

WOMAN BAGS \$500K PRIZE

Nooreya Sayed Mahdi Ali Sharaf wins the Al Hayrat mid-year prize



Reyadh Sater, Deputy Chief Executive of BBK presented the cheque of \$500,000 to Nooreya at a ceremony and reception held at Seef Mall

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Nooreya Sayed Mahdi Ali Sharaf, a young Bahraini accountant at a local medical clinic won the Al Hayrat Half Million prize.

Al Hayrat is BBK's unique

savings account that presents exciting opportunities for customers to win prizes while they save.

Reyadh Sater, the Deputy Chief Executive of BBK presented the cheque of \$500,000 to Miss Nooreya at

a ceremony and reception held at Seef Mall yesterday.

BBK top management and members of the media attended the ceremony. The raffle draw for Al Hayrat's Mid-year cash prize of \$500,000 took place on July 29 under the supervision

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Miss Nooreya said she couldn't believe the news and thought it was just a prank. She said she never expected to win such an amazing prize.

When asked about her future plans, Miss Nooreya, said, "I have decided to use



Nooreya was presented with a cheque for \$500,000 by Reyadh Sater

this money to finally start my Photography business, which I am currently practicing from home. Al Hayrat has given me the chance to pursue my passion. It is like a dream come true!"

Speaking at the award ceremony, Sater said, "Miss Nooreya has been a good customer of BBK's, and we are very happy to present the cheque to our loyal customer. I would like to congratulate Miss Nooreya and her family on this amazing win. We have

structured Al Hayrat prizes in such a way that our customers have a chance to win cash prizes, which will truly make a difference to their lives and it's great to see this play out through Nooreya's plans to pursue her dreams".

There are many more exciting prizes to win in 2015, which will end in the Al Hayrat Instant Millionaire year-end prize of \$1,000,000 as well as other prizes such as the upcoming Quarter Million draw in October.

Gulf Air welcomes Russian trade representatives to the Kingdom

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Gulf Air welcomed a number of Russian travel trade representatives to Bahrain as part of a familiarization trip that gave them the opportunity to explore Bahrain and visit a number of its tourist attractions.

During the visit, leading Russian trade representatives, tour operators, luxury travel outlets and foreign independent travel agents reviewed a number of hotels and experienced various local attractions around the Kingdom.

Apart from that, the representatives also experienced Gulf Air's latest products, both in-flight and on-the-ground and visited the airline's headquarters to meet with the national carrier's executive management team to learn more about the Gulf Air offering.

Gulf Air launched a direct Moscow link in October 2014 and the route has seen steady growth.



Russian trade representatives in a meeting with Gulf Air officials at the airline's headquarters

In support of this, the airline recently entered into a Special Prorate Agreement (SPA) with Russian carrier S7 Airlines enabling Gulf Air passengers to take flights beyond Moscow to and from the Russian cities of St Petersburg, Kazan, Samara, Volgograd, Rostov, Nizhny Novgorod, Perm, Ufa, Sochi and Voronezh.

With a combined fare that is more attractive than those purchased separately, the SPA agreement allows passengers to purchase only one ticket, at a more competitive fare, for their entire journey instead of separate tickets for each individual carrier.

Gulf Air's direct three weekly flights to Moscow

Domodedovo Airport operate on Mondays, Tuesdays and Fridays.

Flights to and from Moscow can be booked online at www.gulfair.com, by calling the airline's 24 hour Worldwide Contact Centre on (+973) 17373737, or through any Gulf Air sales office and approved travel agencies.

First Halal travel glossary launched

Manama

CrescentRating, a global authority on Halal travel, has released a new glossary providing access to a wealth of terminology used in one of the fastest growing sectors globally.

The new guide promotes accurate and consistent use of terms in the Halal travel market. Over 150 terms and concepts have been entered and validated with regular updates planned as the market matures.

Users can obtain a quick list of terms through the glossary, which has been divided into sections for easy navigation. It has been published as a free downloadable e-book with plans to make it an online resource in the near future.

The need to understand these terms is becoming more important as the industry aims to capitalise on a sector projected to be worth \$200 billion by 2020.

CrescentRating says understanding these terms is imperative for all travel-related businesses looking to benefit from the growth of this market.

Fazal Bahardeen, CEO of CrescentRating, said: "Embracing the Halal travel phenomenon is now a key focus

of growth across the industry for both OIC and non-OIC destinations."

"With an increasing number of destinations and services looking to attract Muslim travellers, there is a need to better understand the terms used to describe the market needs and practices related to this segment."

The glossary includes terms that provide an overview of Halal travel and its core values. Each of these has been defined in the context of lifestyle and travel.

This e-book also covers faith-related terms used to describe the needs and practices of Muslim travellers. The first edition of the glossary is now available in English with plans to publish it in other languages in the future. The MasterCard-CrescentRating Global Muslim Travel Index (GMTI) 2015, revealed that in 2014, the Muslim travel market was worth \$145 billion with 108 million Muslim travellers representing 10 per cent of the entire travel economy.

This is forecast to grow to 150 million visitors by 2020 and 11pc of the market segment with a market value projected to grow to \$200 billion.