



## Munich's one and only airport brewery wins medals

An airport brewery is as novel and innovative today as it was in 1999 when the microbrewery Airbräu opened at the Munich Airport. Travelers from all over the world and locals alike have enjoyed its authentic Bavarian dishes and freshly brewed beer for over 15 years now. Among the enticements on offer are the eight different types of beer brewed at the Airbräu. Three of them are always available: Fliegerquell, a fine bitter lager; the more mature wheat beer Kumulus and the pils Jetstream, the latest addition in the assortment. And Airbräu prices are a bargain; a pint of beer costs only 2,75 Euros. Five special seasonal beers are offered each year. For example, a winter beer called Krampus or Mayday—a dark wheat beer which is served in May. The brewing sessions take place in the main restaurant, where about 350 people can sit around the brew kettles and observe the process of brewing. The beer is then stored in 530-gallon kettles. In 2012, the DLG Test Center for Food awarded the Airbräu a gold medal for the outstanding quality of the beer Jetstream Pilsener. The sensory and analytical qualities of the beers are tested and evaluated along with its proper storage and presentation to the customer. Munich Airport's brewery has participated in the DLG-quality testing for four years, and has earned the gold medal each time.

## W Hotels Worldwide to debut in Serbia in 2019

Starwood Hotels & Resorts Worldwide, Inc. has announced an agreement with Belgrade Waterfront LLC to debut the iconic W brand in Serbia with W Belgrade and The Residences at W Belgrade to open in 2019. The landmark W project will be located in the heart of Belgrade Waterfront, a new one million square metre community that includes retail outlets, restaurants and bars, offices, public parks and leisure attractions. Centrally located on the two kilometre long public waterfront edge overlooking the Sava River, W Belgrade will feature 120 stylish guest rooms and suites. The hotel will also offer an all-day dining venue, a destination bar and W Living Room. Other facilities will include an Away Spa, FIT state-of-the-art fitness facility and a glamorous WET pool deck and bar. Guests can also expect the W brand's signature Whatever/Whenever service philosophy, providing guests whatever they want, whenever they want it. W Belgrade will feature more than 450 square metres of ultra-modern meeting and event space.



## Caesar Augustus Hotel Capri, Italy partners Serene Experiences for representation in India

The Caesar Augustus Hotel Capri, Italy is partnering Serene Experiences for sales and marketing representation in India. The Caesar Augustus Hotel, perched on a 300 metre cliff overlooking the Bay of Naples in a breathtaking position on the island of Capri, offers one of the most beautiful views in the world. Once a summer house of a Russian Prince, it is now a boutique hotel with 49 exquisite guest rooms and six unforgettable suites. Naresh Chandnani, founder and director, Serene Experiences, said, "We would be show-casing this truly unique hotel to the high net-worth individuals and the experienced traveller through various marketing activities, tying up with complementing luxury brands and through bespoke campaigns individually crafted to acquaint the Indian luxury traveller with one of the most amazing experiences of Italy."



## Soft opening of Sedona Hotel Yangon's new Inya Wing

Sedona Hotel Yangon marked the soft opening of its new Inya Wing. The opening was graced by U Htay Aung, Myanmar's Minister of Hotels and Tourism. The hotel is designed by the award-winning Singapore firm, Forum Architects, and by one of the world's most renowned hospitality design firms, Studio HBA. The new 29-storey Inya Wing features an additional 431 well-appointed guest rooms and suites, along with a grand lobby with a high-end retail gallery connecting



the new tower to the existing building. The interiors of the new wing feature traditional Burmese art and materials which are artfully infused with modern Asian influences. The traditional Burmese umbrella is a key motif that runs throughout the new wing, starting with the magnificent lighting centrepiece in the main lobby and the fritted glass ceiling.



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## NEWSTRACK

# Caesar Augustus Hotel Capri announces Serene Experiences as Sales & Marketing Rep in India

Tuesday, October 06, 2015, 18:30 Hrs [IST]

By HBI Staff | New Delhi

The Caesar Augustus Hotel Capri, Italy recently partnered with Serene Experiences as their Sales & Marketing Representative in the Indian market.

Paolo Signorini, Owner, Caesar Augustus said, "We are delighted to be partnering with Serene Experiences and see a lot of potential from the Indian market from honeymooners and couples for that ultimate romantic experience, family vacation with older children. The Caesar Augustus Hotel Capri, Italy also makes for an ideal location for brain-storming sessions during high level exclusive conferences and meetings."

Naresh Chandnani, Founder and Director, Serene Experiences adds, " We would be showcasing this truly unique and amazing hotel to the high networth Individuals and the seasoned traveller through various marketing activities, tying up with complementing luxury brands and through bespoke campaigns individually crafted to acquaint the Indian luxury traveller with one of the most amazing experiences of Italy."

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## Caesar Augustus Hotel Capri, Italy Partners With Serene Experiences For Sales & Marketing Representation For India

Posted On: 2015-10-06

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New Delhi, Oct. 6 -- The Caesar Augustus Hotel, perched on a 300 meter cliff overlooking the Bay of Naples in a breathtaking position on the island of Capri, offers from everywhere one of the most beautiful views in the world. Once a summer house of a Russian Prince, it is now a boutique hotel with 49 exquisite guest rooms and 6 unforgettable suites. Here you can enjoy the stunning infinity pool overlooking the Bay of Naples, the flavours of the restaurant with one of the best views on the island, the piano on the terrace at sunset and the wonderful gardens. King Farouk of Egypt loved it so much that he had booked his suite for a full year at the hotel. Feel welcome to the land of aesthetes and start discovering the blue legend of Capri!

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Naresh Chandnani Founder & Director - Serene Experiences

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# Caesar Augustus Hotel Capri, Italy partners with Serene Experiences for Sales, Marketing & PR Representation For India

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**"Never settle for less than your dreams"** is the motto of this iconic 5 star property. As one guest recently wrote on TripAdvisor **"This is a hotel**

***everyone should experience in their lifetime.***” A feeling truly exemplified by the hotel

The dream: To transform a former retreat for artists and intellectuals into a luxurious sanctuary of the soul, where guests would have the opportunity to experience breathtakingly beautiful scenery, sensational service and fantastically fresh zero-kilometer cuisine. Occupying the sun-kissed terraces to the left of the hotel's famous sea-view infinity pool, Caesar Augustus' organic kitchen garden is home to an incredible variety of vegetables, herbs and edible flowers which Chef Edoardo Vuolo uses to create Restaurant La Terrazza di Lucullo's marvelous Mediterranean dishes.

Capri is so magical, you might easily spend every minute of every hour of every day of your vacation on the island. And yet, Capri provides a beautiful base from where to explore the other treasures in Italy's Campania region too. Visit Sorrento and Pompei. The hydrofoil journey from Capri to Sorrento lasts less than 30 minutes. From Sorrento, it will take you another 20 minutes by car to reach Pompei. From Capri, Positano and the other picture-perfect towns dotted along the Amalfi Coast are all little more than a 30 minute boat ride away. From Capri, it will take you just 50 minutes to sail to Naples. Not only is the town of Naples steeped in historic, artistic and archaeological treasures, it is one of the most vibrant, exciting and gastronomically gifted cities in the whole of Italy too.

“We are delighted to be partnering with Serene Experiences and see a lot of potential from the Indian market from honeymooners and couples for that ultimate romantic experience, family vacation with older children (Given the cliff edge location and the presence of original artworks and antique furniture, the hotel is not suitable for infants or children under 10 years of age) and is an ideal location for brain storming sessions during high level exclusive conferences & meetings.” says **Paolo Signorini, owner of Caesar Augustus.**

Naresh Chandnani, Founder & Director of Serene Experiences adds’ “ We would be show-casing this truly unique and amazing hotel to the high net-worth Individuals and the experienced traveller through various marketing activities, tying up with complementing luxury brands and through bespoke campaigns individually crafted to acquaint the Indian luxury traveller with one of the most amazing experiences of Italy“

**About Serene Experiences:** A professionally managed hotel representation

company, based in New Delhi NCR, for domestic and International hotels, providing a complete 360 degrees Sales & Marketing & Public Relations solution for the for Leisure, Corporate & MICE segments. At Serene Experiences , we are well connected business professionals dedicated to increasing awareness of our hotels within our carefully maintained Indian client databases and with Tour Operators, Travel Agents, MICE Agents, Corporates, High Net Worth Individuals (HNI's) and through the media including print, electronic & online.

The company believes in successfully increasing revenue for its clients from this market. Utilising both strategic and tactical methods, we adeptly position our hotels with the use of an array of services, executing a customised programme designed specifically to expand the audience and increase sales for our hotels. With our clients specific needs and goals in mind, we create both an integrated and comprehensive full service Sales & Marketing programme.

The company is headed by **Naresh Chandnani** with over 28 years of hospitality experience spanning Operations, Sales & Marketing and Strategic Business & Brand Development. He is very widely travelled and has worked in an international environment, besides having a thorough knowledge of the Indian leisure, corporate & MICE markets.

For more information, please visit [www.serene-experiences.com](http://www.serene-experiences.com)

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Written by  
**Naresh Chandnani**

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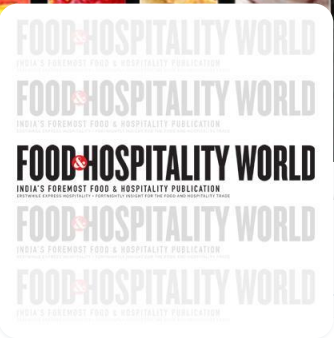
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By *FHW Staff-Mumbai* on October 7, 2015

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**Paolo Signorini**, owner, Caesar Augustus said, "At Caesar Augustus luxury is as much about peace and tranquility as it is about precious textiles and artworks. It's about the elegant and, at the same time, wonderfully relaxed atmosphere which pervades each and every room. It's about the personalised hospitality, tailor-made to meet the needs of each and every guest. We are delighted to be partnering with Serene Experiences and see a lot of potential from the Indian market from honeymooners and couples for that ultimate romantic experience, family vacation with older children (given the cliff edge location and the presence of original artworks and antique furniture, the hotel is not suitable for infants or children under 10 years of age) and is an ideal location for brain storming sessions during high level exclusive conferences & meetings."

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