Al Rehla Special Supplement

Arabian Travel Market 2025 Dubai

30 أبريل 2025

Sponsore By

FUN & SUN
b2b.funsuntravel.com

KATARA HOSPITALITY

The FIrst And Largest Daily Tourism Newspaper In The Arab World



Launch of the "Arab Tourism Media Club" Officially at Arabian Travel Market 2025: A Unified Arab Media Platform for Promoting Regional and Global Tourist Destinations

Sri Lanka Unveils Renewed Tourism Vision at Arabian Travel Market 2025 Press Conference

Al Mahrouqi to Al-Rehla: Oman Charts a New Course Toward a Sustainable and World-Class Tourism Future

Al Rehla Special Supplement

Arabian Travel Market 2025 Dubai

أبريل 30 2025

2 Sponsore By

FUN & SUN
b2b.funsuntravel.com

KATARA HOSPITALITY

The FIrst And Largest Daily Tourism Newspaper In The Arab World

Launch of the "Arab Tourism Media Club" Officially at Arabian Travel Market 2025: A Unified Arab Media Platform for Promoting Regional and Global Tourist Destinations



Dubai - In a groundbreaking move aimed at enhancing the Arab presence in the global tourism scene, the official launch of the "Arab Tourism Club" took place at the Arabian Travel Market 2025 in Dubai. The club is a specialized media entity that brings together journalists, creators, and content producers from across the Arab world, under one umbrella, to support the promotion of Arab tourist destinations in a professional and sustainable manner.

The club's launch comes in line with regional efforts to stimulate the tourism sector, which is experiencing unprecedented growth. According to the World Tourism Organization (UNWTO), the number of international tourists reached 1.4 billion in 2024, with expectations of further increases this year, reinforcing the need for specialized media platforms capable of keeping pace with this momentum.

A Unified Arab Platform

The "Arab Tourism Club" is the first of its kind in the Arab world, designed as a specialized tourism media platform. It brings together a distinguished group of journalists, media professionals, digital creators, and tourism public relations experts. Its goal is to support the promotion of tourism efforts in Arab countries through creative content, field reports, and direct collaboration with governmental and private entities involved in the tourism industry.

The club adopts a vision that focuses on strengthening media partnerships and intensifying professional coverage of events, exhibitions, and tourist attractions in Arab countries, with a particular emphasis on promoting sustainable tourism and authentic cultural experiences.

The Arab Tourism Club includes a distinguished group of prominent names in the media and content creation industries, including:

- Mahmoud Al-Jishi - Founder and Editor-in-Chief of "Al-Rihla" Newspaper
- Osama Satt - Travel Program Host and Editor-in-Chief of "Al-Musafer" Magazine
- Duaa Al-Ajmi - Content Creator Specializing in Culture and Beauty
- Hind Al-Nassar - Travel and Culture Blogger
- Walid Al-Zubaidi - Media and Tourism Expert, Head of the Iraqi Tourism Forum
- Amal Abu Al-Majd - Digital Influencer in the Travel Industry
- Mansour Shaker - Tourism Media Expert and Event Organizer
- Nour Abu Al-Az - Travel Blogger and Travel Agency Owner
- Mohamed Al-Hadi - Content Creator Focused on Traditions and Customs
- Amna Al-Samarrai - Tourism Consultant and Travel Agency Director
- Abdullah Yaqoub - Content Creator and Travel Agent
- Ahmed Al-Amir (Sokounono) - Diverse Content Creator
- Mahmoud Al-Nashit - Public Relations Expert and Certified Tourism Media Trainer

The club adopts a range of initiatives and programs aimed at enhancing the quality of tourism media coverage, including:

- Training workshops in tourism journalism and digital content creation
- Organizing field trips for media professionals to explore key Arab destinations
- Annual awards to recognize outstanding media coverage and initiatives
- Hosting panel discussions on the future of tourism media and its challenges in the digital age

The Arab Tourism Club invites journalists, influencers, and tourism professionals from all Arab countries to join and contribute to this collective media initiative, which represents a transformative step in strengthening the role of media in supporting the Arab tourism economy.

For more information, visit the official website of the club: www.atmclub.org

FUN & SUN

b2b.funsuntravel.com

FUN & SUN

WHERE TRAVEL BEGINS

Holiday Experiences. Hotel Access. B2B Booking Power.

Tailored for Travel Professionals Across the Globe.

WHAT WE OFFER ?

HOLIDAY PACKAGES

Tailored experiences across Russia, Turkey, Thailand, Egypt & more

HOTELS & RESORTS

Real-time availability, contracted rates, and instant confirmation

DAILY TOURS & TRANSFERS

Curated activities, city breaks, and personalized ground services

Group Tours . Family Trips

FIT & Custom Travel

MICE Services

YOUR BOOKING POWER 24/7

- Instant Access to Hotel & Package Inventory
- Multi-destination Booking | One Login
- Smart Filters | Real-time Availability
- Built for Agencies — Built for You

b2b@funsuntravel.com

b2b.funsuntravel.com

Al Rehla Special Supplement

Arabian Travel Market 2025 Dubai

أبريل 30 2025

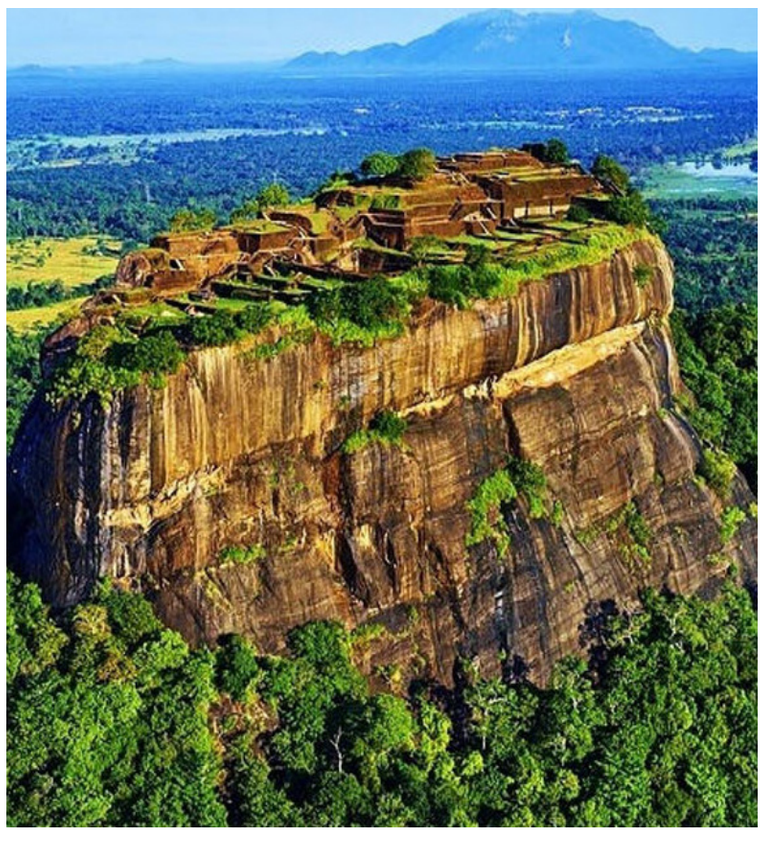
4 Sponsore By

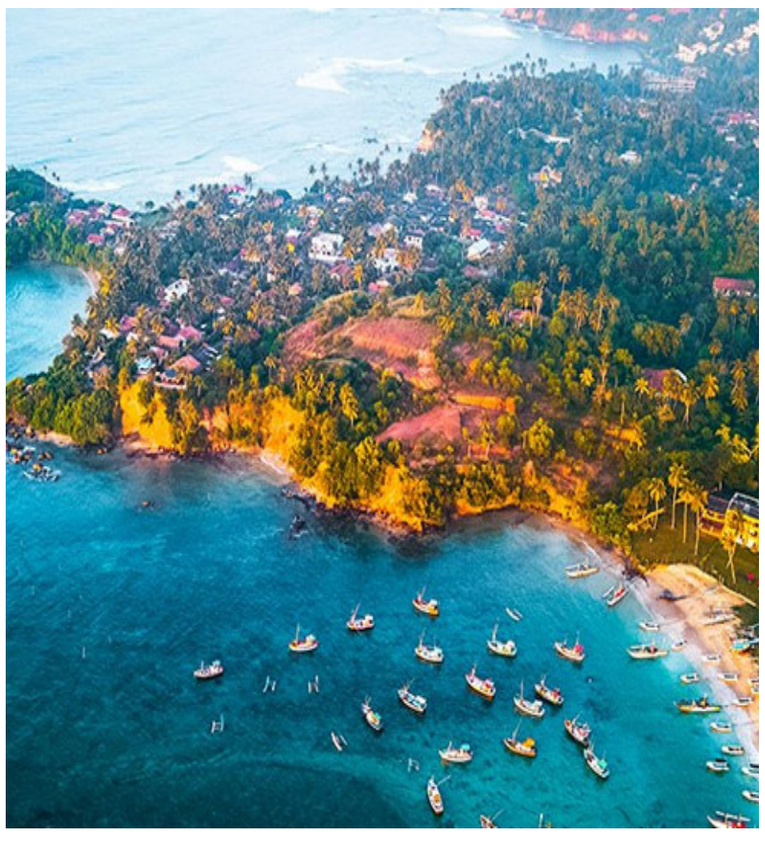
FUN & SUN
b2b.funsuntravel.com
KATARA HOSPITALITY

The FIrst And Largest Daily Tourism Newspaper In The Arab World

Sri Lanka Unveils Renewed Tourism Vision at Arabian Travel Market 2025 Press Conference









The Sri Lanka Tourism Promotion Bureau (SLTPB) hosted a press conference on the sidelines of Arabian Travel Market (ATM) 2025 in Dubai, reaffirming its commitment to expanding tourism partnerships and boosting arrivals from the Gulf Cooperation Council (GCC), the broader Middle East, and international markets. The conference highlighted key developments across Sri Lanka's tourism sector, including infrastructure upgrades, market trends, and evolving traveler experiences.

Addressing a packed media room, Sampath Nishshanka, Managing Director of SLTPB, outlined the country's strategic focus on community-based experiences, wellness and nature travel, and premium hospitality. "Sri Lanka is not just a destination – it is an experience, shaped by warmth, culture, and meaningful connections that today's discerning travelers seek," he said. "We take pride in our heritage and the genuine hospitality that defines us. As we present a renewed vision for tourism, we invite the world – here at Arabian Travel Market – to rediscover Sri Lanka with fresh eyes and open hearts."

The press conference emphasized SLTPB's collaboration with GCC-based travel agencies and airlines to enhance connectivity and curate personalized experiences for travelers in GCC and the wider region. It also spotlighted efforts to strengthen media and trade engagement through authentic storytelling and by reinforcing confidence in Sri Lanka as the ideal travel destination for GCC and Middle East traveller.

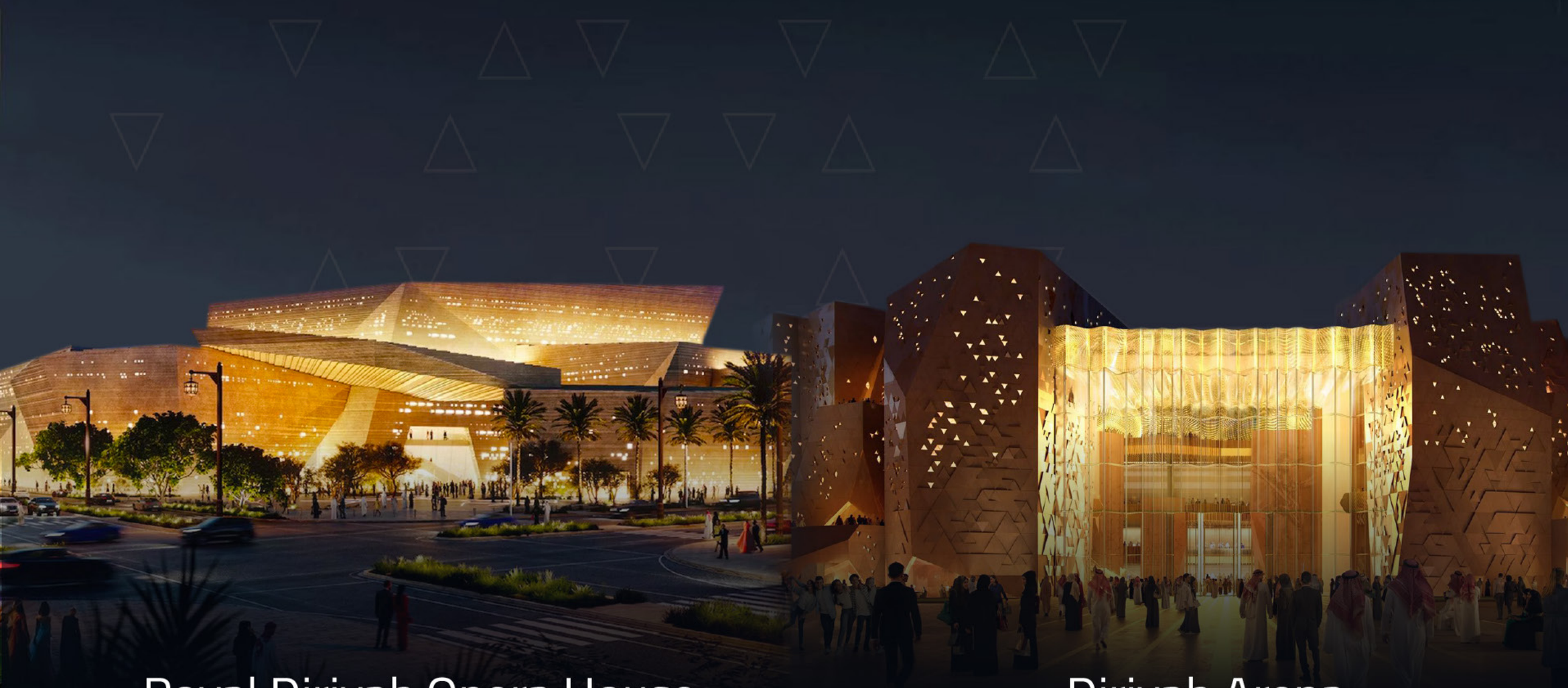
The Sri Lanka Pavilion at ATM 2025 features a mix of co-exhibitors – including boutique hotels, wellness retreats, and destination management companies (DMCs) – keen to forge partnerships across the region and beyond. SLTPB also unveiled initiatives targeting families, spiritual travelers, and adventure seekers, aligning with summer travel trends. Visa-free entry for GCC nationals, direct air links, and attractive luxury packages further reinforce Sri Lanka's appeal as a premier holiday destination.

Sri Lanka is steadily emerging as a top choice for travelers from the GCC and wider Middle East, offering halal-friendly services, safety, cultural richness, and breathtaking landscapes. With its year-round appeal, upscale accommodations, and expanding infrastructure, the island caters to a broad range of travel preferences from the region.

By participating in ATM 2025, Sri Lanka underscores its strategic focus on GCC and wider Middle East as key source markets. Through innovation, collaboration, and traveler-centric experiences, the country is charting a confident path toward a sustainable and thriving tourism future.

DIRIYAH

City of Earth



Royal Diriyah Opera House

Diriyah Arena

Diriyah marks its fifth participation in the

Arabian Travel Market



Al Rehla Special Supplement

Arabian Travel Market 2025 Dubai

أبريل 30 2025

6 Sponsore By

b2b.funsuntravel.com

The FIrst And Largest Daily Tourism Newspaper In The Arab World

The Malaysian Tourism Authority Highlights the "Visit Malaysia 2026" Campaign at Arab Travel Market 2025



The Malaysian Ministry of Tourism, Arts and Culture, through the Malaysian Tourism Authority, is once again participating in the Arab Travel Market to attract more tourists from West Asia. Additionally, the Malaysian Tourism Authority has launched its latest video, VM2026, which highlights unique travel experiences in Malaysia to be showcased during the Arab Travel Market 2025, taking place from April 28 to May 1 at Dubai World Trade Centre.

The Malaysian delegation is led by YB Dato' Sri Tiong King Sing, Minister of Tourism, Arts and Culture, accompanied by Dato' Manoharan Periasamy, Director General of the Malaysian Tourism Authority. The delegation includes 82 various organizations and companies, among them: five government tourism authorities, 34 travel companies, 35 hotels and resorts, five tourism product companies, two tourism associations, and one airline.

On this occasion, YB Dato' Sri Tiong King **Sing, Minister of Tourism, Arts and Culture, stated: "Our multi-faceted VM2026 strategy provides a comprehensive framework to enhance Malaysia's vision, improve destination accessibility, and elevate our tourism offerings."**

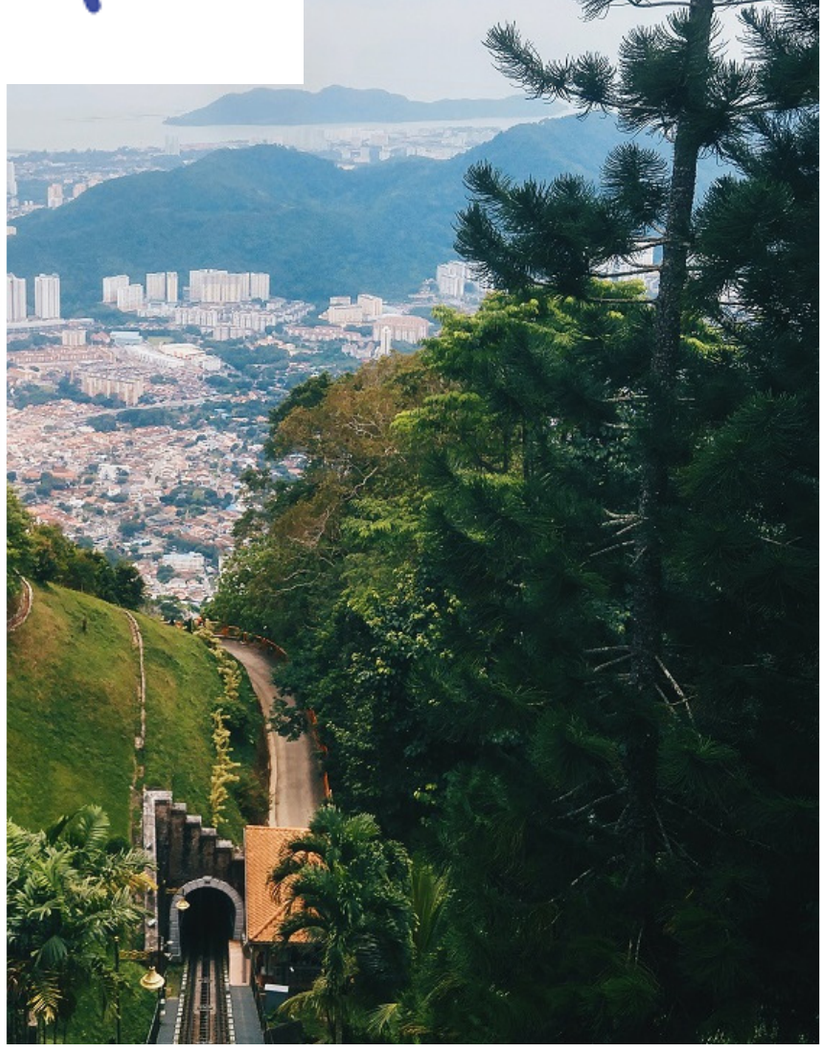
The Malaysian Tourism Authority's latest video, VM2026, emphasizes unique travel experiences in Malaysia to be featured during the Arab Travel Market 2025. It embodies the VM2026 slogan, which symbolizes Malaysia's vibrant culture, natural beauty, and global appeal, showcasing the country's readiness to welcome tourists from around the world.

The official symbol of the campaign is the Malayan Sun Bear, a very rare and endangered species. It reflects Malaysia's strong commitment to wildlife conservation. The bear is designed in a lively, adorable style aimed at capturing the attention of audiences of all ages, evoking feelings of warmth and joy, and enhancing Malaysia's image as an ideal family-friendly travel destination.









Sponsore By

FUN & SUN
b2b.funsuntravel.com

KATARA HOSPITALITY

The FIrst And Largest Daily Tourism Newspaper In The Arab World

Thrifty Car Rental.. Four Decades of Leadership and a Digital Leap into the Future



During the 32nd edition of the Arabian Travel Market (ATM) in Dubai, Al-Rehla Newspaper had the opportunity to sit down with Mr. Suhail, Operations Manager at Thrifty Car Rental UAE – one of the leading mobility service providers with over 40 years of excellence in the car rental industry.

40 Years of Excellence in Car Rental Services

Mr. Suhail opened the conversation by introducing the company:

"We are Thrifty Car Rental UAE, part of the Arenco Group. We take pride in being one of the most established and trusted names in the UAE's car rental sector, not just in terms of fleet size, but also in the quality of our service."

He added, "We have a presence at every international airport in the UAE, along with a robust network of over 50 locations across the country, allowing us to serve customers with speed and efficiency wherever they are."

A Strategic Presence at Arabian Travel Market

Commenting on Thrifty's participation in ATM this year, Mr. Suhail said:

"We participate in ATM every year, and we are genuinely excited about this edition. It offers a vital platform to showcase our brand and innovations on home ground. This is our territory, and we're proud to present ourselves to partners and potential customers alike."

He emphasized that the company's presence at the event is not just promotional but reflective of its ongoing commitment to innovation – through interactive experiences and product demonstrations.

Digital Transformation: A Smart Kiosk That Redefines the Rental Experience

In line with global digital transformation trends, Thrifty UAE has taken a bold step.

"We've introduced, for the first time in the region, a fully digital self-service rental kiosk," Mr. Suhail revealed. "It allows customers to complete the entire rental journey independently – from booking to vehicle delivery – in under an hour."

These kiosks are planned to be deployed in hotel lobbies and shopping malls, enhancing customer autonomy and convenience.

"The goal is to elevate the digital experience to the next level. Many people today prefer to manage things on their own, and our kiosks cater exactly to that behavior," he added.

He also noted that Thrifty is continually optimizing its website to ensure a seamless digital journey that meets evolving customer expectations.

Ambitious Growth Plans and Consistent Expansion

When asked about the company's expansion strategy, Mr. Suhail shared impressive figures:

"Growth is a constant at Thrifty UAE. Over the past three years, we've achieved a year-on-year growth rate exceeding 25%, and we plan to maintain – even strengthen – that trajectory."

He continued: "We currently operate a fleet of between 35,000 to 40,000 vehicles, and we aim to increase that by an additional 25% to 30% within the next 12 to 14 months. This expansion includes growing our footprint through digital kiosks and enhancing our service network across the UAE."

Delivering a direct message to ATM attendees and customers, Mr. Suhail said:

"This is a great time to be a customer in the car rental industry. There's unprecedented competition, a wide range of choices, and increasing service personalization."

"At Thrifty UAE, we offer a comprehensive suite of solutions tailored to meet the needs of every customer. We invite people to explore our services, and I'm confident they'll find a product that fits perfectly," he added.

Social Responsibility During COVID-19

On the company's community role during the COVID-19 pandemic, Mr. Suhail concluded:

"We launched several initiatives during the pandemic, especially during the month of Ramadan. While I won't go into all the details, I can say with pride that we fulfilled our social responsibility and supported the national efforts in ensuring public safety and well-being during a challenging period."

Al Rehla Special Supplement

Arabian Travel Market 2025 Dubai

أبريل 30 2025

8 Sponsore By

b2b.funsuntravel.com

KATARA HOSPITALITY

The FIrst And Largest Daily Tourism Newspaper In The Arab World

CloudKey CEO: Welcome to a new era of tourism destination development



Among those I met with at the Arab Travel Market was Mr. Mukhtar Amro, CEO of Cloud Key, a company specializing in leasing commercial, retail, food, and beverage spaces, as well as offering international franchises to the Egyptian market. Under the Capital Blue franchise, Cloud Key aims to expand its market. He said:

Main services we are showcasing this year at the Arab Travel Market:

Giza Zoo Renovation Project
The Red Fortress - Al-Ahli Sports City
Cloud K: Luxury Property Leasing and Management

Wonder Wing - Egypt's first hot air balloon and aerial sports experience near the Pyramids
Unique entertainment and sports experiences
We offer unique, comprehensive entertainment and sports experiences that redefine customer engagement. Our projects are deeply rooted in heritage, yet reimagined with global standards and modern, advanced concepts, providing unmatched value to both local and international markets.

Meaningful engagement with industry leaders and partners: Participating in the Arab Travel Market is a strategic move for us. It increases our brand visibility, provides new market insights, and fosters meaningful interactions with industry leaders and partners, especially as we expand in the Gulf region.

The Gulf is our primary focus this year. Our strategy includes strategic partnerships, alignment with government initiatives, and customizing offerings to meet market needs and cultural expectations.

Challenges and Opportunities:
The main challenges include market fragmentation, changing customer expectations, and global economic fluctuations. We address these by leveraging advanced digital platforms, improving the quality of our services, and adopting a diversified and flexible investment approach.

Digital tools and smart solutions have significantly enhanced the customer journey—from ticket booking to immersive on-site experiences. These technologies allow us to personalize engagement and streamline operations, giving us a key competitive advantage.

We are currently in the final stages of discussions with several partners and expect to announce new strategic collaborations focused on regional expansion and project investments in the coming weeks.

The Future of the Travel Industry:
Experiential travel, sustainability, and digital integration are key drivers. Travelers are seeking meaningful, personalized journeys, while operators need to adapt with tech-based, environmentally conscious offerings.

Sustainability is at the core of all our projects. We incorporate green infrastructure, reduce environmental impact, and collaborate with environmentally aware suppliers to ensure long-term sustainable environmental management.

A Word from the Heart of the Arab Travel Market 2025:
We are working to transform Egypt's entertainment and sports sectors through pioneering projects that blend heritage and innovation. Our promise is to deliver world-class experiences that leave lasting impressions — welcome to a new era of tourism destination development.

أجنحة الشام
CHAM WINGS®
AIRLINES

We are born

TO FLY HIGH



FLY BEYOND THE LIMITS

Al Rehla Special Supplement

Arabian Travel Market 2025 Dubai

أبريل 30 2025

10 Sponsore By

The FIrst And Largest Daily Tourism Newspaper In The Arab World



Salim bin Mohammed Al Mahrouqi, Oman's Minister of Heritage and Tourism

> "I believe that Arab countries collectively possess enormous tourism potential and that closer coordination can unlock unprecedented benefits"

سلطنة عمان
وزارة التراث والسياحة

Al Mahrouqi to Al-Rehla: Oman Charts a New Course Toward a Sustainable and World-Class Tourism Future

In an exclusive interview with Al-Rehla newspaper during the Arabian Travel Market 2025, Salim bin Mohammed Al Mahrouqi, Oman's Minister of Heritage and Tourism, outlined the Sultanate's ambitious and forward-looking approach to redefining its tourism sector. His Excellency emphasized that Oman is not merely seeking to increase visitor numbers, but rather building an integrated tourism ecosystem that reflects the nation's identity while delivering real, long-term value to the economy and society.

"Oman's Vision 2040 puts tourism at the heart of our economic diversification efforts," he said. "Our goal is to develop a sector that supports national income, creates sustainable jobs, and positions Oman as a competitive global destination."

Natural and Human Assets: A Rare Combination

The Minister underscored Oman's unique combination of natural beauty, rich heritage, and welcoming people as key strengths in the country's tourism strategy. Stretching from dramatic mountains to golden deserts, and from pristine coastlines to lush wadis, the Sultanate offers a rare geographical diversity that few destinations can match.

"But beyond landscapes, it's the Omani people who truly make the experience special," he noted. "Their warmth, authenticity, and respect for visitors leave a lasting impression. Tourists don't just see the country—they connect with its soul."

A Holistic Strategy Anchored in Sustainability

Discussing the roadmap for tourism development, Al Mahrouqi explained that the Ministry, in partnership with both public and private stakeholders, is implementing a comprehensive strategy focused on five pillars: infrastructure development, investment promotion, workforce upskilling, international marketing, and community empowerment.

"Sustainability remains at the core of our approach. We are not building a tourism sector that grows at the expense of the environment or local values. Instead, we aim for a balanced model where every development project respects Oman's heritage and natural ecosystem," he stressed.

Positive Indicators and Global Confidence

The Minister highlighted recent performance metrics that reflect the growing confidence of international markets in Oman as a destination. Visitor arrivals

Sponsore By
FUN & SUN
b2b.funsuntravel.com
KATARA HOSPITALITY

The FIrst And Largest Daily Tourism Newspaper In The Arab World



have risen significantly, and tourism revenues are on an upward trajectory, pointing to the sector's resilience and appeal.

"These are promi sing signs," he said, "but the true challenge is turning momentum into a stable platform for future growth. That's why we're focused on expanding hotel capacity, upgrading experiences, and ensuring tourists enjoy seamless journeys from arrival to departure."

Nature, Culture, and Adventure: The Omani Tourism Identity

One of the defining elements of Oman's tourism strategy is its focus on nature-based, cultural, and adventure tourism—niches that align closely with the Sultanate's identity. Whether it's hiking in the Al Hajar Mountains, exploring ancient forts and souqs, or diving in marine-rich waters, Oman offers immersive experiences that go beyond the ordinary.

"These types of tourism don't require flashy investments," said Al Mahrouqi. "They require intelligent curation and deep authenticity, which Oman offers in abundance. Tourists today seek meaning and connection, not just luxury."

Ease of Access and Targeted Market Expansion

To support growth, the Ministry has streamlined visa processes and invested heavily in digital promotion and international partnerships. Oman has also strengthened ties with airlines, booking platforms, and tourism operators to enhance accessibility and visibility.

"We're diversifying our source markets. While the GCC and Europe remain vital, we are actively expanding into Asia and other high-potential regions," he explained. "It's not about volume alone—it's about quality tourism that aligns with our national vision."

Empowering Local Communities: A Key Success Pillar

A major thrust of Oman's tourism vision involves integrating local communities into the tourism value chain. The Minister emphasized that citizens should not just work in the sector but play an active role in shaping it—from product creation to storytelling and hosting.

"Our people are proud custodians of this land, and their participation brings unmatched authenticity," he said. "We're supporting SMEs, promoting women's and youth involvement, and encouraging homegrown tourism initiatives across rural and urban areas."

Future-Ready Infrastructure and Smart Tourism

Looking ahead, the Ministry is prioritizing infrastructure upgrades, especially in roads, airports, and hospitality facilities. Parallel to that, there is a strong push toward smart tourism—leveraging digital technologies to enhance the visitor experience at every touchpoint.

"Digital tools today are essential," Al Mahrouqi stated. "From booking and reviews to navigation and cultural interpretation, technology helps deliver a seamless and personalized journey. Oman is investing in this future."

Regional Tourism and the Call for Greater Arab Cooperation

In conclusion, the Minister emphasized the importance of regional tourism and deeper collaboration across the Arab world. He believes that Arab countries collectively possess enormous tourism potential and that closer coordination can unlock unprecedented benefits.

"Today's traveler wants multi-destination journeys and seamless cross-border experiences," he said. "We need to reduce barriers, align regulations, and co-create regional circuits that showcase the Arab world's diversity."

Al Mahrouqi expressed Oman's readiness to be part of such collective efforts and called on stakeholders across the region to adopt a broader, more inclusive vision of tourism—one that connects cultures, fosters economic growth, and strengthens bonds among nations.

Al Rehla Special Supplement

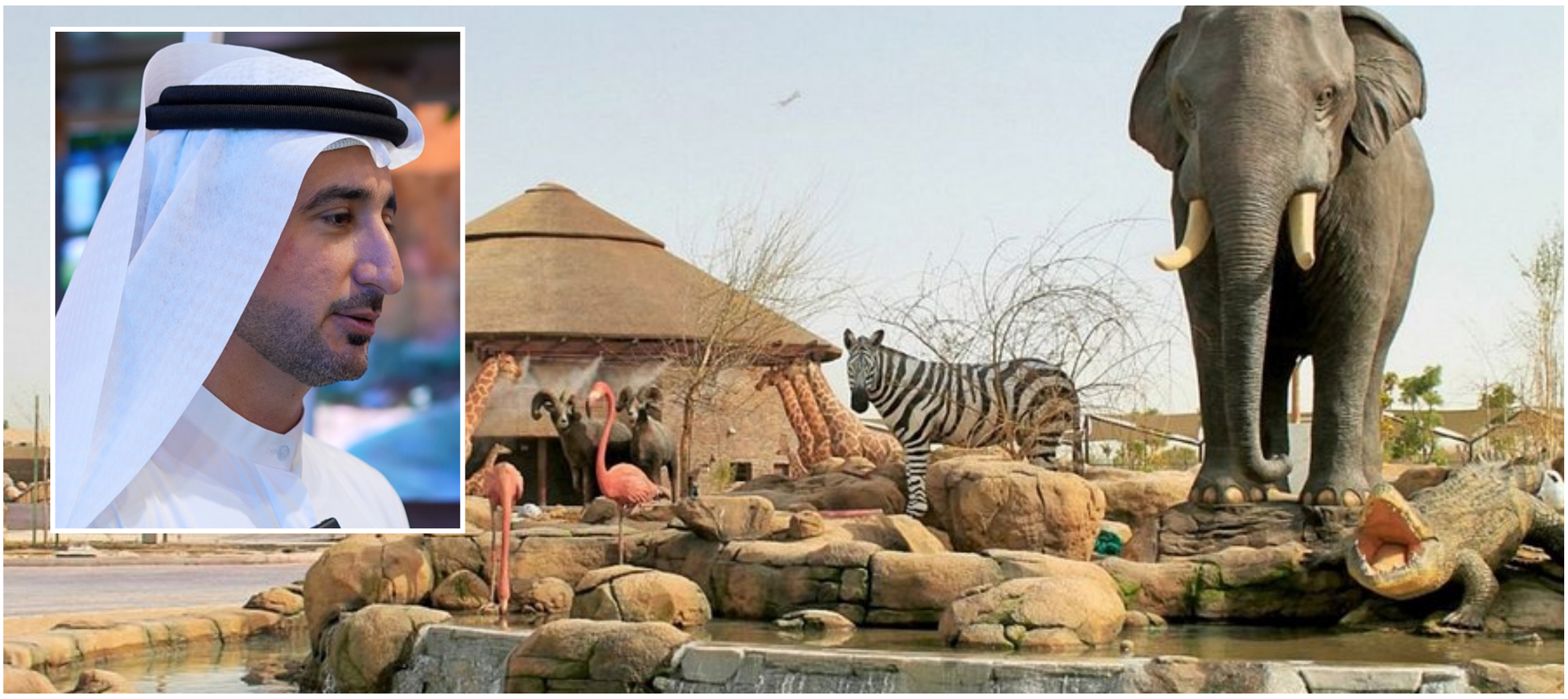
Arabian Travel Market 2025 Dubai

30 أبريل 2025

12 Sponsore By

The FIrst And Largest Daily Tourism Newspaper In The Arab World

Dubai Safari Park: A Sustainable Destination and Unique Educational Experience in the Heart of the Emirate



As part of the 32nd edition of the Arabian Travel Market (ATM) in Dubai, Al-Rehla Newspaper had the opportunity to speak with Mr. Ahmed Fawri, Director of Industrial Parks at Dubai Safari Park — a destination that seamlessly blends entertainment, education, and wildlife conservation. During the interview, he highlighted the park's latest achievements and ongoing developments that have positioned it as one of Dubai's most distinctive and impactful tourist attractions.

Mr. Fawri opened the conversation by emphasizing that Dubai Safari Park is no longer just a leisure destination, but a model for sustainable tourism and wildlife preservation.

"We aim to provide not only an entertaining experience but also an educational journey that raises environmental awareness among visitors of all ages," he explained. He added, "I'm proud to share through your esteemed platform that every ticket purchased directly contributes to wildlife conservation. This initiative reflects our deep commitment to environmental responsibility and ensures that every visit to the park carries a meaningful and global impact."

A Record-Breaking Season of Growth

The sixth season of Dubai Safari Park marked a significant milestone, witnessing a 67% increase in sales through travel companies — a testament to the park's ongoing development and elevated visitor experiences.

"This accomplishment didn't happen overnight," said Fawri. "It's the result of continuous efforts to evolve the visitor journey. Each season, we introduce new attractions and activities to keep the park dynamic, immersive, and relevant to modern travelers."

Night Safari Experience: A Moonlit Adventure in the Wild

Among the most talked-about additions this season was the "Night Safari" — an experience that quickly sold out throughout its run due to overwhelming demand.

"The Night Safari was designed to shed light — quite literally — on the nocturnal behaviors of animals that aren't typically visible during the day," Fawri said.

"We created a safe and informative experience where visitors could explore the park in a completely different atmosphere. With carefully calibrated low-impact lighting, we ensured an authentic night-time encounter that respected the animals' natural rhythms."

He continued, "We had over 17,000 visitors participate in the Night Safari alone. It was an exciting opportunity to showcase animals that thrive at night while educating guests about their unique adaptations — all without compromising animal welfare."

Animal Welfare: A Non-Negotiable Priority

Mr. Fawri was adamant that animal welfare remains the park's highest priority.

"None of our experiences are implemented at the expense of animal comfort or health," he stated. "Our dedicated veterinary and animal care teams ensure that every species enjoys an environment tailored to its specific needs."

He also highlighted the park's broader mission of environmental education.

"We strive to help visitors understand that animals are not merely part of an exhibit. They are sentient beings who share this planet with us and deserve care, respect, and protection."

Looking Ahead: Innovation and Global Leadership

In closing, Mr. Fawri expressed his aspirations for the future of Dubai Safari Park — aiming not just to sustain, but to lead globally in experiential, ethical tourism.

"We're constantly seeking innovative ways to enhance our offerings. Our goal is to position Dubai Safari Park as an international benchmark — a place where environmental stewardship, education, and unforgettable experiences come together."

KATARA HOSPITALITY

كتارا للضيافة



50 عاماً YEARS

نغيّر عالم الضيافة

نطوّر عالم الضيافة.

الفخر هو ما نشعر به عند استذكار ماضينا؛ والشغف هو ما يبني حاضرنا؛ أما الغد، فله منّا كلّ التميّز.

كتارا للضيافة. نُجدّد التاريخ. نُلهم الأجيال. نُرحّب بالعالم.

RAFFLES HOTELS · Fairmont DOHA · RIXOS GULF HOTEL DOHA · RIXOS PREMIUM QETAIFAN ISLAND NORTH · QETAIFAN PROJECTS · THE RITZ-CARLTON DOHA · Sheraton Grand DOHA RESORT & CONVENTION HOTEL · AL MESSILA RESORT & SPA DOHA · SHARQ VILLAGE & SPA · Salwa Beach Resort

MÖVENPICK HOTEL DOHA · SOMERSET WEST BAY DOHA · DANA CLUB · HOTEL PARK · MURWAB HOTEL GROUP · SEALINE BEACH A MURWAB RESORT · SIMAISMA A MURWAB RESORT · JOURI · THE BÜRGENSTOCK COLLECTION

BÜRGENSTOCK HOTELS & RESORT · ROYAL SAVOY HOTEL & SPA · SCHWEIZERHOF HOTEL & SPA · CARLTON CANNES · INTERCONTINENTAL MADRID · AMSTEL HOTEL AMSTERDAM · THE WESTIN EXCELSIOR ROME · EXCELSIOR HOTEL GALLIA · JW MARRIOTT GROSVENOR HOUSE LONDON

ADRIA · SAVOY · THE PENINSULA PARIS · LE ROYAL MONCEAU RAFFLES PARIS · MAISON DELANO PARIS · THE PLAZA NEW YORK · DREAM NEW YORK | DOWNTOWN · RAFFLES SINGAPORE · Fairmont TAZI PALACE TANGIER · RENAISSANCE SHARM EL SHEIKH GOLDEN VIEW BEACH RESORT · Chiva-Som

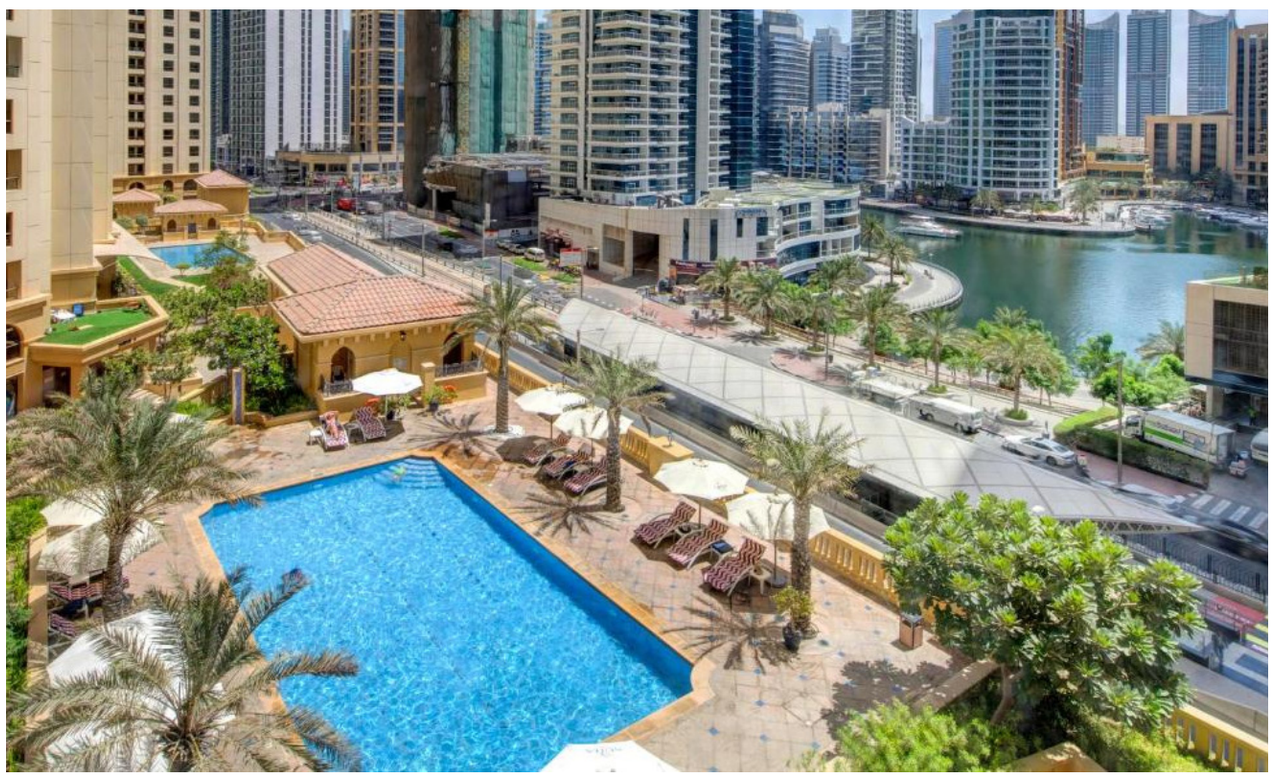
katarahospitality.com

Sponsore By

The FIrst And Largest Daily Tourism Newspaper In The Arab World

:Director of Sales and Marketing at Suha Hospitality to Al-Rehla

We Compete with the Big Brands Through Personalized Service and Cultural Experiences









In an increasingly competitive hospitality market, Suha Hotels is carving out its own space by offering tailored guest experiences rooted in local identity.

During the vibrant activities of Arabian Travel Market 2025 in Dubai, Al-Rihla Newspaper sat down with Mr. Walid Mousa, Director of Sales and Marketing at Suha Hospitality, to explore the dynamics of the hotel industry in Dubai, the distinct challenges facing homegrown brands, and the strategies Suha is employing to deliver a truly personal guest experience.

Walid began the conversation by introducing the brand: "Suha Hotels is the hospitality arm of Sharaf Group—one of the UAE's most reputable conglomerates with diversified interests in shipping, real estate, currency exchange, travel and tourism. As part of this robust ecosystem, we're proud to represent a local hospitality identity." Currently, Suha operates four properties across Dubai, including fully serviced apartments and boutique hotels. Among its prominent locations are a flagship property in Jumeirah Beach Residence, and Suha Al Arab in Bur Dubai, with additional hotels strategically positioned to cater to different types of travelers.

A Saturated Market, But Personalized Hospitality Sets Us Apart

"Dubai is a small city, but it's packed with international hotel chains and luxury brands. That means competition is fierce every single day. To stand out, you must go beyond the basics—you have to deliver genuine, memorable guest experiences." He emphasized that customer retention is a key metric for success. "It's no longer just about attracting new guests—it's about building loyalty and giving existing guests a reason to keep coming back. That's the real test of a successful hospitality model." One of the hurdles Suha faced in the previous year was a shift in visa policies affecting certain nationalities, which caused a temporary dip in business. "But we adapted quickly, and I'm happy to say that we've started 2025 on a strong note," he added.

Today's Guest Seeks Meaning—And We Offer Culture at the Core

Today's traveler is not merely seeking comfort; they're looking for cultural engagement. Walid elaborated: "Our guests are curious. They want to connect with the local culture, understand traditions, and feel part of the place they're visiting. Being a local brand gives us a unique edge—we're able to showcase Emirati hospitality in a way that's authentic and respectful."

To bring this idea to life, Suha integrates a digital in-room ecosystem that allows guests to access cultural calendars and local events from their screens. "We only promote experiences that are culturally enriching, whether it's a heritage event, a food festival, or something community-based. And our staff are trained to engage with guests about these topics."

Suha's properties are boutique in scale, and Walid believes that's an advantage: "Most of our hotels range between 70 to 90 rooms. That means our front desk team, housekeeping, and service staff can actually form meaningful interactions with guests. We're not overwhelmed by numbers—so the human connection stays intact."

This boutique model allows Suha to maintain high guest engagement levels, from check-in to check-out. "When you see a guest multiple times a day, you begin to anticipate their needs. That's where real hospitality begins."

Food is another key component of the guest experience. Walid shared insights on how Suha is innovating in this area: "We're placing a stronger emphasis on local cuisine and healthy options. Many of our guests are conscious about what they eat, and they also want to taste something that reflects the local culture. So we're designing menus that combine both." The group is exploring culinary storytelling, where dishes are presented with context—highlighting their origins or cultural significance.

Looking to the future, Walid believes that sustainable practices and smart technology will dominate the hospitality landscape—but with one condition. "It's easy to automate everything. But real hospitality requires empathy. Our challenge is to strike a balance between digital efficiency and emotional warmth."

He concluded: "At Suha, we're committed to being more than just a place to stay. We want to be a part of our guests' stories—and that means creating value through culture, service, and human connection."

InstaCare



ترقبوا انطلاقة

...Instacare

حيث تصبح الصحة
أقرب من أي وقت
مضى!

Android
Download the
App Now

iOS
Download the
App Now

Al Rehla Special Supplement
Arabian Travel Market 2025 Dubai
أبريل 30 2025

Sponsore By
FUN & SUN
b2b.funsuntravel.com
KATARA HOSPITALITY

The FIrst And Largest Daily Tourism Newspaper In The Arab World

Al Hamra Hotels: A Complete Experience in Ras Al Khaimah That Blends Leisure with Technology





During the Arabian Travel Market (ATM) in Dubai, Al-Rehla Newspaper sat down with a representative from Al Hamra Hotels in Ras Al Khaimah. The conversation highlighted the group's strategic presence at the region's premier tourism exhibition, and its commitment to delivering an integrated hospitality experience through two flagship properties—all while embracing the latest digital transformations in the industry.

At the outset of the interview, the representative explained that Al Hamra Hotels participates annually in ATM as part of the Ras Al Khaimah Tourism Development Authority's pavilion, aiming to showcase the emirate's diverse attractions. The group's portfolio includes two key properties: Al Hamra Residence, a beachfront resort offering direct access to the sea, and Al Hamra Village, a serene family-friendly hotel nestled beside the Al Hamra Golf Club.

"We're committed to highlighting the range of experiences our properties offer," the spokesperson said. "Al Hamra Residence features a natural beach and an infinity pool, while Al Hamra Village is more relaxed, ideal for families, and includes swimming pools, green areas, and various children's activities."

The two hotels are located just across the road from each other—about a four-minute walk. For added convenience, the group provides electric buggy car transfers between the properties, ensuring seamless access for guests.

Al Hamra Hotels focuses on delivering a well-rounded hospitality experience that caters to a wide spectrum of travelers—especially families and leisure seekers drawn to Ras Al Khaimah's natural beauty. "We strive to strike a balance between luxury and privacy, whether it's through our clean beaches, pool facilities, or curated family activities," the spokesperson added. The hotels also enjoy proximity to key attractions across the emirate, making them an ideal base for tourists eager to explore Ras Al Khaimah—from its majestic mountains and golden beaches to its historic markets and cultural landmarks.

One of the most striking elements of the discussion was the group's strategic response to the global wave of digital transformation that has reshaped the hospitality sector. The representative emphasized how Al Hamra Hotels embraced innovation and invested heavily in smart technologies to create a smoother, more intelligent guest experience.

"The integration of AI and digital platforms has been a game changer—especially following the rapid acceleration of tech adoption across the travel industry," they explained. "From commercial strategy and sales to system operations and connectivity between B2B and B2C channels, technology is now central to everything we do."

According to the representative, the entire guest journey is now enhanced through digital tools—from the initial inquiry and booking, to in-hotel services and post-checkout interactions. "We've implemented mobile check-in, digital room keys via QR code, and smart communication with hotel departments, including housekeeping, room service, and front office," they noted.

Guests can now engage with services using in-room televisions, hotel apps, or their mobile devices, without the need to pick up the phone or visit the reception desk. "These advancements not only streamline operations but significantly enhance guest satisfaction and efficiency," they added.

The digital transformation has proven to be more than just a technological upgrade; it has become a core pillar in driving guest loyalty and engagement. "Our goal isn't just to digitize, but to improve the overall guest experience. Today, guests can engage with our services before, during, and after their stay—all through dedicated digital channels," said the representative.

Concluding the interview, the representative affirmed that Al Hamra Hotels is committed to staying ahead of market trends by continuously upgrading its services and embracing next-generation digital infrastructure.
"We aim to deliver a unique hospitality experience that blends authentic Emirati hospitality with smart, intuitive technology. This is how we plan to remain at the forefront of Ras Al Khaimah's tourism landscape."


arabian
travel market®
DUBAI
الملتقى
Mon 28 April - Thu 1May 2025

انطاليا - تركيا

في الصيف بسعر الشتاء

"أرض الأساطير"

مع رويانا للسفر والسياحة

ROYANA TRAVEL



+90 546 970 04 36

Sponsore By

FUN & SUN
b2b.funsuntravel.com

KATARA HOSPITALITY

The FIrst And Largest Daily Tourism Newspaper In The Arab World

"Go Kite"... A Leading Tourism Company in Dubai Reinforces Its Commitment to Innovation and Global Expansion



As part of our comprehensive coverage of the Arabian Travel Market, the Trip Team met with "Jou Kite for Tourism and Travel LLC," one of Dubai's leading companies in the tourism sector.

During this meeting, we reviewed with the Go Kite team their diverse range of services, their vision for the future of tourism, and their strategies for facing market challenges.

Go Kite is considered one of the pioneering institutions in the tourism sector, employing over 200 dedicated staff members across 15 offices in India and the United Arab Emirates.

What are the main products or services you are showcasing this year at the Arabian Travel Market?

We are proud to present our full suite of travel solutions, including holiday packages, UAE visas, assistance with obtaining global visas, local tourism experiences, as well as flight and hotel bookings, plus travel insurance—all under our brand.

How do you see the importance of participating in the Arabian Travel Market in building relationships with partners and clients?
The Arabian Travel Market is a global meeting point for the tourism industry. For us, it's a golden opportunity to connect with tourism councils, brands, and clients from around the world in one place. This event enhances our relationships, supporting our global expansion.

Are you targeting new markets this year? What is your strategy for entering them?
Yes, we are actively exploring new markets in outbound tourism. We are in direct negotiations with several tourism boards. Our strategy relies on building strong local alliances and offering tailored travel solutions to meet each market's needs.

What are the main challenges your company currently faces in the travel and tourism sector, and how are you addressing them?
One of the biggest challenges is changing travel regulations and evolving customer expectations. We overcome these by maintaining flexibility, investing in technology, and providing fast, professional services to build trust with our clients.

How does modern travel technology help improve your services and customer experience?
We are launching our integrated digital platform—a smart travel solution encompassing all aspects of travel, from visa processing to holiday planning. This platform is designed to simplify the customer experience and facilitate their journey.

Have you formed new partnerships or cooperation agreements during the Arabian Travel Market?
Yes, our participation in the event was highly fruitful. We secured several deals and conducted promising meetings with high potential. We look forward to more exciting partnerships in the future.

What are the key trends you see impacting the future of the travel industry?
The main trends influencing the industry are AI-powered solutions, unified travel platforms, and sustainable tourism. Customers are now seeking smarter and more sustainable travel experiences—and we are fully committed to these trends.

How does your company incorporate sustainability principles and environmental responsibility into its services or offerings?
We encourage eco-friendly destinations and cooperate with operators committed to sustainable practices. We also work to raise awareness among our clients about responsible travel, believing that travel should support the environment rather than harm it.

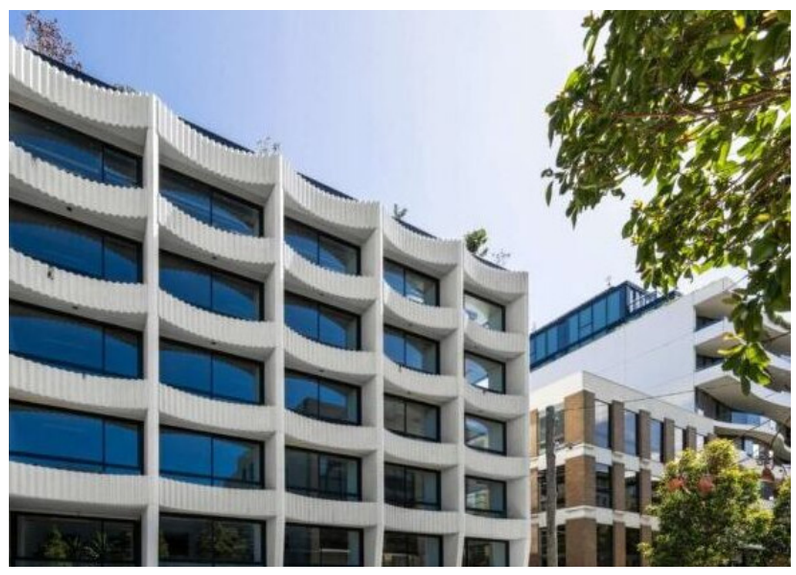
What is your message to visitors and potential clients discovering your company for the first time at the Arabian Travel Market?
Choose Jou Kite—your comprehensive travel partner. Wherever your destination, your journey with us is guaranteed, from visas to vacations. We are here to make your travel experience unforgettable.

We are proud to be one of Dubai's top travel companies, having processed over 800,000 tourist visas in just the past two years. Due to our commitment to excellence and customer satisfaction, we have built a strong reputation among individuals and corporations alike. In addition to visa services and group trips, we also offer worldwide hotel bookings and competitive airline tickets. We understand that travel is a holistic experience, and we provide integrated solutions that meet all our clients' needs.

Nexus DMC: A Bold Post-Pandemic Rise and European Expansion Strategy







An exclusive interview with Mr. Sachi, Founder and Director of Nexus DMC, conducted by Al-Rehla Newspaper during the Arabian Travel Market 2025 in Dubai.

In the dynamic halls of the Arabian Travel Market 2025 in Dubai, Al-Rihla sat down with Mr. Sachi, the visionary behind Nexus DMC, to explore the company's strategic growth post-COVID, its ambitious European expansion, and its steadfast commitment to a B2B operational model.

Strategic Presence and Dual Focus

"Our participation at ATM reflects our dual focus," Mr. Sachi began. "We operate in two major regions: the Middle East and Europe."

Nexus DMC, while headquartered in Dubai, maintains a robust presence across more than 100 cities worldwide. The company has built a reputation for seamless inbound and outbound tour operations and destination management services. Its Middle Eastern hub, staffed by over 40 professionals, handles both regional and international operations.

However, Europe represents the company's strongest investment. "We have vans, luxury cars, and buses stationed across 18 locations in Europe. These are not outsourced assets—they are entirely owned by us, including offices, staff, and vehicles," Sachi emphasized. "We are expanding rapidly in Europe and expect to deepen our roots further."

Post-Pandemic Vision and Founding Strategy

Interestingly, Nexus DMC was born in the wake of the COVID-19 pandemic—a bold move many might have considered risky. Yet, as Mr. Sachi explained, it was a calculated decision based on a clear vision.

"After years of lockdowns, people were eager to travel again. We saw that desire as an opportunity. While many were retreating, we were investing," he said. Although Nexus DMC is relatively new, it is backed by its parent company, Trip Factory, which boasts over 14 years of experience in the travel industry.

"Launching Nexus DMC post-COVID was not just about recovery; it was about anticipating the surge in demand and being ready to meet it with superior service," he added.

New Launch: Luxury Van Tours in Europe

One of the company's standout initiatives unveiled at ATM 2025 is the launch of luxury van tours across Europe. Tailored specifically for travelers from the GCC, these tours cater to affluent and upper-middle-class clients seeking personalized, high-end travel experiences.

"Many of our GCC clients own residences in Europe—villas, apartments, even estates," Mr. Sachi noted. "They demand privacy, comfort, and flexibility. Our van tours are chauffeur-driven, ranging from seven-seater luxury vans to full-size buses for larger groups."

These vehicles operate on a door-to-door basis, from airport pickup to city transfers and sightseeing, ensuring that travelers enjoy seamless, comfortable journeys throughout Europe. It is this attention to detail and ownership of logistics that differentiates Nexus DMC from many competitors.

Commitment to Direct Ownership and Quality Control

What truly sets Nexus DMC apart is its strict B2B model and refusal to rely on franchising or outsourcing.

"We don't believe in franchises or partnerships for our operations. We invest directly in every country we operate in. Our model is simple: own the office, hire the staff, buy the vehicles, and train the drivers and guides ourselves," Mr. Sachi asserted.

This model not only ensures a consistently high standard of service but also allows

واحتك الخاصة للاستثمار في الضيافة الفاخرة والفعاليات
كورتيخو فيزكاروندا – مانيلفا، كوستا ديل سول، إسبانيا



عقار أندلسي استثنائي بإطلالات بانورامية على البحر، على بعد دقائق فقط من ملاعب الجولف العالمية وشواطئ البحر الأبيض المتوسط.

يقدّم هذا الكورتيخو الرائع فرصة فريدة لتطوير فندق بوتيك ومنتجع فاخر مخصص للفعاليات رفيعة المستوى مثل حفلات الزفاف، اللقاءات الخاصة، والاجتماعات التنفيذية.

- ✓ عقار واسع بإطلالات خلابة على البحر والجبال
- ✓ 5 دقائق فقط من الشاطئ، محاط بالطبيعة وبعيد عن المناطق المزدحمة
- ✓ على بُعد لحظات من ملاعب الجولف المرموقة مثل لا دوكيسا وسوتوغراندي
- ✓ يبعد 50 دقيقة عن مطار مالقة، و30 دقيقة عن ماربيا
- ✓ مشروع معتمد لتطوير فندق بوتيك ومكان للفعاليات
- ✓ موقع هادئ وحصري يوفر الخصوصية والسكينة

استثمر في السواحل الذهبية لإسبانيا. أنشئ وجهة ضيافة لا تُنسى.
يُقدَّم من BestLiving.es – بوابتك لفرص عقارية استثنائية

+34 747 471 108
julio@bestliving.es
www.cortijovizcaronda.com
www.bestliving.es

360 EXPO

قريبًا...

العالم كله بين يديك مع تطبيق المؤتمرات والمعارض الأذكى في العالم العربي!

iOS

Download the
App Now

Android

Download the
App Now



Sponsore By

FUN & SUN
b2b.funsuntravel.com

KATARA HOSPITALITY

The FIrst And Largest Daily Tourism Newspaper In The Arab World

DoubleTree by Hilton Sharjah: A Gateway to Al Majaz Waterfront and the Cultural Spirit of the Emirate



Nestled in one of Sharjah's most vibrant destinations, DoubleTree by Hilton Sharjah Waterfront Hotel & Residences stands as a beacon of premium hospitality and a vital player in the city's tourism landscape. With the prestigious title of Sharjah's Leading Hotel for both 2023 and 2024 under its belt, the hotel plays a central role in elevating Al Majaz Waterfront as a cultural, artistic, and leisure hub in the heart of the emirate.

A Strategic Partner in Sharjah's Tourism Vision

Boasting direct views of the waterfront and seamless access to one of Sharjah's key recreational areas, the hotel goes beyond offering a luxurious stay – it serves as a launchpad for guests to immerse themselves in the spirit and heritage of the emirate. By hosting international travelers, business delegations, and families alike, DoubleTree by Hilton Sharjah actively contributes to Sharjah's overarching vision of establishing itself as a world-class tourism destination.

The hotel's value lies in curating thoughtful guest experiences, collaborating with local attractions and cultural institutions, and continuously participating in community and waterfront events, allowing guests to connect more deeply with the local culture and surroundings.

Tailored Services for Business Travelers

DoubleTree by Hilton Sharjah's commitment to the business sector has earned it a nomination for Sharjah's Leading Business Hotel 2025 at the World Travel Awards. It offers a wide array of services tailored specifically for the modern business traveler – from flexible meeting and event spaces, high-speed Wi-Fi, and a fully equipped 24-hour business center, to express check-in/check-out and collaborative workspaces for guests on the go.

Dining options enhance the experience further, with Majdolin, a refined Levantine restaurant featuring a panoramic terrace overlooking the waterfront, and Banyan Café offering a relaxed ambiance.

The hotel features spacious, contemporary rooms and stylish family suites ranging from one to three bedrooms, all with floor-to-ceiling windows that frame stunning views of Al Majaz Waterfront. Guests also enjoy access to a semi-Olympic indoor pool and separate fitness centers for men and women, complete with steam rooms and saunas. Through the Hilton Honors app, guests benefit from digital check-in, room selection, and keyless entry, offering a seamless, tech-enabled experience.

Thoughtful Offerings for Families and Children

At DoubleTree by Hilton Sharjah, creating a welcoming and enriching environment for families is a top priority. The hotel was honored in 2024 with the title of Best Family Apartment Hotel in the UAE, a recognition of its dedication to family-centric hospitality.

Its well-appointed, spacious suites cater to families of all sizes, while a variety of amenities and services are tailored with younger guests in mind. These include a dedicated children's play area, interactive kids' cooking classes, and essential facilities for parents traveling with infants and toddlers.

The hotel's prime location – just steps from Al Majaz Waterfront and within walking distance of public parks, cultural landmarks, and museums – makes it an ideal base for families to explore the emirate. Whether welcoming families on short holidays or long-stay guests with children, the hotel ensures each experience is both comfortable and genuinely cared for.

Aligned with Hilton's global Travel with Purpose ESG strategy, the hotel actively implements eco-friendly initiatives. These include reducing single-use plastics, offering sustainable in-room amenities, conserving energy and water, and encouraging responsible travel behavior among guests. To further support green mobility, the hotel is equipped with electric vehicle charging stations – a step that reinforces its dedication to environmentally conscious travel and sustainable innovation.



لحظاتك الأجمل تبدأ هنا...
انتظروا تطبيقنا الجديد للتسوق والإقامة وتجارب الطعام بلا حدود!

iOS
Download the
App Now

Android
Download the
App Now



قريبًا...

بوابتك نحو المستقبل تبدأ بتطبيقنا الجامعي الأول في الوطن العربي!



The Marbella - Dubai

Real Estate Connection

info@bestliving.es +34 747 471 108

bestliving.es

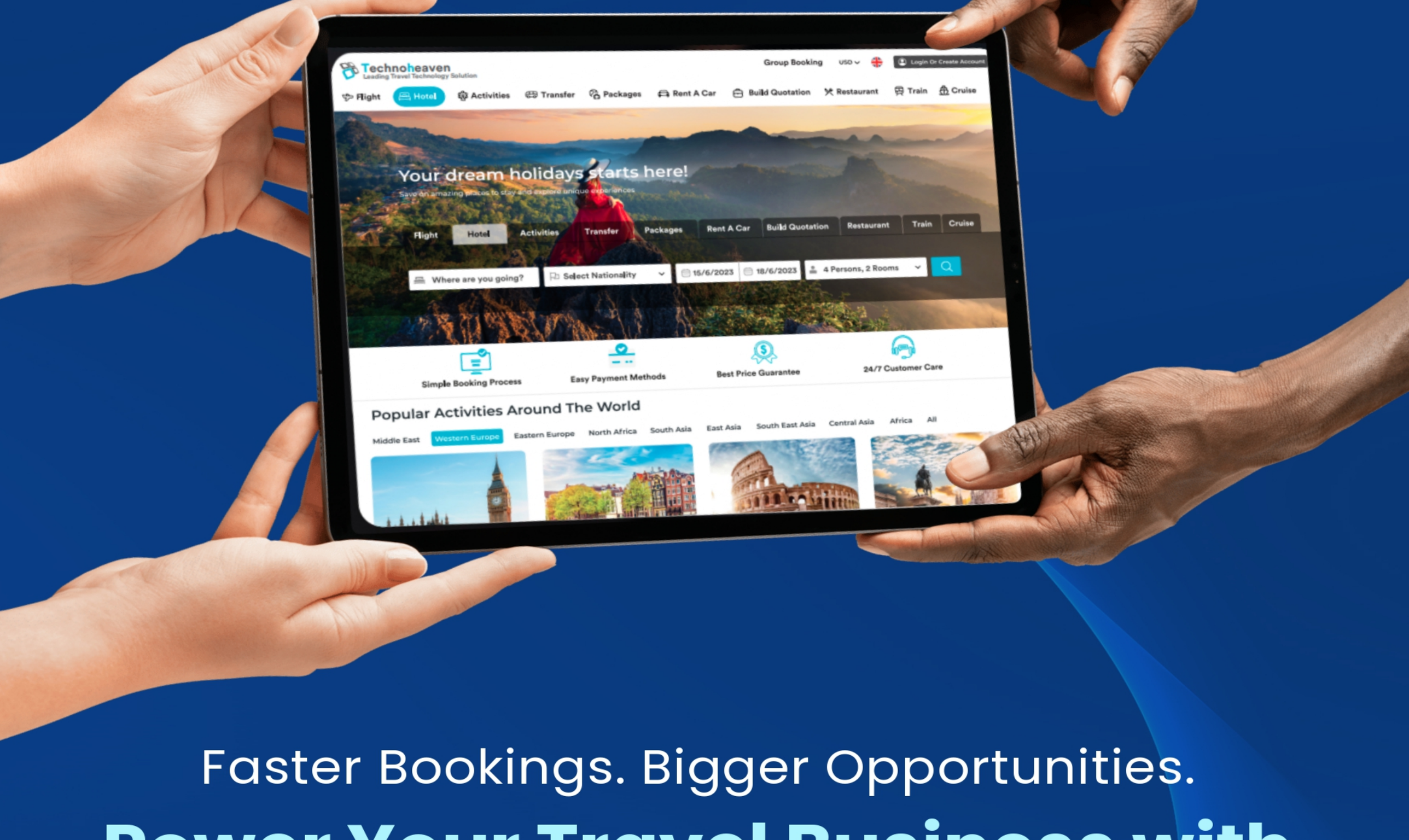


best Living



Technoheaven

Leading Travel Technology Solution



Faster Bookings. Bigger Opportunities.

Power Your Travel Business with the Next-Gen Booking Engine!

- Hotel
- Activities
- Transfers
- Train
- Package
- Channel Manager
- Cruise
- Flight
- Extranet Module
- MIS Reports
- Rent A Car
- Visa
- Restaurant
- Insurance
- Multi Currency
- GSA Module
- Charter Flight
- Group Module
- Finance Module
- Operation Module
- Build Quotation
- Multi Language

Schedule a free demo today!

www.technoheaven.com

+971 55 344 0168

sales@technoheaven.com

الرحلة

Sponsored by

FUN & SUN

b2b.funsuntravel.com

الملتقى

arabian travel market