



Caesars Travel Group recognizes staff working long years

During the Annual General Meeting held in Head Office on 24th May 2017, the management has honored the staff those completed more than 15 years of service with Caesars Travel Group. As a part of this recognition, the management has given a strong confidence in them that they are one of the valued member of Caesars Travel Group's team and made it clear to them that their continued contributions are vital for Caesars Travel Group to continue to be successful in meeting our stated Mission, Vision and Values. During the event, P.N.J. Kumar, CEO of Caesars Travel Group said, "All of our organizational achievements are made possible because of your individual efforts as well as the efforts of your colleagues working with our organization. The mission behind recognizing you is not only for thanking you for your hard work and much dedication as you are always our greatest asset but to look forward to your ongoing contributions and a bright and successful future together".

The Annual General Meeting has discussed various subjects of developmental

activities of Caesars Travel Group and how to further enhance the sale by improving much better services to our valued clients. Many of the outlets those needs more dedication and concentration to improve their financial structure have categorized by looking into the possibilities of bringing them in line with our vision of changing their current set up into profit making units.

The on-going future projects of Caesars Travel Group were also discussed during the meeting and made it clear to each and every Team Leaders of Caesars Travel Group who were presented in the meeting that all of them should work as a single team to make our future plans challenging and successful.

The AGM which used to be conducted every year as a part of bringing the staff and management always targeted to take care of the staff's well-beings from time to time and at the same time, the staff's commitment towards the growth of Caesars Travel Group as a brand name is always monitored.

expressions- A new platform to express your thoughts

We couldn't be more excited to have made it to this point when releasing this first issue of "expressions" due to extreme busy assignments on the other side but requesting everyone to get to know the layout of our magazine. When we set out to create an on-line magazine, our mission is that would promote our in-house day-to-day events and simultaneously, a face lift of Caesars Travel Group is aimed at. We are honored to share the work of so many committed and thoughtful staff which could not produce in this first issue but be free to leave your comments on the articles to share your thoughts or ask the author a question.

Finally, the team behind working of this e-mail magazine is fully dedicated to the in-house developments of Caesars Travel Group and at the same time, it's our tomorrow's vision that this should be a daily hand-book to our valued clients and well-wishers to place Caesars Travel Group in their daily routine life which can be only possible by everyone's whole-hearted participation

Fly with Malindo Air Grabbing Exclusive offers

Map destinations include: SAUDI ARABIA (Jeddah), PAKISTAN (Lahore, Amritsar), NEPAL (New Delhi, Kathmandu), BANGLADESH (Dhaka), INDIA (Mumbai, Kolkata, Trichy, Thiruvananthapuram, Colombo), SRI LANKA, CHINA (Wulumu, Guiyang, Guangzhou, Hong Kong, Hanoi, Ho Chi Minh City, Yangon, Chengde), THAILAND (Bangkok), VIETNAM (Ho Chi Minh City), MALAYSIA (Kuala Lumpur, Kota Bharu, Medan, Johor Bahru, Singapore), INDONESIA (Jakarta, Bandung, Denpasar), AUSTRALIA (Perth, Darwin), and TAIWAN (Taipei).

Legend: Boeing 737 (red line), ATR72-600 (blue line)

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Caesars Travel Group – Awards & Accolades for the year 2016

Caesars Travel received Gold Award from Oman Air



Caesars Travel received Gold award from Oman Air for the top sales performance in 2016. Mr. Kishore, Director received memento from Oman Air on an official meeting in Qatar.

Cruise Center received Best performer Award from Celebrity Cruise



Cruise Center received best performer award in 2016 from Celebrity Cruises. Mr. Thomas Sebastian, Manager receiving memento from authorities.

The Company Album

This section is exclusively for internal employee event updates like birthday, wedding, house warming etc. This time we included these in generic words and next time onwards we wish to get updates from each employee so that it will be very much particular.

Birthday wishes



Being an employee here for so long makes you very valuable!. So we wanted to wish everyone a happy birthday those who are celebrating the birthdays during this period.

Cruise Center received Best Sales performance Award from MSC Cruise



Cruise Center received best sales performance award in 2016 from MSC Cruises. Mr. Bejoy John, Cruise Specialist received memento from authorities.

Cruise Center received Outstanding performance Award from Royal



Caribbean
Cruise Center received best outstanding

Weddings



Fresh and new beautiful energy in the office, courtesy and toleration – this should be the beginning from this auspicious day my dear friend and colleague. Heartiest congratulations for

a great life ahead.

New born baby

Wishing you and your newborn many years of good health, love, and happiness. Congratulations!!



As new parents may you be filled with much joy and happiness with the arrival of your new

baby. Wishing your new family all the very best.

performance award in 2016 from Royal Caribbean. Mr. Thomas Sebastian, Manager receiving memento from authorities.

Top Achiever Award - Cox & kings



Cox & Kings, Kuwait received Top Achiever Award in 2016. Mr. Anson, Holiday Consultant receiving memento from authorities.

Eagle Award - Cebu Pacific



Cebu Pacific GSA Kuwait team received Eagle Award for the best performance in 2016 from authorities.

House warming



A home is where you family's at. A place where life grows in the form of relationships, children and loads of happy memories and if you know someone who just moved into their

new home, then help them feel welcome by making this moment truly special with these housewarming wishes.

Departed souls



No one can prepare you for a loss; it comes like a swift wind. However, take comfort in knowing that he/she is now resting in the arms of our Lord. Caesars Travel Management would like to pass our deepest

condolences to you and your family.

Corporate Arena

Kuwait Airways doubles Mumbai service from May 2017

Kuwait Airways from May 2017 plans to expand Kuwait – Mumbai route, which sees the addition of 2nd daily rotation. The new flight, set to commence on 10MAY17, will be operated by Airbus A320 aircraft. Reservation for this new flight will be available soon.

Qatar Airways will offer business class passengers loaner laptops on US-bound flights

This new feature will be available starting next week, and the laptops can be collected from the gate just before boarding. Customers can download their work onto a USB before boarding.

Oman Air Baggage Allowance to Change to Piece Concept in 2017

The national flag carrier of Oman – Oman Air will introduce new baggage piece concept in January 2017. Aiming to reduce the additional charges for the overweight baggage, the airline is planning to change the baggage concept. All the passengers of Oman Air can carry only one piece as free checked-in baggage that weighs not more than 30 KG and linear dimensions of 158 cm. The airline says that 30 KG baggage cannot be divided into two or three pieces.

CEBU PACIFIC AIR to suspend operations in Kuwait, Doha, and Riyadh

Cebu Pacific Air (PSE: CEB) announced yesterday that it will suspend its service to and from the following destinations: Riyadh, Saudi Arabia, Kuwait, and Doha, Qatar. CEB will fly the last of its four-times-a-week service from Manila to Kuwait on June 13, 2017, and its Kuwait-Manila flight on June 14, 2017. The thrice-weekly Manila-Doha-Manila route will have its last flight on July 1, 2017; while CEB's last flight from Manila to Riyadh, Saudi Arabia will depart on July 2, 2017, while the Riyadh-Manila flight will leave on July 3, 2017

Ethiopian Holidays launch services in Kuwait

Ethiopian Holidays (ET-Holidays), part of Ethiopian Airlines, opened new service offerings in Kuwait with a launch ceremony on 26 March at Holiday Inn Downtown. Ethiopian Airlines, which is represented in Kuwait by their GSA Al-Sawan Company, appointed Caesars International Travel Company as their exclusive agent to represent ET-Holidays in Kuwait. A large gathering of travel agents, diplomats from the various African embassies and other well-wishers attended the launch ceremony.

SOTC Appoints new GSA in Kuwait

SOTC has announced the new appointment of a General Sales Agent for Kuwait. The appointment of Ejaza General Trading Co. W.L.L - GSA will ensure that

potential customers can avail of the outstanding products and services that SOTC offers. The new SOTC office is located in Abdulla Al-Mubarak Street, opposite to Educational Science Museum in Mirqab, Block No. 9, Building No. 80056, Office No. 4 (1st Floor) with Telephone numbers: 22457467/68/69/90/99 and Mobile 50204337, mail id: sotc@ejazatravel.com With a dedicated team of trained professionals, the new office would be delighted to have you as our guest to find more about the SOTC holiday packages, and providing you personalized and world class service that you expect.

Globus Family of Brands strengthens its presence in Kuwait - Announces new General Sales Agent in Kuwait

The Globus Family of brands, a leading provider of escorted travel products has announced its entry into Kuwait through an association with Al-Afrah Al-Sharqiya Gen. Trading & Contracting Co. W.L.L. In addition to operations that aim to make it easy for the travelers in Kuwait to book and pay for their vacations locally, the agreement includes active sales and marketing support that will enable this new partner, to build mutually successful business opportunities in the coming years. Globus Family office is located in Kuwait City, opposite to Udoppi Restaurant, Crystal Tower on 25th Floor, lead by experienced holiday experts to make your travel packages a memorable experience.

Saudi Airlines Cargo appoints Caesars Cargo Company as their new GSA in Kuwait

Saudi Airlines Cargo is pleased to announce Caesars Cargo Company as their new Cargo GSA for Kuwait with effect from 15th April, 2017 to further develop the Sales & Customer service activities of the airline.

Malindo Air appoints Caesars Int'l Travel Co. as their GSA in Kuwait

Malindo Air is a Malaysian premium airline with headquarters in Petaling Jaya, Selangor, Malaysia. The carrier operates a network of scheduled passenger services throughout Malaysia, and has spread its wings to regional destinations in Indonesia, Thailand, Bangladesh, India, Singapore, Nepal, Sri Lanka, Australia and Pakistan covering an extensive network of almost 40 routes in the region. Henceforth, Malindo Air tickets can be available through their recently appointed GSA in Kuwait, Caesars Int'l Travel Company

Himalaya Airlines Announces the Launch of a New Direct Service from Kathmandu to Dubai

The new Himalaya Airlines' service comes to complement the airline's existing services to Doha, Kuala Lumpur and Yangon. The airline will operate this daily service with one of its three Airbus A320 aircraft, configured with 8 seats in the Business Class and 150 seats in Economy class. Flight H9 557 will depart from Kathmandu at 10:40 local time, arriving in Dubai

at 13:25 hrs. The return flight, H9 558, will depart Dubai at 14:25 local time, arriving in Kathmandu at 20:20 hrs.

Caesars Holidays offer 10% discount to all Cruise vacations

Caesars Holidays, one of the leading subsidiaries of Caesars Travel Group offering to cruise lovers a 10% discount on all cruise packages irrespective of the cruises that they are buying from Caesars Holidays with immediate effect. This will be applicable to all customers and even the travel agents in Kuwait

Corporate Division of Caesars Travel Group looking new opportunities for servicing multi-national clients in Kuwait

Kuwait's one of the leading corporate division, having an array of corporate houses looking for opportunities to deal with multi-national clients as they have made an infrastructure to meet their growing travel requirements. A specialized division manned by a team of highly experienced travel professionals who passionately take over the responsibility of planning and managing the travel requirements of corporations whilst providing convenience to their travelers, adding value to their travel spend, and to fulfill our customers and business partner's needs, Caesars Travel Corporate Division has established a portfolio of selected travel businesses which operates on clearly defined high quality standards and service levels.

Lufthansa uses virtual reality to sell last-minute upgrades to Premium Economy at the gate

Lufthansa has recently trialed an innovative way to sell upgrades to Premium Economy at the departure gate. Earlier this year, the airline used virtual reality (VR) glasses at its Frankfurt Airport hub as a way to tempt Economy Class passengers to purchase an upgrade to Premium Economy right before their departure. By inviting passengers to put on some VR glasses and take a 360 degrees' view of how the Premium Economy seat and cabin looks, Lufthansa hoped passengers booked in Economy would become more interested to purchase an upgrade.

As Lufthansa put it: "Because what legroom and premium service really mean in Premium Economy can be best demonstrated in three-dimensional form. "For two weeks' flights were selected for the VR-based promotion on a daily basis, choosing those where there were still enough seats free in Premium Economy. Up until 40 minutes before departure, passengers were given the chance to virtually try out Lufthansa's new travel class in 3D.

Passengers who decided to go for the upgrade could then pay the surcharge directly at the gate with an agent carrying a mobile payment device. According to Lufthansa it has already achieved considerable success with upgrading passengers to Premium Economy through the use of VR in the U.S.



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Caesars Travel Group – Infrastructural expansion highlights

Caesars Holidays launch an exclusive division called hotelsglobe.net, an inbound tour operator to explore the sightseeing attractions in Kuwait

Kuwait exudes the charm of Arabian adventure, and therefore, the travelers find plenty of things to do in Kuwait. Apart from enjoying magnificent accommodation and fine dining, there are plenty of things for visitors to do in Kuwait which will be organized by the new Inbound Division, hotelsglobe.net

We organize tours, book hotels and restaurants, organize transport and guides, hotelsglobe.net is a leading inbound tour operator



of Kuwait, offering wide range of Guided Holidays, Day Tours and limitless Tailor-made Travel options. It is an iconic brand in the Kuwait's travel industry, having started selling tours into major Kuwait's sight-seeing attractions. hotelsglobe.net is a subsidiary of Caesars Holidays, one of the leading holiday set-ups in Kuwait under Caesars Travel Group.

We aspire to be one of the Kuwait's

MAIN TOURIST ATTRACTIONS IN KUWAIT

Dhow Harbour: Visitors to Dhow Harbour in Kuwait, get to see the old sailing ships and dhows that were used for coastal trading, fishing, and pearl diving in the past. Visitors also get to on-board the ship named Fateh El-kheir (brings good



fortune). The ship is the largest, and last surviving wooden dhow.

Kuwait Tower: Located on Arabian Gulf Road in Sharq district, the Kuwait Towers is one of the famous landmarks in Kuwait. Built in March 1979, it comprises two major towers and a minor tower. There are 55,000 circular steel plates surrounding the towers, painted with 8 different colors.

Liberation Tower: It is the symbol of Kuwaiti liberation, the representation of country's resurgence, second tallest tower in Kuwait, and the fifth tallest telecommunication tower in the

premiere full service inbound tour operators focused on creating and providing quality, valuable, efficient, innovative and reliable travel



related services to clients' with a professional teamwork and rest assured, by contacting hotelsglobe.net, you are in the right hands for your inbound tourism requirements of Kuwait.

Established in 2016, within no time hotelsglobe.net has developed into one of the leading inbound destination management companies in Kuwait, supplying fully-inclusive travel arrangements throughout Kuwait to tour operators worldwide. As specialists in inbound tourism, we promote and sell Kuwait's travel packages to all places of interest, offering a broad spectrum of services to travelers, ranging from itineraries & tour packages to cultural tours, event management & corporate getaways.

world. Officially unveiled by the late Kuwaiti Amir, Sheikh Jaber Al-Ahmad Al-Jaber Al-Sabah on 10th March 1996, this 372meter tall tower is 40 meters taller than the Eiffel Tower.

Nine water Tower and Bayan Palace: The Amiri Diwan (or Al-Diwan Al-Amiri as it is known in Arabic) is seen as one of the symbols of the State of Kuwait's sovereignty. It is the headquarters and the permanent centre of the country's rulers.

National Museum and Kuwait War Museum

Grand Mosque: Located in the heart of the city, the Kuwait's Grand Mosque, also referred to as Al-Masjid Al-Kabir, is a wonderful site with traditional Islamic architecture, and is the largest official mosque in Kuwait.

Tariq Rajab Museum: The Tareq Rajab Museum houses a collection of over thirty thousand items collected over the last fifty years, of which approximately ten thousand are on permanent display.

Marine Museum: Named the Al Hashemi II, was opened in March 2000 after 15 years of construction by 250 expert craftspeople. In fact, Al Hashemi II is so large that it houses the Al-Hashemi Maritime Museum. The museum's collection of scaled-model traditional dhows, marine tools, photographs and other objects highlight the traditions of shipbuilding .

KUWAIT PLANS FURTHER INVESTMENT IN TOURISM

Kuwait plans to boost its travel industry, according to reports. It is forecasted that the country's investment in tourism sector is set to grow at the rate of 4.3 percent on a yearly basis. The total amount planned for the industry is KWD 276 million or US\$1 billion that should be invested by the authorities over the next ten years up to 2025.

In 2015, the statistics revealed an increase in the airport passenger volume of 10.2 million from 10 million in the previous year. This encouraged the Gulf state to go ahead with its plans to improve as well as expand the transportation infrastructure of the country and to increase its investment in tourism.



A report titled "Kuwait Travel and Tourism Economic Impact 2015" that was prepared by World Travel and Tourism Council (WTTC), showed that the contribution of tourism sector to the total GDP was 1.5 percent in 2015. The report also noted that the contribution would increase by 0.3 percent to 1.8 percent or KWD 1.6 billion by 2025 in spite of the low oil price scenario that is currently prevailing. Additionally, the report highlighted the growth in leisure spending. It is expected that leisure spending would grow at the rate of 6.2 percent per year to KWD 2.4 billion by 2025. Similarly, business travel is expected to grow 5.6 percent annually to KWD 457.3 million during the same period.

The Arabian Travel Market Exhibition Manger, Nadege Noblet-Segers, said that Kuwait would add high-profile brands to the existing hotel mix and open up the state with its Kuwait International airport expansion program. WTTC's prediction is that tourist arrivals would grow to 440,000 by 2024 from 270,000 recorded in 2014.

Further, the catalyst for increased spending in the leisure travel sector would be the increased capacity. It is expected that spending would increase by 6.2 percent per year up to 2025. Business travel which declined in 2015 would grow at the 5.6 percent annually over the next years. High-end hotel brands that are coming up in Kuwait include Four Seasons, set to open its first Kuwait property (263 rooms) at Burj Alshaya towards the end 2016, Mercure Kuwait, Hilton Olympia Kuwait and Grand Hyatt.

hotelsglobe.net فنادق العالم

An inbound set up, first of its kind in Kuwait to see the many attractions and explore Kuwait

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The Loyalty Effect: Hidden Force behind the growth of Caesars Travel Group (An interaction with a Senior Staff)

Loyal employees are just as important as loyal customers for your business. Here's how you can gain and keep them. There are many reasons why having loyal employees is a must in your business. They are the backbone of the company, and the ones that will ultimately make or break your product or service. They represent your company and will either put your business goals into action or snuff them out before you can even figure out the root of the problem. Employee loyalty should be at the top of every entrepreneur's list, and it should be integrated into your business strategy. It's that important!

Therefore, this column is dedicated to our loyal employees, picked up at random to express their viewpoints, more or less, canvassed it here as an interview with the staff concerned. Here, we would like to introduce one of our very senior staff, Mr. Suresh George who is instrumental to various developmental activities of our organization.

As a first question, would like to know about your educational background?

I have done my graduation in BSc chemistry and after that I did diploma in travel and tourism from KITS (Kerala Institute of Travel and Tourism Studies). Also I did IATA course as well as some airline courses like Air India etc. after my diploma completion.

After all you are chemistry graduate, then what makes you passionate to travel domain?

To be frank it's not the matter of passion to this field at that time, but to get a job very fast. I found difficult to get job as per my graduation subject so that compelled me to pick different domain and at that time travel field has enough job opportunities.

How was your first job experience in this travel domain?

After my studies, I joined in one of the biggest travel agency in Kerala called Jaihind Tours and Travels as reservation officer. I worked there for 2 years and it was a good turn to my life as I got enough experience on practical scenarios on travel field. After that I got an opportunity in Air India as traffic assistant for 6 months. Later I moved to Mumbai to find overseas opportunities as my intention was to work abroad.

What makes you feel to relocate abroad, I mean to Kuwait?

While I am picking travel field, my core ambition was to work abroad. Also I was not that specific on a particular country, luckily I got offer from Caesars Travel, Kuwait via recruitment agency.



Suresh George, Manager – Admin & Sales, Caesars Travel Group

Who was your first employer in Kuwait and what was your experience with them?

Ofcourse Caesars Travel, and that was a real turn to my life as it changed my life in all the way around. I can't brief my experience in one word with Caesars Travel as it is many.

Why you moved to Caesars Travel? And what was your intension while joining?

Like every common man, I joined Caesars Travel because that was my first opportunity to work abroad and to earn more career growth. At that time, I don't have much knowledge about our company and strategies.

How is your experience with our company, better you can share your likes and dislikes?

To be honest, I couldn't trace any dislikes, that's why I am still continuing with our company and it is my 16th year. Likes are many, but to make it short, it is about career growth and financial uplift. I am getting both and that would be sufficient for me to serve more.

What is your major achievements and contributions to our company till date?

There are many, and it is very hard to count. I joined as a junior staff and now became manager and that shows my report card based on my

contributions and achievements. Also our management provided me a good platform to grow in all means based on my skills and dedication.

Day by day travel market is getting more competitive, as a manager what is your plan or idea to lift our company to top?

Competition is everywhere, it's not specific to a particular domain. Travel and tourism is entirely depending on customers and need good support and quality on services than pricing structure. My intension is to explore more to improve our support and quality to our customers. This will help to retain our existing customers and also to get new customers. Also aiming to get corporate companies with our present potential sources. In addition to that, aiming to expand holiday division to get more business.

Last but not least, who is your role model and what is your dream?

My role model is my father. I learnt a lot from him and strongly holding his views. I am sure that makes me more comfortable while doing my duty and that's why I am here. My dream is to grow maximum in travel field based on my skills and also to lift my company along with me. I am sure I can achieve my goals with help of my management.

HOW YOU CAN BE A PART OF "expressions"

By sending your submissions to "expressions" newsletter, including articles, photographs, aviation updates, personal information which can be released in our newsletter, etc. The next issue will be out in October 2017. Please send us your article or similar texts as soon as you can and it should reach us on or before 15th September, 2017. The contribution Articles should be submitted in Word format. All articles which are selected for publication will be proof read for content, spelling and grammatical errors. Also please note that it is not mandatory that these articles will be published in "expressions" newsletter as it is strictly subject to screening before publishing. Furthermore, we may make minor editorial changes or correct spelling mistakes. To establish the identity of the authors, your name will be published with your article.

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