



ITB
Asia

Official ITB Asia Daily

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Issue

3

Numbers that matter

3 The number of visitor arrivals to Singapore in the first quarter was 3.12 million, an increase of 15.7 per cent over the same period last year, not over six million as reported in yesterday's daily (page 8).

266 Average room rate of Singapore hotels rose 13.9 per cent to S\$266 (US\$209) in the first quarter, while the average occupancy rate is 85 per cent, according to Singapore Tourism Board (STB) figures.

10 A 10 per cent hike in international business travel would increase world trade on average by three per cent, according to a study by World Travel & Tourism Council in partnership with STB.

612 The current stock of hotel rooms in Abu Dhabi (Booth No. P24) is set to increase more than six-fold to 80,000 rooms in 20 years. More than 2,500 new rooms will have opened by this year-end.

1 Marina Bay Sands has been booked for nearly 2,400 events since it opened 18 months ago, involving over one million participants.

'It's a monopoly'

Sabah, Sarawak trade concerned Firefly's exit will push up prices

By Brian Higgs

THE travel trade in Sabah and Sarawak believes that Firefly's impending discontinuation of flights from Kuala Lumpur to Kuching and Sibiu in Sarawak, and to Kota Kinabalu and Sandakan in Sabah will create a monopoly, push up prices and curtail short- and longhaul traffic into the region.

Coming on the heels of the decision to shut Firefly's Johor hub offering direct flights to Kuching and Kota Kinabalu, Kevin Nila, regional marketing manager, Malaysia & Singapore, Sarawak Tourism Board, said the twin exits would only benefit AirAsia, Firefly's only other budget competitor on the routes. "It's a monopoly now," he said. "There's no more freedom to choose your own airline. It's like having a single telco with full control over the entire region."

Noredah Othman, senior marketing manager, Sabah Tourism Board, agreed with her Sarawak counterpart, saying although Malaysia Airlines (MAS)

offered a deluge of flights into both state capitals, they were premium category, and Firefly's exit had removed the only barrier discouraging AirAsia from raising its fares. She said: "Firefly provided good competition for AirAsia. Travellers are very price-conscious nowadays, and there are never enough flights into Kota Kinabalu. Previously we had 80 MAS, 63 AirAsia and 42 Firefly flights from Kuala Lumpur per week. Some 8,000 weekly seats will no longer be available once Firefly pulls out."

"My main concern is Sandakan, which receives a lot of longhaul from Australia through Kuala Lumpur."

Charlie Chan, director-operations & sales, Kota Kinabalu-based Borneo Passages, was another who predicted that AirAsia fares to East Malaysia would see a subsequent increase. "AirAsia rates will go up for sure. For MAS

and AirAsia, their rate is always 'right'; their attitude is that 'it's my rate, not your rate,'" he said.

Noraini Ahmad, sales manager, Peninsular Malaysia, Borneo Convention Centre Kuching, said rates on AirAsia's flights from Kuala Lumpur to Kuching were already increasing at an alarming rate. "During peak season, they are even more expensive than MAS tickets," she said.

Yip Lai Pheng, director of sales & marketing, Pullman Kuching, said she was worried the reduction of capacity into Kuching would affect the hotel's business from West Malaysia.

"Our main market is West Malaysia, especially from Kuala Lumpur and Johor Bahru. If you don't have flights, you don't have business."

There's no other way to get into Kuching," she said. "Firefly had an average of five to seven flights a day into Kuching. Can you imagine how this reduces the number of people? This dampens the flow not only into Pullman, but other hotels."



Noredah: no competition



Chan: tough attitude

Firefly to manage a premium airline

LOWER-than-expected load factors had been the rationale to cut Firefly's low-cost jet operations, consistent with MAS Group's plans to consolidate operations after its cooperative agreement with AirAsia earlier this year.

According to a reliable source, additional plans for the group's Project Sapphire initiative would see the launch in third quarter next year of a new regional premium airline, using a fleet of B737-800s and B737-400s with seats configured in two classes. To be managed by Firefly, the name and branding for the new carrier has yet to be decided. Firefly's turboprop operations, also due to be reconfigured into two classes, will be utilised for the shorthaul premium segment, while MAS will serve the medium and longhaul premium sectors.

AirAsia and AirAsiaX will target budget shorthaul and budget longhaul routes, respectively. — Brian Higgs

Letter

STB has news

We refer to the article "Not Pressing: Where did all the press conferences go?" in Issue Two of the ITB Asia Official Daily.

We would like to clarify that in lieu of a press conference this year, and as part of TravelRave's efforts to promote networking opportunities and bring the industry together, the Singapore Tourism Board (STB) invited all media to Rave On! TravelRave Party by the Bay on October 19, 2011. We felt that this networking event would be a refreshing alternative to a press conference, enabling media to maximise their time and meet people within the industry in a more leisurely setting.

It is also incorrect that we "had nothing new to share". Press kits containing the latest updates on Singapore were distributed at ITB Asia and also handed to media at the TravelRave Party by the Bay.

Oliver Chong

Director, Communications
Singapore Tourism Board



Where to find a bed

Why, through Travelport Rooms and More, of course, say the trio from Travelport (from left, in the background): Jason Nash, Michael Yates and Linda Kelly-Smith. The hotel booking engine has been progressively rolled out in markets worldwide since July (TTG Asia e-Daily, June 29, 2011).

Changed agent debuts

By Gracia Chiang

JACTRAVEL, traditionally a tour operator selling the UK since 1975, is now growing its reputation as an online supplier of hotel inventory, setting its sights on both properties and business from the region with its debut at ITB Asia 2011.

Explaining that the company had only started online wholesaling in recent years, CEO Mario Bodini said this source of revenue had now overtaken its traditional offline one, contributing 70 to 80 per cent of business. Three years ago, it decided to put together a dedicated contracting team for Asia.

Selling 7,000 "handpicked" hotels worldwide, only 15 per cent of these are in Asia, concentrated in hubs such as Singapore, Hong Kong and Bangkok. Much of its inventory is in the UK, Europe and Canada.

JacTravel's key Asian customers are major wholesalers in South Korea, Japan and Thai-

land, with demand also coming from other countries such as Indonesia, Vietnam and India.

Properties can be booked via XML or by logging into a web-based interface.



Bodini: diversify, diversify

Bodini said: "Right now we're selling more Asia to Asia than Asia to Europeans. Our inbound business is steady but not growing at the same level as our online wholesaling. The UK is a mature market, whereas online, we have the whole world."

Yearly, JacTravel's online business handles about a million passengers – growing at 25 per cent per annum – while offline delivers around 100,000 passengers, with an average increase of three to four per cent.

When asked if he would go entirely online, Bodini explained that he saw the inbound business as a supporting division. "It gives us more buying power and more negotiability."

"We have to diversify; the days of being average are gone," he said.

TTG
ASIA

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Rates expected to hold

Hoteliers in South-east Asia pitch for slight increases only

By Mimi Hudoyo

HOTELIERS in Singapore, Malaysia and Indonesia are angling for moderate room rate increases, reflecting current concerns about the economy but also a hint of optimism that occupancies can be maintained.

Pan Pacific Hotels Group's CEO Patrick Imbardelli said his Singapore properties were looking at a rate increase of five to eight per cent, while The Fullerton Singapore general manager Giovanni Vitale said the rate increase for his two properties would be around eight per cent.

This, despite Singapore hotels enjoying healthy rate hikes over the past few years. But Vitale said: "We're very lucky in Singapore. We're not seeing a slowdown yet. The UK and Hong Kong markets are strong for us."

The Traveller DMC Singapore executive director Yvonne Low, who said hotels were asking for five to six per cent hikes in rates, has resigned herself to the rise.

"It's quite owner-driven these days, so although there's uncertainty, rates will still go up," she said.



Low: Owner-driven

"inflation and electricity hikes", as Ayodya Resort Bali assistant sales manager Budi Susanta pointed out.

Agreeing, Flamingo Hotel by the Lake Kuala Lumpur director of sales Fiona Achung said: "Rates have to increase every year as costs are also increasing." The hotel, and its sister in Penang, are planning to increase prices by five and 10 per cent. The four-star properties' average rate today is between US\$80 and US\$90.

But buyers such as The Netherlands' Smaragd Reizen's director, Amy Foss, who sends clients to South-east Asia, said: "It is going to be challenging for us. The increase in prices on top of the weakened Euro effectively doubles our selling price."

Hoteliers in Indonesia and Malaysia, who are also pitching for an increase of five to 10 per cent, argue that the quantum only covers

US buyer Club Adventure Travel director Bernard Bacle said even though South-east Asia was still seen as affordable, a hike in prices will make them (customers) think twice."

Budi countered by saying: "We understand the Western market is in a challenging situation, but pressing down rates will not help. Let's say we keep prices the same, can our partners guarantee the volume? They can't."

A few Thai members are shooting for more sizeable increases of 15 to 20 per cent to make up for the decline suffered during last year's political woes. Buddy Group's COO Sorathep Steve said: "The average rate of our five-star properties dropped to 2,500 baht (US\$80), from 3,000 baht before the crisis. With improved conditions, we would like to increase it by 20 per cent."

But Chaweng Regent Beach Resort senior sales manager, Chanunpat Thamsakulsiri, who saw rates sliding due to oversupply, plans to hold prices at 3,600 baht during low season and 5,000 baht in high season. — *Additional reporting by Gracia Chiang*

In brief

Zimbabwe seeks reps

ZIMBABWE Tourism Authority is seeking tourism representatives for both Japan (Tokyo) and China (Hong Kong, Shanghai, Beijing and Guangzhou). A decision is expected to be made end-December. — **Linda Haden**

Best-looking booths at ITB

TOURISM Authority of Thailand won the Best Booth Award - Individual category, while Design Hotels scooped the Best Booth Award - Shell Scheme category. This is the first time the awards were conferred by Messe Berlin, based on a combination of visitor votes.

Mumbai wins Routes

MUMBAI has won the hosting rights for the 11th Routes Asia in 2013. The event will see a gathering of 450 international delegates, 100 airlines and 150-200 airport and tourism authorities, who will discuss the viability of air services and future air routes. Also included in this edition are briefings by airline planners on what tourism authorities must do to win them over, a feature introduced at this year's World Route Development Forum in Berlin. — **Karen Yue**

Sharjah Water Festival



Sharjah Water Festival
14 - 23 December 2011
www.swf.ae



Sharjah Light Festival

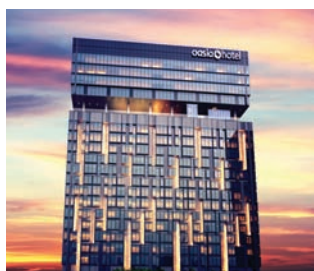


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Egypt's new hope

Niche tours to suit Asian markets' needs

By Linda Haden

EGYPT is looking East to boost arrivals as numbers from the West continue to slump, owing to economic ills plaguing Europe and Egypt's political turmoil.

Traffic into Egypt nosedived 40 per cent in the first six months, Egyptian Tourism Office data shows. Russia, its biggest source, has slumped 30 per cent since the January 25 revolution.

Tourism director Adel El Masry said Asia, which comprises around a fifth of arrivals, offered better prospects for Egypt for the foreseeable future as it had outperformed traditional source markets in growth. "In 2010, arrivals from Asia rose 36.6 per cent over 2009, compared to the overall average of around 20 per cent. Asia is our future."

His strategy to grow Asia is to offer niche products and work closely with major tour operators across Singapore, India, Malaysia and Thailand.

"For Singapore we will focus on golf and diving; for India and Thailand, honeymoons; and Malaysia, cultural and religious attractions," he said.



Masry: Asia is our future

European tourists, have really suffered. Resort towns along the Red Sea and Sharm el Sheikh have performed better in recent months. We hope arrival figures will improve significantly once the Egyptian presidential elections are held in March or April."

George Fawzi, president and CEO of Excel Travel in Cairo, said volume had increased 60 per cent so far this year but was still below previous levels. "Nevertheless, the situation is slowly but surely getting better," he said.

Shravan Bhalla, CEO of High Flyer India, said Indian holiday-makers were gradually returning to Egypt. "However, the same cannot be said for MICE. Some of my clients are switching from Egypt to Turkey," he said.

A new campaign will be launched in 1Q2012.

Masry said: "Tourists are avoiding Cairo, and Nile cruise tours, a popular option with

Cruise line chiefs to drop anchor at first CSA

THE inaugural Cruise Shipping Asia, to be held in Singapore from November 16 to 18 at Sands Expo and Convention Centre, has lined up several captains of the cruise industry to speak at the tradeshow's conference.

Among them: Rick Meadows, EVP of marketing, sales and guest programmes, Holland America Line and president,

Seabourn; Michael Bayley, EVP International, Royal Caribbean Cruises; Roberto Giorgi, president, VShips; Helen Huang, MD, MSC Cruises China; Gianni Onorato, president, Costa Crociere and Sarina Bratton, founder & MD, Orion Expeditions.

A travel agent education programme is also available.

The tradeshow is seeing a

healthy exhibitors' list, according to Michael Duck, EVP of UBM Asia, organiser of CSA.

The latest list on the CSA website shows a broad representation, including cruise specialists, attractions, tourism boards, cruise lines, ports, hotels, cruise associations, shipyards and shipping companies, aside from a wide Asia-Pacific showing.

Taiwan builds on MICE gains with new ideas

By Brian Higgs

TAIWAN aims to build on its improved ICCA ranking by launching new products and services.

Meet Taiwan will launch a new government-sponsored mobile application next month, enabling smartphone (both iPhone and Android platforms) and iPad users at various conferences in Taiwan to utilise tools for social networking, as well as access conference agendas and information such as shuttle bus timings.

Grace Chiu, deputy project leader, International Marketing and Promotion Project (Meet Taiwan), Taiwan MICE Advancement Programme, said: "The mobile application will greatly

help the local MICE industry and especially the PCOs, as long as the event is held in Taiwan."

Taiwan is also set to get new hardware over the next three years, including the Nangang Exhibition Hall extension at the National Convention and Exhibition Center in 2013, which will add 15,000m² of floor space, capable of hosting 5,000 standard booths. The Kaohsiung Exhibition and Convention Center will come online in 2014, contributing 45,000m² of event space, enough to hold 1,500 standard booths.

Last year, ICCA ranked Taiwan fourth in Asia – after Japan, China and South Korea – by number of meetings hosted (138), up

three places compared to the year before (91 meetings hosted).

Citywise, ICCA ranked Taipei second last year, after Singapore, up from seventh the year before, leapfrogging Beijing, Seoul and Hong Kong in the process.

Chiu said the US was still the largest international source for Taiwan, in number of participants coming for conferences and meetings. Europe, Japan and China were the top source markets in number of organisations bringing their meetings and conferences to Taiwan.

Singapore and Australia contributed the most incentive groups, which tend to stay an average of three to five days, she added.

Rave on with STB and TTG Asia

Great views, great people at TravelRave party at One on the Bund



Singapore Tourism Board's Aw Kah Peng (third from right) and Melissa Ow (second from left) with TTG Asia Media's (from left) Marisa Chen, Darren Ng, Michael Chow and Katherine Ng

Singapore Tourism Board's Tony Lai and The Fullerton Heritage Singapore's Kum-Hoong Kong



Oasia Hotel Singapore's Stanley Ho and Element Concepts Singapore's Pauline Chua and Sean Pang

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Tour East Singapore's Kathryn Loh, Marriott International Singapore's Paul Er and Tour East Singapore's Karin Lee, Shiyi Tay and Diana Liu



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High hopes for Myanmar

Destination performing well despite various challenges to tourism, reports **Rahul Khanna**



Myanmar's tourism industry is undergoing a period of change. Visitor numbers are likely to pick up as the political climate continues to be favourable, following last year's election on November 7, and the release of opposition leader Aung San Suu Kyi from house arrest.

Yangon is on a tourism roll, despite the need for infrastructure developments and po-

tential fluctuations in its currency. Arrivals were up by nearly 25 per cent in the first five months

of this year after a record-breaking 295,175 tourists in 2010.

From January to May, there

was a total of 151,084 tourists to Yangon, a 24.3 per cent increase over the same period last year, raising the industry's confidence of sustained growth over the next 18 months.

Myanmar Marketing Committee secretary, Phyo Wai Yar Zar, said the industry was "in good spirits" and anticipated an increase of 20-25 per cent in the current fiscal year ending March 31, 2012.

In view of anticipated growth in arrivals, industry players said that an increase in capacity in both international and domestic air routes would help facilitate growing tourist numbers.

They added that further investment in infrastructure, such as more hotels and new tourist vehicles, would also be needed.

Phyo, who is also managing director of inbound tour operator All Asia Exclusive Travel, said that the industry would like to see European airlines operating directly to Yangon.

Despite the positive signs for tourism growth, however, there are concerns over increasingly high costs and the strength of the local currency.

Tour companies have been adjusting prices or imposing surcharges to absorb the currency fluctuations.

EPG Travel managing director, Aung Naing, said transportation costs were rising, and any tour company that risked operating with thin margins could find themselves in trouble.

He said the danger was that the prices could get out of control and Myanmar could become an expensive destination with mediocre service.

"Myanmar was never considered a cheap destination anyway, but now it is more expensive than ever," said Aung.

At press time, the country's tourism-related public and private sector was in the process of establishing a Myanmar Tourism Board.

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"Provided that the political climate remains relatively stable, and based on the trend of increased tourist arrivals, we are looking forward to welcoming 350,000 to 375,000 tourists in 2012."

Phyo Wai Yar Zar, secretary, Myanmar Marketing Committee



Hotel Update | Beginning of a new era

Hoteliers in Myanmar were optimistic about the upcoming 2011/2012 tourism season, from November to March, citing an improvement in forward bookings compared to the same period last year.

KMA Hotels Group country director and general manager, Frank Janmaat, said last year's November 7 election and most especially the release of opposition leader Aung San Suu Kyi from house arrest, brought a lot of relatively positive news in the foreign media.

He said foreigners were starting to see Myanmar in a different light and were more confident in considering a holiday or a business trip, resulting in increased hotel occupancy rates in most parts of the destination in the past six months.

Janmaat added that he expected growth to continue, as Myanmar had many positive attributes, even as a lot of improvements should be done in infrastructure and staff training.

"But I am sure that in a few years' time we will think of November 2010 as the beginning of a new era," he said.

Chatrium Hotel Yangon sales and marketing director May Myat Mon Win, said the hotel enjoyed improved occupancy since last year, and received more business and corporate travellers through to this year.

She said that while the hotel's room rate

might slightly increase next year, the hikes would most probably have no impact on visitors, particularly those from Europe.

Park Royal Hotel, Yangon sales director, Susie Moe Aung, said that much of the oc-



Park Royal Hotel, Yangon

cupancy growth at the hotel was being driven by business travellers, particularly from Asia.

She said that demand was expected to continue to increase through the rest of the year and into 2012, and that the hotel planned to increase room rates next year to take advantage of a tight market.

"For the coming year, the number of rooms available in the market, especially in Yangon, will be limited relative to arrivals," she said. "It is normal (to increase room rates)."

Speechless in every language.



The Yas Hotel



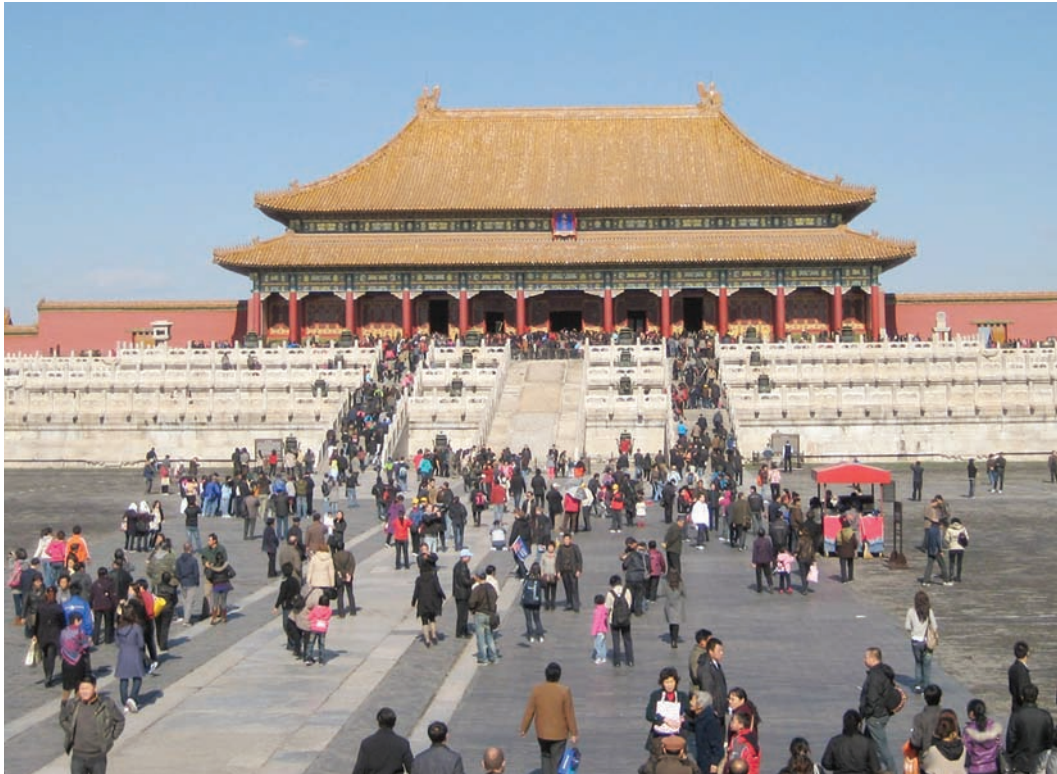
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Westward move for China

Tourism arrivals are seen to head inland as infrastructure improves, reports **Maggie Rauch**



Recognising that coastal metropolises are saturated with high-end hotel offerings, developers are turning their attention to lesser-known but fast-growing inland cities. Transportation infrastructure projects continue to make travel around China more convenient. Local suppliers are also working to improve their service standards.

Tourism growth in China is expected to remain healthy – albeit at a more leisurely pace compared to previous years – and is seen as moving to the western part of the country.

China saw 55.7 million arrivals last year, a 9.4 per cent increase over 2009. It is on track to achieve similar figures this year, with 27.5 million international arrivals in the first half of 2011, according to the China National Tourism Administration.

“China’s travel and tourism industry – composed of domestic tourism, inbound tourism and outbound tourism – in the first half of this year maintained the growth trend on the whole,” said Xinhong Zhang, director of the China National Tourist Office in New York.

“But inbound tourism registered a bit slower growth rate than the target of five per cent set at the beginning of the year.”

Zhang cites the appreciation of the Chinese yuan as a reason why international arrivals have not grown at the target rate. China is also experiencing a hangover

after hosting a string of mega-events like the Olympics.

While growth is expected to continue at a similar rate in 2012, Zhang sees it as mostly moving west due to an expanding high-speed rail network and construction of airports and roads.

Improved infrastructure and demand for value for money are driving more interest in travel to China’s interior, agreed Dandan Zhong, director of special interest travel at Beijing-based DMC VariArts Travel. “Destinations in the western part of China – Guizhou, Xinjiang, Tibet – are getting better,” said Zhong, who is also executive director of China Luxury Travel Network, a marketing alliance to boost the profile of independent operators.

The selection of hotels and services is improving as well, Zhong said, adding that independent boutique hotels, guest houses and local tour operators are stepping up their game in response to the demand for better service and quality in more far-flung locales.



“Tourism development in western China, especially for the luxury travel segment, has just started. We are helping suppliers there learn international travel standards.”

Dandan Zhong, executive director of China Luxury Travel Network

Hotel Update | Nurturing promising markets

After years of fast construction in the coastal gateway cities, hotel development in China is looking inland, to lesser-developed markets like Wuhan, Nanning and Chongqing. Government policy that encourages economic development in second- and third-tier cities has helped spur the trend, boosting business activity and giving rise to large, mixed-use real estate projects usually anchored by an international brand-name hotel.

According to Paul Foskey, Marriott’s executive vice president for development, Asia-Pacific, another major reason for expansion into smaller cities is the substantial rate increase. “If you look historically at those markets outside of major cities in China, the room rates in the past were not just lower, but considerably lower than the major markets,” Foskey said.

Marriott currently has 57 properties in China, with another 38 in contract and under construction. “We had some concern about the ability of hotels to make money for owners in

these markets for some time and therefore tended to focus on the bigger cities,” he said, adding that while demand in smaller markets began picking up in 2003, substantial rate increase only



JW Marriott Hotel, Shanghai

began a few years ago.

The gateway cities, however, remain the strongest markets with the highest rates. According to hospitality consultancy HVS, Beijing commands the highest rates for one-star properties (RMB208 or US\$32) and three-star properties (RMB319), while Shanghai has the highest-priced two-stars (RMB227) and four-stars (RMB533). The priciest destination for five-star hotels is the resort city of Sanya, with an average room rate of RMB1,689.

HVS’ Beijing-based senior vice president, Michelle Hui, expects “marginal increase in room rates across the major cities” for 2012. The biggest rate increases in the 2011 first quarter came in the one-star (33 per cent) and two-star (11 per cent) categories. Three-, four- and five-star hotels all saw rates go up by less than eight per cent.

“We are seeing more and more the emergence of domestic resort locations,” said Simon Turner, president of global development for Starwood Hotels & Resorts, which opened its 1,000th property in March in Qiandao Lake in Zhejiang.

Destination by the numbers

4:48 With the opening of the Beijing-Shanghai High-Speed Railway, it now takes four hours and 48 minutes to travel by train between the two cities. This cuts the usual length of the trip in half.

55 According to *China Daily*, Beijing’s new airport in the southern part of the capital will cover 55km² and will have nine runways to welcome 400 million travellers annually. It is scheduled to begin operations in October 2017.

470 Budget chain operator Home Inns and Hotels Management acquired its competitor, Motel 168 International, for US\$470 million. With 1,120 properties in its portfolio, Home Inns is now the biggest hotel company in China.

55 Chinese international travellers will spend US\$55 billion in 2011, 15 per cent more than the US\$48 billion they spent in 2010, according to the China Tourism Academy.

1,689 HVS Hospitality Consulting reports that the average rate for a five-star hotel room in Sanya, on China’s tropical Hainan Island, is RMB1,689 (US\$262). This is the highest five-star rate in China.

3 To meet the staffing needs of the 150 new hotels it plans to open in China over the next five years, InterContinental Hotels Group (IHG) needs to hire 90,000 employees. To train the new staff, it now has three IHG Academies in China to meet staffing needs for its hotel openings over the next three years.

306 Search engine giant Baidu invested US\$306 million in June to become majority shareholder of travel meta search site Qunar.com.

China Indulge in history's many forms

Science and culture at the Shanghai Museum of Glass
Part art gallery, part science museum, the Shanghai Museum of Glass is an educational and aesthetically striking monument to a common yet remarkable material.
Housed in a 6,250m² former glass factory, the museum opened in May. Its exhibits explain the science of glass, tell its history, and display the works of contemporary glass artists.
Contact
<http://en.shmog.org/index.php>



Shanghai Museum of Glass

Blast from dinosaur past at Yizhou Fossil & Geology Park
Recently opened at the site where a farmer stumbled upon the remains of what later came to be called *Jinzhousaurus*, this museum offers the chance to see a fossil quarry up close. Visitors can also learn hands-on how paleontologists, geologists and archaeologists excavate, cast and study fossils. Multi-day programmes are available.
Contact
www.dinosaurchina.com



Yizhou Fossil & Geology Park

Traditional hutongs in Beijing get stylised
Some of the traditional courtyard homes in Beijing's *hutongs* (alleys) are centuries-old, but local entrepreneurs are infusing them with new life, opening cafés, bars, shops and restaurants.
The now-frenetic Nanluoguxiang pioneered this trend, but head to Wudaoying or Fangjia hutongs to for a more creative, bohemian vibe. Both Wudaoying and Fangjia hutongs are west of Yonghegong Lama Temple and east of Andingmen.

National Parks score perfect 10 in Yunnan province
International environment group Nature Conservancy recently signed an agreement with the governor of Yunnan province to create 10 new national parks, after

four years of collaboration on China's first national park, Pudacuo National Park, in northwest Yunnan. The Nature Conservancy has projects all over China, offering a glimpse at preservation efforts in the face of rapid development.
Contact
www.nature.org
<http://www.nature.org/ourinitiatives/regions/asiaandthepacific/china/index.htm>



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Vietnam's tourism boom

Low-cost carriers help propel rapid growth from shorthaul markets, reports **Byron Perry**



Tourism in Vietnam has been soaring alongside the country's economy in recent years. Except for a hiccup in 2009, when visitor numbers dropped due to the global financial crisis, arrivals have steadily climbed to a record five million last year and 2.9 million through the first six months of this year.

Vietnam is on track to hit six million arrivals this year following last year's record five million, despite the need to improve human resources and services in the tourism industry.

China continued to be the main source of visitors to Vietnam, with 905,000 arrivals last year. The number was double that of the second biggest market, South Korea, with 496,000. This was followed by Japan, the US and Taiwan.

Air arrivals were up 24 per cent in the first half of this year, which many attribute to the increase in easy and cheap routes to the country from low-cost carriers (LCCs) like Air Asia. About 83 per cent of visitors in the first six months of the year came by air.

According to Asian Trails group managing director Laurent Kuenzle, Vietnam has been seeing rapid growth from shorthaul markets like Malaysia, Indonesia, Cambodia and Thailand, thanks in part to LCCs increasing route networks.

But Kuenzle said that the country still lagged in terms of human resources and services

in the tourism industry. Despite this, however, he added: "But Asian Trails is still very bullish on the country's potential (in drawing more visitors)."

Buffalo Tours CEO, Tran Trong Kien, said that domestic tourists were a major factor in the country's travel industry. According to him, there were about 28 million domestic tourists who took at least one trip within the country, generating more than US\$5.2 billion in tourism revenue last year.

The number is expected to exceed 30 million this year, as rising disposable incomes allow for an increase in travel, added Tran.

Beach areas around central and southern Vietnam, with shiny big-name resorts like the Sheraton Nha Trang and Hyatt Regency Danang, are attracting these new domestic tourists and international travellers.

For his part, Pham Ha, CEO of Luxury Travel Vietnam, said he was anticipating an increase in upscale travellers to Vietnam because of an increase in high-end attractions like new golf courses, hotels and resorts.



"Vietnam is now one of our best-performing destinations. Human resources are going to be the biggest challenge. But overall, I see 2012 as extremely positive, buoyed by increased air links into the country."

Laurent Kuenzle, group managing director, Asian Trails

Hotel Update | A surge in supply

Some real estate analysts have described the surge of new luxury hotel projects as a 'tsunami' of supply on the central and southern coastal shores.

Recently-opened properties include the 284-room Sheraton Nha Trang Hotel and Spa and 250 new villas at the existing 485-key Vinpearl Resort and Spa in Nha Trang; the 50-villa Six Senses Resort on the former prison island Con Dao; and the 87-key Fusion Maia and 31 new villas at the Furama Resort in Danang.

Also in the pipeline are new projects in Nha Trang, like the 330-room Westin Cam Ranh Resort and Spa and 305-room Crowne Plaza.

At the adjacent Danang beach town, InterContinental Hotels Group is rebranding Silver Shores International Resort to Crowne Plaza in September. New branded hotels include Hyatt Regency, JW Marriott and Le Meridien.

Wayne Buckingham, regional vice president for Thailand, Cambodia and Vietnam of Starwood

Hotels and Resorts, thinks that this supply glut could lead to pressure on future room rates. The chain, however, is looking to maintain or increase their rates next year.

"Vietnam still has enormous

potential to develop its nascent hospitality sector further," said Buckingham. "With Starwood's portfolio of brands, we are in an excellent position to capitalise on Vietnam's bullish economy."

Accor is also hot on Vietnam, and has recently announced a plan to more than double the number of its hotels in the country from 11 to 26 by 2013. Among its upcoming openings are the 279-room Mercure Danang, slated for later this year, while the 197-room Pullman Danang Olalani Resort and the 346-room Novotel Danang Han River are for next year.

Patrick Basset, Accor's vice president for Accor Vietnam, Philippines, South Korea and Japan, said: "Accor identified growth in more discerning international leisure travellers with a tendency to stay for a longer period from seven to 10 days in Hanoi and Ho Chi Minh City, and more domestic travellers travelling to secondary cities near Hanoi, Ho Chi Minh City and Danang."



Novotel Danang Han River

Destination by the numbers

18 Tourism arrivals in Vietnam for the first half of 2011 were up about 18 per cent over the first half of 2010, with a total of 2,965,820.

75 Arrivals from China were up nearly 75 per cent in the first half of 2011 compared to the first half of 2010, by far the biggest tourist source market in Vietnam, with 905,360 visitors in 2010.

3,444 Vietnam's coastline is 3,444km long, excluding its islands, according to the CIA World Fact Book. This is a lot of beaches to explore.

5,049,855 The number of tourists who visited Vietnam in 2010 was 5,049,855, up 34.2 per cent compared to 3,772,359 in 2009.

9.5 The compound annual growth rate (CAGR) of arrivals is 9.5 per cent since 2004, when about 2.9 million tourists arrived in the country.

28 Roughly 28 million Vietnamese took at least one trip within the country in 2010, according to Thien Minh Research.

5.2 Thienh Minh Research reports that the amount generated by domestic tourism in 2010 was US\$5.2 billion.

430,993 The number of American visitors to Vietnam in 2010 was 430,933, the fourth largest source country after China, South Korea and Japan.

Sources: Vietnam General Statistics Office, Thien Minh Research

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BEST WESTERN Crown Pacific	Cox's Bazar	Q4 2012
BEST WESTERN PREMIER Coral Beach Hotel	Inani Beach	Q4 2014
BEST WESTERN Bashati Grand Pacific	Cox's Bazar	Q4 2014
Indonesia		
BEST WESTERN PREMIER Basko Hotel	Padang Sumatra	Q4 2011
BEST WESTERN Inn Banjamasin	Banjamasin	Q4 2013
BEST WESTERN Hariston	Jakarta	Q4 2013
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BEST WESTERN The Sun Heritage	Bali	Q1 2013
BEST WESTERN Mahakam View	Samrinda	Q4 2013
BEST WESTERN PREMIER Candi	Semarang	Q3 2013
BEST WESTERN Star	Semarang	Q4 2013
BEST WESTERN Serpong	Jakarta	Q2 2012
BEST WESTERN Kuta Sea View	Bali	Q4 2011
BEST WESTERN Subaraya	Jalan Ahmad Yani, East Java	Q4 2013
Japan		
BEST WESTERN Japonais Yonezawa	Yonezaw	Q4 2011
Iraq		
BEST WESTERN PREMIER Erbil	Erbil	Q4 2013
BEST WESTERN PREMIER Erbil Airport	Erbil	Q4 2014
Kuwait		
BEST WESTERN Mahbola	Kuwait City	Q4 2011
Malaysia		
BEST WESTERN PREMIER Dua Sentral	Kuala Lumpur	Q2 2012
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BEST WESTERN PREMIER Al-Qurum	Muscat	Q2 2013
Philippines		
BEST WESTERN PREMIER F1 Hotel	Manila	Q4 2011
BEST WESTERN Lex Capitol	Cebu	Q4 2011
BEST WESTERN Oxford Suite	Manila	Q4 2011
Kingdom of Saudi Arabia		
BEST WESTERN PREMIER Makkah	Makkah	Q4 2014
BEST WESTERN Makkah	Makkah	Q4 2014
BEST WESTERN Awan Inn	Makkah	Q1 2012
BEST WESTERN Al-Hamra'a Hotel	Riyadh	Q4 2011
BEST WESTERN PLUS Al Ahsa Grand Suites & Studios	Al-Ahsa	Q4 2012
South Korea		
BEST WESTERN PREMIER Gunsan	Gunsan	Q4 2013
Thailand		
BEST WESTERN PREMIER Sukhumvit	Bangkok	Q4 2012
BEST WESTERN Tuk Chang	Bangkok	Q4 2011
BEST WESTERN Klassique	Bangkok	Q4 2011
BEST WESTERN PLUS Grand Howard	Bangkok	Q1 2012
Vietnam		
BEST WESTERN PREMIER Nha Trang	Nha Trang	Q2 2012
BEST WESTERN PREMIER Indochine Palace	Hue	Q4 2011



Masterplan for Philippines

DoT makes branding, infrastructure development priorities, reports **Marianne Carandang**



Tourism arrivals for the Philippines from January to May were up 12 per cent over the same period in 2010. The destination is on track for the year's target of 3.7 million arrivals. Its long-awaited new country brand is being put up for bid out and is expected to launch by the first quarter of 2012.

The tourism industry in the Philippines is gaining precious momentum, buoyed by a clearer masterplan and overseas marketing efforts.

The Department of Tourism (DoT) is finalising its 2011-2016 National Tourism Development Plan and coordinating the process for its new brand campaign, tentatively for launch in 2012. The masterplan uses a 'cluster planning approach' for different regions to enhance product development and promotions.

Undersecretary for Tourism Planning and Promotions, Daniel Corpuz, said: "The more important reason why we took this approach is to prioritise the infrastructure expenditures. In the past, infrastructure was spread all over the country, so we couldn't focus on developing what was necessary."

The plan, which aims to double visitor arrivals to 6.3 million in 2016, prioritises upgrades to the Cebu and Puerto Princesa airports and calls for the construction of new international

airports in the cities of Albay, Bohol and Cagayan de Oro.

Overseas, the NTO is intensifying marketing efforts in India, boosted by a Manila-New Delhi direct flight launched in March; the Middle East, where it set up a new marketing office in Dubai in April; and Russia. These markets bring in a mix of MICE, package tours and long-stay luxury tourists. A special six-year *Pinoy Homecoming Years* campaign also targets overseas Filipinos mainly based in North America, to hold gatherings and invest their earnings in the Philippines.

DoT is also hoping that the implementation of the country's pocket open skies policy in March will help facilitate the influx of foreign airlines to destinations outside Metro Manila.

The Philippines' tourism receipts, according to UNWTO statistics, totalled a modest US\$2.7 million for 3.5 million foreign visitor arrivals in 2010. January to May 2011 arrivals registered a growth of 12 per cent over the same period last year.



"The number of rooms hasn't grown in the last few years, so getting additional rooms will (be an issue). If investments in new hotels come in, we will have stability. We are moving in the right direction."

Aileen Clemente, president, PTAA and Rajah Travel Corp

Hotel Update | Bump up in room numbers

The Philippines is adding more rooms to its inventory, with a number of international brands coming to operate large hotels.

In addition, at least seven of the country's richest businessmen are diversifying to hotel development. At least three have embarked on ambitious integrated resort developments aimed at rivaling Singapore and Macau, while others are going into boutique hotels.

According to the Department of Tourism (DoT), over 10,524 rooms will be added between 2011-2014, with 4,358 rooms coming on board this year. Metro Manila will receive 2,700 rooms by early 2012, while Cebu is getting 600 and Bohol 500.

Over the next three years, hotels including Raffles Residences, Fairmont Hotel, F1, Holiday Inn, Ascott, Shangri-La, Grand Hyatt and Kukun Hotel Inn will be opening in Metro Manila. Mercure, Marco Polo and Novotel will also be opening.

DoT's estimate does not include all hotel developments in Manila's Entertainment City integrated resorts project, as well as 30 budget hotels and a Mactan luxury resort announced by Robinson's Land

Corporation, affiliate of low-cost (LCC) carrier Cebu Pacific.

PAGCOR, the country's gaming regulator, recently ruled that the four firms licensed to operate casinos within Entertainment City's integrated resort complex must first provide a hotel capacity of 800 rooms each before being allowed to operate casinos.

Relatively new properties, such as Maxim's Tower and the Marriott in ResortsWorld Manila, are often fully booked on weekends. "Even on weekdays, we experience about 70 per cent occupancy," said ResortsWorld Manila assistant vice president for hotel sales and marketing, Christine Ibarreta.

In Bohol's Panglao Island, a new 54-room Bluewater Panglao resort for the luxury market, opened in July. Bellevue Hotel Bohol, with 158 rooms, will also open by December.

Resorts on the island – now emerging as an alternative to Boracay – reported strong arrivals from France, Germany and Australia, but still suffered cancellations from China and Hong Kong.

"We were slashing rates by as much as 10-15 per cent for our clients, hoping they would rebook," said a representative from a major resort, who reported recovery in the segment starting in March.



ResortsWorld Manila

Destination by the numbers

6.5 Overseas Filipino arrivals to the Philippines in 2010 increased by 6.5 per cent. Officials hope to boost visitor numbers from North America by 50 per cent over the next six years with its *Pinoy Homecoming Years* campaign, launched in July.

10.3 The Department of Tourism's (DoT) promotional budget is US\$10.3 million. It will be invested in key traditional markets South Korea, Japan and China, and emerging markets in India, Australia, Canada, Singapore and Malaysia.

162 Service capacity level of the Ninoy Aquino International Airport's Terminal 1 in Metro Manila is at 162 per cent. Terminal 2 is at 120 per cent capacity. Terminal 3, while not completely open, is already serving 66 per cent of total capacity.

6.3 The total number of tourist arrivals expected in the Philippines by 2016 is 6.3 million. In 2010, tourist arrivals were 3.5 million, buoyed by traditional top markets South Korea, the US, Japan, China and Australia.

19,626 The amount of casino gaming space that will be available at the Belle Grande Manila Bay when it is completed by early 2013 is 19,626m².

28 Number of finalists to the New7 Wonders campaign is 28, of which the Puerto Princesa Underground River in Palawan is a finalist. The river is acknowledged as a self-sustaining underground cave ecosystem.

51 Cebu Pacific now flies to 38 domestic and 13 international destinations. It added three new routes in June – Manila-Busan, Zamboanga-Tawi Tawi and Cagayan de Oro-Iloilo.



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Intrepid Travel sets up shop at Scott market
Intrepid Travel Myanmar has launched its city centre one-stop travel shop at Bogyoke Aung San Market, formerly known as Scott Market. The outlet offers trips arrangements and travel accessories and sells package tours for overseas tour operators and Myanmarese who are travelling abroad.
Contact
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The Bogyoke Market



Adrift on the RV Yandabo

Fresh air at Dat Taw Gyaint Waterfall Resort
The exclusive Dat Taw Gyaint Waterfall Resort, built alongside a cliff, is located at Anisakhan in Mandalay's Pywin Oo Lwin township. Overlooking spectacular views of waterfalls, it has 10 bungalows with modern amenities, including an outdoor wooden tub. Activities like trekking can be arranged.
Contact
sales-aureum@myanmar.com.mm

Vietnam

Accor more visible
Accor is celebrating its two decades' presence in Vietnam with a plan to add 15 new hotels. The chain will also be introducing the Pullman and Ibis brands to its current network of 11 properties under the Novotel, Mercure, MGallery and Sofitel brands.
The 15 new hotels include the 279-room Mercure Danang, set to open this year. Seven hotels flying the Pullman, Novotel and Mercure flags are due to open next year. Another seven hotels under the Pullman, Novotel, Mercure and Ibis brands are scheduled to open in 2013.
Contact
www.accorhotels.com



Best Western Dalat Plaza Hotel



Can Tho International Airport

Best Western Dalat
Best Western International opened the 91-room Best Western Dalat hotel in April. This is one of a total of 10 properties in Vietnam that it is planning to add by 2013.
Ideal for corporate and leisure travellers, the hotel has one restaurant and meeting facilities for up to 200 delegates.
Contact
www.bestwestern.com

Danang Golf Club
Designed by Australian golf legend Greg Norman, the Dunes Course at Danang Golf Club opened in 2010. It features beautiful sea views from Vietnam's rugged central coast. A second course, the Heritage, which is in the planning stages, will weave its way through water features in a more inland setting.
Contact
Tel: (84-511) 385-811
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www.dananggolfclub.com



Danang Golf Club

Can Tho International Airport in business
Opened in the beginning of the year, this airport was built with the aim of facilitating international tourism to the Mekong Delta area and southern beach towns in the region like Phan Thiet and Nha Trang. This means that visitors who want to bypass the hustle and bustle of Hanoi or Ho Chi Minh City can fly directly to the Delta area for a river or beach experience.



The Philippines

Imperial pool fun

The Imperial Palace Waterpark Resort and Spa's waterpark facilities is the only one of its kind in Cebu. Designed by Dreampark International USA, the facility comprises five pools, including a wave pool, Amazon River pool and tube slides, perfect for people of all ages. Sports activities are also organised, and beach-front cabanas available.

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Laos goes for the longhaul

LNTA also seeks to increase the length of stay, report **John Rogerson** and **Sirima Eamtako**



The tourism sector in Laos continues to boom, recording a 25.1 per cent growth in visitor numbers and a 42.6 per cent increase in revenue last year. Despite this, the Lao National Tourism Administration remains modest, targeting only a five per cent increase on visitor arrivals and revenue for 2011.

The Lao National Tourism Administration (LNTA) is seeking to grow more longhaul

visitors to the destination. LNTA marketing advisor Kirsten Focken said: "The focus for tourism

development and promotion in Laos is to develop quality products and destinations to attract

more longhaul visitors and increase their length of stay."

While visitor numbers are increasing, it is still shorthaul visitors that make up a chunk of tourists to Laos. Of the total arrivals last year, more than 80 per cent were from Asia-Pacific.

LNTA is targeting 2.7 million foreign visitors and US\$399 million in revenue for this year.

The modest expectation is on the back of last year's 2.5 million foreign visitors generating revenue of US\$381 million, up from two million tourists and US\$267.7 million in earnings in 2009.

The LNTA is hoping to attract some 2.8 million foreign visitors during the 2012 Visit Laos Year promotion, and expects to increase revenue generated from foreign tourists to US\$458 million by 2020.

In a bid to boost the country's profile, The NTO is formulating plans to host the ASEAN Tourism Forum (ATF) in 2013.

This follows the success of the Mekong Tourism Forum 2011, which was held from May 27-28 and attracted some 250 international delegates.

Focken said strategies were being developed to reach the targets set for the next years in terms of visitor numbers and revenue.

Khiri Group CEO, Willem Niemeijer, said he hoped that the growth in arrivals to Laos would continue, with 2012 being a key tourism year. He said: "I think that Luang Prabang will remain a draw for high-end tourists, while the backpacker market will keep on seeking out new destinations across the country."

For his part, Exotissimo Travel Group product and marketing manager, Louise Nathan, said the company recognised a shift in traveller profile towards the luxury end. "Luang Prabang remains the most visited part of Laos, and the town has seen a good selection of deluxe properties open in recent years," she said.

"With so few flights direct into Laos, the country is not yet a stand-alone destination. Laos is a beautiful country with great potential, but there needs to be ongoing investment in infrastructure."

Nataly Wanhoff, managing director, Diethelm Travel Laos



Hotel Update | Luxe on the rise

Laos is experiencing an increase in room supply, mostly in the four- and five-star and boutique categories. Last year saw an increase of 1,846 rooms in 26 new hotels and 60 guesthouses. This brings total supply to 28,123 rooms.

Vientiane's supply increased by 715 rooms, including Ansara Hotel's 14 keys in the luxury category and Best Western Vientiane's 44 new rooms in the US\$60 range.

Luang Prabang's luxury hotel market saw the opening of the 23-key Alila and 36-room Shinta Mani last year. The 59-key Le Palais Juliana and 24-room Kiridara Luang Prabang opened this year.

The hotel sector is set to grow further, with Lao National Institute of Tourism and Hospitality (LANITH) seeking a private-sector investor to open an 80-100 room upscale hotel to complement its Mekong riverfront academy in Vientiane.

Performance-wise, hotels in Vientiane ran at an average occupancy rate of 63 per cent last year, at the same level as 2009.

Mercure Vientiane general manager, Christopher Yeo, said that his hotel has had an average of 35-40 per cent occupancy over the

first seven months of 2011, levels similar to 2010. "Rates will not change significantly during 2011 and 2012," he said.

Khiri Group CEO, Willem Niemeijer, said the market in Luang Prabang was saturated at the top-end, and lacks quality mid-range rooms for tourists who might not want to stay in budget guesthouses.

He added that the shortfall was unlikely to be addressed anytime soon, as Laos remained more expensive than neighbouring Thailand. "In Luang Prabang, nearly everything has to be brought in by road, and well-trained local staff are at a premium and command high wages, so there's more incentive financially for investors to build four- and five-star accommodation," said Neimeijer.

Elsewhere, the country is seeing more boutique hotels opening in eco-tourism areas. Piya Harasarn, manager of the 14-room Tadfane Resort in Champasak, said tourists were seeking a more intimate hotel experience, especially those who had stayed in large resorts in Thailand. "People come seeking an eco-friendly experience in low-key resorts rather than massive developments," he said.

Products

Various offerings to choose from

Jungle adventure

A new eco-tourism adventure park in Champassak province allows you to zip through the trees above a pristine forest and coffee plantations.

One can choose to cross a scenic ravine on rope bridges or get tethered to a zip wire at the Tree-Top Explorer camp. Other attractions include a tree-house restaurant and walking treks.

Visitors also get the chance to interact with villagers during some of the walking tours. Recommended for people of all ages.

Contact

www.treetoplaos.com



Tree-Top Explorer

COPE in Vientiane

It is not your typical tourist attraction, but the COPE centre in Vientiane is worth visiting to understand how the millions of bombs dropped on Laos in the Vietnam conflict still pose a danger today. The charity makes prosthetic limbs for victims of unexploded ordnance (UXOs), among many activities. There is also an exhibition and a cafe.



COPE centre in Laos

Contact

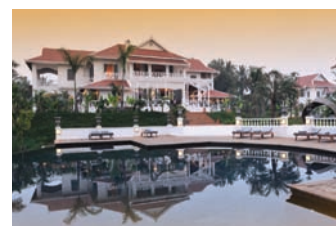
Tel: (856-21) 218-427
www.copelaos.org

Luxurious digs

The Luang Sai Residence hotel takes Luang Prabang's famous French colonial architecture up a notch by giving guests the chance to live the lifestyle, complete with four-poster beds and much Gallic charm. Though relatively new, this luxury hotel was built to complement its historic environment and preserve the feel of the town where it is located.

Contact

Tel: (856-71) 260-891
www.luangsayresidence.com



Luang Sai Residence hotel

Cycling around the city

As the terrain is flat, Vientiane lends itself well to cycling, and a bike trip is a great way to experience the unseen parts of the capital. For full or half-day tours, take in cultural and religious sites and get acquainted with Laotian culture. Do not forget to include visits to vibrant markets and the chance to try real Lao cuisine.

Contact

aline@vientianebycycle.com
www.vientianebycycle.com

definitely



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Borei Angkor Resort & Spa
Borneo Nature Tours
Brunei Tourism Development Department
Buffalo Tours
Cambodia, Ministry of Tourism
Carlson Hotels
Carlton Hotel Singapore
CCD Hotel & Resort Limited (West Sands
Phuket)
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Lots of new products on show

Cruise Shipping Asia this November, Egypt's niche tours for Asians and more



Furama International Singapore's Florence Loke and East Leng Siang, Furama Bukit Bintang Kuala Lumpur's Yvonne Liew, First Travel Group New Zealand's Malcolm MacLeod, Grupo Trans Hotel Spain's Mariluz Rivero, Furama Villas & Spa Ubud, Bali's Ramia Adnyana and Furama International Singapore's Vione Tan and Caryn Chua



UBM Asia's Michael Duck, UBM Asia Trade Fairs' Sas Thayalan, UBM Aviation UK's Gerard Brown and UBM India's Sajid Desai showcasing Cruise Shipping Asia, SATTE and Routes – see page 4



Egyptian Tourism Office's Adel El Masry



Brunei Tourism's Zulkhairi Abdul Razak, Adsale People Singapore's Jasmine Ng and Jean Ham, Brunei Tourism's Aminuryadi Ibrahim and Kuang Wei Advertising & Displays Brunei's Martin Carreon



The delegation from Sharjah: Sushil Rai, Conny Boettger, Ali Salim Al Midfa, Mohamed Ali Al Noman, Asim Bader, Donald De Souza and Majid Al Qassimi



Fraser's Hospitality Singapore's Choe Peng Sum (centre) and team

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As the action heats up in the exhibition hall, **Patrick Tan** captures the faces who make the mart worthwhile



Oasia Hotel Singapore's Rebecca Wee, Far East Hospitality Singapore's Winston Koh and Oasia Hotel Singapore's Jeffrey Ong and Stanley Ho



Sunway Hotel Georgetown's P Nagaswaran, Sunway Resort Malaysia's Jeffrey Hanafiah, Sunway International Malaysia's Fanny Ng, Sunway Hotel Phnom Penh's Pheakdey Kong Helen, Gujral Tours & Travels India's Gurdeep Singh Gujral, Sunway Hotel Seberang Jaya's Jessica Low, Sunway International Singapore's Christine Choo, Sunway Hotel Hanoi's Nguyen Bich Dzung, SAS Institute Singapore's Fabian Bartnick and Sunway International Singapore's Maz Ibrahim



Mövenpick Hotels & Resorts Switzerland's Heiko Siebert, Cleartrip India's Amit Taneja, Mövenpick Hotels & Resorts Thailand's Markus Mueller, Mövenpick Hotel Hanoi's Nghiem Thu Thuy, Mövenpick Resort & Spa Karon Beach Phuket's Craig Fong and Mövenpick Heritage Hotel Sentosa's May Lee



The Mira Hong Kong's Jaly Lai and Design Hotels Singapore's Joanne Seah, Jaime Kuek and Aik Wee Ong show off best booth – see page 2



Aston Primera Pasteur Indonesia's Teddy Patrick, Anta Express Tour & Travel Service Indonesia's Ingrid Astari and Jakarta Hotels Association's Indah Ariyani



MGM Resorts International's Farrah Staub, Las Vegas Convention and Visitors Authority's Ruth Kim, Tropicana Las Vegas' Donna Marcou-Stafford and Las Vegas Convention and Visitors Authority's Reene Ho-Phang, Faith Chua and Wei Su Qi

Nikko Bali Resort and Spa's Jean-Charles Le Coz and The Seminyak Beach Resort & Spa Indonesia's Herdy Sayogha with a bevy of beauties



Qatar Museums Authority's Diana Rizk, Louise Cutajar and Hamad Al Khaja, Qatar Tourism Authority's Soha Moussa, Millennium Hotel Doha's Giorgio Lanfranchi, Qatar Tourism Authority's Ahmed Al Hammadi and Oryx Rotana Doha's Gabriele Ferola



Korea Tourism Organization's Steve Yong and Caitrin Moh



Worldhotels Australia's Ganessan Suppiah, Goodwood Park Hotel Singapore's Shirlena Tan, Worldhotels Singapore's Polly Kan and Karen Goh, Galaxy Entertainment Group Macau's Abigail Gonzales, Hotel Am Terrassenufer Germany's Dino Filpi and Hankyu Hanshin Hotels Japan's Makoto Kanai

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