

New Year message from CEO's Desk

My Dear Caesars Travel Group Family!

In the year 2017, “Caesars Travel Group” risked capsizing under torrential market drop conditions due to decline in profitability, unhealthy yield, and the overall downgrade of our business profile due to all these factors resulting in sluggish performance. We are welcoming New Year 2018 with bigger challenges, but we remain committed to deliver the best services, and help our valued clients at every stage of their travel needs.

In order to achieve this, we have to implement an all-out transformation which should be the homework of every new year, a new agenda than the previous years. We have made innovation an integral part of our aviation dream by focusing on four strategic agendas: introducing all angles of aviation supports such as Air ticket booking, Various inbound and outbound holiday umbrellas, Cargo platform, Airline representation consortiums and these should be our core playgrounds to offer unique services which our good friends as competitors should not come closer to us. The word “ecstasy” in English is an apt word, means, reaching in new heights and this should be our dominating tool to surpass our competitors and this can only be achieved through your professional approach towards our clients with a sincere, loyal, dedicated, hard-working and on top of everything, a responsible and result oriented performance which I am sure, each and every staff working under Caesars Travel Group can easily adapt as they have already the caliber and capacities than others working in the same platform.

As we commence the New Year, I would like to express my utmost gratitude to all members of the Caesars Travel Group family for supporting the company’s innovation agenda and implementing the reforms. Through your tireless efforts and contributions, we have been able to



P. N. J. Kumar
CEO - Caesars Travel Group

establish our name in the market though the journey still continues, as we believe that it is as good as searching to find out the boundaries of an ocean.

We realize the main bottlenecks that our field is experiencing during these days that the demand of buying traffic documents from conventional travel agencies are at a standstill, with declining prices resulting in a tighter squeeze in margins. Moreover, competition and business conditions in the coming days are expected to be filthier than the past. But by knowing all these facts, we have to concentrate in our business, ups and downs are common and it

is we to decide and channelize these depressions into a positive stream and let’s start working together towards achieving it in 2018. In this New Year, we must demonstrate progressive solution marketing by focusing on the development of our deviated products by mobilizing our Group’s capabilities and reinforce our solutions business in order to secure an outstanding applause from our audience.

As I look back, I am fearless about the challenges that lay ahead for our organization as I know that together we stand strong, determined and ready to respond with conviction. I would like to respectfully insist that you maintain your alignment to the group’s strategic direction mentioned above in order that we accomplish the group’s management objectives and the success is guaranteed.

The New Year will bring its own mix of successes and challenges, but our direction is clear and we know what we must do. Our job is to continue to focus intently on what we can control: providing our customers and clients with the best service and most comprehensive financial service solutions in saving their travel budgets, effectively managing our costs, re-building our brand, and doing our part to keep the economy moving forward.

Nevertheless, I appreciate all of your great work for the past year 2017; it is because of you, and because we know we can do so much more for customers than anyone else, that I have such great confidence in our future.

To conclude, I wish you another victorious year in 2018. Once again, allow me to express my unconditional affection and appreciation for my admirable Caesars Travel Group Family members.

Wishing you and your families a happy, prosperous New Year 2018!

Nothing else matters, but Values: says HR Manager

We have values in our lives already. We all have values one type or the other. These values have been developed over the years during our life time. They come to use from family, friends, experience, education, your religious background and every aspect of the way you live and your experience. Identified and articulated, your values will come to the forefront of your life and they illuminate and illustrate the decisions you make, your relationships, goals and the choices that you make and hold.

Your values are made up of everything that has happened to you in your life and include influence from your parents and family, your education, your religious affiliations, your friends and peers, your love for reading and many more. Highly successful people in life recognize these



D. B. W. Seneviratne
HR Manager - Caesars Travel Group

environmental influences and identify and develop a clear concise and meaningful set of values, beliefs and priorities. Once defined, values impact every aspect of your life including

your professional career.

Ambitions, competency, individuality, equality, integrity, service, responsibility, accuracy, respect, dedication, enjoyment, fun, loyalty, honesty, team work, efficiency, empathy, friendliness, discipline, generosity, dependability all are few values to be named.

Active participating of all members of an organization will always ensure a truly organization wide values, based on shared culture of each individual.

Not only your organization’s success but also your personal achievements solely depend on how well you define and live by each of these important concepts in life.

Happy New Year!

Editorial

THE FITTEST PLACE FOR SURVIVAL

It is found very funny when meeting some of the Travel Agency Reservation Officers in Kuwait as it is very easy to understand about their geographical knowledge within seconds when interacting with them.

Recently, one of the clients was talking about a Reservation Staff when dropped into an office for making a booking, the said officer was not looking at his face, just looking down on the computer key pad when the client was interacting with him and unfortunately, the client has to walk out from the office as he lost the confidence on him.

Citing another incident, the client when approached the Reservation Staff and started asking various options for the travel, the staff has got annoyed and told him to make up his mind before coming to the office!

This episode never ends over here, there are many such incidents happening from the travel offices, spoiling the reputation of such agencies and do you think, such agencies can survive in this confused situation when offering such ulterior services?

Mainly, who should be responsible towards the collapse of travel offices?

An analytical conclusion is that it starts from the staffs who are not equipped to support the office's main mission of taking care of the clients. Then, it's a normal logic that everyone asks on why they are choosing this platform for their employment when they are not having these talents to take care of the clients being it's called a dedicated platform of hospitality field?

A sarcastic and funny answer is that anyone coming to Middle East is always acts as an all-rounder; any job in their hands is for the survival!!! From the hotel bearer to an engineer if the ladders are available!! Qualification doesn't matters. But look at India, a country employing staff based on their qualifications and experience.

What does an academic qualification stands for?

It is very difficult to define it in this part of the region as many of them trying to become pseudo-intelligent without understanding the portfolio that they are dealing but they have a key position in the company, perhaps the head

of the division or even the supreme commander of the company! WOH... Which place we can have these golden opportunities, a blessed country giving a chance to everyone to find a place to live!!!!

My friends should understand that still Travel Agents has got a very important role to support the travelers provided we should really target to meet the cream of service tools. Yes, internet and the technology nowadays have changed the way we travel and many things have become significantly easier and often cheaper too, but do we really travel better nowadays because of them? Or does this new technology bring disadvantages too? The increased availability has made it difficult for business travelers to compare the various offers that are available online. Corporate travelers do not have the time to scroll through web pages. Like a doctor or an accountant, a travel counselor will ask the right questions, listen to your answers, understand your pain, and offer expert advice to guide you in making one of your most important decisions—how to spend your invaluable time off.

The sad part is that whatever explained above, there is a question still to be answered, how many such professionals are working in the travel industry like Doctors and Accountants as stated above, ready to serve the customers????? A travel agent's key point of difference is the personal service they provide. So when a client engages the service of a travel agency, they are looking for something more than they can do themselves online - they are looking for the human-to-human interaction and tailored solutions to their travel challenges. For this reason, the best travel agents are expert communicators. To be successful in the travel industry, you must be committed to ensuring customer satisfaction. You must do whatever it takes to keep customers happy and also create repeat business; this is possible only through profession communication with the clients with an aim to sincerely support them in their needs.

Shall we think of practicing this theory to make our offices as one of these professional travel offices?????

Manthra

Corporate Arena

CAESAR'S EMPLOYEE WON LUFTHANSA EXPERTS AIRPORT COMPETITION

Lufthansa Airlines, the leading German airline recently conducted an online airport code competition for all travel trade professionals in Kuwait. On 27th September 2017, Lufthansa hosted a prize distribution ceremony and a road show at Hotel Crowne Plaza, Farwania.

During this event, The General Manager of Lufthansa, Kuwait Mr. Stefan Schwarz congratulated and gave away the prize to the winner of the competition. Mr. Moncy Samuel (Caesars Travel) as 1st place –Apple watch. Mr. Moncy Samuel works as Reservation Officer in Caesars Travel, Salmiya branch.



Moncy Samuel

Holding First Prize - Apple Watch

Lufthansa and Munich airport authority delegates from Germany, various travel trade professionals, special invitees and media personnel attended the function. While commenting, Mr. Stefan appreciated to winners and pointed out their knowledge about in world geography.

The Lufthansa officials and delegates from Munich airport authority were engaged and discussed with travel professionals about the latest developments of the aviation and travel and tourism industry. At the end of the function, a delicious lunch has been served to all invitees.

CAESARS TRAVEL GROUP SAVED TOP ACHIEVER AWARD 2017 IN GCC FOR COX & KINGS GSA

Yet again Cox & Kings, Kuwait received Top Achiever Award in 2017 of entire GCC for the 10th consecutive year. Mr. Sandesh Madhur, Holiday Consultant received award from Mr. JP Singh, COO Cox and Kings India in an Annual Global Sales Conclave 2017- 2018 held in Mumbai from 19 - 23 November 2017.

The team Cox and Kings Kuwait thank each and every staff in Caesars Travels for their co-operation and support for achieving this award and look forward for the same in 2018 annual year as well.



Mr. Sandesh Mathur (left) receiving award from Cox & Kings India COO, Mr. JP Singh

Solo Travel in Thailand

Last June, I had the privilege to visit Thailand. As a solo, travelled around the two cities of Thailand has been one of the most rewarding experiences I have ever had in my life. It's provided me with wave of conflicting emotions. If you want to really experience a vibrant destination with a wide range of adventure, beautiful night life, lot of sandy beaches, delicious street food with affordable prices, Thailand is a fantastic destination for a solo traveler.



Pattaya - Pattaya is a beautiful coastal city of Thailand always switched on fun and electrified night life, mouth-watering street food, its offers endless of party and entertainment. There are lot of attractions and adventure areas you can visit and it will make you enjoy. Alcazar Cabaret show – it's a famous theater show with electrifying performances by richly dressed lady boys.

Coral Island – It is a perfect day trip destination for all water sports lovers. Floating Market - One of the largest men made river market that includes lot of shops, cloths and fruits and vegetable stalls. Nong Nooch Tropical Garden – This is the largest botanical garden in South East Asia and its almost 600 acres with good landscaping. Walking Street - This Street is one of the most famous nightlife areas in Thailand. Here you will find all kinds of entertainment, discos, go go-bars, cabaret shows and more.

Bangkok - Bangkok is a colorful modern city and it is a capital city of Thailand. Here you will find temples, lot of modern monks, tourists and bars filled with foreigners and locals mingling together. Grand Palace – Grand palace is former royal residence. This palace consists of traditional and impressive Thai architecture. There is a strict dress code you must wear to enter in the Grand Palace.

Chao Phraya Princess Dinner Cruise - Spend an exciting and memorable evening



Moncy Samuel
Reservation Officer - Caesars Travel Group

cruising and dining along the Chao Phraya River. Dinner includes a wide selection of dishes ranging from Thai-styled to international foods. It will be a memorable moment for our lifetime. Asiatique - Asiatique the Riverfront is a more luxurious night market in Bangkok. An extensive retail selection can be found at Asiatique. This is the place where you can find everything.

Everyone has different travel desires, goals, and needs. The advantage of traveling alone is that you can grab every opportunity, change your plans when you like, and you don't have to worry about anybody else. When you travel in Thailand as solo, here I am sharing some information you need to know:

Transport in Thailand:

You should definitely take at least one ride on a Tuk Tuk as it is quite a memorable experience that you won't find back home. Solo travelers can make good use of the motorcycle taxis that works all common routes in both major



towns and more off the beaten-track parts. In my point of view, for long distance journeys, bus is the best mean of transport in Thailand. It takes you almost everywhere in the country.

Tourism highlights

Thai street food:

Eating alone in Thailand doesn't need to mean a table for one. The best food is often found at the local night market, where mobile kitchens sell noodles, fried rice, sticky rice cakes, soups and fresh juices, and seating is communal and lively. Almost every large town will have street stalls selling foods day and night, so you can fill up without even sitting down.

Is Thailand safe for solo travelers? :

If you are a solo traveler you can try everything, whatever makes you feel happy and excited and the best thing is that Thailand is offering a lot in terms of entertainment, fun and activities. Millions of tourists and travelers every year visiting the country, we can assume that the



country is largely safe for solo passengers, both men and women. Of course there are some standard things you need to avoid the risk like do not go hotel with strangers and do not take a taxi without asking charge .As long as you use your common sense, you will be ok and as safe you are at your home country.

Thailand is definitely one of the most tourist friendly countries in the world. Moreover, this country is a favorite travel destination for millions of people worldwide. Especially, men love this city for a variety of well-known reasons. If you're male and traveling alone, don't be surprised if people assume you're in Thailand for sex. Even if you stay out of the red light zones, you may find yourself getting propositioned by prostitutes. Or just on the receiving end of looks and winks from fellow travelers.

As short, as my time in Thailand was, I was happy to have had 8 days in Thailand on my solo trip. The country truly is amazing, grab that opportunity and go and see this amazing place! And I can guarantee that you will enjoy it a lot! No matter that you are not travelling with your family, and loved once. And got me inspire to travel more areas in Thailand.

world wide

VISA SERVICE

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The Company Album

Sajeesh Kumar won the title BEST ACTOR In NOTTAM 2017 International Short Film Festival

In the Kaniyapuram Ramachandran Memorial NOTTAM 2017 International Short Film Festival conducted by Kerala Association, Kuwait, Sajeesh Kumar, Global Coordinator of Caesars Travel Group, was honoured as the BEST ACTOR. The contest which was held at Nottingham British School, Abbasiya on 29 DEC 2017, was inaugurated by renowned Indian filmmaker and member of Jury, Mr. M. P. Sukumaran Nair, Indian Film critic of acclaim Dr. C. S. Venkateswaran and famous Indian cinematographer Mr. K. G. Jayan were other members of the jury.

There were 22 short films from India, UAE and Kuwait in the contest. Sajeesh Kumar was declared the star of the silver screen for the short film 'ABRiGO' (REFUGE) which has a duration of 10 minutes. Sajeesh Kumar's stage name is Govind Santha and played the part of a transgender in the short film 'ABRiGO'. Sajeesh Kumar, who is active for the past five years in FUTURE EYE THEATRE, a popular theatre in Kuwait, promoting theatrics and art, has



Mr. Sajeesh Kumar (left) receiving BEST ACTOR Award from Mr. M. P. Sukumaran Nair

showcased his talent in fetes held at Delhi and Kerala. An employee of Caesars Travel Group

for 14 years, he hails from Cherpu, Thrissur, Kerala, India.

Caesars Int'l Travel Co. Celebrated New Year 2018



Caesars Int'l Travel Co. W.L.L. celebrated the advent of the New Year in the office premises. On December 31, the 25th floor of Crystal Tower witnessed a simple yet elegant get together for celebrating New Year in the presence of Mr. P. N. J. Kumar, CEO - Caesars Travel Group.

Mr. Rajesh Reghunath, Director - Commercial & Marketing and other senior

managers, Mr. Kannan Srinivasan, Mr. Philip George, along with the staff were present for the programme. The CEO Mr. Kumar welcomed the New Year by the cutting of the cake... By wishing a very happy New Year ahead, the CEO as well as the staff pledged to face a better tomorrow in all means... The songs and game shows conducted by the staff added charm and mirth to the wonderful eve. Mr. Sajeesh

Kumar's, the person who bagged the BEST ACTOR award in NOTTAM 2017 International Short Film Festival, ABRiGO (REFUGE) was displayed during the programme. Ms. Ann Faleiro (staff) who is migrating to UK after her wedding was given a warm farewell. The programme ended after a sumptuous dinner and a hearty vote of thanks by Mr. Rajesh Reghunath, Director - Commercial & Marketing.

Life's beautiful cycle – Mulling over



By Ann Faleiro

Ever wondered how like the cocoon we too evolve with every stage of our life. From the unknown into the big shady blissful world.

The innocence we are born with, to what we make ourselves. From the cries, to the million inquisitive questions, the exploring-learning phase to knowing the world and people around. Huh! Tatz some kind off a ride.

Life is a beautiful ride on a bi-cycle, it's not paced fast but a right speed which allows us to grow. The smooth, bumpy, spiky ride, leading

us to the path we head on. You're thrown down by storms, shattered and worn but there on the way your kissed, caressed by the cool winds, the beaming golden sun rays, the twinkling little stars, turning your ride worthwhile.

No matter what, your true self is worth a priceless dime and the sparklers adding the shine would be always treasured.

Here's raising a toast to the year that went by and to a prosperous New Year 2018.





A CRUISE LIKE NO OTHER

BRAND NEW SHIPS

NOW ON SALE

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. Abdoul Gaffour , Manager - Mangaf Branch, who led a way to different developmental activities of our organization.

As a first question, would like to know about your academic credentials?

Basically I am BSc Physics discontinued, meaning I have completed the course but couldn't complete graduation. I studied the whole 3 years for graduation but couldn't complete due to some personal reasons.

You have decided to go for physics stream in your academic years, then what makes you deviate to travel domain?

I am not that concerned about my subject but to get a job, I fled to Kuwait after my course completion. Actually my first job is not in travel domain as I was joined in a shipping company in 1997. I worked there for few months then moved to a travel company called Gulf Travels. From there I got opportunity to join Caesars Travel as my name got referred by my friend to Mr. Kumar, our present CEO.

How was your first job experience in this travel domain?

My travel domain career started in company called Gulf Travels in Kuwait. why I got opportunity there because I am well versed in type writing. But I couldn't learn much from there as I was in a low profile job.

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

Obviously to get a job and want to make some money. Why Kuwait apart from other GCC, mainly my relatives are working in Kuwait and I feel comfortable here.

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

As I told you before, I started my career in Kuwait with a shipping company called Burgan consultants. I worked there for few months and then joined Gulf Travel, where my travel domain career starts. But I couldn't learn anything from these companies as I was working there in low profile.

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



Abdoul Gaffour - Manager - Mangaf Branch - Caesars Travel Group

It is all about luck and faith as I got referred to Caesars by one of my friend while I'm working in Gulf Travel. As every employee I joined Caesars with full of dreams and that was my life turn. Today I fulfilled all my dreams and I am really thankful to Caesars Travel management for these.

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

Dislikes! No room for dislikes, that's why I am still here and it is my 19th year. All I have to say I am completely happy with Caesars and wish to be like that always. I joined with Caesars as low profile employee and now become Branch Manager, that itself shows the support I am getting from our company.

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 low profile 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.

As you know 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.

Who is your role model and why?

Tamil Nadu former Chief Minister Ms. Jayalalitha called "Ammma", she is my role model. Her leadership skills inspired me a lot and her social mentality to people and state is remarkable.

Now you are with Caesars for 19 years, so what is your advice to upcoming employees?

As per my experience , I can only say hard work and dedication. If you do your work properly and sincerely sky is not your limit. You can achieve any position as I am one the example. Love your work and be passionate on that, everything will come to you and Caesars is a very good platform for that.

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 April 2018. Please send us your article or similar texts as soon as you can and it should reach us on or before 15th March, 2018. 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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