

# TravelTrendz

International

July 2025

*a travel lifestyle publication*

## Korea

Cooperative Care

## Malta

Military Heritage

## Graubunden

Family Wonder

ISSN 1752-6256



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Image : Malta Tourism Authority



# Impeccably Plush

A magical experience awaits you at Bahi Ajman Palace Hotel managed by HMMH - 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. Boasting 254 beautiful rooms and suites, superb restaurants and lounges, an array of leisure options and personalized services in a tranquil atmosphere to make your stay memorable.

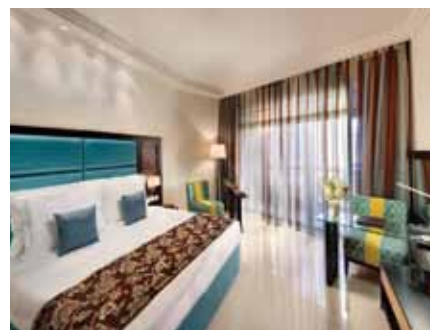
## **Bahi Ajman Palace Hotel**

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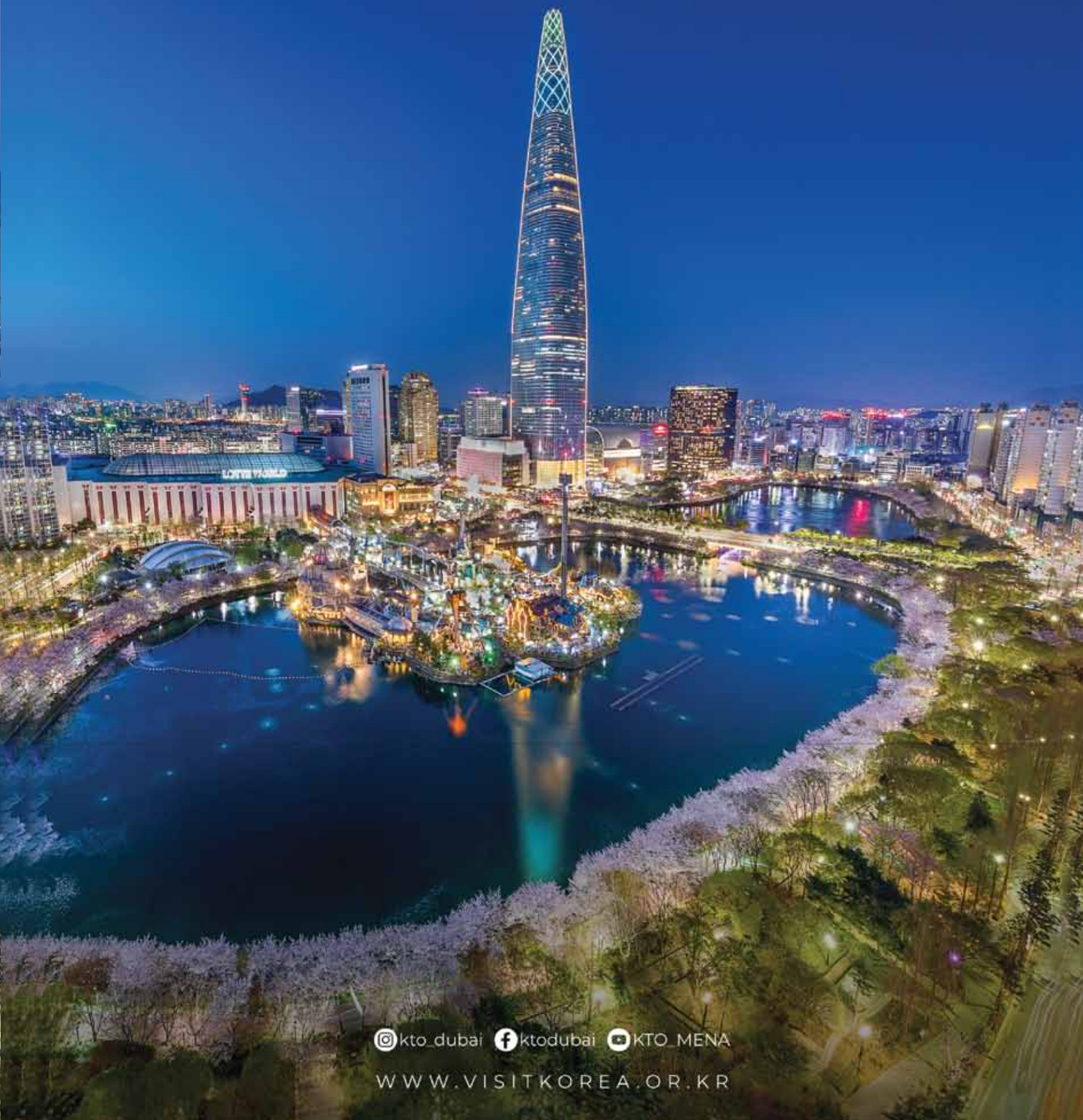
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**Managed by HMMH**



# KOREA Welcomes You

Discover Tradition, Live the K-Culture Vibe





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The summer season is here and the industry is fully geared up for the travel season. There are some geo-political issues which are causing issues in the robust and smooth growth. However, the industry is as always resilient and ready to work through all hurdles.

As always, we are ready to provide insight to our readers about the destinations and hotels from around the globe. Please read our informative and first-hand account about Malta and its Military Heritage. Read about the Enchanting Korea and the amazing Pakistan. The articles about Azerbaijan and the City of Moscow are not to be missed. Staying in Europe we have covered Graubunden in Switzerland, Trnava region in Slovakia and Brescia in Italy.

We have highlighted some amazing hotels and Resorts in this issue like Reggie Ottoman Hotel in Istanbul and Moscow Marriott Imperial Palace. We have an interesting piece on vovo Dubai The Palm. There are two must read articles on Bahi Ajman Palace Hotel and Double Tree By Hilton Sharjah.

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

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# DOUBLETREE BY HILTON SHARJAH

## Impact Beyond Hospitality

### Leading with Heart, Driven by Purpose

At DoubleTree by Hilton Sharjah Waterfront Hotel & Residences, hospitality is not confined to warm cookies and comfortable stays. It's a responsibility to enrich lives, uplift communities, and protect the world we share. As part of Hilton's Travel with Purpose commitment, the hotel continues to be a driving force for social responsibility and sustainability in the heart of Sharjah.

This year, the team took bold strides to lead by example. During the Holy Month of Ramadan, the property partnered with the UAE Food Bank in support of the 1 Billion Meals campaign. The hotel's team members actively participated in preparing and distributing meals to those in need — a powerful expression of generosity and unity.

In a collaboration with GEMS Education, the hotel launched Art from Waste, an initiative that encouraged schoolchildren to transform discarded everyday materials into meaningful art. This project blended creativity with environmental awareness, reinforcing the message that sustainability can begin with the smallest hands.

Continuing its community outreach, the hotel visited the Sharjah City for Humanitarian Services, where team members spent a day planting flowers alongside children with autism. The team also partnered with the Red Crescent to deliver clothing and daily essentials to underserved families.

More recently, the hotel hosted a Career Discovery Day tailored for young Emirati high school girls. Through behind-the-scenes workshops and mentoring sessions, students gained firsthand exposure to the world of hospitality — empowering the next generation of industry leaders.

## A Word from the General Manager, Ligia Brasoveanu

Q: How do you align commercial success with community purpose?

Ligia: "At DoubleTree by Hilton Sharjah, our purpose is key to what we do. The stronger our community, the stronger we are.."

Q: What inspires your CSR approach?

Ligia: "It's part of our DNA. Every team member feels connected to the impact we create — whether it's mentoring, planting, or giving. We create opportunities whilst strengthening existing ones."

Q: What's next?

Ligia: "We're looking to expand collaborations with schools and non-profits, especially in areas tied to youth development and environmental education. For us, giving back it's a culture and something we are proud of."



# KOREA

## Comprehensive, Cooperative Care

South Korea has achieved international recognition from the world in a short span. One can certainly say that it is at the helm of medical tourism today. Not only does it offer its visitors a curative perspective but a scenic and refreshingly cultural one as well.

Putting the various treatments concisely yet multifaceted in its offerings of eye care, skin/ dermatology, heart/ cardiology, gene therapy, organ transplant, plastic surgery, spine/ joint disorders, internal medicine related issues, to the various cancers or simply spa and well-being, all are taken very seriously and professionally here.

Cancer needs a special mention here as cancer research organisations and medical institutes are constantly in the process to uncover new technologies of medical procedures, hence many foreign cancer patients are able to opt for robotic or laparoscopic surgery during some cancer surgeries, added with cost-effective pricing without compromising on quality care.

Apart from containing an effective healthcare system for its citizens, the South Korean government has made foreign patients use transport and information services easily accessible through separate channels of contact. The 'Medical Korea' Information Centre located in Seoul and Incheon International Airport aid any visitor in four main languages i.e. English, Chinese, Japanese, and Russian.

The ministry of culture, sports and tourism has conveniently linked the tourism industry with its medical tourism industry (integrated specific cities/provinces that can cater to both). Apart from this, medical tourism visas can be issued for a short or long-term period which includes visa insurance, medical interpretation service, customised tourism tour services, medical professional counsellor and other services as per personal requirements.

### **A few of various health providers are as follows:**

**Seoul University Bundang Hospital International Healthcare Centre:** this needs a special mention as it is responsible in the operation of Sheikh Khalifa Speciality Hospital at Ras Al Khaima and has 42 specialised medical professionals to undertake various medical issues with utmost sincerity. (located in Bundang-gu, Seongnam)

**Gangnam JS Hospital:** Popular for its specialisation in cartilage regeneration and degenerative arthritis treatments. Known for its use of cord blood cells in treatments. (located in Gangnam-gu).

**JASENG Hospital of Korean Medicine:** This institution caters specifically to spine and joint disorders. (located in Apgujeong area of Gangnam).

**Samsung Medical Center:** Tertiary hospital or specialized medical and referral center. It is also the largest cancer center in Asia. (located at Gangnam-gu).

South Korean hospitality and care is displayed through their honest and honourable approach to well-being, health, and holistic (natural and time tested) methods towards their clients, patients and visitors. Their balanced perspective has helped them achieve their recognition and success in the health industries and has left an undeniable mark as a leader in health pioneering.





# voco® Dubai The Palm



Welcome to a boutique-styled premium hotel at an iconic lifestyle destination by the beach. Ideally located on the trendy Palm West Beach, on the Palm Jumeirah, voco® Dubai The Palm offers contemporary-style hotel living with direct beach access, overlooking the stunning views of the Arabian Gulf and Ain Dubai. Combining traditional local hospitality with contemporary convenience. All the rooms are furnished with voco™ care, quality bed linens, and spacious and cosy rooms with the state of the art amenities.

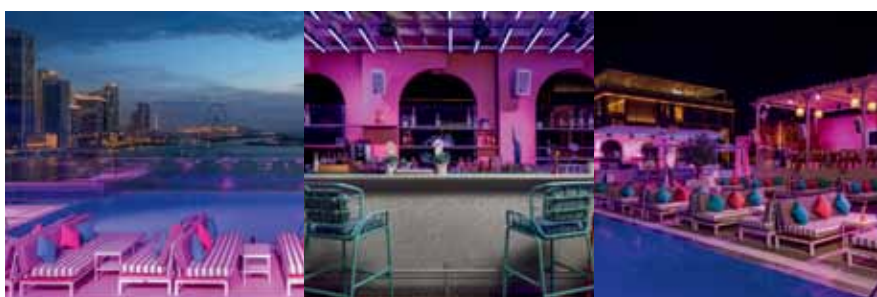
## Memorable Meetings



Host meetings in our interactive high-tech meeting room with teams across the globe or in person. Choose to work with clients, teammates or independently within this private space. Experience premium coffee breaks that keep you going through the day.

The meeting room features state-of-the-art facilities, natural daylight, and versatile seating. Select from the DDR packages comprise business lunches at Maison Mathis, coffee breaks, and post-meeting drinks.

Maison Mathis at voco Dubai The Palm, West Beach, offers an unforgettable European dining experience. Enjoy freshly baked sourdough, stone-baked pizzas from an open kitchen, and flavorful dishes. Delight in a family-friendly Saturday Brunch with live music and kids' activities, a traditional Sunday Roast, or a Monday Ribs Feast. Don't miss their bar's extended happy hour from 12 PM to 8 PM, featuring great discounts on beers, spirits, and cocktails. Also, watch out for our festive season celebrations for the whole family. Website : [www.maisonmathisvocopalm.com](http://www.maisonmathisvocopalm.com)



Head up to our rooftop bar, Frenia, right beside our fabulous infinity pool for a sundowner. Snack on some delicious Mediterranean tapas and unwind over refreshing Signature cocktails while you soak in the magical sunset over the stunning Dubai Marina skyline, the Ain Dubai, and the waters of the Arabian Gulf. Get ready for a magical New Year's Eve night with live entertainment and fireworks show.

# Summer Staycation Experiences

Soak up the sun at voco Dubai The Palm, where sunkissed days unfold on a private beach and rooftop pool vibes meet panoramic views of the Arabian Gulf, Dubai Marina, and Ain Dubai. Whether it's a romantic retreat or a fun-filled family escape, our summer getaways are crafted for every kind of traveler. Think endless ocean horizons, chilled rooftop moments, and memories made under the Dubai sun—all in one unforgettable stay.

## Kids Stay and Eat Free



The ultimate family escape is here. Enjoy a sun-soaked getaway at voco Dubai The Palm, where kids enjoy a complimentary stay, all-day meals from the kids' menu, unlimited ice cream by the pool and beach, and free-flow soft drinks at MM, Frenia Pool & Beach. More fun, more treats, more memories—because they deserve it.

### Inclusions:

- Breakfast at Maison Mathis
- Kids eat free all day from the kid's menu at Maison Mathis, and unlimited free ice cream by the pool and beach.
- Free flow of soft beverages at Maison Mathis, Frenia, Pool and Beach.

### Terms and Conditions:

- In-room dining & Mini bar is not included for the free flow of soft beverages.
- A kid is considered a child below 12 years of age.
- A maximum of two children are permitted per room. One child will be accommodated on a rollaway bed
- While the other will share the existing bedding with the parents.
- Must book 1 day in advance
- Non-Refundable

Stay valid period: 1st June to 31st August 2025.

## Special Occassions

Surprise your special someone with a dreamy beachfront escape, where romance meets breathtaking views. From the moment you arrive, step into a world of love and indulgence with early check-in giving you more time to soak in every magical moment together.

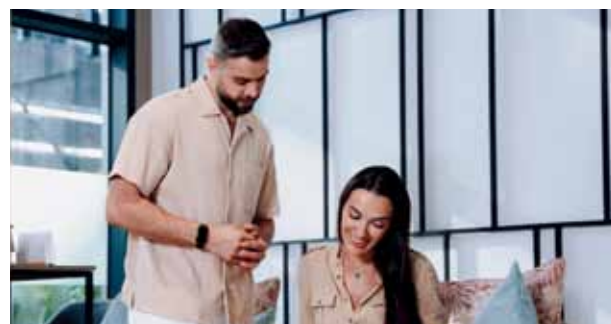
Set the scene for romance with thoughtful touches - a beautifully crafted towel art, flowers, and a delectable cake to celebrate your love.

your perfect romantic getaway has never been easier.

### Terms and Conditions:

- Must book 1 day in advance
- Early check-in is subject to availability
- Not available on Christmas (Eve/Day) and New Year

Stay valid until 30<sup>th</sup> December 2025.



# Bahi Ajman Palace Hotel and Alleem Group Drive Strategic Collaboration

MoU Aims to Drive Event Excellence,  
Market Reach and Mutual Growth



**B**ahi Ajman Palace Hotel, a distinguished 5-star heritage hotel renowned for blending Emirati cultural charm with modern luxury, has solidified a strategic partnership with Alleem Group, a diversified conglomerate with expertise in sustainability, technology and community development. The two entities signed a Memorandum of Understanding (MoU) designating Bahi Ajman Palace Hotel as the official hospitality partner for Alleem Group's upcoming initiatives, marking a milestone in cross-sector collaboration.

The strategic alliance aims to enhance brand visibility, unlock mutual growth and create synergies through joint promotional efforts and high-profile event hosting. As part of the agreement, Bahi Ajman Palace Hotel will be the preferred venue for Alleem Group's corporate events, conferences, product launches, and CSR-driven gatherings including their Annual Sustainability Summit, while the company will promote the hotel's services and offers across its network. The collaboration amplifies joint marketing efforts across digital platforms, print media, and social channels, highlighting curated hospitality packages for Alleem Group's clients and Bahi Ajman Palace Hotel's guests.

The collaboration aligned with UAE's Vision 2030, such as heritage preservation workshops and eco-friendly event practices, reinforcing both entities' commitment to sustainability. Leveraging Alleem Group's regional and international showcase Bahi Ajman Palace Hotel's premium offerings to a global audience.

Mr. Iftikhar Hamdani, Area General Manager of Bahi Ajman Palace Hotel, emphasized the partnership's strategic value – "This collaboration is a catalyst for elevating Ajman's hospitality sector. By hosting Alleem Group's events, we anticipate a 10% increase in corporate bookings while delivering immersive experiences that reflect our Emirati heritage. Partnerships like this are pivotal to positioning Ajman as a hub for cultural and business tourism."

Dr. Rashid Alleem, Founder & Chairman at Alleem Group, added: "Bahi Ajman Palace Hotel's iconic waterfront location and dedication to excellence align perfectly with our ethos. This partnership enables us to offer stakeholders a unique blend of innovation and tradition, whether through international conferences or community initiatives we will launching later this year."

The UAE's hospitality sector is projected to grow by 7% annually, driven by rising MICE (Meetings, Incentives, Conferences, Exhibitions) tourism. This partnership taps into Ajman's emergence as a destination for travellers seeking authenticity and luxury. Over the next 12 months, the collaboration will roll out phased activations, including sustainability events, CSR events and cultural festivals, art exhibitions to involve community through culture and art.



# Regie Ottoman Hotel

## A Modern Oasis in the Heart of History

**R**egie Ottoman Hotel Located in the heart Istanbul's historical peninsula, in Sirkeci, that is ideal for all public transportation options and within walking distance of iconic landmarks like the Hagia Sophia, Sultanahmet Mosque, Karakoy and Galata Tower.

Regie Tobacco Factory building from the Ottoman Empire's has been meticulously restored and transformed into the enchanting Regie Ottoman Hotel. For a decade, our hotel has been welcoming guests to experience a harmonious blend of historic charm and modern comfort.

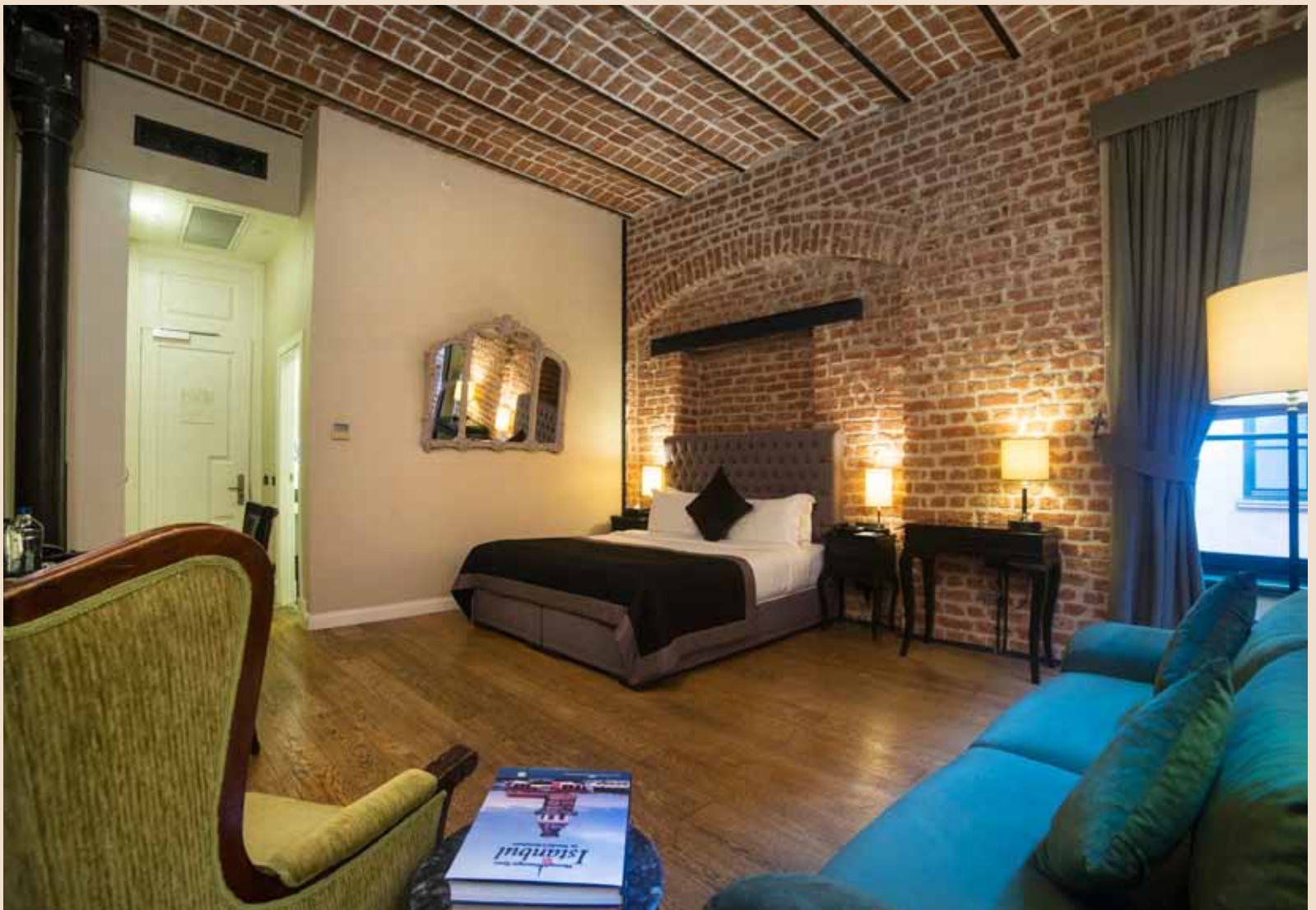


Each of our 34 uniquely designed rooms offers a serene and inviting atmosphere. Adorned with minimalist decor and carefully curated details, our Superior, Deluxe and suite rooms, cater to every preference.

Experience the finest local flavors of Turkey with our gourmet open buffet breakfast, crafted to bring you an authentic taste of tradition where every bite tells a story. Unwind in our sauna or stay active in our fully equipped gym after a day of exploring.

Discover a culinary journey at our Michelin Guide Restaurant 'OCAK', where Executive Chef Ömer Bozyap presents seasonal menus showcasing the finest Turkish and Anatolian flavors. Complement your meal with our extensive wine list, handcrafted cocktails, or a selection of premium raki. OCAK also offer delectable vegetarian options. Indulge in a truly unforgettable dining experience in our restaurant that is also perfect for corporate events and group gatherings.

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





# PAKISTAN

## Exploring the Rich Tapestry

### A Journey of Culture, History, and Natural Beauty

Pakistan offers an opportune moment to explore the country's rich cultural heritage, diverse landscapes, and warm hospitality. For Turkish travelers, Pakistan presents a treasure trove of experiences that are as varied as they are enchanting. From the towering peaks of the Himalayas to the historical remnants of ancient civilizations, Pakistan is a land waiting to be discovered.

#### **Majestic Mountains and Serene Valleys**

Pakistan's geographical diversity is unparalleled. The northern regions boast some of the world's highest peaks, including K2, the second-highest mountain on earth. This area, known as Gilgit-Baltistan, is a paradise for adventure enthusiasts, offering trekking, mountaineering, and skiing opportunities. The serene valleys of Hunza and Swat are not only renowned for their breathtaking beauty but also for their rich cultural traditions and hospitality.

Moving towards the south, the lush green landscapes of Azad Jammu and Kashmir offer stunning natural beauty, with pristine lakes and rivers that invite tranquility and reflection. The Punjab region, with its fertile plains, is the heartland of Pakistan, known



for its vibrant culture, music, and cuisine. The city of Lahore, often referred to as the cultural capital of Pakistan, is a must-visit for its historical sites, including the Badshahi Mosque, Lahore Fort, and the bustling bazaars of the old city.

The province of Sindh, home to the ancient Indus Valley Civilization, offers a glimpse into the rich history and cultural heritage of the region. The UNESCO World Heritage site of Mohenjo-Daro is a testament to one of the world's earliest urban settlements. The port city of Karachi, Pakistan's largest metropolis, offers a blend of modernity and tradition, with its bustling markets, beautiful beaches, and a vibrant arts scene.

In the west, the rugged terrain of Balochistan offers unique landscapes and a rich cultural tapestry. The province is home to the historic city of Quetta and the natural wonder of the Hingol National Park, which features the iconic Princess of Hope rock formation and the vibrant Hingol River.

### **A Melting Pot of Cultures**

Pakistan's cultural diversity is as rich as its landscapes. The country is home to numerous ethnic groups, each with its own unique traditions, languages, and cuisines. From the Pashtun regions in the northwest to the Sindhi and Baloch cultures in the south, the diversity of the people is a testament to the country's rich cultural heritage.

Festivals such as Eid, Basant, and Nowruz are celebrated with great enthusiasm across the country, offering visitors a chance to experience the local culture firsthand. The traditional music and dance forms, such as Qawwali and Sufi dance, provide a deep connection to the spiritual and cultural roots of the region.

### **Hospitality That Warms the Heart**

Pakistani hospitality is renowned worldwide. The concept of "Mehmaan Nawazi" (hospitality) is deeply ingrained in the culture, where guests are treated with utmost respect and generosity. Whether in the bustling cities or remote villages, visitors are often invited into homes and treated to traditional meals, offering a genuine taste of Pakistani culture.



# Moscow Marriott Imperial Plaza



In the heart of Moscow, in the historic district where the Way Palace of Tsar Alexei Romanov once stood, a place that was exclusively reserved for members of the imperial court, now stands one of the most remarkable hotels in the capital — the Moscow Marriott Imperial Plaza. It can rightfully be called a real masterpiece of architecture. The elegant interior, made in the Art Deco style, geometric ornaments, glossy textures, stucco, crystal and marble create an atmosphere of luxury and elegance. The hotel has 268 rooms and suites, an author's Cafe Imperial restaurant, a fitness center and ultramodern banquet and conference halls.

Despite the fact that the Moscow Marriott Imperial Plaza opened in December 2021, it has already managed to become one of the most desirable Moscow locations for an unforgettable vacation, luxurious weddings, as well as large-scale events. The centerpiece of the hotel is a majestic marble staircase leading to the Imperial Plaza banquet Hall. The hall, in turn, appears in all its splendor: the area is 800 square meters, crystal Italian chandeliers, stained glass windows, high ceilings and mirrors.

Moscow Marriott Imperial Plaza is located in a prestigious center of the city with convenient transportation links, near Komsomolskaya Square and the Circle Line of the Moscow Metro. Many places for cultural enrichment and leisure are in close proximity to the hotel.

In the culinary world of the Moscow Marriott Imperial Plaza, flavor becomes art.

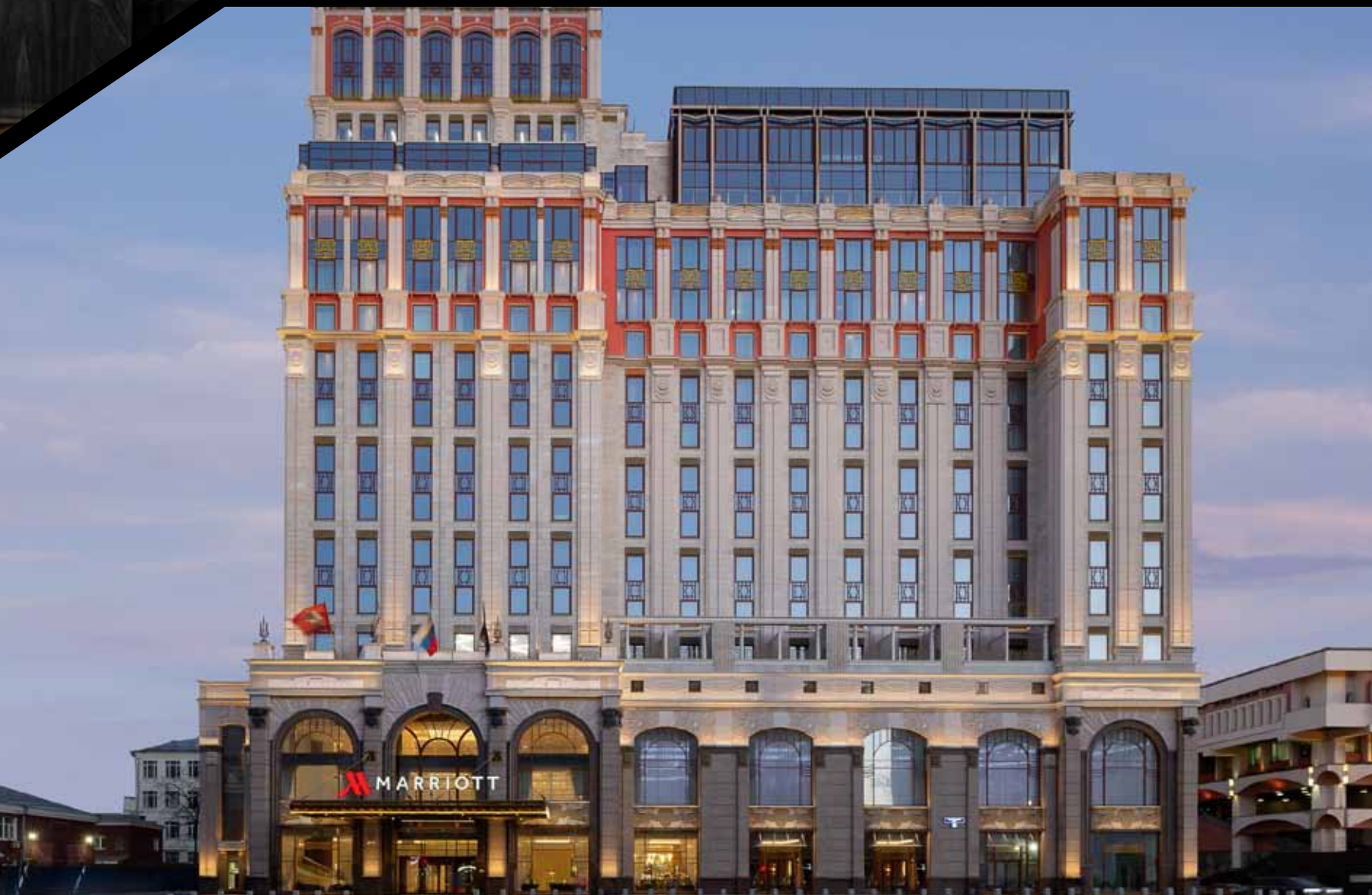
The hotel's brand chef, Emil Aliyev, is a world-renowned master chef with over 28 years of experience. In addition to creating



the most exquisite dishes at the Moscow Marriott Imperial Plaza, Emil serves as an ambassador for culinary federations and is a member of judging panels worldwide. He is a multiple award winner in various tournaments and championships and is an honorary member of the Chefs' Association in Russia, Spain, Serbia, Croatia, Turkey, Israel, and other countries.

Moscow Marriott Imperial Plaza offers a unique blend of luxury, comfort, and convenience. This hotel is an ideal choice for both business travelers and tourists eager to immerse themselves in the rich culture and history of Russia's capital. With its prime location, top-notch amenities, and attentive service, every guest can experience an atmosphere of hospitality and elegance. Plan your stay at the Moscow Marriott Imperial Plaza to discover all the wonders of Moscow and create unforgettable memories.

[marriottimperialplaza.moscow](https://marriottimperialplaza.moscow)





# CORAL

Beach Resort Sharjah

## You are **Unique for Us**

Whether you seek the tranquility of the sea or the dynamic bustle of a modern city, **Coral Beach Resort Sharjah** is ideally located to offer both. Perched on a scenic beach, merely 17 KM from Sharjah International Airport and 25-KM from Dubai International Airport, within close proximity to Ajman Port and Hamriyah Free Zone, the deluxe resort features 156 spacious rooms equipped with the finest amenities. Exceptional conference and banquet venues, excellent choice of restaurants and state-of-the-art fitness and recreation facilities make your stay truly enjoyable.





By Tehzeeb Huda

# Malta

## Military Heritage

### Bastions, Baroque & Blood-Stained Legends

Despite being one of the smallest countries in the world, Malta is a melting pot of cultures, an archipelago of sun-drenched coastlines and sleepy medieval charm, yet what truly sets Malta apart from other postcard-worthy destinations is its military heritage. I recently joined a curated four-day military heritage tour by Visit Malta, guided by Vincent Zammit—historian, author, and the human equivalent of a Maltese encyclopaedia. We explored prehistoric ruins, medieval bastions, UNESCO-protected sites, and even got a taste of Maltese gastronomy that still bears Roman influence.

We began at Borg in-Nadur, where Bronze Age ruins overlook St. George's Bay. Though worn and weathered, these stones tell stories of Malta's earliest fortifications. Then came the Tarxien Temples, a UNESCO-listed site dating back more than 5,000 years making them older than both the Egyptian Pyramids and Stonehenge. The stone carvings and sacrificial altars hinted at a Neolithic society who had already mastered defence and ritual.

In Rabat, we descended into St. Paul's Grotto, where the apostle is believed to have taken refuge after his shipwreck in 60 AD. From there, we entered Mdina, Malta's ancient capital and aptly nicknamed "The Silent City." Time seemed to pause inside its fortified gates. We wandered through narrow alleys and visited the Cathedral of St. Paul, a baroque masterpiece where the apostle met the Roman governor.

We then headed for a breezy walk across the fortifications of Mdina. These stone walls have protected Malta for over 3,000 years. Originally built by the Phoenicians and later reinforced by the Romans, Arabs, and the Knights of St. John, these massive walls encircle the Silent City like a timeless guardian and offer panoramic views of Malta.

That evening ended with a tasting at Meridiana Wine Estate, where Malta's arid land continues to produce surprisingly elegant wines, a nod to its Roman vinification legacy.

The next morning brought us to Tas-Silg, an archaeological site atop a Roman temple overlooking Marsaxlokk Bay. There, expert beekeepers from Golden Island led us through a honey-harvesting session. Malta's name, after all, is believed to come from the Latin *melita*, meaning honey.

We spent the afternoon in Birgu (Città Vittoriosa), the first home of the Knights of St. John after their arrival in 1530. On the Hospitallers Walking Tour, we visited the Church of St. Lawrence, where Mattia Preti's powerful Martyrdom of Saint Lawrence hangs. At the Vittoriosa Museum, we saw Grand Master La Valette's actual hat and sword, relics from the 1565 siege, offered in thanks to the Virgin of Damascus.

After a hearty seafood lunch, we crossed to Fort Saint Angelo, the



Knights' wartime headquarters during that same siege. Standing atop its restored bastions, we looked out over the Grand Harbour, the very waters that once braced for Ottoman invasion.

That evening, we were treated to a magical open-air feast under the stars at Ta'Xmun Olive Grove. Between platters of game, Gbejna cheese, and rabbit stew, we sampled local olive oil and heard how these very groves once fed Malta through medieval wars and Arab preservation techniques.

The next day, we took the ferry to Gozo and visited the haunting fortifications of Citadella which was brutally attacked by the Ottomans in 1551 and nearly the entire population was taken

into slavery. Rebuilt by new settlers from Malta and Sicily, Gozo's Cittadella still carries the scars of war.

On our final day, we explored Valletta, Malta's glorious capital founded after the Great Siege. Designed as a fortified city by the Order of St. John, Valletta has withstood Ottoman attack, Napoleonic occupation, and WWII bombings, yet remains a UNESCO World Heritage Site.

At Upper Barrakka Gardens, once a private retreat for Italian knights, we enjoyed sweeping views of the Grand Harbour. Just below lies Fort St. Elmo, where the Knights made their legendary last stand in 1565. The National War Museum, housed within,





is an incredible walk through Malta's military chapters from medieval swords to WWII Spitfires.

We stopped briefly for Malta's beloved pastizzi, flaky pastries filled with ricotta or curried peas, before heading to the Grandmaster's Palace. Built in the late 16th century, it was once the seat of the Knights and later became the Governor's Palace under British rule. Today, it houses the Office of the President and a stunning collection of arms and armour in the Palace Armoury.

But the true showstopper in Valletta was St. John's Co-Cathedral. Modest on the outside, its interior explodes in Baroque

opulence. Dedicated to different Langues of the Order, its floor is paved with the tombs of 400 knights, and in the Oratory hangs Caravaggio's "Beheading of Saint John the Baptist", a chilling masterpiece signed in blood.

In short, Malta is a dream! This sun-drenched archipelago is a living museum that feeds your curiosity and your palate in equal measure. Every alleyway whispers a tale, every vista begs to be photographed, but what truly sets Malta apart is its people; warm, welcoming, and deeply proud of their heritage. Whether you come for history, food, or just to gaze at the honey-gold coastlines, know this: Malta has more stories to tell than can ever be captured in four days.



# Graubunden

## A Swiss Alpine Escape of Quiet Luxury, Deep Wellness, and Hidden Family Wonder

by Naushad Hussain

In an era of fast-paced travel and oversaturated tourist trails, the discerning traveller is yearning for something quieter. More meaningful. Enter Graubunden, the largest and perhaps most enchanting canton of Switzerland — where snow-dusted peaks cradle emerald lakes, heritage whispers through stone alleys, and nature isn't just a backdrop, but a way of life.

Tucked away in the country's eastern corner, Graubunden is a world apart. Here, the Swiss Alps unfold in cinematic grandeur, yet without crowds. Days stretch slowly with clean air, scenic rail journeys, and spa rituals passed down for centuries. It's an alpine region that favours elegance over opulence, silence over spectacle — the perfect answer for travellers from the UAE and GCC who crave authenticity, luxury, and rejuvenation.

### Where Tranquillity Meets Five-Star Excellence

Perched just above the sparkling lake of St. Moritz lies the legendary Kulm Hotel St. Moritz. A name synonymous with the origins of winter tourism, this 5-star jewel offers panoramic lake views, a championship golf course, and one of the region's finest wellness sanctuaries. From summer sailing to alpine picnics and discreet spa rituals, the Kulm is where luxury whispers rather than shouts.

Just 6 kilometres away in the peaceful village of Pontresina stands her sister property, the Grand Hotel Kronenhof. A neo-Baroque palace set against the Bernina Massif, the Kronenhof offers not

only aesthetic splendour but also a 2,000 m<sup>2</sup> spa sanctuary, complete with floating pools, steam grottoes, saltwater caverns, and glacier views. It is a setting where history, health, and haute cuisine live in perfect balance.

### Alpine Design and Family Adventure in Laax

For families seeking alpine excitement with contemporary comfort, rocksresort in Laax offers a radically different Graubunden experience. This member of Design Hotels™ is a bold modular retreat built of native stone and sustainable timber. But it's not just about architecture — it's a lifestyle hub. Situated beside the LAAX cable car station, it transforms in summer into a launching point for hiking, lake swimming, mountain biking, and trail adventures.

Children can conquer tree-top rope parks and indoor freestyle academies, while parents unwind in minimalist apartments or cafés that look out to pine forests and peaks. It is a true alpine village with urban flair — grounded in nature, designed for today.

### The Bernina and Glacier Express: Railways Through a Dream

No visit to Graubunden is complete without boarding the Bernina Express or the Glacier Express — not simply trains, but theatrical experiences in motion. These panoramic journeys pass through UNESCO World Heritage landscapes, spiraling viaducts,





turquoise lakes, and icy summits. For couples and families alike, they offer an immersive way to explore the region without the need to rush — just sit, sip a drink, and watch the mountains tell their story.

### Thermal Bliss in Vals and Bad Ragaz

Graubünden's identity is tied closely to water — especially the healing kind. In the secluded village of Vals, architecture and wellness merge in dramatic harmony at 7132 Hotel. Designed by Pritzker Prize-winning architect Peter Zumthor, the stone-carved thermal baths are a place to float between silence and sky, particularly at night when stars reflect in the water.

For a more classical experience, the Tamina Therme in Bad Ragaz draws from thermal springs known since Roman times. Its refined modern spa complex offers rituals for detox, balance, and restoration — ideal for wellness travellers or couples seeking a long exhale.

### For the Curious Mind and Restless Soul

History lovers can wander through Chur, the oldest city in Switzerland, with its narrow alleys, medieval façades, and vibrant street cafés. More than a postcard town, Chur reveals centuries of human story through its cathedral, art museums, and market culture — all delivered with characteristic Swiss order and charm.

### Fashion and Elegance in the Mountains

GCC travellers in search of luxury retail without the city crowds will feel at home at the Fashion Outlet Landquart. This open-air shopping village offers over 160 international and Swiss designer brands — from Hugo Boss to Bally — all with tax-free benefits for visitors from outside the EU. Dining terraces, children's play zones, and relaxed ambiance make it ideal for a full day of leisurely indulgence.

[www.visitgraubunden.com/en](http://www.visitgraubunden.com/en)



# Fall in love in MOSCOW

## Ideas for an unforgettable date in the heart of Russia

Moscow is good not only for business trips, but also for unforgettable romantic experiences. It has a rich history, amazing architecture, luxurious restaurants and plenty of ideas for a journey with your beloved one.

What first comes to your mind while thinking about the best place for a date? A restaurant, of course. In Moscow you can choose a treat for every taste. The connoisseurs of fine cuisine can visit one of the restaurants listed in the Michelin guide: Artest Chef's table, Twins Garden, Beluga, Biologie, Grand Cru, Savva, Selfie, White Rabbit and Sakhalin. Those who like to enjoy a beautiful view of the city during a romantic dinner should pay attention to the stylish restaurant O2 Lounge (Carlton Hotel) or restaurant Buono in the famous Stalinist high-rise (Radisson Royal). Lovers of exquisite interiors will also appreciate the restaurant "Boat" reminding an expensive yacht, elegant "White" with references to the Silver Age, two-story "Mansard" with panoramic windows and the atmosphere of "The Great Gatsby" and luxurious "Parisien" with royal spirit.

If you happen to be in Moscow during spring or summer seasons, visiting parks and estates is a "must" for couples to enjoy outdoor romance.

Kuskovo estate with its neoclassical architecture has preserved the atmosphere of a holiday with a swing. The Arkhangelskoye estate, a great example of Russian manor art of the XVIII-XIX centuries, is a wonderful place for walks or romantic photo sessions. Dubrovitsy estate is a hidden gem near Moscow: quiet and peaceful location with an old church in a baroque style.

Tsaritsyno is well-known for its magnificent palace complexes and huge park with ponds, bridges and sculptures which you can explore. Kolomenskoye is the oldest manor with a unique park ensemble and a church of the 16th century included in the UNESCO heritage list. In May the park becomes a place of tourist pilgrimage as more than 1000 trees bloom simultaneously.

Already feeling blown away by a romantic atmosphere and

ready for a wedding ceremony? In Moscow there are plenty of professional wedding agencies with a high level of service, which will help to organize your once-in-a-lifetime celebration. Despite the stereotypical view of Moscow as the cold capital in every way possible, in reality it has one of the most favorable atmospheres for a romantic date or even a wedding trip thanks to its architecture, nature and open-hearted people!. If you dream of saying "yes" in an old mansion or cable car, on a football stadium or in a dim metro station, why not do it in Moscow?





# TRNAVA REGION

## UNIQUE EXPERIENCES

The Trnava Region is located in the most economically developed part of Western Slovakia, a fact demonstrated by its excellent transport connections. It is located on the borders of three other countries. It directly neighbours Czech Republic to the north, Austria to the northwest and Hungary to the south. It is conveniently located very close to several other major cities:

- Bratislava Airport is 45 kilometres away from Trnava
- Vienna, with its large international airport, is 110 kilometres away from Trnava
- Budapest is 215 km to the southeast
- Prague 400 km to the northwest

All of these cities are connected to Trnava by multi-lane highways and regular international Express Trains. A green natural environment provides excellent conditions for healthy living and spending



free time in harmony with the great outdoors. Visitors can combine active rest in nature with unique wellness, cultural, and culinary experiences, making it a well-rounded destination for relaxation, exploration, and tasting local specialties.

The Trnava Region is an exciting new destination near capital city Bratislava. These vibrant multicultural resting places offer a safe and welcoming atmosphere, with Piešťany international airport that feels like home. Enjoy your favorite services at great prices, a pleasant Central European climate, and easy access to everything you love.

### REASONS TO CHOOSE THE TRNAVA REGION

- Medical tourism - the world famous Spa and wellness in Piešťany - healing waters and sulfur mud
- Rich water resources - drinking water, mineral springs on Rye Island
- Top sport facilities - modern international sports area X-Bionic with Olympic horse-riding centre, and popular golf courses across region
- World-renowned beekeeping and meading
- History of European nobel families and their luxurious settlements
- Nature friendly environment suitable for hiking and mountain biking
- Culture, art and modern design

The most visited part of the destination is the worldfamous Spa Piešťany renowned for its therapeutic geothermal water and unique sulfur mud. The Spa complex on Spa Island is one of the largest and most distinguished in Europe. Trnava used to be the First Royal Town and is also known as the "Small Rome" due to its numerous churches. Trnava offers a rich historical experience with a medieval city center, historic architecture, and an active university atmosphere. A guided city tour reveals its fascinating stories and architectural marvels.

The Trnava region is celebrated for its rich beekeeping heritage, producing high-quality honey and internationally awarded mead.



# Azerbaijan

## Healing at the best Health and Wellness centres

Azerbaijan has more than one type of natural assets which allow to develop diverse sustainable experiences and products. At the moment, this is crucial as it has never been before, as post-pandemic changes demonstrate the value tourists see in authentic and sustainable tourism.

Travellers have an opportunity to restore their mind and soul at renowned resorts through multiple types of wellness procedures. One such experience is taking salt therapy offered in health resorts all over Azerbaijan. However, Duzdag, or 'Salt Mountain', in Nakhchivan, a former salt mine converted into a sanatorium, provides the most authentic experience. The mountain is thought to contain about 130 million tonnes of pure natural salt, which has the ability to cure a number of ailments such as allergies, asthma and other respiratory illnesses as well as aging skin.

The Duzdag Physiotherapy Centre consists of tunnels carved 300 metres into the mountain, 110 metres below the ground. Visitors can spend a night in one of the underground rooms in these tunnels and enjoy not only the restorative powers of salt, but also the calmness and peace away from the everyday hustle. A well-equipped resort is located above ground 2 km away from the tunnels.

Another natural wonder of Azerbaijan is its thermal baths and springs. There are more than 30 deposits of thermal mineral waters with different concentrations, sulphur levels and organic substances in the Caucasus. Three of them are located near the charming city of Gabala situated at the foot of the Caucasus Mountains, and are the basis of balneotherapy treatments at several world-class health and wellness resorts in the city.



Several villages in the Lankaran region to the south of the country are also famous for their thermal water springs, with several sanatoriums offering relaxing and therapeutic baths of the hot, mineral-rich water flowing naturally from underground.

Another must-visit place in terms of thermal resources is the village of Istisu in the Kalbajar district of the liberated Karabakh region. Restoration is underway in this region, where a sanatorium used to treat a variety of illnesses related to the nervous system, skin, muscles and bones as well as respiratory, diabetes, digestive and kidney problems.

Last but definitely not least, the curative effect of the famous oil baths in Naftalan leaves visitors in awe each time. According to popular legend, this oil's healing properties were first spotted by a merchant travelling along the Silk Road who left one of his sickly camels to die by an oily pool and returned to find it fully

recovered. Different from conventional industrial oils, this one has a unique chemical composition, thanks to which Naftalan, located around 300 km from Baku, has become one of the leading health and wellness destinations of Azerbaijan.

Having the power to heal more than 70 diseases, such as muscle, skin, bone and joint pains, as well as gynaecology and neurology problems, the crude oil baths and individual treatment sessions are an ideal experience for those in search of healing. Treatment typically involves taking daily oil baths for at least a week at one of the city's many wellness centres.

Also, a comprehensive city branding strategy has recently been developed for Naftalan city to increase its potential to attract visitors and boost tourism while supporting businesses here. Visitors can now enjoy cycling paths and an Oil Museum pavilion assisted by a Tourism Information Centre and wayfinding signs.



# The magic of Brescia

From the Valley of Signs to the lakes, here are a thousand and one reasons to discover a province that will capture your heart



Thanks to its proximity to the airports of Milan, Verona, and Bergamo, it is extremely easy to reach Brescia. In the middle of a marvellous circuit of cities of art, Brescia welcomes you for a journey across time following thousands of unique stories, all different yet intertwined.

Brescia is above all a Land of Lakes: the diverse souls of Lakes Garda, Iseo, and Idro represent three different ways of interpreting a vacation which is at the intersection of a Mediterranean holiday and a quaint mountain resort. Well-equipped beaches, boat excursions, and outdoor strolls are some of the charming suggestions that these sites, praised by poets and loved by those who are looking for out-of-the-ordinary places, inspire you to do. Water sports or nature walks, their offering ranges from an almost seaside atmosphere to high mountain landscapes.

Speaking of mountains, Camonica, Trompia, and Sabbia Valleys are Brescia's incarnation of a mountain that can elegantly wear summer as well as winter clothes. Trekking and mountain biking are just some of the myriads of activities that sports lovers can enjoy just steps from the sky. Every season, this offering changes and culminates with the over 100 km of alpine ski slopes of the Pontedilegno Tonale ski area, served by modern ski lifts. To those who interpret active holidays as a way to relax surrounded by nature, Brescia offers an incredible golf circuit and renowned thermal spas, such as Boario and Sirmione, a real jewel on the lake that enchanted Romans and divas like Maria Callas.

It isn't hard to understand why there are so many UNESCO World





Heritage Sites in a region as rich of landscapes as Brescia, which will capture your heart and soul. On top of the incredible gallery of over 200,000 Rock Engravings in Camonica Valley, the province boasts a portion of the Prehistoric Pile Dwellings around the Alps and also obtained recognition for the Santa Giulia Museum in Brescia, included in the national project Longobards in Italy. Places of Power (568-774 A.D.).

Moreover, Brescia was the the Italian Capital of Culture in 2023 together with Bergamo.

Finally, you certainly won't go hungry in Brescia. This is a shared opinion among food and wine lovers who can enjoy the DOP and DOC certified products in every corner of the province, starting from Lakes Garda and Iseo's olive oil and continuing with Slow Food presidia, Earth Markets, Michelin-starred restaurants, traditional trattorias, and osterias featuring traditional dishes as well as our renowned wines. Known all over the world, Franciacorta is the epitome of how vine cultivation and wine making are conceived in the region.

Your holiday in Brescia can be further enhanced with the many experiences that Visit Brescia has gathered on its website, organized in the sections MAKE and TASTE IN BRESCIA. Browse through them to understand the wealth of opportunities that this region offers, from discovering how handcrafted paper is made on Lake Garda to learning the technique to make fishing nets on Lake Iseo.

[www.visitbrescia.it](http://www.visitbrescia.it)

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