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Drink Wardrobe secures the smoker's drink

EU, 16 april 2008: An extended number of countries are banning indoor smoking at public places. Unfortunately, worldwide party people and restaurant guests face the challenge of what to do with their drink when they are forced to go outdoors to enjoy their cigarettes. The new Drink Wardrobe now solves the problem of where to leave the drinks before leaving outdoor or to the restroom.

The product is as simple as it is practical. A nice shelf which is divided into numbered sections is placed on the wall close to the restaurant's door. Here the guests place their dinks before leaving out on the sidewalk. Since the shelf is divided into numbers it is now easy to remember which glass which belongs to you and is easily watched by venue staff working to safeguard your drink. Problem solved.

The Drink Wardrobe is equally useful in the restroom. Instead of fumbling with your

cocktail, in the restroom or leaving it behind, place it into the Drink Wardrobe until you are ready to return to the dance floor.

The man behind this simple, yet indispensable invention, Joachim Raade, has worked in the restaurant business for many years.

"Although I've worked for years in the bar and restaurant industry, it was only as a guest that I saw the need for the Drink Wardrobe. After joining a friend outside, I arrived back unable to locate my beer. I realized that this was a random operation. I knew then that there had to be a better way to secure my drink and have absolute certainty that I would return to that same drink - without accidentally taking another guest's drink. At that moment the Drink Wardrobe was born," says Raade.

The Drink Wardrobe is sold in a number of colors to fit any interior and is made of hardened Plexiglas® to protect against accidental damage.

Joachim Raade explains that the Drink Wardrobe has been introduced in Norway with great success. This country was one of the first to ban indoor smoking and dealing with frustrated guests has been a significant problem for both management and security. Now, doormen and restaurant owners are reporting a significant increase in satisfied guests and of course reduced frustration from the guests as they return indoors.

"The shelf is now to be launched worldwide and I expect it will be a welcome addition to the restaurants and pubs in many countries," concludes Raade.

To learn more about Drink Wardrobe, view pictures and pricing details, please visit <http://drinkwardrobe.com/>

Contact information:
Joachim Raade
Manager
Concept Oslo
Phone: +47 90 56 45 48
E-mail: joachimraade@gmail.com

Capital Gate construction proceeding on schedule

850 trucks deliver 6,000 cubic metres of concrete over a 30-hour period

Abu Dhabi National Exhibitions Company (ADNEC) has announced that construction of Capital Gate, Abu Dhabi's gravity-defying feature tower, is proceeding on schedule. The latest stage of the construction is the pouring of over 6,000 cubic metres of concrete to create the base of the 160m, 35-storey iconic tower.

850 trucks are arriving on the site adjacent to the Abu Dhabi National Exhibition Centre over a 30-hour period and the concrete will be pushed through five huge pumps which will work simultaneously and non-stop throughout the entire period.

The concrete will be pumped onto an incredibly dense mesh of reinforced steel which has been designed to be especially strong due to the unique posture of Capital Gate. The mesh sits above a complex distribution of 490 piles which have been drilled 30 metres underground to accommodate the gravitational, wind and seismic pressures on the building caused by the distinctive lean of the building

Simon Horgan, CEO of Abu Dhabi National Exhibitions Company, the Master Developer of Capital Gate, said: "This is a landmark occasion in the construction of Capital Gate.

The unique nature of this building has meant that the teams responsible for delivering Capital Gate have experienced some immense challenges, which they have overcome through vision, ingenuity and cooperation.



There is nothing standard about this tower. Each room is different, each pane of glazing is different and every angle is different. It was designed to provide no symmetry to inspire both visitors and observers, yet the delivery team, comprised of ADNEC, Al Habtoor Construction, MACE and RMJM, is consistently hitting target dates for delivery."



Capital Gate is scheduled for completion in autumn 2009. When complete it will house the executive 5 star hotel "Hyatt at Capital Centre", Abu Dhabi's first Hyatt hotel. Additionally, it will provide the most exclusive office space in the UAE capital city.

Capital Gate forms a key part of the Capital Centre development, the AED 8 billion business and residential micro city being constructed around the Abu Dhabi National Exhibition Centre.

WORLD TRAVEL AWARDS COMES TO AFRICA



Africa's leading travel and tourism companies are recognised at the most significant senior management event of the year for the region.

World Travel Awards Africa Ceremony on 12 May takes place for the first time alongside Indaba – Africa's largest travel trade show - and in partnership with the International Convention Centre (ICC), Durban.

There are 75 categories and more than 500 nominations across every sector.

The winners will spotlight the very best overall African travel companies, operators, hotels, resorts and destinations as well as honour the leading products in Botswana, Cameroon, Cape Verde, Egypt, Gabon, Gambia, Ghana, Kenya, Morocco, Mozambique, Namibia, Nigeria, South Africa, Swaziland, Tanzania, Togo, Tunisia, Zambia and Zimbabwe.

"This is an opportunity for Africa to demon-

strate supreme excellence at the highest level", said Manon Han, Executive Vice President of World Travel Awards.

"The standard of nominations is extremely high this year, despite many challenges.

World Travel Awards Africa Ceremony is proof that the industry is striving for improvement but crucially in every aspect of the customer experience.

"These awards are the most prestigious and highly coveted in the hospitality, leisure, travel and tourism industry in Africa", she added. "They are awarded to businesses that have demonstrated their willingness to pursue best practice in every aspect of their operation, increasing their efficiency as well as their profits.

The World Travel Awards Africa Ceremony has been welcome by Mr Jabu Mabuza, Chairman of South African Tourism.

"Judging by the kind of nominations that we have received this year for consideration and the voting process, the awards show just how enterprising business practice has become in Africa and how, often against all odds, they are achieving outstanding success."

He said: "This is a fantastic opportunity for us.

"We are looking forward to welcoming the World Travel Awards and I cannot wait to participate. This is a great recognition for our efforts in tourism."

The Africa event is part of a World Travel Awards Grand Tour with regional awards staged throughout the world, ending with a Winners Dinner in London on 9 November and a Grand Final at Turks & Caicos in the Caribbean on 12 December 2008.

ADNEC continues world promotional tour at ATM 2008

Exhibition Centre and Capital Centre on display at Abu Dhabi Tourism Authority stand

Abu Dhabi National Exhibitions Company (ADNEC) has announced that it will be exhibiting at the Arabian Travel Market (ATM) 2008, which opens next week (Tuesday, May 06, 2008) in Dubai. The exhibition, part of ADNEC's extensive world promotional tour, will highlight the company's world-class facilities and promote Abu Dhabi as a premier tourism and exhibition destination.

Located at the Abu Dhabi Tourism Authority's corporate stand #430, ADNEC will be exhibiting a large, fully-updated scale model of Capital Centre; the AED 8 billion business and residential micro-city that will become the world's first fully networked exhibition and lifestyle destination.



Simon Horgan, CEO of ADNEC, commented: "As part of international marketing strategy, we have been promoting ADNEC and Capital Centre to key markets in Europe, Asia and Australia. It is great to bring our successful exhibit back to the UAE and show people in the country the amazing success story that is occurring in the capital city."

According to the Country Brand Index released recently by FutureBrand, the UAE is the fifth preferred country in the world in which to hold a conference; with Abu Dhabi cited as a major contributing factor to this success.

One completion of Phase 2, the AED 580 million Exhibition Centre will become the Middle East's largest purpose-built exhibition centre with interconnected floor space exceeding 55,000 square metres. The venue is at the core of the Capital Centre development, one of the largest developments on the main island of Abu Dhabi. Capital Centre is a mixed use development of hotel, residential and commercial accommodation.

The four-day ATM is organised by Reed Exhibitions, one of ADNEC's 'Foundation Partners', and is considered one of the industry's leading travel and tourism exhibition dedicated to unlocking the business potential within the Arab World.



UAE National Transport Authority signs MOU with Dubai Maritime City Authority to establish ship & yacht licensing bureaus



Rakeen to launch Bab Al Bahr's sophisticated shopping and office elements during Arabian Travel Market 2008

Developer to promote Ras Al Khaimah's AED 1.2 billion mixed-use resort on Al Marjan Island



'Voluntourism,' Accountability, Brand Life Identified as Emerging Trends for Traveler Itineraries

2007 Country Brand Index Presented at the Arabian Travel Market Reveals Insight into the Minds of Travelers

Simplicity, eco-friendly and with a hint of designer infusion are just some of the relevant touch points discussed at this year's 2008 Arabian Travel Market in Dubai the industry's leading travel and tourism exhibition within the Middle East and Pan Arab region that are top of mind with today's travelers when planning their next escape. These, along with other traveler preferences such as virtual tourism, adults only resorts, and the attraction to destinations with unique political or religious environments encapsulate the emerging travel trends identified in the 2007 Country Brand Index (CBI), a comprehensive study of more than 2,600 international travelers conducted by Future Brand, a leading global brand consultancy, in conjunction with public relations firm Weber Shandwick's Global Travel & Lifestyle Practice

CBI, now in its third year, examines how countries are branded and ranked according to key criteria and includes rankings and trends as well as travel motivations, challenges and opportunities within the worlds of travel, tourism and country branding (visit <http://www.countrybrandindex.com> for complete results).

"An overarching travel trend this year is the idea of paradox and distinction," said Rina Plapler, senior executive director, Future Brand. "Now you can work with volunteer organizations such as Conscious Journeys on vacation in Tibet, participate in a carbon-offset program offered by companies such as Leading Hotels of the World, as well as 'live' your favorite brand 24/7 by staying at designer hotels such as the Bvlgari Hotel in Milan or the upcoming Armani Hotel in Dubai. Travelers are continuing to look for new offerings, new attractions and new ways to enjoy more of everything. The UAE is ahead of the curve with this trend, as both Abu Dhabi and Dubai are already planning a breadth of tourist offerings across culture, sports, entertainment and shopping."

Emerging trends in travel and tourism identified in this year's Country Brand Index include

Easier, Faster, Better

On the ground and in the air, companies are responding to travelers' desires for simplification and ease. With airports, companies such as Fly Clear allow travelers to pay registration and annual membership fees in return for expedited service through security lines. Some hospitality brands are also creating their own airport lounges as well as providing "flying kits" for customers to make the trip home more pleasant.

Voluntourism in Demand

As a response to disaster aid, growing global village consciousness and a need to contribute to society in ways big and small, more travelers are planning their trips around humanitarian purposes. From building homes and teaching English to working at refugee camps and participating in animal conservation research, the menu of volunteer vacation options is growing.

Attraction of Other

There is a growing interest in exploring cultures with unique political or religious environments. Cuba, North Korea, Iran and Pakistan all represent countries in transition. Rich histories meet political flux. Despite safety concerns, many seek to recreate and revisit famed cities of the past and at the same time witness modern defining moments of history.

Accountability Grows in Importance

Travelers are becoming more environmentally responsible and asking airlines and hotels to rally around the cause. The result is that consumers and pioneering travel brands are partnering to minimize their impact on the environment. Silverjet, with a mandatory carbon dioxide offset fee, became the first carbon neutral airline. Car rental companies such as Hertz, Budget and Avis are adding more fuel-efficient cars to their fleets, while leading luxury hospitality providers are offering carbon offset programs. Non-profits and online vendors are inviting travelers to calculate their CO₂ footprints and purchase offsets or donate to the websites' tree planting projects.

24/7 Brand Life

Now brands outside the hospitality sector are extending into the destination business and creating offerings that allow people to live that brand 24/7. Fashion labels such as

Armani and Versace first infused hotels with their signature aesthetics from Dubai to Australia. Today, luxury car companies are following suit. For example, Ferrari has teamed up with Aldar Properties to launch an entertainment development in Abu Dhabi in 2008. With a racetrack, rides and simulators, the destination invites visitors of all ages to explore Ferrari and the company's history. The complex will also feature hotels, retail, residential and hospitality components that extend the brand in multiple ways and take inspiration from Ferrari car designs

Virtual Tourism

Every day, millions of people already travel to fantastical destinations via dozens of virtual reality worlds such as World of Warcraft, Matrix Online or Second Life. You can find a room at the virtual aloft hotel, a Second Life model of Starwood Hotels' new brand to be launched in the real world in 2008. With all this adventure at your fingertips, it's easy to get lost, a problem that has spawned a whole new industry of travel agencies, tour guides and digital guidebooks to cater to the confused virtual tourist. STA Travel has launched a presence on Second Life, offering up what it calls a "Home for the Virtual Traveler," with guidance to the must-see places and adventures in this online world. Virtual tourism offers a new alternate vacation, whether it be lying on a beach, enjoying a ski trip or climbing archaeological ruins. Or all three in the same hour.

FutureBrand has developed a three-tiered evaluation system for ranking country brands. This Index incorporates global quantitative research, expert opinions, and references relevant statistics that link brand equity to assets, growth and expansion. The result is a unique evaluation system that provides the basis of our rankings. More than 2,600 respondents from seven countries participated in a travel survey. Participants were screened to include only frequent international travelers (travel internationally more than once a year) between the ages of 21 and 65, with a balanced split between men and women. Business and leisure travelers were both included. More than 50 international travel industry experts spanning writers, editors, analysts and hospitality professionals participated. Experts were recruited from multiple regions to ensure a diverse and representative sample of opinions.

OQYANA World First unveils USD 5 billion final master plan at Arabian Travel Market 2008

New features in final design include state-of-the-art ferry terminal, Yacht Club & Dive Centre, and outdoor performing arts venue

OQYANA World First, the first fully master-planned elite island community of the prestigious 'The World' development of Dubai, has today (Tuesday, May 06, 2008) unveiled the final master plan of its USD 5 billion groundbreaking project, during the opening day of the Arabian Travel Market (ATM) 2008.



Moreover, the design remains true to its vision of being a car-free community, optimising the health benefits of the marine-themed paradise. Some of the features of the original master plan have likewise been preserved in the final version, including the unique double water frontage, with a private beach on one side and private mooring facilities on the other, for its wide selection of elegant homes.

OQYANA World First is the first and largest of all developers on The World with 22 islands that form the shape of the Australian and New Zealand islands. It offers a variety of opulent accommodation choices that suit

A large-scale model of OQYANA World First, which covers the continent of Australasia, will be showcased at ATM 2008; emphasising the new lifestyle and engineering features of the final master plan. Among the latest additions include a Yacht Club & Dive Centre, a Reef Lagoon, an Outdoor Performing Art Centre, a Waterfront Promenade with central canal for outside dining venues and boutique shopping, a state-of-the-art ferry terminal, and an iconic hotel with a private beach.

"The OQYANA design has been perfected to cater to the demands of the world's elite, making it truly one of the most impressive lifestyle destinations in the world. Aside from offering the most fashionable and sophisticated leisure, recreational and home amenities, the master plan also ensures a stable and healthy living environment by adopting

innovative solutions that maintain the superior quality of seawater and other environmental elements of the development," said Dr. Wadad AlSuwayeh CEO of OQYANA World First.

"In this regard, our designers have also revised the layout of the master plan to ensure the best island shape and orientation for water flow, in addition to improving water transportation routes and privacy for residents," Dr. AlSuwayeh added.



different preferences, such as stylish water homes, villas, canal homes, hotels and serviced apartments all designed to ensure maximum exclusivity and privacy for residents and visitors. Construction on The World's first luxury island community is set to start in summer 2008, while completion date is slated for 2011.

Dubai hotel visitors to cross ten million by 2010

دائرة السياحة والتسويق التجاري
Department of Tourism and Commerce Marketing



DTCM projections show Dubai will have 64,179 hotel rooms, up from 51,168 in 2007



Worldwide demand for in-building wireless and strategic partnerships propel MobileAccess' growth

Enterprise wireless solutions provider expands international business; Mobile WiMAX offering exemplifies product innovation