

September/October 2024

a travel lifestyle publication

KoreaKaleidoscopic

Milano

Madrid Sporting Soul

Sporting Soul

Pakistan





Image : ALILA HINU BAY



A PERFECT BLEND OF ARABIAN HOSPITALITY, **COMFORT AND LUXURY**

The Hotel Holiday International is a 4-star hotel situated beside Sharjah's scenic Khalid Lagoon and Al Majaz Water Front. It offers convenient to both Dubai and Sharjah International airports, just a 20-minute drive away. The hotel has a large complex with 249 luxurious rooms, including newly renovated suites that have a modern appearance and breathtaking views of Sharjah. The high-quality furnishings and elegant decor cater to the needs and preferences of both business and leisure travelers. It's worth noticing that Hotel Holiday International is situated right next to Marbella resort villas, at a walking distance.













Welcomes You

Discover Tradition, Live the K-Culture Vibe





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The Travel Trade industry is taking a breather after Summer Travel frenzy. The entire industry is working nicely looking forward to it. However, there are some hindrances including the political issues in Europe and Middle East which are not helping anyone. Still Summer Holidays left a positive impact to the travel and hospitality industry.

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 Kaleidoscopic Korea in a detailed article. We have a very special articles Milano & Brescia, Italy. This issue has a nice feature about sporting soul of the Madrid City. Fall in love with Pakistan and its rich tapestry.

We have covered the topnotch hotels in this issue such as the amazing property voco Dubai The Palm. Please do not miss the feature regarding the Sharjah National Hotels. Other must read article are on Centro Barsha Hotel, Dubai and Damac Hills2 Hotel, Edge by Rotana. Especial features are on Metropolitan Hotel Dubai and Hotel Indigo Jabal Akhdar Resort & Spa in Oman.

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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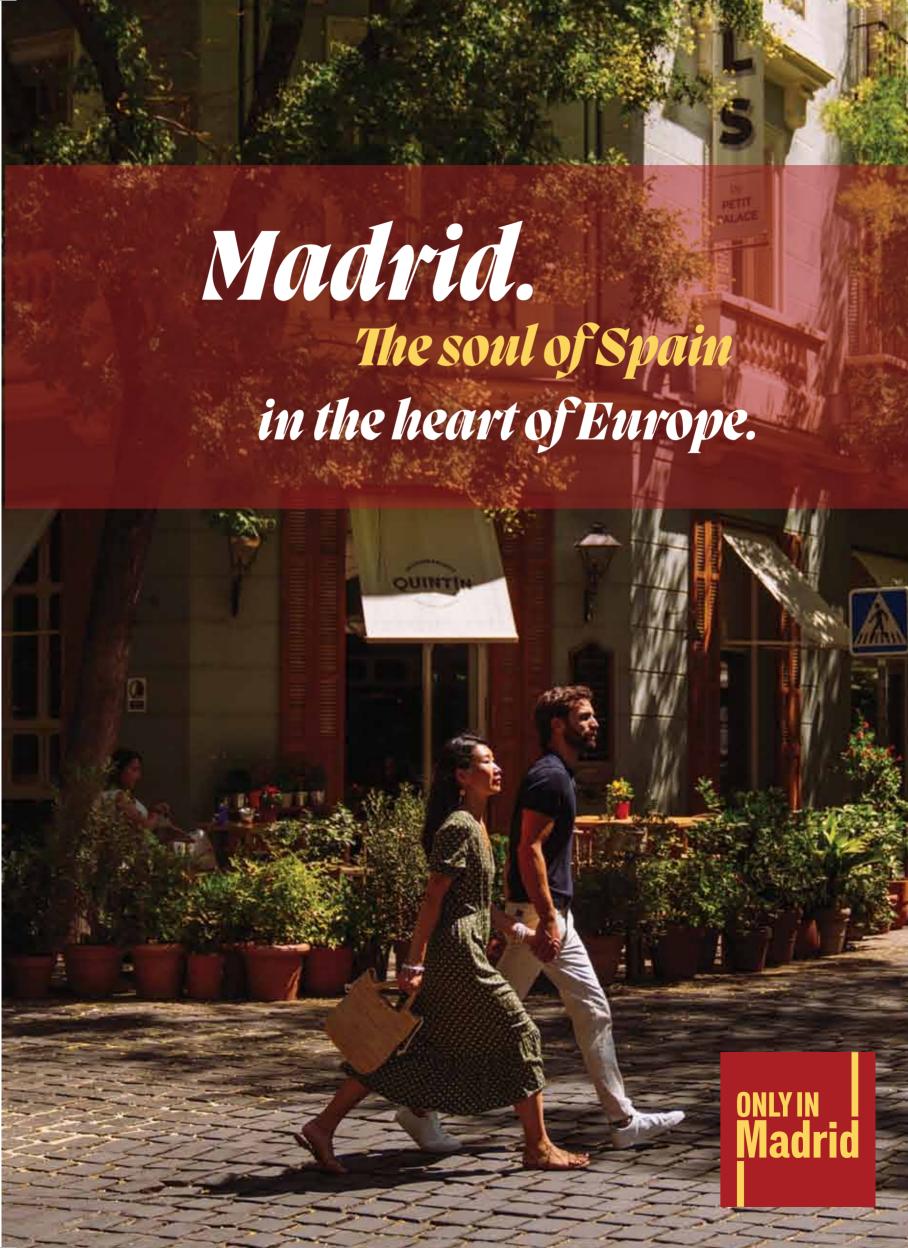
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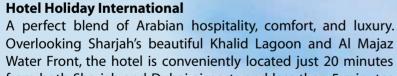


SHARJAH NATIONAL HOTELS

An integral part of tourism in Sharjah

Sharjah National Hotels has become an integral part of Sharjah's tourism, with three properties to meets the needs of various types of travelers, offering options like an urban retreat in Marbella Resort, staycation at newly furbished Hotel Holiday International, to a relaxed tranquil beach vacation at Oceanic Khorfakkan Resort & Spa.





Water Front, the hotel is conveniently located just 20 minutes from both Sharjah and Dubai airports and less than 5 minutes away from the nearby Sharjah Souk and shopping malls.



Marbella Resort

A concept unique in the Arabian Peninsula and ideal for that family getaway offering a secluded and intimate ambiance. With a range of dining experiences and extensive recreational facilities in a beautiful location designed in the Arab Andalusia style of architecture.

Escape the summer heat and discover a haven of hospitality at Sharjah National Hotels, your ultimate destination in the UAE. Perfectly situated for long-distance travelers from Oman, KSA, and Kuwait, our collection of properties offers an oasis of comfort and convenience. Your time to relax in a variety of accommodations, from luxurious suites to cozy rooms, and private villas each thoughtfully designed to ensure a memorable stay.

Enjoy a wealth of amenities including refreshing pools, world-class dining, and rejuvenating spa experiences, all within easy reach. Whether you're exploring Sharjah's cultural gems, embarking on shopping adventures, or simply seeking relaxation, our hotels provide the perfect retreat.

Take advantage of special summer rates and exclusive packages tailored to enhance your stay. From personalized service to unparalleled comfort, Sharjah National Hotels invites you to experience true Arabian hospitality during your summer getaway in the UAE.

Book now and make unforgettable memories with us!













Kaleidoscopic KOREA

by Fouzia Sohail



Wellbeing is synonymous with South Korean culture and its geography has certainly played an important role in this. With the Yellow Sea on its western border, and the East Sea on its eastern border and adjacent islands. Having natural beauty of various dynamics such as mountain ranges, coastal plains, rolling hills, valleys, broad basins, forests of assorted terrestrial eco regions and hot springs (oncheon), open air hot spring (mineral water in Seongmodo), alkaline water springs (in Asan) and the first natural hot spring in Suanbo (Chungju) that hosts scenic lakes and valleys while having a foot bath.

Another feather in the cap in South Korea is the Yeo Yong Guk Spa in Seoul, which is known for its use of over a hundred fermentation plants for specific health issues and treatments. The use of ancient medicine, meditation and traditional public bathhouses (jjimjilbang), healing forests and natural remedies are common wholesome lifestyles in South Korea. One example is the Donguibogam Village in Sancheong County which hosts the first herbal medicine theme park. (Donguibogam is the name derived from a book about Korean medicine, this book was written during the Joseon Dynasty. Here, visitors can make their own traditional medicine (gongjindan) to boost their immune systems. The Hanbang 'Ki' Experience Center deals with the healing of mind and body by training one's 'Ki' (energy force). Hanbang refers to traditional Korean medicine that dates back to over a thousand years. Tea Therapy (in Jongno) is an additional custom-made blend therapy where a person sips tea with their feet soaked in foot baths to improve blood circulation and relieve headaches.

South Korea has the famous skin care brand Sulwhasoo which is the first ever ginseng based anti-ageing cosmetic used for various treatments, personalized skincare routines and holistic skin balance counselling.

Some of the top Wellness Retreats are below:

- The Shilla Jeju (Jeju Islands)- Breathtaking ocean views and a serene atmosphere. With volcanic landscapes, hot springs, outdoor pools along with yoga and meditation sessions that are key to the art of destressing.
- Ananti Namhae (Namhae, South Coast)- Looking into the South Sea, Ananti Namhae is more of a secluded resort that hosts an on-site golf course and a personalized treatment spathat is designed to restore balance and energy. It features an outdoor infinity pool and Korean style traditional sauna (jjimjibang).

- Resom Forest (Chungcheong nam -do Province)- This spa is located in the heart of nature and a perfect escape from the city life. Its eco-friendly character integrated with traditional Korean medicinal practices and modern spa treatments are used for relaxation and overall healing in its forest healing programs, outdoor hot springs and herbal therapies.
- Four Seasons Hotel (Seoul)- For those seeking luxury in the city itself, the spa at this hotel offers top class East meets West wellness therapies through its custom facials, body massages, state of art fitness center, relaxation lounges and vitality pools.
- Healing Stay Kosmos (Ulleungdo Island)- Stationed on the remote Ulleungdo Island, this eco luxury retreat offers a spiritual escape through meditation sessions, nature walks, personalized wellness programs, ocean-view hot tubs,

- architectural designs and a focus on a holistic wellbeing.
- Park Roche Resort and Wellness (Gangwon Province)-Relaxation through nature and its mountain placement emphasizes intensive wellness treatments via mountain hikes, hot springs baths, and a variety of yoga/meditation offers especially with the stunning mountain views.
- Spaland Centum City (Busan)- A modern Spa located in the Spaland Centum shopping complex comprising of a Himalyan Salt Room, Roman Style Bath, a variety of themed saunas, therapeutic pools and jjimjibang (traditional Korean sauna) experience in an urban spa.
- JS The Spa at Josun Palace (Seoul)- Another urban Spa that offers a blend of Korean and Western wellness treatments



apart from its signature treatments which include the use of natural ingredients, a relaxation lounge and personalized programs in a posh environment with top-notch services.

- Sulwhasoo Spa at Lotte Hotel (Seoul)- As its popular name suggests, this renowned skincare treatment with the use of the famous Sulwhasoo beauty products that specialize in antiageing and revitalizing therapies shape this spa experience. Korean medicine and advanced skincare techniques are also performed pertaining to tailored facial treatments and body massages.
- Pyeongchang Pheonix Hotel and Resort (Pyeongchang)-Known for hosting the Winter Olympics, this luxurious spa focuses on relaxation and wellness through local ingredients and techniques such as massage therapy, natural hot springs,

yoga and meditation.

The bountiful choices of resorts/retreats, nature park themes, tea and ecological parks across South Korea are easily accessed via the subway or car. Visitors' exposure is comes first and is truly memorable, whether it is under modern or organic surroundings either in or out of the city. Depending on individual preferences, a city escape, a nature focused retreat, a short weekend or longer, a deeper wellness experience, simple relaxation, detox or any other health concern, these experiences are all found in this country.

Kome to Korea for Komfort, Kare and Kalmness.





Milano, more than a trip.

A lifestyle Unforgettable Summer

The city of Milano welcomes tourists from the GCC with new experiential itineraries amongst its most iconic streets

Milan is among the top global tourism destinations in 2025

This summer Milano is offering an unparalleled variety of experiences via its new campaign "Milano, more than a trip. A lifestyle." Promoting itself as not just a destination but an entire experience, the city of Milan invites tourists to savour the 'good life' through its Milanese neighbourhoods and the opportunities each one offers in terms of cultural, gastronomic and multiple entertainment experiences including concerts by Taylor Swift, Nicki Minaj, Avril Lavigne, Doja Cat and BigMama to name a few.

But it is really the different districts, each with their own intrinsic characteristics and lively streets that make Milano special. From Porta Romana passing through Porta Venezia, strolling through the streets of Brera until one reaches Parco Sempione or Isola - each neighbourhood has its own stories to tell, hidden gems waiting to be discovered and a rich programme of activities for everyone.

This summer Milano has decided to highlight the spirit and the authenticity of each corner through a campaign intended to promote different itineraries in 7 neighbourhoods of the city. Unique and evocative routes invite tourists to explore every nook and corner of the city, beyond the traditional beaten paths, to admire the majestic historical monuments and the picturesque avenues, passing through the animated squares tickling the senses with colours and taste of Milanese life. A unique experience aimed to permanently and fondly touch hearts of those who choose Milano for their summer holidays.

Unmissable are the Navigli canals, a cornerstone of the Milanese summer experience both day and night. At sunset, stop at one of the countless bars on the canal, or the adjacent Darsena for the popular Milanese aperitif experience. Another must-see is the Vicolo dei Lavandai, an iconic view that tells of a foregone era, while every last Sunday of the month is the famed antique market.



Just a few steps away from the Duomo, one heads to Brera, a hub of artists in Milano where the Pinacoteca is located and hosts unique masterpieces of the likes of Hayez, Caravaggio, Mantegna and Raffaello. Wandering through the cobblestone alleys, this neighbourhood exudes art everywhere: gardens, small artisan shops, perfume workshops, cafés and bistros, markets, and many courtyards to admire behind the doors of historic buildings. Must-see points are the Orto Botanico, the cloisters of San Marco



and San Simpliciano - two churches steeped in history, or a coffee at bar Jamaica where one can experience a more intellectual and bo-bo atmosphere.

Milano boasts not only a historical side, but also a more international one: Porta Romana is the neighbourhood that welcomes international students given the presence of Università Bocconi and the university's campus. Once past the Spanish walls dating back to the 1500s, one emerges in a neighbourhood replete with numerous restaurants, wine bars, kiosks, and cafés offering meals and aperitifs to suit any palate and confirming itself as the renowned food district of the city. A key stop is Fondazione Prada, one of the most innovative cultural institutions hosting also Cinema Godard, showcasing films in original language. Summer is not complete without a refreshing stop at the outdoor pools Bagni Misteriosi, and the theatre Teatro Franco Parenti. Finally, Porta Romana is the city undergoing the most rapid transformation for the Olympic and Paralympic Winter Games Milano Cortina 2026, given the Olympic village will be nestled in this neighbourhood.

Multiethnic Porta Venezia is the most open and inclusive of neighbourhoods in which the freedom to express oneself is welcome. It is also the neighbourhood characterised by Liberty architecture, inviting tourists to explore fascinating historic buildings and modernist villas such as Villa Necchi Campiglio o Villa Invernizzi hosting a colony of pink flamingos. Brimming with artistic locations, Porta Venezia is an eclectic neighbourhood hosting the Museo Civico di Storia Naturale (Museum of natural history), il Museo d'Arte, Fondazione Luigi Rovati and the GAM - Galleria di Arte Moderna that hosts the paintings il "Quarto Stato" by Giuseppe Pellizza da Volpedo, and "Lullaby" by Maurizio Cattelan.

The mix of styles and cultures continues through to Chinatown, a neighbourhood that develops north of the city centre, through the Cimitero Monumentale and Corso Sempione, with an energy and vibe that must be experienced.

The beating heart of Chinatown is Via Paolo Sarpi where oriental street food reigns sovereign. Here one can experience a Milano that is a melting pot of different cultures, tasting something new for dinner or having fun with Chinese karaoke.

Another unmissable neighbourhood is Isola, a newer, younger neighbourhood with a lively nightlife scene. Life in Isola alternates between tradition and modernity. Strolling through the skyscrapers of Porta Nuova, one remains in awe in front of the award-winning, architectural masterpiece Bosco Verticale, or BAM, la Biblioteca degli Alberi, a carefully planned garden with over 100 botanical species. The skyscrapers mark the skyline until Piazza Gae Auelenti where one "walks" over water in the middle of the square. The modernity of Isola meets tradition in the artisan shops in Via Borsieri and Via Thaon de Revel, or by the sanctuary of Santa Maria alla Fontana.

Milano's skyline has evolved over time, thanks to the three skyscrapers Hadid, Libeskin, and Isozaki that tower over CityLife, a Shopping District with luxury buildings and condominiums, and ArtLine, a vast park in which to wander through sculptures and contemporary installations.

both thrilling and relaxing, offering a wide array of experiences in every corner of the city. Ε c neighbourhood finds its way of living summer thanks to the

energy of those that make it come alive, making Milano irresistible destination even in the summer months.

www.yesmilano.it





Madrid

Beyond the Stadium Uncover Spain's Sporting Soul

Calling all sports fans! Madrid's electrifying sports scene is legendary for its thrilling football matches, breathtaking golf courses, and world-class cycling routes. This destination ignites a passion for sports in every athlete and sports fanatic's heart. Uncover a diverse range of sporting activities and events, all steeped in history and fuelled by passion. Get ready for a journey filled with unexpected, unique delights and experiences you can only find in Madrid!

A Football Fanatic's Dream Destination

For football fans worldwide, Madrid is a pilgrimage site. Walk in the footsteps of legends and celebrate their triumphs on hallowed grounds.

Explore the Bernabéu Museum, housed within the newly renovated Santiago Bernabéu Stadium, home to Real Madrid. Delve into the legacy of iconic legends like Raúl González, a beacon for Madridistas (Real Madrid fans).

Alternatively, delve into the heart of Spanish football royalty at the legendary Atlético de Madrid Museum. Located within the awe-inspiring Civitas Metropolitano Stadium, this home ground pulsates with the club's enviable history. Explore a vast collection of memorabilia and a range of exclusive experiences – from stadium tours and penalty kicks to VIP access and pre-game rituals – that transform you into a true Colchonero (Atlético de Madrid fan)!

World-Class Golf Experiences

Golfing aficionados, rejoice! Madrid boasts over 20 world-class courses, designed by legendary names like Van Hagge, Rees Jones, Seve Ballesteros, and more, catering to golfers of all skill levels. Conveniently located just 20 minutes from the city centre, these courses offer a golfer's paradise.

Elevate your game amidst Spanish grandeur. Refine your swing at the picturesque Real Club de Golf La Herrería. Located near



the awe-inspiring Royal Monastery and Royal Site of San Lorenzo de El Escorial (a UNESCO World Heritage Site), this course offers classes for all levels, allowing you to combine golfing excellence with rich historical immersion.

Ace Your Serve: Madrid's Unmatched Tennis Scene

From casual rallies under the Spanish sun to witnessing the world's best players battle it out, Madrid offers a tennis paradise for every enthusiast. With over 700 courts and 100 padel clubs scattered throughout the city, offering endless opportunities to perfect your backhand or unleash a powerful serve.

Insider Tip: Time your visit with the Madrid Mutua Open! This thrilling "fiesta" takes place every year, where the world's best players battle it out on the court. Witness their mastery and ignite your passion for the game!

Unleash Your Inner Athlete: Cycling, Hiking, and Breathtaking Vistas Await

Madrid surprises visitors with a hidden wealth of sporting opportunities. Beyond its ancient landmarks and breathtaking natural scenery, a vibrant active community thrives in the city. You can experience this energetic lifestyle firsthand.

Picturesque locations like Chinchón, Patones, and Pelayos de la Presa beckon outdoor enthusiasts with their cycling and hiking trails. Explore the ancient Hayedo de Montejo, a UNESCO World Heritage Site, or delve deeper into the natural beauty of Parque Nacional de Guadarrama and Rascafría.

Brimming with endless options to explore, Madrid caters to all sports enthusiasts, promising a world of discovery and exhilaration.





PAKISTAN Exploring the Rich Tapestry

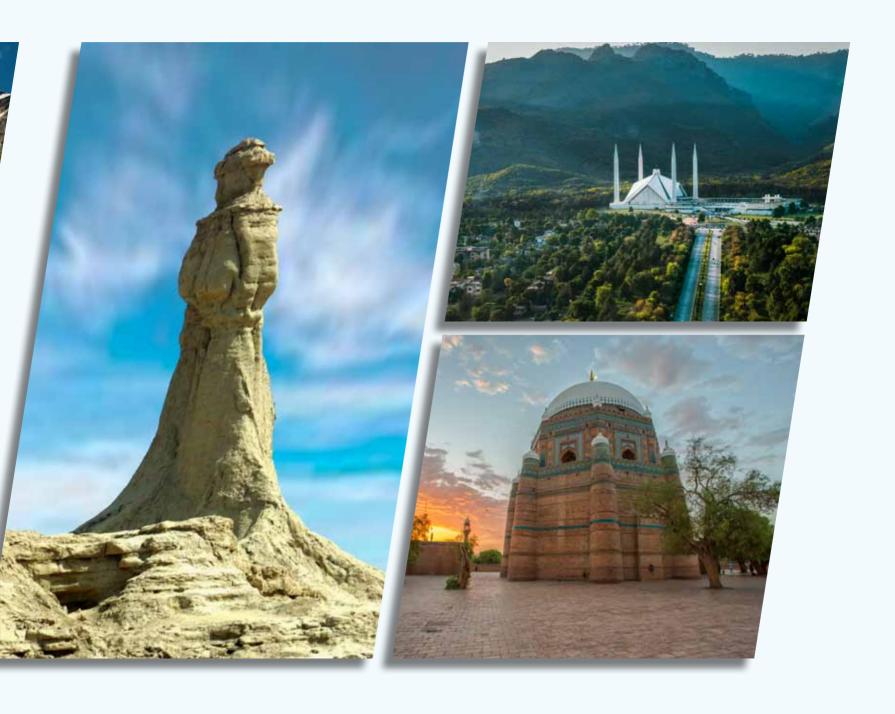
A Journey of Culture, History, and Natural Beauty

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.



The Metropolitan Hotel Dubai is a 4 Star+ property located on Sheikh Zayed Road, offering modern Middle-Eastern hospitality in one of Dubai's most vibrant areas. Known for its refined ambiance, the hotel is perfect for both business and leisure travelers seeking contemporary comfort.

Just a 3-minute drive from Equiti Metro Station, the hotel is also only 5 minutes from Mall of the Emirates, Ski Dubai, Jumeirah Beach, and Wild Wadi Water Park. Key attractions like Dubai Mall, Burj Khalifa, and Atlantis, The Palm are easily accessible, just 10 to 20 minutes away.

The hotel boasts 282 stylish rooms and family rooms, along with 38 elegant suites. All accommodations are equipped with flat-screen TVs, luxe twin or king-size beds, one-touch phone service, individually controlled air conditioning, tea and coffee making facilities, and laundry services. The sleek, neutral tones and contemporary furnishings provide a sophisticated, neat-chic atmosphere.

Dining is a delight at the Metropolitan Hotel, with four unique outlets to suit every taste. Enjoy British classics at The Red Lion, savor international dishes at Al Safa Restaurant, relax with shisha







at Al Shief Lounge, or enjoy a refreshing drink at Tropicana Pool Lounge. Additionally, the hotel's Italian restaurant, Locanda Da Vinci, brings authentic Italian flavors to your dining experience.

Guests can unwind in the serene rooftop pool, offering panoramic views of Dubai, including the iconic Burj Al Arab. A state-of-theart gym caters to fitness enthusiasts, while the tranquil spa

provides a range of rejuvenating treatments.

For more information or to book your stay, please visit www.metropolitanhoteldubai.com contact us at +971 4 343 0000 | +971 56 522 6136 reservations.mhd@habtoorhospitality.com.







VOCO Dubai The Palm September Specials

This September, voco Dubai The Palm invites guests to include in unbeatable offers designed to make every moment of your stay unforgettable. Whether you're planning a relaxing staycation in a lavish suite or looking to explore the finest food and beverage options, we have something special for you.

Suite Dreams for the Whole Family

Enjoy a perfect blend of comfort and savings with our exclusive Suite Deals package. Book a suite for four nights, and the fourth night is on us. Plus, families can take advantage of our generous offer where up to two kids aged 17 and under stay and eat for free. This incredible offer is available for bookings made by 30 September, with stays valid until 31 October 2024.

Relax longer on your next family getaway and save more while creating cherished memories. Don't miss out on this limited-time offer—book now at www.ihg.com/SuiteDeal

Maison Mathis

Check out what's new on our menu. Chef Roberto, has poured his heart into creating wholesome vibrant dishes that will elevate your dining experience like never before. Swing by soon to explore our latest dishes and savour the bold, fresh flavours crafted just for you.

Start your Saturdays right with delicious food, bottomless drinks with live entertainment and fun face painting for the whole family with our legendary Saturday Brunch.

Sundays are all about our Roast. Savour slow-roasted beef, lamb, or chicken with all the trimmings, plus new irresistible sides including vegan options. Pair with refreshing drinks or enjoy unlimited pours.

If you are a Mussel lover visit us every Tuesday to Thursday to enjoy sumptuous pot of mussels with your choice of flavours and packages.

We proudly offer one of the longest happy hours in the city, where you can enjoy a wide selection of hops, house spirits, cocktails, and premium house wines. Complement your drinks with our delectable bar bites, perfectly crafted to enhance your experience.

For more information and reservations call +971 4 249 5502.

Frenia

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.

Join us at Frenia's Golden Hour, 6-7 PM, for an unforgettable evening. Spend AED 50 and spin the wheel for exciting prizes.

For reservations call +971 52 934 6282



Frenia

Mediterranean Rooftop Pool Bar

voco Dubai The Palm

Unique points:

The view of Ain Dubai over the Palm Jumeirah with Sunset Apertivo Hour Selection of gourmet Mediterranean tapas

Capacity:

Maximum 130 pax

Concept:

Pool Bar in the daytime that transforms into an outdoor lounge in the evening.

Ambience:

Outdoor, catching sunsets, live DJ, Laid back, fun, colourful, bright.

Cuisine: Mediterranean

Signature Dishes:

Suppli Al Telefono, Mediterranean Dip Trio, Zucchini fries, Oven Flank Steak, Spaghetti Allo Scaglio, Signature doners, Eggplant Freekeh Salad, Wagyu Tartar

Drinks:

The Sundowner, Paper Plane, Rose Cloud, Paloma Twist

Experiences:

Cater to special celebrations, private events, and live entertainment.

Target audience:

25 to 45 years old expacts, sundowner lovers, girls' nights, date nights, birthday celebrations, post-work drinks.

Sustainability initiatives or eco-friendly practices:

Electronic reservations system, Paperless recycle straws (BPA Free)

Timing:

Monday to Sunday from 9am to 9pm

Contact details:

052 934 6282 04 249 5555 ext. 5607/5608





FREDIA :









Hotel Indigo

Jabal Akhdar Resort & Spa

Reimagine Life on the Green Mountain



Where Ancient Traditions Blend with Contemporary Comfort 2,000 Metres above Sea Level



HG Hotels & Resorts debuts its first boutique lifestyle brand resort in the region with the opening of Hotel Indigo Jabal Akhdar Resort & Spa on 1st September 2024. Nestled 2,000 metres above sea level amidst the dramatic peaks and canyons of Oman's "Green Mountain," this retreat features 173 beautifully designed rooms, suites and chalets, each offering majestic views. Hotel Indigo Jabal Akhdar Resort & Spa invites explorers to experience a breathtaking mountain escape where curated wellness and neighbourhood-inspired bucket list experiences come to life through passionate storytelling.

James Reeves, General Manager, said: "Our team has poured their heart and soul into creating a place that captures the very essence of Jabal Akhdar. Every detail and every experience has been carefully curated to immerse you in the story of this remarkable destination, connect with the local culture and create memories that will stay long after you leave. From the moment you arrive, you'll feel the magic of this place. We can't wait to welcome guests to our neighbourhood and share the wonders of Jabal Akhdar."

Inspired by the Neighbourhood

The resort's design echoes the colours and textures of the mountain, creating a space that is both strikingly beautiful and deeply rooted in Omani heritage. Thoughtful touches and curated experiences bring to life the stories of the resilient communities that have thrived here for centuries. While the mountain's rugged terrain once made it difficult to access, today it welcomes travellers seeking outdoor adventure, connection with nature, and a taste of authentic Omani life in its villages and terraced farms.

Reimagine Life on the Green Mountain

Hotel Indigo Jabal Akhdar Resort & Spa is more than just a stay, it's an invitation to reconnect with nature and immerse yourself in







the neighbourhood. Wander through historic villages, discover ancient dwellings carved into the mountainside, hike amidst terraced gardens, or simply savour the tranquillity of the mountain air.

A Wellness Sanctuary

Jala Spa & Wellness is an oasis of vitality on the Green Mountain – a destination celebrated for its clean fresh air, natural springs, and source of some of the world's purest rose water. Offering a range of rejuvenating treatments that draw inspiration from ancient Omani traditions and contemporary techniques, the spacious spa features three distinctive wellness zones with bespoke treatment experiences, immune-boosting Himalayan salt rooms, extensive thermal zones and relaxing indoor vitality pools.

Flavours of Oman

Delight in a culinary journey through the resort's three distinctive dining venues that draw inspiration from the ancient Zanzibari spice trade and the bounty of fresh ingredients, sourced locally. At Vue Rooftop & Lounge, the highest rooftop in the Middle East, savour panoramic canyon views, craft cocktails, and signature wood-fired dishes. Wadi Habib serves authentic Omani flavours in a warm and inviting setting, while Zaatar provides a vibrant all-day

dining experience, perfect for sharing stories and connecting with fellow travellers.

IHG's First Hotel Indigo Resort in the Region

The launch of Hotel Indigo Jabal Akhdar Resort & Spa marks a significant milestone as IHG's first Hotel Indigo resort in the region and will start welcoming guests from 1st September 2024.



Unveiling the Majestic Splendors of Brescia



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.

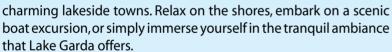
Continuing our exploration, we make our way to Franciacorta Village, a paradise for fashion enthusiasts. Discover stylish boutiques and renowned designer brands, offering incredible deals for the fashion-savvy traveler. Update your wardrobe with unique finds and revel in the thrill of a luxury shopping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





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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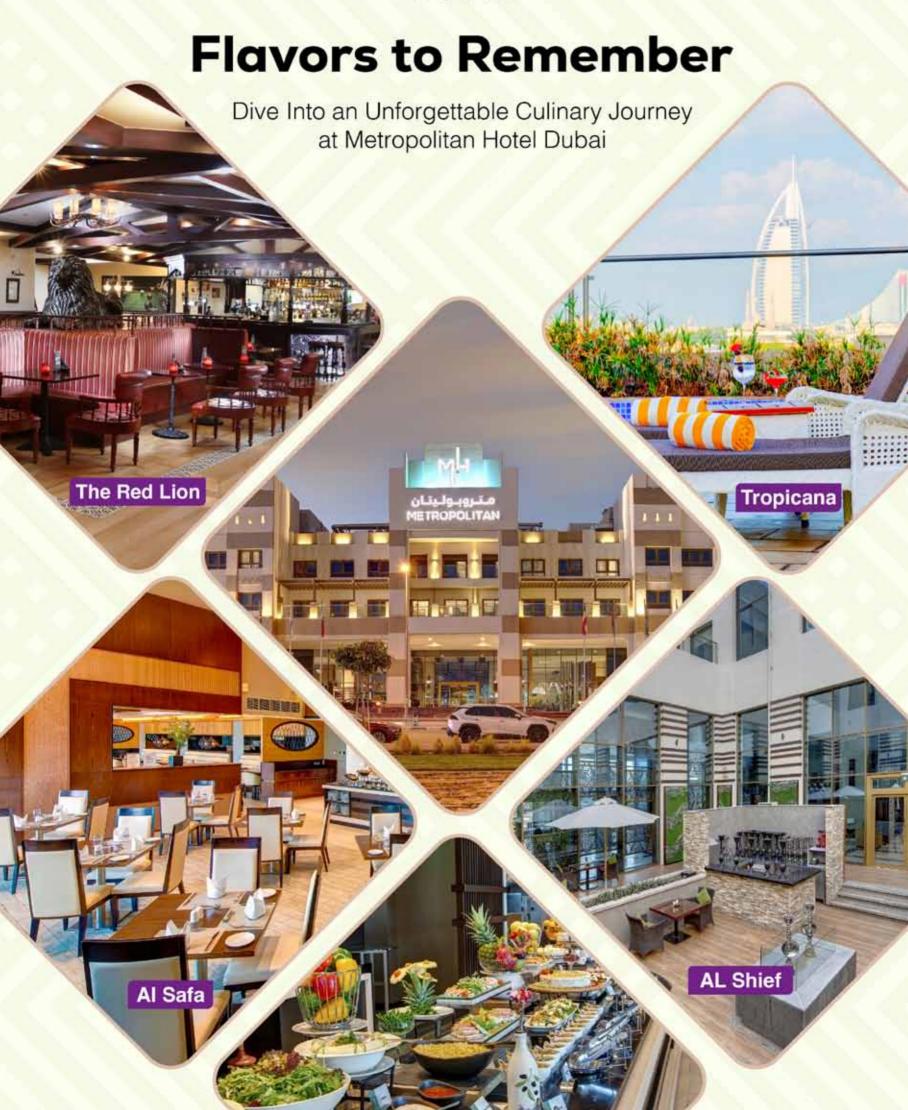
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Can Al replace humans?

n our fast-evolving world, artificial intelligence (AI) has permeated nearly every aspect of our lives, offering unprecedented efficiency and convenience. As General Manager of 3 Rotana hotels in Dubai; Arjaan by Rotana Dubai Media City, Centro Barsha, and DAMAC Hills 2 Edge by Rotana, in addition to my role as Vice President of the Turkish Business Council, I've had a front-row seat to witness the remarkable strides AI has made in the hospitality industry. AI technologies, from chatbots to advanced analytics, have revolutionized how we manage operations, streamline guest services, and personalize experiences. Yet, despite these technological marvels, one essential element remains irreplaceable: the human factor.

Al has undeniably enhanced many facets of our industry. Its ability to handle routine inquiries, process bookings, and analyze guest preferences allows our teams to focus more on delivering personalized service. This efficiency translates into smoother operations and, ultimately, a better guest experience. For instance, Al-driven systems help us anticipate guests' needs before they even voice them, ensuring a seamless stay from check-in to check-out. Tools like predictive analytics enable us to tailor our offerings to individual preferences, enhancing the overall guest experience.

However, as impressive as these technologies are, they cannot and should not replicate the warmth, empathy, and personal







touch that characterize exceptional hospitality. The heart of our industry lies in human connection. It is the genuine smile from a front desk associate, the personalized recommendations from a concierge who knows the local area intimately, and the thoughtful gestures from a room service attendant that create memorable stays. These elements of hospitality are deeply rooted in emotional intelligence and personal interaction—qualities that Al, no matter how advanced, cannot authentically replicate.

Al can provide data and automate processes, but it is the human touch that brings a sense of care and personal connection to our guests. Hospitality is not merely about providing a service; it's about creating an experience that resonates emotionally with guests. This is where our team's dedication and passion shine through, transforming ordinary moments into extraordinary memories.

In conclusion, while AI technology continues to be a powerful tool in enhancing operational efficiency and personalizing guest experiences, it is crucial to remember that it is not a replacement for the human element. At Rotana, we embrace AI as a means to support and augment our services, but we also celebrate and uphold the irreplaceable value of human interaction. It is this harmonious blend of advanced technology and heartfelt service that defines true hospitality and ensures that every guest's experience is both exceptional and unforgettable.



DAMAC Hills 2 Hotel Edge by Rotana An Oasis of Discovery



Welcome to DAMAC Hills 2 Hotel - Edge by Rotana, a stylish 3-star retreat nestled in the vibrant DAMAC Hills 2 community. With its chic design and modern amenities, the hotel offers an exceptional blend of comfort and style, making it an ideal choice for those seeking a combination of relaxation, leisure, and connection during their travels.

An Oasis of Comfort

The hotel boasts 295 stylish rooms and suites that seamlessly blend contemporary design with tranquillity. Catering to both business and leisure travellers, each room is a calming retreat designed to provide a serene environment for relaxation and rejuvenation.

An Oasis of Flavour and Leisure

Guests can indulge in a vibrant dining experience complemented by excellent leisure facilities. Urban Bar & Deli, open for breakfast, lunch, and dinner with options for both dine-in and takeaway, presents a diverse menu in a lively setting. For those focused on wellness, the Bodylines Fitness and Wellness Club offers a fully equipped gym and two temperature-controlled pools, catering to fitness enthusiasts and those seeking a relaxing escape.



An Oasis of Inspiration

DAMAC Hills 2 Hotel - Edge by Rotana provides four versatile meeting rooms, ideal for a range of events, from intimate business meetings to social gatherings. The added convenience of nearby access to the RTA bus station serving Studio City ensures a straightforward and efficient travel experience.

An Oasis of Exploration

Located just 30 km from Al Maktoum International Airport, DAMAC Hills 2 Hotel - Edge by Rotana offers a prime base for both business and leisure travellers. The hotel is ideally situated for access to major sports and entertainment venues, including The Sevens Stadium, Dubai Camel Racing Club, Hamdan Sports Complex, and Dubai Motor City. Nature enthusiasts can explore the nearby Al Qudra desert, Duck and Swan Lake, and scenic cycling tracks. Major attractions such as Expo City Dubai, Dubai Outlet Mall, and IMG Worlds of Adventure are just a 25-minute drive away, providing endless opportunities for exploration and entertainment.

The Perfect Retreat

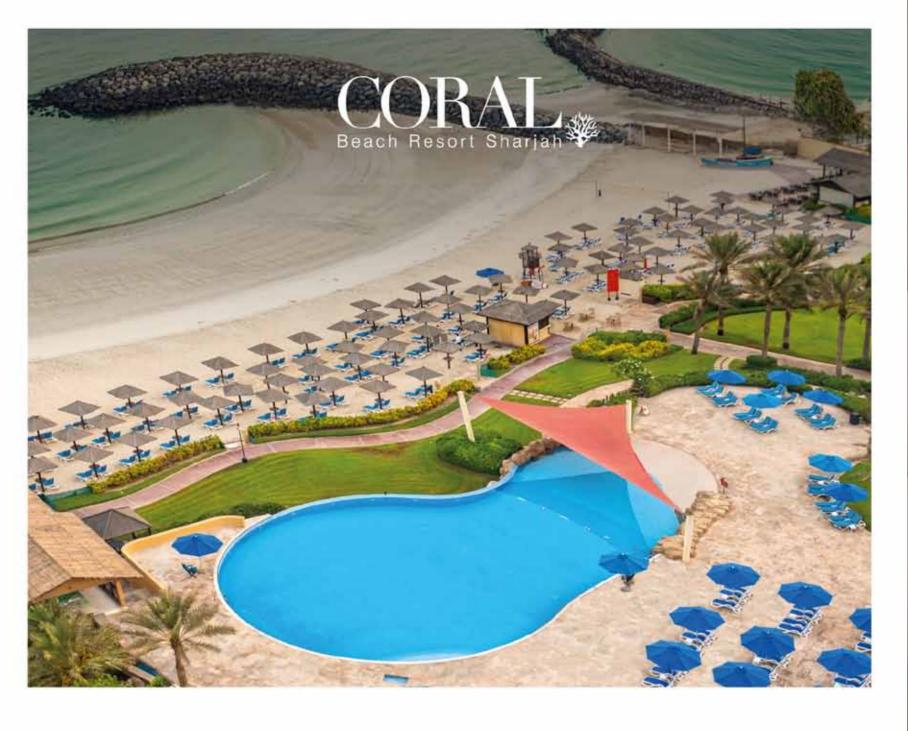
DAMAC Hills 2 Hotel - Edge by Rotana is an excellent choice for families, couples, solo travellers, and business guests. Its welcoming environment and modern amenities make it the perfect base for your next adventure or business trip.

Discover a comfortable and convenient stay at DAMAC Hills 2 Hotel - Edge by Rotana.

rotana.com







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.







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