth, and innovation to every agency, destination, and traveler we serve.

How do you view your participation in global tourism exhibitions, and how important are such platforms for your brand growth?

Participation in global tourism exhibitions is a key part of Fun & Sun's international strategy. These platforms allow us not only to showcase our products, but more importantly, to connect with partners, listen to market needs, and position our brand on the global stage.

For us, exhibitions are not just about visibility — they're about building trust. Sitting face-to-face with partners, answering questions in real time, and demonstrating the flexibility of our system creates relationships that go beyond sales.

They are also essential for discovering new market trends, exploring strategic partnerships, and initiating cross-border integrations — whether through new API connections, hotel collaborations, or joint promotional campaigns.

As Fun & Sun continues to expand globally, these events remain a vital part of our roadmap — helping us stay connected, relevant, and future-ready in a fast-evolving travel landscape.

What kind of support would you like to see from governments to enhance the role of B2B companies in the tourism sector?

B2B companies are the backbone of the tourism industry, yet their role is often overlooked. We believe governments can support this segment by fostering better collaboration between the public and private sectors, simplifying processes like visa issuance, and encouraging innovation and digital transformation.

Platforms for joint promotion, investment in training, and more open dialogue with tourism authorities would help B2B companies like Fun & Sun expand their impact, connect markets, and contribute more effectively to the global travel economy.

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Sharif Fathy
Egyptian Minister of Tourism

Egypt Shapes the Future of Its Tourism Sector... 15.8 Million Visitors in 2024... and 25% Growth in Q1 2025

In an atmosphere reflecting the dynamic momentum of Arab and global tourism, and during his participation in the Arabian Travel Market (ATM) in Dubai, Egypt's Minister of Tourism spoke to Al-Rihla about the features of the tourism renaissance currently underway in Egypt, supported by a strategic vision that prioritizes diversity, sustainability, and innovation.

Exceptional Growth Amidst a Changing Global Landscape

The Minister pointed out that Egypt achieved remarkable performance in 2024, welcoming 15.8 million tourists, marking a 6% growth compared to the previous year. Moreover, the recovery indicators continued to surge in the first quarter of 2025 with growth exceeding 25% compared to the same period in 2024, thereby surpassing pre-pandemic levels by more than 21%.

He stressed that these results were not coincidental but rather the fruit of well-thought-out plans, including facilitating visa procedures, expanding hotel capacity, and enhancing the tourist experience from arrival to departure—all as part of integrated efforts to reaffirm Egypt's position as one of the world's top tourist destinations.

He added: "Among our recent achievements is the extension of the free 96-hour transit visa at all Egyptian airports until the end of April 2026. In addition, new regulations were issued for licensing Holiday Homes to increase hotel capacity and improve service quality, alongside efforts to upgrade service infrastructure at tourist sites to enhance the tourist experience from arrival to departure."

"Unmatched Diversity": The Slogan Leading Egypt's Tourism Towards 2030

The Minister explained that Egypt's tourism vision for the next five years focuses on strengthening the country's position as one of the world's most diverse destinations under the slogan "Unmatched Diversity."

He stated:

"We are working to offer a comprehensive tourism product that combines culture, entertainment, nature, wellness, and sports, thereby opening vast marketing horizons for us. Sustainable tourism has also become central to our strategy, as we work to empower local communities and raise their awareness of the importance of preserving our cultural and natural heritage."

The concept of sustainable tourism has become a major axis of this vision, through empowering local communities and encouraging their participation in benefiting from tourism revenues, which enhances their awareness of the importance of preserving Egypt's cultural and natural heritage.

Global Challenges, Local Opportunities: Egypt's Approach to Tourism Development Obstacles

The Minister added:

"Despite the major boom we are experi-

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encing, we still face challenges such as global market fluctuations, intense international competition, and the ongoing need to develop infrastructure and supporting services. To address these challenges, we rely on tourism innovation, improving the investment environment, and intensifying smart promotional campaigns."

1.9 Million Visitors to "Pyramid Summit" Exhibition in China: Targeting Asian and Latin American Markets

He continued:

"Egypt is vigorously seeking to open new tourism markets, especially in Asia and Latin America, where tourism growth rates are rising, and interest is growing in destinations rich in heritage and culture.

Key efforts include:

· Launching targeted promotional campaigns in cooperation with tour operators in China, Japan, South Korea, Brazil, and Argentina.

· Organizing major archaeological exhibitions, such as the 'Pyramid Summit – Civilization of Ancient Egypt' exhibition in China, which attracted 1.9 million visitors, and the 'Ramses and the Gold of the Pharaohs' exhibition in Japan, which drew over 45,000 visitors within just a few weeks.

· Participation in prestigious international events like WTM São Paulo, ITB China, and ILTM luxury tourism exhibitions.

· Organizing familiarization trips (FAM Trips) targeting travel agents and media professionals from these markets to introduce them firsthand to Egypt's unique tourism offerings."

Strategic Partnerships Towards Green and Sustainable Tourism

The Minister highlighted that partnerships with the private sector play a pivotal role in supporting the Ministry of Tourism's efforts to achieve environmental sustainability. Among the notable achievements:

· 41% of hotel establishments are applying clean energy standards.

· 30% of diving centers have obtained the "Green Fins" certification.

· Installation of solar energy stations at prominent archaeological sites such as the Pyramids and Sharm El-Sheikh Museum.

· Deployment of clean-energy vehicles for visitors at sites like the Giza Pyramids and Salah Al-Din Citadel.

Diversifying the Tourism Product: Environment, Sports, and Wellness at the Heart of the Plan

The Minister revealed that the Ministry is currently working on introducing innovative tourism models that respond to changing global tourist preferences, including:

· Ecotourism: In cooperation with the Ministry of Environment, areas like Siwa Oasis and the Ras Mohammed and Nabq Protectorates are being developed.

· Sports Tourism: Through major events such as the Gouna International Squash Open, the Pyramids Marathon, and the Egypt Crossing Challenge Rally.

· Medical Tourism: By promoting the sulfur springs and therapeutic areas in Siwa, Safaga, and the oases.

Shadow Cities Enter the Tourism Map: Fayoum, Minya, Siwa, and the New Valley

The Minister also explained that the Ministry is currently focusing on developing lesser-known cities and areas to ensure a more balanced distribution of tourist flows. Efforts include:

· Upgrading facilities and services in areas such as Fayoum, Minya, Siwa, and the New Valley.

· Facilitating access for people of determination (special needs) to archaeological and tourist sites.

· Supporting long-distance Nile cruises to integrate Upper Egypt cities into the cultural tourism map.

· Increasing hotel capacity with a strong focus on environmental standards and service quality.



Digital Technology: A Quantum Leap in the Tourist Experience

Regarding the importance of digital technology, the Minister said:

"Technology has become a cornerstone in enhancing the tourist experience. Key achievements include:

· Launching an electronic ticketing system for 112 archaeological sites and museums.

· Developing official websites that offer integrated services to investors and tourists.

· Launching promotional campaigns integrating AI and augmented reality technologies, such as the collaboration with Meta to revive archaeological sites via Instagram.

· Automating the licensing process for tourist establishments and launching an e-learning platform for industry workers."

International Exhibitions: Golden Platforms to Support Egyptian Tourism

Despite some challenges, Egypt continues its active participation in international exhibitions such as the Arabian Travel Market (ATM) 2025, where it is participating with a massive 800-square-meter pavilion featuring 77 exhibitors. These exhibitions play a crucial role in:

· Promoting Egypt across Gulf markets.

· Signing strategic tourism partnerships.

· Showcasing promising investment opportunities in the sector.

A Message to Investors... Seize the Golden Opportunity

The Minister emphasized that the Ministry of Tourism and Antiquities invites investors to capitalize on the current momentum in the tourism sector, with the state providing an attractive investment environment based on:

· A centralized platform displaying tourism investment opportunities.

· Simplified procedures under a "one-stop-shop" policy.

· Reviewing fees and processes to facilitate market entry into Egypt.

He further reaffirmed the government's full commitment to providing a safe and flexible investment climate that supports sustainable development and boosts the national economy.

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Jacques Claudel
General Manager of Mazagan Resort

Mazagan Resort ...

The Crown Jewel of Luxury Tourism on Morocco's Atlantic Coast

Set against the backdrop of Morocco's stunning Atlantic coastline, Mazagan Beach & Golf Resort stands as a beacon of luxury, blending the warmth of Moroccan hospitality with world-class amenities. In an exclusive interview with Al-Rihla newspaper, Jacques Claudel, General Manager of Mazagan Beach & Golf Resort, shares his insights into the resort's ambitious plans for regional and international expansion. He unveils the latest developments, new summer experiences, and the resort's evolving role in promoting cultural and sustainable tourism in El Jadida and beyond. Claudel also discusses Mazagan's strategic participation in Arabian Travel Market 2025 and how it aims to further elevate Morocco's position on the global tourism map.

"Arabian Travel Market is a key part of our global outreach strategy. It's an invaluable opportunity to connect with our partners in the Gulf region, share the latest updates from Mazagan and stay aligned with the evolving preferences of Middle Eastern travelers. For ATM 2025"

MAZAGAN

What distinguishes Mazagan Resort as a luxury destination on Morocco's Atlantic coast?

Mazagan Beach & Golf Resort is truly one of a kind. Set along seven kilometers of untouched Atlantic coastline, it blends authentic Moroccan charm with world-class luxury. Whether it's our expansive beachfront, lush gardens, championship golf course or indulgent SPA, every corner of the resort offers something special. What really sets us apart is our versatility, we welcome families, couples, groups and golfers, , while always delivering the same high level of service, privacy and elegance throughout every aspect of the experience.

How does the resort contribute to promoting El Jadida as an international tourist destination?

As one of the flagship resorts on Morocco's Atlantic coast, Mazagan plays a key role in putting El Jadida on the global tourism map. We collaborate closely with the Moroccan National Tourist Office and local partners to highlight the region's rich culture, history and natural beauty. We encourage our guests to go beyond the resort and discover the area through thoughtfully curated experiences, from exploring the Portuguese site to visiting artisanal villages and lively local markets. By attracting international travelers, we not only raise the profile of El Jadida but also help support its economic growth.

What are the latest upgrades or new projects the resort is undertaking?

We are delighted to share that we have completed a full renovation of all our rooms, offering guests a refreshed, contemporary design that still beautifully reflects Moroccan elegance. On the culinary front, our Executive Chef is reimagining several of our signature menus, bringing in new flavors and fresh ideas to elevate the dining experience. As we head into the summer season, we're also gearing up to reopen some of our most popular spots, like "Beach Barbecue", the iconic "Buddha-Bar Beach" and a new grill concept "Summer Grill by George" at the golf clubhouse. It's all about relaxed, upscale dining that food lovers are sure to enjoy.

On the activities side,

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guests can already choose from more than twenty different experiences tailored to all ages and interests, ranging from wellness and sports to fun family-friendly options. And starting this summer, we are excited to introduce padel on site, adding even more fun under the sun.

What is the resort's role in supporting sustainable and eco-tourism in the region?
Mazagan Beach & Golf Resort is proud to be a leader in promoting sustainable and eco-tourism in the region thanks to a long-term commitment to both environmental and social responsibility. We were recently honored with the EarthCheck GOLD Certification, the first resort in Morocco to receive it, which is a huge milestone for us. It reflects years of dedicated work to reduce our environmental footprint and positively impact the community. From advanced wastewater recycling and smart irrigation systems to composting, plastic reduction and energy-efficient solutions, we're always looking for innovative ways to make a difference. Our commitment goes beyond the environment through the Mazagan Academy where we help train underprivileged youth for careers in hospitality and we actively support local artisans and short supply chains. For us, sustainability isn't just a trend, it's a responsibility, that's why we continue to invest in staff training and push ourselves to reach even higher standards every day.

How important is your participation in Arabian Travel Market 2025?
Arabian Travel Market is a key part of our global outreach strategy. It's an invaluable opportunity to connect with our partners in the Gulf region, share the latest updates from Mazagan and stay aligned with the evolving preferences of Middle Eastern travelers. For ATM 2025, we are especially focused on showcasing our upgraded accommodations, personalized experiences and tailor-made offerings designed specifically for families and premium guests from the GCC and beyond.

How do you attract visitors from the Gulf and Middle East markets?
We start by deploying tailored marketing and communication strategies through our regional sales office and our dedicated public relations agency. We also leverage the strong brand recognition and reputation of Kerzner International Group, which holds significant appeal in the Gulf and Middle East markets. To ensure visibility and build long-term trust, we invest in targeted campaigns and collaborate closely with leading travel agencies across the region. Our participation at key industry events such as ATM is also a strategic opportunity to strengthen ties with existing partners and connect with new ones.

Our approach is rooted in a deep understanding of the region's travelers, who value privacy, personalized service, premium amenities and family-friendly environments. We offer spacious suites and family rooms ideal for families and groups, complemented by curated experiences that showcase the authenticity of our destination and the warmth of Moroccan hospitality.

What types of experiences do you offer for travelers seeking both luxury and culture?
Set along the Atlantic coast, the resort blends refined hospitality with authentic experiences that immerse guests in the richness of Morocco's heritage. Within the resort, guests can indulge in traditional Moroccan hammam, enjoy food and berverages highlighting local flavors and spices and admire interiors enhanced with handcrafted Moroccan décor, from zellige mosaics to intricate woodwork.
For those seeking deeper cultural connection, Mazagan offers private guided



MAZAGAN















excursions to the UNESCO-listed city of El Jadida, where Portuguese, Arab and Berber influences come together in striking architecture and history. Guests can also explore local souks, meet with artisans in nearby villages or enjoy horseback rides along ancient coastal trails, all tailored to personal interests and comfort.

Every cultural encounter is thoughtfully curated to offer a sense of place, while maintaining the standards of discretion, comfort, and luxury our guests expect. Whether it's sipping mint tea at sunset or discovering centuries-old crafts, Mazagan offers a luxury stay rooted in cultural authenticity, creating moments that are both meaningful and unforgettable.

How are you adapting to global tourism market changes post-pandemic?

The travel landscape has changed, and we have evolved along with it. Health and safety remain a top priority, with enhanced protocols seamlessly integrated throughout the resort. At the same time, we have embraced digital innovation to make the guest journey even more effortless and personalized. From our user-friendly mobile app to our advanced AI-powered chatbot, guests have access to real-time support, answers to common questions and tailored recommendations anytime they need it, before, during, or after their stay. Of course, technology is only part of the equation, our dedicated guest experience team plays a crucial role, going above and beyond from the moment of reservation to check-out to ensure every guest feels truly cared for. We are also seeing a growing demand for wellness-focused, open-air and secluded expériences, areas where Mazagan naturally stands out. Our post-pandemic strategy is built around three key pillars : flexibility, wellbeing and highly personalized service, all designed to meet the evolving needs of today's traveler.

Are there partnerships with travel agencies or tourism boards in the Arab region?

Absolutely. We have strong partnerships with top travel agencies and tour operators across the GCC, which are key to reaching high-potential markets and ensuring our offerings align with what guests are looking for. We also collaborate closely with the Moroccan National Tourist Office teams based in the region, working together on co-branded campaigns, media activations and roadshows that promote both Mazagan and Morocco as a destination

10. What is your vision for expanding the resort's regional and international presence?

Our vision is to position Mazagan Beach & Golf Resort as a leading luxury destination not only in Morocco but across the wider Mediterranean and Middle East region. We plan to strengthen our international footprint through digital marketing, strategic partnerships and participation in top-tier travel forums like ATM. Our focus remains on curating exceptional experiences, investing in our product and staying aligned with global trends while always remaining true to the spirit and soul of Moroccan hospitality.

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نغيّر عالم الضيافة

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حمدي خلف

المدير التجاري لشركة أجنحة الشام للطيران

يُعّد معرض سوق السفر العربي محطة أساسية في استراتيجيتنا للتوسع العالمي، وفرصة ذهبية للتواصل مع شركائنا في منطقة الخليج، وعرض أحدث مستجدات المنتجع، وفهم تطلعات المسافر الخليجي. وخلال نسخة 2025

Cham Wings Airlines ...

A Bridge Connecting Syria to the World and Reviving Tourism

On the sidelines of the Arabian Travel Market (ATM) 2025 in Dubai, Al-Rehla newspaper sat down with Mr. Hamdi Khalaf, the Commercial Director of Cham Wings Airlines, in an exclusive interview where he revealed the company's grand ambitions and strategic efforts to strengthen air connectivity between Syria and the world, expanding its regional and international presence, fueled by a clear national vision and a determination to overcome surrounding challenges.

In the vibrant halls of the Arabian Travel Market, amidst an atmosphere pulsing with energy and future aspirations, Cham Wings Airlines' stand emerged as one of the event's prominent highlights, attracting visitors and partners alike. It was there that we met Mr. Hamdi Khalaf, who passionately spoke about the company's journey since its inception, and its vision for boosting the aviation and tourism sectors in Syria and the region.

Khalaf affirmed that Cham Wings Airlines is steadily advancing in supporting tourism and travel by expanding its network of destinations and linking Syria with various regional and international capitals. Special focus is placed on facilitating the movement of the Syrian diaspora abroad and encouraging inbound tourism. He emphasized that the company does not merely operate flights, but aims to deliver an integrated travel experience that prioritizes passenger comfort, offering premium services such as comfortable seating, diverse meal options, in-flight entertainment, and complimentary transportation services at select destinations.

Regarding expansion plans for 2025, Khalaf noted that Cham Wings is initially focusing on regional growth, particularly in markets witnessing increasing demand for travel to Syria, with a forward-looking ambition towards broader global markets. The company aims to stimulate various types of tourism, including religious tourism from Iraq, Iran, and Pakistan, cultural tourism from Eastern Europe and Armenia, and medical tourism in collaboration with specialized Syrian medical centers.

Cham Wings' participation in the Arabian Travel Market is part of its endeavor to reinforce its position as a key player in the regional aviation sector, seeking to build new strategic partnerships, explore investment opportunities, and promote its tourism services and products. Khalaf believes that such exhibitions serve as ideal platforms for connecting

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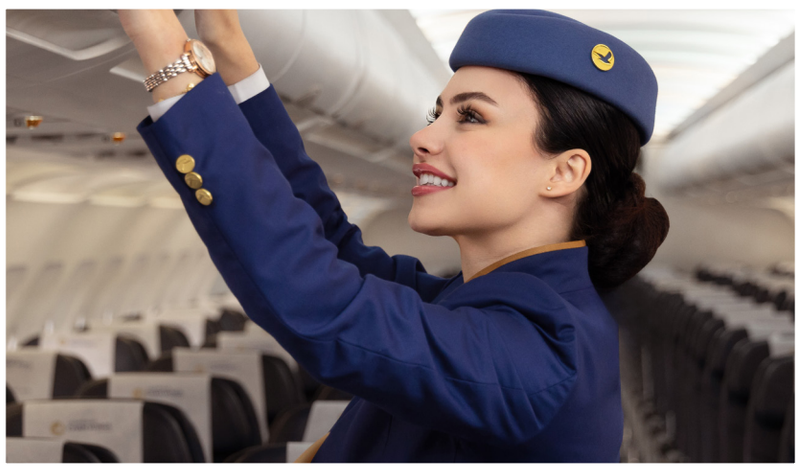
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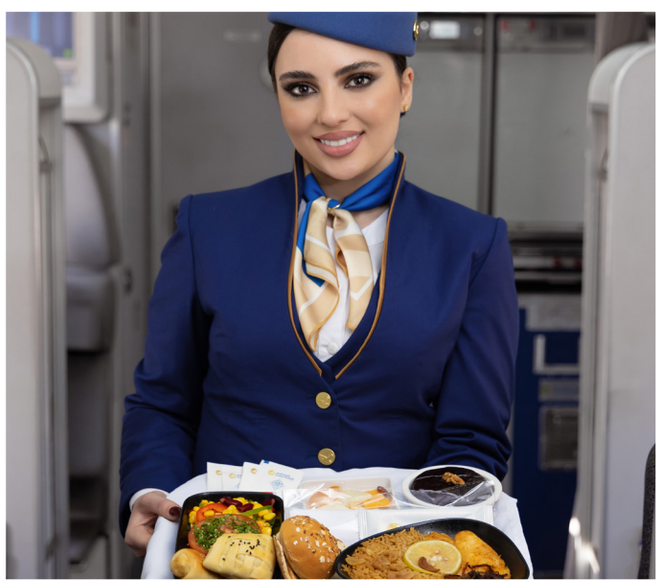


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with decision-makers and staying abreast of the latest innovations and trends in the travel and tourism industry.

Despite the challenging environment and economic sanctions imposed on Syria, Cham Wings Airlines has demonstrated remarkable resilience. Khalaf discussed the obstacles related to environmental sustainability, pointing out that economic sanctions hinder efforts to modernize the fleet and adopt more eco-friendly aviation technologies. Nevertheless, the company relies on effective regular maintenance programs to enhance fuel efficiency and reduce carbon emissions, while also working on reducing single-use plastics and replacing them with recyclable materials.

Moreover, technology holds a central place in Cham Wings' operational development plans. Khalaf explained that the company is upgrading its central reservation systems (CRS) and adopting aircraft tracking technologies and smart maintenance management, which contribute to improved scheduling and increased flight efficiency. In terms of customer service, the company strives to enhance its online booking platforms, offering seat selection, flexible reservation management, and easy access to additional services.

Khalaf also highlighted the company's particular attention to utilizing data analytics tools to better understand passenger behavior and tailor services and offers to meet customer expectations. Furthermore, Cham Wings is working on developing a comprehensive mobile application and an advanced digital loyalty program that rewards frequent travelers with additional benefits.

Partnerships have been, and continue to be, a fundamental component of Cham Wings' strategy to support integrated tourism. The company maintains a wide network of collaborations with travel agencies and hotels, both in Syria and in its destination markets, offering complete travel packages that include accommodation and transportation. These packages are especially promoted during peak tourism seasons, thereby stimulating demand and enhancing visitors' overall tourism experience.

In the context of enhancing Syria's image as a safe and attractive tourist destination, Cham Wings adopts innovative marketing initiatives. Through media campaigns and visual content showcasing Syria's rich cultural and natural heritage, the company seeks to convey a message to the world that, despite the challenges, Syria still preserves its beauty and historical wealth.

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- A Strategic Vision for Regional and Global Expansion Despite Challenges
- Technology and Sustainability: Measured Steps Toward a More Efficient Future
- Partnerships and Initiatives to Enhance Syria's Image as a Promising Destination

Cham Wings plays the role of a national ambassador at international travel exhibitions, such as ITB Berlin, Arabian Travel Market (ATM), and exhibitions in Moscow, Tehran, and Baghdad. As for the future, Hamdi Khalaf emphasized that Cham Wings Airlines is firmly committed to modernizing its fleet with newer, more efficient aircraft to meet the varying market demands in terms of capacity and range. The company will continue to expand its route network, focusing on destinations with high demand in religious, cultural, and medical tourism sectors.

To ensure greater operational independence, Cham Wings plans to develop its maintenance and training centers, ensuring the qualification of technical crews and cabin staff according to the highest international standards. Moreover, the company is looking to expand its codeshare agreements with regional and international airlines, offering customers a more flexible and diverse travel experience.

As Cham Wings Airlines weaves the threads of its future vision, its commitment remains steadfast: delivering distinguished services, supporting tourism, and enhancing Syria's position on the global travel map—with unwavering confidence and boundless ambition.

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Ralf Ostendorf
Director Market Management at visitBerlin

> We are delighted to once again participate in Arabian Travel Market 2025, alongside the German National Tourist Office, at stand number EU5150. This year's participation is special, as we celebrate the 200th anniversary of Museum Island, one of Berlin's most important cultural sites.

visit BERLIN

Berlin Celebrates Culture and Innovation in 2025

With a series of major events, exhibitions, and groundbreaking performances, Berlin is making waves in global tourism circles. According to Ralf Ostendorf, Director Market Management I at visitBerlin, 2025 is shaping up to be a landmark year for the German capital.

"We are thrilled to participate again at the Arabian Travel Market 2025, joining the German National Tourist Office at booth EU5150," Ostendorf begins. "This year's participation is especially meaningful as we unveil the 200th anniversary of Museum Island—one of Berlin's most treasured cultural sites."

This UNESCO World Heritage Site, home to five world-renowned museums, will host a range of special exhibitions and late-night events celebrating two centuries of artistic and historical heritage. The celebrations are expected to attract global attention, as Berlin reinforces its image as a cultural powerhouse in Europe.

Berlin as a Destination for Every Generation

Berlin's 2025 calendar is packed with exciting sports and cultural events, from the Berlin Tennis Open and the BMW Berlin Marathon to the much-anticipated NFL Berlin Game. Yet, a major highlight will be the world premiere of Cirque du Soleil's newest show, making its debut on a permanent stage in Berlin this autumn. This family-friendly production is expected to be a major tourist magnet. Ostendorf emphasizes Berlin's versatility: "One-third of the city is green space, which makes it ideal for multigenerational travel.

We offer something for everyone—from interactive children's museums and world-class zoos to luxury shopping on Kurfürstendamm and fine dining experiences." Families, solo travelers, and groups can all find something to enjoy in the German capital. Berlin's modern infrastructure, efficient public transport, and welcoming atmosphere make it one of the most accessible cities in Europe.

A Gateway for Arab and Muslim Travellers

Berlin is increasingly positioning itself as a welcoming destination for Arab visitors. "We're home to a vibrant Muslim community, comprising 8% of the population. There are over 80 mosques, countless halal-friendly dining options, and many Muslim-friendly hotels," Ostendorf notes.

To guide Muslim travelers, visitBerlin has created a dedicated platform: www.visitberlin.de/en/berlin-muslim-travellers. "It's a practical tool

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covering everything from halal restaurants and prayer spaces to family activities and outdoor adventures," he explains. The platform has been curated with care to make every stage of the journey as smooth and comfortable as possible.

Ostendorf also shares that they are producing exclusive interviews and content around halal tourism to further educate and inspire potential travelers from the Middle East.

A Surge in Young and Spontaneous Visitors

The latest findings from visitBerlin's "Qualitätsmonitor" indicate that Gulf tourists are becoming younger, with an average age of 40. They're also more spontaneous, booking their travel within a month of departure. Ostendorf adds, "We're seeing more multi-generational travel groups who want both leisure and wellness experiences. Many are also spending more time in culturally rich neighborhoods like Neukölln and Kreuzberg."

These areas are home to vibrant street life, authentic cuisines, and Arabic-language guided tours. "It's about experiencing the real Berlin," Ostendorf says, "and finding cultural touchpoints that resonate with visitors."

Medical Tourism: Berlin's Hidden Strength

Berlin is not just about leisure—it's also a hub for medical excellence. Each year, approximately 11,500 international patients arrive for specialized care, many from the Arab world. "Berlin is home to Charité, Europe's largest academic teaching hospital, ranked among the world's top 10 by Newsweek," Ostendorf highlights.
To simplify access, visitBerlin has launched www.berlin-health-excellence.com—a multilingual platform that allows direct communication with leading hospitals, bypassing intermediaries. "It's about transparency, efficiency, and building trust," he says.
In addition to medical services, Berlin also offers wellness centers, spa hotels, and therapeutic treatments, making it a comprehensive destination for health and relaxation.

Strategic Growth and Regional Collaboration

Berlin saw 12.7 million visitors in 2024, accounting for over 30.6 million overnight stays. Of these, 37,000 came from the GCC region, contributing to over 108,000 overnight stays. While the numbers show slight fluctuations, the region remains vital.

"We're expanding our presence through targeted digital campaigns, partnerships with airlines, and participation in trade fairs," Ostendorf affirms. "Our aim is to deepen collaboration with regional travel companies and influencers who understand the Middle Eastern travel market."

Through regular fam trips and industry workshops, visitBerlin works closely with travel agencies to design packages that cater to Arab tourists' needs.

Festivals and Exhibitions to Look Out For
Ostendorf encourages Arab visitors to experience Berlin's vibrant calendar of events. Notable mentions include:

- The Festival of Lights (October)
- Classic Open Air at Gendarmenmarkt (July)
- Karneval der Kulturen (June)
- Lollapalooza Berlin (July)
- NFL Berlin Game (Autumn)
- Museum Island's 200-Year Celebration (June–December)

"These events offer something special for everyone, whether you're a fan of sports, music, culture, or family-friendly entertainment," Ostendorf explains. Berlin's events often take place in iconic venues, combining history and modernity in unforgettable ways.

Conclusion: Berlin, A City of Discovery

"We want Arab tourists to know that Berlin is not only accessible—with direct flights from Jeddah, Doha, Dubai, and soon Abu Dhabi—but also deeply welcoming," Ostendorf concludes.
From the iconic Berlin Wall and Museum Island to lush green parks and shisha lounges, Berlin in 2025 promises unforgettable experiences rooted in diversity, innovation, and cultural pride. With ongoing efforts to make the city more inclusive and engaging for Arab visitors, Berlin stands ready to welcome the next generation of travelers with open arms.

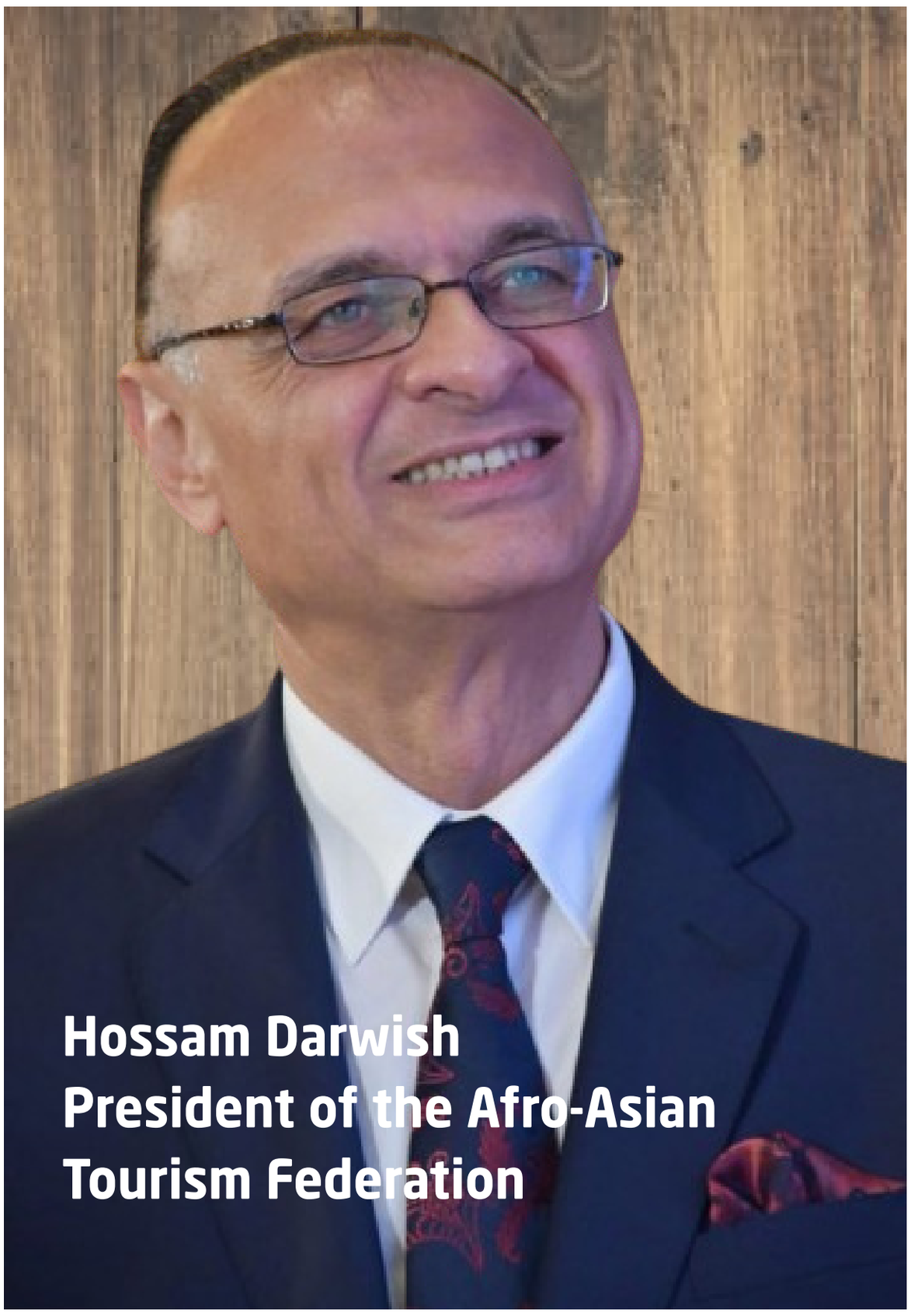
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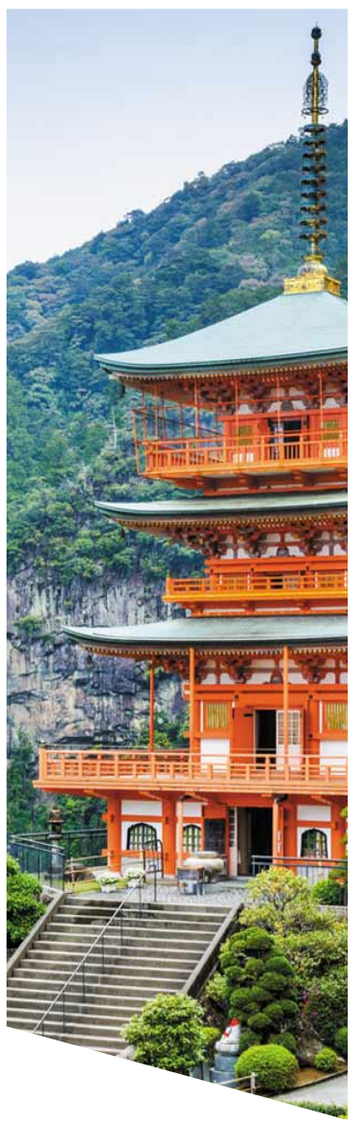


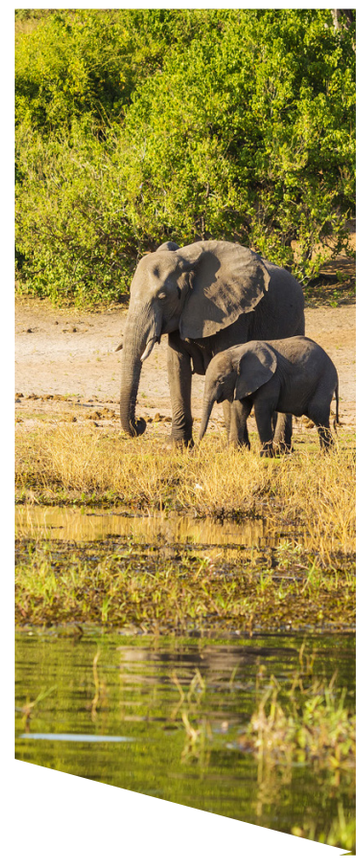
Hossam Darwish
President of the Afro-Asian Tourism Federation

AFASU ... Bridging Continents Through Sustainable Tourism and Strategic Alliances

As the global need for deeper economic and human integration continues to rise, the Afro-Asian Union for Tourism (AFASU) emerges as a pivotal force in reshaping cooperation between Africa and Asia. At the helm of this ambitious initiative is Dr. Hossam Darwish, who firmly believes that tourism today is no longer just a service industry, but a transformative tool for sustainable development, cultural preservation, and economic empowerment. In this exclusive feature, Dr. Darwish shares the Union's vision, current initiatives, and strategies for building a tourism model rooted in innovation, inclusion, and impact.

Uniting Africa and Asia Through a Shared Tourism Vision







The union's foundation lies in a simple yet powerful idea: building effective bridges between Africa and Asia through tourism. According to Dr. Darwish, AFASU's mission is to promote cultural and economic integration by designing joint tourism programs, exchanging expertise, and marketing cross-continental destinations through unified campaigns. "This is more than promoting attractions — it's about creating sustainable tourism corridors that foster mutual growth and understanding," he affirms.

Fostering Intra-Regional Tourism and Strategic Connectivity

One of AFASU's top strategic priorities is enhancing intra-regional tourism between member states. Dr. Darwish explains that the union is actively working to establish coordination platforms among national tourism boards, facilitate travel procedures, and organize regular forums that

> "Tourism is not a luxury, but a comprehensive development project capable of creating job opportunities, empowering women and youth, and preserving cultural heritage. It is a tool for building a more integrated and sustainable future, connecting peoples not only through travel, but also through vision, knowledge, and partnership."

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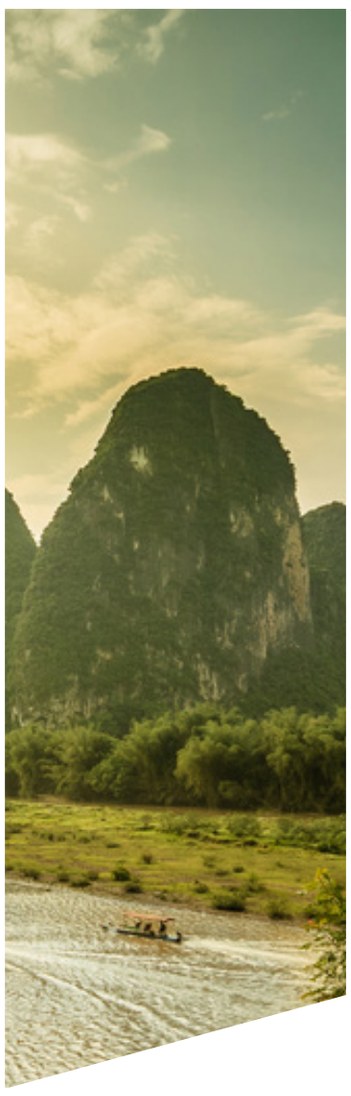
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bring together investors, policymakers, and tourism operators from both continents. These efforts aim to create long-lasting partnerships that go beyond seasonal exchanges and short-term campaigns.

Sustainability as a Moral Imperative and Strategic Priority

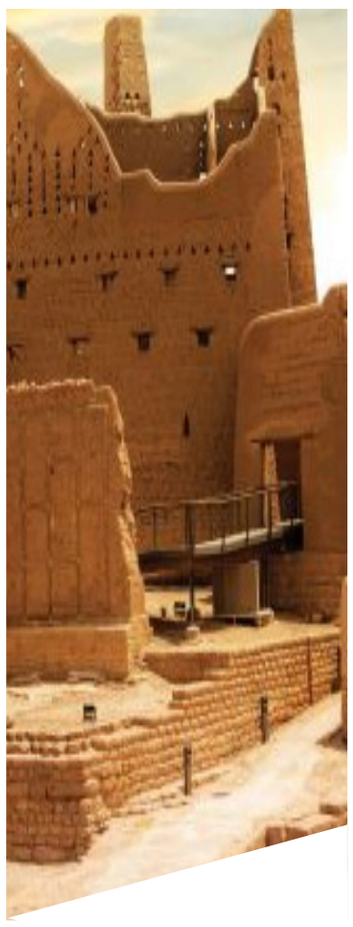
"Sustainability is not a trend — it's a responsibility," says Dr. Darwish. Under his leadership, AFASU champions environmentally responsible tourism by supporting green projects, training local professionals in sustainable practices, and engaging communities in eco-conscious development. The Union is also building strong collaborations with international organizations dedicated to climate-conscious tourism and heritage preservation, ensuring that tourism growth aligns with global sustainability goals.



Empowering Small and Medium Tourism Enterprises

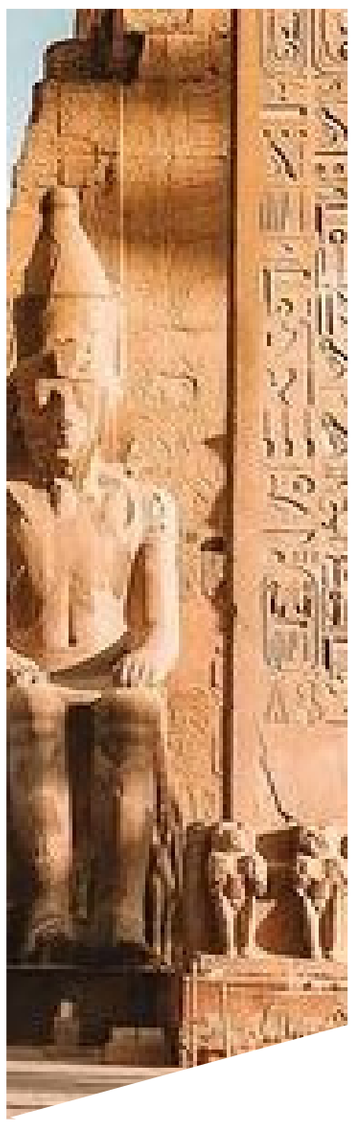
Recognizing that SMEs form the backbone of local economies across both continents, AFASU places great emphasis on supporting these enterprises through targeted training programs, improved market access, and digital integration. Dr. Darwish highlights the Union's role in connecting SMEs with digital platforms, global investors, and professional networks. He also points to the AFASU Golden Awards — a prestigious initiative that celebrates excellence, creativity, and quality in tourism innovation.

Education and Digital Transformation: Keys to the Future of Tourism



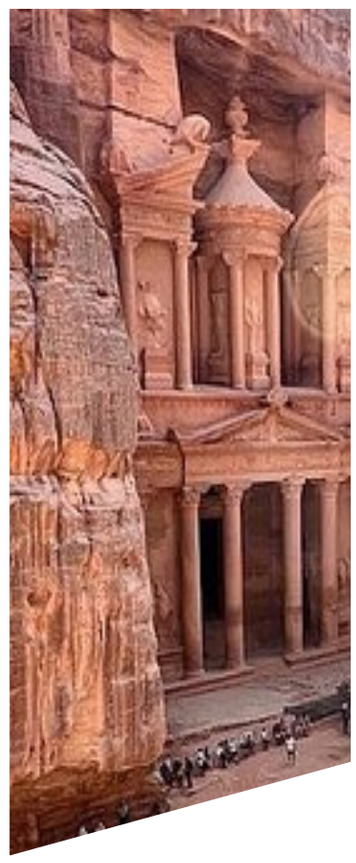
Education and Digital Transformation: Keys to the Future of Tourism

For AFASU, education and technology are the pillars of modern tourism. The Union is preparing to launch the AFASU Tourism Training Academy, in partnership with leading academic institutions and training centers. The Academy will offer digital programs in tourism marketing, management, and hospitality, with scholarships targeting youth and tourism professionals. At the same time, AFASU is advocating for the adoption of cutting-edge technologies such as AI, data analytics, and virtual reality to enhance traveler experiences and streamline destination management.



Building Global Alliances and Expanding Strategic Presence

Strategic partnerships are central to AFASU's global vision. Dr. Darwish emphasizes the importance of collaborating with international bodies, regional tourism unions, and multinational companies to transfer expertise, co-develop initiatives, and scale innovation. He also highlights the Union's participation in Arabian Travel Market 2025 in Dubai as a pivotal step in expanding visibility, engaging global stakeholders, and showcasing AFASU's groundbreaking programs to a worldwide audience.





In conclusion, Dr. Hossam Darwish reinforces his belief that tourism is far more than leisure — it is a powerful development engine that can uplift communities, empower women and youth, and preserve cultural identities. "We're not simply marketing destinations," he says. "We're crafting stories, building bridges, and shaping a future where tourism serves people, planet, and prosperity."

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“I expect the digital travel sector to witness a real boom thanks to advancements in artificial intelligence, virtual reality, and predictive systems. Personalized trips in real-time, self-organized itineraries, and virtual assistants accompanying you from planning to return will all be part of the travel experience of the future”

Mamoun Hmedan
Chief Business Officer



Wego...
Leading Digital Travel in the Middle East Through AI and Strategic Partnerships

From Wego’s bustling booth at the Arabian Travel Market 2025, Mamoun Hmedan, Chief Business Officer, painted a compelling picture of a digital transformation in motion. Wego, once a basic search engine, now stands as a leading digital travel platform in the Arab world, turning challenges into opportunities and redefining the booking experience for millions.

“We’re not just selling tickets—we’re curating digital experiences tailored for the Arab traveler,” Hmedan began, gesturing toward the platform’s fully Arabic interface. “We speak their language, understand their behavior, and respect the cultural nuances that define our region.”

Wego offers users a seamless journey through an intelligent comparison of thousands of flights, hotels, and booking websites—local and global alike. The entire platform is enhanced with artificial intelligence and machine learning, delivering personalized results that are both relevant and easy to navigate.
“In 2025, we’re rolling out a series of upgrades that go beyond functionality. We’ve introduced real-time price alerts, intelligent favorites, and exclusive deal trackers. Even more, we’ve integrated travel content directly into search results, so users can discover destinations with greater context and inspiration.”

For Wego, growth isn’t just measured in user numbers—it’s about deepening impact. Participating in major regional events like the Arabian Travel Market is a key part of their expansion strategy across the Gulf and North Africa. “These platforms allow us to build lasting relationships with tourism boards, airlines, and partners, while showcasing our latest tech solutions that benefit travelers and stakeholders alike.”

According to Hmedan, Saudi Arabia, the UAE, Egypt, and India are among the top markets in terms of user activity. This

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- **The Arab Travel Market Embraces a New Era with Wego**
- **Wego: From Search Engine to Smart Travel Advisor in Tune with the Arab User**
- **AI Unlocks New Frontiers in Personalized Travel Offers in the Region**
- **Wego Gears Up for 2025 with a Vision Driven by Data and Predictive Technologies**

trend highlights both the digital savviness of these nations and their increasing demand for international travel amid rapid socio-economic shifts. So, what sets Wego apart in a highly competitive travel search space? Hmedan points to the platform's hybrid model—neutral, transparent results; diverse booking options; and seamless integration with service providers across the globe. "We treat users not as customers, but as travel partners. Our aim is to build trust through every interaction."

Technology is at the heart of this mission. "AI and big data are the backbone of our user experience," Hmedan explains. "We analyze behaviors, anticipate needs, and offer curated deals in real-time. And we do it within a secure, privacy-first ecosystem."

Beyond smart algorithms, Wego has cultivated strong partnerships with major airlines and hotel chains across the region. These collaborations empower the platform to deliver exclusive rates, especially during peak travel seasons. "We're expanding our network to include more local and international suppliers to ensure travelers always have flexible, competitive options," Hmedan said.

Wego's demographic reach is also a core focus. "With younger audiences, we engage through dynamic visuals and instant discounts. For families and older travelers, our platform prioritizes clarity, ease-of-use, and reliable support. Our content and campaigns are tailored per demographic to maximize relevance and connection."

Looking ahead, Wego sees digital travel entering a revolutionary phase. "We anticipate an era of hyper-personalized trips, self-organizing itineraries, and virtual assistance that spans the entire journey. AI, VR, and predictive systems will redefine travel planning—and we aim to lead this transformation."

Hmedan concludes with a powerful vision: "Wego is more than a booking tool—it's a companion that walks with you from planning to arrival and beyond. We want to make travel more human, more intuitive, and deeply aligned with the passion and identity of our users." With this ambitious yet grounded approach, Wego continues to craft a unique model that merges cutting-edge technology, marketing intelligence, and collaborative strategy. It is no longer just a search engine; Wego is a gateway to curated journeys—personal, relevant, and authentically Arab.

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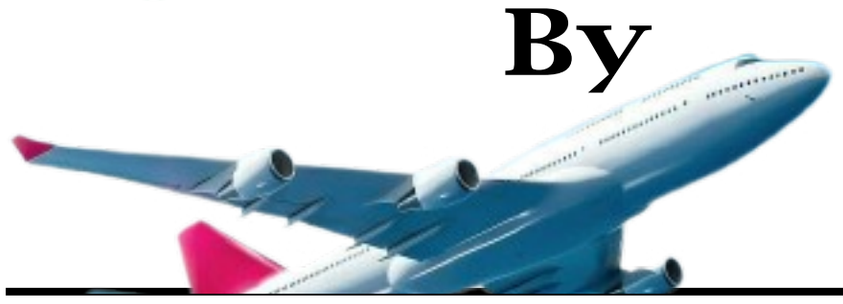
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Hind Al-Hamlan

Chief Executive Officer of Smartmed

> **We do not only provide medical services, but we also design comprehensive treatment experiences that begin from the moment the patient arrives until the completion of their treatment and their return to health. We are convinced that Saudi Arabia has all the components to be the primary destination for medical tourism, and this is what we work towards every day**

SMART MEDICAL
شركة سمارت ميديكال للرعاية الطبية

SmartMed ...

Saudi Arabia: The New Gateway to Global Medical Tourism

Amid the vibrant energy of Arabian Travel Market 2025 in Dubai, Hind Al-Hamlan, CEO of SmartMed, stood confidently among international media and investors. Her mission was clear: to share the story of a pioneering company that goes beyond offering medical services—it is redefining the concept of medical tourism in Saudi Arabia and across the region .

"We're not just offering medical care," Hind began with a confident smile. "We're designing complete healing experiences, starting from the patient's arrival, through treatment, and ending with their recovery. We believe Saudi Arabia has all the assets needed to become the number one destination for medical tourism, and we work every day to bring this vision to life."

For SmartMed, participation in Arabian Travel Market 2025 isn't just another exhibition appearance. It is a strategic opportunity to showcase their advanced healthcare solutions, blended with high-end tourism experiences, and to attract both partners and investors eager to be part of a thriving, health-focused future.

"Today's international visitors are no longer just looking for treatment—they're seeking safe, comfortable, and multi-dimensional environments where healing and relaxation go hand in hand," she explained. "Our role is to offer comprehensive medical packages that include coordination with top-tier hospitals, global expert physicians, luxury hotel stays, and aftercare—whether inside the Kingdom or abroad."

"Smart Medicine": Health Bridges Connecting the Kingdom to the World

Investment in Wellness: Comprehensive Treatment Packages Welcoming International Tourists

SmartMed is rapidly expanding its offerings, focusing on integrated services like rehabilitation, chronic disease management, and preventative care. These initiatives leverage Saudi Arabia's growing healthcare infrastructure and

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SmartMed's extensive partnerships with both local and global medical and hospitality providers.

Hind proudly discussed the ongoing collaborations with prestigious hotels and resorts. "Healing experiences are incomplete without superior hospitality. That's why we partner with hotels that provide health-focused amenities. Currently, we're working on developing therapeutic resorts in areas such as AlUla and Taif, where nature itself becomes part of the healing process."

Meeting the needs of diverse nationalities and cultures is a cornerstone of SmartMed's approach. The company employs multilingual staff and international consultants in a wide range of specialties to ensure that each patient receives personalized care aligned with their cultural and religious expectations.

"Each patient is unique," she emphasized. "We place their experience at the heart of our mission. That's why we're investing heavily in digital technologies like electronic health records, telemedicine, and AI-assisted diagnostics to offer fast, accurate, and intelligent care plans."

Vision 2030, she affirmed, is a strong catalyst for innovation. "The national strategy highlights health and tourism as pillars of development. We are translating this into action through our current and upcoming projects, aspiring to turn Saudi Arabia into a global wellness destination—not just for visitors from the GCC but also from Europe and Asia."

Regarding expansion, Hind revealed that SmartMed plans to launch new centers in major cities across the Kingdom, including Riyadh, Jeddah, and Dammam. Additionally, the company is exploring international branches in strategic countries to facilitate patient outreach and pre-arrival services.
Public health awareness is another major focus. Hind explained that SmartMed has launched educational campaigns in airports and hotels, promoting early detection and healthy living—embedding preventive care as a key pillar of the medical tourism experience.

Technology plays a crucial role in streamlining access to SmartMed's services. "Our digital platforms and interactive apps make consultations, booking, and communication more efficient and transparent," she said. "This ease of access significantly enhances the patient journey and boosts the appeal of our offerings."

In her closing remarks, Hind sent a clear message to potential investors: "At SmartMed, we welcome partnerships and investments that believe in the value of human health. Medical tourism is not just an economic sector—it's a humanitarian mission. And we are here to lead this transformation in Saudi Arabia." With this bold vision, SmartMed positions itself not merely as a healthcare provider, but as a central player in shaping the future of Saudi Arabia's medical tourism landscape. Supported by Vision 2030, modern technologies, and strategic expansion, the company is confidently moving forward—placing the patient at the core of every health journey.



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Tanawaf Hassan

General Manager of Grand Mercure Dubai

Grand Mercure Dubai ... Merging Local Culture with Modern Luxury

Amid the dynamic and rapidly evolving hospitality scene in Dubai, many hotel establishments are vying for prominence. Yet, Grand Mercure Dubai has succeeded in carving out a unique position by blending luxury with authentic local identity.

In an exclusive interview with Al-Rihla Newspaper, Nawaf Hassan, General Manager of the hotel, outlined the features of this unique experience, which artfully combines the traditions of Emirati hospitality with the world-class service offered by Accor Group.

Hassan explained that the Grand Mercure brand, a subsidiary of Accor, has focused since its founding in 1997 on creating hospitality experiences rooted in the cultural identity of each destination. Inspired by Mercury, the Roman god of travel, the brand developed a philosophy centered on offering guests stays that delve into the depth of local traditions through design, cuisine, and rituals drawn from the spirit of the location.

Today, with more than 70 hotels across 14 countries, Grand Mercure continues its expansion at a carefully measured pace, striving to become a true cultural gateway for every traveler seeking more than just luxurious accommodation.
Grand Mercure Dubai: Luxury Embracing Heritage

In Dubai, this concept is vividly brought to life at Grand Mercure Dubai. The hotel, featuring 257 luxurious rooms and 104 spacious residential apartments, presents a refined model of architectural design that fuses modernity with Emirati traditions.

The walls are adorned with artwork inspired by desert and marine environments, while natural materials and local textiles are used to create a warm and elegant atmosphere.

Hassan added that the hotel's facilities reflect this delicate balance, offering guests the chance to relax at Armonia Spa, utilize state-of-the-art fitness amenities, or enjoy a swim in one of two pools: either at the mezzanine pool with the vibrant "Huza" pool bar, or at the rooftop pool boasting panoramic views of Dubai's skyline.

In the realm of food and beverage, Hassan emphasized that the hotel pays special attention to offering experiences inspired by local heritage. "Walimah" restaurant presents Emirati dishes

> **What truly differentiates Grand Mercure Dubai is the holistic experience offered to guests; an experience that blends refined personal service with authentic Emirati character, all within a chic modern environment**

GRAND MERCURE
DUBAI AIRPORT

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with a modern twist, while "Gahwa" Café welcomes guests seeking an elevated traditional coffee experience.

Meanwhile, "Arya" and "Huza" bring vibrant energy and creativity to dining and drinks around the pools.

Accor: Global Support with Local Expertise

Discussing the role of Accor Group in supporting operations, Hassan stressed that being part of one of the world's largest hospitality groups provides the hotel with a significant competitive advantage.

This advantage extends beyond access to global distribution and booking systems to include digital marketing tools, talent development programs, and loyalty initiatives that help attract and satisfy a diverse base of guests.

He pointed out that the regional support provided by Accor enables the hotel to respond flexibly and swiftly to local market trends, enhancing its readiness to seize opportunities in a fast-growing market like Dubai.

UAE Regulations: A Guarantee of Excellence

Hassan affirmed that the regulatory environment in the United Arab Emirates forms a crucial pillar of the hospitality sector's success, imposing strict standards in areas such as health and safety, hotel classification, and service quality.

He emphasized that these regulatory frameworks not only elevate internal performance levels but also strengthen Dubai's reputation as a trusted global hospitality destination that attracts millions of visitors annually.

He noted that complying with these regulations requires continuous investment in staff training, infrastructure development, and ongoing innovation in service delivery – factors that Grand Mercure Dubai diligently upholds.

Leadership in Sustainability

On the topic of sustainability, Hassan explained that the hotel has taken tangible steps to enhance its environmental performance. These steps include the implementation of a Building Management System (BMS) and smart sensor technologies aimed at reducing energy and water consumption.

Moreover, the hotel has launched internal awareness programs for employees to ensure collective participation in achieving sustainability goals.

As a result of these sustained efforts, the hotel has been awarded the prestigious Green Key certification, in addition to the Dubai Sustainable Tourism Stamp, underscoring that sustainability at Grand Mercure Dubai is not just a slogan but a deeply ingrained daily practice.

Strategic Participation in Arabian Travel Market 2025

Looking ahead to the upcoming Arabian Travel Market 2025, Hassan expressed his enthusiasm for the opportunity the event offers to showcase the hotel's excellence – both in terms of unique hospitality experiences and steadfast commitment to sustainability standards.

He explained that this year, the team will focus on establishing connections with new emerging markets, particularly in South America and Eastern Europe, while also strengthening relationships with traditional source markets across the Middle East, Europe, and Asia.

He emphasized that diversifying the targeted markets is a key pillar in the hotel's growth strategy, especially given the rapidly shifting patterns in global travel behaviors.

Strategic Location and a Distinguished Hospitality Experience

In conclusion, Nawaf Hassan highlighted that the hotel's strategic location – close to Dubai International Airport, the Dubai World Trade Centre, and major shopping destinations – offers substantial practical value for both business travelers and leisure tourists.

However, as he eloquently put it, what truly distinguishes Grand Mercure Dubai is the holistic experience offered to guests:

An experience that seamlessly blends personalized, high-end service with authentic Emirati character, set within a modern and elegant environment – making every stay feel like a cultural exploration rather than a mere hotel visit.

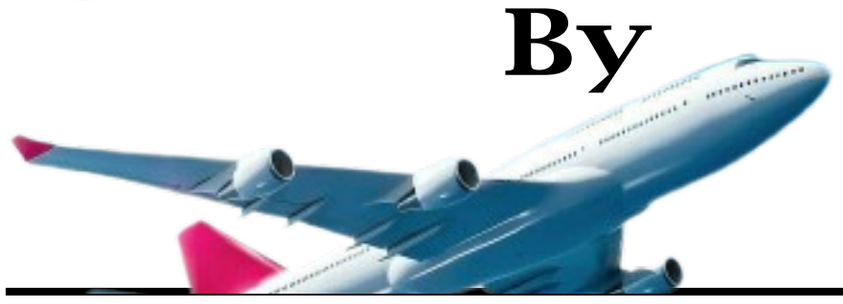
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Bandar Abdulmajeed
Chief Brand & Marketing Officer at AMSA Hospitality

> We believe that hospitality is not a product, it's an experience that is defined by every moment a guest spends with us. From the first greeting to the final farewell, our aim is to make it unforgettable. Our vision starts here in the Kingdom, but its reach is regional and international. We are here to make Saudi hospitality a benchmark of excellence

AMSA HOSPITALITY

AMSA Hospitality..
A Proud Saudi Brand Shaping the Future of Tourism and Hospitality in the Kingdom and Beyond

As Saudi Arabia accelerates its ambitious Vision 2030 agenda, local enterprises are stepping up to define the Kingdom's future across multiple sectors. Among the most promising is AMSA Hospitality, a proud Saudi brand that has positioned itself as a key player in shaping the tourism and hospitality landscape not only within Saudi Arabia but across the wider region. In an exclusive interview with Al-Rihla, Mr. Bandar Adnan Abdulmajid, Chief Brand & Marketing Officer at AMSA Hospitality, shares insights into the company's latest developments, regional expansion strategy, sustainability initiatives, talent development programs, and its broader vision for redefining guest experiences.

Global Hospitality Meets Local Charm: Mercure Khamis Mushait and Radisson Al Madinah

AMSA Hospitality has made significant strides in recent years, leading a new wave of hotel development that bridges international hospitality standards with authentic Saudi experiences. One of its flagship projects is the Mercure Khamis Mushait Hotel, located in the picturesque Asir region, just 15 kilometers from Abha International Airport. This property isn't just another hotel—it proudly holds the distinction of being the first internationally branded hotel in the city of Khamis Mushait. The hotel boasts 93 elegantly designed rooms, each reflecting the cultural richness and natural beauty of the region while incorporating modern aesthetics that speak to Saudi Arabia's evolving identity.

Equally notable is the recent opening of Radisson Al Madinah Hotel, the first Radisson-branded hotel in the holy city. Comprising 165 rooms, including 53 business suites, this hotel caters to a diverse clientele—from business travelers to pilgrims performing Umrah. Strategically located just 3 kilometers from the Prophet's Mosque and 750 meters from the historic Quba Mosque, it offers unmatched access combined with the privacy and serenity expected of a world-class accommodation.

Redefining Guest Experience: Where Comfort Meets Professionalism

AMSA Hospitality believes that exceptional guest experiences are crafted through

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unwavering attention to detail. The journey begins the moment a guest enters the hotel—elevated by meticulous safety protocols, state-of-the-art surveillance systems, and robust hygiene measures that meet and exceed global standards. Cleanliness and health remain paramount, especially in a post-pandemic world where guests demand transparency and safety above all. From the layout of the rooms to the amenities offered, AMSA's properties are thoughtfully curated to create an ambiance of tranquility and function. Modern décor, well-equipped gyms, gourmet restaurants, indoor pools, and business lounges come together to provide a balanced environment for both leisure and work. These features are supported by a highly trained, courteous staff committed to making every guest feel at home—a reflection of the legendary Saudi hospitality.

Sustainability at the Core: A Commitment, Not a Choice

In alignment with global best practices and Saudi Arabia's environmental goals, AMSA Hospitality has embraced sustainability as a core business principle. The company has undertaken several initiatives to reduce its environmental footprint, including eco-friendly construction techniques, the use of locally sourced and sustainable building materials, and the implementation of smart systems for water and energy conservation. But AMSA's green philosophy goes beyond infrastructure. It includes responsible waste management, training staff and guests on sustainability practices, and working exclusively with suppliers who uphold strong environmental standards. AMSA is continuously seeking innovative solutions to enhance its sustainability framework, underscoring that environmental stewardship is a long-term investment in the planet and the communities it serves.

Investing in Human Capital: The AMSA Hospitality Academy
One of AMSA's most impactful initiatives is the establishment of a dedicated training institution: The AMSA Hospitality Academy. Launched in Riyadh in 2024 through a partnership with Luxury Hotelschool Paris, a world-renowned hospitality education provider, the academy aims to nurture a new generation of skilled Saudi professionals ready to excel in the tourism and hotel management sectors. With internationally accredited curricula and hands-on training led by industry veterans, the academy serves as a launchpad for young Saudis aspiring to join the world of luxury hospitality. AMSA envisions the academy not only as a response to the rising demand for local talent but as a cornerstone of the Kingdom's ambition to elevate its service standards to rival those of the finest global destinations.

Regional Expansion and Strategic Partnerships in the Gulf

While AMSA Hospitality has solidified its presence in Saudi Arabia, the company is now turning its gaze outward. Leveraging strong strategic alliances and a deep understanding of regional market dynamics, AMSA is pursuing new opportunities across the GCC.

As Mr. Bandar notes, the next phase of growth focuses on expanding AMSA's operational footprint across neighboring Gulf states, in line with its broader objective to become a top-tier hospitality operator in the Middle East. The company's value proposition—blending world-class management with authentic cultural experiences—has proven both scalable and desirable in a region witnessing rapid tourism growth.

Saudi Hospitality with a Global Spirit: A Visionary Outlook
Ultimately, AMSA Hospitality aspires to be more than just a hotel operator. It seeks to become a cultural ambassador for Saudi hospitality, showcasing the Kingdom's values of generosity, warmth, and respect to the world. By fusing traditional Saudi elements with international hospitality excellence, AMSA is carving a unique niche for itself on the global stage.

"We believe that hospitality is not a product—it's an experience," Mr. Bandar Abdulmajid concludes. "That experience is defined by every moment a guest spends with us. From the first greeting to the final farewell, our aim is to make it unforgettable. Our vision starts here in the Kingdom, but its reach is regional and international. We are here to make Saudi hospitality a benchmark of excellence."

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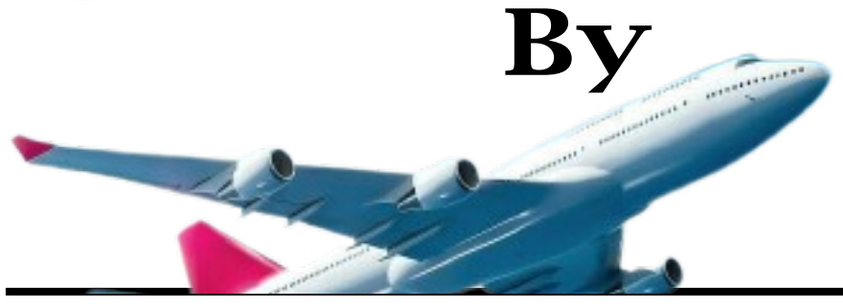
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Arabian Travel Market in Dubai: A Global Tourism Platform

The Arabian Travel Market (ATM) is considered the premier tourism event in the Middle East, held annually in Dubai. This event attracts numerous companies and professionals in the tourism industry from around the world, making it an ideal platform for enhancing communication and exchanging ideas and innovations in travel and tourism.

Market highlights

Founded in 1994, the Arabian Travel Market has seen steady growth in participation and visitor numbers since its inception. The event is part of Dubai's strategy to strengthen its position as a leading tourism hub in the region.

The Arabian Travel Market features a wide range of activities, including exhibitions, discussions, workshops, and panel sessions, all of which highlight current trends and challenges facing the travel industry. The market brings together a mix of exhibitors, including hotels, travel companies, and tourism facilities, alongside government institutions and tourism stakeholders.

Major events

The Arabian Travel Market is characterized by a diverse array of activities that include:

Exhibitions: where companies showcase their latest products and services.
Discussion sessions: where future trends and developments in the travel industry are debated.
Workshops: aimed at developing participants' skills and equipping them with the necessary knowledge to tackle market challenges.
Impact of the Market on the Local Economy
The Arabian Travel Market serves as a vital commercial platform that significantly contributes to boosting the local economy. The event helps attract investment in tourism infrastructure and increases the number of tourists coming to Dubai. Furthermore, it enhances interaction among stakeholders, which contributes to the development of tourism offerings and boosts competitiveness.

In recent years, the Arabian Travel Market has placed considerable emphasis on the concept of sustainable tourism. Topics related to innovation in eco-tourism and promoting responsible travel have been addressed, highlighting the importance of environmental protection and preserving cultural heritage amid global challenges.

With the rapid transformations occurring worldwide following the COVID-19 pandemic, the Arabian Travel Market is expected to continue adapting to changes in the tourism industry. Digital innovation and the adoption of modern technology will be key focuses for achieving future success.

The Arabian Travel Market in Dubai represents a unique opportunity to position the city as a global tourism hub. By fostering collaboration among various stakeholders and exchanging knowledge and experiences, the market supports Dubai's ambitious vision for a sustainable and prosperous tourism future. The success of this event reflects Dubai's commitment to developing the tourism sector, making it a preferred destination for travelers from around the world.

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يمكن إضافة رحلات يومية من 100 ريال سعودي

غير شامل سعر تذكرة الطيران

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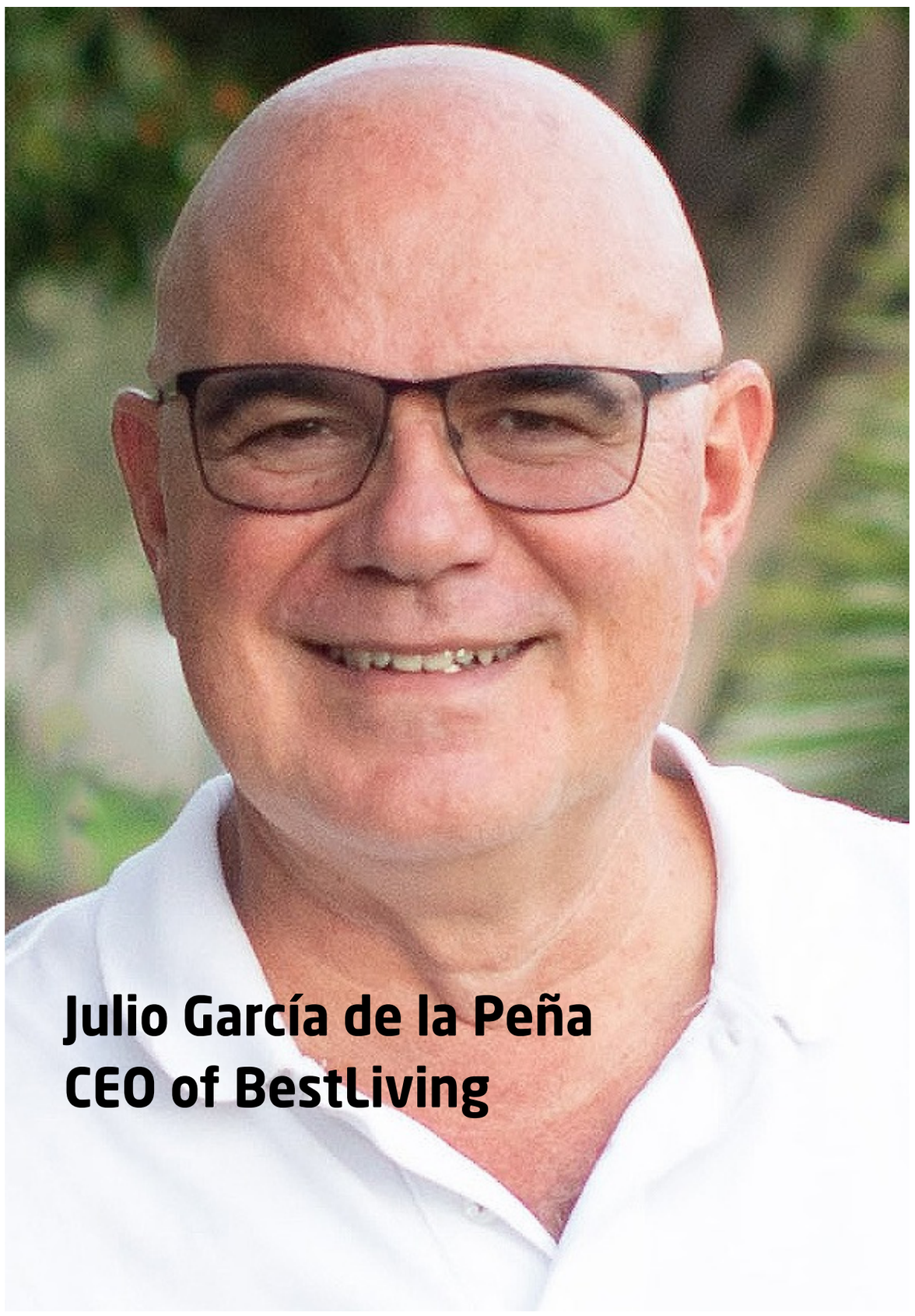
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Julio García de la Peña
CEO of BestLiving

> We are not in the business of selling walls. We're connecting worlds. Whether you're a Gulf investor exploring Europe, or a Marbella resident intrigued by the Gulf's energy and scale—BestLiving is your gateway. Let's build something lasting together

bestliving.es

Bridging Luxury Real Estate Across Continents: BestLiving's Vision for Gulf-Spain Synergy

In a rapidly globalizing world, few companies manage to redefine the way regions connect—economically, culturally, and strategically. BestLiving, a rising force in the luxury real estate and investment ecosystem, is doing exactly that. At the helm of this cross-continental movement is Julio García de la Peña, CEO of BestLiving, who speaks with Al-Rihla about reshaping investment patterns between Spain's Costa del Sol and the Gulf Cooperation Council (GCC) countries.

From Marbella to the Gulf: A New Era of Real Estate Diplomacy

"Real estate today is no longer just about buying or selling property. It's about building relationships, long-term value, and strategic access between markets," says García de la Peña.

BestLiving is capitalizing on the evolving appetite of Gulf investors for high-end European properties—especially along the Costa del Sol. The company has carved a niche by connecting high-net-worth individuals, developers, and agencies across Spain and the Gulf in a dynamic, mutually beneficial ecosystem.

"Our mission is simple but ambitious: to serve as a trusted platform where strategic investments are not only identified, but nurtured across both regions."

What GCC Investors Want—and How Spain Delivers

Julio emphasizes that the interest from Gulf investors is anything but superficial. "We're seeing a demand for properties that go beyond luxury—they must have architectural merit, investment logic, and lifestyle alignment. Marbella, Estepona, and Sotogrande tick all those boxes," he explains.

Properties range from signature villas in La Zagaleta, boutique hotels in Málaga, to forward-looking developments in residential communities. But more importantly, these aren't just homes—they're strategic assets.

"For our clients in the Gulf—whether from the UAE, Saudi Arabia, or Qatar—we offer an elevated experience. It's not about what's on the market; it's about what aligns with their vision."

Real Estate Tourism: A Rising Cross-Border Trend

BestLiving is also tapping into the tourism real estate segment, where buyers don't just invest—they live and experience.

"More and more Gulf clients are looking for second homes that double as hospitality-driven investments. A luxury villa with a branded hospitality service or a hotel in a prime tourist corridor is not just a lifestyle purchase—it's a portfolio enhancer," says Julio.

This hybrid of real estate and tourism investment is transforming how both regions approach property. "It's about

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creating emotional and financial value simultaneously," he adds.

Reverse Investments: Bringing the Gulf to Spain's Elite Residents While the Gulf is pouring into Spain, BestLiving is also facilitating reverse investment flow.

"There's a large community of international high-net-worth residents in Spain, many of whom are now exploring real estate opportunities in Dubai, Abu Dhabi, Riyadh, and Doha," says García de la Peña. "We curate Gulf-based opportunities for them—projects that offer tax incentives, capital appreciation, and entry into visionary urban developments."

This two-way model of investment is rare and represents what Julio calls "cross-continental real estate diplomacy."

Beyond Brokerage: Legal, Architectural, and Multilingual Support

BestLiving distinguishes itself with an end-to-end service model. "We're not brokers—we're partners," says Julio. "Our team supports clients in Arabic, English, and Spanish. We handle everything from legal structuring and architectural oversight to operational advice."

Understanding cultural nuances is critical, especially when working with GCC clients. "It's not just about speaking the language—it's about understanding expectations, timelines, and respect."

Collaborations, Not Transactions: A Future Built on Strategic Alliances

Looking ahead, Julio envisions a landscape built less on competition and more on collaboration.

"We're inviting Gulf-based real estate firms, brokers, and developers to explore co-branded projects, affiliate agreements, and joint ventures with us. Spain and the GCC are more aligned than ever in terms of ambition and aesthetics," he says.

BestLiving provides the structure and discretion necessary to make these collaborations succeed. "Whether you're looking to market a branded hotel project in Málaga or co-develop a luxury residential complex in Dubai, we have the network to make it happen."

Where Real Estate Meets Vision

In closing, García de la Peña reiterates what sets BestLiving apart: "We are not in the business of selling walls. We're connecting worlds."

He continues :"Whether you're a Gulf investor exploring Europe, or a Marbella resident intrigued by the Gulf's energy and scale—BestLiving is your gateway. Let's build something lasting together."







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Melida Kakabur

CEO of Technoheaven

> Everything we do aims toward a single goal: empowering tourism companies to focus on delivering exceptional customer service while we handle the complex technical aspects. We provide users with smart solutions that enable them to offer personalized experiences, increase sales, and achieve sustainable growth

Technoheaven ...

Shaping the Future of Tourism Through Smart Technology

Pioneers of Tourism Technology

In a world where seamless digital experiences define success, Technoheaven is transforming the landscape of travel and tourism through tailored, intelligent technology solutions. At the helm is Melida Kacapor, a leader whose vision is rooted in one principle: empowering travel businesses to thrive through automation, integration, and innovation.

For over a decade, Technoheaven has been at the forefront of B2B and B2C travel technology, delivering systems that fuel the operations of tour operators, OTAs, DMCs, and bedbanks. From dynamic packaging engines to full-scale travel ERPs and white-label portals, the company's product suite is both comprehensive and customizable. "We're not just a software provider—we are strategic partners who understand the operational pulse of our clients," says Kacapor.

Streamlining the Travel Ecosystem

Behind every seamless booking experience lies a powerful infrastructure—and that's where Technoheaven excels. The company's platforms simplify critical workflows such as inventory management, payment processing, CRM, and itinerary building. Designed for scalability and performance, these solutions empower clients to operate more efficiently while focusing on growth and customer engagement.

"Our systems consolidate multiple functions into a user-friendly interface, dramatically reducing manual work and boosting booking accuracy," explains Kacapor. "It's about creating space for businesses to focus on what truly matters: delivering great experiences."

Innovation on Display at ATM 2025

At Arabian Travel Market 2025, Technoheaven is unveiling a new generation of innovations designed to enhance automation, personalization, and data intelligence. These include AI-powered recommendation engines, advanced BI dashboards, and a revolutionary One-Stop

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Bedbank Solution that connects users to over 100 top-tier suppliers via a single API.

Also debuting is an upgraded B2B booking engine with intelligent rate mapping and dynamic supplier matching, enabling faster, smarter decision-making for agents and operators alike. "These innovations are a direct response to the demands of our global partners—more precision, more personalization, and more power at their fingertips," says Kacapor.

Expanding Horizons: From GCC to Global

With an established presence across the UAE, Oman, and emerging markets in Europe and Asia, Technoheaven is now setting its sights on deeper regional integration—particularly in the GCC. The company is already active in the Gulf but is planning a strategic expansion into Saudi Arabia and Qatar, driven by the surge in tourism infrastructure and digital transformation in these markets.

"Tech adoption in the GCC is accelerating rapidly," notes Kacapor. "We are aligning our systems with local needs and regulations to support the digital shift in tourism—from mega projects to boutique agencies."

Participation in leading events such as ATM, ITB Berlin, and WTM London continues to fuel the company's global visibility and collaboration opportunities.

Personalization, Security, and the AI Edge

Beyond connectivity and automation, Technoheaven is investing in advanced analytics and AI to redefine user experiences. Through features like predictive pricing tools, automated support bots, and customer behavior analysis, the platform delivers the insights that businesses need to grow.

"AI is not a buzzword for us; it's a core capability," says Kacapor. "Our clients benefit from systems that not only respond to their needs but anticipate them".

Equally important is cybersecurity. Technoheaven adheres to rigorous data protection standards, with SSL encryption, firewalls, and multi-factor authentication integrated into all its platforms. "We treat data privacy as a foundation, not an add-on," Kacapor stresses.

Powering Every Size of Tourism Enterprise

What makes Technoheaven stand out is its adaptability across business scales. Whether it's a start-up looking for a plug-and-play B2C portal or a multinational tour operator requiring a fully integrated ERP solution, the company delivers value through flexibility and modularity.

"We design systems that grow with our clients," Kacapor explains. "Scalability is at the heart of our architecture."

This commitment to tailored support reflects the company's broader mission: to be a growth partner for tourism businesses worldwide.

Final Thought: The Future Is Digital and Global

As the tourism sector rebounds and evolves, technology is no longer a support system—it's the engine. With players like Technoheaven leading the charge, tourism companies are better equipped to navigate the complexities of a fast-changing landscape. "The future of tourism is about smart planning, immersive journeys, and seamless service—and we're building the technology to make that future a reality," concludes Kacapor.

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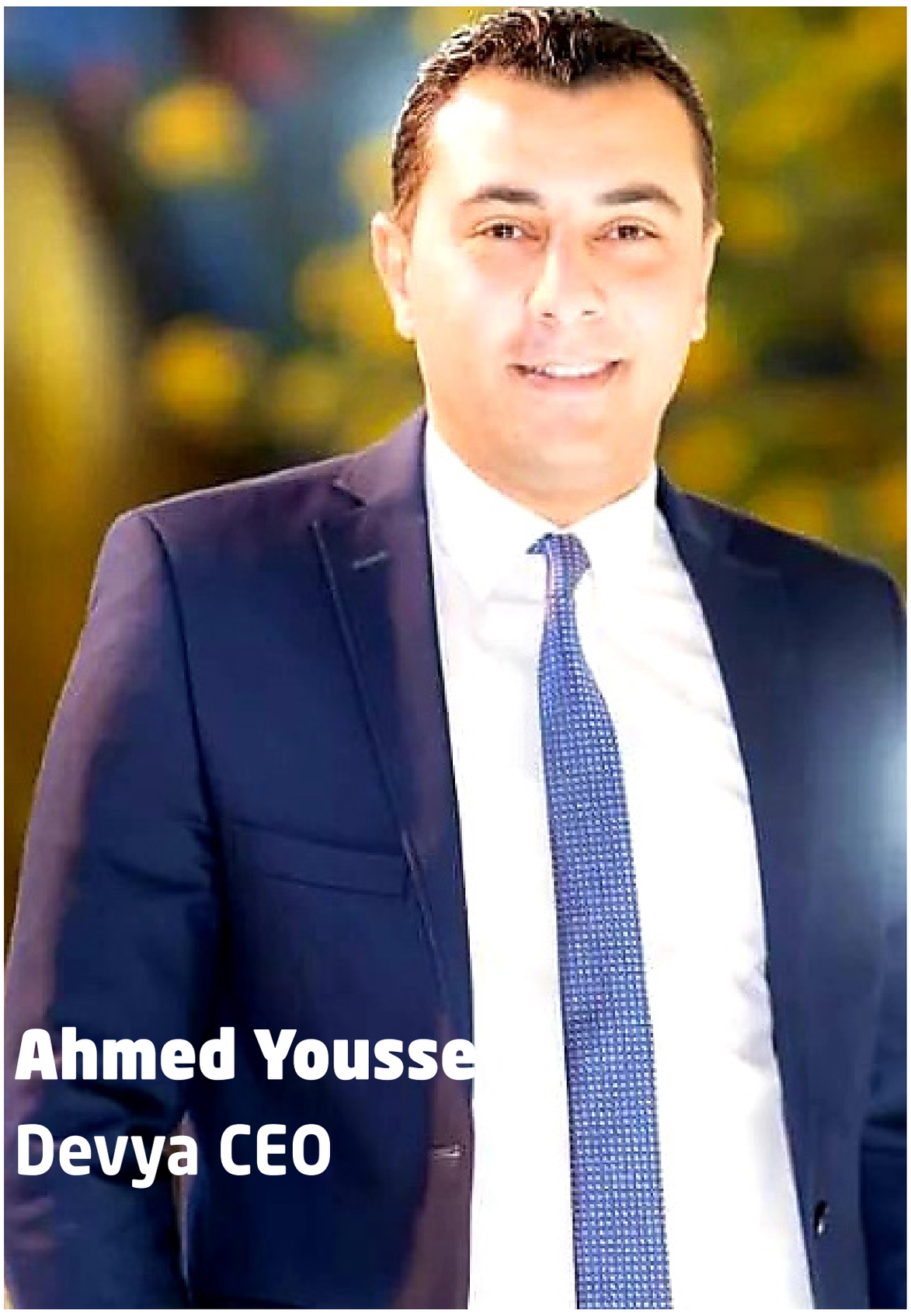
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Ahmed Yousse
Devya CEO

> "We strive to be the gateway for tourists to truly discover Egypt, not just through its landmarks, but through its people, culture, and society. We do not sell a tourist program; we create lasting memories"

DIVA Travel & Tourism

Diva for Tourism ...

From Sharm El-Sheikh to Egypt's Sustainable Tourism Map

In the heart of Sharm El-Sheikh—Egypt's tourism gem—Diva for Tourism shines as one of the most prominent names in the leisure travel sector. Positioned strategically on the shores of the Red Sea, Diva draws upon the city's natural appeal and advanced infrastructure to shape a modern vision for tourism. From its inception, the company has set out to elevate the experience of both Arab and international travelers by offering integrated services that go far beyond traditional tourism models.

What distinguishes Diva is its keen ability to anticipate market shifts and adapt to changing trends. The company is known for its interactive approach to travel, where the visitor is not merely a passive observer, but a part of the scene. Rather than offering generic hotel bookings or standard excursions, Diva curates immersive, sensory-rich experiences—from deep-sea diving and desert safaris to authentic Bedouin nights infused with local music and traditional cuisine.

Innovation, Experience, and Local Soul - How Diva is Redefining Leisure Travel

In an exclusive conversation with Al-Rihla Newspaper, Diva's CEO Ahmed Youssef elaborated on the company's philosophy: "Diva aims to be the gateway for tourists to truly discover Egypt—not just through landmarks, but through its people, culture, and community. We don't sell a package; we create a memory." He added, "We are committed to building long-term relationships with our clients, because we believe that a happy traveler is the best ambassador for our brand."

At the core of Diva's success lies a strong commitment to quality and innovation. The company consistently delivers services that align with international standards—whether in coordination, accommodations, or experience design. This focus has earned Diva a solid reputation among travel agents across the Middle East and Europe.

Although the company did not formally participate in the Arabian Travel Market 2025, it places great importance on tourism expos—especially those targeting Arab and European markets. "We are closely monitoring the Gulf mar-

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ket. We understand its size and value and are planning to attend future exhibitions—not just to promote ourselves, but to build strategic partnerships with travel agencies and digital platforms," said Youssef.

Looking to expand beyond Sharm El-Sheikh, Diva is working on launching new programs in other Egyptian destinations such as Hurghada, Marsa Alam, and Siwa Oasis. These programs will offer integrated travel packages allowing tourists to explore multiple regions within one itinerary, thereby increasing their length of stay and boosting the national tourism economy. Future plans also include creating a centralized booking system to streamline travel planning across Egypt.

Diva's forward-looking strategy is built on three core pillars: digitization, personalized experiences, and sustainability.

On the digital front, Diva is developing a modern platform that allows visitors to book and customize their travel programs based on personal preferences. To enhance personalization, the company assigns trained travel advisors to each group, offering live, tailored recommendations.

Sustainability is another cornerstone of the company's vision. Diva has begun implementing eco-friendly practices such as reducing plastic usage, supporting local craft initiatives, and employing community members in tourism-related projects. The company believes that responsible tourism is essential for long-term success and has launched a series of training workshops for local service providers to instill concepts of sustainable, conscious tourism.

One of Diva's standout initiatives is its commitment to inclusive tourism. The company is currently rolling out special programs for people of determination, ensuring safe, comfortable, and enjoyable travel experiences. These efforts include providing accessible transportation, working with partner hotels equipped for various needs, and training tour guides to assist guests with professionalism and empathy.

Family tourism is also a major focus. Diva is developing travel programs tailored for families with children and teenagers, combining fun with educational activities that ensure all family members benefit equally from their journey.

From Emerging Markets to Immersive Journeys: Diva's Future at the Heart of Arab Tourism

As for new markets, Youssef revealed that the company is observing increasing interest from tourists in Eastern Europe and Central Asia. Diva is actively studying these markets and working to establish local partnerships. At the same time, the company is looking inward, aiming to stimulate domestic tourism through competitive offers for Egyptian citizens.

In closing, the CEO emphasized that Diva does not see itself merely as a travel company, but as a cultural ambassador working to reshape the global image of Egypt through experiences that reflect its rich heritage and dynamic present. "We're not selling a product—we're shaping a moment. We believe the tourist is not just a consumer, but a person in search of a story, a memory to create. And we are here to ensure their journey with us becomes an unforgettable chapter in their life."

From the Depths to Virtual Reality: Diva Creates Travel Worth Living

With unwavering confidence, clear vision, and a passionate team, Diva is marching boldly toward a more inclusive and innovative future—one where the traveler is no longer just a guest, but a cherished part of the story.

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Nour Abu El-Ezz
Director of Royana Travel

> **Today, we are more committed than ever to remain at the forefront of tourism companies in the region and to provide our clients with experiences that exceed their expectations**

ROYANA TRAVEL

Royana Travel ...
A Turkish Vision with an Arab Soul to Redefine Leisure Tourism

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 company notes, "we are closely monitoring such events and planning future participation—particularly in markets like the Gulf, which we consider top priority."

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

Royana's new service trends focus on experiential tourism—offering visitors authentic, immersive activities such as cooking with Turkish families, staying in traditional rural homes, or learning ancient crafts in historical villages. The company notes that this type of tourism increasingly appeals to travelers seeking genuine cultural connection and authenticity.

On the technology front, Royana has made significant investments in enhancing its digital platform to streamline booking, payment, and customer communication. A newly developed smart app allows users to customize their journeys based on their individual preferences, with multilingual support and real-time assistance. Mindful of sustainability, the company has launched several eco-initiatives in collaboration with local communities. These include beach clean-ups, tree-planting in mountainous areas, and promoting eco-friendly transportation options.

Looking ahead, Royana aspires to become a regional benchmark for high-quality leisure tourism by expanding its partner network, strengthening its digital presence, and introducing exclusive incentives for loyal customers. The company has its sights firmly set on Saudi Arabia—a rapidly growing market—and is currently developing custom-made packages tailored to the needs and preferences of Saudi travelers.

Abu Al-Ezz concludes the interview with confidence and vision: "Our success wasn't accidental. It's the result of years of continuous work and a clear, unwavering vision. Today, we are more committed than ever to remaining at the forefront of the region's tourism sector and to consistently exceeding our clients' expectations."

Ultimately, Royana Travel tells a success story defined by innovation, passion for experience, and a firm belief in tourism as a vehicle for cultural connection, economic development, and personal renewal. From Antalya to Amman, and soon to every corner of the Arab world, Royana continues its journey with determination and limitless ambition.



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Ayman Hassan

The CEO of Cairo Nights

> “Cairo Nights’ investments do not stop, as the company constantly seeks to update its fleet of vehicles, ensuring that all cars are modern, comfortable, and safe. ‘Every vehicle we have is an ambassador for Egypt in the eyes of the tourist, which is why we pay attention to the finest details, from cleanliness to technology to the driver’s behavior”

Cairo Nights ...

When transportation transforms into a cultural and tourist bridge that redefines the journey in Egypt

- We Redefine Tourist Transport in Egypt with a Professional Touch that Speaks to Every Visitor
- Fleet Renewal and Driver Training: Building Trust Through Smart, Informed Service

In the world of travel, many assume the adventure begins upon checking into a hotel or stepping foot inside a famous landmark. But for Layali Cairo, the journey starts much earlier. According to Ayman Hassan, the company’s CEO, it all begins the moment a traveler steps into one of their vehicles. From that point on, every minute on the road becomes part of a curated cultural narrative, and every stop offers the promise of discovery. “We don’t just offer cars,” says Ayman with palpable enthusiasm. “We design the entire travel experience.”

Layali Cairo has quickly become a leading player in Egypt’s tourism transport sector, not just by offering reliable mobility, but by delivering complete packages including accommodation in hotels or furnished apartments and tailor-made tour programs across every Egyptian governorate. As Egypt witnesses significant growth in the tourism sector, Layali Cairo recognized early on that competitive pricing alone isn’t enough. It’s the finer details—hospitality, storytelling, and seamless coordination—that shape lasting impressions. The company offers a wide range of tour packages, including guided excursions in and around Cairo. Their drivers are not only skilled behind the wheel but are also trained tour guides, sharing insights and stories that enrich every journey.

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"For our guests from the Gulf, we pay special attention," Ayman explains. "We understand their expectations and create experiences that align with their interests. Our drivers know the hidden gems—the places that aren't on the typical tourist maps—and that gives us a real competitive edge."

Layali Cairo is placing significant emphasis on Arabian Travel Market (ATM) 2025, viewing the event not only as an opportunity for promotion but as a strategic platform to build partnerships across the region. "We want people to get to know us," says Ayman. "But more importantly, we want to establish connections with tour operators, hotels, and tourism stakeholders throughout the Middle East." In a fiercely competitive market, the company maintains its edge through a strategic blend of innovation and customer intimacy. "We assess our strengths meticulously," Ayman explains. "We constantly refine our offerings and focus heavily on building meaningful relationships with our clients. It's not just about the ride; it's about being part of a memorable experience."

One of Layali Cairo's ongoing investments lies in modernizing its vehicle fleet. Each car is not just a mode of transport but a mobile ambassador of Egyptian hospitality. "We ensure every vehicle is clean, comfortable, technologically equipped, and above all, safe," Ayman affirms. "Our clients deserve that level of care."

While transportation is at the company's core, Ayman believes that true tourism success lies in the holistic experience. "We design flexible packages suitable for families, seniors, youth, and even those with special needs. We understand each group has its own unique requirements, and we treat those as top priorities."

This client-centric philosophy has led the company to create deeply personalized experiences. Layali Cairo begins every booking by learning about the traveler's interests, then crafts an itinerary around those desires. "We don't believe in one-size-fits-all tourism. People today seek journeys that reflect their personal narratives, and we are here to make that happen."

Of course, challenges remain—particularly when it comes to international perceptions of Egypt. But Ayman sees these hurdles as motivators. "We're determined to change perceptions through experience. When a traveler visits extraordinary sites, is treated with respect, and feels secure, they become an ambassador for Egypt in their own country. That is powerful."

As our conversation draws to a close, Ayman emphasizes that Layali Cairo is not content with the status quo. The company is actively redefining tourism through thoughtful service, cultural engagement, and long-term vision. "We update our fleet, train our drivers as cultural liaisons, build regional alliances, and always plan for the next step."

Layali Cairo is more than a transportation provider. It is a gateway to the real Egypt: vibrant, warm, and full of untold stories. Through its blend of logistics expertise, hospitality, and strategic marketing, the company is paving the way for a new era of tourism in Egypt—one where the journey is just as unforgettable as the destination itself.



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