



Seeking new lands

CEO calls for PATA events to be hosted beyond the region

By Mimi Hudoyo

PATA is opening up opportunities for destinations beyond the Pacific and Asia region to play host to its annual events.

Explaining the decision, CEO Mario Hardy, who took over the reins of the association on November 1 last year, said: "The whole purpose of us having a travel event is to promote the destination.

"We were questioned when we chose Bengaluru (for PATA Travel Mart 2015). (The city) may be known as the Silicon Valley of India but there are tourist attractions here waiting to be discovered. Having the mart here is our way of supporting the destination – to promote it to (buyers) who will in turn sell it to their customers."

Hardy pointed out that many travel tradeshows are held in established destinations like Thailand, Indonesia, Singapore and Hong Kong, and these places "do not need our support".

"However, there are secondary

and tertiary destinations that do require support," he remarked.

Pushing more destinations beyond this region to host PATA industry events is an effort aligned with the association's goal to disperse tourist footfalls, not only to popular destinations in a country but also to emerging ones, as long as they have the capability to handle different events.

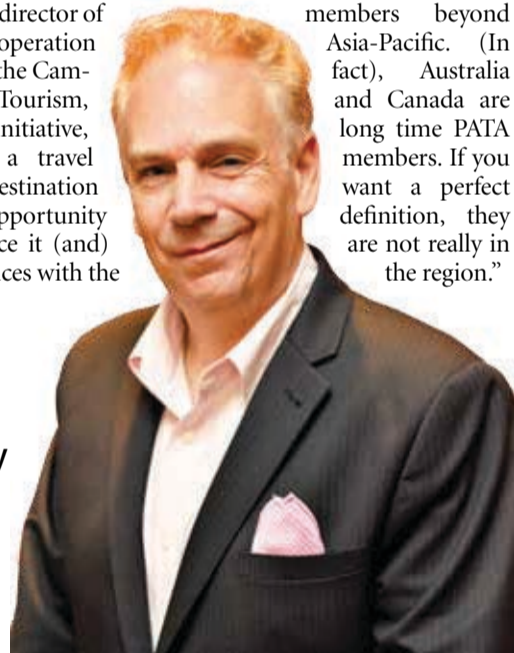
Hardy said: "We cannot keep going back to the same places. It is a challenge for a non-profit organisation like us (and) we need to provide support to our members while making sure that our events are commercially viable."

Thok Sokhom, director of International Cooperation and ASEAN with the Cambodia Ministry of Tourism, welcomes the initiative, saying: "Having a travel event in a new destination will provide an opportunity for us to introduce it (and) exchange experiences with the host country."

Oliver Martin, principal of Twenty31 Consulting, Canada said: "This is the only way to get new and diversified members. If PATA keeps (its events within) existing members, the only destinations that will play host are India and China."

When asked if the new direction meant PATA would no longer be a Pacific Asia association, Martin replied: "PATA is not just about travel within Asia, it is (also about) Asian outbound travel. It is a global organisation."

"If PATA wants to be relevant and have leadership and expertise on Asian travellers, it makes sense for it to have members beyond Asia-Pacific. (In fact), Australia and Canada are long time PATA members. If you want a perfect definition, they are not really in the region."



...there are secondary and tertiary destinations that do require (our) support.

Mario Hardy
CEO, PATA

PATA on the prowl for new blood

By Paige Lee Pei Qi

THE PATA Human Capital Development Committee is on the hunt for fresh new members who are actively in touch with the industry to allow for more productive outcomes.

According to Chris Bottrill, committee chairman, a call for membership nominations was made this week, and up to eight new members will be accepted.

Speaking to the *Daily* at the sidelines of the Human Capital Development Committee yesterday, Bottrill who is also dean of the faculty of global and community studies at Capilano University in Canada, said: "Ideally, we are targeting for more industry members who have a strong (industry) knowledge and network to make initiatives and investments in tourism."

"We are changing from being just an education committee to a human capital development committee with a specific pur-

pose of understanding what the human resource trends are, and combining it with the expertise of the government," he added.

With about two-thirds of the current team of 12 from the education industry, Bottrill said: "We have excellent education partners, so now we are looking to build and broaden our scope in the committee, and involve industry and governance partners as well as NGOs that can simply make our outcomes more productive."

Bottrill explained that the purpose of this committee is to provide guidance to PATA on human capital development strategy so as to enhance quality and performance of tourism-related human resources in Asia-Pacific.

The call for nominations will remain open until the end of this month, and the term of appointment for a committee member is two years.

TODAY'S HIGHLIGHTS

PATA Technology Forum

In partnership with Phocuswright and Connecting Travel
09.00-12.30
Cassia, Conference Hall, BIEC

PTM2015 Opening Ceremony

By the Ministry of Tourism, Government of India
19.00-21.30
BIEC

Celebrating 17 Years of Commitment in Premium Airport Services



plazapremiumgroup.com

PLAZA PREMIUM GROUP



AEROTEL



Airport Lounge | Airport Transit Hotel | Meet & Greet Service | Airport Dining

Visit us at booth No. E30

News/Snapshots

TTG Publishing Travel Trade

TTG Travel Trade Publishing is a business group of TTG Asia Media

EDITORIAL

- Karen Yue** Group Editor
- Xinyi Liang-Pholsena** Assistant Editor, TTG Asia
- Dannon Har** Assistant Editor, TTG Asia Online
- Paige Lee Pei Qi** Assistant Editor
- Rachel AJ Lee** Sub Editor
- S Puvaneswary** Editor, Malaysia/Brunei
- Mimi Hudoyo** Editor, Indonesia
- Eugene Tang** Photographer
- Redmond Sia, Goh Meng Yong** Creative Designers
- Samuel Ng** Editorial Intern
- Lina Tan** Editorial Assistant

CONTRIBUTORS

- Prudence Lui, Rohit Kaul, Greg Lowe, Rosa Ocampo, Feizal Samath, Caroline Boey**

SALES & MARKETING

- Michael Chow** Group Publisher
- Karen Cheung** Senior Business Manager
- Shirley Tan** Senior Business Manager
- Jonathan Yap** Senior Business Manager
- Cheryl Lim** Advertisement Administration Manager
- Cheryl Tan** Corporate Marketing Manager
- Stephanie Toh** Senior Marketing Executive

PUBLISHING SERVICES

- Tony Yeo** Division Manager
- Kristy Lim** Publishing Services Executive
- Lynn Lim** Web Executive
- Katherine Leong** Circulation Executive

TTG ASIA MEDIA

- Darren Ng** Managing Director
- Raini Hamdi** Senior Editor

Off to a good head start

Eugene Tang captures the sharp minds behind the numerous PATA board and committee meetings that dive deep into topics like human resource and social responsibility



Above: Dusit Thani College Thailand's Veera Pardpattanapach



Right: Temple Tiger Nepal's Basant Raj Mishra



PATA delegates at the Human Capital Development Committee meeting, led by Capilano University Canada's Chris Bottrill, at The Sheraton Bangalore Hotel yesterday morning



Giz Germany's Jose Manuel Froehling, PATA Thailand's Andrew Jones, Messe Berlin's Rika Jean-Francois, Earth Check Australia's Stewart Moore, PATA Finland's Hanna-Leena Halsas and Capilano University Canada's Chris Bottrill



Sri Lanka Convention Bureau's Achini Dandunnage and Vipula Wanigasekera, with PATA Thailand's Mario Hardy



Ministry of Tourism Maldives' Ahmed Salih



STRATEGIC POW WOW

PATA Chapter chiefs gather on Friday to present local updates and insights at the PATA Chapter Colloquium. Photo by PATA

Incentive in the Sky of Macau

One-stop-shop comprehensive hospitality service

An experience of excellence for all business travelers

Servicing People in the PRD

The largest high-speed ferry fleet in Asia has been moving forward with Macau, helping the city head into the future. Today, we link Hong Kong and Macau 24 hours a day, with departures as frequent as every 5 minutes during peak hours. With our growing network in the Pearl River Delta and seamless air-sea inter-modal connections, we provide an extensive transportation service for both global travelers and local citizens accessible through a highly convenient online booking system. We are TurboJET, and as always, we're sailing for the future.

NEW "PREMIER PLUS": YOUR SEAMLESS CONNECTION ON LAND

"Premier Plus" provides Premier Grand Class and Premier VIP Cabin passengers with complimentary land transfer between HK Macau Ferry Terminal and HK International Airport; or between Macau Maritime Ferry Terminal and any destination in Macau.

Enquiries/ Reservations :
 EMAIL : premiershuttle@turbojet.com.hk
 TEL : +852-5699 1800 / +853-6380 990

Enquiries:
 (852) 2859 3333 Hong Kong
 (853) 2855 5025 Macau
 (86-755) 2345 5141 Shenzhen
 00800 3628 3628 International Toll Free (Available in China and Taiwan)

Sales enquiry email: sales@turbojet.com.hk

Guangzhou Nansha, Shenzhen Airport, Shekou, Kowloon, Hong Kong, Macau Outer Harbour, Macau Taipa, Hong Kong International Airport

TURBOJET
 Sailing for Macau

www.turbojet.com.hk

MACAU - HONG KONG - SHENZHEN - SHEKOU - GUANGZHOU (NAN SHA)

Enquiry:

- (853) 2893 3339
- www.macautower.com.mo
- info@macautower.com.mo
- Macau Tower
- 澳門旅遊塔
- Macau Tower

Visit us!
 PATA Travel Mart 2015
 Bangalore, India
Booth E22



Time for Macau!

The first and last European colony in China continues to impress with its unique mix of heritage and glitz. With some of its most iconic events scheduled to take place in the coming months, there is no better time to plan a visit to Macau, one of *Lonely Planet's* Best Travel Regions of 2015.

Selected by *Lonely Planet* as a "Top 10 Regions Best in Travel 2015" destination along with such inspiring regions as Rocky Mountain National Park (USA), Northern Norway, and Copper Canyon (Mexico), Macau — described by the travel guide as a "glitzy boomtown with cultural mix" — will be buzzing with some of its most iconic festivals and events in the coming months.

ACTIVITIES GALORE
 But high-profile events

will not be the only thing capturing visitors' imagination. Culture — both ancient and contemporary — features prominently too. Here in Macau, you can start the day by visiting a Chinese temple, then go bungee-jumping, shop for local delicacies, enjoy a fusion cuisine in a stylish restaurant in the evening, attend a blockbuster theatre performance, then go for a late night Chinese snack from a street-side vendor. And that's just for one day!

Major upcoming events

- **Macau International Fireworks Display Contest** September 5, 12, 19, 27 and October 1, 2015
- **Macau International Music Festival** October 4 - November 1, 2015
- **13th Macau A-Ma Cultural & Tourism Festival** October, 2015
- **18th Lusofonia Festival** October 23-25, 2015
- **15th Macau Food Festival** November 13-29, 2015
- **Macau City Fringe Festival** November 1-15, 2015
- **62nd Macau Grand Prix** November 19-22, 2015
- **Macau International Marathon** December 6, 2015
- **2015 Parade through Macau, Latin City** December 6, 2015



Steady hotel and integrated resort developments in the last few years have added tremendous variety and competitiveness to Macau's room inventory. While large, integrated resorts lure visitors with their modern shopping, dining and entertainment attractions, Old Macau continues to charm. Visit the Ruins of Saint Paul, Senado Square and St Lawrence Church and get a sense of Macau in its old-world splendour.

LEISURE AND ENTERTAINMENT

Entertainment, shopping, culture and heritage are all part of Macau's exceptional appeal nowadays. And new tourism developments are certainly

The Broadway features Macau's first hawker-style street market, 40 local and first-in-Macau food brands and Michelin-star rated restaurants. Throughout the day, it is animated by live street performances.

Galaxy's Phase II also includes the opening of two major hotels: The Ritz-Carlton, Macau, the first all-suite hotel for the brand, and JW Marriott Hotel Macau, Asia's largest for the brand with 1,015 rooms and suites.

The Hollywood-inspired destination resort Studio City will open in October 2015, promising more luxurious hotels and glamorous shopping, dining and entertainment. It will also be home to Asia's highest ferris wheel as well as DC Comics' Batman Dark Flight, the world's first Batman film franchise ride.

BETTER ACCESS

Citizens from 75 countries now enjoy visa-free travel to Macau. Getting there has never been easier, via land, sea and air. Macau International Airport is connected to 35 destinations in Mainland China, Taiwan, Malaysia, Thailand, the Philippines, Singapore, South Korea and Vietnam.

Visitors also have the option of flying into Hong Kong, then hop right on to a ferry at the airport's Sky Pier and be in Macau in an hour. There are also frequent ferry services from Hong Kong, such as the high-speed TurboJet service which operates 24-hours a day.

Macau itself is very compact — nowhere is more than half an hour away!

keeping Macau in the spotlight.

Recently opened are Galaxy Entertainment Groups' two major projects — Phase II of its flagship integrated resort Galaxy Macau (including the world's largest wave pool and rooftop aquatic ride) and its new entertainment and shopping district called The Broadway.



Macau Government Tourist Head Office
 Alameda Dr. Carlos d'Assumpcao, n°s 335-341,
 Edifício "Hot Line", 12º andar, Macau
 Tel: +853 2831 5566 Hotline: +853 2833 3000
 E-mail: mgto@macautourism.gov.mo
 www.macautourism.gov.mo

Visit our Booth No. E22

Step Out, Experience Macau's Communities -
 Walking Tour Routes

Take Selfies to Win Prizes

12/6 ~ 30/11/2015

Marketplace

Asian Trails

Asian Trails' extensive network continues to move forward. With its solid reputation for exceeding service level expectations in the Indian market, the company's regional presence has been a great advantage for handling multi-country bookings with a single point of contact. This success formula has fanned out to an increasing demand for group and series through its existing network, outside the perfect execution of groups in one of its stand-alone destinations in this stunning part of the world.

For meetings and incentives, there simply is no better contact. Our services include team building, corporate incentive travel products, and a range of tour packages including cultural, historical, social, adventure and activity-based programmes. To date, we have managed a client list that includes respected corporations from around the world. We pride ourselves on adding creative touches to our event management services that offer inspiration and long-term benefits to our customers.

Booth No: C39

Website: www.asiantrails.travel

Email: sajith@asiantrails.org and res@asiantrails.org



Guam Visitors Bureau

Guam is an unincorporated island territory of the US commonly known as "America in Asia" and "Where America's Day Begins". The island, which is rich with cultural heritage and pride, is located 1,400km north of the equator in the Western Pacific, 13km wide and 51km long and is the largest of the Micronesian islands. Guam's lush tropical terrain along with urban areas within the island covers 570km² and is the southernmost island in the Mariana Island chain.

Guam is a unique destination with pristine beaches, warm and hospitable people, and a rich culture and history. With the island's year-round tropical weather conditions, it boasts a plethora of activities to keep our visitors entertained during their stay, from water activities like snorkelling, scuba diving and parasailing, golfing and hiking, shopping at any of our duty free stores and malls to dining at a variety of restaurants specialising in local and international cuisines. There is much to do and see on Guam.

We invite you to visit Guam as we share and experience everything our wonderful island and its people have to offer as we host prestigious events such as the 2016 PATA Annual Summit "Exploring the Secrets of the Blue Continent" to be held May 18-21, 2016 at the Dusit Thani Guam Resort right before the 12th Festival of Pacific Arts from May 22 to June 4, 2016.

Booth No: F2, F4 & F6 for Guam and Palau (Micronesia)

Website: www.visitguam.com and www.guamfestpac2016.com

Email: pilar.laguana@visitguam.org (Pilar Laguana, GVB marketing manager/PATA Micronesia Chapter chairwoman) and regina.nedlic@visitguam.org (Regina Nedlic, GVB marketing officer for Pacific Markets)



Dorsett Hospitality International

Whether for business or leisure, Dorsett Hospitality International's portfolio of hotels in China, Hong Kong, Malaysia, Singapore and the UK should be the perfect choice for travellers seeking fine hospitality that comes at an affordable price.

The group currently owns and manages 29 hotels, including seven more scheduled to open in the next 24 months.

The group's hotel portfolio is divided into three brands that cover different market segments with the aim of meeting the varied needs of Asia's ever-rising number of travellers. d.Collection is a series of upscale, charismatic boutique hotels in prime locations carefully chosen for their proximity to the pulse of each city; Dorsett Hotels & Resorts comprises the upscale Dorsett Grand hotels, offering a tasteful and rich hospitality experience, and the mid-scale Dorsett Hotels, which are contemporary urban hotels in central locations; and the value-led Silka Hotels, famed for convenience, speedy service and attractive room rates.

The group owns and manages all the hotels under its portfolio and has received numerous awards for hospitality excellence.

Booth No: E35

Website: www.dorsett.com

Email: enquiry@dorsett.com

Borneo Nature Tours

Borneo Nature Tours is an inbound tour operator specialising in nature and adventure tour programs in Sabah.

We are the marketing agent for the award-winning Borneo Rainforest Lodge in the heart of Sabah's largest protected lowland rainforest – Danum Valley Conservation Area (DVCA), with 43,800ha of pristine and undisturbed tropical rainforest in eastern Sabah. Home to numerous species of flora and fauna, the DVCA is also an internationally recognised Important Bird Area.

The lodge features 30 individual chalets of local design with passive cooling theme, eco-sensitive structuring with minimum footprint, complete with basic amenities and en-suite bathrooms; up to only 60 guests may be accommodated at any one time on a full-board basis.

These include three luxurious Premium Villas, each featuring an outdoor tub attached to a spacious viewing deck for a spectacular view of the rainforest.

In enhancing the experience, we collaborated with Jari-Jari Spa for guests to indulge in authentic North Borneo Dusun spa treatments in the rainforest.

Booth No: D45

Website: www.borneonaturetours.com

Email: info@borneonaturetours.com

Blue Poppy Tours and Treks

Blue Poppy Tours and Treks is a specialist Bhutanese tour operator with offices in London and Bhutan. We specialise in tailor-made tour itineraries of Bhutan for individuals and small groups, and we are happy to design itineraries to suit your clients' needs and interests. We can arrange culture tours, festival tours, treks from three to 30 days, and specialist tours such as birdwatching, botanical tours, textile tours and other activities such as biking, rafting, archery, farmhouse stays and other local activities of interest. We work closely with luxury hotels in Bhutan and have experience in arranging high-end tours for those who want to upgrade. We will arrange Druk Air flights, visa applications and all the other arrangements to make your clients' trip a success.

Booth No: E8

Website: www.bluepoppybhutan.com

Email: choki@bluepoppybhutan.com



tourism
SELANGOR



Visit selangor

2015

DISCOVER SELANGOR MOBILE APP

BLAZING GUIDE & INFO ARE NOW AT YOUR FINGERTIPS

Download **"Discover Selangor"** mobile app to get instant updates of our latest happenings including events, travel guides, fun maps, fabulous packages and exciting promotions. Now you can get our exclusive freebies and great goodies right at your fingertips!

Please search **"Discover Selangor"**
to download the app.



Available now on the
App Store



Download it from
Google play

#TSDAYOUT SPECIAL EDITION

Register now at

tsdayout.my/upcoming-event

Fill in the required details
20 lucky names will be selected randomly!

Cash prizes to be won!



FOR MORE INFORMATION

FACEBOOK:

@TourismSelangor

TWITTER:

@TourismSelangor

INSTAGRAM:

@DiscoverSelangor

TOURISM SELANGOR SDN BHD
Lot p7, Jalan Indah 14/12, Seksyen 14,
40000 Shah Alam, Selangor Darul Ehsan Malaysia
TEL: 03-5513 2000 FAX: 03-5513 6268
Email: info@tourismselangor.my

www.tourismselangor.my #DiscoverSelangor

Marketplace

Hertz

For your car rentals in Asia, go with Hertz, your global smart mobility solutions partner for business or leisure.

Hertz is the largest airport general use car rental brand worldwide, operating from approximately 8,800 corporate and licensee locations in some 150 countries in North America, Europe, Latin America, Asia, Australia, Africa, the Middle East and New Zealand.

With a comprehensive regional network of 13 countries with 1,500 locations in Asia, Hertz is proud to offer a wide range of services including airport transfers, leasing, self-drive rentals and chauffeur services to meet your inbound car rental needs.

Booth No: C52

Website: www.hertz.com

Email: reserve@hertz.com

Jayakarta Hotels and Resorts

Based in Indonesia, Jayakarta Hotels and Resorts is a local hotel chain that manages hotels, boutique suites and residential condominiums in various business and resort areas across the country.

The newest arrival, The Jayakarta Suites Komodo-Flores, is the first five-star hotel and dive resort in Labuan Bajo. It is beautifully located by the sea at Pede Beach and surrounded by mountainous scenery.

The hotel offers accommodation for travellers looking to make a trip to Komodo Island, home to the komodo dragon which is endangered and the largest lizard in the world. The hotel also caters to those looking to visit Rinca Island and the famous Pink Beach.

Boasting gorgeous coral reefs and more than 50 dive spots around it, Lebuwan Island attracts both divers and snorkellers.

Booth No: D46

Email: ehalim@jayakartahotelresorts.com



Khiri Travel

Khiri Travel is one of only two DMCs in Asia to be Travelife Certified and will be present at the PTM together with vice president Andre van der Marck and Sri Lanka & Maldives general manager Ruben Derksen. Both will be discussing travel industry issues.

The company recently refurbished the Banteay Chhmar Tented Camp with local Khmer motifs and materials and added air-conditioning. It also offers additional travel options such as a sunset boat trip.

Derksen, who just got back from an inspection trip to the Maldives, has new programmes to offer to travellers, especially those who are looking to enjoy the island paradise without breaking the bank.

See you at our booth in the Responsible Travel Pavilion!

Booth No: H15

Website: www.khiri.com

Email: marketing@khirigroup.com



Mahaweli Reach Hotel

Mahaweli Reach Hotel is a luxurious exotic haven, veiled by the misty mountains of Kandy, beside the mellifluous Mahaweli River. It invites guests to relive the grandeur of royalty in the City of the Kings, and indulge in the true spirit of Sri Lankan hospitality, where each day would be a blissful souvenir of serendipity. The ambience of the hotel is contrived to be where peace reigns, luxury prevails and where tranquility is only interrupted by an occasional bird song.

Only six kilometres away from the city of Kandy, the hotel serves as a pivotal location from which many central Sri Lankan attractions can be accessed and explored, be it the elephant orphanage, tea factories, forest reserves and botanical gardens, or cultural heritage sites such as the Dalada Maligawa and even Dambulla.

The Mahaweli Reach Hotel also arranges sightseeing excursions to several sites of interest which are within easy reach due to Kandy's strategic location, and also golf at the scenic Victoria Golf Course.

It is also a romantic getaway and perfect for a charming riverside reverie.

Booth No: F10

Website: www.mahaweli.com

Email: sales@mahaweli.com

Karnataka Tourism

Whether you are an adventurer, explorer, one who is simply attracted to scenic surprises, or a man consumed by wanderlust, Karnataka is definitely the place to visit.

Featuring undulating hills, valleys and green pastures, it is no wonder that Coorg has earned the nickname "the Scotland of India". Another place to visit is Chikmagalur, also known as the "coffee land of Karnataka", famous for its lush green forests, tall mountains and of course, its coffee! Travellers looking to kick back and relax must make Mangalore, a beachside resort, their number one destination.

Karnataka is also home to two UNESCO World Heritage Sites – Hampi and Pattadakal. Grouped together with places like Mysore, Badami, Belur, Halebid and Shravanabelagola, these ancient cities provide adventurers and explorers a plethora of choices.

Bandipur, a tiger reserve; Nagarhole National Park, containing many elephants and tigers; and Kabini all provide nature enthusiasts with the chance to see Mother Nature up close and personal.

Karnataka also offers South India's only luxury train service – the Golden Chariot. The train has been rated as "one of the seven best luxury trains in the world" by *Vanity Fair*.

The lacquerware toys and products of Channappana, the exquisite metal work of Bidri ware, and the delicate gold weaving on Mysore silk saris are all striking examples of Indian artistry.

Booth No: D1

Website: www.karnatakaturism.org

Email: director@karnatakaturism.org

Open Destinations

The Open Destinations team from the UK and India will be on hand to demonstrate the latest version of their travel reservation software, Travel Studio. The software has gone through a number of recent developments tailored towards tour operators, wholesalers and DMCs.

Tour operators get to enjoy complex flight functionality with increased automation with GDSs and enhanced integration with suppliers, including direct airline integrations with low-cost airlines, large bed banks and ground suppliers that include Miki, JacTravel and Diethelm.

On the other hand, wholesalers and DMCs can look towards a new version of the Channel Manager API, providing options to integrate with a greater number of channel managers, as well as a new reporting mechanism that provides total transparency of all activities. In addition, hoteliers have increased access to update both contracted rates and best available rates, and are able to better monitor booking confirmations and enquiries.

We are also introducing a new 'off the shelf' B2B website with B2B booking functionality for hotels, transfers, excursions and packages, while incorporating the existing functionality through the API connectivity.

Booth No: H11

Website: www.opendestinations.com

Email: sales@opendestinations.com

Indonesia Tourism

Having heard plenty of great things about Indonesia, a first-hand experience is long overdue.

Indonesia, comprising over 17,000 islands, boasts an endless list of unique destinations, exciting activities and cultural events that are at the very pinnacle of tourism attraction. During PATA 2015, Indonesia's booth is the right place to seek information pertinent to the country's tourism sector. However, PATA 2016 is the perfect excuse to come and enjoy the world's largest archipelagic country.

Held in Jakarta, the annual event will take place in September 2016. Jakarta itself offers a wide variety of tourism options. Ranging from shopping to dining, nature to architectural destinations, as well as nightlife activities, the capital city undoubtedly has it all. What's more, Jakarta is merely the gate to the paradisiac archipelago.

Booth No: D23

Website: www.indonesia.travel

Destination Brunei

Of gold domes and minarets

Brunei's Islamic tour packages are steadily gaining traction among Muslim visitors from the region. By **S Puvaneswary**



Sultan Omar Ali Saifuddin Mosque, one of Brunei's key attractions for Muslim visitors

The unanticipated international media attention Brunei received when it imposed Shariah law in 2014 has helped tour operators to further promote Islamic tour packages in the country.

Khirul Zainie, managing director, MegaBorneo Tour Planner, said: "We have been promoting Muslim tour packages for three years, but the unexpected free publicity has also created more awareness and interest among the Muslim communities in Malaysia, Thailand, Indonesia, Vietnam and Cambodia to visit Brunei.

"It also helps that halal food is easily available throughout Brunei and hotel rates are reasonable, especially (vital for) price-sensitive markets like Malaysia as the ringgit had also depreciated.

"Four-star hotel rates are also much cheaper than its ASEAN neighbours. A four-star hotel contract rate in Brunei is between B\$80 (US\$60) and B\$120 per night, which is equivalent to a budget hotel in Singapore," Khirul added.

Freme Travel Services' Islamic sight-seeing tour packages are well received by Malaysians, especially from the predominantly Muslim states of Kelantan, Terengganu, Kedah and Johor, said inbound & MICE division manager, Sugumaran Nair.

According to Sugumaran, religious departments from Malaysia are keen to travel to Brunei to meet with their Bru-

neian counterparts and learn more about the implementation of Shariah, while students and teachers visit religious educational institutions to see how training is conducted.

The company is also keen to replicate its success in the Malaysian market with Indonesians too. For Indonesian Muslims, Brunei is a stopover when they fly on Royal Brunei Airlines to perform Umrah or Hajj in Mecca.

"We hope to tap this (pilgrimage) market as well as Muslim tourists from Indonesia visiting Brunei for a short break," said Sugumaran.

"We are now promoting Muslim sight-seeing tours to Indonesia through our counterparts. Visits to mosques are combined with visits to famous tourist attractions such as Kampong Ayer and The Royal Regalia Museum."

Not all tour operators are reporting increased business from the recent media attention on Brunei though.

Said Haironni Kamis, senior manager, marketing and product development at Darussalam Holdings, the appointed agent for Brunei Tourism: "News on Shariah law in Brunei combined with the slowdown in the economy (led to) a drop in inbound tourists. However, we get an equal number of Muslims and non-Muslims, mainly from Malaysia and Singapore, who are interested in our packages."

VIEWPOINTS

Is Islamic tourism a big draw for visitors to Brunei?



Uzaidi Udanis, general manager, VacAsia Tours & Travel Malaysia

It is still very small and attracts religious associations and Malay teachers

associations who want to explore what the sultanate has to offer in this area. What (Brunei) needs are more attractions to entice people to visit the sultanate first, then Islamic tourism will be an add-on for those who wish to learn more about the local culture and religion.



Adam Kamal, CEO, Rakyat Travel Malaysia

Islamic tourism is what differentiates this destination from the region. We have seen an increase

in demand for Islamic tours in Brunei from our Muslim groups in East Malaysia who use Royal Brunei Airlines for their Hajj and Umrah pilgrimages. We have converted transits in Brunei to one- or two-night stays as part of efforts to promote Islamic heritage in the country.

PRODUCTS

1 Freme Travel's Adventure Course and Rainforest Lodge

In early 2015, Freme Travel Services introduced its new Adventure Course and refurbished Rainforest Lodge.

The lodge can accommodate more than 40 people in wooden bunker beds and a further 15 in large tents. It also boasts a new terrace dining area and kitchen.

Highlights of the new adventure course include a 15m-long flying fox, a high rope bridge course, a birdwatching platform and a viewing tower.

2 Brunei Darussalam Maritime Museum

Located at Kota Batu, Brunei Darussalam Maritime Museum was opened in March 2015. It showcases the sultanate's history as a maritime trade empire and is a repository of the country's maritime history.

The museum is open from Saturday to Thursday from 09.00 to 17.00.

3 Bintudoh Greenspring Resort

Bintudoh Greenspring Resort opened this year in Tutong District, 45km from

Bandar Seri Begawan. The resort comprises six chalets and a 14-pax dormitory, accommodating a maximum of 26 people. Facilities include a multipurpose hall and a café. Guests can enjoy fishing at the fish pond or stroll in the garden.

4 Jerudong Park Playground

Jerudong Park Playground has added new rides and attractions such as a carousel, ferris wheel, rollercoasters as well as a 21-hole mini golf course. The mini golf course is designed by Australian mini golf expert Craig Bartlett. It includes several artificial lakes, and features a few courses with various difficulty levels.

5 MV Sentosa ferry cruise

MV Sentosa ferry cruise provides guests a comfortable option of touring Brunei River and Kampong Ayer (Water Village). Operated by Sha-Zan Marine, the service was launched in mid-November 2014.

The vessel can hold 60 passengers and has fully enclosed air-conditioned decks. It can also be chartered for private functions, meetings and trips to Temburong District.

JAYAKARTA HOTELS & RESORTS
Well Located and Friendly Hotels

Visit us at Booth D46

Experience the harmony of business and leisure in the city that never sleep

JAKARTA BANDUNG ANYER

CORPORATE & SALES OFFICE
Jl. Hayam Wuruk 126, Jakarta 11180 - Indonesia.
Ph. (021) 649 0101 - 02, Fax. (021) 659 8395
Email : rsvocorp@jayakartahotelsresorts.com

Managed by: Jayakarta Hotels & Resorts

HOTEL
Coming Soon 2016

Jakarta | Bandung | Anyer | Cisarua | Yogyakarta | Bali | Lombok | Flores-Komodo

www.jayakartahotelsresorts.com

Destination Macau

Beyond the glitz and glamour

The city aims to shed its gaming skin and position itself more as a leisure destination, reports [Prudence Lui](#)

Macau is currently undergoing a rejuvenation drive, with a spate of new hotels and integrated resorts coming online within these few years.

Following the lavish opening of the Galaxy Phase 2 development and Broadway Macau in May, upcoming debuts this year include Studio City, St. Regis Macao and Crowne Plaza Macau. The list would extend beyond 2016/17 as Lisboa Palace, Palazzo Versace Macau, The Parisian Macao (a Karl Lagerfeld hotel), Wynn Palace and MGM Cotai are now under construction.

Macau Government Tourist Office (MGTO), director, Maria Helena de Senna Fernandes, said: "The MGTO, along with the city tourism stakeholders, have been working to diversify both the tourism products and source markets to the city so that visitors from around the world have more reasons to come and stay longer.

"Our strategy all along has been to leverage the city's well-known leisure and entertainment industry to develop related areas, such as reinforcing our calendar of events and festivals, organising MICE events and world-class shows, while enhancing elements such as shopping and dining."

Galaxy Macau's Phase 2 has seen the addition of more non-gaming elements. For instance, the expanded Grand Resort



Macau's skyline is constantly evolving with new openings

Deck features the Skytop Aquatic Adventure River Ride with the world's longest skytop aquatic adventure river ride at 575m. Also, young ones can be kept en-

tained at the world's largest JW Kids Club at JW Marriott Macau with its abundance of interactive activities.

When Studio City opens in 3Q2015,

the US\$3.2 billion destination will boast attractions such as the Golden Reel, Asia's highest Ferris wheel; a Warner Bros-themed family entertainment centre; the Batman Dark Flight themed ride; a 5,000-seat multipurpose live performance arena; a live magic venue; as well as 1,600 hotel rooms, a vast array of F&B outlets and 32,500m² of retail space.

MGM Cotai, set for a 2016 opening, will feature a convertible theatre capable of accommodating a variety of shows, and restaurants with American and Peruvian-Japanese cuisines.

Macau's new offerings have so far found favour with travel consultants.

EGL Tours (Macau), general manager, Sabina Long, noting that Galaxy Macau's pool has drawn many South-east Asian families this summer, said: "If Macau wants to vie for more traffic, it needs newer elements like playgrounds, theme parks, circus and magic shows to appeal to kids."

China Travel Service (Macao), travel department sales and marketing manager, Pun Cheng-man, also observed strong South-east Asian traffic this summer. He commented: "Macau's small size limits its offerings but hopefully the current reclamation projects will generate more land supply in the long run to feed future growth."

VIEWPOINTS

How successful is Macau's shift from a gaming mecca to a leisure destination?



Irene Wong, vice-president of sales, public and community relations, MGM Macau

All gaming operators have been coming up with a variety of programmes and attractions. The Macau Government Tourist Office has been creating tours that highlight UNESCO Heritage sites and the city's Chinese-Portuguese culture. At MGM Macau, we debuted Joana Vasconcelos' art installation, and that is just one of many experiences we've been bringing in to help position

Macau as a leisure destination.



Bruno Simoes, CEO, smallWORLD Experience

The diversification is moving too slowly. The Macau government should push gaming operators to further implement the projects promised in the gaming concessions. They also need to move faster with the infrastructure. The maritime terminal in Taipa/Cotai has been under construction for more than 10 years! The airport is turning 20 years old next year, but has never upgraded although visitor numbers have boomed. Also, the light railway

has no budget and no finish date!

PRODUCTS

1 Macau Giant Panda Pavilion

Macau Giant Panda Pavilion welcomed a new pair of pandas in June. Both eight-year-old female Shurong and its seven-year-old male partner Yalin hail from Chengdu, but in Macau they will be known as Hoi Hoi and Sam Sam (literally meaning "happiness") – names chosen by the public.

2 TurboJet's Premier Plus shuttle service

In April, TurboJet launched Premier Plus shuttle service in Hong Kong, Macau and Zhuhai, which entitles passengers travelling on the Premier Grand Class to a free shuttle service upon reservation.

Customers can also book the free shuttle to get to Macau Maritime Ferry Terminal from anywhere in Macau. Three major routes are covered, between Sheung Wan and Hong Kong International Airport; between Macau Maritime Ferry Terminal



Clockwise from above left: Macau Giant Panda Pavilion; Ascott Macau; TurboJet's Premier Plus shuttle service

and Zhuhai's Chimelong Ocean Kingdom; and Macau Maritime Ferry Terminal to anywhere in Macau.

3 Ascott Macau

The 110-room Ascott Macau, located near the Macau ferry terminal, airport and Taipa Island, is scheduled to open in 3Q2015. The service apartment features a fully equipped kitchen, and the property

also boasts a gym, swimming pool and sauna.

4 More flights to Macau

China Southern Airlines has started thrice-weekly Macau-Wuhan service since April 3. The route is operated every Tuesday, Friday and Sunday on Boeing B737 aircraft.

Since May 1, Cambodia-based Bassaka



Air has switched its twice-weekly charter Macau-Phnom Penh operation to become regular schedule services. The round-trip flights are operated every Monday and Friday on Airbus A320 aircraft.



Better Place Better Journey

Visit Indonesia Pavilion
at PATA Travel Mart 2015

D-23

6 - 8 September 2015

 indonesia.travel  @indtravel

 indonesia.travel  www.indonesia.travel

Raja Ampat, West Papua • Indonesia

Destination Australia

Melbourne's pop-up culture

The flourishing pop-up trend is key to attracting visitors to this cosmopolitan Australian city, writes [Rebecca Elliott](#)



St Jerome's – The Hotel, perched above Melbourne Central with views of the city skyline

In May, Melbourne welcomed the world's first pop-up rooftop 'glamp' site, St Jerome's – The Hotel. Inhabiting the vacant rooftop of Melbourne Central shopping centre, the luxury camping ground features 25 standard 'rooms' and five 'suites' – four and five metre canvas bell tents – a guest-only com-

munal lawn and bar, 24-hour concierge service, free tai chi and meditation classes each morning and breakfast hampers.

Yet, despite being "really well received" according to owner Jerome Borazio (co-founder of St Jerome's Laneway Festival), it will not be around for long. Originally slated to open for six months, Borazio and

his team are hoping to extend its lease to take advantage of the summer months.

St Jerome's – The Hotel epitomises the pop-up culture that Melbourne has embraced over the last few years, transforming the city into an experiential playground. "I think overall, pop-up has a reputation for providing great services and experiences," said Borazio.

In addition to St Jerome's – The Hotel, recent examples of Melbourne's pop-up initiatives include Rue & Co, a collective of three popular eateries – Kong, Jimmy Grants and St Ali – housed in shipping containers; MPavilion, an architectural commission that saw a temporary structure erected in Queen Victoria Gardens to host public events; and the Magnum Ice-cream Pleasure Store, a design-your-own concept store set up in Emporium Melbourne shopping centre.

Tourism Victoria is actively promoting the city's burgeoning pop-up culture. Pop-up was also a major theme at the recent Insights@Melbourne media event held as part of the Australian Tourism Exchange in Melbourne in June.

Tourism Victoria's chief executive, Leigh Harry, said that Melbourne's hid-

den and unexpected experiences such as its laneways and hole-in-the-wall cafés have long been a signature of the city. "For international visitors, uncovering these hidden gems adds to their appreciation of Melbourne culture and enables them to rub shoulders with locals," he said.

A guest speaker at Insights@Melbourne, Bec McHenry, is the chief executive of The Space Agency, a local company specialising in activating vacant or under-utilised spaces. She said that in order for Melbourne to remain relevant and retain its title as the World's Most Liveable City it needs to stay ahead of the curve and pop-ups help to achieve that.

McHenry and her team are in the early stages of utilising pop-ups to re-energise popular tourist destinations like St Kilda's Fitzroy Street and Acland Street, which over time, have become tired.

"We are working with a number of local stakeholders to help activate Fitzroy Street and bring commercial density back to the area," she said. "We see great opportunities for businesses, both existing and newcomers. I don't think we will recognise Fitzroy Street in two years time."

Watch this space.

PRODUCTS

1 Taste Byron Bay food tours

To celebrate New South Wales' local produce, chef Terase Davidson started Taste Byron Bay, an outfit which conducts weekly food tours and cooking classes in the New South Wales' coastal town.

The food tours visit farmers' markets, producers and eateries in Byron Bay, and guests are transported to each location in an iconic combi van. The cooking classes take place at Fig Tree Restaurant in Ewingdale. Private tours are available.

2 Bennelong Restaurant

One of Australia's most revered chefs, Peter Gilmore, has reopened the doors to Bennelong Restaurant at the Sydney Opera House after an 18-month closure for renovations. The venue offers spectacular views of Sydney Harbour.

A variety of dining experiences are available such as the Restaurant, showcasing Australian produce; the Cured and Cultured Counter, with an emphasis on raw and cold produce; and The Bar, the perfect spot for a quick drink or



Queensland's Scenic Rim Region

bite. Private functions are limited to 10 per year.

3 4WD quad bike eco-adventure tour

Visitors to Margaret River in Western Australia can now explore the region in the seat of the world's first EcoBike with Eco Adventures Margaret River. The electric 4WD quad bikes have been designed with low inflation tyres (that inhibit wheel spin) to be eco-friendly.

The 1.5-hour, 15km guided tour explores the picturesque Boranup Forest and Leeuwin Naturaliste National Park. Each bike comes with its own iPad mini, offering facts about the environment and history of the region along the way.

4 The Watson

The Art Series Hotel Group has opened its first hotel outside of Victoria – The Watson in Walkerville, about 3.5km from Adelaide's city centre.

Named after one of Australia's Indigenous artists, Tommy Watson, the new luxury boutique hotel features 140 hotel suites. Facilities include meeting spaces, an on-site restaurant, complimentary Wi-

Fi and art tours with trained in-house art advocates.

5 The Old Clare Hotel

The Old Clare Hotel in Chippendale, the first Unlisted Collection property in Australia, is located on the historic site of the former Carlton and United Brewery Administration Building in Sydney.

The Old Clare boasts 62 rooms, a rooftop pool and bar, a meeting room in the building's original boardroom and three independent restaurants including Silvereye, headed by Sam Miller – Noma's former executive sous chef.

6 Spicers Retreats' Scenic Rim Trail

Spicers Retreats has launched a new four-day walk exploring the Scenic Rim Region of south-east Queensland's high country.

The guided walk covers roughly 30km through parkland, state forests and national parks. Two nights' accommodation in Spicers Canopy's luxury eco-tents or Canopy Eco Lodge, along with gourmet food and wine, are provided. On the third day, guests can relax and unwind at Spa Anise at Spicers Peak Lodge.

VIEWPOINTS

What opportunities and challenges do you currently experience in selling Melbourne city and its pop-up culture?



Monique Bayer,
owner, Walk
Melbourne Tours

It's a good way for visitors to tap into what's local, creative and trendy right now. My

business is about sharing stories through food, so when new things pop up with a food focus, we incorporate them on tour when we can. It really affords us the opportunity to talk about that part of Melbourne's culture, which is great. The most common thing we hear is 'you wouldn't even know this was here'. They love to discover.

Pamela McMurtry,
travel specialist,
World Travel
Professionals



For a traveller that may visit the same destination regularly, I like the concept of being able to offer them a different experience. However, we are selling a city that is constantly changing, and it is about having the knowledge of what is new.

Other challenges are the stability of these brands and pop-up venues when it comes to legal obligation, risk-free due diligence and insurance cover. Once we get past these, the concept of using pop-up venues for future travellers would tick the boxes from an experiential aspect and ensure that we are creating a buzz.



Bennelong Restaurant

Intelligence

Asia-Pacific inbound visitor arrivals 2014

By Strategic Intelligence Centre, PATA

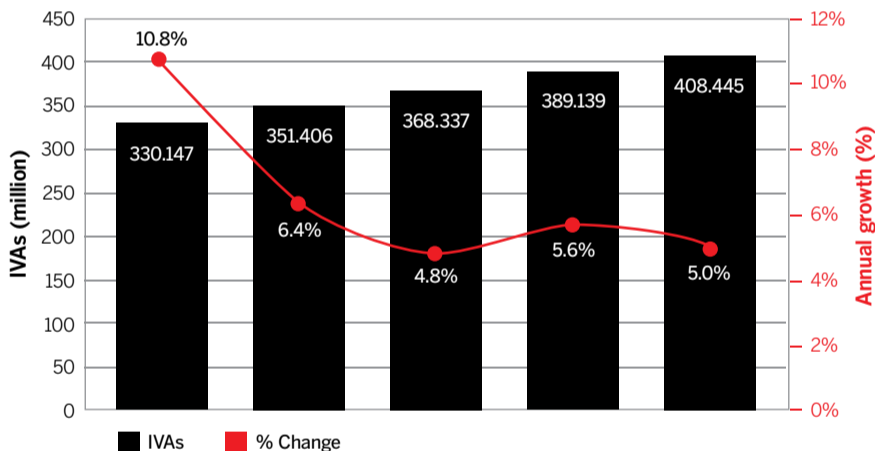
Aggregate results for the Asia-Pacific destinations, for which data was available at the time of preparing this article, indicate international visitor arrivals (IVAs) growth of 5.9% in 2014 (year-on-year) and an AAGR of 5.4% per annum between 2010 and 2014 (adjusted for Guam and Hawaii). This translates into a gain of almost 30.6 million additional IVAs over 2013 and well more than 103 million since 2010.

*44 destinations in total were covered, with two of those – Guam and Hawaii – having their arrival counts recorded both at the individual destination level and within the count for the US. As such, in terms of total Asia-Pacific arrivals, these data are adjusted to avoid double counting, which reduces the Asia-Pacific destination count to 42. At the subregional level however, there are 42 individual destinations.

ASIA

Foreign arrivals into Asia rebounded strongly following the global financial crisis and have now settled into a more moderate – but still strong – average growth rate of around 5% to 6%.

IVAs to Asia, 2010 to 2014



South Asia was the strongest growing subregion within Asia for the year with an annual rate higher than 8%, but from a relatively smaller inbound volume base. North-east Asia expanded by more than 6% (year-on-year), and with its large starting inbound volume base, generated an additional 15 million foreign arrivals into the subregion over that of 2013.

West Asia also had a strong 2014, growing by 5%. Only South-east Asia, which up until 2014 had been expanding at strong and often double-digit growth rates, fell to a mediocre 1.5% gain in 2014.

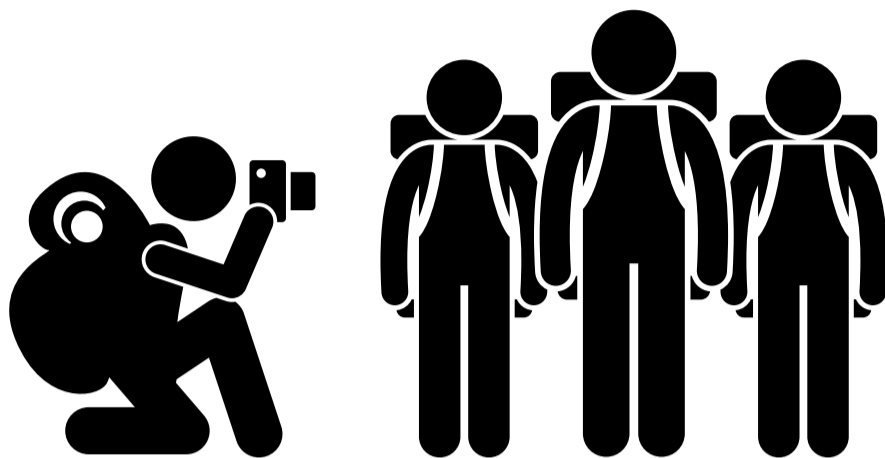
Much of this was driven by overall declines from just three source markets – China, Malaysia and Russia. Together, and despite some increases into individual destinations in the subregion, these three origin markets nevertheless registered a drop of almost three-quarters of a million arrivals into South-east Asia in 2014 (year-on-year).

Overall, the decreases from various source markets were such that they collectively pulled the South-east Asia and hence Asia growth average down to just 5% for the year.

IVAs to Asia by destination subregion, 2014

Destination	IVAs (million)	Annual change (2014/13)		Period change (2010 to 14)	
		Per cent (%)	Volume (million)	AAGR (%)	Volume (million)
North-east Asia	258,596	6.2	15,133	4.4	40,624
South Asia	10,839	8.4	0,840	8.9	3,142
South-east Asia	99,246	1.5	1,441	8.0	26,202
West Asia	39,765	5.0	1,893	6.1	8,329
Total Asia	408,445	5.0	19,306	5.5	78,298

Even so, the change in the relative market share positions of each of the subregions has not been substantially altered over the last five years, with South-east Asia still gaining ground somewhat at the expense of North-east Asia.



CHINA

IVAs from Mainland China into Asia-Pacific destinations have continued to climb over the last half decade (at least), and by the end of 2014, reached close to 100 million cumulative arrivals.

The bulk of these arrivals are intra-regional, however South-east Asia also saw in excess of 12 million arrivals from this market in 2014 (slightly down year-on-year), while North America received more than 2.6 million and Oceania over one million.

With the exception of South-east Asia, all other subregions saw double-digit annual growth from China ranging from 12% to 64%. Also, over the longer term, the majority of growth rates have been in the strong double-digit range over the period 2010 to 2014.

Several individual destinations saw a doubling of arrivals from China in 2014, with Palau in particular seeing a massive jump in arrivals from just under 9,500 in 2013 to close to 39,400 in 2014.

The largest volume increases over the last 12 months have however all been intra-regional, with the Greater China flows absorbing most of that. Of the 10 Asia-Pacific destinations that receive in excess of one million arrivals from China annually, five are in North-east Asia, four are in South-east Asia and the US represents North America.

IVAs from China into Asia-Pacific, by annual growth (% & volume), 2014/13

Destination	IVAs 2014, count	Growth 2014/13, %	Destination	IVAs 2014, million	Volume change 2014/13, million
Palau	39,383	317.6	Hong Kong	47,248	6,502
Sri Lanka	128,166	136.1	Macau	21,252	2,620
Niue	16	100.0	South Korea	6,127	1,800
French Polynesia	3,268	74.2	Taiwan	3,983	1,108
Laos	422,440	72.4	Japan	2,384	0,993

INDIA

Indian arrivals were growing at extremely strong rates at the beginning of the last five-year cycle, but that has now moderated to a still strong, but much lesser annual rate of growth. This source market now generates in excess of 6.7 million arrivals annually into the Asia-Pacific region.

Surprisingly, intra-regional flows are quite limited when compared with other destination subregions, especially in North America, South-east and North-east Asia. Those three subregions captured 87% of all arrivals from India into Asia-Pacific in 2014; South Asia on the other hand, only managed to capture a 6% share of those IVAs in 2014, despite a very healthy AAGR of 12.5% between 2010 and 2014.

The strongest annual growth was into Central America, with a number of other subregional destinations seeing growth at double-digit rates. Overall, the annual and AAGR rates are above the world average for arrivals of international tourists.

A number of individual destinations reported very strong growth rates for the year, including Japan, which also saw an increase of 34,000 arrivals in 2014 alone. Interestingly enough, Japan initiated multiple entry visas for Indian nationals in early July 2014, so the impact of that policy change will be one to watch with this origin-destination pair.

Based on the annual growth volumes for 2014, the US will soon receive more than one million arrivals from India.

Intelligence

IVAs from India into Asia-Pacific, by annual growth (% & volume), 2014/13

Destination	IVAs 2014, count	Growth 2014/13, %	Destination	IVAs 2014, million	Volume change 2014/13, million
Fiji	3,047	62.9	Malaysia	0.770	0.119
Myanmar	32,306	53.5	US	0.962	0.103
Japan	111,295	43.1	Hong Kong	0.516	0.081
Taiwan	30,085	29.0	Sri Lanka	0.243	0.034
Mexico	42,682	26.1	Japan	0.111	0.034

JAPAN

Outbound international travel from Japan has been softening over the past two years. After recording an increase of 8.8% in 2012, outbound travel then contracted by 5.5% in 2013 and 3.3% in 2014 and the arrivals of Japanese travellers into Asia-Pacific destinations clearly reflects this same pattern.

However, this generalised decline is not uniform across the subregions, with Oceania, Central America, South Asia and Melanesia all reporting aggregate gains in 2014. Unfortunately, these destinations capture only a very small share of the Japanese travellers so their gains have been easily lost in the deluge of decreases into some of the other subregions.

The net change for Asia-Pacific in 2014 was a decrease of 3.5%, which translates into a net loss of 730,000 arrivals for the year. Perhaps more worrying is the AAGR which, over the period 2010 to 2014, has remained static with very little growth overall, driven by enormous losses into North-east Asia destinations over that period.

On the positive side, a number of destinations reported strong percentage gains in 2014, but off very small absolute numbers.

Taiwan was perhaps the winner under the 2014 dynamic, gaining an additional 200,000 arrivals from Japan to lift its annual inbound volume from this market to more than 1.6 million.

IVAs from Japan into Asia-Pacific, by annual growth (% & volume), 2014/13

Destination	IVAs 2014, count	Growth 2014/13, %	Destination	IVAs 2014, million	Volume change 2014/13, million
Niue	52	73.3	Taiwan	1.634	0.213
Samoa	629	39.2	Vietnam	0.649	0.045
Sri Lanka	39,136	24.2	Malaysia	0.553	0.040
New Caledonia	19,053	21.6	Canada	0.258	0.034
Myanmar	83,434	21.3	Philippines	0.464	0.030

SOUTH KOREA

South Koreans have shown a remarkable tenacity and desire for international travel, with very strong increases into Asia-Pacific destinations in four of the last five years. As is the case with Japan, the outbound growth rates correlate very strongly with arrivals into Asia-Pacific destinations – Korean departures for example, grew by 37% in 2010, then 1.2% in 2011, 8.8% in 2012, 7.5% in 2013 and 8.3% in 2014.



North-east and South-east Asia destinations collectively capture the majority of the South Korean international travel movements although North America receives more than 1.6 million arrivals from this source market annually.

Very strong percentage growth was reported into Central America and West Asia during 2014. However, it was North-east Asia, South-east Asia and North America that captured most of the additional absolute numbers during the year (88%).

Taiwan, Malaysia and Turkey all had the double advantage of strong inbound growth rates from this source market and a reasonable volume of arrivals to begin with. That is not however, to downplay Bhutan, which is rapidly approaching an annual level of 1,000 arrivals from South Korea each year.

North-east Asia generally, however, picked up the largest individual origin-destination volume increases for the year.

IVAs from South Korea into Asia-Pacific, by annual growth (% & volume), 2014/13

Destination	IVAs 2014, count	Growth (%), 2014/13	Destination	IVAs 2014, million	Volume change 2014/13, million
Taiwan	527,390	50.1	Japan	2.755	0.299
Bhutan	858	44.0	China	4.182	0.213
Malaysia	385,769	40.5	Taiwan	0.527	0.176
Turkey	248,910	33.1	Hong Kong	1.251	0.168
French Polynesia	746	31.3	Malaysia	0.386	0.111

AUSTRALIA

Across the Asia-Pacific region, Australia represents a little less than 2% of total IVAs, a figure that has remained relatively constant, at least for the last five years. While 2010 to 2012 saw a relatively strong increase in arrivals from this market, the last two years have fallen from annual gains of almost one million in 2010 (over 2009) to just 314,000 in 2014 (over 2013).

Around three-quarters of arrivals from Australia into Asia-Pacific destinations are to just three subregions namely South-east Asia, North-east Asia and North America while around 20% of Australian arrivals are intra-regional – to destinations within the Pacific subregion.

IVAs from Australia into Asia-Pacific, by annual growth (% & volume), 2014/13

Destination	IVAs 2014, count	Growth 2014/13, %	Destination	IVAs 2014, million	Volume change 2014/13, million
Laos	44,964	26.9	Indonesia	1.098	0.160
Japan	302,692	23.8	US	1.276	0.071
Taiwan	78,532	19.4	Japan	0.303	0.058
Nepal	21,641	18.5	Malaysia	0.571	0.045
Myanmar	29,175	18.0	New Zealand	1.248	0.030

FRANCE

Growth in arrivals from France into Asia-Pacific destinations has once again begun to increase after plateauing a little in 2012. Aggregate arrivals are now very close to seven million per annum, although it has taken four years to increase by an additional one million.

North America dominates the distribution of arrivals from France, capturing around 30% of all IVAs from this source market in 2014 with North-east Asia close behind with a 24% share. South Asia saw the strongest annual growth, while North America captured the largest incremental increase in volume.

Over the longer term, the AAGR is consistent with the global growth rate in international tourist arrivals.

Fiji proved to be a popular destination for French visitors in 2014, lifting the annual inbound volume from less than 1,200 in 2013 to over 4,000 in 2014 – an annual growth rate of more than 240%.

The US captured the majority of additional French arrivals into Asia-Pacific during 2014, with Canada also gaining an additional 23,000. The US and Turkey were the only Asia-Pacific destinations to receive more than one million French arrivals in 2014.

IVAs from France into Asia-Pacific, by annual growth (% & volume), 2014/13

Destination	IVAs 2014, count	Growth 2014/13, %	Destination	IVAs 2014, million	Volume change 2014/13, million
Fiji	4,018	244.3	US	1.625	0.120
Sri Lanka	78,883	22.5	Malaysia	0.170	0.025
Malaysia	169,973	17.1	Canada	0.482	0.023
Myanmar	41,453	16.9	Thailand	0.632	0.021
New Zealand	30,608	13.5	Sri Lanka	0.079	0.014



VISIT

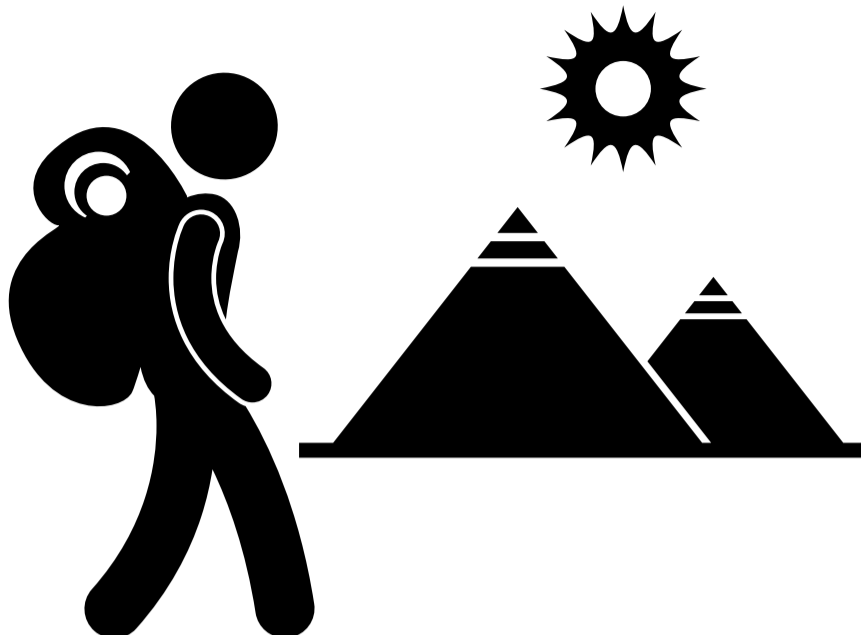


GUAM

2016



Intelligence



GERMANY

German arrivals now exceed 11 million per annum and despite a rollercoaster growth profile since 2010, have nevertheless added 1.7 million additional arrivals into the Asia-Pacific region since then.

West Asia is a particularly strong regional destination for this market, capturing close to 48% of all arrivals into Asia-Pacific in 2014, followed by North America with a 20% share of arrivals. Very strong growth was recorded into Melanesia during 2014 (89%) while Oceania, and South and Central America all grew at double-digit rates.

At the destination level, the strongest annual percentage growth was into Fiji, which more than doubled its inbound count from this source market while Samoa and Papua New Guinea each also saw significant growth but of smaller numeric bases. Strong growth was also recorded by a number of other destinations, including Japan and Sri Lanka.

Turkey and the US however, saw the strongest expansion in absolute numbers.

IVAs from Germany into Asia-Pacific, by annual growth (% & volume), 2014/13

Destination	IVAs 2014, count	Growth 2014/13, %	Destination	IVAs 2014, million	Volume change 2014/13, million
Fiji	5,641	168.4	Turkey	5.250	0.209
Samoa	1,342	40.8	US	1.969	0.052
Papua New Guinea	1,822	26.9	Japan	0.152	0.030
Japan	151,667	25.0	Malaysia	0.158	0.022
Sri Lanka	102,977	20.5	Mexico	0.207	0.020

RUSSIA

Russians fuelled a strong expansion of visitors into Asia-Pacific for a number of years with annual growth rates in the moderate to high double-digit range. But that all reversed in 2014 with a marginal decline driven by currency and socio-political issues across the Russian Federation.

These declines were most noticeable in North-east and South-east Asia, where some 270,000 arrivals were lost collectively. Within those subregions, the destinations of Thailand and China were the hardest hit, losing more than 140,000 arrivals each.

In a reversal of that trend however, West Asia gained well over 200,000 additional arrivals to bolster its annual numbers from the Russian Federation to just short of five million for the year and hold the aggregate Asia-Pacific count to a loss of less than 1% for the year.

Fiji and Guam both doubled their respective arrival counts from the Russian Federation, while South Korea saw its annual count climb to over 200,000 on the back of a 22% annual growth performance. South Korea features again in the top five by volume increase list along with Turkey and Sri Lanka, as well as Malaysia and Singapore to a lesser degree.

IVAs from Russia into Asia-Pacific, by annual growth (% & volume), 2014/13

Destination	IVAs 2014, count	Growth 2014/13, %	Destination	IVAs 2014, million	Volume change 2014/13, million
Fiji	1,010	196.2	Turkey	4.479	0.210
Guam	16,293	101.9	South Korea	0.214	0.039
Sri Lanka	69,718	36.1	Sri Lanka	0.070	0.018
South Korea	214,366	22.2	Malaysia	0.062	0.009
Myanmar	4,835	17.4	Singapore	0.091	0.008

UK

A traditional source market for much of the Asia-Pacific region, arrivals from the UK nevertheless went through some decline between 2010 and 2012, but it appears to have recovered, posting a record high volume of more than 13 million arrivals in 2014.

North America is the dominant destination subregion with a share of more than one-third of all arrivals from the UK in 2014, followed by West, South-east and North-east Asia after that. While 2014 was a reasonable growth year for arrivals from this source market, the longer-term growth rate is sluggish at just 1%.

Taiwan, Myanmar and Guatemala not only showed strong percentage growth increases during 2014 (year-on-year) – along with others – but they also had the added advantage of growing off a reasonable volume base as well.

The US and Turkey captured significant volume gains, improving their respective positions by close to or more than 100,000 for the year.

IVAs from the UK into Asia-Pacific, by annual growth (% & volume), 2014/13

Destination	IVAs 2014, count	Growth 2014/13, %	Destination	IVAs 2014, million	Volume change 2014/13, million
French Polynesia	4,834	48.5	US	3.973	0.137
Taiwan	58,079	36.9	Turkey	2.600	0.091
Niue	136	29.5	Mexico	0.459	0.045
Myanmar	40,921	23.2	Malaysia	0.446	0.032
Guatemala	35,065	19.9	Canada	0.676	0.031

US

While the annual growth rates for arrivals from the US into Asia-Pacific destinations may appear to be just average, the base volume of arrivals is such that even a 1% increase on the 2014 volume will generate close to an additional 37,000 arrivals, so its numeric weight should not be underestimated.

Intra-regional flows are significant for the US outbound market, with the Americas capturing roughly 56% of the US international arrivals during 2014. Even so, Asia sees some 10 million arrivals from the US each year, while the US-to-Polynesia (read Hawaii) flows are also significant.

More than half of the destination subregions treated here received in excess on one million (or substantially more) arrivals from the US each year.

A number of destinations had double-digit growth rates in 2014, however, they did not generate any sizeable volume increases.

The increases came from the neighbouring destinations of Mexico and Canada, which together, increased their combined inbound count from this source market by almost 800,000.

IVAs from the US into Asia-Pacific, by annual growth (% & volume), 2014/13

Destination	IVAs 2014, count	Growth 2014/13, %	Destination	IVAs 2014, million	Volume change 2014/13, million
Maldives	25,641	28.0	Mexico	7.164	0.685
Niue	144	24.1	Canada	12.113	0.106
Samoa	8,458	18.8	Japan	0.892	0.092
Northern Marianas	8,910	18.4	Hawaii	4.976	0.063
Myanmar	62,631	16.7	Philippines	0.723	0.048





wonderful indonesia



see you soon @

PATA TRAVEL MART 2016

07 - 09 September | Jakarta - Indonesia

www.indonesia.travel

∴ Welcome Statue Monument

 [indonesia.travel](https://www.facebook.com/indonesia.travel)

 [@indtravel](https://twitter.com/indtravel)

Report Adventure travel



Out of comfort zone

Adventure travel companies are probably facing the biggest adventure of their lives as they handle the digital disruption and are forced to be transformers and disruptors. [Greg Lowe](#) reports

The adventure travel sector is being shaken to its core by successive waves of digital disruption and transformations in the way people want to travel and share their experiences.

Not only has digital marketing become key for promoting services and engaging with customers at every stage from research and booking and returning home, digital media, GoPros and social networks have become essential channels for documenting adventures in real time.

As with other parts of the travel trade, adventure specialists are now finding themselves being placed into one of three camps: traditionalist, transformer and disrupter. Specialists described the concepts in broad terms:

- **Traditionalists:** anything from mainstream travel companies to full-service adventure specialists drawing on the skills and experiences of a range of consultants to service clients;
- **Transformers:** companies using technology to improve the efficiency of the traditional businesses or those which alter the entire travel landscape; and
- **Disrupters:** those who completely change a business using technology or do new things but fail to change the industry at large. Given the subjective nature, the bound-

aries between some of the categories are blurred. “The difference between disruptors and transformers is extremely subtle,” said Carolyn Childs, head of travel research at MyTravelResearch.com. “Disruptors are those who do new things but do not change the whole travel landscape. Virgin Galactic would be a good example of this. They’ve brought the ultimate adventure experience within the budget of the mass affluent.”

“In the adventure space G Adventures and Intrepid are among those who have changed the experience (as transformers), using local transport for example, aiming to avoid experiences like elephant-riding and providing options to live locally.”

A company’s position can change over time too, observed Robert Basiuk, managing director of Borneo Adventure, who believes this is fundamental to the evolution of adventure travel.

“When we started our tour business, we were the disruptors, as we were offering something new to the market – ecotourism and responsible tourism,” he said. “We were part of the transformation of the industry shifting from the usual package tours to something more active and interactive.”

“I guess having done this for some 28 years, we are now considered traditionalists. That said, we definitely see the need to continue to change and adapt as new media has disrupted many of the traditional supply chains and clients are now coming direct through many new portals.”

The industry still faces the usual concerns relating to safety, security, insurance and liability, and more contemporary challenges such as providing Wi-Fi, mobile connectivity and charging points for electronic equipment when on a trip.

“GoPros, digital media, Internet and social media have everyone recording and reporting everything,” said Basiuk. “The

good part is that your products are reaching a far wider audience and reaching it now. The challenge is that the expectations are very high – pressure lamps do not quite cut it anymore.”

Technology is becoming increasingly important for adventure travel operators, and companies that fail to deploy it effectively to market their services and connect with clients will pay a heavy price. How-



The cake in travel is big enough for everyone. Stop fighting. Start working together. Otherwise Google or some other big tech company may kill us all.

Hai Ho
Principal, Triip.me

ever, many specialists believe that focusing on the fundamentals of content and quality are still the best methods for building a competitive advantage in the market.

“You need to do many things well,” said Natasha Martin, a tourism consultant with Solimar International who also counsels the Adventure Travel Trade Association, “but perhaps the top three issues for companies entering this business are: one, provide a unique and delightful experience for your guests; two, provide your service in an environmentally and culturally sustainable manner; and three, build and maintain relationships with customers and trade partners.”

Anthony Hill, managing director of Adventure Travel, takes a harder line by saying companies must become transformers if they are serious about transforming the adventure travel space. Technological innovation is also essential for protecting margins in an increasingly competitive market, he added.

“Adventure travel companies around the world are run by owners that are passionate about the activities they offer and the regions they travel through, but few embrace technologies that would make them a disruptor.”

“To differentiate yourself and be considered a leader in the field, you need to become a transformer.”

While there will always be competition among players, Hai Ho, principal at Triip.me, which he described as a transformer in the tour booking segment, said this does not mean relationships have to be adversarial; in fact, he advocates much greater collaboration and cooperation between operators.

“The cake in travel is big enough for everyone,” he said. “Stop fighting. Start working together. Otherwise Google or some other big tech company may kill us all.”

The South-east Asia kick

Greg Lowe compiles 10 adventures in ASEAN worthy of retailers' attention

BALI | Bali Family Adventure

Tailored to families, this 10-night guided tour takes clients on an action-packed adventure across the Indonesian island. Key highlights include surfing in Kuta, taking in the volcanic terrain of Mount Batur and rafting down Ayung River. Food is also a focus and Balinese cuisine is served in various settings throughout the trip. Stays are hosted in boutique properties. Cultural activities include jewellery making in Sanur, temple tours, a farm trip in Ubud and a visit to the indigenous Aga community.

www.backyardtravel.com

BHUTAN | Motorbike tours

Travelling around Bhutan in an SUV, pretty much the only option for most tourists, can be an arduous experience at best with many trips taking up to eight hours. Travelling by motorbike, however, transforms the hard task into an unforgettable experience. A number of day trips are on offer, but Bhutan TUSK Motorcycle also offers a 15-day Around the Dragon tour which travels from Paro through Thimphu to Punakha, Bumthang, Mongar and Tashigang, taking in Ura and Gangtey valleys. A number of side trips, including a trek to the iconic Taktsang Monastery and the option of enjoying colourful Bhutanese festivals are also included.

www.bhutantuskmotorcycle.com

BORNEO | Ulu Ai experience

Groups are picked up in Kuching, stopping at Lachau Bazaar on the way to Batang Ai Lake, where they depart for Nanga Sumpa lodge by longboat. Action starts the next day with a breakfast along riverside jungle trails. The journey continues upriver to Le Enseluai waterfall, with a short stop to watch Iban-style net fishing. Accommodation is at Jambu longhouse, located in the furthest and most isolated community (with just eight families) on the Delok River. The journey then continues to the waterfall, where the group has time to relax, swim and enjoy a riverside BBQ prepared by the Iban hosts. Return to Kuching the next day after overnighing at the lodge.

www.borneoadventure.com

CAMBODIA | Chi Phat, community-based tourism

This jungle adventure in Cambodia's Cardamon Mountains combines natural beauty and community-based tourism. Many of the guides from the traditional Cambodian village who lead groups on excursions were former poachers. There is plenty of wildlife to see. Soft adventure options include early morning birdwatching excursions on traditional boats and staking out. More challenging trips including treks and mountain bike ride deep into the forest.

www.chi-phat.org

LAOS | Nam Nern Night Safari

Head into the Nam Et-Phou Louey National Protected Area in northern Laos for this 24-hour boat excursion into the area's interior. Night-time nature watching is a highlight: groups are able to track and observe wild and endangered animals from their longtail



Clockwise from top: Hanoi to Luang Prabang cycle ride; Ulu Ai experience; Nam Nern Night Safari

boats before overnighing in traditional Lao bungalows at the ecolodge built and managed by the local community.

The adventure also supports the villagers and features programmes to conserve tigers and other wildlife. Activities include bird-watching, wildlife tracking, night treks and an introduction to local medicinal plants.

www.namet.org

MYANMAR | Inle Lake bike ride

Rather than taking a minibus transfer to their hotels, clients arriving at Heho airport en route to Myanmar's iconic Inle Lake instead mount bicycles for the two-hour descent to Inle. Along the way they stop off at a local workshop in Heho to see how Shan paper is made, walk across the old railway bridge, then ride on to Nyaung Shwe before finally reaching the hotel.

www.khiri.com

PHILIPPINES | Mayon Volcano

The Philippines' most famous volcano rises 2,462m above Luzon Island and is renowned for its almost perfect conical form and frequent eruptions. (While the volcano is now a core attraction for tourists, an eruption in 1814 killed more than 1,200 islanders.) Groups can explore the mountain

and its surrounds on an ATV tour which takes them through gullies and to the Lava Wall, a towering pile of volcanic rock from a recent eruption, which rises to a height of hundreds of metres.

www.mayonatvtour.com

VIETNAM | Son Doong Cave

Despite vying for the title of being the world's biggest cave, Son Doong Cave, which stretches some 9km and is tall enough to fit a 40-storey building, was only discovered in 1991 by a Vietnamese man. British cavers were the first to mount an expedition into its interior in 2009.

Oxalis has exclusive rights for running tours into the cave, which is so large it has its own weather system, complete with mist clouds. Given the limited access, groups may need to book as far as a year in advance for the four-night 50km trek.

www.oxalis.com.vn

VIETNAM | Hanoi to Luang Prabang cycle ride

This 13-day tour of two countries, Vietnam and Laos, is not for the faint-hearted. Starting from Hanoi the ride ventures through the diverse landscape, rice paddies and mountains of north-western Vietnam, including

a stop at a hill station in Sapa, a former French colonial retreat. It includes experiences with Montagnards, a mountainous ethnic group, and the Hmong, Dai and Tsao. The group crosses into Laos at the historic Vietnamese city of Dien Bien Phu, after which the tour winds its way through the mountains to the ancient capital of Luang Prabang.

www.spiceroads.com

THAILAND | Cave adventure

The area surrounding Mae Hong Son in northern Thailand is home to a diverse range of cave networks, some of which are several kilometres long. Ban Tham Lot offers some of the most spectacular and easily accessible caves, and groups can travel on a bamboo raft along the Nam Lang stream through parts of the network. The main cave features three chambers: Tham Sao Hin, which has columns reaching up to 20m in height; Tham Tukkata, known for its doll-like stalagmites and stalactites; and Tham Phi Maen, where teakwood coffins and other artefacts dating back as many as 2,000 years were discovered.

Tham Nam Lot Nature and Wildlife Education Centre, Tel: (66) 53-617-218

News/Snapshots

Asians are top source markets for Guam

A year-long campaign, better airtlinks, and a host of new products are drawing more visitors to the island nation

By S Puvaneswary

Improvements in air connectivity and ease of entry for Chinese tourists heading to Guam are supporting the destination's desire to capture more arrivals from its core markets, in conjunction with the *Visit Guam 2016* campaign.

T'Way Air, a low-cost airline based in Seoul, South Korea, will commence new daily services between Incheon and Guam from September 24, and from Daegu to Guam via Osaka from October 1. From October 25, China Airlines will add two extra flights a week between Taipei and Guam, resulting in four weekly services. These new airtlinks will join Air Busan's four-weekly Busan-Guam flights, launched on July 23.

Japan, South Korea and Taiwan are among the top five source markets for Guam, and the nation's tourism authorities are targeting 801,000, 400,000 and

49,000 footfalls from these markets respectively, to be achieved next year.

Guam has also identified China as an important market because of its significant growth potential and the approval of a 10-year visa extension in November 2014 which has made it easier for Chinese travellers to come on shore. Guam has set a target of 30,000 Chinese visitors in 2016.



Denight: more direct flights to Guam

Guam Visitors Bureau, general manager, Jon Nathan Denight, told the *Daily* that working with its airline partner, United Airlines, had resulted in direct flights to Guam from Shanghai.

Through *Visit Guam 2016* and an ongoing local campaign, *Only on Guam* which complements all the events built around the global promotion blitz, Guam Visitors Bureau aims to tell the world that Guam offers more than just marine activities and shopping.

Key events next year include the PATA Annual Summit 2016, held for the first time there from May 18-21, and the 12th Festival of the Pacific Arts from May 22 to June 4. The latter is a travelling festival that occurs every four years in the Pacific.

Denight remarked: "As the chairman of the 12th Festival of Pacific Arts, together with my co-chair First Lady Christine Calvo, it is an honor that Guam was selected to host this prestigious cultural event in 2016.

"In addition to the 27 island nations coming to Guam, we have also invited Taiwan as a guest country. We are looking forward to (holding) the biggest cultural event in our island's history."

Meanwhile, Denight pointed out that Guam has many new tourism products to offer. They include the Dusit Thani Guam Resort, a five-star property on Tumon Bay; TaoTao Tasi Beach Dinner Show at Gun Beach Tumon, which features an all-star cast of performers and an all-you-can-eat Chamorro food and BBQ buffet; curated food tours by Guam Food Tours; and *Ride the Ducks Guam*, an amphibious ride which starts and ends in Tumon.

History buffs can also look forward to the Guam Museum which is scheduled to open in 2016 in the heart of Hagatña. It will tell the history of the destination.

Khiri gets Travelife accreditation

KHIRI Travel has become one of two South-east Asian companies to be accredited by *Travelife*, which acknowledges Organisation for Economic Co-operation and Development corporate social responsibility guidelines including labour conditions, human rights, environmental responsibilities, biodiversity and fair business practices.

"Travelife accreditation gives tour operators ethical credibility (and its) audits do not leave room for green-washing," said Andre van der Marck, vice president of Khiri Travel.

Some activities that had earned Khiri Travel this accreditation include its preference for using locally owned hotels, lodges, restaurants, and arts and culture centres, creative ways of integrating social enterprises into its programmes, and regular assessment of its supply chain to ensure activities do not hurt the environment or society.

He is optimistic that the wide gap between tour operators here and sustainability will narrow when companies recognise that "sustainability goes hand in hand with good business. There are three P's in sustainability: People, Planet and Profit. You cannot have one without the other two." – Paige Lee Pei Qi

Voices of the next generation

Issues on HR challenges and opportunities take centrestage at the PATA Youth Symposium, which sees young professionals and students from India and beyond sharing viewpoints with industry veterans. Photos by PATA



Visit us at
Booth **D49**

SELAMAT DATANG TO **MALAYSIA** YEAR OF FESTIVALS




Welcome to Malaysia, a melting pot of many cultures and traditions. 2015 is the Year of Festivals where great and vibrant events are lined up for you. Be part of our endless celebrations. See you in Malaysia.



Contact your nearest travel agent or the following Tourism Malaysia offices:

MUMBAI: Tel: +91 22 66352085 • Email: mtpb.mumbai@tourism.gov.my

NEW DELHI: Tel: +91 11 46011674/5 • Email: mtpb.newdelhi@tourism.gov.my

CHENNAI: Tel: +91 44 45068080 • Email: mtpb.chennai@tourism.gov.my

Follow us on:  www.facebook.com/malaysiajao | facebook.com/friendofmalaysia

 www.twitter.com/malaysiajao  www.trulyasia.tv

Malaysia
Truly Asia

www.tourismmalaysia.gov.my

Incredible India



Department of Tourism
Karnataka

Karnataka
One State. Many Worlds.



Bengaluru is proud to host the 38th PATA Travel Mart 2015
Sept 6th - 8th 2015 at Bengaluru International Exhibition Center (BIEC)

—
Hearty welcome to the Delegates!

Vidhana Soudha,
the state legislature
of karnataka.