

TravelTrendz

International

November/December 2023

a travel lifestyle publication

Azerbaijan
Health and Wellness

Czechia
A Beautiful Blend

Italy
Brescia



Image : Azerbaijan Tourism Board

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INTERNATIONAL



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Published by
Al jarar 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 but Oil prices are moving up and down. There are some hindrance including the political issues in Europe and Middle East which are not helping anyone.

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. Do not miss the article on Mauritius. Learn more about the amazing Azerbaijan and Its offers relating to Medical Tourism. We have a very special article Brescia, Italy. We also have an interesting feature on Czech Republic. 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 Cinnamon Wild Yala in the enchanting Sri Lanka 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.

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

16 Czechia
A Beautiful Blend

18 Mauritius
Island Energy

22 Germany
Outletcity Metzingen

26 Italy
Brescia



Image : Atmosphere Kanifushi

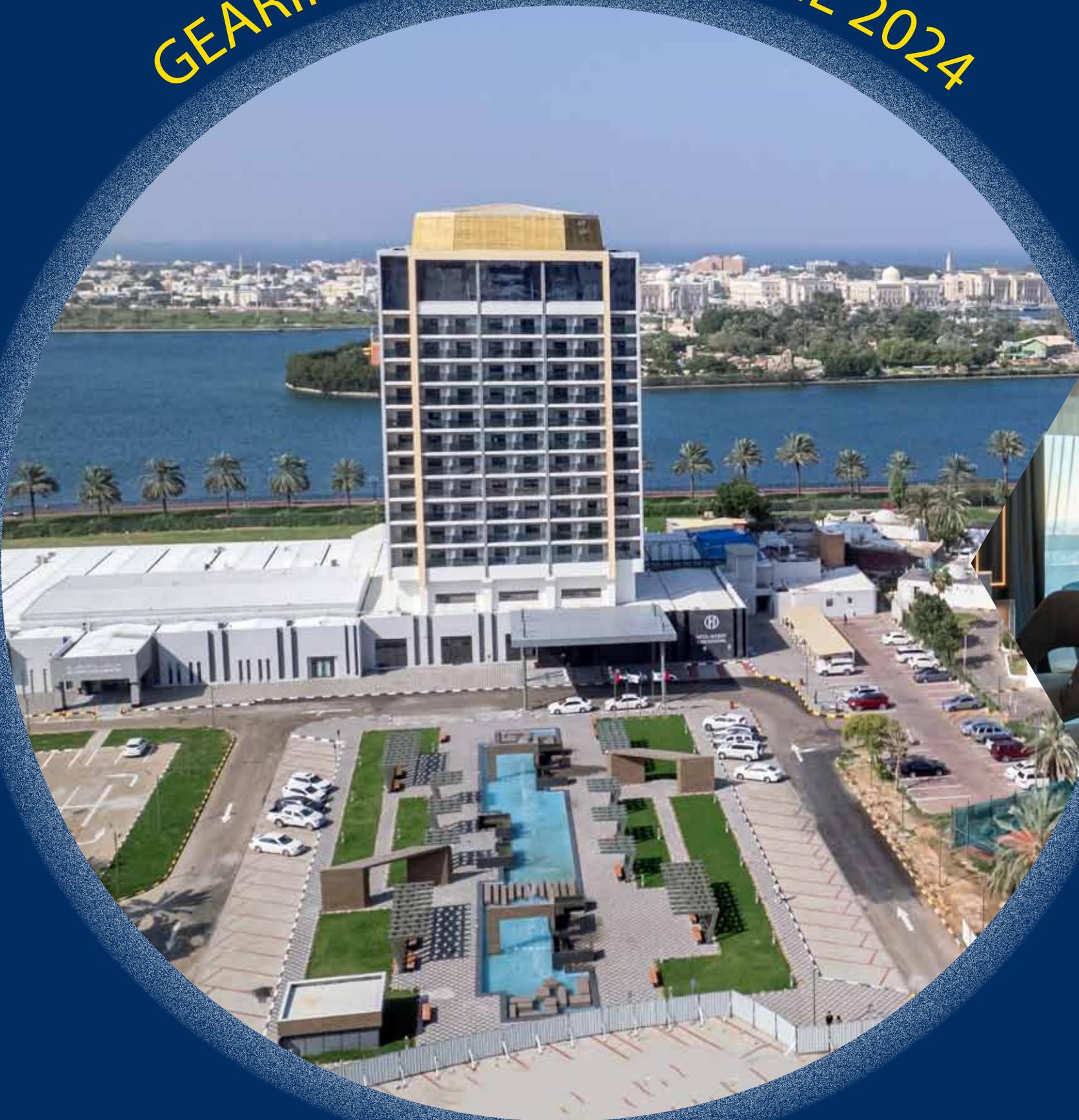
Impeccably Plush



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.

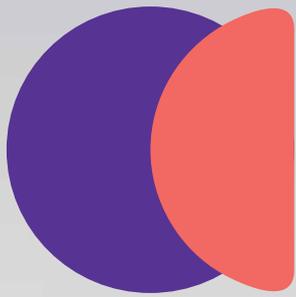
The hotel's expansive complex boasts 249 luxurious rooms, including recently renovated suites to offer a fresh, modern aesthetic and breathtaking vistas of Sharjah, complete with cozy balconies that overlook the idyllic Khalid Lagoon. The high-quality furnishings and elegant décor cater to the needs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



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.



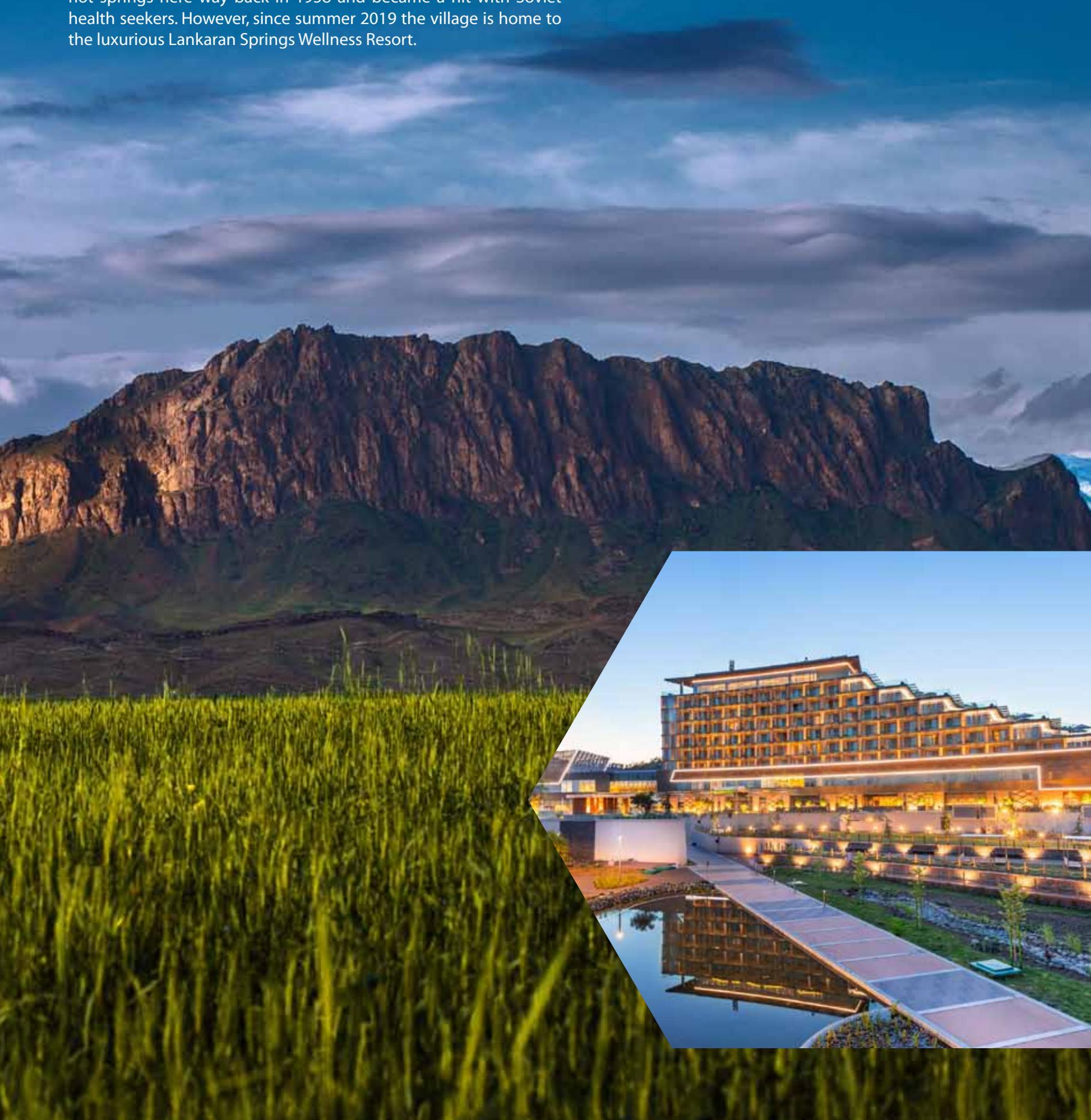
Health and wellness experiences in Lankaran

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

TAKE ANOTHER LOOK



Iftikhar Hamdani

A positive force to Sustainability





Being in the hospitality industry for over two decades, Iftikhar Hamdani, Area General Manager of Coral Beach Resort Sharjah and Bahi Ajman Palace Hotel has proven that the role of sustainability in the industry is rolling and prime concerns on everyone's mind.

Iftikhar performs as the positive force to his team towards the sustainability of Coral Beach Resort Sharjah and Bahi Ajman Palace Hotel. Standing proud along with his team, the two hotels pioneered exciting and innovative environmental and community initiatives.

March 2021, they launched "Be Green, Go Green" energizing the CSR and take positive actions for environment. One of the greatest staff engagements run by Iftikhar is tree planting activities. From mangrove planting projects to supporting the Emirates Environmental Group's "For Our Emirates We Plant" in Ras Al Khaimah and 110 trees planted around the world by the staff in their home countries, have been remarkable.

Iftikhar constantly integrated sustainable practices into the operations. There are several environmental activities implemented, amongst which are – its staff were given reusable

bags made of the hotels' discarded linens to avoid the use of plastic bags; reduce waste to landfill through waste segregations system. The recyclable waste materials are sent to organizations that will help to convert these into useful ones, i.e., our PET waste bottles are converted into yarn through the DGrade Simply Bottle Campaign. While the other wastes like cans, cartons, use gadgets are given to Emirates Environmental Group.

As a testament of sustainability practices, Bahi Ajman Palace Hotel achieved the Green Key certification. Additionally, Bahi Ajman Palace Hotel bagged the Hotel of the Year 2021 for Green Initiative and Coral Beach Hotel Sharjah as the Hotel Team of the Year 2021 at the ME Hospitality Excellence Awards.

Continuing Iftikhar's journey to sustainability, Coral Beach Resort Sharjah is on its way to a "Plastic-Free Drinking Water", replacing plastic bottles with a reusable glass bottle with complete bottling system that allows proper cleaning and refilling. Next is to sustainably divert the food waste through Composter or Digester machines.

Iftikhar Hamdani will continue to drive positive force to lead and motivate not only his team but the hospitality industry.



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Unveiling Czechia

A Beautiful Blend

by: Hazel Saldanha



Nestled in the heart of Europe, Czechia invites travelers to discover a land of enchantment that showcases diverse landscapes, rich history, and warm hospitality. This central European country seamlessly blends picturesque villages with bustling cities, offering something for every kind of adventurer.

The capital Prague, often referred to as the "City of a Hundred Spires," offers a visual feast for history enthusiasts and architecture aficionados alike. The UNESCO-listed historic center is a living museum, where Gothic, Baroque, and Renaissance styles harmoniously coexist. The iconic Charles Bridge, adorned with statues and overlooked by Prague Castle, stands as a testament to the city's rich history.

Amidst Prague's captivating beauty and vibrant pulse, relaxation finds its place. Explore the city's therapeutic spas, where historic bathhouses offer soothing treatments amidst opulent surroundings. Allow the warm waters and skilled hands to rejuvenate your spirit, infusing your journey with a sense of tranquility.

Beyond the well-known attractions lies an array of hidden gems waiting to be discovered. Ceský Krumlov, a fairytale town, whisks visitors to a bygone era with its cobble streets and enchanting castle. Meanwhile, Telc, a UNESCO-listed town, enchants with pastel-colored Renaissance architecture reflecting in tranquil ponds. These hidden treasures offer a glimpse into Czechia's



rich history and heritage. Further afield The Bohemian Forests and Moravian hills, reveal a lush tapestry that captivates nature enthusiasts.

Czechia's culinary delights are equally enticing. Delve into hearty goulash, succulent roast pork with dumplings, and the iconic pastries that line the streets. These traditional dishes aren't just food; they're an immersion into Czech culture. Pair them with the country's renowned beverage culture, and you have a gastronomic experience that lingers on your palate.

Czechia's warmth isn't just in its weather; it emanates from its people. The locals take pride in sharing their culture, whether through traditional dances, vibrant festivals, or heartfelt conversations over a meal. Art and music flourish here, and every thoroughfare seems to whisper stories of the past.

As you plan your journey to Czechia, anticipate a country that caters to diverse interests. Whether you're a history aficionado, a nature lover, a culinary explorer, or an art enthusiast, Czechia offers an array of experiences that will leave you spellbound. Your next chapter unfolds - #VisitCzechia



by: Hazel Saldanha

Mauritius

Feel Our Island Energy

Nestled in the heart of the Indian Ocean, Mauritius beckons travelers with its unparalleled charm and boundless energy. From the moment you set foot on this idyllic island, you're enveloped in a vibrant tapestry of landscapes, cultures, and experiences that define its unique essence.

Picture-perfect beaches stretch as far as the eye can see, each one boasting its unique character and allure. But it's not just the stunning scenery that sets this island apart; it's the palpable energy that courses through the air, infusing every moment with vitality. The local culture comes alive through colorful festivals, lively markets, and warm smiles. Engage with the locals and let their stories guide you through the hidden gems that make Mauritius special. Hear the rhythm of traditional "Sega" music, taste the

fusion of flavors in every bite, and immerse yourself in the island's captivating history. Don't miss out on a traditional "Gateau piment", a mouth-watering crunchy remix of chili fritters that will leave your tastebuds tingling!

Mauritius is a year-round destination, catering to all tourists' budgets. Different seasons offer varied experiences, whether you're seeking luxury or legendary affordable hospitality. Dive into the crystalline waters for water sports in the summer or witness nature's spectacle during the migratory season.

For adventure seekers, Mauritius doesn't disappoint. Embark on thrilling hikes, soar above clear blue waters on a parasailing adventure, or explore vibrant coral reefs teeming with marine life.

The adrenaline rush is a testament to the island's energy, seeping into every daring endeavor.

Even as Mauritius dazzles with beauty, it's equally committed to preserving its natural treasures. The island's dedication to sustainability and eco-tourism is evident in protected marine areas and conservation efforts. Visitors can contribute to this mission by engaging in responsible travel practices that sustain the island's magic for generations to come.

Mauritius is more than a destination; it's an experience that resonates with every traveler's soul. From its pristine beaches to its rich culture, the island's vibrant spirit is an irresistible force that leaves an indelible mark on your heart. Come, explore, and immerse yourself in the magic of Mauritius, where every moment is an invitation to discover its unique essence and feel its vivid energy. Your journey to Mauritius is a journey to vitality, to embracing life's vibrancy and celebrating its island spirit. Visit: mauritiusnow.com



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.

www.outletcity.com/en/metzingen





Serving emerging markets and enhancing regional connectivity



SalamAir, the first value-for-money airline in Oman, has commenced weekly flights to and from Fujairah starting today. This expansion not only broadens travel possibilities, but also links customers from Fujairah through Muscat International Airport to a number of global destinations on SalamAir's network. This marks a significant milestone for the Oman-based low-cost carrier as it expands its network and continues to offer affordable fares while adding tourist and regional-friendly destinations to its network.

Since July 12th, 2023, SalamAir has added weekly flights to Fujairah, an Emirate renowned for its stunning coastline and rugged mountains. This addition broadens SalamAir's route network, providing two weekly flights from Muscat to Fujairah, effectively catering to the growing demand for travel between Oman and UAE.

The launch of operations in Dubai, Abu Dhabi, and Fujairah emphasizes SalamAir's commitment to connecting key Gulf destinations. Notably, SalamAir is the first to operate direct flights to Fujairah International Airport, demonstrating its innovative approach to serving emerging markets and enhancing regional connectivity.

The strength of SalamAir lies in its comprehensive network. This expansion not only provides more travel options but also connects Fujairah via Muscat International Airport to a host of international destinations including Almaty, Kuala Lumpur, Trabzon, Rize, Bahrain, Phuket, Prague, Bangkok,





Tehran, Chattogram, Colombo, Dhaka, Dammam, Doha, Muscat, Baku, Alexandria, Jeddah, Karachi, Kathmandu, Kuwait, Medina, Mashhad, Multan, Riyadh, Istanbul, Sialkot, Salalah, Shiraz, Jaipur, Lucknow, Trivandrum, and Calicut. This impressive connectivity, backed by a modern fleet, ensures passengers a safe, comfortable journey. From the moment they board, passengers can experience the airline's warm Omani hospitality and world-class service.

As SalamAir continues to grow, it remains true to its mission of offering cost-effective air travel while maintaining high service standards. The airline is committed to making air travel accessible and enjoyable for all, breaking down barriers and fostering connections.

SalamAir commenced its commercial operations in 2017, intending to set new standards in the aviation industry in Oman. SalamAir meets the country's increasing demand for affordable travel options and aims to generate further opportunities for employment and business creation in various Oman sectors. In six years, SalamAir has achieved growth in its operations and expanded its region's reach.

SalamAir.com



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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