

## Increased Airfare and Hotel Rates Across the Globe Expected According to the American Express Business Travel 2011 Forecast

American Express Business Travel today announced pricing projections from its annual Global Business Travel Forecast, indicating increases are expected up to ten percent for airfare and hotel rates in key markets around the world.

Flat to slightly down prices are expected in car rental rates on average in North America and Europe, but up in Asia Pacific.

“Throughout 2010, companies have lifted travel restrictions brought on by red bottom line fears and this is expected to continue into 2011 as firms look more toward growing the top line. Yet pricing power will swing back to air and hotel suppliers for the first time in two years in 2011 as more competition for limited seats on planes and increased occupancy levels at hotels are expected,” stated Christa Degnan Manning, director of eXpert insights and research, American Express Business Travel.

“As a result, companies should re-examine program strategies and policies undertaken in the past few years and look to manage budgets and cost-control tactics competitively to protect them from the significant rate increases expected.”

### Global Pricing Trends

Based on continued economic growth, increased demand, and constrained capacity, airfare and hotel rates are expected to grow up to high single digits in 2011, effectively bringing prices back to pre-recession levels. Asia is expected to lead pricing increases with established Western economies seeing less pricing expansion.

### Meetings Projections

Companies will likely increase spending and frequency of meetings, however they will likely spend less per meeting on average as meeting size decreases and sourcing efficiencies increase. Aligning with this prediction, more meetings are expected to be held on local or regional

levels, and will continue to have fewer amenities, with audio/visual services being the only exception. gies are expected to continue to go up. As planners incorporate virtual alternatives and supplements to face-to-face experiences, investments in these technologies are expected to continue to go up.

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**AROLITHOS**  
traditional cretan village

**AROLITHOS is the unique traditional private Cretan village. It lies just 11 kilometers away from Heraklion, along the old national road connecting Heraklion with Rethymnon. Built on the slope of a mountain, in the wild Cretan landscape, the village is a feast for the eyes, evoking memories from the past of older generations as for their way of living while revealing the simplicity and beauty of old times to younger generations.**

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8-11 Nov 2010 ExCeL London  
The Premier Global Event for the Travel Industry

Staged annually in London, World Travel Market - the premier global event for the travel industry - is a vibrant must attend four-day business-to-business event presenting a diverse range of destinations and industry sectors to UK and International travel professionals. It is a unique opportunity for the whole global travel trade to meet, network, negotiate and conduct business under one roof. By attending World Travel Market, participants efficiently, effectively and productively gain immediate competitive advantage for their business and stay abreast with the latest developments in the travel industry.

### Why attend WTM

- Keep up-to-date and find out what's new in the travel and tourism industry
- Acquire market intelligence and industry forecasts
- See all industry players under one roof
- Help you gain competitive advantage
- Conduct business with new and existing suppliers (On average visitors conduct business with 11 existing contacts and 10 new contacts)
- Meet with over 5,000 exhibitors from a diverse range of destinations and industry sectors
- Find inspiration away from the workplace
- Opportunity to network with exhibitors and visitors alike
- On average in 2009 visitors placed £37,000 orders onsite and £138,000 orders after the event
- Over 70% of visitors agree that WTM has the right exhibitors and is in tune with what is going on in the market at the moment



26η Διεθνής Έκθεση Τουρισμού

Philoxenia is the top meeting place for entrepreneurs in the tourism sector across the broader region of Southeastern Mediterranean, offering a forum where international experiences are exchanged in a creative manner.

Its 25 years of successful history in the field of tourism exhibitions, with HELEXPO guaranteeing its consistent progress in the future, Philoxenia 2010 will again provide an event that where participants can expand their business and find ways to support their enterprises during this difficult year for tourism.

**Venue:** Thessaloniki International Exhibition Center Pav, 8,9,10,13,14,15

**Duration:** 18-21 November 2010

**Entrance:** Free entrance for trade visitors. Pre-registration necessary

**Exhibits-Exhibitors:** State Participations. Regions, Municipalities, Prefectures, Hotels, Tour Operators, Airlines, Shipping Companies, Specialized Press.

### Opening Hours:

Thursday & Friday: 11:00-20:00 for trade visitors only  
Saturday & Sunday: 11:00-20:00 for trade visitors & public

2010 - 2011

<b>September 2010</b>			
21/09 – 24/09	IFTM	Paris	France
23/09 – 25/09	TT Warsaw	Warsaw	Poland
<b>October 2010</b>			
21/10 - 24/10	Romanian Tourism Fair	Bucharest	Romania
29/10 – 01/11	Swiss International Holiday Exhibition	Lugano	Switzerland
<b>November 2010</b>			
08/11 – 11/11	World Travel Market	London	UK
18/11 – 21/11	Philoxenia	Thessaloniki	Greece
<b>January 2011</b>			
11/01 – 16/01	Vakantiebeurs	Utrecht	The Netherlands
13/01 – 16/01	Ferien Messe	Vienna	Austria
13/01 – 17/01	BTL	Lisbon	Portugal
19/01 – 23/01	FITUR	Madrid	Spain
20/01 – 23/01	Matka	Helsinki	Finland
20/01 – 23/01	ITF Slovakia Tour	Bratislava	Slovakia
27/01 - 29/01	SATTE	New Delhi	India
28/01 - 30/01	Ferie i Bella	Copenhagen	Denmark
<b>February 2011</b>			
03/02 – 07/02	Vakantiesalon	Brussels	Belgium
10/02 – 13/02	Holiday World	Prague	Czech Republic
10/02 – 13/02	EMITT	Istanbul	Turkey
17/02 – 20/02	BIT	Milan	Italy
24/02 – 27/02	Sajam Turizma	Belgrade	Serbia
<b>March 2011</b>			
03/03 – 06/03	Utazas - Travel	Budapest	Hungary
09/03 – 13/03	ITB	Berlin	Germany
16/03 – 17/03	Best of Britain & Ireland	Birmingham	UK
16/03 - 19/03	MITT	Moscow	Russia
23/03 - 25/03	UITT	Kiev	Ukraine
<b>April 2011</b>			
13/04 – 16/04	Crotour	Zagreb	Croatia
dates to be confirmed			
14/04 - 17/04	Salo Internacional del Turisme	Barcelona	Spain
15/04 - 17/04	World Holiday & Travel Fair	Johannesburg	South Africa
20/04 - 22/04	KITF	Almaty	Kazakhstan
<b>May 2011</b>			
03/05 – 06/05	ATM	Dubai	UAE
24/05 – 26/05	IMEX	Frankfurt	Germany
<b>June 2011</b>			
09/06 - 12/06	ITE HK	Hong kong	China

## Pakistan 'Land of the Pure'

The Indus Valley Civilization - The Pakistan territory was until 1947 Indian territory and is the house to the ancient Indus Valley Civilization which can be dated back as long as 3000 BC.

The Marakan Coastline is where in 325 BC saw the great warrior Alexander the Great march during the Greek war. It also saw another great leader, General Muhammad Bin Qasim lead his army on the Sindh expedition.

The Silk Road is a road that winds through the Himalayan range, crosses the Indus River and passes through the Hunza and Gilgit valleys.

Karachi, the former capital of Pakistan, is situated on the Arabian sea and has one of the most beautiful beaches in Asia, the Clifton beach. As it was the capital Karachi has also become a great economic center in the country. It is a great place for shopping as well as for sampling the excellent Pakistani food.

Islamabad, the capital of Pakistan, has been highly beautified to match its importance. The gardens, the wide roads, the beautiful modern architectural designs - everything makes this city a pleasure to behold.

Lahore is a city where you can see a perfect blend of the past and present - there are buildings that date from the time of the Mughals, the British and the present day.

The Medotels UK is proud to have 6 affiliated hotel partners in Pakistan:

### Elite Hotels

- The Pearl Continental Hotel
- Zaver Pearl Continental Hotel
- The Pearl Continental Hotel
- The Pearl Continental Hotel
- The Pearl Continental Hotel
- The Pearl Continental Hotel



## Pearl Continental Hotel Lahore

Welcome to one of the most innovative hotels of Pakistan, where art and originality elegantly combine to offer you some rare spectacles. Located in a busy district, the sparkling facade and chic environment will fill you with wonder.

Imagine an experience created to meet your every desire, where you are much more than a name on register where service is not just a word it is a way of being.

Decorated in a regal style with warm earth tones, the accommodation of the Pearl Continental Hotel Lahore echoes the comfort and luxury, allowing guests to submerge themselves into a truly world class experience.

All guest rooms are decorated with sumptuous antiques and artwork and have luxurious marble bathrooms.

**BOOK NOW**

## Hotel One Faisal Town

### Accommodation

The Hotel One enjoys an excellent location in Faisal Town, just a step away from the shopping, dining and entertainment area, near the Model Town Shopping mall and is easily accessible.

### Facilities and Services

Banquet facility, Business Services, Car Rental Desk, Child Care, Currency Exchange, Fax Service, Fire Safety, Free Parking, Front Desk Hours - 24, Guest Laundry Facility, Handicap Facilities, Handicap Parking, Housekeeping Daily, Laundry/Valet, Lounge, Multilingual Staff - English, Urdu, Phone Service, Photo Copy Service, Porters, Room Service, Secretarial Service, Secured Parking, Valet Parking, Wedding Services, Wheelchair Access Elevator, Wheelchair Accessible, 2 Meeting Rooms, Largest Room Capacity - 60 persons, Smallest Room Capacity - 12 persons, Health Club

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## Hotel One Faisalabad

### Accommodation

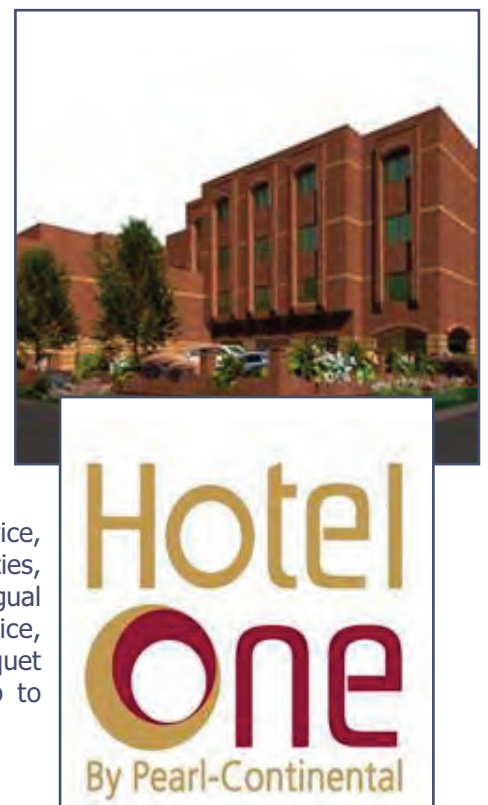
Hotel One Faisalabad is located in an easily accessible vicinity very close to the city hub, Hotel One Faisalabad's location is an ideal business or leisure travellers destination of choice. Hotel One encapsulates the true essence of the word comfort, at a highly affordable price. The functional interiors with a variety of services for the business traveler, Hotel One is a hallmark in itself.

Hotel One Faisalabad is situated between main roads of Faisalabad which are Satiana Rd and Jarawala Road in the People Colony 1D.

### Facilities and Services

Barber Shop/Hairdresser, Beauty Shop/Salon, Car Rental Desk, Doctor On Call, Fax Service, Fire Safety, Free Parking, Front Desk Hours - 24, Guest Laundry Facility, Handicap Facilities, Hotel Safe Deposit, Housekeeping Daily, Internet Access, Laundry/Valet, Lounge, Multilingual Staff - English, Urdu, Punjabi, Pashto, News Stand, Phone Service, Photo Copy Service, Room Service, Wheelchair Accessible, 1 Conference Room for up to 100 persons, Banquet Hall for up to 350 persons, Cineplex for up to 120 persons, Board Room for up to 12 persons

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## Hotel One Hussain Chowk

### Accommodation

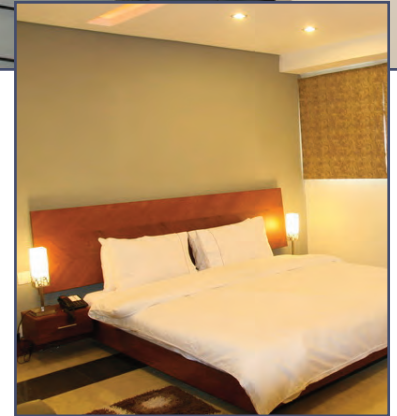
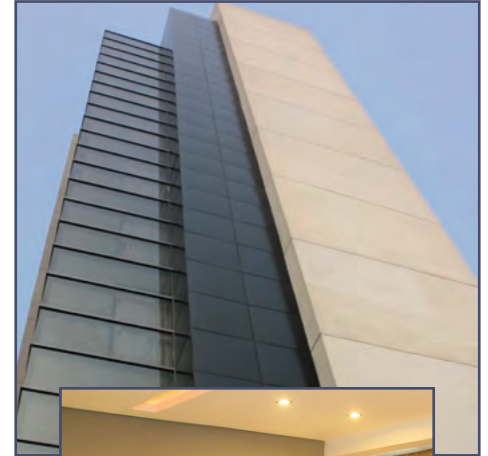
The Hotel One Hussain Chowk is ideally located in the heart of Lahores bustling business district, with Government Offices and shopping facilities within easy reach.

Hotel One in Gulberg has 47 luxurious and elegantly furnished rooms, spacious banquet hall & 2 meeting rooms. Cafe One restaurant offers services round the clock for in-house guests.

### Facilities and Services

Banquet Facility, Business Center, Car Rental Desk, Children Stay Free, Coffee Shop, Concierge Desk, Currency Exchange, Doctor On Call, Fax Service, Fire Safety, Free Parking, Front Desk Hours - 24, Guest Laundry Facility, Housekeeping Daily, Medical Services, Multilingual Staff - English, Urdu, News Stand, Phone Service, Photo Copy Service, Porters, Room Service, Secured Parking, Conference Facilities, 3 Meeting Rooms, Largest Room Capacity - 220 persons, Smallest Room Capacity - 40 persons, Largest Room Seating Format - Theatre Style, Smallest Room Seating Format - U Shape.

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## Hotel One Mall Road

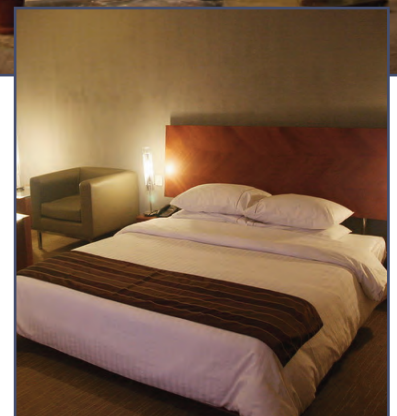
### Accommodation

32 Contemporary styled rooms with all the modern facilities, Hotel One Mall Road offers an array of business facilities like board rooms and a fully equipped conference room. Guests are provided with two choices of in-house dining. Namak Mandi Authentic taste of Namak Mandi Peshawar, prepared with fresh cut meat seasoned with salt and prepared to the guest preference. Kafe One Located at ground floor, hangout for quality tea, coffee and snacks. Located in the center of the city at one of the main road of Lahore called Shahrah e Quaid e Azam The Mall Road.

### Facilities and Services

Banquet Facility, Business Services, Car Rental Desk, Children Stay Free, Currency Exchange, Fax Service, Fire Safety, Free Parking, Front Desk Hours - 24, Guest Laundry Facility, Handicap Facilities, Handicap Parking, Housekeeping Daily, Laundry/Valet, Multilingual Staff - English, Urdu, News Stand, Phone Service, Photo Copy Service, Porters, Room Service, Secretarial Service, Secured Parking, Valet Parking, Wedding Services, Wheelchair Accessible, Meeting Rooms - 3, Largest Room Capacity - 60 persons, Smallest Room Capacity - 8 persons, Largest Room Seating Format - Theatre, Smallest Room Seating Format - Block Table

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## Hotel One Sialkot

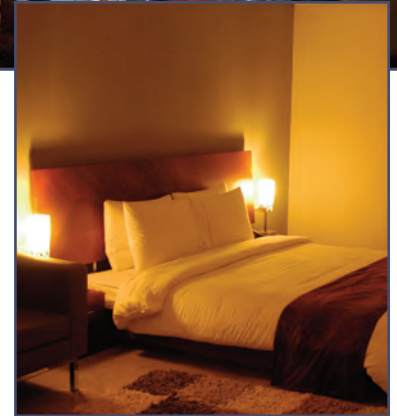
### Accommodation

Ideally located in the heart of Sialkot's business district, With Government Offices and shopping facilities within easy reach. Hotel One Sialkot enjoys the privilege of the best hospitality service provider in Sialkot. It is situated in the centre of Sialkot industrial zone and 3km away from Sialkot Cantonment. On the main road which is connecting Sialkot with Sialkot International Airport. Sialkot Chamber of Commerce is just 15 minutes drive from Hotel One Sialkot. Hotel One in Sialkot has 42 luxurious and elegantly furnished rooms, three spacious banquet halls, meeting rooms, well equipped gym and a swimming pool.

### Facilities and Services

Baby Sitting, Car Rental Desk, Coffee Shop, Computer/Business Centre, Concierge Desk, Doctor On Call, Fax Service, Fire Safety, Free Parking, Front Desk Hours - 24, Guest Laundry Facility, Handicap Facilities, Handicap Parking, High Speed Internet, Housekeeping Daily, Laundry/Valet, Lounge, Multilingual Staff - Arabic, English, French, German, News Stand, Phone Service, Photo Copy Service, Porters, Room Service, Secretarial Service, Secured Parking, Tour Desk, Wedding Services, Wheelchair Access Elevator, 1 Meeting Room for up to 30 persons, Game Room, Golf - 15 minutes drive, Health Club, Indoor Pool, Massage, Outdoor Pool, Table Tennis

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## Fortalice Jinnah

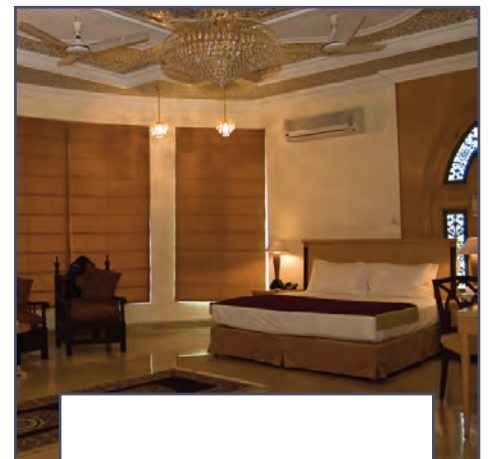
### Accommodation

The Fortalice Jinnah is located in an easily accessible vicinity very close to the city hub. Fortalice Jinnah's location makes it an ideal business or leisure travellers destination of choice. Fortalice Jinnah encapsulates the true essence of the word comfort, at a highly affordable price. The functional interiors with a variety of services for the business traveler, Fortalice Jinnah is a hallmark in itself. The property has both standard deluxe Rooms as well as Suite Room to match the boarding and lodging requirements of the corporate as well as the leisure guest. Fortalice being the leader of establishing the first boutique hotel chain in Pakistan has received a remarkable response from the corporate world in Pakistan and hence the corporate client constitute about 80% of the Fortalice guest. The trained and experienced staff of Fortalice offer the most comfortable stay for the guest and living up to the motto of the company of Comfort within reach to life.

### Facilities and Services

Barber Shop/Hairdresser, Beauty Shop/Salon, Car Rental Desk, Doctor On Call, Fax Service, Fire Safety, Free Parking, Front Desk Hours - 24, Guest Laundry Facility, Handicap Facilities, Hotel Safe Deposit Box, Housekeeping Daily, Internet Access, Laundry/Valet, Lounge, Multilingual Staff - English, Urdu, Punjabi, Pashto, News Stand, Phone Service, Photo Copy Service, Room Service, Secured Parking, Wheelchair Accessible, 1 Meeting Room - 700 Sq.ft.

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The logo for Fortalice, featuring a stylized red and white tower icon to the left of the word 'FORTALICE' in a bold, red, serif font.

## Fortalice Kohsaar

### Accommodation

Located in an easily accessible vicinity very close to the city centre, Fortalice Kohsaar location is an ideal business or leisure travellers destination of choice. Fortalice Kohsaar encapsulates the true essence of the word comfort, at a highly affordable price. The functional interiors with a variety of services for the business traveler, Fortalice Kohsaar is a hallmark in itself. The Fortalice Kohsaar has both standard deluxe Rooms as well as Suite Room to match the boarding and lodging requirements of the corporate as well as the leisure guest. Fortalice being the leader of establishing the first boutique hotel chain in Pakistan has received a remarkable response from the corporate world in Pakistan and hence the corporate client constitute about 80% of the Fortalice guest. The strength of the Fortalice lies in the provision of personalised services to its guests which is not present in other five star hotels of the area.



### Facilities and Services

Barbershop/Hairdresser, Beauty Shop/Salon, Car Rental Desk, Children Stay Free, Doctor on call, Fax Service, Fire Safety, Free Parking, Front Desk Hours - 24, Guest Laundry Facility, Hair Salon, Handicap Facilities, Hotel Safe Deposit, Housekeeping Daily, Laundry/Valet, Multilingual Staff - English, Urdu, Punjabi, Pashto, News Stand, Phone Service, Photo Copy Service, Room Service, Secured Parking, Wheelchair Accessible, Meeting Room



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## Fortalice Multan

### Accommodation

Welcome to Fortalice. Built with the intention to Bridge the gap between the Luxurious and the Affordable, Fortalice has become a hallmark brand in Luxury Living. Fortalice is paving its own way in its niche category and is fast earning accolades. Therefore with this confidence, we welcome you to escape the ordinary and immerse yourself in the Fortalice Glitz.

Ideally located in the center of city at one of the Main Road Of Multan called Old Bahawalpur Road. It is only at a distance of 5 minutes drive from the airport, Cantt shopping market and other city attraction.

### Facilities and Services

Airline Desk, Business Center, Car Rental Desk, Cash machine/ATM, Children Stay Free, Currency Exchange, Doctor on call, Fax service, Fire Safety, Free Parking, Front Desk Hours - 24, Guest Laundry Facility, Housekeeping Daily, Internet Access, Medical Services, Multilingual Staff - English, Urdu, News Stand, Phone Service, Photo Copy Service, Room Service, Secured Parking, 1 Meeting Room for up to 50 persons, Game Room, Health Club, Table Tennis



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