

Air Travel Growth Continues in February - IATA

The International Air Transport Association (IATA) announced continued strong growth in air travel demand, based on February 2023 traffic results.

Total traffic in February 2023 (measured in revenue passenger kilometers or RPKs) rose 55.5% compared to February 2022. Globally, traffic is now at 84.9% of February 2019 levels. Domestic traffic for February rose 25.2% compared to the year-ago period. Total February 2023 domestic traffic was at 97.2% of the February 2019 level.

International traffic climbed 89.7% versus February 2022 with all markets recording strong growth, led once again by carriers in the Asia-Pacific region. International RPKs reached 77.5% of February 2019 levels.

“Despite the uncertain economic signals, demand for air travel continues to be strong across the globe and particularly in the Asia-Pacific region. The industry is now just about 15% below 2019 levels of demand and that gap is narrowing each month,” said Willie Walsh, IATA’s Director General.

International Passenger Markets

Asia-Pacific airlines had a 378.7% increase in February 2023 traffic compared to February 2022, maintaining the very positive momentum of the past few months since the lifting of travel restrictions in

the region. Capacity rose 176.4% and the load factor increased 34.9 percentage points to 82.5%, the second highest among the regions.



European carriers posted a 47.9% traffic rise versus February 2022. Capacity climbed 29.7%, and load factor rose 9.1 percentage points to 73.7%, which was the lowest among the regions.

Middle Eastern airlines saw a 75.0% traffic increase compared to February a year ago. Capacity climbed 40.5% and load factor pushed up 15.8 percentage points to 80.0%.

North American carriers’ traffic climbed 67.4% in February 2023 versus the 2022 period. Capacity increased 39.5%, and load factor rose 12.8 percentage

points to 76.6%. Latin American airlines had a 44.1% traffic increase compared to the same month in 2022. February capacity climbed 34.0% and load factor rose 5.8 percentage points to 82.7%, the highest among the regions.

African airlines’ traffic rose 90.7% in February 2023 versus a year ago. February capacity was up 61.7% and load factor climbed 11.4 percentage points to 75.0%. Japan’s domestic traffic surged 161.4% in February compared to a year ago and now stands at 89.9% of pre-pandemic levels. US airlines’ domestic demand rose 10.6% in February and was 0.7% ahead of February 2019 levels.

The Bottom Line

“People are flying in ever greater numbers. With the Easter and Passover holidays we are expecting large numbers of travelers to take to the skies in many parts of the world. They should do so with confidence that airlines have been rebuilding resiliency that suffered owing to the pandemic. Other participants in the air travel value chain, including airports, air navigation service providers, and airport security staff, need to have the same commitment to ensuring our customers can enjoy smooth holiday travel,” said Walsh.

News Courtesy: www.iata.org

Eid ul Fitr 2023, Meaning, History, Significance, And Facts

Eid ul Fitr is one of the most widely celebrated Islamic festivals, which marks the end of the holy month of Ramadan. On this day, Muslims show their gratitude towards Allah for offering them health and endurance to get through the long fasting period of Ramadan. Muslims offer prayer and thank Allah for His blessings and rewards. Eid ul Fitr 2023 is a highly anticipated festival as it promotes brotherhood and togetherness among Muslims. On Eid ul Fitr, people organize delicious feasts, wear new and vibrant clothes, visit family members, and exchange Eid greetings.

Eid al Fitr meaning

As per Eid ul Fitr’s definition, it means the ‘Feast of Breaking the Fast’. Eid ul Fitr is the first of the two official holidays in Islam. Falling on the first day of the Islamic calendar’s month of Shawwal, Eid ul Fitr is a festival organized with massive feasts worldwide to celebrate Allah’s gifts and blessings.

Eid ul Fitr history

The festival was first started by Prophet Muhammad (PBUH) in 624 CE to celebrate the victory in the battle of Badr. Since then, Eid ul Fitr has become one of the most significant days in Islam. Stories about the origin of Eid ul Fitr suggest that the festivities spread during the migration of Prophet Muhammad (PBUH) to Madinah from Makkah.

Significance of Eid ul Fitr

Eid ul Fitr symbolizes virtues like patience, piety, godliness, and fortitude. It is a day of celebration as

those who observe the fast during Ramadan receive the rewards of rigorous spiritual discipline and month-long worship. On this holy day, Muslims also show their gratitude to Allah for opening the doors of forgiveness and mercy through the sacred month of Ramadan.



In addition to being a time for reflection, fresh beginnings, and rejoicing with loved ones, Eid ul Fitr is also a reminder to be kind to those who are less fortunate. The day reminds Muslims to embrace people from social and economic circles and share the joy of festivities with the underprivileged, the poor, and the neglected. Prophet Muhammad (PBUH) himself used to make sure that all the needy, the downtrodden, and widows were able to share the joys

of Eid ul Fitr. The day is when all Muslims should count their blessings and help those in need.

Purpose of Eid ul Fitr

Eid ul Fitr is a celebration of completing a month of

fasting, praying, and abstaining from all negative actions and thoughts. On this auspicious day, Muslims worldwide thank Allah for giving them the strength, will, and endurance they needed to observe the month-long fast and obey His commandments during Ramadan. They pray to Allah to help them stay on the right path and seek blessings for good deeds performed during the holy month.

Editorial

7 Characteristics of a Successful Travel Agent

The travel industry is not for the faint of heart. You must daily tap into both sides of your brain - your creative side and your logical side - in order to recommend, book, and manage incredible travel experiences for your clients. You are a salesperson, a marketer, an accountant, and a customer service rep all wrapped into one! If you have what it takes, it is

4. People Skills

Are you able to pick up on subtle communication cues? Can you figure out what a client really wants when they’re having a hard time expressing it clearly? Do you know how and when to close the sale? Some of these things come naturally, but much of it is



one of the most exciting and rewarding jobs you can find! You get to know and sell what you love (and the FAM trips are pretty great too)!

Whether you are ready to grow your business by hiring another employee, or just looking to improve yourself as an agent, these are the characteristics that separate the outstanding travel agents from the good ones!

1. Knowledge

When travelers choose to use a travel agent instead of booking a trip themselves, they are looking for expertise. Turn yourself into an information sponge and soak up everything there is to know about airlines, airports, destinations, dining, and accommodations. Read travel articles and publications to stay current. Don’t be afraid to ask your suppliers questions about the products you are buying.

2. Professionalism

Set high expectations of professionalism for yourself and your employees. Check the spelling on your emails and quotes. Put efficient processes in place for making and managing bookings rather than just “winging it” as you go. Consider implementing or following a personal dress code to help you feel at the top of your game — even if you work from home!

3. Enthusiasm

Enthusiasm is contagious. Stay excited about what you sell and your clients will catch on. Be that crazy person that loves Mondays. Keep your standards high and your goals ahead of you. Make sure to save plenty of time in your year for your own travels. This will keep you excited and passionate about what you do!

learned simply by paying attention. Become a student of human nature even when you are not on the job and you will start to develop a keen ability to read people.

5. Integrity

Be honest and upfront about fares, rules and regulations. Don’t try to sell something you don’t think your travelers would love. Take the high road. Referrals and recommendations are your best form of advertising, but they simply won’t happen if you don’t maintain the highest standards of integrity.

6. Resourcefulness

A great travel agent has the ability to think on their feet and adapt to new situations. Whether it’s a forced a schedule change, an unusual request, or a missed connection, quick-thinking is essential. Learn to stay calm and navigate emergencies like a pro. Figure out what resources you have at your disposal and make it happen! Your clients will think you are a miracle-worker!

7. Empathy

Even when you do all the right things in the booking process, travel arrangements can often go awry. Airlines are delayed, bags get lost, and travelers can get sick. Just because an incident is not your fault, doesn’t mean you show no compassion. Be your client’s advocate whenever you can. Use your experience to take up their cause with airlines and travel insurance underwriters. If there is truly nothing you can do, offer your best suggestions and your genuine empathy. Be a listening ear and make them feel heard and understood.

Compiled by Mantra

Corporate Arena

Oman Air Celebrates First Female Omani Captain

Oman’s aviation industry has reached a landmark moment with the announcement of Oman Air pilot Maha Al Balushi as the first female Omani Captain. Al Balushi officially received her new rank during a ceremony recently held at the Oman Air’s headquarters in Muscat, the latest in a string of firsts she has achieved over her decade-long career with the airline.



Al Balushi said, “My dream has always been to become a Captain. It hasn’t been easy but thanks to the support I have around me, from my family to my training team and the airline, I have accomplished what I set out to do. It is an honour to hold this role and I hope that I will inspire other Omani women to choose such a rewarding career in the skies.”

Captain Moosa Al Shidhani, Senior Vice President Flight Operations at Oman Air, added, "We are thrilled to have Ms. Al Balushi as our first female Omani Captain, and we believe this is just the beginning of great things to come. This is not just a milestone for our airline but for Oman’s aviation industry, and we are honoured to play a leading role in its progress by continuing to nurture Omani talent in all areas of our operations."

Maha Al Balushi has been with Oman Air since 2010, after graduating from the cadet programme at the Royal Melbourne Institute of Technology (RMIT) in Australia, the only woman who was enrolled in the programme at the time. Ms. Al Balushi also made waves when she became Oman’s first female First Officer in 2013.

Oman Air continues to pursue a proactive policy of recognising talented and qualified women and supporting them to excel within their chosen careers. Today, over 1,230 Omani female employees contribute to the airline’s strength and represent a range of levels and roles including cabin crew, flight operations, engineering, airport services, marketing, customer services, sales and communications. Meanwhile, having achieved an Omanisation rate of 94% (excluding female cabin crew), the airline provides rich and varied career development opportunities, as well as internships and graduate training programmes that expand horizons for young Omanis.

New Courtesy: www.omanair.com

12 Tourism Trends for Travel Industry in 2022 and Beyond

With travelers' desire for new experiences, the rapid global technological advancements, climate change, and other dynamics, the travel and tourism industry is constantly transforming.

Having experienced an all-time high in the past decade, with 2018 recording the highest international tourist arrival, according to the World Tourism Organization (UNWTO), the sector is now undeniably faced with big challenges and uncomfortable changes following the COVID-19 pandemic. All the same, there are still rising tourism trends that can help tour operators, Destination Marketing Organizations (DMOs), and other industry suppliers to revamp their businesses and experience success as we get into the new normal.

1. Bleisure Travel

Bleisure travel is a growing tourism trend where people extend their business travel to leisure activities. Experts predict it will continue to grow in the mobile workforce. Although business travel has started to make its comeback in 2021, bleisure is believed to be its future.

On the other hand, this can come as an afterthought. Once the meetings, professional conferences, and other work engagements are over, business travelers may decide to extend their stay and explore their destination. There is also a growing trend among millennials known as the "digital nomad" phenomenon. This is whereby online workers and freelancers adopt the lifestyle of traveling as they work.

2. Automation

Gone are the days when booking a trip required clients to make a phone call, speak directly to a service provider, or walk into the supplier's office for face-to-face negotiation. Digitization has led to a rise in online bookings. Not only has this made advertising cheaper for travel companies, but also customers are enjoying and increasingly prefer the convenience it offers.

Tour and activities companies have also progressively adopted technology and online booking. In 2019, 71% of operators surveyed were using reservation technology in their businesses, a marked increase from just 25% in 2010. More to that, these companies experienced faster growth plus higher profitability. Booking systems help tour & activity providers automate their processes and be more effective by adopting cutting-edge technologies. Long gone are the days when you are using spreadsheets, pen and paper to manage your reservations: booking systems do it all automatically, save your time and money. For example, Regiondo booking system has won European travel market by providing seamless reservation experience, flexibility and innovations to businesses of any size.

3. Mobile Bookings

Another important aspect when it comes to digitization is mobile bookings. Operators report that 2 in 5 online bookings are made on mobile devices. These smartphone shoppers are also more valuable to your business because of the following reasons:

They spend 50% more on tours and activities per trip.

They average 2.9 tours per trip.

They are twice as likely to leave online reviews.

4. Personalization

According to Think with Google, 57% of travelers believe that companies should personalize their buying experience and base it on their behaviors, personal preferences, and past choices. Personalization is also important when it comes to the actual tour or activity. By offering flexible experiences that can be tailored to a traveler's needs, you stand a chance of better satisfying your clients,

and that can lead to repeat visits. Your priority should, therefore, be on offering customer-oriented services.

All in all, staying on top of this tourism trend can be the distinction that will make your company stand out from competitors and gain back profitability faster.

5. Tech-Empowered Travel

We already talked about automation and mobile bookings as some of the future trends in the tourism sector. But existing and emerging technologies will continue to influence travel in many other ways. A recent Amadeus survey states that technology and innovation seem to be key in building traveler confidence and they will increase willingness to travel in the next 12 months. Technologies proved to be crucial in the post-pandemic world where international tourists need to present Digital COVID Certificates or fill out travel documentation. What is more, people need instant access to information and help when being abroad.

In addition to supporting people throughout their journey, technologies made innovative solutions possible. Virtual tours, experiences, and classes gained significant popularity during the lockdowns, and thanks to tech innovation, many businesses survived the crisis. The first step for technology-empowered travel experience is a website. However, to make sure your customers can easily find you in the search engines, it is important to care about your SEO metrics.

6. Sustainable Tourism

Following the COP 26 UN Climate Change Conference and the launch of The Glasgow Declaration on Climate Action, countries are urged to accelerate climate action in tourism. So encouraging sustainable tourism practices and environmental initiatives is of utmost importance for the resilience of the sector.

But it's important to note that sustainability is not only about the environment. It's also about making a positive impact on cultures, economies, and the people at the destinations that clients visit. In the post-COVID-19 era, sustainability will be a continuous trend in travel and tourism. If you play your part in upholding sustainability, you can earn the trust and loyalty of the generation of travelers who are spearheading this trend.

7. Active Ecotourism

Active Ecotourism is another trend that has emerged in response to the calls for more sustainable and thoughtful tourism. It encourages combining the passion for travel with direct involvement in conservation and supporting the local environment. According to a recent Amadeus survey on rebuilding travel, people consider cost-effective sustainable travel a priority.

37% of travelers surveyed think opportunities for travelers to be involved in the preservation of tourist destinations will help the industry to become more sustainable in the long term. According to Evolve's 2022 travel forecasts, 58% of people will be more interested in exploring the outdoors and practicing relevant activities including hiking, biking, and kayaking. Mountain/rural escapes and waterfront getaways are expected to be popular vacation experiences in 2022.

Covid-19 has drawn our attention to the negative impact of travel on the global environment and initiated a promise for 'coming back better'. So the tourism industry will continue this trend by promoting sustainable outdoor travel and ecotourism in the post-pandemic era.

8. Transformative Travel

This is a new tourism trend that's quickly gaining

popularity. Transformative travel is about not just traveling for leisure but also aiming to make a difference in both the lives of others and oneself. Volunteering trips are an example of the experiences that have gained popularity from this trend. Travelers vacation and also set aside time to volunteer at their travel destinations. When it comes to making a difference in their own lives, clients can opt to go for wellness holidays where they retreat and either join a yoga class, relax at a nature-filled destination, or attend some apprenticeship classes to learn a new skill. Because of this trend, there is also a notable change in the travelers' diet. Instead of indulging in unhealthy meals, those who've joined the organic food movement prefer places that offer highly nutritious and organic foods.

9. Experience Tourism

Experience tourism is on the rise. This trend is about having a once-in-a-lifetime experience or gaining an emotional connection with cultures and nature. As travelers get tired or bored of cookie-cutter vacations in touristy hot spots, they begin looking for an authentic experience in their travel destination. They can easily go for a brand that will allow them to mingle with the locals and experience the culture of the people. So, if you can offer these experiences, then you're well on your way to acquiring this increasing breed of clients. One of the most popular experiences is food sampling. Food tourism enables travelers to enjoy different local cuisines, maybe even learn how to cook some of the recipes, and interact with the people's traditions in the process.

Another way clients want to experience their destinations is by staying with local families rather than in hotels. This gives them a chance to interact even closer with the locals and see their way of life.

10. Wellness Travel

These are travelers looking for an enriching experience with the primary purpose of achieving, promoting, or maintaining the best health and sense of well-being and balance in life. But don't think wellness travel is limited to resorts and spas. Almost any business can take advantage of this trend.

Think of how you can market your business offers as a way to contribute to wellness tourism by developing and promoting communities and showing how both tourists and locals can benefit.

11. Longer Trips

With international travel returning to some degree, tourists are starting to dream about extended long-distance trips again. While countries are advocating for less air travel, this trend will allow people to travel less but better.

Longer trips will be increasing in demand as a result of the many work-from-home opportunities too. A study by Envoy finds that the hybrid work model gives employees more flexibility to get work done when they're most productive.

12. Staycation

Staycation is another trend that gained popularity during the pandemic. It represents a holiday spent in one's home country or home rather than abroad. Often involves day trips for exploring local attractions and activities. This type of vacation is ideal for people who are feeling the need of escaping out of their homes but want to avoid the ongoing Covid-19 regulations.

New research suggests that the trend will continue into 2022 despite the easing of international travel restrictions. This is because tourists want to support their local markets well as feel secure and safe in their holiday environment.

New Courtesy: www.pro.regiondo.com

IndiGo engages Kuwait travel agents in a Cricket Tournament in collaboration with Travelport

IndiGo, India’s leading carrier, organized its first-ever cricket tournament in Kuwait, in partnership with Travelport. The knockout tournament took place at the Boulevard Cricket Ground, Salmiya on February

Mustafa Bhai of Al Khaleej Travel, one of the travel agencies, won an IndiGo ticket in the raffle. Another event highlight was an exhibition game between Travelport + IndiGo players and Travel Agent

participation from a large number of travel agents from Kuwait. This tournament helped us in connecting with various travel agents in Kuwait as well as strengthening our relationships with them. The



03, 2023. Ten teams from various travel agencies in Kuwait participated in the event. The final match was won by Al Rashid Riders (Al Rashed Intl Travel) after 07 exhilarating encounters and the grand finale with Caesars Invaders (Caesars Travels). Mr. Moiz

Managers. Commenting on the occasion, Mr. Vinay Malhotra, Head of Global Sales, IndiGo said, “IndiGo, in collaboration with Travelport, successfully organised a captivating cricket tournament in Salmiya, witnessing encouraging

attendees provided us with positive feedback. We hope to be able to host more events like this for others in the industry.”

Performance Recognition Awards for 2022 - Caesars Travel Group

We are proud to receive these awards which is the result of the combined efforts of each one of our employees who have

moment and when your company is getting awarded, it is a cheerful moment too. Mr. P.N.J. Kumar, CEO Caesars Travel Group said “ Let me

and we have more such awards to bag with our humble approach to every sphere of our activities.”



helped the company to maintain the quality and moreover, the superb services extended to our clients. Achieving an award is surely a great

take this opportunity to congratulate all of you on behalf of the company on being a part of efforts made in this direction. This is just one milestone

SOTC OFFICE shifted to Al Jawhara Tower/13th Floor

SOTC management is delighted to announce that they have shifted their office to a new office location at Al Jawhara Tower, 13th Floor. The new telephone numbers will be announced soon as the documentations for the same are under process.

Our new location is easy to find, just opposite to Al Anjari Building and enough parking areas around the building. Thanks to wonderful clients like you we value your patronage and look forward to your visit at our new location.

Farewell to Senior Employee: Mr. Siju Plathottam

Farewell...It's not easy to say goodbye to highly dedicated employees of our company. Here we have a difficult time when we must say goodbye to one of our favorite employees Mr. Siju Plathottam. A thank-you note is not enough, but we believe it is just a farewell, not a goodbye.

Farewell was organized in Caesars Int’l Travel office with cake cutting function. Caesars Travel Group CEO, Mr. P.N.J. Kumar and Director - (Commercial & Marketing), Mr. Rajesh Regunathan and other senior staff attended the function to give warm farewell to their loyal employee who has a good track record of 15 years.

“There are lots of people who are pillars of Caesars, and they made Caesars Travel Group as it is now, one among them is Mr. Siju. I am proud to say that even if he joined Caesars as a junior staff 15 years back and recognized as a senior level staff before leaving this organization. He touched all departments and proved his caliber to built it in a good shape.” Mr. Kumar said.



Cruise Center Kuwait Wins Excellence Award from Royal Caribbean International

Cruise Center Kuwait has won the prestigious Excellence Award from Royal Caribbean International for the year 2022. The award was presented at the Arabian Travel Mart Event held on 02 May 2023 in the Dubai World Trade Center. The award was given by Mr. Mohammed Saeed, the Managing Director of Royal Caribbean, and Mr. Andrew Gomez, the Head of Sales of Royal Caribbean Arabia. Mr. Kishore Vasudevan Nair, Director of IATA Divisions Caesars, and Mr. Bijoy John, Key Account Manager of Cruise Center Kuwait, along with Mr. Hari Analkadillam, Sales & Operations Head of Caesars Holidays, received the award on behalf of Cruise Center Kuwait.

The Excellence Award is given to companies that have demonstrated exceptional performance and outstanding contribution to the growth of Royal Caribbean's business in the region. Cruise Center Kuwait was recognized for its commitment to delivering high-quality services, innovative solutions, and outstanding customer experience.

"We are honored to receive this prestigious award from Royal Caribbean International. This recognition is a testament to the hard work and dedication of our team in providing the best cruise services to our customers," said Mr. Bijoy John, the Key Account Manager of Cruise Center Kuwait.

Cruise Center Kuwait has been a leading provider of cruise services in the region for over a decade. The company offers a wide range of cruise services, including port services, shore excursions, and ground handling. With its state-of-the-art facilities and experienced team, Cruise Center Kuwait has established itself as a trusted partner for cruise lines operating in the region.

"We are proud to have Cruise Center Kuwait as our partner in the region. Their commitment to excellence and customer satisfaction is truly remarkable, and we are delighted to recognize their outstanding contribution to our business," said Mr. Mohammed Saeed, the Managing Director of Royal Caribbean.

The award is a testament to Cruise Center Kuwait's commitment to delivering the best cruise services to its customers. The company's focus on



quality, innovation, and customer experience has made it a leading player in the cruise industry in the region. The recognition of its efforts by Royal Caribbean International is a great source of pride for

Cruise Center Kuwait and a motivation for its team to continue delivering exceptional services.

Cruise Center Offer a wider and Designated Customer Seating Area



The saying is just as true when it comes to your business and the impression you leave with your customers. Specifically, your office space is one way you communicate strong messages to them, whether that's a warm and inviting one or one that says you really don't care about your customers all that much.

When you pay a little extra attention to what kind of message you are communicating when someone walks through your doors, you could see a drastic difference in the relationships you have with those customers and even a nice boost in your business.

Keeping in mind of the above vision, Cruise Center office has converted into a bigger spaced office with more ambience to a customer-friendly set-up. This is mainly to focus of delivering an effortless experience by providing the Cruise Lovers to interact with our crew.

Our knowledgeable and experienced staff are always on hand to answer any questions and guide you through the process of choosing your perfect cruise. Whether you're seeking a relaxing getaway or an adventure-packed journey, we have the cruise for you.

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. Shibu M Thomas, Manager - Leisure Division, who led a way to different developmental activities of our organization.

Just a brief walking through your academic credentials?

Graduated with a Bachelor of Science from Kerala University and later joined East West Airline in Mumbai being an ambition in joining Travel Trade.

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

Tourism Management is a great career path because it combines travel, hospitality, and tourism. It offers lucrative pay plus the chance to see the world. The tourism industry is always looking for new ways to attract people from around the globe to visit their cities and countries.

How was your first job experience in this travel domain?

I started my career in 1994 with East West Airline, Later moved abroad to Saudi Arabia in 1995 for almost 10 years with Saad Travel & Tourism, Dammam in the Holidays Department. I think that I did well in my previous course. I got on well with other people and really enjoyed working with them. At the same time, sometimes I had to put my work first and make sure that I completed what I needed to do. So, I would say that they would describe me as disciplined, but friendly and supportive.

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

My First Abroad Experience was in Saudi Arabia. Later on 14 Aug 2009, I joined Caesars Holidays division as a Travel Consultant. One of the best things about working abroad is that you get to learn more about other cultures. When you live in a foreign country, you'll be exposed to the local culture and way of life. This is an excellent opportunity to learn about new customs, traditions, and beliefs, excellent communication skills, and the ability to inspire and influence people.

How Caesars treated you and how was your experience?

With Caesars, Meeting the stated goals within deadlines motivates me because it provides me a sense of success and allows me to look back and say,



Shibu M Thomas and his family

Manager - Leisure Division - Caesars Travel Group

"I did that." I'm also motivated by tangible outcomes. Inspirational leaders are value-driven leading from a deep sense of purpose and responsibility to create positive change.

What are your likes and dislikes about our company?

I liked the way how management taught us how to maintain the quality of our work, and to be as professionals in the market. How the Management treated all staff as a family unit and tried to even solve their personal problems and emotions.

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

Caesars has played a vital role in my career growth starting as a Tours consultant to Manager Leisure Holiday's department. Caesars Management had set lots of challenges work wise, which I had overcome to the Managements satisfaction. Management had full trust in me hence moving ahead with all the challenges were a great moment for me. I shall continue to move ahead with all my abilities and experiences for the growth of the company.

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

We should optimize our existing market. Growing business doesn't always mean getting new customers, it can also mean selling more to your existing customers. Claim a niche market. Move into new markets. Seek referrals. Think about future goals for our company. Success is what motivates me to do a good job. Knowing the fact that my hard work and perseverance will help me achieve greater professional success is what keeps me going. I feel that aligning the company's vision and values with my own is one way to achieve that.

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

Yes of course our Ceo Mr PNJ Kumar, where he has always given me a platform to grow by putting heavy challenges in front of me and also provides the best to their employees which the other companies cannot provide them. And even our CEO would encourage us where we can give a better output. An ideal job is a job which gives self-satisfaction to the core as it is our dream job. Mr Rajesh R (Director – Commercial & Marketing), a person who presents a challenging opportunity to not only guide and direct employees but to build relationships of trust, create effective stress management strategies, and maximize performance through empowering leadership. Team-building and interpersonal skills run through every element of business management leadership.

HOW YOU CAN BE A PART OF “Xpressions”

By sending your submissions to “Xpressions” newsletter, including articles, photographs, aviation updates, personal information which can be released in our newsletter, etc. The next issue will be out in July 2023. Please send us your article or similar texts as soon as you can and it should reach us on or before 15th June, 2023. 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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