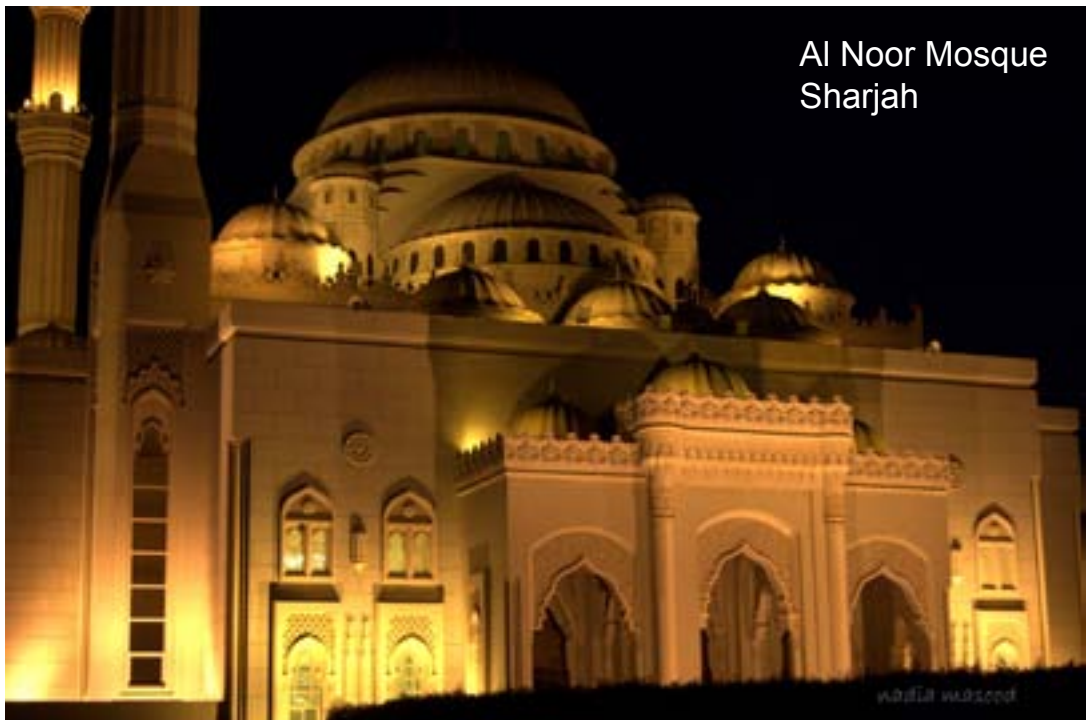


Exciting Horizons From New Exhibitors At WTM

ITM London

The Democratic Republic of Congo was among the 183 new exhibitors at this year's World Travel Market in London held between November 7th – 10th.



Al Noor Mosque
Sharjah

The marketing and sales manager of the Grand Hotel in Kinshasa, Esmeralda Tshibangu, emphasised that there is a determination on the part of the people in the DRC to get out of poverty and develop tourism. One out of 100 people in the world live in the DRC which has a population of 70 million.

The country has the second biggest forest in the world, unique animals such as bonobo, a special antelope and rhinoceros as well as the famous big five game animals.

“Before they travel visitors are worried about the security aspect but once there the people are very welcoming. There are lodges in Katanya and Kinshasa and safari parks”.

Other new exhibitors from Africa included the newly-formed ground-handling company Albrieux Africa Tours, truck touring specialist Nomad Adventure Tours, destination marketers the Regional Tourism Organisation of Southern Africa and the Savoy Sharm el Sheikh.

Albrieux Tours was started by Albrieux Giacomo and his sons Edoardo and Giorgio. They are focusing on East African



Bonbos unique to the DRC

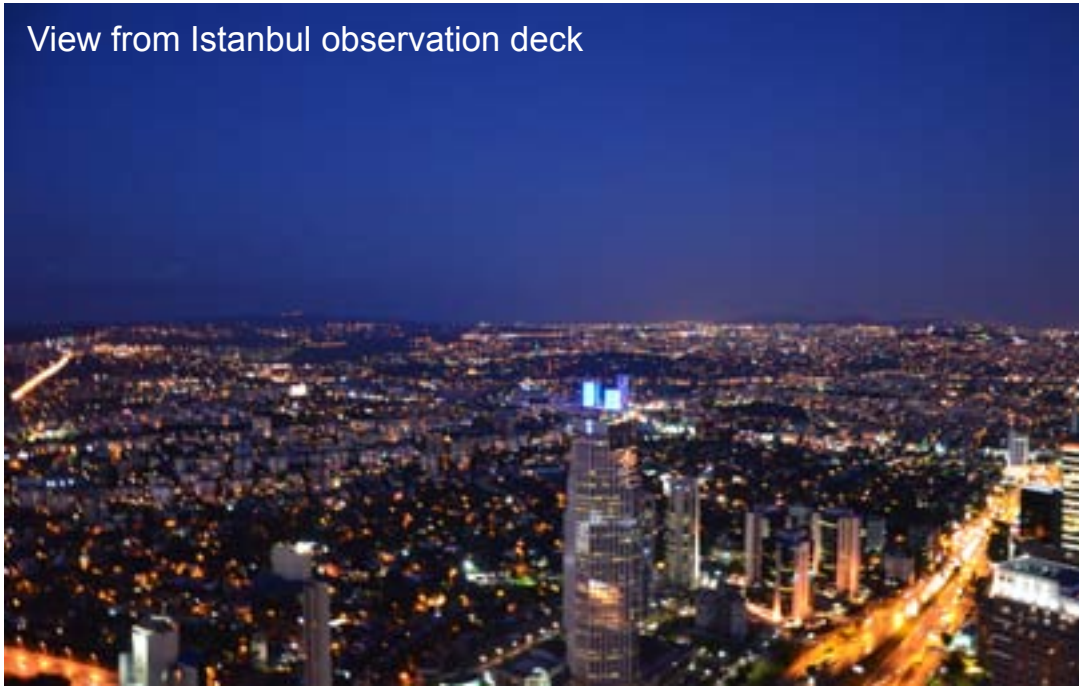


Crimea
Ukraine

destinations such as Uganda, Tanzania, Kenya and Mozambique, particularly the North of the Country in Cabo Delgado area . Uganda is the company's main destination. Giacomo first started travelling there “when the situation was very uncomfortable 25 years ago.” Today he is convinced that Uganda is the pear of Africa. The Savoy at Sharm el Sheikh is spread over 200,000 m² of lush tropical foliage, waterfalls and serene surroundings at the heart

of the spectacular White Knight Beach on the Red Sea in the South Sinai Peninsula of Egypt. The area is renowned for its natural beauty with a rich variety of flora and fauna, desert and majestic mountains. The hotel is 8 km from Sharm El Sheikh International Airport and a few minutes' drive to the centre of Sharm and Naama Bay, which are served by shuttle busses, limousines and taxis. Mount Sinai, St. Catherine's Monastery, Dahab,

View from Istanbul observation deck



the Coloured Canyon and Pharaoh's Island are within easy reach.

drive from Sharjah International Airport and a 90-minute drive from Dubai International Airport.

Although not a newcomer to the WTM Sharjah expanded its stand. Plans are being finalised by the Sharjah Investment Development Authority (SHUROOQ) for the exclusive Khorfakkan Hotel and Resort on the Al Suwifa Mountain overlooking a private cove with secluded white sandy beaches on Sharjah's East Coast, a 60-minute

The design concept for the five star resort has been inspired by the region's traditional architecture and will comprise two interlinked developments; a hill top fort and a luxury mountain village set along the natural gradients of the mountain offering 170-suites with unspoilt views across the ocean. In the fort there will be a reception

Windermere Lake Cruises



DRC forest





Grand hotel kinshasa

area, a dining area, two swimming pools, a spa and gym, restaurants, business services and MICE facilities for 250. There will also be a Water Sports Centre, outdoor sports and a Kids Club. A strategically located town square with cafes and restaurants will be available to guests who prefer to stay on the beach during the day.

The Al Noor Mosque overlooking the lagoon on Buhaira Corniche in Sharjah has opened its doors to non-Muslims to promote cross-

cultural understanding among the increasing number of visitors to the emirate. Visitors to the mosque can take a guided tour explaining its history, information about the Turkish-inspired minarets and domes before the guide explains about the call to prayer and other aspects of the religion and its customs.

In addition to the natural beauty of its pristine sandy beaches, the lush green oases and sand dunes of the central region combined

with the spectacular rocky coastline with high mountains, Sharjah offers visitors interested in history and culture a destination that has protected its traditions whilst advancing with the times to provide a world class infrastructure and a variety of attractions and events throughout the year that attract an increasing number of regional and international visitors. During the first six months of 2011 a total of 768,061 tourists visited Sharjah with the hotels and hotel

apartments recording 75 per cent occupancy.

From Europe 32 exhibitors made their debut. Coming from far and wide across the Continent, they included the Latvian Tourism Development Agency and the Crimean Tourism Development Centre, tourist attractions such as the Istanbul Sapphire Observation Deck, Iceland's Blue Lagoon Spa and luxury hotel chain Aqua Vista Hotels.



Savoy Hotel Sharm El Sheikh

Selena Travel offers unique insights into Mongolian life



Asia offered a total of 27 first-time exhibitors all representing the diversity of product available today in the East. Tourist boards included Goa Tourism and Ile de la Reunion Tourisme, group travel specialists Easia Travel, Mongolia adventure specialists Selena Travel and the Somatheeram Ayurveda Group, owners of the first Ayurvedic resort in India Somatheeram.

There were a total of 14 new exhibitors from the UK coming from across the country to make their first appearance at the event. They included tour operator

Thomas Cook Sport, tourist attraction the Royal Botanic Gardens Kew, tourism office Visit Guernsey, Windermere Lake Cruises and hotel operator Millennium & Cophorne Hotels.

Meanwhile from the Americas and Caribbean, eight new exhibitors attended among them the Belize Hotel Association, tour operator Latin America Travel and luxury ecolodge the Pikaia Lodge from the Galapagos.

Reed Travel Exhibitions Director World Travel Market Simon Press

said: "World Travel Market is delighted to welcome 183 new exhibitors for WTM 2011. The number of new exhibitors at this year's event shows the importance of WTM for generating business for exhibitors. WTM 2010

generated a massive £1,425 million in industry deals and research of our Meridian Club buyers reveals they plan to sign contracts equating to even more business this year."

Somatheeram Ayurveda Group

