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Fantastic_

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Plan your Summer

A complete guide to the perfect vacation

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CRUISE HOLIDAY | BACKPACKING STORIES | FOOD TRAILS | TRAIN JOURNEYS | SUMMER COURSES

Yas Island's three city roadshow



Clive Dwyer, Director, Destination Management Yas Island

Yas Island recently conducted a 3-city Trade Workshop and Roadshow in Delhi, Mumbai and Bengaluru for the travel trade and media community. The workshops were attended by the travel trade and media community. It was well received and gave the prominent Indian travel agent community an insight into Yas Island's Cultural diversity, magnificent landscape and unique experiences that the island has to offer.

The workshop introduced and portrayed some of the majestically carved landscapes of Abu Dhabi and the heightened sense of exposure to some of the best man-made creations. Yas Island is a multi-spectrum destination, and home to many attractions such as Ferrari World Abu Dhabi – the world's only Ferrari inspired themed park, Yas Waterworld, Yas Marina Circuit, home of the F1 Etihad Airways Abu Dhabi Grand Prix since, as well as a marina, links golf course, private beach and mall. There are seven international luxurious hotel brands, along with the world's only hotel straddled to the F1 Track- Yas Viceroy Abu Dhabi.

Clive Dwyer, Director Destination Management, commented that India is a key market for Yas Island. He said, "The short flying time between India and Abu Dhabi and access to flights, are some of the contributing factors for the growing leisure segment which includes Free Independent Travelers (FIT), MICE groups, and travelers Visiting Friends and Relatives (VFR)."

A stand alone destination for getaways, romantic holidays and family fun – a visit to Yas Island will prove why it is the region's capital for leisure and entertainment and is located just a few minutes from Abu Dhabi International Airport and only and 50 minutes' drive from Dubai.

Preferred Hotel Group Rebrands to Preferred Hotels & Resorts

Company's move to a single brand, launches new consumer-focused strategy

Preferred Hotel Group, a global provider of sales, marketing and distribution services to independent luxury hotels, on 26th March, 2015 announced its move from a multi-branded business model to one master brand, Preferred Hotels & Resorts. Leveraging the strong heritage of the Preferred name, this corporate rebrand represents the company's commitment to a new consumer-focused approach that is designed to elevate core awareness of the brand, drive strategic growth of its portfolio, and improve market share for its member hotels by making it easier for travellers to identify the singular hospitality experience that meets their needs and life and style preferences for each occasion. The company is now represented by one brand website, www.PreferredHotels.com.

Effective now, all of the company's 650 member hotels and resorts are represented by the Preferred Hotels & Resorts brand. Understanding that travellers have different objectives for each individual trip, each property has been aligned with one of five new collections– Legend, LVX, Lifestyle, Connect, and Preferred Residences – which provide a more intuitive way for consumers to search, consider, and book their lodging based on the type of luxury experience they are seeking.



Lindsey Ueberroth and Saurabh Rai