

HOSPITALITY TRAVEL & TOURISM

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HOSPITALITY TRENDS
THAT WILL SHAPE
2023 AND BEYOND

WHY YOU SHOULD
TRAVEL MORE?

10 SMART WAYS
TO FIGHT JET LAG

12 TRAVEL SAFETY TIPS
EVERYONE SHOULD KNOW

Sasol supports Qatar's eco system awareness

Qatar e-Nature, a bi-lingual interactive electronic application developed by Sasol in partnership with Friends of the Environment Center (FEC), aims to increase public environmental awareness among all social and age groups in Qatar.

Available in Arabic and English, this free electronic app is aimed at the general public with particular focus on school learners. The database for the application was provided by FEC and includes detailed descriptions, local names and images of flora, birds and

insects, as well as sounds of the native and migratory birds. The 'favourites' section on the application allows users to add a bird, insect or plant for later review. Users can even submit the images they've taken for the app moderators to consider as additions to the existing gallery. A special email helpline has been set-up to receive user feedback and for any other technical support matters, you can check details under the contact section.

Qatar e-Nature serves as a window into Qatar's rich nature, attracts expert knowledge, and

enables you as a member of society to be part of preserving Qatari ecosystem's natural blessings.

The app is universally available for download on Apple App Store, Google Play Store for Android, Windows Phone Store, and BlackBerry App World. A web version of the app ([www.enature.qa](http://enature.qa)) is also available for desktop access, optimised for mobile devices.



Sasol is an international integrated chemicals and energy company that leverages technologies and the expertise of people working in 22 countries. We develop and commercialize technologies, and build and operate world-scale facilities to produce a range of high-value product streams, including liquid fuels, chemicals and low-carbon electricity.

Sasol is a 49% shareholder with Qatar Energy in ORYX GTL, the world's first commercial-scale GTL plant, based in Ras Laffan Industrial City in Qatar. ORYX GTL uses Sasol proprietary gas-to-liquids (GTL) technology to convert natural gas into liquid fuel and chemical products.



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Photo: Qatar Tourism

**Qatar Tourism wins
prestigious international
accolades for its global campaign**

**Experience a
World Beyond**



- 'Experience a World Beyond' bagged two awards for best campaign at the 29th World Travel Awards
- Qatar Tourism (QT) also recently won first place for its 'Experience a World Beyond' promotional film at the 11th Zagreb TourFilm Festival and at CIFFT's World's Tourism Film Awards
- To date, the campaign has reached over 500 million people worldwide, uplifting the key brand equity metrics and establishing Qatar as a global tourist destination



Photo: Qatar Tourism



Qatar Tourism won several prestigious international accolades for its global campaign 'Experience a World Beyond', which highlights the country as a sophisticated, family-friendly, cultural, and luxurious tourist destination.

QT's 'Experience a World Beyond' campaign was named World's Leading Marketing Campaign at the 29th World Travel Awards, Grand Final Gala Ceremony, in Oman, and Middle East's Leading Marketing Campaign at the 29th World Travel Awards, Gala Ceremony, in Jordan and World's Best Tourism Authority Website.

In addition, the campaign's promotional film won first place in the 'Tourist Destination Country' category at the 11th Zagreb TourFilm Festival. The campaign also took first place at the World's Tourism Film Awards, organised by Committee of Tourism Film Festivals (CIFT) in Valencia, which recognise promotional films with creative excellence.



Photo: Qatar Tourism



To date, the campaign has reached over 500 million people worldwide, which has in turn uplifted the key brand equity metrics and helped establish Qatar as a global tourist destination.

Commenting on Qatar Tourism's latest achievement, Haya Al-Noaimi, Head of the Promotion Sector at Qatar Tourism, said: "We are delighted to see the continued success of Qatar Tourism's 'Experience a World Beyond' campaign, as it truly brought to life the country's rich experiences, be it kayaking through the Al Thakira Mangroves or experiencing golden moments in Qatar's vibrant desert. The campaign truly highlights Qatar as a premium destination for tourists looking to create unique lifetime memories."

To date, Qatar Tourism has received over 20 awards for its 'Experience a World Beyond' campaign and its digital-led approach, a testament to its successful efforts to modernise digital assets and launch innovative, personalised, and data-driven experiences.

An Iconic Staycation Experience at Sheraton Grand Doha Resort & Convention Hotel

Now is the time to experience Qatar's iconic hotel with exclusive staycation packages for families and travelers.

Located in the heart of the city, Sheraton Grand Doha is an ideal destination for a short break from the city's hustle and bustle. Relax and energize at the resort's private beach, outdoor swimming pool, or infinity jacuzzi with a breathtaking view. You can enjoy stunning sea views from the private beach and straight from your luxurious rooms and suites. An oasis in the city, guests will also breathe in the fresh air amid the resort's landscaped gardens.

For those seeking an adrenaline rush, the resort has many water activities to choose

from: jet skiing, banana boat rides, paddle boarding, wakeboarding, or water skiing. Take your taste buds on a trip to the hotel's dining destinations with refined flavours from around the world. Share the local flavour in one of the themed nights at Al Hubara or savour a bowl of



Um Ali, rated as the best in town and a must-try when in Doha at Atrium Lounge. Immerse yourself in Jamavar Doha's authentic Indian recipes from the Royal kitchens or gather and celebrate at Irish Harp. Refresh yourself at the Pool Cafe by the resort while relishing the sea and the gorgeous sunset views. The famous Nusr-Et Steakhouse and Al Sultan Brahim are the cherries on top of the curated culinary journey.



Discover Sheraton Grand Doha's different staycation packages for the ones looking for a short escape within the city.

- **All & More: Full Board Offer;** stay in a luxurious room or suite and enjoy breakfast, lunch and dinner under the golden domes of Al Hubara. LN: 2023/891
- **Ramadan Weyakum;** celebrate the Holy Month and enjoy exclusive savings on your stay with a complimentary iftar and suhoor.
- **Kids Stay & Eat for Free;** reconnect with your family for less. Bring the little ones along, and they will stay & eat for free.
- **Stay Longer On Us;** for an extended weekend or a midweek break from your routine, extend your stay and make the most of the stunning facilities of the Sheraton Grand Doha and avail of special rates.



All & More: Full Board Offer

At Sheraton Grand Doha, you can have it all.

With a long stretch of sandy beach, activities for the little ones and refined flavors from around the world, it is everything you need, at the heart of the city.

This exclusive full board offer includes:

- Stay in a luxury room or suite
- Daily breakfast buffet with live stations
- Daily international lunch buffet at Al Hubara
- Daily international dinner buffet at Al Hubara

Starting from
QAR 1,300



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License number 2023/891

Upgrade your stay
This full board offer can be upgraded to include enhanced beverages in the daily meals, at the preferential rate of QAR 150 per person per meal.

Limited-time offer valid until May, 31 2023. Black out dates apply.

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Sheraton Grand Doha
Resort & Convention Hotel
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T 974 4485 4444



Why you should travel more

Everyone keeps saying how important it is to travel. So what's all this fuss about? Why do people travel and love travelling? More importantly: why should we travel more?

The benefits of traveling are not just a one-time thing: traveling changes you physically and psychologically. Having little time or money isn't a valid excuse. You can fly for cheap very easily. If you have a full-time job and a family, you can still travel on the weekends or holidays, even with a baby.





Here are some of the main benefits of traveling, in case you need convincing.

1. Improves your health

From cutting down on stress, to lowering your chances of developing a heart disease, the health benefits of traveling are huge. You may stay sitting on a chair all day long at the workplace: including some walking to your trip is sure to make your body feel better. For some people, wandering abroad is even a cure for depression and anxiety. Of course, it's not a foolproof cure, but it might help you feel better, both physically and psychologically.



Traveling more is likely to have a tremendous impact on your mental well-being, especially if you're not used to going out of your comfort zone. Be sure to get in touch with your physician, they might recommend some medication to accompany you in your travels, especially if you're heading to regions of the globe with potentially dangerous diseases.

2. Lets you disconnect from your daily life

This is closely related to previous point. We tend to get so caught up in our daily lives that sometimes, by simply sticking around, we may do ourselves more harm than good. Your boss is taking over your life? Kids are driving you mad? Your parents are trying to make you live the life they want? How long do you think you can handle this pressure before you burst and everything falls apart?

Sometimes it is best to take a step back, take a deep breath and take go that Tower Bridge selfie. In all seriousness, travel is not a bad option - it is the most natural way of inducing the feeling you miss someone or that you are missed. The trick is to leave with a bit of preparation to avoid making a mistake during your journey. Plus, if you're flying, you better start thinking about booking your tickets sooner than later.

3. Makes you smarter

Get used to picking up new words in a different language every time you travel and you will see improvements in your brain capacities. Even more than "just" languages, traveling helps you learn about yourself. You might run into challenging situations where you need to be resourceful and think differently. I'm sure that you will develop a new set of skills that you didn't suspect you had within you.

4. Helps you understand other cultures

Why we travel may differ from one person to another, but people travelling always develop empathy and a deeper understanding of other cultures.

Being more understanding and tolerant about a culture different than ours is part of being smarter, but consider it as a benefit of traveling in itself. There is a quote by Saint Augustine, which goes "The world is a book, and those who do not travel read only one page". You could think of it this way: if you read what's in the news or watch the news on TV and don't question it, you're missing on a ton of information. You might think that it makes you smarter and more aware of the world, but it's the exact opposite: it narrows your mind to a unique and biased perspective.

5. Makes you more interesting

Including a few stories from abroad is likely to grant you even

more attention. Mentioning something that most people aren't familiar with or bring a new perspective is always a good way to shine in a social situation. No need to write a whole travel essay, just discuss what you've seen and where you've been: people who are accustomed to their daily life will travel with your words.

6. Allows you to try amazing food

There is no such thing as trying a typical local dish from another country. Don't trick yourself into going to the Sushi shop next door: you don't know what sushi tastes like until you've been to Japan. As you travel, you discover the real thing, and discover that it's usually very different from what you're used to. Eating local food in a new country is an entirely new experience. Some food bloggers travel thousands of kilometers for a specific dish! The least you can do is travel to the next region and try something new.

7. Makes you feel like an adventurer

Despite the fact that the world has never been as well connected as today, there are still places that are little known to the average tourist. Setting up a list of places you want to visit is extremely motivating. You have something tangible to go after. The benefit of traveling to a new place is that it forces you to face the unknown and think differently. You don't need to go spend a month in the jungle! If you live in a large city, just going on a hike over the weekend will make you feel different. Adventures require novelty, so get out of your comfort zone. It might be scary, but in retrospect, you'll see it as the best decision you ever made!



8. Expands your (real) social network

Believe it or not, social networks was once like a real thing - in real life. Establishing connections and building a network abroad is one of the smartest things you can do in today's world. It is sometimes hard to build long-lasting relationship with the people you meet abroad, but it doesn't mean it's not worth meeting new people!

9. Lets you create lifetime memories

No matter how insignificant it may seem, the fact that you've had an experience abroad, something that was out of the ordinary, creates a memory that you will remember for a long time. Obviously, creating those memories is why many people keep traveling.

10. Makes you love your home even more

"The magic thing about home is that it feels good to leave, and it feels even better to come back". You will truly understand the meaning of those words by Wendy Wunder, only upon your return home. On the one hand, it would seem that you're back where you started, same setting, same people, same problems. Yet you're not the same - you're new, full of new knowledge and ideas!



Alwadi Doha – MGallery Hotel Collection Exemplifies Boutique Luxury in the Thriving Heart of Doha

Seamlessly combining boutique luxury with 213 luxurious rooms and suites, Alwadi Hotel MGallery has redefined boutique luxury. Located in the landmark smart city of Msheireb, the hotel offers guests unparalleled convenient access to Souq Waqif, Doha's iconic Corniche, and the world-class museums.



Located just 15 minutes from Hamad International Airport and 10 minutes from West Bay, the hotel is ideally situated to meet the needs of business and leisure travelers alike.

General Manager Ramsey Saarany said the hotel has established itself as an iconic destination for guests – from its stunning rooms and suites to its restaurants and lounges.

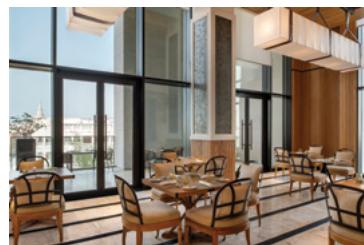
“Our location in the thriving Msheireb Downtown Doha area makes Alwadi Hotel MGallery a preferred location to enjoy a truly immersive and unique experience in Qatar,” Saarany said.



“You can either experience an indulgent well-being break, enjoy a lively dinner in one of our esteemed restaurants, or use the hotel as a base to explore Qatar's rich cultural landscape.”

With a design steeped in history and culture, Alwadi Hotel MGallery rooms and suites have thoughtful amenities, stunning Arabic-inspired patterns, and a vibrant colour scheme to bring a touch of Qatar's rich heritage to its contemporary design.

All rooms feature the hotel's unique cocoon MyBed concept, as well as special products and amenities for female travelers chosen as part of the brand 'Inspired By Her' concept. To be more inclusive, ten guest rooms have been specially designed to accommodate guests with special needs, including braille communication tools.

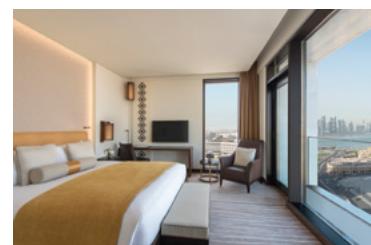


The award-winning M|Spa consists of five treatment rooms, a steam room, a sauna, and a relaxation area for rejuvenation and comfort. M|Fit, the hotel's fitness center, is furnished with the latest Technogym equipment.

Dining: The hotel offers unique and memorable experiences for each diner. The centerpiece is its popular

Le Colonial, which offers guests a trip through Qatar's history while enjoying breakfast overlooking Souq Waqif.

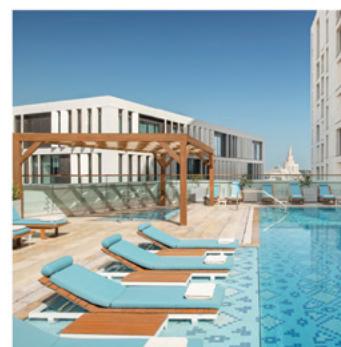
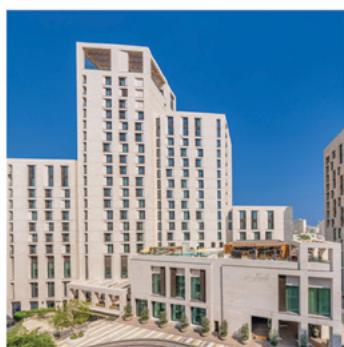
Cila Levantine Cuisine highlights the region's flavours while alfresco O'Glacée, located next to the hotel's pool and with views across Msheireb, is a much sought-after place to chill and relax. Located on the hotel's rooftop, Infinity has unparalleled views of Doha's skyline and a menu of innovative drinks and bites.



AtTEAtude, on the hotel's ground floor, enables guests to enjoy the creative masterpieces of Alwadi Hotel MGallery's pastry chefs while admiring the view of Souq Waqif and Msheireb.



A memorable stay awaits you, at Alwadi Doha - MGallery Hotel Collection.
Relax, recharge, and get inspired.



Immerse yourself in the essence of Qatari hospitality with an unparalleled level of luxury of five-star service.

Located in the heart of Doha, Alwadi Hotel Doha celebrates the city's progressive spirit with luxurious rooms and suites, sumptuous and exceptional restaurants, a high-end equipped gym, refreshing pool, and a soothing spa.

Discover cultured blend of Qatari heritage and contemporary design creating endless Memorable Moments.

MGALLERY. STORIES THAT STAY





QATAR FLIES HIGH IN GLOBAL CIVIL AVIATION SECTOR

Mohammed Faleh Al Hajri, in charge of managing Civil Aviation Authority (CAA), affirmed the success of the civil aviation sector in fully preparing for the requirements of the FIFA World Cup Qatar 2022, pointing out that the State of Qatar was able to confirm its prestigious position in the world of aviation, through its presence in all international forums related to the civil aviation industry in the world.

In an interview with Al-Raya newspaper published recently, Al Hajri indicated that important and comprehensive development plans for the Qatari airspace have been implemented since the announcement of Qatar's winning of hosting the World Cup, stressing the absorption of the large expected travel movement at the highest levels. He also noted the increase in departure and arrival routes, the modernization of all air navigation systems and technologies, and the intensive training of working cadres.

He said that it is expected that the capacity of Hamad International Airport (HIA) after the completion of the expansion project, will reach 58 million passengers annually, pointing out that the expansion project came in line with the operational intensity requirements during the FIFA World Cup Qatar 2022, and the large numbers expected during this important event.

Al Hajri underlined that all procedures related to providing the best air navigation services during the World Cup period have been approved, ensuring the smooth flow of aircraft movement and in accordance with the highest standards of security and safety for all flights during this event. More than 6,000 aircraft movements were recorded in the first week of the tournament, he added.

Regarding support for the expansion plans of Qatar Airways, Mohammed Faleh Al Hajri said that the Authority is working - through the air transport agreements it has signed, and seeks to sign in the future - to enhance the march of the air transport sector in the State of Qatar, and support the operational network of Qatar Airways and its efforts to fly to all important tourist destinations and to expand its network of destinations.

About the Authority's efforts to support the development of civil aviation in developing countries, Al Hajri stressed

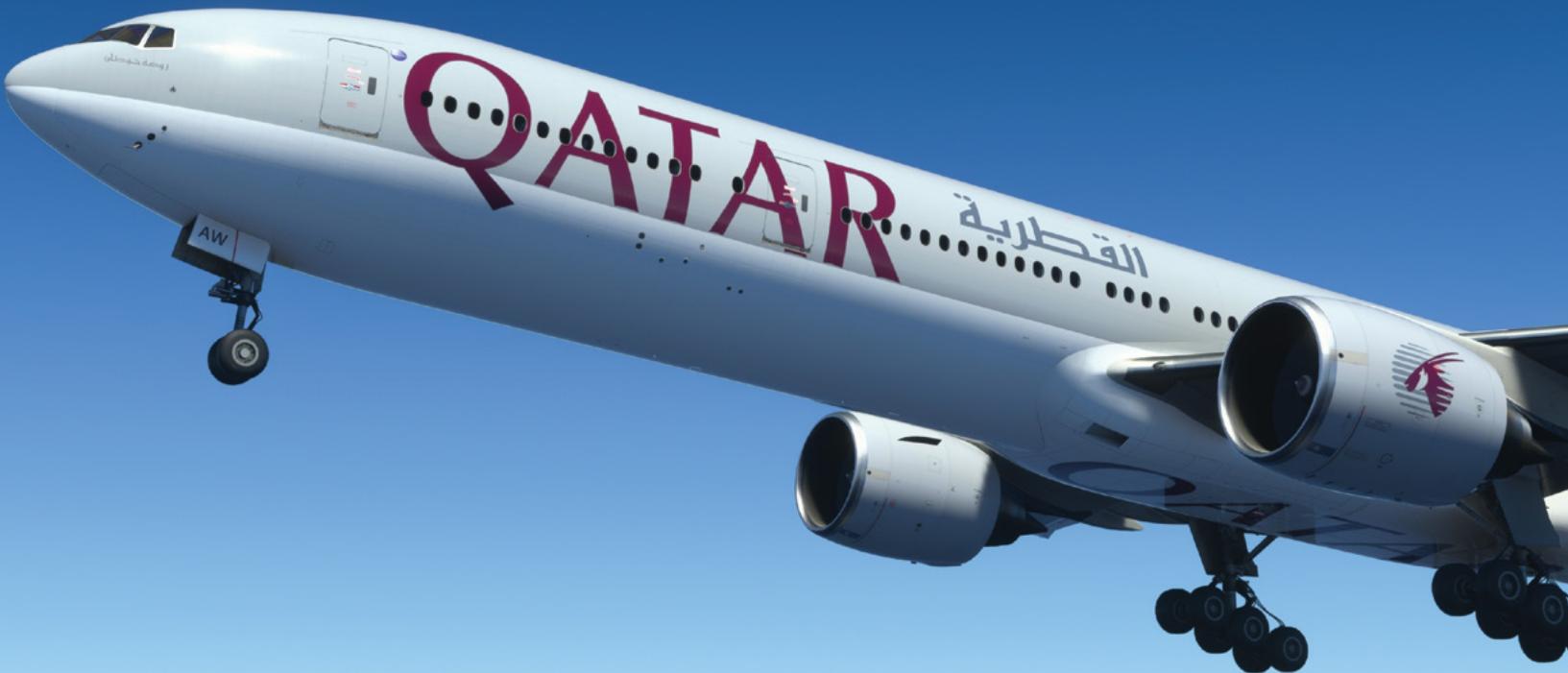
that the State of Qatar has contributed in this field with a package of initiatives, the most important of which was Qatar's contribution of \$1 million to ICAO's campaign "No Country Left Behind", in addition to the launch of the "Qatar-African Cooperation Program" in the field of human resources development for civil aviation in the African continent, which aims to raise the efficiency of human resources in the African continent and consolidate frameworks of cooperation with civil aviation authorities in African countries.

He also referred to the contribution of \$100,000 to the ICAO initiative related to training courses for gender equality in the field of civil aviation, to train female cadres in least developed countries.

Regarding Qatar's winning of the membership of the ICAO Council, Al Hajri considered this victory a historic achievement, in addition to the series of other great achievements made by the civil aviation system in the State of Qatar, adding that it also represents an affirmation of the vital and pivotal role played by the State of Qatar in the field of civil aviation industry worldwide and its contributions in this field.

He stressed the State of Qatar's constant keenness to fulfill its obligations towards the International Civil Aviation Organization, participate actively in all the initiatives it launched to advance the international civil aviation sector and strengthen the aviation system in other countries, and strive towards achieving any cooperation that would contribute to reaching a high and developed level of international civil aviation.

The establishment of the Doha Flight Information Region (FIR) was also considered the beginning of a new and very important phase for the local civil aviation industry, through the great and multiple benefits represented by adding new air routes, increasing the capacity of the aircraft waiting area in the air, increasing the area of search and rescue according to the FIR's new dimensions, and other benefits that will reflect positively on the reality of the aviation sector, and will further contribute to enhancing air safety and improving the efficiency of aviation operations in the entire region, he said.



The State of Qatar enjoys a distinguished strategic location that made it a major and vital center for the global transit movement, he said, adding that this led to the attraction of major international airlines, in addition to having the best airport in the world according to Skytrax ratings.



On the aspects of cooperation between the Authority and ICAO, he indicated that there is a strategic partnership with the International Civil Aviation Organization through joint work and exchange of experiences in all fields, and that the State of Qatar continues its permanent support for the plans and programs of the organization to achieve its goals and principles and to share many values with it on a sustainable future for the aviation sector.

He pointed out that the number of agreements signed by the State of Qatar with various countries of the world reached 174 air transport

agreements, noting that several agreements were signed recently and on the sidelines of ICAO Council's meetings, such as the final agreement with Seychelles, and the final agreement with Suriname and Barbados in the Caribbean. A memorandum of understanding (MoU) was also signed with the Dominican Republic in air cargo flights between the two countries, he added.

On the comprehensive air transport agreement with the European Union, he praised the agreement, as it opens promising future horizons for cooperation and partnerships in the fields of aviation, and also guarantees an increase and growth in the pace of travel between the State of Qatar and the European Union countries.

He also explained that one of the most important achievements of this agreement is that it paved the way for increased operations to major cities in Europe, and it also achieved many gains for Qatar Airways. At the same time, this agreement provides the opportunity for any carrier from the European Union to operate flights to Doha, which reflects positively on the travel sector and creates various options for the consumer by providing a large number of flights to various European destinations, he added.

Mohammed Faleh Al Hajri stressed that the agreement contributes to enhancing the process of trade, economic and cultural exchange with Europe, increasing the rates of air freight traffic and advancing the operational business of travel and tourism offices as well as air freight offices. It will also provide a greater level of air connectivity options, and will allow the country's national carrier to easily enter European markets through an open route schedule (without restrictions) and expand its network in EU countries, with the possibility of connecting to the rest of the airline networks without restrictions on loads or number of flights, which will benefit and reflects positively on the profitability of the national carrier.

Tourism beyond World Cup 2022

By Joey Aguilar

Qatar offers a vibrant calendar of festivals and tourism events beyond the FIFA World Cup, aimed at attracting visitors from different parts of the world, according to Qatar Tourism (QT).

“The return of the Formula 1 Qatar Grand Prix in October will serve as one of the highlights for 2023, QT chief operating officer Berthold Trenkel said at a press briefing recently.

Following the success of its launch in Qatar, the renowned international event will take place in the country for 10 years starting in 2023.

Qatar will also host the Geneva International Motor Show in 2023 for the first time during the same period next year, he said.

“It will be even more amazing because it is not happening in Switzerland but only in Qatar,” Trenkel pointed out. “Then, we have the AFC Asian Cup 2023 and Expo 2023.”

Qatar hosted more than 600 sporting events in the last 10 years, and many of these will continue beyond 2022, including the WTA Qatar Ladies Open and Qatar ExxonMobil (tennis), Commercial Bank Golf Masters (golf), and Grand Prix of Qatar (motorcycling).

Qatar will also host the 2030 Asian Games.

“The FIFA World Cup is a great springboard to get us underway for this goal of 2030,” Trenkel said, citing the QT’s six demand spaces: active holidays; relax and rejuvenate; sun, sea and sand; culture enthusiasts; luxury city breaks; and romantic getaways.

He said that nationals from more than 95 countries can enter the country visa-free/visa-on-arrival, which makes it easy to travel to Qatar.

The 96-hour stopover will also see its return after the World Cup.

Currently, Trenkel noted that from about 31,000 room keys, the number grew to 45,000 with numerous hotels and resorts opening days and weeks prior to the major football tournament.

Qatar offers more than 500km of coastline, plenty of beaches, including the beach near Stadium 974 and three recently opened public beaches at West Bay, in addition to the Inland sea and several hotels and beach resorts outside Doha.

Besides stadiums, Trenkel urged football fans to explore Qatar’s hidden gems, including the Al Zubarah Unesco World Heritage Site, Souq Waqif, Msheireb Downtown Doha, The Pearl-Qatar, the National Museum of Qatar, the Museum of Islamic Art, and the recently opened 3-2-1 Qatar Olympic and Sports Museums.

According to the QT, visitors can also see the Arabian Oryx, kayak through mangroves, or spot Whale Sharks, the largest fish in the world which gathers in large numbers of Qatar’s coast, on a dedicated tour.





The impressive “Inland Sea” or Khor Al Adaid, a Unesco-recognised site, lies to the south of Doha, and is one of the few places in the world where the sea blend into the desert.

Unique experiences for travellers

The post coronavirus (Covid-19) pandemic period provides an opportunity to attract more visitors from different countries, especially those who are looking for unique experiences, according to Qatar Tourism (QT).

“We see a rebound specifically coming out of the Indian subcontinent, and we are hoping that China will open up and allow their nationals to travel,” chief operating officer Berthold Trenkel said at a press briefing recently at the Host Country Media Centre at Msheireb Downtown Doha, highlighting some of Qatar’s best tourism spots and experiences for fans during the ongoing FIFA World Cup.

While most visitors to Qatar come from Saudi Arabia and Oman, he noted that the other major sources include the UK, Germany, Italy and India.

A big percentage of stopover traffic comes from American and Australian travellers, according to Trenkel.

“I think Qatar is a great destination for the right people, and when it comes to tourism, every country is trying to position itself and has a different market, and we have particular spots where we think were extremely attractive and appealing for those



people,” he said, adding that Qatar is a great place for people (who are) interested in the Islamic world.

Trenkel noted that besides having a modern city with modern infrastructure, Qatar has plenty of healthcare and educational facilities, and is one of the most developed countries in the Middle East.

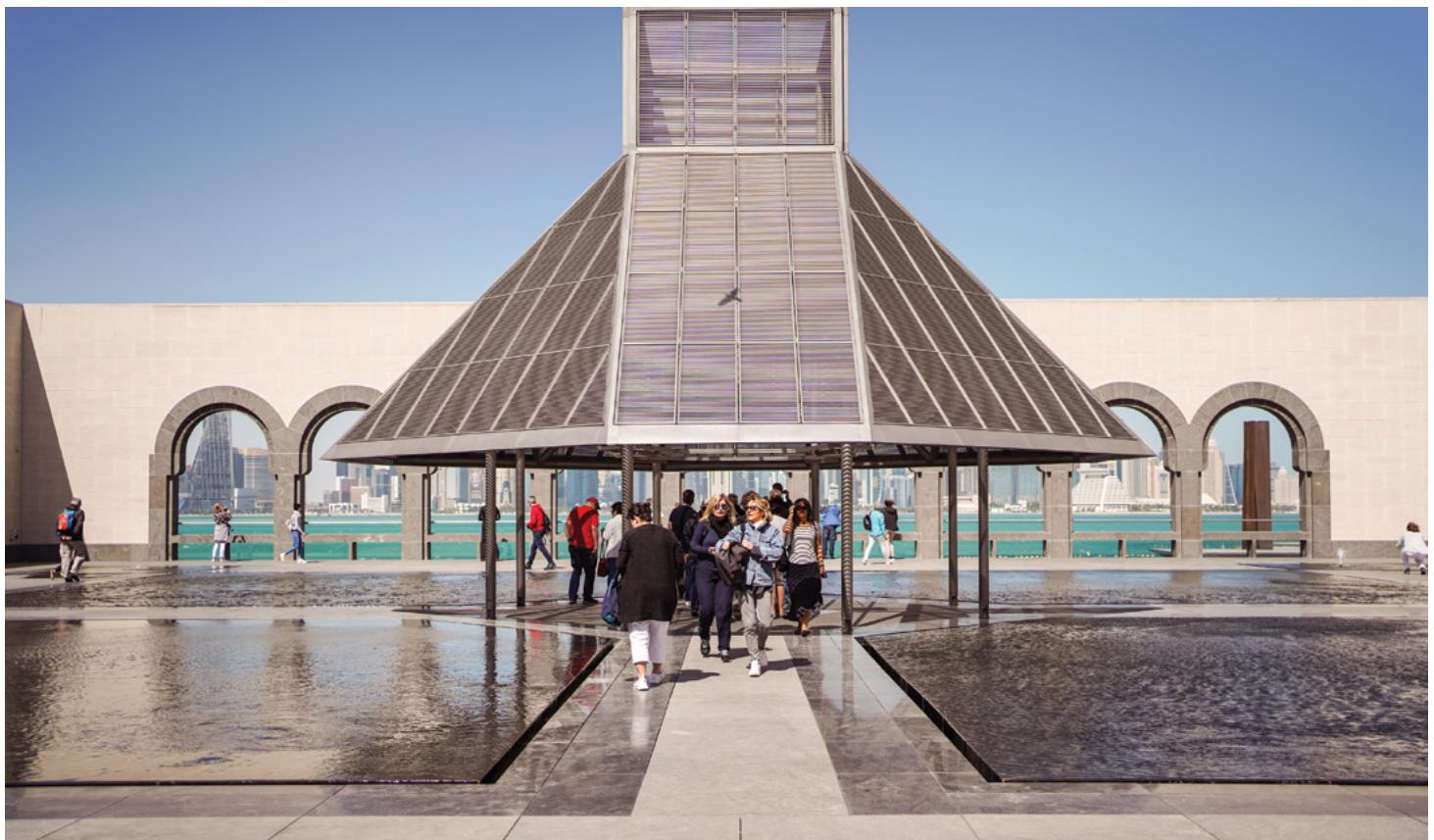
He also underlined the key role that Qatar Airways play in boosting the country’s tourism sector even beyond the prestigious tournament.

“Qatar has something very powerful – Qatar Airways – one of the biggest international carriers in the world connecting the East and the West,” he said.

QT vice-president for marketing and events Brett Stephenson shared the same view, saying that many people – post-pandemic – are looking for new and curated experiences.

“We believe that our premium family travel audience will embrace that and are looking for something different,” he said. “We have the infrastructure now, the facilities, the beach resorts, and all of that, beyond the natural beauty of Qatar.”

Besides these offerings, Qatar has been ranked the safest country in the world by Numbeo from 2020 to 2022 in terms of crime and general safety, while Doha placed second as the safest city in Numbeo’s Crime Index by City in 2022.



Qatar's deserts – a delight for tourists

A considerable number of tourists and fans have flocked to the Qatari deserts during the ongoing FIFA World Cup Qatar 2022, stressing that it has been an immensely interesting and unique experience.

Some of them told local Arabic daily Arrayah that they enjoyed in particular the sense of serenity, open stretches of sands and the sunset over the dunes, in addition to rides on camels and quad bikes.

They pointed out that experiencing the Qatari desert was very different from other places as they enjoyed the good weather and bright sunlight over ample spaces of sands and dunes. Some enjoyed camping near the beaches with open air dinner and swimming in the sea.

Dan from Brazil stressed that he and his family enjoyed a completely unique and different experience in the Qatari deserts that exceeded their best expectations, as the trip organiser gave them a feeling of how the older generations used to live in the deserts. He said his trip was very comfortable and convenient as all the amenities and services were provided.

Olivia from Ecuador said she lived a new adventure in the Qatari deserts. She pointed out the FIFA World Cup Qatar 2022 has been an eye opener for people from around the world to this region and its magic and beauty.

Michael from the US had an amazing experience and he took some good photos of the sunset over the Qatari dunes. He said that he enjoyed the beaches of Qatar as they surround the deserts, which make the place really distinct.



Barak from Russia said he liked the Sealine and Khor Al Udaid as they offer tourists an excellent location and wide variety of activities.



12 travel safety tips everyone should know

If you're planning your next trip and wondering how to travel safely, look no further than these simple and straightforward travel safety tips for your ultimate safe travel guide.



1. say NO to flashy jewelry

Wearing expensive, flashy jewelry is one sure way to make yourself an obvious target for robbery. Leave it at home, friends, especially if you plan to travel to crowded areas.



2. Be smart about your money

Any solid resource of travel safety information will tell you that it's never a good idea to carry huge amounts of cash. Instead, open an account with an international bank or credit card company so you can use local ATMs. If you absolutely must withdraw large amounts of cash at once, leave the bulk of it locked up safely in your hotel or hostel and carry only what you'll need for the day.

When using ATMs, try to use only those that are attached to banks as these are less likely to have been tampered with by scammers.



Never keep all of your money in one place. Keep cash and credit cards in two or three different places so that if one of your stashes is stolen you aren't left completely empty-handed.

3. Be aware of popular scams

Research the place you're visiting to see what the local scammers are up to. Scams range from RFID scanners to ploys using children to play on your sympathy. You'll be less likely to fall for these scams if you've heard about them ahead of time.



4. Save phone number for emergency services

Be sure to look up the emergency services number for your destination, even before you get there. It's also a good idea to look up the number for your country's nearest embassy before you leave. Write them down or save them in your phone so you'll have quick access to them in the event of an emergency.



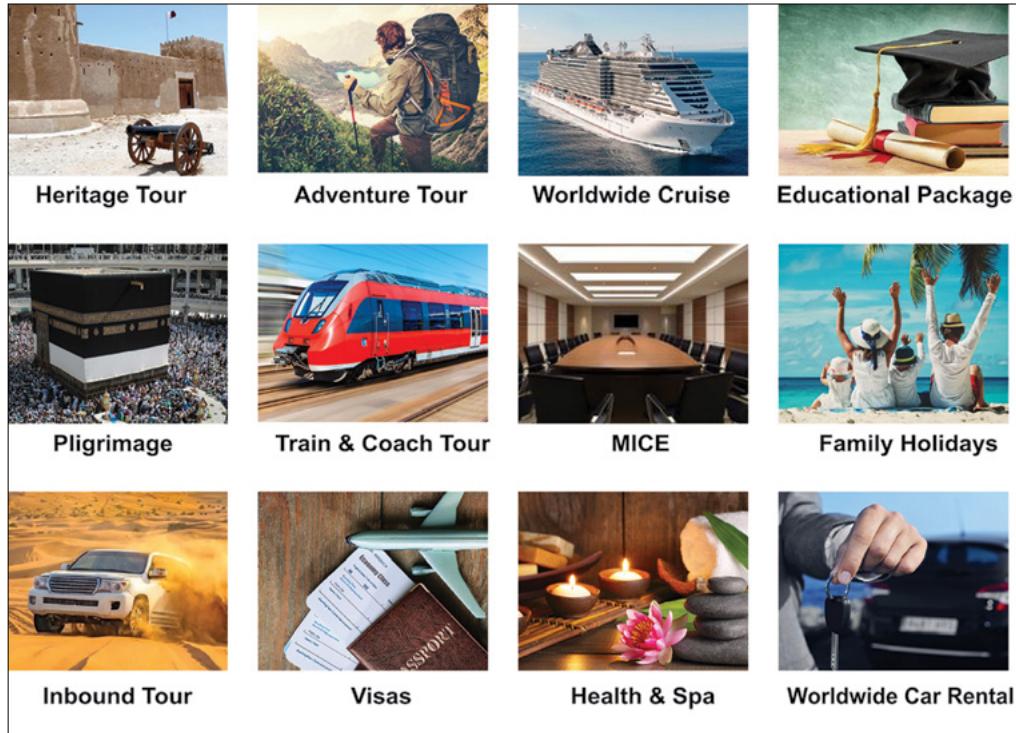


AVENS
TRAVEL & TOURS
Member of Al Rayes Group

flynas
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GSA

A VENS TRAVEL & TOURS a "One stop Travel Shop" for all travel needs, is a part of Alrayes Group of companies in Qatar. It was a humble beginning in 2015, Al Rayes Travel & Tours commenced its operation in Qatar in "C" Ring Road as a Non-IATA Travel agency and later within one year of its operation, became an IATA approved travel agency in Qatar, eventually 'rebranded' as AVENS TRAVEL & TOURS under the same Chairmanship of Mr. Ahmed Alrayes.

Currently AVENS has 10 outlets in Qatar including the prestigious Airline's General Sales Agent (GSA) of renowned Saudi budget carrier 'FLYNAS' the only budget carrier operating between two brotherly countries Qatar and Saudi Arabia. The success of Flynas was recognized by Skytrax International Award as the as 'Best Low-Cost Airline' in the Middle East in 2022 for the 5th year in a row. It has commenced its operation from Riyadh and Jeddah to Doha on 18th November 2022, providing its guests multiple options with the launch of FIFA WC22 hosted by Qatar. Within the expansion strategy and in line with the objectives of diversifying the business, Avens is negotiating with two Airlines in Asia and Europe and expanding the number of travel outlets in Qatar to make it 12 by mid-2023. Moreover, Avens has its presence in UAE



for more than 3 years with Rent-A-Car facility, having modern fleet of cars and is going to open Rent-A-Car outlets in Qatar soon.

In view of ongoing and expected high volume of travel demand between Qatar and Saudi Arabia for Business, Leisure, Pilgrimage and Cargo, Avens is planning to open outlets in Riyadh and Jeddah to extend hassle free service to its

customers and also an exclusive section for Logistics in Qatar. To promote healthy life, Avens has recently opened 'AVENS FITNESS EXPRESS' for gents and ladies, is also a sister concern of Alrayes Group.

The management team is headed by Mr. Ahmed Alrayes (Chairman), who is leading the organization to new heights.



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MUAITHER : +974 4029 2906	AL MEERA MANSOURA: +974 4480 1745



UAE



QATAR

5. Use the right bag

Cross-body bags are safer than shoulder or hand bags and can prevent people from grabbing your bag as they run or drive by. There are tons of bags made specifically for travelers with features such as slash-proof straps, RFID blockers, and locking zippers. Invest in a good bag that suits your needs and preferences.



6. Bring travel locks and use them

You can save a few bucks by coming prepared with your own lock if you plan to stay in a hostel. Even if you're not staying in a hostel, having a travel lock that can secure your bag to your seat or chair while dining or in transit will help keep your valuables safe from theft.



7. Keep digital copies of important documents

When traveling, your passport may be the most valuable thing you carry. In the event of a stolen passport, having a digital copy will help make the process of getting a replacement easier.



8. Try to blend in

Tourists tend to carry larger amounts of cash and valuables and are more vulnerable to scams. Try to avoid being an obvious tourist.

Dress as the locals do, don't stop abruptly in the middle of busy streets to take photos, and even when you're lost try not to make it apparent. If you need to ask for directions or consult a map, step inside a shop or cafe to do so.



9. Use reputable transportation companies

Research which taxi companies are reputable before you arrive in a place, and use only those. If you're ride-sharing using an app like Uber, double check your driver's vehicle information and verify their name before you get in the car with them.



10. Ask locals for advice

When you check in at a hotel or hostel, ask for recommendations about which neighborhoods are safe and which are not so safe and mark places to avoid on your map.



11. Stay aware of your surroundings

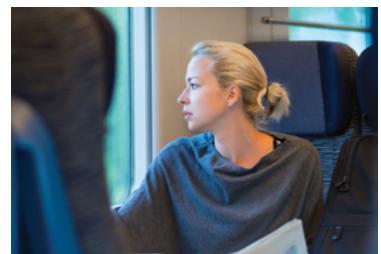
You should always pay attention to what's going on around you, whether you are in a crowded tourist spot or walking down an empty street.

Would-be offenders often seek out people who are distracted or disengaged from their surroundings to target. This is particularly important for solo travelers, especially solo female travelers.



12. Trust your instincts

If someone or some place is making you uncomfortable, there's mostly likely a reason. Often our subconscious picks up on things that we aren't consciously aware of, and that's where our "gut feelings" come from. Listen to those feelings. They will help you stay safe.



Now that you're armed with these simple safety tips for traveling, it's time to get out and explore the world.

Emerging Trend of Business Incentive Group Travel

Business incentive group travel is a growing trend in the corporate world where companies reward their employees or partners with a group travel experience. The main goal of this type of travel is to incentivize and motivate employees, improve team building, and strengthen relationships with clients or partners.



This trend has been on the rise recently as companies look for new and innovative ways to boost employee morale and incentivize their teams. Incentive group travel offers a unique and memorable experience that can help foster a strong sense of camaraderie and teamwork among employees, as well as enhance their overall job satisfaction.

Here are some of the key benefits of Business incentive group travel:

Increased motivation: Offering a business incentive group travel program can help increase employee motivation and productivity, as it provides a tangible reward for their hard work.

Team building: It can also provide an opportunity for employees to bond and build relationships with each other, which can improve teamwork and collaboration in the workplace.

Boosted company culture: Incentive group travel can help reinforce the company culture and values, as well as provide opportunities for employees to bond and build relationships outside of the office.

Networking opportunities: Group travel can also provide a platform for employees to network with each other and with individuals from other companies in the industry, leading to new business opportunities and partnerships.

Better employee retention: Providing opportunities for employees to travel and experience new things can help retain valuable employees and reduce turnover.

Increased loyalty: Offering an incentive travel program can help increase employee loyalty and commitment to the company.

Better work-life balance: Helps employees achieve a better work-life balance, as they provide a well-deserved break from work and the chance to experience new things.

Personal and professional growth: Provide opportunities for employees to learn new skills, try new experiences, and grow both personally and professionally.

In conclusion, business incentive group travel is a valuable investment for companies that want to improve employee satisfaction and motivation, foster team unity, and drive success and growth. With careful planning and consideration, these trips can be a memorable and rewarding experience for everyone involved.

Firos Nattu, General Manager of Gomosafer Travels, said: "As the business world continues to evolve, companies are exploring new ways to motivate and engage their employees. The new trend of investing in Business Incentive Group Travel provides staff with opportunity to bond, connect and build relationships with each other in a unique and exciting setting. This fosters a positive company culture & team work developed during these trips translates directly into better business outcomes."

Tours & Camps

- Educational Tours & Camps
- STEM Tours
- Cultural & Historical Tours
- Volunteering Tours
- Curriculum based Tours

Special Interest Tours

- Business Incentive Tours
- Women Only Tour Package
- Bird Watching Tours
- Farm Tours
- Gastronomy Tours
- Photography Tours
- Adventure Tourism
- Destination Reunion



Hospitality trends that will shape 2023 and beyond

The hospitality industry is competitive, and businesses need to keep up with the latest hospitality trends to avoid being left behind. Additionally, keeping pace with the industry as a whole is a great way to ensure your business delivers the kind of customer experience people want and

expect. However, the needs and priorities of customers have also changed due to Covid-19.

Take a look at some of the top hospitality industry trends that are going to be a part of 2023 and beyond.



• Immersive technology

According to a recent survey, the increasing use of immersive technologies like augmented and virtual reality will push consumer-facing companies, like those in retail, consumer goods, and travel, to increase investment in new capabilities and experiences to blend physical and virtual worlds. If they don't, they risk falling behind.



• Artificial Intelligence

The ability of artificial intelligence to do traditionally human tasks at any time of day means that it is becoming more and more significant in the management of the hotel industry. This would imply that

hotel owners can save a lot of money, get rid of human mistakes, and provide better service. Through the implementation of AI, a lot of tasks can be automated, such as price forecasting and predictions through historical data to improve hospitality services.

• Online communities

Concerning the hospitality industry, online communities changed the way businesses in the hospitality field interact with customers. Company websites, social media networks, and travel websites like TripAdvisor contribute to hospitality facilities' take on transparency, leading to an improvement in the quality of services they offer.

Online marketing also heavily relies on multi-user interactivity. Hence, reviews found on the internet heavily affect a customer's booking decisions. Word-of-mouth remains a powerful marketing tool, and combined with today's digital platforms; customers can easily share their experiences in hospitality facilities. For business owners, this means they can easily find unique selling points.

Needless to say, positive reviews convert to economic value for your business. Potential guests are more likely to rely more on the reviews made by current or previous hotel customers. Moreover, the information you can extract from online communities, like the reviewers' age, lifestyle, job, gender, and hobbies, will give you valuable insights. This way, you get updated with the current trends in competition and the upgrades you need to deliver better service.

• Sharing economy

The sharing economy is way past the experimental stage in the hospitality industry. It has been redefining the industry and is expected to grow in the coming years. Derived from the notion that mutual parties can share an unused asset or property, the sharing economy leverages technology to facilitate value exchanges. This could be through peer-to-peer applications, collaborative platforms, or shared marketplaces.

In the sharing economy, you can easily coordinate transactions via the internet. Although this occurs among private individuals, it has nonetheless created an economic impact for major and leading brands in distinctive industries. Airbnb, Expedia, and other sharing economy platforms are currently providing new hospitality experiences for customers.

• Voice search

Voice search is the current trend that cuts across different industries. Technology, after all, tends to be limitless in

capabilities. Amazon's Alexa, Apple's Siri, Google Assistant, and Microsoft's Cortana are the latest digital assistant technologies on the rise.

Though many consider this AI to be in its early stages of development, the model is based on conversational language. It aims to understand the intent and context based on previous queries. Furthermore, it wants to achieve perfection in contemplating multiple steps and queries, with more focus on actions, tasks, and transactions.

In the hospitality industry, voice search is increasingly transforming the booking process. Via smartphones and tablets, customers can now research and book



their holidays. By equipping your website with voice search capabilities, you can increase conversions as it connects you to qualified leads.

• Sustainability

As we face more environmental issues each day, sustainability becomes a primary concern. Thus, a large section of the hospitality industry participates in Go Green acts to lessen negative environmental impact. This proved good for the planet and also for businesses. It brings and attracts more hotel guests. Also, customers are more willing to pay for products and services from companies with sustainability practices.

In the last 10 years, hoteliers applied sustainability practices to their properties. This granted a significant impact on the environment, enhanced guest experience, and drove overall revenue.

Constantly developing environmental technologies reduces costs for hotels and improves efficiency. Governments have also started giving out economic incentives for the construction of properties that incorporate green technology. These incentives range from tax write-offs, expedited regulatory permitting, financial grants, and premium discounts for insurance.

A sustainable business culture influences customers' booking decisions. Studies

also noted that younger employees are more willing to work in industries whose focus is extended to the community's development.

• Virtual reality

Virtual reality (VR) transformed and enriched the hospitality industry. It is one of today's biggest emerging technology trends, with 57.4 million users in the United States alone (eMarketer, 2020). Thus, many businesses incorporate VR for the various opportunities it creates. VR in the hospitality industry is applied in travel experiences, hotel tours, and booking processes.

High-quality VR headsets are now a mainstream consumer product, thanks to the increased investments from the likes of Samsung, Facebook, and Google. Along with augmented reality, VR allows customers to virtually experience a recreation of a hotel room or explore nearby attractions.

In recent years, VR enhanced customer experience when exploring the surrounding area. For an average customer, VR provides more accurate information related to booking a hotel room.

Reading through descriptions pales in comparison to VR, which offers customers the opportunity to virtually experience things for themselves. This way, hotels benefit from the try-before-you-buy concept of marketing.

• Mobile technology

Hotels and resorts are now leveraging mobile platforms for their guest loyalty, company branding, advertising, cross-selling, and marketing programs. Mobile apps are now a must-have for hotels and other related businesses. Various hotel management software are also available on the market today.

Mobile apps in the hospitality industry have been tested and proven to deliver excellent customer experience. Mobile-friendly websites and apps, as well as live and updated information, drive growth in the overall business. Moreover, mobile technology bridges the gap between the customer and the hotel itself.

Studies reveal that there is a steady rise in guest preferences for mobile apps related to the hospitality industry. Mobile technology, more specifically mobile marketing software, revolutionized the presentation of guest services through high-quality images and videos. Moreover, exposure and usage can increase for hotels when their facilities such as in-room dining, concierge, or other travel services are presented in high-quality multimedia formats.

10 smart ways to fight Jet lag

Jet lag can be pretty bad. But with a bit of sunshine, forward-thinking, and resisting the urge to sleep you'll be able to get over it quickly and enjoy your trip.

Unfortunately, there is no over-the-counter cure to fight jet lag, but with these tips you can 'hack' your body to snap back to normal a bit quicker.



1. Choose your arrival time wisely

When trying to fight jet lag, prepping begins when you book your flight. If you find it hard to sleep on planes, it's better to arrive in the evening so you can head to bed soon after checking into your hotel. If you are a plane-snoozer, look for flights that arrive around lunchtime. You'll want to make the most of your extra half-day at your destination and moving about will send your body the message that it's time to be up and about, even if it's 3am back home.

2. Split up the trip

The more time zones you cross at once, the more likely you are to suffer from jet lag when you land. Look for flights with

layover options in a destination halfway between there and home. For example, if you're going to Vietnam (seven hours ahead), try to stop in the United Arab Emirates (four hours ahead) for a day or two. This gives your body time to adjust and ease into its new schedule.

3. Move your bed and meal times

Moving your bedtime forward or backward by a few hours in the days before you fly has a similar effect to splitting your trip and can really help you fight jet lag. You don't have to do the full eight-hour shift, but if you usually go



to bed at 11pm try going at 9pm or 1am. Adjusting your meal times will also go some way to combating any middle-of-the-night hunger pangs.

4. Set your clocks as soon as you board your flight

Don't wait until you land. Once you're settled in your seat, that's the time to switch to your new timezone. If it's bedtime there, try your best to go to sleep. Most airlines provide amenity kits on long-haul flights with eye masks and

earplugs, and these can help to drown out distractions. A sling for your legs that hangs down from your tray table can make you feel comfier, too. If it's daytime at your destination, try not to sleep. Short 20-minute naps are okay, but it's best to stay awake so you can go to bed on arrival.

5. Stay up until 10 o'clock

It's so tempting to sink straight into bed after a long-haul flight, especially if you don't sleep well on planes. This can be a huge mistake. Your body will stick to its old rhythm and you'll end up lying awake all night, and feeling fatigued the next day. If you really have to snooze, keep it short – a two-hour nap is enough of a boost without destroying your chances of a good night's sleep.

6. Get some sunlight

Our bodies are designed to respond to daylight – we want to be awake when the sun's out, and asleep when it's dark. That's why so many people find it harder flying west to east – it shortens the days and gives you less time to recover. No matter how tired you feel during the day, do your best to get out into the sun for a stroll around to fight jet lag.





7. Avoid coffee and alcohol

You might be tempted to knock back the caffeine to wake yourself up, but it will disturb your sleep even more. Sure, grab a coffee when you land, but switch to water at least four hours before bed.

8. Create a 'sleep-friendly' environment

When it's finally bedtime, you might find that you don't fall asleep right away – even if you've been on the verge of dropping off all day. If that's the case, try to make your sleep area as relaxing as possible. Keep hold of the earplugs and eye mask from your amenity kit, and put your electronics away. Give yourself a 30- to 60-minute wind-down period with no electronics, turn on the fan for a bit of white noise, and draw the curtains so it's pitch dark.

9. Get up early and go explore

Even if you only managed to grab a few hours of sleep, resist the urge to have a lie-in. Don't just set an alarm, give yourself a good reason to get up on that all-important first day. Book in for a morning food tour, make a reservation at a popular brunch place, or schedule a sunrise hike. Your body clock will fight jet lag and get back on track faster once you're up and about in the sunshine and chatting with other people.

10. If your trip is short, try to stick to 'home' time

It can take days to recover from jet lag, so if you're being sent to your company's Singapore or Seattle office for less than a week it's really not worth changing your circadian rhythms. Try to keep as close to your bedtime at home as possible, even if that means waking up at 4am and going to bed straight after work. You'll feel much better when you get home, as your body won't have to adjust so much.

Katara Hospitality launches exclusive membership on the occasion of National Sports Day

Unlimited access and exclusive privileges in all Katara Hospitality hotels in Qatar, valid until February 14, 2024

Katara Hospitality, a leading global hotel owner, developer and operator, based in Qatar, has launched Living Actively, an initiative to mark Qatar National Sports Day for Qatar nationals and residents. Living Actively promotes safe and healthy lifestyle during these unprecedented times.



Qatar nationals and residents can extend their passion for sports beyond National Sports Day with Katara Hospitality Hotels Health Club Membership Living Actively, a limited and exclusive yearly membership for those who are looking for a morning splash at the pool, a serene afternoon at the beach or an evening workout at the gym.



Whether at home or at work, Katara Hospitality brings fitness to you, Living Actively Member will enjoy exclusive privileges including unlimited access to the fitness facilities in The Ritz-Carlton, Doha, Sharq Village & Spa, Al Messila Resort & Spa and Sheraton Grand Doha, unlimited access to pool, beach and the resort facilities in The Ritz-Carlton, Doha, Sharq Village & Spa, Al Messila Resort & Spa and Sheraton Grand Doha, 20% off on Best Available Rates in All Katara Hospitality Hotels Managed and Owned Hotels in Qatar, 25% Discount on F&B excluding banquets and third-

party restaurants in All Katara Hospitality Managed and Owned Hotels in Qatar, 25% Discount on all Spa Services in All Katara Hospitality Hotels Managed and Owned Hotels in Qatar, 25% Discount on Day Pass to Hilton Salwa Beach Resort & Villas, Sealine Beach and a Murwab Resort and Simaisma, a Murwab Resort and 25% Discount on Desert Falls & Adventures Park at Hilton Salwa Beach Resort & Villas.

Belal Al-Kadry, General Manager of Sheraton Grand Doha Resort & Convention Hotel, said: "We believe that introducing Katara's health club membership will provide great value for our guests and offering a wider range of health club facilities will certainly enhance our members' experience."



Ziad Mallah, General Manager, Al Messila, a Luxury Collection Resort & Spa, said: "Here at Al Messila Resort & Spa, we are extremely excited to support this initiative, especially during these unprecedented times when wellness and wellbeing have to be of paramount importance in our everyday life. As Qatar celebrates National Sports Day, we are glad to be part of this celebration and launch Katara Hospitality's Living Actively Health Club Membership."

Carlo Javakhia, General Manager at The Ritz-Carlton, Doha, said: "Living an active life is important for staying healthy! Doha is positioning itself as a hub for all worldwide sports events. Luxury facilities have been elevated from excellent to exceptional, with new world-class gym services. Katara Hospitality's Living Actively Health Club Membership has been recently initiated to enhance further the sport spirit in the city by combining its 4 properties into a unique gym membership offer including our luxurious



fitness center and award-winning Spa facilities at The Ritz-Carlton, Doha."

Yazan Latif, General Manager of Sharq Village & Spa, a Ritz-Carlton Hotel, said: "Creating a wellness mindset is one of our core aspirations at Sharq Village & Spa Hotel – a resort that truly brings to life, the very essence of fitness & wellbeing. We are proud to be a part of the 'Living Actively' Health Club Membership by Katara Hospitality as we open our doors to welcome guests from our sister properties as well to experience a motivated journey to achieving their fitness goals, with full access to our world-class facilities and trainers at the resort."

Dedicated to promoting fitness and healthy living among its residents, Qatar is one of the few countries to assign a day for sports and physical activity. As Qatar's flagship hospitality organisation deeply committed to the welfare of the local people, Katara Hospitality participates in a number of community events and activities such as the National Sports Day.



launches winter & Eid Holidays Packages



To celebrate the Opening of new branch office at Yacht Club Tram Station in Lusail, Rayan Travel & Tours have launched WINTER and EID HOLIDAYS packages for selected destinations such as Georgia, Armenia, France, Maldives, Turkey, Azerbaijan, Thailand, Indonesia, UAE, Saudi Arabia, UK, France at a very affordable prices for the residents in Qatar, who are planning for Eid Holidays and Annual Vacation.

“The FIFA 2022 event, which was concluded in December 2022, have increased Inbound business” said Zaheer Yousuf, General Manager Rayan Travel &



Tours. Rayan Travel & Tours, one of the business divisions of AlDarwish United Holding Group, is also focusing on promoting Qatar Tourism to attract more tourists to visit Qatar by offering attractive Tour Packages such as Dhow Cruise,

Desert Safari, City Tour, Museum Tour, luxury Yacht tour, jetski, water activities to Safliya Island, Salwa Beach Resort Water Park and Banana Island Beach Resort Doha.

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- All Tours & Transfers on Private Basis
- English speaking guide/driver service
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- Excursion - Mtskheta, Ananuri & Gudauri
- Excursion - Kazbegi and Dariali
- Ticket - Tbilisi Cable Car (OW)
- 4x4 Vehicle to Gergeti
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*The Ritz-Carlton, Doha, Sharaq Village & Spa, Al Messila Resort & Spa and Sheraton Grand Doha

** In our Owned Hotels in Qatar

*** Hilton Salwa Beach Resort & Villas, Sealine Beach, a Murwab Resort and Simaisma, a Murwab Resort

****Hilton Salwa Beach Resort & Villas

Visit our website to know more about the Terms and Conditions: Katarahospitality.com/offers

