

GULF TIMES
FOCUS PUBLICATION

HOSPITALITY THROUGH
CULTURAL
UNDERSTANDING

HOW TO DEAL WITH
UNEXPECTED TRAVEL
DISRUPTIONS

THE MAGIC OF
KAZAN

HOSPITALITY TRAVEL & TOURISM

June 25, 2026



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HOSPITALITY TRAVEL & TOURISM

SPECIAL SUPPLEMENT 25 JUNE 2026

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Travel is often associated with excitement, discovery, and unforgettable experiences. Yet even the most carefully planned journeys can encounter unexpected disruptions.



QATAR

A premier destination for sustainable tourism landmarks

Reflecting its vision for a greener future, Visit Qatar marked World Environment Day on June 5 by highlighting a diverse portfolio of sustainable tourism destinations and experiences that showcase the country's commitment to responsible tourism and sustainable development.

In alignment with the Qatar National Vision 2030 and the National Tourism Strategy 2030, sustainability continues to play a pivotal role in the development of the country's tourism sector. This is achieved through the expansion of sustainable infrastructure and the promotion of eco-friendly hospitality practices, ensuring the delivery of tourism experiences that strike a perfect balance between modern development and environmental responsibility.





Across the country, both visitors and residents can explore tourism experiences and destinations that embody Qatar's shift towards sustainability. These are driven by initiatives designed to preserve natural resources and support long-term development.

Msheireb Downtown Doha

Blending heritage, hospitality and innovation, Msheireb Downtown Doha offers visitors a unique way to experience the heart of the city. Home to leading hotels, acclaimed restaurants, cultural attractions and public spaces, it is within easy reach of Souq Waqif, the Corniche and Msheireb Museums. Recognised as the world's first fully built smart and sustainable city district, it incorporates energy-efficient buildings, water conservation measures and a fully electric tram network.



Lusail City

As one of Qatar's largest planned cities, Lusail City combines residential communities, hotels, offices, retail and leisure attractions within a sustainably designed urban environment. Home to destinations such as Place Vendôme, Lusail Marina Promenade, Maha Island and Winter Wonderland Qatar, the city incorporates district cooling systems, water conservation measures, green spaces, pedestrian pathways and cycling routes.



Doha Metro

The Doha Metro plays a key role in supporting sustainable mobility across Qatar. Connecting major cultural, commercial, sporting and tourism attractions, it provides residents and visitors with a fast, efficient and environmentally conscious way to explore the country.

Public Parks and Green Spaces

Green spaces form an important part of Qatar's urban landscape, providing opportunities for recreation, wellbeing and community engagement. Destinations such as Al Bidda Park, Oxygen Park, Katara Hills, Aspire Park, and Lusail's public parks offer accessible outdoor spaces that support biodiversity and encourage active lifestyles.



Sustainable Stadiums

The stadiums built for the FIFA World Cup Qatar 2022™ set new global benchmarks for sustainability in major sporting events, with all venues earning certification under the Global Sustainability Assessment System (GSAS). These architectural landmarks showcase innovative environmental solutions and a lasting sustainability legacy. Among them, Stadium 974 gained international recognition as the world's first fully demountable stadium constructed from shipping containers, while Education City Stadium achieved a prestigious five-star sustainability rating for its exceptional resource efficiency. Al Bayt Stadium was designed to significantly reduce cooling energy requirements, and Lusail Stadium incorporates an advanced roof system that helps optimise energy consumption while enhancing spectator comfort.

Visit Qatar continues to support the development and promotion of sustainable tourism experiences that align with national priorities and evolving visitor expectations. By showcasing destinations and initiatives that prioritise environmental responsibility,



Visit Qatar aims to encourage more conscious travel while reinforcing Qatar's position as a destination that



offers diverse, authentic and high-quality experiences year-round.



Museums as key pillars of Qatar's cultural tourism offering

On the occasion of International Museum Day, observed annually on May 18, Visit Qatar highlighted the central role museums play in supporting Qatar's tourism development strategy and enhancing its cultural offering.

Museums across the State of Qatar serve as a cornerstone in preserving and celebrating the nation's rich cultural heritage. They play a key role in positioning Qatar as a destination that offers diverse, authentic and high-quality experiences for visitors year-round, reinforcing its appeal across priority markets.

Qatar is home to a portfolio of world-class museums that offer visitors an engaging journey through history, art and culture, contributing to the country's broader value proposition as a cultural and leisure destination.

The National Museum of Qatar (NMoQ)

At the forefront stands the National Museum of Qatar, an architectural landmark designed by French architect Jean Nouvel and inspired by the natural formation of the desert rose. The museum presents an immersive narrative of Qatar's story, from the geological formation of the peninsula and traditional ways of life to the country's modern transformation and future outlook.





The Museum of Islamic Art (MIA)

Located on Doha's waterfront, the Museum of Islamic Art designed by the renowned Chinese American architect I. M. Pei, is recognised as one of the most significant cultural institutions in the region. It houses an extensive collection of Islamic art from the 7th to the 20th centuries, reflecting the depth and diversity of Islamic civilisation.



The 3-2-1 Qatar Olympic and Sports Museum

Extending beyond traditional museum themes, the 3-2-1 Qatar Olympic and Sports Museum reflects Qatar's strong sporting culture and global engagement in sport. A member of Qatar Museums and the Olympic Museum Network, it serves as a national and international centre for sports history, heritage and knowledge, while promoting research and education in the field.



Mathaf: Arab Museum of Modern Art

Situated in Education City, Mathaf Arab Museum of Modern Art is part of Qatar Museums and co-founded in collaboration with Qatar Foundation. Established in 2010, it houses one of the world's largest specialised collections of modern and contemporary Arab art, with over 9,000 works.



Msheireb Museums

Located in Msheireb Downtown Doha, Msheireb Museums comprise four restored heritage houses— Bin Jelmoode House, Company House, Mohammed Bin Jassim House and Radwani House—situated in the oldest part of the capital. Through carefully curated exhibitions, the museums explore key themes including traditional family life, the evolution of Qatari society, the history of the oil industry, and the country's urban transformation.



Sheikh Faisal Bin Qassim Al Thani Museum

Located in Al Samriya, west of Doha, the Sheikh Faisal Bin Qassim Al Thani Museum is one of the world's largest private museums, housing over 30,000 artefacts from across four continents. It presents a wide-ranging collection spanning Islamic art, Qatari heritage, vintage vehicles and rare objects.

Visit Qatar affirms that these institutions are not only key cultural landmarks, but also drivers of cultural tourism that contribute to deeper visitor engagement and more enriching travel experiences. In line with its strategic mandate to promote and develop tourism, Visit Qatar continues to highlight these cultural assets through its international campaigns, supporting its vision to position Qatar as a leading destination offering diverse, authentic and high-quality experiences year-round.



Visit Qatar Campaign Wins Gold at Prestigious New York Festivals TV & Film Awards

Visit Qatar has won a Gold Tower Award at the 2026 New York Festivals TV & Film Awards for its campaign, launched in November 2025, which showcased Qatar's packed and diverse calendar of world-class cultural, sporting and entertainment events.

The campaign was recognised in the Tourism category under the Corporate Image Division and featured in the festival's internationally recognised Winners Gallery.

Set within the arrivals terminal at Hamad International Airport, the campaign brings Qatar's year-round calendar of events to life through cinematic storytelling and appearances by internationally recognised talent, who also amplified the campaign across their own digital channels. The film captures the anticipation and excitement of arriving in Qatar while highlighting the destination's rich cultural identity, world-class hospitality offering, and diverse tourism experiences and events.

Running from November 2025 to January 2026 across 15 markets, including the GCC, Europe, Asia-Pacific, and North America, the campaign was activated through an integrated multi-platform strategy spanning activations, paid social, programmatic advertising, connected TV, and direct media placements. The campaign delivered more than 3.7 billion impressions, over 11.3 million clicks, 1.1 billion video views, and generated 2 million landing page views, significantly exceeding planned results.

The award reflects Visit Qatar's continued commitment to delivering impactful global campaigns that elevate Qatar's international profile and reinforce its position as a leading tourism destination.

The New York Festivals TV & Film Awards celebrate excellence in storytelling and creative communications across television, film, and branded content, recognising outstanding work from organisations and brands around the world.

Rayan Travel & Tours unveils exclusive summer and winter deals



Rayan Travel & Tours is gearing up to expand its reach with exclusive travel deals for the Summer and Winter 2026-27 seasons.

To celebrate the opening of its new branch in Abu Hamour, the company has introduced a range of exceptional

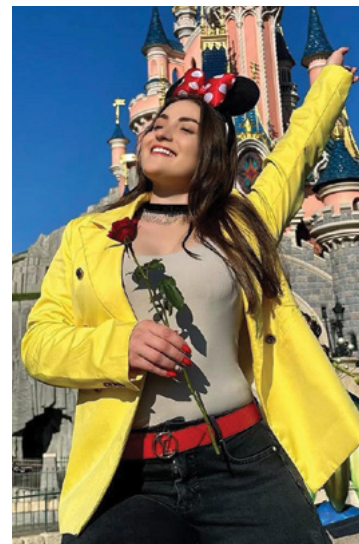
holiday packages catering to both luxury and budget-conscious travellers. The offers cover an impressive selection of popular destinations, including the UK, France, the Czech Republic, Thailand, Switzerland, Spain, Turkey, Russia, Italy, China, Uzbekistan, and Poland.

In addition to holiday packages, Rayan Travel is offering special promotions on visa assistance, travel insurance, VIP airport meet-and-greet services, luxury shopping tours, and international driving permits.

"We aim to provide unmatched travel experiences for every traveller, whether they seek luxury or budget-friendly options," said Zaheer Yousuf, General Manager of Rayan Travel & Tours.

Aligned with Qatar National Vision 2030, Rayan Travel is also placing a strong emphasis on promoting inbound tourism to support Qatar's growing appeal as a global destination. Visitors can enjoy a diverse range of experiences, including thrilling desert safaris, relaxing dhow cruises, luxury yacht tours, and family-friendly attractions such as Salwa Beach Resort Water Park and Meryal Waterpark at Rixos Premium Qetaifan Island North.

For travellers seeking a more luxurious stay, premium accommodations at Rixos Premium Qetaifan Island North



and Banana Island Resort Doha by Anantara offer world-class hospitality and exceptional experiences.

Rayan Travel & Tours is a subsidiary of the prestigious Al Darwish United Company, established in 1935. A key contributor to Qatar's development.

Under the leadership of Chairman Yousuf Bin Jassim Al Darwish, Vice Chairman Mohamed Bin Jassim Al Darwish, and Director Abdulrahman A.D. Al Darwish, the company continues its legacy of excellence, expanding across the Arab region through strategic partnerships and innovative ventures.



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The future of Travel and Hospitality

Contd on page 12

The industry's future will not simply be about moving travelers from one destination to another – it will be about creating experiences that inspire, enrich, and leave lasting impressions long after the journey ends



Make Wednesdays Count with Ladies Day at Desert Falls Water & Adventure Park

Midweek no longer has to mean routine. At Desert Falls Water & Adventure Park, Wednesdays are dedicated to relaxation, fun, and unforgettable moments with friends through the popular Ladies Day experience.

Hosted every Wednesday at Sea Caves Waterpark within Hilton Salwa Beach Resort & Villas, Ladies Day offers women and girls an exclusive opportunity to enjoy one of Qatar's premier water attractions in a private and comfortable setting. Designed as the perfect midweek escape, the experience combines thrilling adventures with moments of relaxation, creating a unique destination for those looking to recharge and reconnect.

Whether it's racing down exciting water slides, floating leisurely through the pools, or simply spending quality time with friends, Ladies Day provides a welcoming atmosphere where guests can unwind and enjoy every moment. The dedicated women-only environment ensures privacy while allowing visitors to make the most of the park's world-class attractions.

Beyond the excitement of the rides, guests can embrace a slower pace,



relax poolside, and enjoy the resort's vibrant atmosphere. The experience is carefully curated to strike the ideal balance between adventure and leisure, making it suitable for visitors seeking both excitement and tranquility.

Located at Hilton Salwa Beach Resort & Villas, Desert Falls Water & Adventure Park continues to be one of Qatar's leading family and leisure destinations, offering a wide range of attractions and experiences throughout the year.

Ladies Day adds a special dimension to the park's offerings, giving women a dedicated space to enjoy the facilities in complete comfort.

Taking place every Wednesday from 2:00 PM to 8:00 PM, Ladies Day is available for QAR 195 per adult and QAR 150 per junior.

For reservations and more information, guests may call: +974 4423 6666.

At Hilton Salwa, Wednesdays are more than just another day of the week—they are an opportunity to relax, recharge, and create lasting memories.

Salwa Day Escape

Beach • Pool • Waterpark

Full-Day Access + Resort Credit

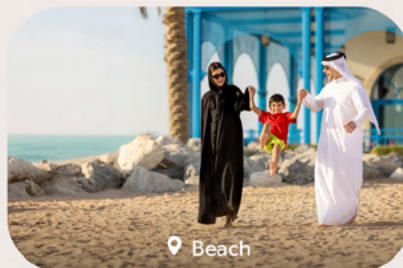
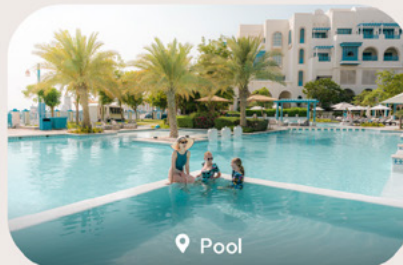
QAR **350** Adults

* Includes QAR 100 resort credit

QAR **250** Juniors

* Includes QAR 75 resort credit

Redeem your credit on dining, spa, or Desert Falls attractions.



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The travel and hospitality industry is entering a new era defined by innovation, sustainability, personalization, and purpose-driven experiences. As global tourism continues to recover and evolve, travelers are no longer simply seeking destinations; they are looking for meaningful experiences that connect them with cultures, communities, nature, and personal wellbeing.

The future of travel will be shaped by changing consumer expectations, technological advancements, environmental consciousness, and a growing desire for authentic experiences. For destinations, airlines, hotels, and tourism stakeholders, adapting to these shifts is no longer an option but a necessity.



The rise of experience-driven travel

Modern travelers increasingly prioritize experiences over material possessions. Rather than focusing solely on luxury accommodations or iconic landmarks, travelers now seek immersive journeys that allow them to engage with local cultures, traditions, and lifestyles.

Culinary tourism, cultural immersion programs, wellness retreats, adventure travel, and community-based tourism are experiencing unprecedented growth. Visitors want to learn traditional crafts, participate in local festivals, explore hidden neighborhoods, and enjoy authentic interactions with residents.

This trend is encouraging destinations to move beyond conventional tourism offerings and create experiences that are unique, memorable, and deeply personal.

Sustainability moves to the forefront

Sustainability has emerged as one of the most significant drivers of change within the travel industry. Travelers are becoming increasingly aware of their environmental impact and are actively seeking responsible tourism options.

Hotels and resorts are investing heavily in energy efficiency, water conservation, waste reduction, and renewable energy solutions. Sustainable architecture, eco-friendly operations, and locally sourced products are becoming standard expectations rather than optional features.



Destinations around the world are also implementing measures to protect natural ecosystems, preserve cultural heritage, and ensure tourism benefits local communities. The future of tourism will depend on balancing economic growth with environmental stewardship and social responsibility.

Travelers are increasingly choosing destinations and hospitality providers that demonstrate genuine commitments to sustainability and responsible tourism practices.



Rixos Premium Qetaifan Island North and Meryal Waterpark Bring Summer Splash Fun with SpongeBob and PAW Patrol



Rixos Premium Qetaifan Island North, in collaboration with Meryal Waterpark and Azure Beach Doha on Qetaifan Island North, is offering families across Qatar a summer packed with character-themed fun and relaxing experiences.



This June, Meryal Waterpark's beach is hosting the exciting Summer Splash activation featuring SpongeBob SquarePants and PAW Patrol. Rixos Premium Qetaifan Island North guests



enjoy two hours of early access every day from 4:00 PM, giving families priority entry to character meet-and-greets, live shows, beach games, and interactive activities before the general public. The activation runs daily until 30 June from 6 to 11 PM, creating joyful moments for children and families by the sea.

Guests staying at Rixos Premium Qetaifan Island North can also take advantage of The Ultimate Summer Getaway package, valid until the end of September. This includes daily access

to Meryal Waterpark and Azure Beach, a complimentary one-hour massage at Anjana Spa, and 25% off spa treatments and dining.

Dining highlights this June include the popular Friday Brunch at Turquoise, where children aged 0 to 5 dine free, and Tomahawk Night at Diego Jun every evening. Fathers can enjoy special treatment with 50% off spa experiences from 17 to 19 June, while wellness lovers can join Aqua Pilates sessions on 4 and 18 June, Aqua Meditation every Saturday evening, and Wellness by the Sea on 16 June.



Rixos Hotels

Established in 2000, Rixos is one of the world's fastest-growing hotel chains specialising in luxurious all-inclusive holidays. At the heart of every Rixos Hotel & Resort is a revitalising wellness spa with an authentic Turkish Hammam, renowned for its unique selection of spa rituals, revolutionary entertainment programme, one-of-a-kind children's edutainment programme at Rixy Kids Club and action-packed challenges at Exclusive Sports Club. Each hotel offers a distinctive variety of restaurants and bars, an exciting entertainment and sports schedule, and a diverse range of lavishly appointed rooms and suites.

Rixos Hotels operates a global portfolio across the Middle East, Europe and Asia, with continued growth into new international markets. Each property is defined by best-in-class facilities, distinctive dining concepts and immersive entertainment experiences. The award-winning Rixos Hotels brand has received international recognition from leading industry bodies, including the MICHELIN guide, Condé Nast Readers' Choice Awards, World Travel Awards, and TripAdvisor Travelers' Choice Awards.



These June activities bring together relaxation, adventure and family entertainment in one integrated destination on Qetaifan Island North, where every member of the family, from the youngest to the oldest, can find something to enjoy.



Technology transforms the guest experience

Technology is revolutionizing every aspect of travel, from planning and booking to the guest experience itself.

Artificial intelligence is enabling personalized recommendations based on traveler preferences, while data analytics helps hospitality providers better understand customer needs. Smart hotel rooms now allow guests to control lighting, temperature, entertainment systems, and room services through mobile applications or voice commands.

Contactless technologies, digital check-ins, biometric identification, and mobile payments have become mainstream, enhancing convenience while improving operational efficiency.

Virtual reality and augmented reality are also creating new possibilities for destination marketing, allowing travelers to preview attractions and accommodations before making booking decisions.

As technology continues to evolve, hospitality providers will increasingly focus on creating seamless, intuitive, and highly personalized guest journeys.



Wellness tourism

Health and wellbeing have become central considerations for travelers worldwide. Wellness tourism, once considered a niche segment, is now a major force shaping travel decisions.

Hotels and resorts are expanding their wellness offerings to include holistic spa treatments, fitness programs, mindfulness experiences, nutrition-focused dining, and mental wellbeing initiatives. Destinations

WELLNESS TOURISM 2026

TRAVEL FOR HEALTH, HAPPINESS & LONGEVITY

Wellness is no longer an add-on—
it's the reason for the journey.

WELLNESS ECONOMY AT A GLANCE



GLOBAL WELLNESS ECONOMY
\$6.8 TRILLION
2025 VALUE

EXPECTED TO REACH

\$9.8 TRILLION
BY 2029



Source: Global Wellness Institute (GWI)

WHAT TRAVELERS WANT IN 2026


NUTRITION-FOCUSED DINING


FITNESS & ACTIVE HOLIDAYS


MINDFULNESS & MEDITATION


BETTER SLEEP


NATURE IMMERSION


MENTAL WELLNESS SUPPORT


LONGEVITY & PREVENTIVE HEALTH


PERSONALIZED EXPERIENCES

HOT WELLNESS DESTINATION TYPES


WELLNESS RETREATS


THERMAL SPRING DESTINATIONS


MOUNTAIN & FOREST ESCAPES


COASTAL HEALING RESORTS


LONGEVITY CLINICS


DIGITAL DETOX SANCTUARIES


FITNESS & ADVENTURE RETREATS

**THE FUTURE TRAVELER DOESN'T JUST WANT A VACATION—
THEY WANT TO RETURN HEALTHIER, HAPPIER, AND MORE RESILIENT.**


Better Health


Stronger Mind


Greater Connection

Better You.
Better World.

WELLNESS IS THE JOURNEY. WELLBEING IS THE DESTINATION.

known for natural healing environments, thermal springs, and wellness retreats are attracting growing numbers of visitors.

The future traveler will increasingly seek journeys that promote physical, emotional, and mental wellbeing, transforming wellness from an add-on service into a core component of the travel experience.

Smart destinations and digital tourism

Cities and destinations are increasingly leveraging technology to improve visitor experiences and manage tourism more effectively.

Smart tourism initiatives use data analytics, digital infrastructure, and connected services to enhance mobility, optimize visitor flows, improve safety, and support sustainability goals.

Visitors can access real-time information about attractions, transportation, events, and local services through integrated digital platforms, making travel

more convenient and efficient.

The concept of smart destinations will play a vital role in ensuring tourism growth remains sustainable and beneficial for both visitors and residents.

The evolution of luxury hospitality

Luxury itself is being redefined. Today's affluent travelers are less interested in extravagance and more focused on exclusivity, authenticity, privacy, and personalized service.

Luxury travelers seek bespoke itineraries, private experiences, sustainable accommodations, and meaningful cultural engagement. Boutique hotels, luxury eco-lodges, private villas, and experiential travel offerings are becoming increasingly popular among high-end consumers.

The new definition of luxury emphasizes uniqueness, personalization, and emotional connection rather than simply material opulence.

The growth of bleisure and remote work travel

The rise of remote and hybrid work models has created new opportunities for the travel industry. The blending of business and leisure travel—often referred to as “bleisure” travel—continues to gain momentum.



Many professionals are extending business trips to include leisure experiences, while others are embracing digital nomad lifestyles that allow them to work from destinations around the world.

Hotels are responding by creating flexible workspaces, enhanced connectivity, co-working facilities, and long-stay accommodation packages designed to meet the needs of modern professionals.

This trend is reshaping travel patterns and creating opportunities for destinations beyond traditional tourism seasons.

Personalization becomes the new standard

Perhaps the most important trend shaping the future of hospitality is personalization. Advances in technology and data analytics allow businesses to understand guest preferences at an unprecedented level.

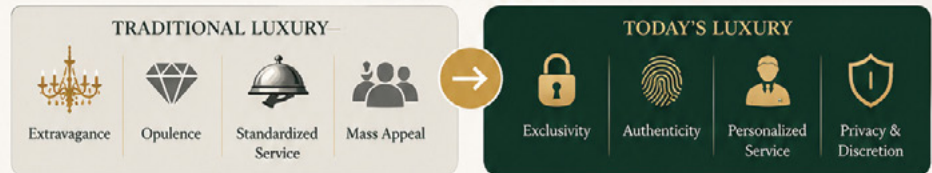
Hotels can tailor services based on previous stays, dining preferences, wellness interests, and travel habits. Airlines, destinations, and tourism operators are similarly developing personalized offerings that enhance customer satisfaction and loyalty.



THE EVOLUTION OF LUXURY HOSPITALITY

Luxury itself is being redefined. Today's affluent travelers are less interested in extravagance and more focused on exclusivity, authenticity, privacy, and personalized service.

THE SHIFT IN LUXURY



WHAT LUXURY TRAVELERS SEEK



POPULAR OFFERINGS AMONG HIGH-END TRAVELERS



Luxury today is not about having more, but about experiencing what truly matters.
Meaningful. Mindful. Memorable.



In an increasingly competitive marketplace, personalization will become a key differentiator for travel brands seeking to build long-term relationships with travelers.

The future of travel and hospitality is both exciting and transformative. While technology will continue to reshape the industry, the human desire for connection, discovery, and meaningful experiences will remain at the heart of travel.

Successful destinations and hospitality providers will be those that embrace innovation while preserving authenticity, prioritize sustainability while driving growth, and leverage technology while maintaining the personal touch that defines exceptional hospitality.

As the world becomes more connected than ever before, travel will continue to serve as a powerful bridge between cultures, communities, and people.

WHERE LUXURY MEETS LEGACY

Egypt's Rise as the Premier Choice on the Region's Tourism Map

In the modern world of travel, the discerning traveler is no longer merely looking for a destination; they are seeking an "experience" that resonates with their senses and fulfills their aspirations for luxury and privacy.

Amidst the fierce competition between global tourist hotspots, Egypt emerges today as an exceptional case. It is not just celebrated for its legendary heritage, but for its remarkable transformation into a contemporary, integrated destination that rivals the finest locales in Europe and Asia. It offers a major competitive edge: geographical proximity and deep-rooted cultural ties with the people of the region.



The Egyptian "Riviera" & Coastal Diversity: Where Sea Meets Scenery

Looking at coastal tourism, the North Coast—specifically the city of "New Alamein"—has redefined the concept of summer in the region. Boasting turquoise waters that rival the Maldives and an infrastructure mirroring Monaco and Cannes, this area has become a sanctuary for the elite.

Shopping & Urban Tourism: Cairo now hosts the most prestigious shopping malls featuring world-renowned service at Cairo's St. Regis or Four Seasons, but with the added advantage of purchasing power that allows for a much richer experience within the same budget.

This competitiveness extends to accessibility; with numerous international airports and streamlined e-visa facilities, reaching Sharm El Sheikh, Hurghada, or Cairo is easier than ever, making it the perfect destination for "Long Weekends" or extended seasonal holidays.



*** Nile Cruises:** Traveling on "Dahabiyas" (luxury Nile sailing boats) between Luxor and Aswan provides a serene journey through the heart of history with personalized service fit for royalty.



fashion houses, alongside a booming "food scene" with the opening of major international culinary brands.



*** Wellness Tourism:** In Siwa Oasis and Aswan, resorts offer natural healing experiences away from the city bustle, in pristine environments combining tranquility with "eco-luxury."



Beyond the Beaches: Cruise and Eco-Tourism
What tips the scales in Egypt's favor against its competitors is the "depth of the tourism product." We are not discussing a single sector, but a diverse bouquet of waterfront and nature-driven experiences





The Magic of the Nights: Ramadan and Eid in the Heart of "Al-Mahrousa"

No journey through Egypt is complete without recognising the unique "soul" it infuses into its landmark events and celebrations. During the Holy Month of Ramadan, Egyptian cities transform into an artistic canvas blending spirituality with festivity. While other destinations might offer quietude, Egypt offers "life."

The experience begins at Cairo's grand hotels, which compete to design "Ramadan Tents" that merge authentic Arabian aesthetics with world-class modern service. Imagine having Suhur on the banks of the Nile to the gentle tunes of oriental music, or in the Historic Cairo district, where luxury is fused with the fragrance of history in ancient palaces repurposed into elite hospitality hubs.



Future Horizons: The Grand Egyptian Museum and the New Capital

Egypt does not rely solely on the glories of the past; it is building a dazzling future. The Grand Egyptian Museum (GEM) is not just a museum; it is a global cultural hub that will change the face of cultural tourism worldwide. In parallel, the New Administrative Capital offers a new pattern of business, conference, and smart entertainment tourism, ensuring that every time you visit Egypt, you find something new to inspire you.

As Eid approaches, the compass shifts toward vibrant energy; with major concerts and international entertainment shows in the New Administrative Capital and New Alamein, making Eid in Egypt an unforgettable experience that brings families together in an atmosphere of joy often missing in Western destinations.

A Shared Language... A Second Home

Ultimately, what makes Egypt surpass any other destination for those living in our region is the "Human Element" and "Language." There is no cultural barrier; instead, there is a warm welcome and a constant feeling that you are in your second home. This human factor, added to the massive development in services, makes Egypt the primary choice and the most attractive alternative to any other global destination.



This is an invitation to redraw your travel map. Today's Egypt is not just the Pyramids and the Nile; it is the modern "Alamein," the sophisticated "El Gouna," the enchanting "Cairo Nights" in Ramadan, and the joyous celebrations of Eid. It is the destination that grants you the luxury you deserve, in the place where you truly belong.



Egypt
Unmatched
DIVERSITY



WHY TRAVELLERS KEEP FALLING IN LOVE WITH GEORGIA

Combining timeless heritage, stunning landscapes, exceptional cuisine, and genuine hospitality, Georgia delivers an experience that continues to captivate travellers from around the world

Nestled at the crossroads of Europe and Asia, Georgia has emerged as one of the most sought-after destinations for travellers seeking authentic experiences, rich culture, and breathtaking natural beauty. Though modest in size, the country boasts an extraordinary diversity of landscapes, from soaring mountain ranges and lush valleys to vibrant cities and charming coastal retreats.

What sets Georgia apart is its unique ability to blend centuries-old traditions with modern hospitality. Whether exploring ancient monasteries, savouring world-renowned cuisine, discovering picturesque villages, or relaxing amid stunning natural scenery, visitors encounter a destination that is both welcoming and endlessly rewarding.

Whether you are seeking adventure, cultural discovery, wellness, gastronomy, or simply a peaceful escape, every region reveals a unique side of Georgia's rich character and natural beauty. From majestic mountains and historic landmarks to charming towns and coastal hideaways, here are some of the country's must-visit destinations.



IMERETI – Where Nature Meets History

Located in western Georgia, Imereti is renowned for its rich cultural heritage and natural wonders. Visitors can explore centuries-old monasteries, fascinating cave systems, and scenic forests while enjoying the relaxed atmosphere of the countryside. The region offers an ideal blend of adventure, history, and tranquility, making it a favourite among both first-time and returning travellers.



The dramatic suspension bridge at Okatse Canyon in Zeda Gordi offers breathtaking views from up to 140 metres above the canyon floor, making it one of Georgia's most thrilling natural attractions.





BORJOMI – Georgia’s Wellness Escape

Known worldwide for its mineral waters, Borjomi is one of Georgia’s premier wellness destinations. Surrounded by expansive national parks and pristine mountain landscapes, the town offers visitors an opportunity to unwind, reconnect with nature, and experience the therapeutic benefits of its famous springs. Hiking trails, fresh mountain air, and serene surroundings make Borjomi a year-round retreat for relaxation and rejuvenation.



ADJARA COUNTRYSIDE – Beyond the Coast

While Adjara is often associated with the vibrant seaside city of Batumi, its countryside reveals an equally captivating side of the region. Rolling mountains, traditional wooden houses, cascading waterfalls, and picturesque villages create a landscape rich in authenticity and charm. Visitors can engage with local communities, discover age-old traditions, and enjoy some of Georgia’s most distinctive culinary experiences while surrounded by spectacular scenery.

A Land of Extraordinary Natural Beauty

Few destinations offer such a remarkable variety of landscapes within a relatively small area. Travellers can journey from snow-capped peaks to subtropical coastlines in just a few hours. Fertile valleys, vineyards, forests, lakes, and national parks provide endless opportunities for outdoor exploration, photography, and adventure.

Nature lovers can hike through protected wilderness areas, discover hidden waterfalls, explore dramatic canyons, or simply soak in the tranquillity of Georgia’s countryside. Each region presents a different facet of the country’s natural charm.

Rich Culture and Living Traditions

Georgia’s cultural heritage is among its greatest treasures. With a history spanning thousands of years, the country has carefully preserved traditions that remain an integral part of everyday life. Visitors can experience traditional music and dance performances, admire local craftsmanship, and take part in cultural celebrations that showcase the warmth and pride of the Georgian people.



Each region possesses its own customs, architecture, and folklore, creating a rich cultural tapestry that adds depth and meaning to every journey across the country.

A Culinary Journey Like No Other

Food lies at the heart of the Georgian experience. The country’s cuisine is celebrated for its rich flavours, fresh ingredients, and centuries-old recipes passed down through generations. From freshly baked bread and artisanal cheeses to hearty meat dishes and colourful vegetable specialities, Georgian gastronomy reflects the diversity of its landscapes and traditions.



EXCEPTIONAL VALUE \Rightarrow and \Leftarrow ACCESSIBILITY

Discover more. Spend less. Experience Georgia.

Georgia offers exceptional value without compromising on quality. From enriching experiences to warm hospitality, every journey becomes unforgettable.

EXCEPTIONAL VALUE ACROSS EVERY EXPERIENCE

 QUALITY ACCOMMODATION	 DIVERSE DINING	 EFFICIENT TRANSPORT	 WIDE RANGE OF ACTIVITIES	 GREAT EXPERIENCES. GREATER VALUE.
 Comfortable stays for every budget – from cozy guesthouses to premium hotels.	 Delicious local cuisine and international options that suit every taste and wallet.	 Easy to get around with affordable transport options and excellent connectivity.	 Culture, adventure, nature, wellness and more—memorable experiences for less.	 Enjoy more of what matters—authentic experiences without stretching your budget.

MORE REASONS TO CHOOSE GEORGIA

 WARM HOSPITALITY Genuine welcomes and kindness that make you feel at home.	 SAFE & WELCOMING A safe destination where travellers can explore with peace of mind.	 GROWING CONNECTIVITY More international flights and easy connections bringing the world closer to Georgia.	 EASY TO EXPLORE Compact, convenient and diverse—mountains, coast, cities and villages all within reach.	 INCREDIBLE VALUE High-quality experiences that offer more for your money.
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Exceptional Value and Accessibility

One of Georgia’s greatest attractions is the exceptional value it offers. High-quality accommodation, diverse dining options, efficient transport links, and a wide range of activities allow travellers to enjoy memorable experiences without stretching their budgets. Combined with its warm hospitality, safety, and growing international connectivity, Georgia has become an increasingly attractive alternative to many traditional European destinations. Whether seeking culture, adventure, wellness, gastronomy, or simply a change of scenery, visitors continue to discover that Georgia offers far more than they expect.

Is travel insurance optional?

Travel insurance is not about expecting something to go wrong—it is about ensuring that if it does, your journey does not become a financial burden

For many travelers, planning a trip involves booking flights, selecting accommodations, creating itineraries, and budgeting for experiences. Yet one important aspect of travel planning is often overlooked: travel insurance.

Some travelers view travel insurance as an unnecessary expense, particularly when traveling to familiar destinations or embarking on short trips. However, unexpected events can occur regardless of how carefully a journey is planned. From medical emergencies and flight cancellations to lost luggage and unforeseen disruptions, travel insurance provides a critical safety net that can save travelers from significant financial losses and unnecessary stress.

The question many travelers ask is whether travel insurance is truly necessary. While it may not always be mandatory, industry experts increasingly agree that it should be considered an essential component of responsible travel.

The unpredictable nature of travel

Travel is inherently unpredictable. Even the most organized itineraries can be affected by circumstances beyond a traveler's control.

Flights may be delayed or canceled due to weather conditions, technical issues, or operational disruptions. Natural disasters, political unrest, transportation strikes, and public health concerns can force sudden changes to travel plans. Illnesses and accidents can occur at any time, often resulting in costly medical treatment far from home. While travelers cannot prevent these situations, they can prepare for them. Travel insurance serves as a financial safeguard against many of the risks associated with domestic and international travel.

Medical emergencies can be expensive

One of the most important reasons to purchase travel insurance is access to emergency medical coverage.

Many travelers mistakenly assume that their domestic health insurance will cover medical treatment abroad. In reality, healthcare coverage often does not extend beyond national borders, leaving travelers responsible for potentially substantial medical expenses.

Emergency room visits, hospital stays, specialist consultations, medical evacuations, and emergency transportation can cost thousands—or even tens of thousands—of dollars in certain destinations.

A comprehensive travel insurance policy can help cover these expenses and provide access to emergency assistance services that coordinate care when travelers need it most.

For travelers visiting destinations with high healthcare costs, medical coverage alone can justify the cost of travel insurance.

Protection against trip cancellations

Travel plans can change unexpectedly due to illness, family emergencies, work obligations, or unforeseen circumstances.

Without travel insurance, travelers may lose significant amounts of money invested in non-refundable flights, hotel reservations, tours, and

event tickets. Comprehensive policies often provide reimbursement for covered trip cancellations and interruptions, helping travelers recover costs when plans must be altered unexpectedly.

This protection can be particularly valuable for expensive vacations, international journeys, cruises, destination weddings, and long-planned family holidays.

Flight delays and travel interruptions

Flight delays and missed connections are among the most common travel disruptions worldwide. While a short delay may only be an inconvenience, extended disruptions can result in additional accommodation costs, meals, transportation expenses, and missed activities.

Travel insurance policies frequently include benefits for travel delays, helping travelers recover expenses incurred while waiting for alternative arrangements.

In an era of increasingly complex global travel networks, such protection provides valuable peace of mind.

Lost, delayed, or stolen baggage

Few travel experiences are more frustrating than arriving at a destination without your luggage.

Lost or delayed baggage can disrupt vacations, business trips, and special events. Travel insurance may provide compensation for essential purchases such as clothing, toiletries, and other necessities while travelers wait for their belongings to be located.

Coverage may also extend to personal items that are lost, stolen, or damaged during a trip, subject to policy limits and conditions.

For travelers carrying valuable equipment, electronics, or important belongings, this protection can prove particularly useful.

Emergency evacuation and assistance services

One of the most overlooked benefits of travel insurance is access to emergency assistance services.

In the event of a serious illness, injury, natural disaster, or political emergency, travelers may require evacuation to a medical facility or transportation back to their home country. Such services can be extraordinarily expensive when arranged independently.

Travel insurance providers often maintain global assistance networks that operate around the clock, helping travelers navigate emergencies, locate medical facilities, replace lost documents, and coordinate transportation when needed. These services can be invaluable during stressful and unfamiliar situations.

The cost of going without insurance

Many travelers decline insurance because they believe the likelihood of needing it is low. While this may often be true, the financial consequences of an unexpected event can far exceed the cost of a policy.

A modest insurance premium may represent only a small fraction of a trip's total cost, yet it can protect against losses that could otherwise reach thousands of dollars.

Travel insurance is not purchased because travelers expect something to go wrong; it is purchased because they recognize that unexpected situations can happen to anyone.

Choosing the right policy

Not all travel insurance policies offer the same level of protection. Travelers should carefully review policy details, coverage limits, exclusions, and claim procedures before purchasing coverage.

Important considerations include:

- Emergency medical and hospitalization coverage
- Medical evacuation benefits
- Trip cancellation and interruption protection
- Travel delay compensation
- Lost or delayed baggage coverage
- Personal liability protection
- Adventure activity coverage, if applicable
- Pre-existing medical condition provisions

Selecting a policy that aligns with the specific nature of the trip is essential for ensuring adequate protection.

Is travel insurance optional?

Technically, travel insurance is optional for many destinations, although some countries require proof of coverage as part of visa or entry requirements. However, optional does not necessarily mean unnecessary.

Much like wearing a seatbelt while driving or installing smoke detectors at home, travel insurance is a precautionary measure designed to protect against situations that may never occur but can have serious consequences when they do.

The true value of travel insurance becomes evident not when everything goes according to plan, but when circumstances unexpectedly change.

The purpose of travel is to explore new places, create lasting memories, and enjoy meaningful experiences. Concerns about medical emergencies, financial losses, or logistical disruptions should not overshadow those experiences.

Travel insurance provides reassurance that if challenges arise, travelers have support and protection available. It allows them to focus on the journey rather than worry about what could go wrong.

In today's increasingly interconnected and unpredictable world, travel insurance is no longer simply an optional add-on. For many travelers, it has become an essential investment in safety, security, and peace of mind.

Because while no one plans for travel disruptions, every traveler should be prepared for them.

The iconic Kul Sharif Mosque, with its striking turquoise domes, stands as a symbol of Tatar identity and one of the largest mosques in Russia.

THE MAGIC OF

K A Z A N

More than just a destination, Kazan offers an experience, one that reveals the richness of Russia's diverse cultural landscape and leaves visitors eager to return

By Amjad Vanimal



Bauman Street, often called the "Arbat of Kazan," is the city's vibrant pedestrian boulevard, lined with cafes, shops, historic landmarks and street performers.



There are destinations that impress with their monuments, and then there are places that leave a lasting impression through their soul. Kazan, the capital of the Republic of Tatarstan in Russia, belongs firmly to the latter category. Situated at the confluence of the Volga and Kazanka rivers, this fascinating city offers a remarkable blend of East and West, Islam and Christianity, tradition and modernity.

Kremlin: A Symbol of Harmony

My journey through Kazan began at the magnificent Kazan Kremlin, a UNESCO World Heritage Site and undoubtedly the city's crown jewel. As I walked through its historic walls, our guide Natalia explained that the Kremlin is not merely a fortress but a symbol of the unique coexistence that defines Kazan.

"Here, you can see the story of Kazan in one place," she said. "The Kremlin represents centuries of interaction between different cultures, religions and peoples."

The first landmark to capture my attention was the stunning Kul Sharif Mosque, with its distinctive turquoise domes rising against the skyline. Pointing

towards the mosque, the guide explained that it stands as one of the largest mosques in Russia and a powerful symbol of Tatar identity.

"The original mosque was destroyed during the conquest of Kazan in the 16th century," she noted. "What you see today is a reconstruction that reflects the resilience and pride of the Tatar people."

Inside the mosque, I experienced one of the most memorable moments of the journey. Behind a glass enclosure, a scholar was reciting verses from the Holy Quran. The gentle recitation filled the prayer hall, creating a peaceful atmosphere that transcended language and nationality.

Just a short walk away stood the elegant white-stone Annunciation Cathedral. The guide smiled as she pointed to the cathedral's domes.

"This is what makes Kazan special," she explained. "Few places in the world have a major mosque and an Orthodox cathedral standing side by side within the same historic complex."

The cathedral's graceful architecture reflects centuries of Russian Orthodox tradition, while its proximity to the mosque serves as a reminder of Kazan's long history of religious harmony.

Nearby stands one of the Kremlin's most intriguing landmarks—the leaning Suyumbike Tower. According to our guide, the tower is surrounded by legends connected to Queen Suyumbike, one of the most respected figures in Tatar history.

"Every visitor asks about this tower," she laughed. "Some come for the architecture, others for the legend."

As she recounted the stories associated with the queen, the tower seemed to embody the mystery and romance that still surround Kazan's past.

Bauman Street

Leaving the Kremlin behind, I followed our guide to Bauman Street, often referred to as the "Arbat of Kazan." The lively pedestrian avenue immediately revealed another side of the city.



"This is where Kazan comes alive," she said. "People come here to meet friends, enjoy local food, listen to musicians and experience the city's energy."

The street is lined with cafes, restaurants, souvenir shops and historic buildings, making it one of the city's most popular gathering places.

Along the way, our guide stopped beside the famous Kazan Cat Monument.

"The cat is one of Kazan's most beloved symbols," she explained. "According to local folklore, Kazan cats were so skilled at catching mice that they were once sent to protect the palaces of Russian rulers."

Visitors crowded around the monument, taking photographs and rubbing it for good luck.

A little further ahead, the towering bell tower of Epiphany Cathedral dominated the skyline.

"For many years, this was one of the tallest structures in Kazan," the guide said. "From the observation deck, you can enjoy some of the finest views of the city."



Tatar cuisine offers a delicious journey through history, with traditional specialties such as ecpochmak and chak-chak reflecting centuries of cultural influences.

Standing beneath the towering structure, it was easy to understand why it remains one of Kazan's most recognizable landmarks.

A Proud Cultural Identity

Beyond its monuments, Kazan's greatest treasure lies in its people and traditions. Throughout the visit, our guide spoke passionately about the Tatars, a Turkic people whose culture has shaped the region for centuries.

"We are proud of our language, music, traditions and hospitality," she explained. "At the same time, Kazan is a modern city that welcomes visitors from around the world."

That balance between preserving heritage and embracing progress was visible everywhere—from traditional crafts and folk music to modern architecture and bustling commercial districts.

A Taste of Tatar Hospitality

No visit to Kazan would be complete without exploring its culinary traditions. During a meal featuring local specialties, our guide introduced us to some of the region's most popular dishes.

"You cannot leave Kazan without trying ecpochmak," she insisted.

The famous triangular pastry filled with meat and potatoes proved both hearty and delicious. Equally memorable was chak-chak, a traditional dessert made from fried dough coated in honey.

"Every family has its own recipe," she explained proudly. The dishes reflected the influences of Central Asian, Russian and Volga culinary traditions, offering a

delicious introduction to Tatar culture.

More Places Worth Exploring

Before concluding the tour, our guide recommended several attractions that deserve a place on every visitor's itinerary.

The Temple of All Religions, she explained, symbolizes interfaith dialogue through its unique architecture that incorporates elements from multiple religions.

The magnificent Farmers' Palace, with its grand facade and iconic bronze tree sculpture, becomes especially beautiful after sunset when illuminated against the night sky.

For those seeking history and nature, she suggested a visit to Sviyazhsk Island, a picturesque settlement known for its centuries-old churches, monasteries and stunning river views.

Sports enthusiasts, meanwhile, can explore the Kazan Family Center and the city's world-class sporting venues that have hosted major international competitions.

Kazan is often described as the place where Europe meets Asia, but that description only tells part of the story. It is a city where cultures coexist, where mosque minarets and church domes share the same skyline, and where centuries of history blend seamlessly with contemporary life.

As I left Kazan, I carried with me memories of architectural marvels, warm hospitality, delicious cuisine and moments of spiritual reflection. More than just a destination, Kazan offers an experience—one that reveals the richness of Russia's diverse cultural landscape and leaves visitors eager to return.

How to deal with unexpected travel disruptions



Travel is often associated with excitement, discovery, and unforgettable experiences. Yet even the most carefully planned journeys can encounter unexpected disruptions. Flight delays, cancellations, lost luggage, extreme weather, transportation strikes, health emergencies, or sudden changes in entry requirements can quickly turn a dream vacation into a stressful experience.

While travel disruptions are impossible to eliminate entirely, experienced travelers understand that preparation, flexibility, and a calm mindset can significantly reduce their impact. Knowing how to respond effectively can transform a potentially frustrating situation into a manageable inconvenience.

Expect the unexpected

One of the most important principles of modern travel is accepting that disruptions can happen to anyone. Weather conditions, technical issues, air traffic congestion, geopolitical events, and operational challenges can affect travel plans regardless of destination or budget.

Rather than assuming everything will go perfectly, travelers should build flexibility into their itineraries.



Allowing extra time between connections, avoiding overly tight schedules, and maintaining realistic expectations can help reduce stress when unexpected situations arise.

The most resilient travelers are often those who prepare for potential challenges before they occur.

Stay informed before and during your journey

Access to accurate information is one of the most valuable tools during travel disruptions. Before departure, travelers should regularly monitor airline notifications, weather forecasts, government travel advisories, and destination updates.

Many airlines, airports, and travel providers offer mobile applications that provide real-time alerts regarding flight changes, gate updates, delays, and cancellations. Enabling notifications can help travelers react quickly and make informed decisions.

Staying informed allows travelers to adjust plans proactively rather than being caught off guard by last-minute developments.

Prepare a travel backup plan

A contingency plan can make a significant difference when disruptions occur. Travelers should identify alternative flight options, nearby accommodations, and transportation alternatives before departure.

For important business meetings, cruises, weddings, or special events, arriving a day earlier can provide valuable protection against unexpected delays.

Keeping a list of airline customer service contacts, hotel reservation numbers, and local emergency services can also prove useful during stressful situations.

Experienced travelers understand that flexibility is often the key to overcoming disruptions successfully.

The importance of travel insurance

Travel insurance has become an increasingly important component of modern travel planning. Comprehensive travel insurance policies can provide financial protection against trip cancellations, medical emergencies, baggage loss, travel delays, and other unexpected events.

While many travelers view insurance as an additional expense, it can offer significant peace of mind, particularly for international travel, expensive vacations, or journeys involving multiple destinations.

Before purchasing a policy, travelers should carefully review coverage details, exclusions, claim procedures, and emergency assistance services to ensure the policy meets their specific needs.

Handling flight delays and cancellations

Flight disruptions are among the most common travel challenges. When delays or cancellations occur, acting quickly can improve available options.

Travelers should immediately check airline applications, contact customer service, and explore alternative routes. Airport staff can often assist with rebooking, accommodation arrangements, or transportation options depending on the circumstances.

Remaining calm and courteous when interacting with airline representatives can also be beneficial. During major disruptions, customer service teams are often managing thousands of affected passengers simultaneously, and respectful communication frequently leads to better outcomes.

Flexibility regarding departure times, alternative airports, and connecting routes can also increase the likelihood of securing a new itinerary quickly.



What to do if your luggage goes missing

Lost or delayed baggage can be frustrating, particularly on international journeys. Fortunately, most misplaced luggage is eventually located and returned.

Travelers should report missing baggage immediately upon arrival and obtain a reference number from the airline. Taking photographs of luggage before departure and keeping baggage tags can help facilitate recovery.

Packing essential items such as medications, travel documents, chargers, a change of clothes, and valuables in carry-on luggage can minimize inconvenience if checked baggage is delayed.

Many seasoned travelers also use luggage tracking devices and clearly visible identification tags to improve the chances of a speedy reunion with their belongings.

The most successful travelers are not those who avoid disruptions, but those who know how to adapt when plans unexpectedly change.

Navigating weather-related disruptions

Severe weather remains one of the leading causes of travel disruptions worldwide. Storms, floods, hurricanes, heatwaves, snowstorms, and other natural events can impact transportation networks and tourism infrastructure.

Travelers should closely monitor weather forecasts before and during their trip and be prepared to adjust itineraries when necessary. In some situations, delaying travel or changing destinations may be the safest option.

Flexibility and safety should always take precedence over rigid travel plans. No sightseeing opportunity is worth compromising personal safety.

Managing health emergencies abroad

Unexpected illnesses or injuries can occur at any time, making preparation essential. Travelers should carry necessary medications, copies of prescriptions, and information about pre-existing medical conditions.

Knowing the location of nearby hospitals, clinics, and emergency services can save valuable time during a medical emergency. Travel insurance providers often offer 24-hour assistance services that help coordinate medical care and emergency transportation.

Maintaining digital and printed copies of health-related documents can also simplify communication with healthcare providers in unfamiliar destinations.

Protecting important travel documents

Lost passports, visas, and identification documents can quickly complicate international travel. Travelers should keep digital copies stored securely online and maintain physical photocopies separate from the originals.

If a passport is lost or stolen, reporting the incident immediately to local authorities and contacting the nearest embassy or consulate should be a top priority.

Secure travel wallets, hotel safes, and careful document management can significantly reduce the risk of such incidents occurring.

The value of flexibility

Perhaps the most effective strategy for managing travel disruptions is maintaining a flexible mindset. While disruptions can be frustrating, they often lead to unexpected opportunities, memorable encounters, and valuable travel lessons.

Some travelers discover new destinations during extended layovers, enjoy unplanned cultural experiences, or meet fellow travelers who become lifelong friends. The ability to adapt and embrace uncertainty often distinguishes rewarding travel experiences from stressful ones.

Travel is inherently unpredictable, and flexibility allows travelers to make the most of changing circumstances.

Turning challenges into opportunities

Unexpected travel disruptions are an inevitable part of modern travel. However, with thoughtful preparation, reliable information, comprehensive insurance, and a positive attitude, travelers can navigate challenges with confidence.

The most successful travelers are not those who avoid disruptions altogether but those who know how to respond when plans change. By preparing for the unexpected and remaining adaptable, travelers can protect their journeys and continue to enjoy the experiences that make travel so enriching.

In the end, every journey tells a story. Sometimes the most memorable chapters are the ones that were never part of the original itinerary.

Hospitality through cultural understanding



In a world where travellers cross borders with greater frequency than ever before, hospitality is no longer simply about providing accommodation. It is about building bridges between cultures, fostering mutual respect, and creating experiences that transcend language and geography

In an era of unprecedented global mobility, hotels are welcoming guests from more countries, cultures, and backgrounds than ever before. International tourism continues to grow, bringing together people with different languages, customs, expectations, dietary preferences, religious practices, and travel behaviors. While this diversity creates exciting opportunities for the hospitality industry, it also presents a challenge: how can hotels provide exceptional service to guests whose cultural norms and expectations may differ significantly?

The answer lies in cultural understanding.

Hospitality has always been about making guests feel welcomed, respected, and comfortable. Today, achieving that goal requires more than luxurious facilities and efficient service. It demands cultural awareness, inclusivity, and a genuine appreciation for the diverse needs of international travelers.

Hotels that successfully embrace cultural understanding are not only better positioned to

enhance guest satisfaction but also to build stronger reputations, increase customer loyalty, and thrive in an increasingly competitive global market.

The hospitality industry has become one of the world's most international sectors. A single hotel in Doha, Dubai, London, Singapore, or New York may host business travelers from Europe, families from Asia, tourists from the Middle East, and conference delegates from Africa—all on the same day.

Each guest arrives with unique expectations shaped by cultural values and social norms. What is considered excellent service in one culture may be perceived differently in another.

For example, some guests value efficiency and privacy, while others appreciate personal interaction and detailed assistance. Some travelers expect formal communication, while others prefer a more casual and friendly approach.

Understanding these differences enables hospitality professionals to create more personalized and meaningful experiences.

Cultural awareness is not simply about avoiding misunderstandings. It is about creating an environment where guests feel recognized, respected, and valued.

When guests encounter staff members who understand their customs, communication styles, and preferences, they are more likely to feel comfortable and develop a positive impression of the property.

Conversely, cultural misunderstandings can negatively impact the guest experience. Miscommunication, inappropriate assumptions, or a lack of awareness regarding cultural sensitivities can lead to dissatisfaction, even when service standards are otherwise high.

In today's digital world, where online reviews can influence purchasing decisions globally, delivering culturally sensitive service has become a critical component of hospitality success.

Communication beyond language

Language is one of the most visible aspects of cultural diversity, but effective communication extends beyond translation.

Body language, eye contact, personal space, tone of voice, and communication styles vary significantly across cultures. Hospitality professionals who understand these nuances are often better equipped to build rapport with guests and respond appropriately to their needs.

Many leading hotels invest in multilingual staff, translation technologies, and cultural competency training to improve communication and minimize misunderstandings.

Even simple gestures such as greeting guests in their native language or providing multilingual information materials can significantly enhance the guest experience.

Catering to diverse dietary preferences

Food plays an important role in cultural identity, and dining experiences often shape travelers' perceptions of a destination and hotel.

International guests may have specific dietary requirements based on religious beliefs, cultural traditions, health considerations, or personal preferences. These may include halal, vegetarian, vegan, gluten-free, kosher, or allergy-sensitive options.

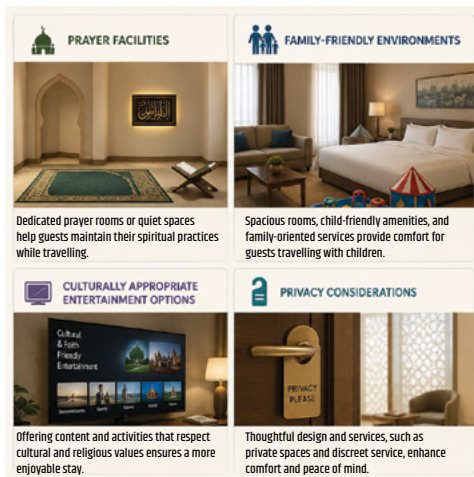


CATERING TO DIVERSE DIETARY PREFERENCES



Hotels that provide diverse menu choices and clearly communicate ingredient information demonstrate a commitment to inclusivity and guest wellbeing.

The growing popularity of culinary tourism has further increased expectations for authentic and culturally diverse dining experiences.



Respecting Religious and Cultural Practices

As international travel becomes more diverse, hospitality providers must consider the religious and cultural practices of their guests.

For many travelers, accommodation preferences extend beyond physical comfort to include facilities and services that support their lifestyle and beliefs. Examples may include prayer facilities, family-friendly environments, culturally appropriate entertainment options, and privacy considerations.

Hotels that accommodate such needs respectfully and thoughtfully often earn greater trust and loyalty from guests.

This approach is particularly relevant in destinations that attract travelers from culturally diverse regions, including the Middle East, Asia, Europe, and Africa.

Training staff for cultural competence

Employees are at the heart of the hospitality experience. Regardless of technological advancements, meaningful guest interactions continue to depend on well-trained and culturally aware staff.

Leading hospitality organizations increasingly incorporate cultural competency training into employee development programs. These initiatives help staff understand cultural differences, improve communication skills, and develop empathy when interacting with international guests.

Training often includes awareness of cultural etiquette, communication preferences, religious considerations, dining customs, and conflict resolution techniques.

Such investments not only improve guest satisfaction but also contribute to a more inclusive and collaborative workplace culture.

Personalization through cultural insight

Personalization has become one of the defining trends in modern hospitality. Guests increasingly expect hotels to recognize their preferences and tailor services accordingly.

Cultural understanding enhances personalization by helping hotels anticipate guest needs more accurately. Understanding travel behaviors, dining preferences, family structures, and cultural expectations enables properties to deliver experiences that feel thoughtful and relevant.

A personalized welcome message, culturally appropriate amenities, preferred meal options, or recommendations aligned with a guest's interests can create memorable experiences that foster loyalty and repeat visits.



Technology as an enabler

Technology is playing an important role in helping hotels serve diverse guest populations more effectively.

Artificial intelligence-powered translation tools, multilingual mobile applications, digital concierge services, and personalized guest profiles allow hotels to deliver more seamless and customized experiences.

Technology also enables hotels to collect valuable insights about guest preferences while ensuring service delivery remains consistent across different cultural groups.

However, technology should complement—not replace—the human element of hospitality. Genuine empathy, respect, and cultural sensitivity remain essential components of exceptional service.

Building inclusive hospitality brands

As travelers become increasingly diverse, inclusivity is emerging as a defining characteristic of successful hospitality brands.

Hotels that celebrate diversity through their workforce, marketing communications, guest services, and operational practices are often perceived as more welcoming and trustworthy. Inclusive hospitality is not about treating all guests the same. Rather, it is about recognizing individual differences and ensuring every guest feels respected and valued.

This philosophy strengthens brand reputation and helps create lasting emotional connections with guests from around the world.

The future of hospitality is global

The future of hospitality will be shaped by the continued growth of international travel, multicultural societies, and evolving guest expectations. Cultural understanding will become an increasingly important competitive advantage for hotels seeking to differentiate themselves in a crowded marketplace.

The most successful hospitality brands will be those that embrace diversity, invest in cultural competence, and create environments where every guest feels genuinely welcomed. In a world where travelers cross borders with greater frequency than ever before, hospitality is no longer simply about providing accommodation. It is about building bridges between cultures, fostering mutual respect, and creating experiences that transcend language and geography.

Ultimately, cultural understanding represents the very essence of hospitality itself—the ability to make people from every corner of the world feel at home, wherever they may be.

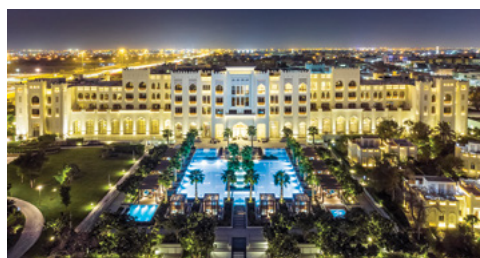
Katara Hospitality Launches 'Summer Your Way' with Up to 40% Savings Across Its Hotels and Resorts in Qatar

Katara Hospitality, a global hospitality asset owner and manager based in Qatar with more than five decades of industry experience, has announced the launch of its highly anticipated "Summer Your Way" campaign, offering exclusive seasonal experiences, luxury staycation packages and family-focused benefits across its portfolio of hotels and resorts in Qatar from 1 June until 31 August 2026.

The campaign brings together some of Katara Hospitality's most iconic hospitality destinations under one summer initiative, providing nationals, residents and GCC visitors with exceptional value and access to a diverse collection of luxury hotels, beach resorts, wellness retreats and family entertainment experiences.



Participating properties include The Ritz-Carlton, Doha; Sharq Village & Spa, a Ritz-Carlton Hotel; Sheraton Grand Doha Resort & Convention Hotel; Al Messila, a Luxury Collection Resort & Spa, Doha; Fairmont Doha; Raffles Doha; Hilton Salwa Beach Resort & Villas; Rixos Gulf Hotel Doha; Simaisma, a Murwab Resort; Sealine Beach, a Murwab Resort; Jouri, a Murwab Hotel; Mövenpick Hotel Doha; Somerset West Bay Doha; and Dana Club.



The "Summer Your Way" campaign reflects Katara Hospitality's commitment to creating meaningful experiences that encourage families to reconnect, explore new destinations within Qatar and enjoy exceptional hospitality closer to home. By bringing together a broad range of experiences across its local



portfolio, Katara Hospitality aims to provide guests with the flexibility to design a summer holiday that matches their individual interests, whether focused on relaxation, adventure, wellness, gastronomy or family entertainment.



Building on this momentum, Katara Hospitality's summer campaign aims to create memorable experiences for families, couples and leisure travellers seeking luxury escapes within Qatar while supporting the continued growth of domestic tourism and staycation demand.

The "Summer Your Way" offer is exclusively available across participating Katara Hospitality hotels and resorts



in Qatar, rewarding guests with greater value and benefits based on the length of their stay.

Guests booking a one-night stay can enjoy 20 percent savings on the best available room rate, hotel-operated restaurants and spa treatments. The package also includes personalised in-room amenities, early check-in and late check-out subject to availability, as well as the opportunity to upgrade to the next room category for QAR 200, excluding villas, presidential suites and royal suites.

Guests staying for two nights will receive 30 percent savings on accommodation, dining and spa experiences, together with the same exclusive benefits and upgrade opportunities.

For guests staying three nights or longer, the offer increases to 40 percent savings on room rates, food and beverage experiences at participating hotel-operated outlets and spa treatments, creating one of the most attractive luxury staycation offers available in Qatar this summer.

Recognising the growing demand for day experiences and leisure escapes without overnight stays, the campaign also introduces dedicated benefits for visitors wishing to enjoy hotel facilities during the summer season. Guests can receive 25 percent savings on participating restaurants and cafés,

spa treatments, pool and beach access, as well as admission to selected attractions including Desert Falls Water & Adventure Park, one of the region's largest waterpark destinations.

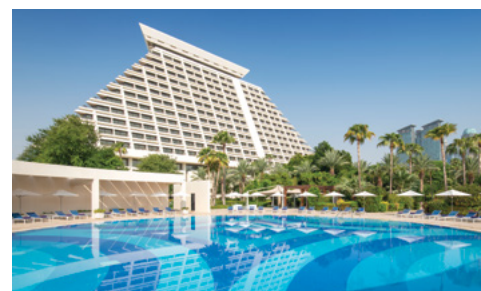
Across the portfolio, participating hotels and resorts have curated an extensive calendar of family-focused activities, wellness programmes, culinary experiences and entertainment designed to appeal to guests of all ages.



At Simaisma, a Murwab Resort and Sealine Beach, a Murwab Resort, families can enjoy beachfront experiences, outdoor activities and cultural programming inspired by Qatar's heritage. Fairmont Doha and Raffles Doha will present luxury family experiences that combine creativity, gastronomy and discovery within one of Qatar's most iconic hospitality destinations.



At The Ritz-Carlton, Doha and Sharq Village & Spa, a Ritz-Carlton Hotel, guests can enjoy immersive family programmes through the renowned Ritz Kids experiences, blending recreation, education and luxury hospitality. Meanwhile, Rixos Gulf Hotel Doha will offer vibrant family entertainment, themed experiences and access to some of Qatar's most exciting attractions.



Additional summer experiences will be available across Sheraton Grand Doha Resort & Convention Hotel, Mövenpick Hotel Doha, Somerset West Bay Doha, Dana Club, Hilton Salwa Beach Resort & Villas, and Al Messila, a Luxury Collection Resort & Spa, Doha, each offering unique experiences ranging from wellness retreats and culinary journeys to children's entertainment programmes and beachfront recreation.

This summer, Katara Hospitality invites families, friends and loved ones together to discover, relax and create memorable moments together across some of Qatar's most iconic destinations.

SUMMER *Your Way*



25% *Discount*

ACROSS ALL LOCAL HOTEL FACILITIES: SPA TREATMENTS, RESTAURANTS AND CAFÉS, POOL, BEACH & WATER PARK ACCESS

1-NIGHT STAY

20%

Discount on all room rates, dining and spa treatments, with optional upgrades and personalized in-room amenities.*

2-NIGHT STAY

30%

Discount on all room rates, dining and spa treatments, with optional upgrades and personalized in-room amenities.*

3 NIGHTS OR MORE

40%

Discount on all room rates, dining and spa treatments, with optional upgrades and personalized in-room amenities.*

OFFER VALID FROM 1ST OF JUNE UNTIL 31ST OF AUGUST 2026

***TERMS AND CONDITIONS APPLY**

KATARA
HOSPITALITY



كتارا
للضيافة

AZURE
AZURE
BEACH - DOHA

A Day Set by the Sea at Azure Beach Doha

Trade the ordinary for a refreshing day by the sea. Azure Beach Doha brings you a laid-back escape with a day pass, serene views, beach lounging, signature drinks, and music that sets a vibrant coastal energy.



Let's stay in touch!

+974 7080 7326
reservations@azure-beach.com

