

# TravelTrendz International

December 2023/January 2024

*a travel lifestyle publication*

**Azerbaijan**  
Health And Wellness

**Germany**  
Outletcity Metzingen

**Salalah**  
Alila Hinu Bay

**Italy**  
Splendors of Brescia



Image : Azerbaijan Tourism Board



HOTEL HOLIDAY  
INTERNATIONAL



فندق هوليداي  
الانترناشيونال

PRESENTS

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# 2024

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**LAVISH BUFFET WITH VARIOUS LIVE STATIONS AND**

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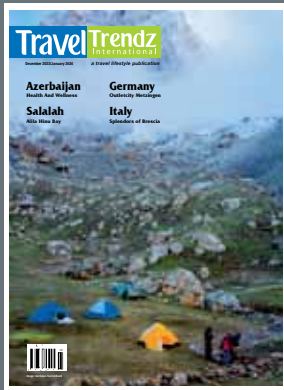
**Capital Travel & Tours Pvt Ltd**  
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[www.capitaltravel.com](http://www.capitaltravel.com)

- ☎ 00960 331 50 89
- ✉ [capital@dhivehinet.net.mv](mailto:capital@dhivehinet.net.mv)
- 📍 M.Banff Villa 4th Floor, Majeedhee Magu  
Malé, Maldives. P.O.Box: 20259

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Editor in Chief  
S. M. Hassan

Editor  
Ken Chapman

Executive Editor  
Naushad Hussain

Aysha Azmat  
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Christine Smith  
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Marketing & Sales  
M. Aijaz Sohail  
Naushad Hussain

Creative  
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Web Co-ordination  
Umer Naushad

Co-ordination  
Nizam Nur

For advertising inquiries:  
Al jasar Advertising L.L.C.  
United Arab Emirates  
P.O. Box: 25414, Sharjah  
Tel: +971 6 5533902  
Cell: +971 55 4827197  
E-mail: info@trendzinternationalmedia.com  
www.trendzinternationalmedia.com

Published by  
Al jasar Advertising Ltd.  
United Kingdom  
Unit G OYO, Business Park,  
Hindmans Way, Dagenham,  
Essex RM9 6LN, London  
Tel : +44 208 526 7779,  
Distributed in UK & Europe  
PostScriptum  
Distribution & Marketing Service  
London, UK

The Travel Trade industry just had a good summer season. The entire industry is working nicely however, there are some hindrance including the political issues in Europe and Middle East which are not helping anyone. Still Festive season Holidays are around the corner giving a positive impact.

In this issue as always, we as always offer new and exciting options to our readers. The top destinations and Hotels are being introduced as never before. Learn more about the amazing Azerbaijan and Its offers relating to Medical Tourism. We have a very special article Brescia, Italy. This issue has a nice feature on Outletcity Metzingen in Germany.

We have covered the top notch hotels in this issue such as the amazing property called the Alila Hinu Bay in the enchanting Salalah, Oman and Luxus Hunza in the amazing North of Pakistan. We have also featured the Hotel Holiday International in Sharjah. Please do not miss the feature regarding the innovative environmental Initiatives at the Bahi Ajman Palace and Coral Beach Sharjah. Another must read article is on Asiana Grand Hotel in Dubai.

As always, read about the news and views relating to the hospitality industry plus learn about what is happening in the Airlines and Aviation Industry.

So, have a good time reading...

Ken Chapman  
Editor



# Contents

08 Azerbaijan  
Health And Wellness

12 Maldives  
Capital Travel

16 Salalah  
Alila Hinu Bay

18 Dubai  
Asiana Grand Hotel

22 Germany  
Outletcity Metzingen

24 HSMIAI ROC  
Sustainable Strategies

26 Italy  
Splendors of Brescia



Image : Global Village



## Impeccably Plush

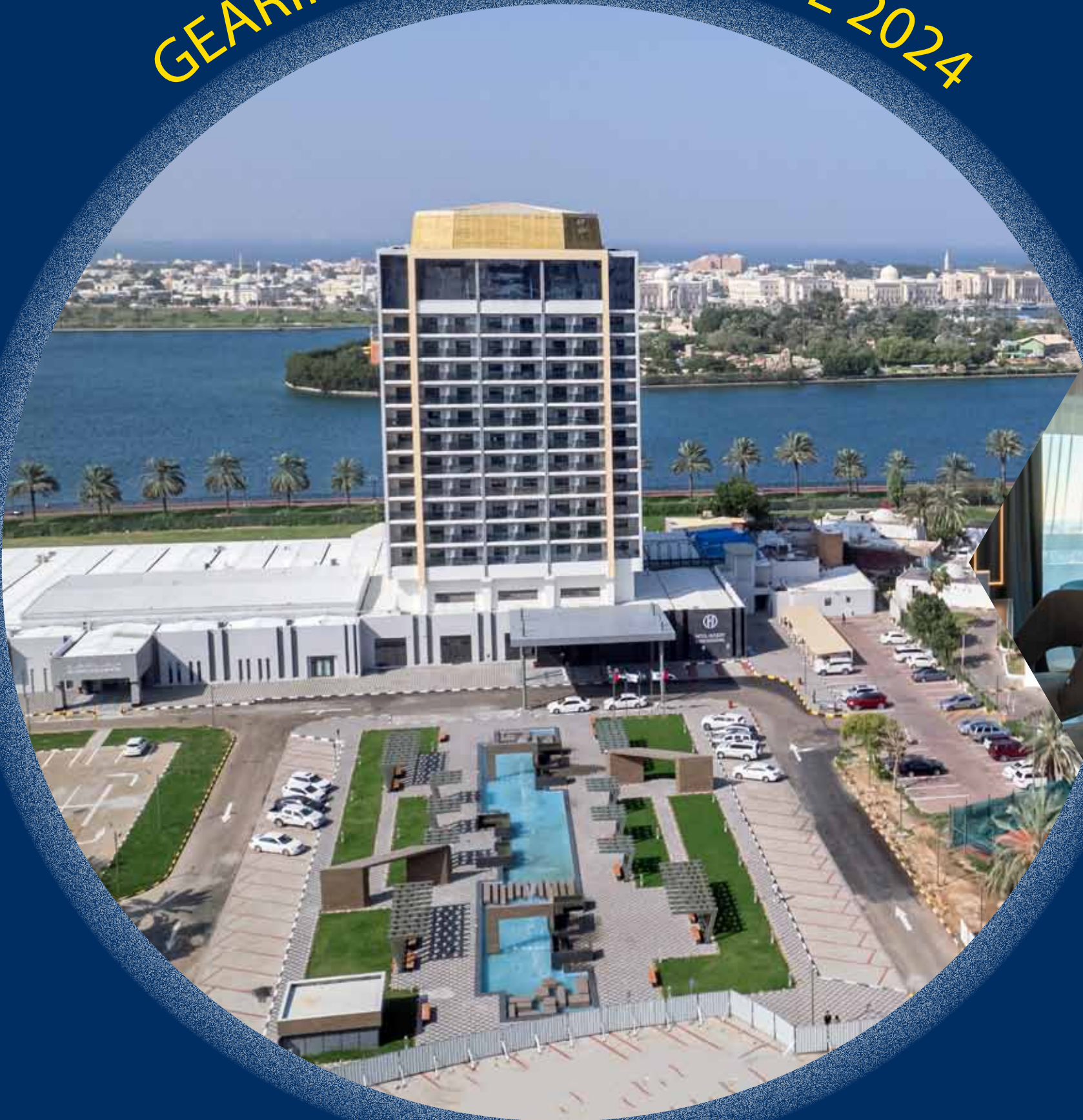


A magical experience awaits you at Bahi Ajman Palace Hotel managed by HMM-Hospitality Management Holding. Set on a private beach, this alluring hideaway is a heritage retreat with a modern spirit. Offering captivating views of the Arabian Gulf, the resort is a destination unto itself. Bahi Ajman Palace Hotel is a picturesque sanctuary conveniently located 22 km from Dubai International Airport and 11 km from Sharjah International Airport. Blending world-class facilities with the legendary Arabian hospitality, it offers 254 beautiful rooms, suites and serviced residences, superb restaurants and lounges, an array of leisure options and personalized services in a tranquil atmosphere to make your stay memorable.



# HOTEL HOLIDAY INTERNATIONAL

GEARING UP TO WELCOME 2024





The 4-Star Hotel Holiday International graces the picturesque setting of Sharjah, nestled beside the stunning Khalid Lagoon and the Al Majaz Water Front. A mere 20-minute drive from both Dubai and Sharjah International airports, and just a 5-minute stroll from the bustling Sharjah Souk and shopping hubs, Hotel Holiday International's location is simply unbeatable. Moreover, it provides easy access to the Expo Exhibition Centre and the scenic corniche.

The hotel's expansive complex boasts 249 luxurious rooms, including recently renovated suites to offer a fresh, modern aesthetic and breathtaking vistas of Sharjah, complete with cozy balconies that overlook the idyllic Khalid Lagoon. The high-quality furnishings and elegant décor cater to the needs of both business and leisure travelers, ensuring comfort at every turn.

As the year draws to a close, Hotel Holiday International is gearing up to welcome 2024 in style with a traditional gala night. Anticipate an evening filled with family entertainment, a lavish buffet, live food stations, cultural dances, and music. Secure your table for a dazzling welcome to the New Year!

[www.sharjahnationalhotel.com](http://www.sharjahnationalhotel.com)





# Health and Wellness in azerbaijan



TAKE ANOTHER LOOK





## Indulge into luxury at Chenot Palace Gabala

Welcome to Azerbaijan's outdoor resort hub – Gabala. For those seeking the ultimate in relaxation and rejuvenation, a visit to Chenot Palace Gabala beckons. Nestled amidst the serene landscapes of Azerbaijan, this luxurious retreat offers the perfect escape. With its dramatic mountain vistas, serene canyons, meandering rivers and lakes, invigorating hot springs, and enchanting waterfalls, Chenot Palace is the ideal destination for a romantic getaway. Whether you seek to unwind amidst nature's tranquility, indulge in the spa's world-class treatments, or simply savour the romance of the setting, Chenot Palace promises an unforgettable experience that will rekindle your spirits and strengthen the bonds of love.

## Duzdag's soothing salt caves

Salt therapies are offered in many health resorts in Azerbaijan, but for the most authentic experience head to Duzdag, a former salt mine turned physiotherapy centre. Research and archaeological finds have proven that salt was extracted in Nakhchivan as early as the Eneolithic period. Salt was exported from here along the Silk Road, and today this gift of Nakhchivan's nature is also being used for medical purposes.







Located 12km from Nakhchivan city, Duzdag, which translates as 'Salt Mountain', is an old salt mine which since 1979 has functioned as a pioneering physiotherapy centre in the use of speleotherapy to alleviate respiratory diseases. Today the Duzdag Physiotherapy Centre treats diseases such as bronchial asthma, chronic bronchitis, pollinosis, allergic rhinitis in salt caves at a depth of 110 metres. Patients spend the night in comfy rooms located along the former mining tunnels and breathe in the healing salt to improve lung function. Tourists are welcome to come and explore the atmospheric tunnels and spend some time imbibing the salty air. Meanwhile, the Duzdag Hotel, located 2km from the physiotherapy centre, offers indoor and outdoor swimming pools, a spa and wellness centre, restaurant and bar, in addition to pleasant rooms. There's also an on-site Salt Museum where you can browse some interesting salt-themed exhibits.





## Health and wellness experiences in Lankaran

Nestled between the Caspian Sea and the Talysh Mountains, Lankaran has plenty of natural beauty. Moreover, the area is home to numerous hot springs where locals have been healing themselves for centuries. Nature in this subtropical corner of Azerbaijan isn't just pleasing on the eye, but also naturally therapeutic. Scattered throughout the region are thermal water springs (called 'istisu' in Azerbaijani) that have long been used by the local population to cure all sorts of ailments. They tend to be very simple sanatoriums offering bathing booths filled with the hot, mineral-rich water flowing naturally from underground. Bathing in these is surprisingly relaxing, but the village of Haftoni has taken the procedure to an entirely new level. A popular sanatorium opened around the many hot springs here way back in 1958 and became a hit with Soviet health seekers. However, since summer 2019 the village is home to the luxurious Lankaran Springs Wellness Resort.



azerbaijan

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# CAPITAL TRAVEL & TOURS



The year 1990 marked the beginning of our journey, and since then, we have served more than 10,000 customers all across the globe. We take great pride in being the largest tour operator in the Maldives.

Mr. Riffath is the founder and principal owner of the Capital Group of Companies. He began his career in the tourism industry and worked in a variety of roles for over five years before establishing Capital Travel and Tours. Aside from his role as Executive Chairman, he also serves as the Group's Chief Executive Officer, with a well-resourced team under his command. Business partners and the Government of Maldives have recognized Mr. Riffath as a notable business leader and his contribution to the growth of the Maldivian economy, particularly the tourism industry.

Today, Capital Travel Maldives has a global clientele and a large network of other tour operators and travel agencies. Due to the strong relationships Capital Travel Maldives has fostered with resorts and hotels over the course of 33 years, the company is in a position to provide its customers the best available rates and a wide range of options when planning their vacation. Capital Travel





caters to every requirement of its clients and business partners with diligence and efficiency, utilizing a workforce of over 50 highly trained and experienced individuals who are fully committed to customer satisfaction.

The dedication to its customers and years of industry experience has helped Capital Travel become one of the most trusted brands in the Maldivian tourism industry. The Company intends to achieve the vision by combining its employees and technological resources to create a cutting-edge organization that consistently provides exceptional service to the customers.





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# Alila Hinu Bay Magical Festive Escapes



**T**his festive season, immerse yourself in the magic of Christmas and welcome the new year with a series of spectacular events that await at Alila Hinu Bay in Salalah.

Celebrate the season in tranquil luxury, set with enchanting landscapes and the twinkling shoreline of the southwest coast. Allowing eternal memories with experiences that bring friends, family and loved ones together.

This December, the luxurious Salalah resort will welcome guests on a 'Festive Voyage' to discover a series of experiences throughout the month. With a culinary theme night each day of the week, at The Orchard and Seasalt restaurant, explore a gastronomic haven of flavours on Tandoori Tuesday, offering spice infused classics, or a taste of Italy at Tuscan Tuesday at The Orchard, and the finest cuts on Steakhouse Thursday, presenting sizzling tomahawks and tenderloins at Seasalt.







Prepare for an illustrious selection of festive specials at The Orchard Christmas Day Dinner, as the culinary team prepares an array of holiday specials, including traditional roasts and irresistible desserts.

For families there is plenty to keep the little ones entertained, with activities such as Build Your Own Gingerbread House on Christmas Eve and Christmas Day Cookie Decorating, as the evening sets, the family can cozy up under the stars for an evening of nostalgia, featuring classic Christmas cinema at the Seasalt Lagoon.

Prepare to be dazzled by an unforgettable evening of culinary magic and endless sparkles to Welcome 2024!, with mouthwatering seafood, action stations and signature desserts await along with live entertainment before the countdown begins. The celebration continues on the Seasalt Lagoon for an ultimate beach party to ring in the new year under the stars.

invites guests to navigate the undulating coastal paths while taking in the refreshing seaside air and stunning scenery, whilst the Frankincense Souk exposes the history and heritage of the region with its graceful influence from the culture of Dhofar. Local artisans display incredible creations in a marketplace style, located at the Camel View Point, you'll feel as though you are in the midst of a traditional old souk.

For the spontaneous travelers, the Lagoon Kayaking draws charm from the serene glistening waters against the dramatic rock formations that surround the luxury resort. You'll be accompanied by the sea birds and majestic flamingos as you get lost in tranquility. The Camel Milk Mocktail Class and Omani Basket Weaving set a once in a lifetime experience. Ending the day of excitement with a delicious cocktail happy hour at Oasis Pool Bar, boasting pure relaxation as the sun sets behind the mountains accompanied by the sounds and smells of the fresh sea air.

When it comes to adventure, the Seaside Mountain Biking trail

[www.alilahinubay.com](http://www.alilahinubay.com)





# Asiana Grand Hotel Grand Gourmet

A Culinary Jewel in Deira,  
Led by Executive Chef James Kang







**G**rand Gourmet, the buffet restaurant at Asiana Grand Hotel, is set to redefine the culinary landscape in Dubai. With over 200 dishes spanning a variety of international cuisines and a seating capacity exceeding 300 guests, Grand Gourmet promises an extraordinary dining experience.

Grand Gourmet sets a new standard in dining with several unique features. Guests can enjoy exceptional quality without straining their budget and relish a menu presenting a diverse selection of over 200 dishes, featuring Arabic, Indian, Korean, Japanese, Thai, and international cuisines.

Executive Chef James Kang leads the culinary team at Grand Gourmet, bringing over 30 years of expertise in the hospitality industry. He has curated innovative menus that cater to the diverse palates of Dubai's clientele. His dedication to culinary excellence is evident in every dish.

The restaurant's culinary offerings include live grill, wood-fired pizza, shawarma, sushi, and tandoori delights. The woodfire oven, a unique feature, is showcased in full view, adding to the transparency in the culinary process.

Dessert enthusiasts can indulge in an interactive dessert section featuring crepes, ice cream, a chocolate fountain, and

spicy grilled pineapple. Other highlights include Umm Ali, hot chocolate pudding, gajar halwa, and bread butter pudding, all crafted by a creative pastry chef and team.

Grand Gourmet's ambiance is welcoming and contemporary, with high ceilings, natural sunlight, and a friendly staff that ensures a warm and inviting atmosphere. The flexible menu accommodates dietary requirements, allergies, and restrictions while providing a five-star experience at an affordable price.

The extensive menu of over 300 items has been carefully curated under the guidance of Executive Chef James Kang. Ingredients are locally sourced, and there is no compromise on quality. The restaurant's commitment extends to hygiene, storage, and cooking techniques to ensure that every dish is a masterpiece.

Visit Grand Gourmet on Instagram @grandgourmetdxb. Grand Gourmet is located on the Mezzanine floor of Asiana Grand Hotel, Deira. The venue is open for lunch from 12PM to 3PM and for dinner from 6PM to 11PM.

Chef James Kang, Grand Gourmet promises an extraordinary gastronomic journey, ensuring that there's something for everyone.





# Coral Beach Resort Sharjah moves to plastic-free bottles

## Launched the onsite Water Bottling Plant to eliminate the single-use plastic bottles

Coral Beach Resort Sharjah, managed by Hospitality Management Holding (HMH), is reinforcing its commitment to sustainability and environmental conservation by launching an innovative onsite water bottling plant system. This initiation represents the first of its kind among hotels in the Northern Emirates, aiming to eliminate the use of plastic bottles, preventing approximately 300,672 plastic bottles from entering the environment annually.

His Excellency Khalid Jasim Al Midfa, Chairman of the Sharjah Commerce and Tourism Development Authority graced the launch and commended the unwavering commitment to sustainability of Coral Beach Resort Sharjah. He reiterated, "Let me

congratulate Coral Beach Resort Sharjah for taking a leap in sustainability as a property in Sharjah. I would like to commend everyone in your team for believing in the importance of sustainability, its impact in our day today life in general. We are very glad that you started this and looking forward to having more companies to follow the initiative."

Plastic waste reduction has become a primary focus at Coral Beach Resort Sharjah, with plastic bottles constituting a significant portion of the property's plastic waste, particularly in food & beverage outlets and guestrooms. By implementing this unique water bottling plant, the resort is on its way to eliminating single-use plastics, contributing to a cleaner and greener future.





Iftikhar Hamdani, Area General Manager at Coral Beach Resort Sharjah, said, "We are dedicated to reducing our overall environmental footprint while maintaining exceptional guest experiences. Our water filtration system ensures the production of high-quality water, meticulously bottled in our onsite bottling plant room, and made available in hotel guestrooms and food & beverage outlets."

The plastic-free project is part of the resort's ongoing sustainability efforts. In March 2021, HMM launched "Be Green, Go Green" across all its managed hotels, energizing its CSR program and took positive actions for environment. Some of

the activities that Coral Beach Resort Sharjah performed are planting of 110 trees around the world, the resort even has its own Coralganic Farm. The resort also converted the discarded linen into reusable bags and distributed them to its staff. On waste management system, the resort reduces waste to landfill through collaboration with local organization who help convert recyclable wastes like cans, cartons, gadgets and used oil. While the other wastes go to the onsite compactor machine.





# OUTLETCITY Metzingen

## A Global Fashion Magnet

Unveil your inner fashionista and embark on a shopping journey unlike any other at OUTLETCITY Metzingen in the South of Germany. Nestled just 30 minutes away from Stuttgart and a mere 2 hours from Munich, this hidden gem promises an unforgettable experience that combines luxury, style, and incredible savings.

Picture strolling down a street where every step echoes with the whispers of world-renowned designers. OUTLETCITY Metzingen isn't just a shopping destination; it's a dream-like expedition that transports you into the heart of fashion's grandest halls. With over 150 premium and luxury brands gracing its cobblestone streets, including iconic names like Burberry, Gucci, Prada, and Polo Ralph Lauren, this is a haven where your fashion fantasies come to life.

Step into the flagship outlet stores and be captivated by the authentic interiors that mirror those of the original boutiques. It's as if you've been transported to the fashion capitals of the world, surrounded by elegance and sophistication. Each store is a portal

to a world of creativity and innovation, inviting you to explore collections that have graced runways and adorned celebrities.

What truly sets OUTLETCITY Metzingen apart is its global allure. As you navigate through the bustling aisles, you're sharing this extraordinary experience with fellow fashion enthusiasts from a staggering 185 nations. Language barriers fade away, replaced by the universal language of fashion. It's a melting pot of cultures and styles, a place where diversity thrives and fashion unites.

Of course, what would this incredible experience be without the thrill of unbeatable prices? The allure of exclusive designer outlet prices, boasting up to 70% off the recommended retail price, is a siren call that beckons shoppers from every corner of the globe. Imagine snagging that coveted designer handbag or those impeccable tailored trousers at a fraction of the cost – it's a gratification that leaves you glowing with both style and savings. But OUTLETCITY Metzingen offers more than just shopping; it's a symphony of experiences. After indulging your passion for fashion, take a moment to unwind at one of the charming cafés or

by: Hazel Saldanha





restaurants scattered across the complex. Reflect on your finds over a cup of rich German coffee or a delectable pastry, immersing yourself in the local flavors that complement your international fashion adventure.

Whether you're a fashion aficionado, an avid traveler, or both, OUTLETCITY Metzingen is a must-visit destination that transcends mere shopping. It's a sensory journey that marries luxury with affordability, elegance with comfort, and global trends with personal style. From the moment you step foot in this fashion haven, you'll find yourself ensnared in its enchantment, making memories that will be as timeless as the designs you'll discover.

So, gather your fashion-forward friends and family, and get ready to embark on a fashionable escapade like no other. OUTLETCITY Metzingen is waiting to welcome you with open arms, inviting you to explore, indulge, and elevate your style to new heights.

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# Innovating Tourism with Sustainable Strategies

Hoor Al Khaja on Elevating Dubai's Tourism  
Landscape at HSMAI ROC

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**A**t the HSMIAI ROC Middle East Commercial Strategy Conference, Hoor Al Khaja from Dubai's Department of Economy and Tourism (DET) shared insightful perspectives on the evolving dynamics of the tourism industry in Dubai. With a focus on sustainability, diversity, and economic growth, Al Khaja provided a comprehensive overview of Dubai's strategies and its future direction in tourism. Our team speak to her to get her thoughts on the conference and Dubai.

What are some key points on the local tourism trends that you hope to focus on at this conference?

If we talk about local trends, one of the biggest things this year is the year of sustainability in the UAE. We are hosting the COP28, so there is a lot of efforts around for sustainable tourism and the way we work with hotels.

As an example, we work very closely with the hospitality sector on sustainable tourism strategy. We have 19 pillars that encourage sustainable practices within hotel establishments and then we reward those establishments that are upholding the high standards of sustainability.

We are also seeing this as a growing pattern globally. A lot of customers, potential travelers are becoming more conscious on sustainable destinations. They want to choose destinations that are in line with their sustainability ethos. And so the more Dubai does, which it's already doing on this front, the more we can attract that segment of customers.

Are there any strategic initiatives or projects DET is currently undertaking that aligns with the themes of the HSMIAI led ROC Middle East Commercial Strategy Conference?

The theme of this current conference is connect, evolve and lead. This really embodies the true spirit of Dubai. Dubai is one of the most diverse cities in the world. We have 200 nationalities living here. We host every year a very robust calendar of business and leisure events. It is the best place in the world for all great minds to connect and that is exactly what we embody. We are agile and always reinventing ourselves. We don't compete with anyone. We compete with ourselves, so we always just want to do better and be better. And you will see that across all the different

sectors within Dubai, tourism and hospitality being one of them.

Dubai really takes pride in positioning itself as the number one destination not regionally but globally. So if you look at some of our accolades in the last few years, we have won the TripAdvisor most popular destination of choice for two years in a row in 2022 and 2023. We are very proud of this because this is something that people choose. Our overall strategy is to be the best place to work, to live and to relocate to, so the conference themes really embody the spirit of Dubai.

How do industry conferences like ROC Middle East impact on the economic development and tourism growth of Dubai?

So the robust calendar of business and leisure events in Dubai makes up a huge part of the economic movement in the city. Not just because of the amazing speakers and participants and the discourse that happens but also these people come into the city, they stay in the hotels, they experience the city they spend here. It all works out very well. So events like this one are heavily supported by Dubai. If you look at the calendar of this year, we had phenomenal record-breaking numbers at GITEX and at Gulf Food. So Dubai will continue to cater and foster to a robust calendar of business and leisure events. The COP28 event expects 70,000 participants all the way from heads of states to volunteers joining this massive global undertaking. So it is a very key component of where we want to be economically and we will continue to support these kind of events.

Our interview with Hoor Al Khaja's gave us insights of Dubai as a city that is not only embracing sustainability as a core principle but is also actively integrating it into its tourism strategies. Dubai's approach to sustainability, particularly through the Dubai Sustainable Tourism Strategy, is designed to attract a growing segment of eco-conscious travelers.

Additionally, her emphasis on Dubai's diversity and agility in evolving and leading in the global tourism space reflects the city's ambitious vision. The economic significance of industry conferences in Dubai, as Al Khaja noted, is a testament to the city's strategic efforts to bolster its position as a global hub for business and leisure, underlining the city's commitment to driving economic growth and tourism through high-profile events and initiatives.



# Unveiling the Majestic Splendors of Brescia

by: Hazel Saldanha

## A Journey to Italy's Enchanting Heart.

Embarking on a delightful adventure from Sharjah/UAE, you'll find yourself captivated by the enchanting allure of the Brescia region in Italy. With convenient connections via Air Arabia to Bergamo Airport, this destination welcomes travelers from around the world to explore its rich history, picturesque landscapes, and culinary delights.

Join us as we embark on an immersive exploration of Brescia and its hidden treasures!

Arriving at Bergamo Airport after a comfortable flight with Air Arabia, you'll be greeted by the gateway to northern Italy's wonders. Brescia, located in the Lombardy region, invites you to uncover its captivating secrets. Begin your adventure with a scenic drive through rolling hills and picturesque vineyards, immersing yourself in the beauty of the Italian countryside.

Our first stop on this remarkable journey is L'Alberta Relais & Châteaux and spa. This exclusive retreat offers a haven of tranquility and luxury. Indulge in the refined comforts of this exquisite establishment, where personalized service, breathtaking views, and rejuvenating spa treatments create an unforgettable experience.

Continuing our exploration, we make our way to Franciacorta Village, a paradise for fashion enthusiasts. Discover stylish boutiques and renowned designer brands, offering incredible deals for the fashion-savvy traveler. Update your wardrobe with unique finds and revel in the thrill of a luxury shopping experience.

Nature lovers will find solace at Lake Iseo, embraced by the surrounding mountains. Explore the breathtaking beauty of the lake, where charming villages adorn its shores. Don't miss the opportunity to visit Monte Isola, Europe's largest lake island. Embark on a leisurely boat ride, immerse yourself in the serenity of the surroundings, and embrace the simple joys of nature.

Venture forward to Brixia where history comes alive. Discover the archaeological site of Brescia's Roman forum, a testament to the city's rich past. Transport yourself to ancient times as you wander through the ruins, imagining the bustling activity that once graced these ancient streets.

Leaving behind the historical treasures, we set our sights on the awe-inspiring beauty of Lake Garda, Italy's largest lake. Its sapphire-blue waters are framed by majestic mountains and dotted with







charming lakeside towns. Relax on the shores, embark on a scenic boat excursion, or simply immerse yourself in the tranquil ambiance that Lake Garda offers.

As our journey nears its end, we find ourselves in the charming town of Limone sul Garda. Stroll through its narrow streets, lined with vibrant pastel-colored houses, and savor the Mediterranean atmosphere. Indulge in the local citrus fruits, renowned for their exceptional flavor, and experience the essence of Limone sul Garda. Indulge in a blissful stay at the Eala - My Lakeside Dream hotel. Offering a tranquil setting overlooking Lake Garda, this hotel provides the perfect retreat to relax and unwind. Wake up to panoramic views, savor gourmet meals prepared with local ingredients at the hotel's very own fine dining restaurant Senso Lake Garda Alfio Ghezzi and embrace the serene ambiance of the lakeside for a multi-sensory sumptuous feast.

With fond memories of the Brescia region's captivating landscapes, vibrant history, and the warmth of Italian hospitality, you bid adieu to this remarkable destination. The wonders you have encountered and the experiences you have cherished will forever hold a treasured place in your heart, beckoning you to return and delve deeper into the majestic splendors of Brescia.

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