

Passenger traffic recovery begins to accelerate

IATA announced that air travel posted a strong rebound in February 2022 compared with January 2022, as Omicron-related impacts moderated outside of Asia.

The war in Ukraine, which began on 24 February, did not have a major impact on traffic levels.

Total traffic in February 2022 (measured in revenue passenger kilometers or RPKs) was up 115.9% compared with February 2021. That is an improvement from January 2022, which was up 83.1% compared with January 2021. Compared with February 2019, however, traffic was down 45.5%.

February 2022 domestic traffic was up 60.7% compared with the year-ago period, building on a 42.6% increase in January 2022 compared with January 2021. There was wide variation in markets tracked by IATA. Domestic traffic in February was 21.8% below the volumes of February 2019.

International RPKs rose 256.8% versus February 2021, improved from a 165.5% year-over-year increase in January 2022 versus the year-earlier period. All regions improved their performance compared with the prior month. February 2022 international RPKs were down 59.6% compared with the same month in 2019.

“The recovery in air travel is gathering steam as governments in many parts of the world lift travel restrictions. States that persist in attempting to lock-out the disease, rather than managing it, as we do with other diseases, risk missing out on the enormous



economic and societal benefits that a restoration of international connectivity will bring,” said Willie Walsh, IATA’s Director General.

“As the long-awaited recovery in air travel accelerates, it is important that our infrastructure providers are prepared for a huge increase in passenger numbers in the coming months,” he added. “We are already seeing reports of unacceptably long lines at some airports owing to the growing number of

travelers. And that is even before the surge of Easter holiday travel in many markets next week. The peak Northern summer travel season will be critical for jobs throughout the travel and tourism value chain. Now is the time to prepare. Governments can help by ensuring that border positions are staffed adequately and that background security checks for new staff are managed as efficiently as possible.”

New Courtesy : www.iata.org

World situation dampens cargo demand

March 2022 data for global air cargo markets shows a drop in demand, according to IATA. The effects of Omicron in Asia, the Russia-Ukraine war, and a challenging operating backdrop contributed to the decline.

Global demand, measured in cargo tonne-kilometers (CTKs*), fell 5.2% compared with March 2021 (-5.4% for international operations).



Capacity was 1.2% above March 2021 (+2.6% for international operations). Though this is in positive territory, it is a significant decline from the 11.2%

year on year increase in February. Asia and Europe experienced the largest falls in capacity.

Several factors in the operating environment should be noted. The war in Ukraine led to a fall in cargo capacity used to serve Europe as several airlines based in Russia and Ukraine were key cargo players. Sanctions against Russia led to disruptions in manufacturing. And rising oil prices are having a negative economic impact, including raising costs for shipping.

In addition, new export orders, a leading indicator of cargo demand, are now shrinking in all markets except the United States. The Purchasing Managers’ Index (PMI) indicator tracking global new export orders fell to 48.2 in March. This was the lowest since July 2020.

Meanwhile, global goods trade has continued to decline in 2022, with China’s economy growing more slowly because of COVID-19 related lockdowns (among other factors); and supply chain disruptions amplified by the war in Ukraine.

Last but not least, general consumer price inflation for the G7 countries was at 6.3% year on year in February 2022, the highest since 1982.

“Air cargo markets mirror global economic developments. In March, the trading environment took a turn for the worse. The combination of war in Ukraine and the spread of the Omicron variant in Asia have led to rising energy costs, exacerbated supply chain disruptions, and fed inflationary pressure. As a result, compared with a year ago, there are fewer

goods being shipped—including by air. Peace in Ukraine and a shift in China’s COVID-19 policy would do much to ease the industry’s headwinds. As neither appears likely in the short-term, we can expect growing challenges for air cargo just as passenger markets are accelerating their recovery,” said Willie Walsh, IATA’s Director General.

New Courtesy : www.iata.org



Editorial

Four actions the travel brands can take to prepare for the future.

1. Engage customers to stay top of mind.

While many travel companies are cutting budgets to preserve cash, they might forget that marketing is

now to be ready to gain market share, enter new markets, and offer new products. While entering new markets requires understanding and attracting new customers, there is a wealth of data that allows



more important than ever. Travel companies are integral parts of their local communities and should continue to find ways to actively participate in the COVID-19 response. Delta, for example, is flying medical volunteers for free, Four Seasons in New York City is offering free rooms for healthcare workers, and Carnival has offered their ships to be used as offshore medical facilities.

Travel brands can also learn from companies that invested in and prioritized marketing during past recessions. Researchers have found that brands can speed up their recovery post-recession by building brand value and awareness during the recession. One example of a destination currently putting this into practice is Visit Last Vegas, with its #OnlyYou Campaign. The video showcases an empty Las Vegas strip and works to remind people that the city will be there when they begin to travel again.

2. Digitize and streamline your contact center.

As guests around the world are shifting and cancelling their travel, company contact centers are facing unprecedented spikes in volume. The research team from digital business transformation company Publicis Sapient found that in the third week of March 2020, average wait times for customers were over two hours. For one particular airline, as many as 50 percent of its customer calls went unanswered.

Companies can reduce call center volumes by streamlining digital touchpoints to make it easier for customers to cancel and rebook via digital channels. Leading companies have blended their digital and call center teams, automating the use of natural language processing tools to analyze calls and optimize customer demands fluidly across channels.

3. Reevaluate your competitive landscape.

The economic impact of COVID-19 is inevitable. Many regional airlines, small- to medium-sized hotels, and independent travel agencies will face financial difficulty and bankruptcy. Recovery will not be homogeneous as different parts of the world fight to control the spread of the virus on different timelines. Domestic travel is likely to recover faster than international travel, and some countries will be open for business before others.

This means that brands have to reevaluate what the competitive landscape might look like post-recovery. While the timeline is hard to predict, companies in the position to do so need to take steps

companies to analyze customer behavior, identify the right prospects, and look for signals to identify when travel is picking back up.

Once these markets are identified, companies can streamline their marketing technology and processes to be able to get the right messages to the right customers at the right time. Setting up dynamic segmentation and then lining up the right offers and promotions will help brands bounce back more quickly. It's likely that the changing competitive landscape will make it more necessary for brands to invest in direct-to-customer digital channels. Cruise lines, for example, will have the opportunity to sell directly to consumers, as many of the small cruise-focused travel agents may not recover. Direct hospitality bookings are also likely to strengthen, as some travelers will hesitate to book through online travel agencies or stay at Airbnb properties as they seek out increased quality assurances and flexibility in their rebooking and cancellation options.

4. Bring health and wellness to the forefront through contactless technologies.

Health and wellness practices will no longer be a nice-to-have in a post-COVID-19 world. All travelers will expect higher standards to ensure their well-being, and digital tools will enable and expand existing "no touch" options.

For example, mobile-first technologies such as contactless payments have been in the market for a few years, with limited adoption. However, recent behaviors signal a spike in adoption as customers become more comfortable with the behavior and reconsider who and what they come into physical contact with. For travelers and guests, mobile usage will increase throughout the travel journey, from passports and boarding passes, to keyless hotel entry and digital checkout at hotels.

Hotels will also need to accelerate their investments in "no touch" technologies, such as biometrics, gesture controls, and automation, to personalize digital interactions while enabling social distancing. A leading example of this can be found at the Chengdu Shuangliu airport in China, which has kiosks that already use facial recognition to help travelers check their flight status and find their gate.

Compiled by **Mantra**

Global Air Travel Is Already Rebounding

Summer vacation is almost here, but don't worry, you've still got a few weeks to plan your perfect getaway. Need a little inspiration to help you get started? Google may be able to help.

According to its summer 2022 travel trends report, recently shared with Travel + Leisure, glamping is a top search when it comes to vacation, specially as inquiries for the phrase "glamping near me" starting in 2020 kept up its momentum into 2022. As for where people are searching to go glamping, Florida, Texas, California, Georgia, and Tennessee came out on top as the most popular states for glamping, according to the search data.

Additionally, Google also notes its top-searched summer attractions in the United States include several national park destinations like Yellowstone and Glacier National Parks, the Grand Canyon, and outdoor havens like Lake Tahoe. Those interested in this kind of travel are spoiled with glamping choices from coast-to-coast. (And I mean that rather literally as someone who drove from California to Rhode Island, glamping my way across the country.)



Travelers in the United States are already feeling the effects of increased demand with rising flight and vacation prices buoyed by higher gas prices, staffing shortages, and an overall increased interest in traveling — so-called "revenge travel." In fact, total international air traffic in March was up 76% compared to March 2021, according to IATA's data, while total traffic in North America was up a whopping 96.5% in March compared to the same time last year.

This year, the Fourth of July is expected to be the most popular summer holiday weekend for U.S. travelers, followed by Memorial Day and Labor Day. When it comes to summer vacations, Americans are choosing warm-weather destinations like Orlando and Cancun as well as city escapes like Seattle, Boston, New York, and Los Angeles.

New Courtesy : travandleisure.com

WTTC reports resurgent international travel at Global Summit 2022

The WTTC forecasts a major increase in global international flights bookings as international travel reopens. Figures indicate triple-digit growth for inbound flight bookings around the world, compared to last year. Resurgent nations include Jamaica, Portugal and Greece.

The World Travel & Tourism Council (WTTC) and its knowledge partner ForwardKeys,

are Costa Rica, Aruba, Dominican Republic, and Jamaica, all of which rely heavily upon international travel. These destinations lead the pack with bookings already surpassing pre-pandemic levels.

Last year, the industry’s gradual recovery was significantly slowed by the surge in Omicron cases. However, the future is looking brighter for 2022 with positive booking data worldwide. Julia Simpson,

According to the data, Q1 and Q2 figures for this year are showing triple-digit growth for inbound flight bookings around the world, compared to last year, including the Americas, Europe, and Asia. Travellers are eager to spend more on travel following the loosening of restrictions, with heightened demand for premium cabin classes in 2022. Other trends seen include stronger last-minute bookings.

Further evidence of the resurgence in travel is shown in arrivals in Europe, with a massive 350% surge in international arrivals for Q1 in 2022 compared to last year. Asia-Pacific countries also saw an increase in arrivals for Q1 of this year compared to 2021, with bookings for the region up 275%.

In Q2 we see further acceleration of the continuing recovery with a significant rise in international bookings, which have soared by 264% on the year before.

This acceleration is particularly notable in Asia where travel restrictions are being removed. Host to the WTTC Global Summit, the Philippines is the fastest growing single destination in South East Asia, 29% up in Q2 this year compared to Q1.

The summer travel outlook is led by the resurgence of travel to the Caribbean and Latin America, which includes seven out of the top 10 travel destinations. India and Pakistan are also highly popular, thanks to travel mainly for visits to family and friends. Meanwhile in Europe, destinations such as Iceland, Greece, Portugal, Spain and France are showing a strong resurgence with travel bookings just slightly behind pre-pandemic levels.

Africa and the Middle East also feature in the top 20 list with Tanzania, Qatar and Egypt also reaching close to pre-pandemic levels of travel.

The continued recovery of the travel and tourism sector in the Asia-Pacific region looks set to accelerate as destinations gradually reopen throughout 2022.

New Courtesy : breakingtravelnews.com



forecast a major increase in global international flights bookings as international travel takes off. The booking bounce back was revealed at WTTC’s 21st Global Summit, taking place this year in Manila, as the world continues to reopen from the pandemic.

News of the strong recovery highlights a promising prospect ahead for summer holiday travel, with sun and sea destinations, such as the Caribbean and Latin America, leading the international inbound bookings.

According to ForwardKeys, the travel and analytics company, the countries leading the ranking of top 20 best performing destinations for the summer

WTTC President & CEO said: “WTTC 2022 booking data from ForwardKeys is a firm signal of the strong recovery of the global travel and tourism sector. “Travel to the Asia-Pacific region shows impressive signs of improvement as destinations gradually reopen their borders to visitors, in line with customer demand.”

Olivier Ponti, ForwardKeys Vice President Insights, said: “It is very encouraging that Asia has finally begun re-opening, which is driving the return of both travel to Asia and within the region, both of which are clearly going to be instrumental in driving the global economic recovery.”

What is sustainable tourism and why is it important?

Tourism is a huge part of our global culture, allowing us to explore different parts of the world, meet people from different walks of life, and experience new traditions and activities. Since it brings many benefits to both travellers and communities, it can generally be seen as a force for good.

However, the industry is changing. As the years go by, we’re becoming more and more aware of the threat of climate change and our role in escalating it. Across all industries, our global community is

global greenhouse gas emissions, which is a very large percentage when we consider all of the possible sources of emissions. For this reason, it’s clear that we need to move towards a more sustainable tourism model, and that’s why we’re having this discussion today.

In this article, we’ll offer definitions of sustainable tourism and ecotourism, discuss the pros and cons of the tourism industry, explore how sustainable tourism could offer a solution to our current challenges, and finish with some examples of sustainable tourism.

What’s the definition of sustainable tourism?

Sustainable tourism can be defined as a kind of tourism that has more benefits than negative impacts, especially relating to the environment, the economy and communities. Truly sustainable and responsible tourism should make destinations better for people to live in as well as visit.

If you’re interested in this topic, you can learn more about the planning and development of tourism activities in our International Culture and Tourism Management ExpertTrack by Nankai University. You’ll also discover strategies for sustainable tourism management.

The main responsibilities of sustainable tourism include:

- Protecting the environment, natural resources, and wildlife

- Providing socio-economic benefits for communities who live in tourist destinations
- Conserving cultural heritage and creating authentic tourist experiences
- Bringing tourists and local communities together for mutual benefit
- Creating inclusive and accessible tourist opportunities.

Ecotourism vs sustainable tourism

You may have heard the terms ecotourism and sustainable tourism being used interchangeably. Although both are important, there is a slight difference between what they mean.

While sustainable tourism is about creating travel opportunities with minimal impact and positive benefits for destinations and their communities, ecotourism is more focused on educating tourists about nature and the environment, and travellers taking part in conservation and cultural activities.

While ecotourism should always be sustainable, not all examples of sustainable tourism are ecotourism. For example, you might take a train to stay in a sustainably powered lodge. While this is a sustainable option, you’re not necessarily learning about nature and your local surroundings in an educational sense.

New Courtesy : futurelearn.com

WHAT IS SUSTAINABLE TOURISM?



thinking about ways we can lessen our impact on the earth.

A study published in 2018 by Nature Climate Change suggested that tourism accounts for 8% of

Caesars Travel received Best Performer of 2021 Award from IndiGo



Caesars Travel received Best Performer of 2021 Award from IndiGo Airlines. In the event, Mr. Sagar Naik (Director -International Sales - IndiGo), handed over the memento of appreciation to Mr. Kishore V. (Director - Corporate Sales - Caesars Travel Group) that was held in Caesars Travel Group Head Office. Mr. Ashok Kumar (Sr. Manager -

International Sales - IndiGo), Mr. Babu Pillai (Manager - Indigo GSA Kuwait), Mr. Joby (Sr. Sales officer - IndiGo GSA Kuwait), Mr. Suresh (Manager - Caesars Travel Group), were also part of the event.

IndiGo is amongst the fastest growing low-cost carriers in the world. IndiGo has a simple philosophy:

offer fares that are affordable, flights that are on time, offering a courteous, hygienic, and hassle-free travel experience. With its fleet of 275+ aircraft, the airline is operating over 1500 daily flights and connecting 73 domestic destinations and 24 international destinations.

Saudia Cargo honored with On-Time Hero Award

Saudia Cargo won the On-Time Hero Award at the Heroes of the Pandemic Awards 2021 for its remarkable on-time performance in delivering cargo

role at Saudia Cargo evolving from facilitating trade, to keeping humanity safe. It was a matter of being switched on and fully alert to ensure the supply



in Saudi Arabia and its global markets despite the many challenges and circumstances across borders caused by the Coronavirus pandemic.

Under the theme “Recognizing Excellence in Governance & Logistics”, the awarding ceremony held in Dubai on 12 July 2021, brought together in-person the industry’s top government officials, executives and decision-makers who joined live and via webcast. The event was organized by Transport & Logistics Middle East.

Saudia Cargo’s On-Time Hero Award under the Air Transport Category recognizes the cargo airline’s on-time delivery performance in moving lifesaving medical cargo across continents, including time-and-temperature-sensitive pharmaceuticals like medicines, vaccines and other life necessities. Commenting on Saudia Cargo’s latest accolade, the cargo airline’s CEO Teddy Zebitz, said, “We see our

chains hold intact against this global threat to humanity.”

“Those shipments, which mainly involved food and medical supplies like masks, PPE, ventilators, PCR test kits, medicines, among other medical goods, were successfully transported from different destinations globally through our dedicated Saudia Cargo’s team and partners —pilots, crew, cargo specialists, people on the ground. They are undoubtedly the heroes of our time.” Since the Coronavirus pandemic emerged, Saudia Cargo stepped up efforts to transport vital medical cargo and other essential goods within and outside of the Kingdom using its strategic location connecting the East and the West. By end 2020, it successfully transported more than 500,000 tons of cargo and operated over 6,000 cargo flights.

New Courtesy : saudiacargo.com

Norwegian Cruise Line celebrates full relaunch of fleet

Norwegian Cruise Line (NCL) has celebrated the completion of its Great Cruise Comeback with the sailing of Norwegian Spirit, the 17th and final ship in its fleet to return to service. NCL’s return to service after a 500-day pause began with Norwegian Jade’s July 25, 2021 sailing from Athens (Piraeus), Greece. Since then, the Brand has systematically relaunched its ships around the world, welcoming guests and crew members aboard its award-winning vessels.

“This is an incredibly important day in our history and a defining moment for our future,” said Harry Sommer, president and CEO of Norwegian Cruise Line. “We are moving full speed ahead, having already welcomed more than half a million guests for an exceptional vacation at sea.”

Norwegian Spirit, which is sporting an extensive bow-to-stern, over \$100 million revitalisation, will be sailing through the deep blue South Pacific, visiting eight ports in 12 days, with departures from the beautiful Island of Tahiti. Itinerary highlights include a journey to Bora Bora, where guests can enjoy snorkeling and discover why the elegantly calm waters are world-famous. They also can venture to Raiatea, which is considered the most sacred island in the South Pacific, where visitors can spend the afternoon exploring lush rainforests and the extinct volcano, Mount Temehani. The itinerary also features other destinations for guests to experience, such as Nāwiliwili, Kaua’i, where nature is truly the star. Nicknamed “The Garden Island,” guests can admire scenic views of the Kokee Mountains and stop at the geological wonder, Fern Grotto, a lava-rock cave covered with tropical flora. This cruise departs from Papeete, Tahiti, French Polynesia Saturday, May 7, 2022, and disembarks on Thursday, May 19, 2022, in Honolulu, Oahu.

As part of the most extensive renovation in Company history, Norwegian Spirit now showcases 14 new venues, additional and updated staterooms, enhanced public areas and new hull art.

New Courtesy : breakingtravelnews.com

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

Loyal employees are always an asset for our company. In this edition, we would like to spare an interactive session with one of our very senior staff, Mr. Moncy Samuel, Senior Reservation Officer - Caesars Travel Group, who led a way to different developmental activities of our organization.

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

After my graduation in Economics, I did a diploma in travel and tourism management from IITC, Mumbai. And also, there I completed my IATA/UFTAA course up to Consultancy level.

What makes you passionate to travel domain?

It's all happenstance in my life. After my graduation I gone to Mumbai for find a job where my uncle there. I started to work in a call center back office and my duty hours are only in the evening. As morning hours, I was free, I joined IITC to take Diploma in travel and tourism management, and from that institute I selected by one travel company thru campus interview.

How was your first job experience in this travel domain?

As I mentioned earlier, during my studies I got a placement to one of the well-known travel companies in India called Lawson Tours & Travels, in Mumbai branch as a Travel Consultant. From there I could learn more about travel industry. I worked there almost 3.5 years and that was a good experience for me and made me a good travel professional and I resigned from there as Counter Supervisor.

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

I believe life is mixture with likes and dislikes. The matter is how you take it. To be frank I couldn't track my dislikes as my likes are many. That's the reason I am still continuing with our company in last 13 years.

How was your career ladder in Caesars as you are one of the senior employees?

In Aug 2009, I started my career with Caesars Travel Co. in our GSA office and after 1 year I got transferred to Salmiya 1 Branch. Caesars has played a vital role in my career and the management believed me and my abilities. Starting as a Reservation Officer and now handling the responsibilities of a Senior Officer. I am incredible prosperous and indebted to have found my second family and home with Caesars.

**Moncy Samuel****Senior Reservation Officer - Caesars Travel Group****What are your major achievements and contributions to our company till date?**

According to me, my greatest achievement is serving as an employee in an esteemed organization like Caesars Travel Co. which is the largest travel company in Kuwait. I strongly believe that, during these years, I have already contributed my hard work, commitment, loyalty and integrity to our company and I could create a large number of premier customer network and they all are happy to dealing with us.

What is your expectation regarding travel domain in future?

As the world slowly recovers from COVID-19 and borders gradually start to open, we expect travel to look a little different than it did pre-pandemic. Many tourism destinations are prepared for visitors. I looking forward as the travel and tourism industry is moving forward, and the role of we travel agents has become more responsible than before in the present scenario.

Travel market is getting more challengeable due to Corona outbreak, as a senior staff what is your plan or idea to tackle the situation.

The Travel industry is among the first affected and the last to recover during this health crisis. Price, product and communication – all are had significant role to grab business. It won't be business-as-usual, and we need to redefine, refocus and change the game plan to move forward. As per my assessments, we can grab business if we provide outstanding customer service. I believe that travel should be relaxing and fun. It's the responsibility of us to guide passengers and ensure that they are properly guided. It is very critical that they should be well informed and updated about the latest travel guidelines.

Who is your role model and what is your dream?

My role models are my parents. Because they taught me how to be patient in perilous matters and they always tell me, respect others. And also taught me that never lose your honesty. And that's my dream too.

What is advice to the new staff who joined Caesars?

No one starts out an expert, but anyone can become one. Produce your high quality of work. Be honest. Honesty is an important part of our success.

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 July 2022. Please send us your article or similar texts as soon as you can and it should reach us on or before 15th June, 2022. 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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