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“PATA Loves ASEAN” Campaign Announced

PATA's five-year tourism forecasts also previewed by ASEAN Ministers and NTOs

January 20, 2014, Bangkok, - The Pacific Asia Travel Association (PATA) has announced a new campaign with the Association of Southeast Asian Nations (ASEAN) entitled, “PATA Loves ASEAN.” The main pillar of the initiative is a US\$300,000 advertising campaign on the Travel Channel to promote responsible ASEAN tourism experiences. As part of the campaign, PATA gave a presentation at the ASEAN Tourism Ministers' meeting at the ASEAN Tourism Forum (ATF) in Kuching, Malaysia on 19 January and at the ATF National Tourism Office (NTO) meeting on 17 January.

In the presentations, PATA updated Ministers and NTOs on the TV campaign, which is expected to run in June. Five responsible tourism categories will be highlighted by the adverts: nature tourism culture and heritage tourism, community-based tourism, cruise and river tourism, and travel for health and wellness. Some US\$300,000-worth of Travel Channel TV air time, comprising 210 60-second clips, featuring all 10 ASEAN

member states, will be facilitated by PATA for ASEAN members. “The TV campaign on the Travel Channel will exclusively showcase responsible and sustainable products by ASEAN,” said PATA CEO Martin Craigs. “ASEAN has emerged as a global leader of sophisticated niche tourism products that have a caring and community touch. The PATA Loves ASEAN campaign will promote those products, which are also part of ASEAN's strategic tourism plan for 2012-2015,” he said. In the TV roll-out, the PATA's Love ASEAN logo and the ASEAN consumer tourism slogan “Southeast Asia: Feel the Warmth” will both feature. The adverts will be seen across Europe, the Middle East and Africa. “The 10 members of ASEAN will help unleash the full potential of what is already one of the world's most dynamic regions,” said Ivy Chee, PATA Regional Director East Asia. “The PATA Loves ASEAN campaign will illustrate the benefits to host and guest by embracing responsible tourism as part of Southeast

Asia's connected visitor economy,” she said. In the presentation sessions on 19 January to Ministers and NTOs at ATF, PATA previewed its new five-year tourism arrivals forecasts. The forecasts were based on a sophisticated statistical model developed by PATA with the Hong Kong Polytechnic University School of Hotel and Tourism Management, Asia's most advanced fully integrated tourism training centre. ASEAN Tourism Ministers have already commented favourably. “I'm impressed and intrigued to work with PATA leading up to our hosting of ATF in 2015,” said H.E. Mr. U Htay Aung, Union Minister of Hotels and Tourism Myanmar said. “I cannot invent the future but with PATA's forecasting model, we can be better prepared.” H.E. Mr. Ramon Jr. Jimenez, Secretary of Tourism, Philippines stated. The host of the ASEAN Ministerial Meeting, H.E. Dato' Seri Mohamed Nazri Abdul Aziz, Minister of Tourism and Culture, Malaysia said in the open forum that he appreciated PATA and Travel Channel's initiative.



DAHER-SOCATA delivers 40 TBM 850s in 2013

Tarbes, France, January 21, 2014
DAHER-SOCATA today announced that 40 new TBM 850s were delivered in 2013, providing a five percent increase from 2012 and representing a 20 percent market share for aircraft in its category up from 18 percent in 2012.

This marks the fourth best year for the company's TBM aircraft family since 1990, and it highlights the continued value of a very fast turboprop aircraft in the demanding light turbine business jet market.

The 2013 deliveries bring total TBM-series aircraft received by customers to 662 units, of which 338 are the TBM 850 version the latest member of DAHER-SOCATA's very fast turboprop aircraft product line.

Stéphane Mayer, President and CEO of DAHER-SOCATA the aerospace and defense activity of the DAHER Group noted the TBM 850's continued importance for the company's overall operations.

"Aircraft manufacturing activity, with its successful TBM family, is a highly strategic business for DAHER-SOCATA and for DAHER," he explained. "It demonstrates our capacity to handle the full range of responsibilities of a complex aircraft program. This is unique in the market, and highly appreciated by our customers in the field of aerostructures and services."

Mayer said he recognizes and shares the passion and dedication of the international TBM owners and operators community, as demonstrated by the strong growth in attendance at last year's TBM Owners

and Pilots Association (TBMOPA) convention.

Nicolas Chabbert, Senior Vice-President of the DAHER-SOCATA Airplane Business Unit, noted the TBM's continuous sales success demonstrates the very fast turboprop's efficiency and performance in meeting customers' demands, today and in the future.

"The increased flexibility offered by the TBM 850 Elite version, introduced in 2012, along with the development of our international network and a constant commitment of DAHER-SOCATA and its partners to customer satisfaction also were strong contributors to the 2013 success."

Chabbert added that last year's European regulatory change allows commercial operators to fly passengers in instrument meteorological conditions with single-engine aircraft, opening new perspectives for the TBM family and acknowledging the safety of turboprops.

While the majority of TBM 850s purchased in 2013 were sold on the U.S. Market (72 percent), strong levels of activity also were logged in other regions. Europe accounted for 10 percent of the deliveries, with France taking the lead in this region for the first time since the TBM 700's introduction.

Latin America represented 7.5 percent of TBM 850 deliveries, with these aircraft handed over in Brazil, Chile and Mexico. In addition to a TBM 850 provided for Australia, the aircraft's global scope expanded in 2013 as Saudi Arabia became the first Middle East country to welcome a TBM.



Al Ain city strengthens its position on regional tourism map

**Highest-ever footfall in
with more than
932,000 visitors:**

**Bawadi Mall recorded 9.5
million visitors in 2013, a
6.3% increase over 2012**

Al Ain, UAE, 23 January 2014: Bawadi Mall, the largest in Al Ain city, attracted 9,442,399 visitors in 2013, recording an increase of 6.3% over 2012 figure of 8,885,230 visitors. The highest footfall of 932,762 visitors was registered in August, followed by 882,500 visitors in December. Khalid Shraim, Senior Marketing Manager, Bawadi Mall, said: "A strong line-up of entertainment activities contributed to this remarkable increase in number of visitors during 2013. Moreover, the ideal shopping environment provided by the mall and the numerous promotions offered at all retail outlets including fashion, hospitality and entertainment boosted the figures further. The growing numbers are a reflection of the boom in the tourism industry in Al Ain city whose footprint on the region's tourism map is getting bigger."

"Bawadi Mall achieved enormous success in Al Ain city being the largest mall and driven by the activities organized during 2013, which included a 71-day shopping campaign as well as theme-based decorations showcasing the Pharaonic and Andalusian cultures, entertainment shows, fashion shows, magic shows, classic cars shows and martial arts, to name a few," added Shraim.

In addition, Bawadi Mall hosted several educational, health, social, and art shows organised by government and private entities in Al Ain city. These events, held largely during peak periods such as Eid and summer vacations, were enthusiastically welcomed by visitors and tourists alike, and were part of the efforts of the mall management to provide a multi-cultural shopping experience.

Bawadi Mall has 400 food & beverage, fashion, entertainment outlets, and it is one of the leading destinations for UAE residents and tourists.

380 billion photos taken per year globally:

Instagramers Gallery



UAE posts largest number of photos in Instagramers Gallery among Arab countries, as 78% own smartphones against global average of 42%
34 % of UAE smartphone users access social networking sites using smartphones

Dubai, UAE, 20 January 2014: Since the birth of the first photograph in 1826, more than 3.5 trillion photos were created in the world. Images are currently being taken at the rate of 380 billion per year. At this rate, it will take the world 9.2 years to double the amount of the photos to more than 7 trillion. This was highlighted by Phil Gonzalez, Co-founder of Instagramers Gallery, the world's largest online photo gallery, on which the UAE figures as No. 1 among Arab countries using the leading photo platform. Other Arab countries on the list in descending order are Saudi Arabia (second rank), Kuwait (third rank), Lebanon (fourth rank), Morocco (fifth rank) and Egypt (sixth rank). Other Arab countries active on the platform as well are Qatar, Bahrain, Syria, Yemen, Algeria, Tunisia, Oman, Iraq, Libya and Sudan. He added: "Analogue photos are less than 4 Billion among the 380 Billion photos taken around the world in 2011. At the start of the 21st century, analogue photos were 86 billion, declining to 4 billion and likely to reduce further in coming years."

Instagramers Gallery, regarded a revolution in social media networks, expects further demand from the UAE as smartphone ownership has outstripped the global average by 30 per cent, according to a recent survey by research consultancy TNS Global. Jorge Martínez, Co-founder of Instagramers Gallery added: "According to the study, around 78 per cent of UAE

population owns a smartphone, compared to the global average of 42 per cent. Also, nearly 40 per cent of UAE consumers either own or are looking to own a tablet. Furthermore, 34 per cent use their smartphones to access social networking sites. All this will fuel social media photography further in the UAE."

Instagramers Gallery is a virtual photo gallery, based on a massive photography platform, which enables users to share their photographs with the world via www.instagramersgallery.com.

Sparked in Miami, US, and launched worldwide including the Arab world, The Instagramers Gallery is a leading online platform that promotes photography in the Instagram format.

Martínez said: "Instagramers Gallery is a great tool for people to showcase their world. Most of the photos being posted on the photo platform from the UAE are mostly of the categories of People, Travels, Art, Beauty, Family, Landscape and Love. A series of prizes are offered for those who participate in the Instagramers Gallery. The 'Photo-Day Prize' is picked daily by participants. The total value of prizes offered by Instagramers Gallery will reach \$100,000, making the 'Instagramers Photo Prize' the largest photography prize ever awarded via social media.

For more information on Instagramers Gallery and the Instagramers Gallery Photo-Prize, please visit: www.instagramersgallery.com.





Under patronage of Sheikh Mohammed bin Rashid:

UAE Ministry of Economy gears up for 4th Annual Investment Meeting (AIM) at Dubai International Convention & Exhibition Centre from April 8 to 10
Al Mansoori: "Dubai winning Expo 2020 bid whets appetite of foreign investors to invest in UAE services sectors"



2nd outlet of Spanish brand 'SOMBRA' opened at Al Ghurair Centre
The event timed to coincide with the 19th Dubai Shopping Festival

Prestigious UK Military College Opens its Doors to UAE Students
International Sixth Form students now being accepted through the Welbeck Private Scheme for Students

FICCI Business Delegation Philippines
 Business Seminar & B2 B Meetings *March 4-6, 2014, Manila*

