

Peak travel season ends on a high note in August

The International Air Transport Association (IATA) announced passenger data for August 2022 showing continued momentum in the air travel recovery.

Total traffic in August 2022 (measured in revenue passenger kilometers or RPKs) was up 67.7% compared to August 2021. Globally, traffic is now at 73.7% of pre-crisis levels.

Domestic traffic for August 2022 was up 26.5% compared to the year-ago period. Total August 2022 domestic traffic was at 85.4% of the August 2019 level.

International traffic rose 115.6% versus August 2021 with airlines in Asia delivering the strongest year-over-year growth rates. August 2022 international RPKs reached 67.4% of August 2019 levels.

“The Northern Hemisphere peak summer travel season finished on a high note. Considering the prevailing economic uncertainties, travel demand is progressing well. And the removal or easing of travel restrictions at some key Asian destinations, including Japan, will certainly accelerate the recovery in Asia. The mainland of China is the last major market retaining severe COVID-19 entry restrictions,” said Willie Walsh, IATA’s Director General.

International Passenger Markets

Asia-Pacific airlines had a 449.2% rise in August traffic compared to August 2021. Capacity rose 167.0% and the load factor was up 40.1 percentage points to 78.0%. While the region experienced the strongest year-over-year growth, remaining travel

restrictions in China continue to hamper the overall recovery for the region.

European carriers’ August traffic climbed 78.8% versus August 2021. Capacity rose 48.0%, and load



factor increased 14.7 percentage points to 85.5%. The region had the second highest load factor after North America.

Middle Eastern airlines’ traffic rose 144.9% in August compared to August 2021. Capacity rose 72.2% versus the year-ago period, and load factor climbed 23.7 percentage points to 79.8%.

North American carriers saw a 110.4% traffic rise in August versus the 2021 period. Capacity rose 69.7%, and load factor climbed 16.9 percentage points to 87.2%, which was the highest among the regions.

Latin American airlines’ August traffic rose 102.5%

compared to the same month in 2021. August capacity rose 80.8% and load factor increased 8.9 percentage points to 83.5%.

African airlines experienced a 69.5% rise in August RPKs versus a year ago. August 2022 capacity was up 45.3% and load factor climbed 10.8 percentage points to 75.9%, the lowest among regions. International traffic between Africa and neighboring regions is close to pre-pandemic levels.

The Bottom Line

This week marks a year since the IATA AGM took the historic decision to achieve net zero carbon emissions by 2050.

“Aviation is committed to decarbonizing by 2050, in line with the Paris agreement. And the energy transition required to achieve this must be supported by government policies. That is why there is such great anticipation for the 41st Assembly of the International Civil Aviation Organization to reach agreement on a Long-Term Aspirational Goal on aviation and climate change. The near grounding of aviation during the pandemic highlighted how important aviation is to the modern world. And we will take a giant step towards securing the long-term social and economic benefits of sustainable global connectivity, if the policy-vision of governments is aligned with the industry’s commitment to net zero by 2050,” said Walsh.

New Courtesy: www.iata.org

Air Cargo Demand Shows Resilience in August

The International Air Transport Association (IATA) released August 2022 data for global air cargo markets which demonstrated the industry’s resilience amid economic uncertainties.

Global demand, measured in cargo tonne-kilometers (CTKs*), fell 8.3% compared to August 2021 (-9.3% for international operations). This was a slight improvement on the year-on-year decline of 9.7% seen in July. Capacity was 6.3% above August 2021 (+6.1% for international operations). This is a significant expansion over the 3.6% year-on-year increase in July.

Several factors should be noted in the operating environment:

Global goods trade expanded slightly in August and the additional easing of COVID-19 restrictions in China will positively impact cargo markets. While maritime will be the main beneficiary, air cargo will also receive a boost from these developments.

Inflation levels in G7 countries slowed for the first time since November 2020.

Oil prices stabilized in August and the jet fuel crack spread fell from a peak in June.

New export orders, a leading indicator of cargo demand and world trade, decreased in leading economies in all regions except the US.

“Air cargo continues to demonstrate resilience. Cargo

volumes, while tracking below the exceptional performance of 2021, have been relatively stable in the face of economic uncertainties and geopolitical conflicts. Market signals remain mixed. August presented several indicators with upside potential: oil prices stabilized, inflation slowed and there was a slight expansion in goods traded globally. But the decrease in new export orders in all markets except the US tells us that developments in the months ahead will need to be watched carefully,” said Willie Walsh, IATA’s Director General.

August Regional Performance

Asia-Pacific airlines saw their air cargo volumes decrease by 8.3% in August 2022 compared to the same month in 2021. This was an improvement over the 9.0% decline in July. Airlines in the region benefited from slightly increased levels of trade and manufacturing activity due to the easing of COVID-19 restrictions in China. Available capacity in the region increased 13.9% compared to August 2021, a significant increase over the 2.7% growth in July.

North American carriers posted a 3.4% decrease in cargo volumes in August 2022 compared to the same month in 2021. This was an improvement over the 5.7% decline in July. The lifting of restrictions in China improved demand and a further boost is expected in the coming months. Capacity was up 5.7% compared to August 2021.

European carriers saw a 15.1% decrease in cargo volumes in August 2022 compared to the same month in 2021. This was the worst performance of all regions for the fourth month in a row. This is attributable to the war in Ukraine. Labor shortages and high inflation levels, most notably in Turkey, also affected volumes. Capacity increased 0.4% in August 2022 compared to August 2021.

Middle Eastern carriers experienced an 11.3% year-on-year decrease in cargo volumes in August. Stagnant cargo volumes to/from Europe impacted the region’s performance. Capacity was down 0.1% compared to August 2021.

Latin American carriers reported an increase of 9.0% in cargo volumes in August 2022 compared to August 2021. This was the strongest performance of all regions. Airlines in this region have shown optimism by introducing new services and capacity, and in some cases investing in additional aircraft for air cargo in the coming months. Capacity in August was up 24.3% compared to the same month in 2021.

African airlines saw cargo volumes increase by 1.0% in August 2022 compared to August 2021. This was a significant improvement on growth recorded the previous month (-3.5%). Capacity was 1.4% below August 2021 levels.

New Courtesy: www.iata.org

Editorial

Upcoming Travel Trends for the Travel Industry

These trends have relevance throughout the travel industry, at any time.

Voice Search Travel

A significant travel technology trend that has been emerging over recent years involves the use of voice search to book travel or learn about travel destinations. This has been aided by the growing number of smart speakers and similar products on the market, including Amazon Echo and Google Home, along with digital assistants like Alexa and Siri.

Capitalising on this involves a process that shares similarities to what website designers went through with mobile optimisation several years ago.

Personalisation

Personalisation is a hot travel trend these days, especially in marketing, is increasingly easy in



today's data-driven world. It's also increasingly important. Personalised marketing takes data regarding a client and uses this to tailor advertising and promotion specifically to that person. A simple example would be the targeted ads that appear in your web browser when you visit certain sites, which use information derived from your browsing habits and prior purchases to show you products that might interest you. A regular traveller might be offered deals on plane or rail tickets, or useful gadgets such as adapters, power banks or noise-cancelling headphones.

Recognition Technology

Recognition technology is a broad category of devices, systems and protocols. One branch of this technology uses individual biometrics to identify specific individuals. An example might be the face-recognition technology used in some airports to expedite passport control, or simple fingerprint locks on mobile phones and other devices. Another example of recognition technology is voice control, where spoken commands are used to control, for example, systems in a hotel room: lights, heating, entertainment etc. Voice control can be set up to respond to any speaker; it's also possible to restrict voice-controlled systems to a particular individual.

Robots

Automation is one of the key travel trends to watch, with many tasks that were once handled by humans now being taken over by robots or automated systems. A familiar example would be the chatbots that have fallen into widespread use across the industry, which is designed to help people find and book tours, transport and accommodation by asking a set of questions. More sophisticated examples might include the robot "staff" used by a few hotels to run the reception desk or even serve food and drinks. In the future, robots in the form of self-driving cars are likely to be one of the major travel trends.

Local Experience

The days when travellers expected to be cloistered in a resort, consuming the same food they ate at home and interacting chiefly with people from their own country, are drawing to a close. Instead of peering out from a hotel balcony with only the climate to distinguish home from abroad, today's travellers now crave engagement with the people, cultures and landscapes of the countries they visit. Local food is a key feature of many trips, with people keen to try new things. Cultural experiences are a high point of many journeys and modern travellers are eager to witness and participate in local traditions.

Artificial Intelligence (AI)

AI systems are becoming one of the top travel trends. Many types of AI are now used all across the tourism industry. There are the aforementioned chatbots that use artificial intelligence to automate and streamline many sales and customer service tasks. As customers require faster response times and more interaction, chatbots bridge the gap when human operators are not available. Although limited in their functionality, chatbots can provide a wealth of useful information for customers. Machine learning allows these systems to learn from every interaction and continually improve. AI is also widely used now in data collection and analysis — important tools for boosting efficiency, security and customer satisfaction.

Eco Travel

Today's customers are more ecologically conscious than ever and current trends reflect that. Airlines, tour operators, car hire firms, hotels and a whole spectrum of businesses across the industry have embraced this trend, which is only set to become more prevalent in future. Some changes have been small and fairly simple, such as allowing air travellers to purchase carbon credits when they book a flight in order to offset the environmental impact. Another example would be vehicle hire companies that are now offering, and even specialising in, electrical vehicles. Hotels and resorts with an emphasis on sustainable technology are springing up around the world.

Augmented Reality

Closely related to virtual reality is augmented reality (AR). Augmented reality combines virtual elements with real-world experiences. AR travel trends include museum exhibits where visitors can view objects and structures in the real world, then see them overlaid with a reconstruction of their original appearance; for instance, Greek marbles with a virtual overlay of their original colours. Augmented reality can also be used to provide information about the location that a visitor is exploring — cultural or historical data or listings for entertainment and travel. Augmented reality is easily realised using common devices such as smartphones, further driving these travel trends.

Bleisure Travel

Bleisure travel (also known as a "bizcation") combines both travels for work or commerce and leisure activities. While not the newest of travel trends — extending a business trip to enjoy some leisure time at a destination has been a common practice for as long as business trips have existed — bleisure travel has been enthusiastically embraced by Millennials. For the frugal under-40 traveller, combining work and leisure travel is the most effective way to visit locations that they might otherwise not be able to afford. The most extreme version of bleisure travel is the "digital nomad" phenomenon, where online workers travel the globe with a laptop.

Compiled by **Mantra**

Economy, not Covid, is chief threat to 2023 travel volume

International business travel recovery has reached the halfway mark as economic concerns now overshadow Covid-19 as the key obstacle to business travel, according to a Global Business Travel Association poll of 594 member travel buyers and suppliers.



Travel managers in the survey on average said their domestic business travel volumes have reached 63% of their 2019 levels, and international travel reached an average of 50% of 2019 levels. About a quarter of buyers surveyed said international travel has surpassed 70% of pre-Covid-19 volumes. A solid majority said their company now allows non-essential business travel, 86% for domestic and 74% for international.

"We continue to see progress as business travel makes its way back to being a \$1.4 trillion global industry, pre-pandemic," GBTA CEO Suzanne Neufang said in a statement. "It is also important to understand the context of global business travel's recovery. Asia is still opening its borders, international business travel in general started picking up only earlier this year across the globe, and the U.S. has only permitted unrestricted travel since June."

In terms of expectations for 2023, only 4% of travel suppliers in the survey said Covid-19 would be the most likely culprit in reduced business travel bookings, compared with 80% who were more concerned about tighter or frozen travel budgets due to high inflation or a recession, according to GBTA.

At this point, however, both buyers and suppliers think 2023 will be a stronger year for business travel than this year. Nearly 80% of travel managers said their employees will take more business trips in 2023 than this year, and about two-thirds said both internal and external travel will increase year over year in 2023. Among suppliers, 80% said they expect their corporate clients' travel spending will be up next year, and 85% said bookings will be higher year over year.

Hybrid office/remote work setups, with employees expected to report to the office on some days, continue to be the dominant model, in use by about two-thirds of the survey's respondents, GBTA reported. Only 12% said they are back in the office full-time, while 20% said their companies are fully remote. Those with hybrid or fully remote set-ups do not expect a large impact on business travel, with 72% saying it would not affect the number of business trips their employees take. The remainder were evenly split in saying it would result in either more or less travel, according to GBTA.

GBTA conducted the survey from Sept. 20 through Sept. 26. About half the respondents were either travel managers and buyers or other procurement and sourcing professionals; a third were travel suppliers; 10% worked with travel management companies; and the rest were classified as "other."

New Courtesy: www.travelweekly.com

Key information for fans attending this year's FIFA World Cup in Qatar

Tourism highlights

More than 2.45 million tickets have already been sold for this year's FIFA World Cup™ in Qatar.

It will be the first edition of the tournament to be held in the Middle East and Arab world – and excitement across the region is palpable. Qatar is set to host the most compact edition of the tournament in modern history. Fans, players and officials will always be in the thick of the action – with the longest distance between stadiums just 75km.

“We are only weeks away from the biggest sporting event ever to be held in our country and region. We are delighted with ticket sales so far and look forward to welcoming fans from across the globe for a celebration of the beautiful game. Fans will experience Qatar's warm hospitality while they enjoy exciting action on the pitch and numerous entertainment options off it. This will truly be a World Cup to remember – and a game-changer for Qatar, the Middle East and Arab world.”

Nasser Al Khater, CEO, FIFA World Cup



More than 500,000 tickets were snapped up during the most recent sales phase in July and August. The next sales period will begin around the end of September, while over-the-counter sales will start in Qatar soon.

During the tournament, ticketed fans will be able to invite up to three non-ticketed fans to Qatar, with a minimal entry charge for non-ticketed fans aged 12 and over. This feature will be launched in alignment with the Last-Minute Ticket Sales period.

Eng. Yasir Al Jamal, Director General, Supreme Committee for Delivery & Legacy, said:

Qatar 2022 LLC, said: “Thanks to the compact nature of this tournament, fans will never be far from a stadium or activation. They will also – uniquely in the modern history of the tournament – have the chance to attend more than one match per day during the early stages of the event. Fans and players will love our state-of-the-art stadiums, exciting accommodation options and the vast array of activations across the country, including the FIFA Fan Festival, which will cater for thousands of fans at the beautiful Al Bidda Park.”

Hayya

Fans travelling to Qatar for the tournament, which

will take place from 20 November to 18 December, are reminded to apply for the mandatory Hayya Card. All ticket holders (both residents and visitors) must obtain Hayya in order to attend matches. Hayya will also act as an entry permit to Qatar for international fans.

Entry

During the tournament, up to three non-ticketed fans will be able to enter Qatar by invitation from one ticket holder. There will be a minimal entry charge for non-ticketed fans aged 12 and over. There will be no entry fee for non-ticketed fans aged under 12.

Accommodation

Fans are reminded to book their accommodation as soon as possible. The widest range of options, including cruise ship cabins, apartments, villas, hotels and fan villages, are available to book via the Qatar Accommodation Agency (QAA). Prices start from US\$ 80 per night, based on two-person occupancy.

From next week, the QAA will contain a third-party booking feature, which will allow fans to successfully apply for Hayya after booking accommodation from a source other than the QAA or staying with family/friends.

Transport

Fans are strongly encouraged to use public transport throughout the tournament in Qatar. Hayya holders will benefit from free public transport. The Doha Metro will operate from 6 AM to 3 AM (Saturday to Thursday) and from 9 AM to 3 AM on Fridays.

The GCC air shuttle service will operate 94 rotations per day during the tournament. Shuttle service flights will land at Doha International Airport. Hamad International Airport will cater for flights arriving from outside the GCC region.

Tournament organisers will operate a park and ride facility at Abu Samra. Fans should note that vehicles will only be allowed to enter Qatar under exceptional circumstances. A pre-booking system for parking at the border will be available from 15 October.

New Courtesy: www.qatar2022.qa

INTERNATIONAL TOURISM BACK TO 60% OF PRE-PANDEMIC LEVELS IN JANUARY-JULY 2022

International tourism continued to show strong signs of recovery, with arrivals reaching 57% of pre-pandemic levels in the first seven months of 2022.

According to the latest UNWTO World Tourism Barometer, international tourist arrivals almost tripled in January to July 2022 (+172%) compared to the same period of 2021. This means the sector recovered almost 60% of pre-pandemic levels. The steady recovery reflects strong pent-up demand for international travel as well as the easing or lifting of travel restrictions to date (86 countries had no COVID-19 related restrictions as of 19 September 2022).

UNWTO Secretary-General Zurab Pololikashvili said: “Tourism continues to recover steadily, yet several challenges remain, from geopolitical to economic. The sector is bringing back hope and opportunity for people everywhere. Now is also the time to rethink tourism, where it is going and how it impacts people and planet.”

An estimated 474 million tourists travelled internationally over the period, compared to the 175 million in the same months of 2021. An estimated 207 million international arrivals were recorded in June and July 2022 combined, over twice the numbers seen in the same two months last year. These months represent 44% of the total arrivals recorded in the first seven months of 2022. Europe welcomed 309 million of these arrivals, accounting for 65% of the total.

Europe and the Middle East Lead Recovery

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Europe and the Middle East showed the fastest recovery in January-July 2022, with arrivals reaching 74% and 76% of 2019 levels respectively. Europe welcomed almost three times as many international arrivals as in the first seven months of 2021 (+190%), with results boosted by strong intra-regional demand and travel from the United States. The region saw particularly robust performance in June (-21% over 2019) and July (-16%), reflecting a busy summer period. Arrivals climbed to about 85% of 2019 levels in July. The lifting of travel restrictions in a large number of destinations also fuelled these results (44 countries in Europe had no COVID-19 related restrictions as of 19 September 2022).

The Middle East saw international arrivals grow almost four times year-on-year in January-July 2022 (+287%). Arrivals exceeded pre-pandemic levels in July (+3%), boosted by the extraordinary results posted by Saudi Arabia (+121%) following the Hajj pilgrimage.

The Americas (+103%) and Africa (+171%) also recorded strong growth in January-July 2022 compared to 2021, reaching 65% and 60% of 2019 levels respectively. Asia and the Pacific (+165%) saw arrivals more than double in the first seven months of 2022, though they remained 86% below 2019 levels, as some borders remained closed to non-essential travel.

Subregions and destinations

Several subregions reached 70% to 85% of their pre-pandemic arrivals in January-July 2022. Southern Mediterranean Europe (-15% over 2019), the Caribbean (-18%) and Central America (-20%) showed the fastest recovery towards 2019 levels. Western Europe (-26%) and Northern Europe (-27%) also posted strong results. In July arrivals came close to pre-pandemic levels in the Caribbean (-5%), Southern and Mediterranean Europe (-6%) and Central America (-8%).

Among destinations reporting data on international arrivals in the first five to seven months of 2022, those exceeding pre-pandemic levels were: the US Virgin Islands (+32% over 2019), Albania (+19%), Saint Maarten (+15%), Ethiopia and Honduras (both +13%), Andorra (+10%), Puerto Rico (+7%), United Arab Emirates and Dominican Republic (both +3%), San Marino and El Salvador (both +1%) and Curaçao (0%).

Among destinations reporting data on international tourism receipts in the first five to seven months of 2022, Serbia (+73%), Sudan (+64%), Romania (+43%), Albania (+32%), North Macedonia (+24%), Pakistan (+18%), Türkiye, Bangladesh and Latvia (all +12%), Mexico and Portugal (both +8%), Kenya (+5%) and Colombia (+2%) all exceeded pre-pandemic levels in January-July 2022.

New Courtesy: <https://www.unwto.org/>

Oman Air Wins APEX'22 Passenger Choice Award for Best Seat Comfort in the Middle East

Oman Air, the national airline of the Sultanate of Oman, has been awarded the award was announced and presented to Oman Air in a ceremony held in Dublin, Ireland on

"Everything we do as an airline revolves around providing an extraordinary passenger experience," stated Oman Air Chief Executive Officer Eng. Abdulaziz Al Raisi. "We're ecstatic and honoured that the flying public has backed our continued efforts to provide exceptional service. This award reaffirms our dedication to onboard comfort and providing award-winning service to our passengers on every flight, and it is a testament to the high quality of care and professionalism we strive to provide at Oman Air."



APEX once again partnered with TripIt® from Concur®, the world's highest-rated travel-organizing app, to gather anonymous passenger feedback based on neutral, third-party passenger feedback and insights for the honor. For the 2022 Awards, nearly one million flights were rated by passengers across more than 600 airlines from around the world using a five-star scale. On the same screen, passengers were given the opportunity to provide anonymous ratings in five subcategories: seat comfort, cabin service, food and beverage, entertainment, and Wi-Fi. The single screen rating allows airline passengers to easily rate their flight in less than 15 seconds.

In December last year, APEX presented Oman Air its second Five-Star certification in the Major Airline category. That award was announced and presented to the airline in Long Beach, California at the 2021 APEX/IFSA Awards.

2022 Passenger Choice Award® for Best Seat Comfort in the Middle East by the Airline Passenger Experience Association (APEX). The Wednesday, June 8, 2022.

New Courtesy: www.omanair.com

IndiGo CarGo live; inducts the first A321 P2F freighter

Building on the success of the CarGo business in the recent years, IndiGo, India's leading carrier has received its first A321 Freighter aircraft, converted from passenger jet

The aircraft will be used for both domestic and international missions by transporting products such as valuables, express shipments, perishables, general cargo, documents, and

investment firm with 17 years of tenure investing in, financing and managing aviation assets.



Mr. Mahesh Malik, Chief Commercial Officer-CarGo, IndiGo said: "We are pleased to receive our first A321 freighter aircraft in 6E fleet. CarGo has always been a success story for us especially highlighted during the pandemic. The CarGo business brought in revenues when the scheduled commercial flights were at a standstill. Our partnership with the Airbus for Freighter programme will further help strengthen our business in the CarGo segment, and act as a strong engine of economic growth for the country. We remain optimistic on the future of Indian aviation, clearly, and the place of CarGo within it – and the expansion into a true freighter fleet is a testament of this confidence." The A321P2F (Passenger-to-Freighter conversion) is the most efficient narrow-bodied freighter available, offering 24 container positions and supporting a payload of up to 27 tonnes. These are being converted through a programme involving ST Engineering and Airbus with their joint venture, Elbe FlugzeugWerke (EFW). The aircraft is uniquely capable for IndiGo, using our current vast pool of A320 family pilots, and able to service markets between China in the east and the Gulf in the west, not forgetting the CIS countries to the north.

to a full freighter configuration. The initiative will make best use of the natural synergies that IndiGo offers, using the same pool of pilots and engineers that fly and service its current fleet.


couriers. IndiGo leased the aircraft from funds serviced by Castlelake Aviation Holdings (Ireland) Limited, part of a global alternative

New Courtesy: www.goindigo.in



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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 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. George Thomas, Branch In Charge - Mahboula 2 Branch - Caesars Travel Group, who led a way to different developmental activities of our organization.

Just a brief walking through your academic credentials?

Completed my Bachelor in Arts from Mahatma Gandhi university. Further pursued a diploma course in hotel management from Mumbai. This later gave me an opportunity to travel to middle east in Saudi Arabia to work with reputed hospitality chain Intercontinental hotel for almost 10 years.

Why did you choose travel field, any kind of inspiration?

Catering to customer needs has always been my outlook, thus encouraged me to focus and explore more into providing customers the perfect travel experience. Let it be providing them perfect travel experience or let it be a complete Holidays Leisure experience. Connecting with peoples challenging travelling experience enabled me to deep dive within the hospitality industry.

How was your first job experience in this travel domain?

In 2006 when I relocated to Kuwait, I had worked with Shuala Travels as front office reservation officer, later in 2007 worked with Reem travels. In both these places, I had the opportunity to learn more about ticketing. In 2008, had the biggest opportunity of my life to work with one of the leading travel company Caesars Travel. Until date this relationship has only grown stronger and takes me to more challenging experiences.

How was your abroad experience, is Kuwait your first country?

Moving to another country is always challenging. Middle East generally invites more of the diversified multicultural experiences. Working with such people always brings together sharing ones happiness and learning their culture and cuisines. Working in Saudi Arabia during the 20th century was very conservative, whereas in Kuwait it was a different experience. I enjoyed working in Kuwait than in Saudi Arabia.

How Caesars treated you and how was your experience?**George Thomas****Branch In Charge - Mahboula 2 Branch - Caesars Travel Group**

Started my journey with Caesars Travel as reservation officer, then promoted to Counter Supervisor. The management has acknowledged my hard work wherein I currently hold the position as a Branch In Charge. I am grateful to the management and team who have always supported me to grow within this organization.

What are your likes and dislikes about our company?

It always a dream for an individual to work with an organization that acknowledges individual hard work, giving us opportunity to grow. This I have witnessed with the management and staffs of Caesars Travel. I never felt any sort of dislike until this given point and never will there be in future.

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

In 2008, I have started as reservation officer, then in 2010 promoted to counter supervisor. In 2016 I have been promoted as Branch In charge. As a Senior staff we look down upon to our team that supports our performances. I am always debuted to my team who uncompromisingly provide their full-time support in reaching the branch goals and targets.

What is your plan or ideas to expand your division on this competitive market?

The world is aggressively changing very day, this change has moved from digital to Artificial Intelligence platform. This means our industry is going to be a bigger challenge as compared to our conventional ticketing services. We need to change our services from digital to Artificial Intelligence platform wherein we be the first and best provider to different experiences that will cater all needs at the tip of their finger. This way our frequent travelers and vacation passengers will continue to stay loyal to our humble service.

Who is your ideal personality, what makes you feel inspired?

My ideal personality is Ratan Tata – One of his best quotes keeps me inspired “Ups and downs in life are very important to keep us going because a straight line, even in an ECG. means we are not alive.”

What is your advice to the new staff who joined Caesars?

“Don’t be serious, enjoy life as it comes.” Working with Caesars Travel and their management is guaranteed carrier growth every step of your life as long as your visions and goals remain well focused and sincere to the organization. Caesars Travel provides the best employment services within the travel industry than no other travel company in Kuwait.

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 January 2023. Please send us your article or similar texts as soon as you can and it should reach us on or before 15th December, 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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