



# *Travel Awards 2011*

*The best in Asia's travel and tourism  
industry, as chosen by professionals in  
the industry*





Three in a row!

## Travelport voted No.1 in Asia Pacific yet again



We'd like to thank the travel industry for voting Travelport as the Best GDS in Asia Pacific for the third year in a row in the 2011 TTG Travel Awards. We are delighted that our industry peers continue to recognise Travelport's commitment to delivering great service and game-changing solutions such as Travelport Universal Desktop and Travelport Rooms and More.

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# *49,000 votes, 21 new winners*

## Everything you need to know about TTG Travel Awards 2011

Twenty-one of 79 winning organisations and individuals took home the signature Hermes trophy for the first time this year, presented to them during a glamorous and packed-to-the-hilt gala dinner and awards ceremony on October 6 at Centara Grand at CentralWorld Bangkok.

The 22<sup>nd</sup> Annual TTG Travel Awards 2011, organised by TTG Asia Media's Publishing Group, saw a total of 49,000 votes from readers of the TTG Publishing publications: *TTG Asia*, *TTG Asia e-Daily*, *TTG China*, *TTG India*, *TTGmice* and *TTG-BTmice China*. Readers of the relevant industry sectors named their organisation of choice for each title in both online and print voting forms found in publications.

Among new winners were InterContinental Hotels Group, voted Best Global Hotel Chain for the first time, Hyatt Hotels & Resorts, which won Best Luxury Hotel Brand, Resorts World Sentosa, which took the title of Best Integrated Resort, and Seoul, which beat long-standing competitors Singapore and Shanghai as Best BT-MICE City.

This year, Lotte Tour became the first travel agency to be inducted into the Travel Hall of Fame after winning the Best Travel Agency – South Korea for 10 years running.

Fourteen out of last year's 24 new winners held their titles, including Centara Grand at CentralWorld as Best Meetings & Conventions Hotel, and InterContinental Manila, the Best City Hotel in Manila.

"The travel awards mirror industry trends," said Darren Ng, TTG Asia Media's managing director. "It is important for industry players to note the shifts in tastes of their clientele, as well as the direction their competitors are taking to distinguish themselves as outstanding."

In addition to the Best Marketing & Development Effort title, which Best Western International won, TTG Publishing's editorial team handpicked three other outstanding achievers in the category. Shao Qiwei, chairman of China National Tourism Administration, was named Travel Personality of the Year for being proactive and innovative in developing China's inbound and outbound industry. Singapore was crowned Destination of the Year for the second year running, while Cox & Kings received the Most Entrepreneurial Travel Company award.

This special edition is a tribute to the companies and individuals who won. There is perhaps no higher recognition than being voted by professionals in the industry themselves, as it reflects not just a company's excellence internally but its commitment to partners and the industry.

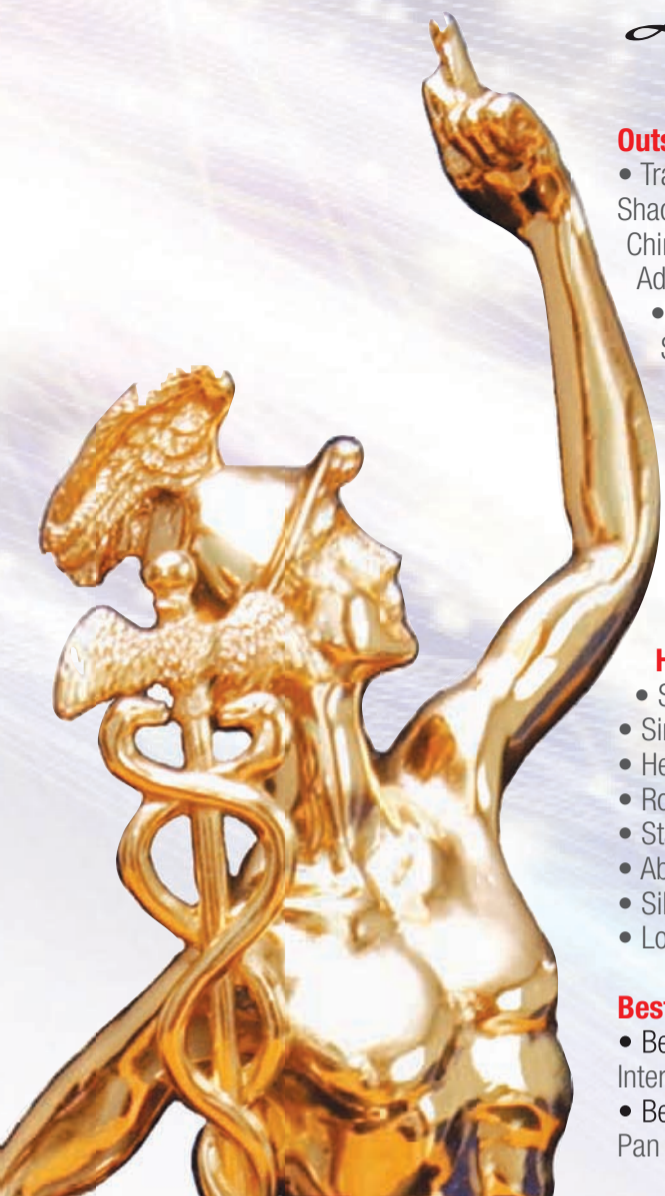
Winners were asked to recount their biggest achievement in the past year and their biggest aim for this year, providing insights into why they were voted. Responses are attributed to the winning company, with the exception of Travel Personality of the Year.

Congratulations to all winners. You are an inspiration.





# List of winners



## Outstanding achievements

- Travel Personality of the Year  
Shao Qiwei, chairman,  
China National Tourism  
Administration
- Destination of the Year  
Singapore
- Most Entrepreneurial  
Travel Company  
Cox & Kings, India
- Best Marketing &  
Development Effort  
Best Western  
International

## Hall of fame

- Singapore Airlines
- Singapore Changi Airport
- Hertz Asia-Pacific
- Royal Cliff Hotels Group
- Star Cruises
- Abacus International
- SilkAir
- Lotte Tour

## Best hotel chains

- Best Global Hotel Chain  
InterContinental Hotels Group
- Best Regional Hotel Chain  
Pan Pacific Hotels Group

- Best Local Hotel Chain  
Harbour Plaza Hotels & Resorts
- Best Hotel Rep Company  
Worldhotels
- Best Luxury Hotel Brand  
Hyatt Hotels & Resorts
- Best Mid-Range Hotel Brand  
Best Western International
- Best Budget Hotel Brand  
Ibis Hotels

## Best hotels – individual property

- Best Luxury Hotel  
Raffles Hotel Singapore
- Best Mid-Range Hotel  
Furama RiverFront, Singapore
- Best Budget Hotel  
Ibis Singapore on Bencoolen,  
Singapore
- Best Independent Hotel  
Royal Plaza on Scotts, Singapore
- Best Boutique Hotel  
The Luxe Manor, Hong Kong
- Best City Hotel – Bangkok  
Mandarin Oriental, Bangkok
- Best City Hotel – Delhi  
Taj Palace Hotel
- Best City Hotel – Hanoi  
Sofitel Legend Metropole Hanoi
- Best City Hotel – Jakarta

The Ritz-Carlton Jakarta, Pacific  
Place

- Best City Hotel – Kuala Lumpur  
Hilton Kuala Lumpur
- Best City Hotel – Manila  
InterContinental Manila
- Best City Hotel – Seoul  
Lotte Hotel Seoul
- Best City Hotel – Singapore  
Shangri-La Hotel, Singapore
- Best City Hotel – Taipei  
W Taipei
- Best City Hotel – Tokyo  
The Peninsula Tokyo
- Best New City Hotel  
Grand Park Orchard, Singapore
- Best Airport Hotel  
Regal Airport Hotel, Hong Kong

## Best resorts, serviced residences and spas

- Best Beach Resort  
Amari Palm Reef Koh Samui
- Best Resort Hotel (Non-Beach)  
Amantaka, Luang Prabang
- Best New Beach Resort Hotel  
Banyan Tree Samui
- Best Integrated Resort  
Resorts World Sentosa
- Best Serviced Residence Operator



*With more than 40 awards  
calling it the world's best airport,  
Hong Kong International Airport (HKIA)  
has been proven time and again to be  
the hub of the East, impressing well over  
50 million passengers last year with its style,  
service and efficiency.*

**N**ow the third-busiest international passenger airport in the world, with more than 100 airlines flying to 160 destinations worldwide, HKIA's popularity continues to climb, underlining Hong Kong's standing as an international aviation hub and the airport's leadership in providing top-quality airport experience to its customers.

HKIA also handled 4.1 million tonnes of cargo last year, making it the busiest cargo centre in the world in terms of total tonnage.

Even with all the awards and accolades, HKIA continues to look for ways to enhance the customer experience – investing in facilities, increasing capacity and preparing to serve rising demand from passengers and businesses alike.

HKIA is also dedicated to enhancing its relationship with its surrounding environment. The airport achieves high environmental standards by minimising pollution, using energy and other resources efficiently, recycling and reusing wherever possible, and continually improving its performance in conservation and sustainability.





The Ascott  
• Best Spa Operator  
Banyan Tree Spas

#### Best BT-MICE players

• Best Airline – Business Class  
Thai Airways International  
• Best Business Hotel  
Grand Hyatt Erawan Bangkok  
• Best Meetings & Conventions Hotel  
Centara Grand & Bangkok  
Convention Centre at CentralWorld  
• Best BT MICE City  
Seoul

• Best Convention & Exhibition  
Centre  
Kuala Lumpur Convention Centre  
• Best Convention & Exhibition  
Bureau  
Thailand Convention & Exhibition  
Bureau

#### Best airlines

• Best North American Airline  
United Airlines  
• Best European Airline  
Air France-KLM  
• Best Middle Eastern Airline  
Qatar Airways  
• Best South Asian Airline

Kingfisher Airlines  
• Best South-east Asian Airline  
Thai Airways International  
• Best North Asian Airline  
Cathay Pacific Airways  
• Best China Airline  
Air China  
• Best Pacific Airline  
Qantas Airways  
• Best Regional Airline  
Dragonair  
• Best Asian Low-Cost Carrier  
AirAsia

#### Best travel service organisations

• Best Airport  
Hong Kong International Airport  
• Best GDS  
Travelport  
• Best Cruise Operator  
Royal Caribbean Cruises (Asia)  
• Best NTO  
Tourism Authority of Thailand  
• Best Theme Attraction  
Hong Kong Disneyland

#### Best travel professionals

• Best Travel Agency – Australia  
Intrepid Travel  
• Best Travel Agency – China

China International Travel Service  
• Best Travel Agency – Chinese  
Taipei  
Phoenix Tours International, Inc  
• Best Travel Agency – Hong Kong  
EGL Tours  
• Best Travel Agency – India  
Creative Travel  
• Best Travel Agency – Indochina  
Asian Trails  
• Best Travel Agency – Indonesia  
Pacto  
• Best Travel Agency – Japan  
H.I.S.Co.  
• Best Travel Agency – Malaysia  
Reliance Travel  
• Best Travel Agency – Singapore  
Tour East Singapore  
• Best Travel Agency – South Korea  
HANATOUR Service  
• Best Travel Agency – Thailand  
World Travel Service  
• Best Travel Agency – Philippines  
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TTG Asia is published by TTG Asia Media Pte Ltd. It is mailed free on written request to readers who meet predetermined criteria. Paid subscriptions are available to those who do not meet the criteria. Annual airmail subscriptions are US\$180 to Asia and US\$199 elsewhere. Cover price US\$5.  
MICA (P) 186/06/2011  
PPS 1791/08/2012(022814)

Printed by Sun Rise Printing & Supplies Pte Ltd

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A big thanks to all our valued guests, industry peers,  
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*\* 2007: Best Mid-Range Hotel Brand*

*\* 2008: Best Mid-Range Hotel Brand*

*\* 2009 : Best Mid-Range Hotel Brand & Best Marketing & Development Efforts*

*\* 2010 : Best Mid-Range Hotel Brand & Best Marketing & Development Efforts*

*\* 2011 : Best Mid-Range Hotel Brand & Best Marketing & Development Efforts*



# Outstanding achievements

These players are simply outstanding, winning the unanimous vote of the *TTG* editorial team

## Travel Personality of the Year | Shao Qiwei



Shao Qiwei is a great believer of the role tourism plays in helping the world understand his country better, and helping his countrymen understand the world and their home better.

This is why inbound, outbound and domestic tourism are all growing well under his leadership. He put his weight fully behind the six-month World Expo in Shanghai last year, and this helped draw 3.5 million overseas visitors and more than 20 million group tour participants.

As well, one of his biggest initiatives last year was the first Go China Summit preceding the China International Travel Mart, which opened the eyes of foreign buyers to new ways of doing China.

For his vision and strategy execution, and being approachable on top of it, the *TTG Asia* editorial team is delighted to name Shao Qiwei Travel Personality of the Year 2011.

Shao said: "This is not only an award for me, but for the whole China travel and tourism industry. Despite the impact of the world's financial crisis, the joint effort of all practitioners of China's travel and tourism industry has resulted in strong development and great contribution to the Asia-Pacific region and the world. And, without the support and co-operation of the overseas markets, especially the markets in the Asia-Pacific region, China's travel and tourism industry can hardly go this far."

"China is willing to share its opportunities of tourism development with the world and create a better future together with its counterparts in the Asia-Pacific region," added Shao, in a statement issued by the National Tourism Administration of Tourism Promotion and International Co-operation Department.

“

This is not only an award for me, but for the whole China travel and tourism industry.

”

Shao Qiwei, chairman, China National Tourism Administration

## Most Entrepreneurial Travel Company | Cox & Kings, India

Usually, the story is about European tour operators buying Asian travel agencies. This one surprised us royally with its recent acquisition of the UK travel company, Holidaybreak, for the princely sum of US\$510 million. The move will open a whole new education trips market for the Mumbai-listed travel company, Cox & Kings.

Last year, Cox & Kings also introduced the first pan-India super luxury train, the *Maharajas' Express*, in a joint venture with Indian Railways – an innovation which has helped bring back high-end travellers to India.

Its entrepreneurial streak is an inspiration that made the company an easy pick for this award this year.

Said Karan Anand, head, relationships and supplier management, on behalf of the company: "The one goal we're aiming for this year is to integrate our acquisition of Holidaybreak successfully, so as to derive synergies among all our verticals."

The company works closely with travel experts, a relationship Anand said had been "mutually beneficial". He said: "We always believe that travel professionals play an important role in educating the customer and help him make the right choice when travelling either on business or on holiday."

“

The one goal we're aiming for this year is to integrate our acquisition of Holidaybreak successfully, so as to derive synergies among all our verticals.

”



Receiving the award is Karan Anand, head, relationships and supplier management, Cox & Kings



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## Best Marketing & Development Effort | Best Western International

Its marketing effort has successfully transformed its image in Asia, while its development effort is unique.

When you see its name, you immediately think: good value, friendliness and comfort. But unlike many 'value' brands, this one has managed to 'creep up'. There is now not just the famous midscale brand, Best Western, but an upscale tier, Best Western Plus, and even a luxury tier, Best Western Premier.

The hotel chain is on track to have 200 properties in its portfolio in Asia and the Middle East by the end of this year, compared with only six in 2001.

Said Glenn de Souza, Best Western International's vice president-international operations, Asia & the Middle East: "Our three-tier programme helps Best Western to better categorise our extensive portfolio of hotels to cater for specific needs of different segments."

A strong supporter of the travel trade, de Souza urged travel professionals to be proactive with current industry trends. "Instead of competing heavily against one another on rate parity in the online world, they should be looking at adding value to the clients other than using price factors as priority," he said.

Asked for the ingredients for success today, he said: "Understand the market conditions and industry trends in order to meet and exceed guests' expectations, and stay competitive in the market."

“

Our three-tier programme helps Best Western to better categorise our extensive portfolio of hotels to cater for specific needs of different segments.

”

Receiving the award is Carl Nicholas Isaac, director of operations-Asia & the Middle East, Best Western International



## Destination of the Year | Singapore

Tourists are making a beeline for Singapore, while many foreigners want to live in the city, a clear indication of the country's transformation, which is not stopping at just the two integrated resorts.

Singapore achieved record tourism receipts of S\$18.9 billion (US\$14.9 billion) and visitor arrivals of 11.6 million last year, with the Singapore Tourism Board (STB) noting a broad-based growth in which spending rose in all the main sectors, from hotels to attractions.

Said Aw Kah Peng, STB's CEO: "We are honoured to observe the subtle shift in international perceptions of Singapore: people are seeing us differently, media have written about Singapore in fresh new ways, calling us 'the new Singapore', 'Asia's new playground' and presenting as strengths the many dimensions of Singapore that took many years to develop – like our dining industry!"

"We would really like this perception, of many people seeing Singapore with new eyes, to continue. Our wish is for all visitors, whether they're here for business or leisure, to discover and enjoy the many hidden gems in our city, and bring home with them a sense of having been enriched by the Singapore experience."

Along with the perception change, Aw urged travel experts to "delve even deeper", getting to know their clients better, and then customise an experience that caters to their needs. "Knowing their customers exceptionally well gives them the opportunity to offer the X-factor, making their clients feel extra special. This not only takes time and resources, but also a genuine interest in every customer, and a passion for what Singapore has to offer," she said.

Asked what one must do to be the best in one's field, she said: "Dare to dream that their city is both a great home and an amazing city for everyone. While it's important to always look ahead, plan for the future, and have the courage to aim for the seemingly impossible, we never lose sight of what anchors us nor forget the power of collaborating with partners who can help make the leap from meeting expectations to achieving lasting success."

“

People are seeing us differently, media have written about Singapore in fresh new ways, calling us 'the new Singapore', 'Asia's new playground...'

”

Receiving the award is Jacqueline Ng, regional director, ASEAN, Singapore Tourism Board







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Itinerary highlights :  
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# Hall of fame

South Korea's Lotte Tour joins this elite group – voted by *TTG* readers 10 consecutive times – for the first time this year. The Hall of Fame display is in Raffles Hotel Museum, Singapore

Receiving the award are (from left): Singapore Airlines' senior vice president marketing, Tan Chik Quee, Hertz Asia-Pacific's vice president Asia/Japan, Wong Soon Hwa, Star Cruises' COO, William Ng, and Singapore Changi Airport's assistant vice president, Andy Sim



## Singapore Airlines

### Biggest achievement last year?

We launched our own cookbook, *Above & Beyond: A Collection of Recipes from the Singapore Airlines International Culinary Panel*. A charity gala dinner and subsequent book sales raised over S\$1.6 million (US\$1.2 million) for the Community Chest of Singapore.

SIA also took significant strides towards more environmentally-friendly operations. With flight SQ11 on January 31, 2010 between Los Angeles and Singapore via Tokyo, we successfully completed the world's first multi-sector demonstration green flight.

Our plans to launch flights to our sixth continent, South America, announced in September 2010, came to fruition in March this year when we launched thrice-weekly services to Sao Paulo.

### What must travel consultants do to be of more value to you?

They must first and foremost be of value to our customers and potential customers. It is through this that they can be of value to SIA.

The travel trade has had to face a rapidly changing structure induced by new technologies and changing consumer habits. We have seen how the travel consultants have been providing ever more innovative services, driving up the value and convenience for customers. We deeply appreciate their support and the vital role they play.

### To be the best in the field today, one must...

Recognise and accept that change will constantly haunt the industry. Through all this, one must be nimble and be prepared to make adjustments, and yet at the same time, be stubbornly focused on meeting the customers' evolving needs.

## Hertz Asia-Pacific

### Biggest achievement last year?

We launched the first electric vehicles (EVs) in New York in December last year. In August this year, we expanded our Global EV initiative to China, making us the first global rental car company to offer EVs on three continents.

We now offer EVs across the US, in cities including New York, Washington DC, San Francisco and Los Angeles, and in London and other cities in Europe. We plan to deploy EVs in other countries in the coming months.

### The one goal for this year?

One goal that we constantly pursue is to deliver what is enshrined in our mission statement. Our mission is to be the most customer-focused, cost-efficient vehicle and equipment rental/leasing company in every market we serve.

### What must travel consultants do to be of more value to you?

We invite our partners to work closely with us to grow the car rental market. More people renting cars means more commission income and happy customers.

### To be the best in the field today, one must...

Be able to adapt and transform to meet the rapidly-changing operating environment and to meet the needs of customers, stakeholders and the community at large in a socially-responsible manner.

## Star Cruises

### Biggest achievement last year?

Genting Hong Kong turned around its business last year, with a US\$68.1 million net income after tax. This represents a 396 per cent increase from a loss of US\$23.2 million in 2009. It can be attributed to adherence to operational efficiency, cost-effectiveness and active management of Star Cruises' fleet deployment in the major cruise hubs of Singapore, Malaysia, Taiwan and Hong Kong, among other key efforts.

### The one goal for this year?

Star Cruises will continue to strengthen our products and services to offer a world-class travel and leisure experience to our customers. On that note, we are excited that Star Cruises will deploy our 51,000-tonnage *SuperStar Aquarius* to Sanya in November this year, and call at three ports in Vietnam.

### What must travel consultants do to be of more value to you?

Successful consultants should reach conventional and non-conventional market segments, using the widespread social media and other online platforms when necessary. It is also important to communicate, engage and reach new markets deftly.

In addition, they need an efficient booking engine to expand their business. On that note, we recently developed an online B2B2C booking engine, which can be integrated into our travel professionals' online platforms and link up their customers with our travel packages conveniently.

### To be the best in the field today, one must...

Be committed to delivering the best-in-class services and unforgettable experiences.

## Singapore Changi Airport

### Biggest achievement last year?

Changi Airport hit a record 42 million passenger movements in 2010, placing us as one of only seven airports in the world to handle more than 40 million international passenger movements annually.

Significant progress was made in growing our retail business as the airport continues to adjust and improve its retail mix and attract quality concessionaires to operate at Changi while offering retail and sales promotions through effective marketing.

For FY2010/2011, Changi Airport achieved for the first time over US\$1 billion in concession sales, attaining about 15 per cent growth for both the airside and landside retail concessions.

### The one goal for this year?

Against the backdrop of anticipated growth in the Asia-Pacific air travel market, we will strive to grow traffic numbers while maintaining the hallmarks of our success – operational efficiency and service excellence.

### What must travel consultants do to be of more value to you?

They could help to attract more travellers to Singapore by highlighting the newly-developed tourist attractions such as Marina Bay Sands and Universal Studios, as well as upcoming ones like the Gardens by the Bay and River Safari.

We also value the role travel professionals play in helping to position Changi Airport as the choice stopover transit point in the region.

### To be the best in the field today, one must...

Not let up on determination and drive for excellence and constantly innovate to improve service and product offerings.



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Picking up the Hall of Fame award are (from left): Royal Cliff Hotels Group's executive director, Vitanart Vathanakul, Abacus International's division head-Airline Distribution, Ho Hoong Mau, SilkAir's CEO, Marvin Tan, and Lotte Tour's vice president, Harry Baek



### Royal Cliff Hotels Group

#### Biggest achievement last year?

The simultaneous projects on our repositioning and expansion programme, which included the infinity-edge pool overlooking the cliff and sea, Breezeo (innovative beachside dining experience) and the upgrading of guestrooms.

With our repositioning and underlining statement, 'A State of Exclusivity and Fascination', we have made a commitment to our avid supporters and guests that we are prepared to offer them more than what is expected.

#### The one goal for this year?

The Royal Cliff Hotels Group brand name is currently at par with other first-class hotels, and we will strive to maintain this honour of being recognised among the best hotels in the world.

#### What must travel consultants do to be of more value to you?

We have a lot of good, loyal support from them through the years, which we value wholeheartedly, but we still wish there was more cooperation, sustainability and dedication from them, especially during the low periods.

While opting not to select preferred partners, rather, giving all our esteemed partners the equal chance of selling us, on our part, we are doing our best to serve each partner according to his needs – be it a conventional tour operator or online booking engine. It would be ideal if our partners give us the opportunity to be equally featured with the other products. In return, this would allow end-clients the option of personal preferences, where our 37 years of fame would relate as a positive reference.

#### To be the best in the field today, one must...

Keep up with the changing times. We need to focus on top priorities to ensure that we are the best in what we do, as getting to be the best is the easy part, but sustaining the reputation requires a lot of dedication.

### Abacus International

#### Biggest achievement last year?

We were particularly proud of how the teams worked together to move out of the gloom of the economic recession and set a record year for Abacus last year.

#### The one goal for this year?

To bring the convenience and benefits of the Internet and mobile-related technology and applications to the travel industry.

#### What must travel consultants do to be of more value to you?

They play an important role as content aggregator in the travel industry. We are here to provide them with the leading solutions and services to help them add better value to their customers.

#### To be the best in the field today, one must...

Be equipped with the right technology and have the right partner who has a range of technology, knowledge and service tools to help differentiate oneself and ultimately deliver the best travel experience.

### SilkAir

#### Biggest achievement last year?

Being inducted into the Hall of Fame was certainly a major milestone for SilkAir. We deeply appreciate the strong support from the trade that made this possible.

On the financial front, we managed to sustain growth and positive operating results during a year that was punctuated by natural disasters, such as the volcanic ash and snowstorms in Europe, floods in Australia and earthquakes in New Zealand and Japan. While SilkAir does not fly to these places, we do have significant feeder traffic to and from the Singapore Airlines network.

#### The one goal for this year?

Very simply, to continue expanding our network in terms of both new destinations and more flights to current ones. By year's end, we will have added five new destinations to the SilkAir family, namely Pekanbaru (February), Kolkata (August), Koh Samui (September), Bandung (October) and Changsha (October). The long-term prospects for air travel across Asia remain positive, and we are certainly gearing up for growth.

#### What must travel consultants do to be of more value to you?

Our partners play a vital role in offering value-added services, time savings and convenience to travellers. Just as is the case with airlines, their marketing and customer service approach will need to evolve to meet the needs of an increasingly complex and well-informed marketplace, from the sophisticated, IT-savvy and independent explorer, to the group traveller who just wants it all packaged and arranged.

#### To be the best in the field today, one must...

Appreciate how hard it is to get to the top, but remember how much harder it is to stay there. This is a volatile and intensely competitive industry, and one has to be nimble, humble and always on the lookout for ways to do better and change the game.

### Lotte Tour

#### Biggest achievement last year?

Lotte Tour chartered South Korea-Japan-China cruise holidays last year. That was a first for the South Korea market. Although Koreans are not familiar with cruises, we undertook the initiative like a big adventure, confident of the outcome. It was a great success! The reasons included effective advertising, marketing and promotion.

#### The one goal for this year?

Many people enjoy overseas trips, but not many are satisfied with tour programmes, a big reason why the role of travel agencies has been scaled back. We have been striving to make qualitative improvements, providing a variety of tours and high-quality customer service. As a result, our customers feel satisfied with our tour programmes and services and use us again.

We also try to be top-class with the management of staff, partners, systems, etc.

#### What must travel consultants do to be of more value to you?

They must be prepared to provide a high level of service to match the value that customers want. It is essential to have well-trained staff, the latest information system and cooperation with partner companies. I'm sure that customers don't want to experience a bad trip. Tour companies should do their best all the time so their customers can rest, have leisure time, exciting experiences and a high level of happiness!

#### To be the best in the field today, one must...

Have a dynamic attitude. Every day, we deal with a huge amount of information. Travel companies should have the ability to deal with problems and take in this information more than anyone. The ability to handle information is the most important key that decides success. Information is directly related to the latest trends, customer satisfaction, high productivity, preparation for the future market, risk control and managing an organisation.

“

The ability to handle information is the most important key that decides success.

”



# You've made us Number 1

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Thank you for helping us get inducted into the Travel Trade Gazette Asia's Hall of Fame since 2002.

**4 Business Traveller Awards in 2011**  
*Best Airport in the World*

**DestinAsian 6th Annual  
Readers' Choice Awards 2011**  
*Best Airport in Asia Pacific*

**The Asian Freight &  
Supply Chain Awards 2011**  
*Best Airport – Asia*  
*Best Green Service Provider*

**Travel Weekly China 2011**  
*Best International Airport*

**Travel Trade Gazette (Asia)  
21st Annual Travel Awards 2011**  
*Travel Hall of Fame*

**Ultimate Luxury Travel  
Related Awards 2011 (ULTRAs)**  
*Best Airport in the World*

**Wanderlust Readers' Travel  
Awards 2011**  
*Top Worldwide Airport*

**World Travel Awards 2011**  
*Asia's Leading Airport*



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# Best travel service organisations

Without their service, life will not be smooth and seamless for travel professionals



Suraphon Svetasreni, governor

Tourism Authority of Thailand

**Best NTO**

**What was your biggest achievement last year?** Meeting our target number of visitors, with a total of 15.9 million arrivals, even with the disruptions that took place due to the political protests that peaked in April and May 2010.

**What must travel consultants do to be even more valuable to you?** Give us more frontline feedback about how and why their customers make their decisions regarding travel. They can also gain deeper insights into what new travel interests and preferences are emerging in their specific markets. We would also like to hear feedback on their customers' experiences in Thailand – both good and bad – so we can continue to finetune our tourism sector.

**To be the best in the field, one must...** Observe and understand the many factors at both the global and local market level that can have a great impact on international tourism, so that one can come up with effective strategies to deal with them and meet one's goal.



Simon Nowroz, president & managing director, Asia-Pacific

Travelport

**Best GDS**

**What was your biggest achievement last year?** A major milestone for 2010 was the delivery of Travelport Universal API. As an industry first, the technology allows travel firms to pull content from multiple sources through one single connection. The platform forms the basis of Travelport Universal Desktop, which will see market rollout in 2012, dramatically changing how travel is distributed and purchased in the future.

**What is the one goal you're aiming for this year?** The role of the GDS is evolving, and we are fully focused on staying ahead of the game in delivering new non-air content to our customers. We no longer see ourselves as just a content pipe, but a fully-fledged marketing, retailing and distribution platform, providing new ways to sell a wider range content.

**What must travel experts do to be even more valuable to you?** Travel consultants play a vital role and bring value to us on so many levels. This is why we are focused on delivering the technology that enables them to sell a wider array of travel products in delivering a more complete experience for their clients.

## REGAL AIRPORT HOTEL

Your Meeting & Conference Partner

Being Voted Again

# Best Airport Hotel in the World 2011

*Thank You our Esteemed Guests*



**Best Airport Hotel in the World 2008-2011 (4 years)**  
Voted by readers of Business Traveller UK Magazine



**Best Airport Hotel in Asia-Pacific 2001-2011 (11 years)**  
Voted by readers of Business Traveller Asia-Pacific Magazine



**Best Airport Hotel in Asia-Pacific 2005-2011 (7 years)**  
Awarded by TTG Asia Media Pte Ltd



**HONG KONG**

- Regal Airport Hotel
- Regal Hongkong Hotel
- Regal Kowloon Hotel
- Regal Oriental Hotel

**CHENGDU**

- Regal Master Hotel
- Regal Xindu Hotel (2013)

**DEZHOU** | Regal Kangba Hotel

**FOSHAN** | Regal Financial Center Hotel (2013)

**GUIYANG** | Regal Poly Guiyang Hotel

**KUNSHAN** | Regal Royale Hotel (2013)

**SUZHOU** | Regal Fanhua Center Hotel (2013)

**SHANGHAI** | Regal International East Asia Hotel

- Regal Jinfeng Hotel
- Regal Plaza Hotel & Residence
- Regal Shanghai East Asia Hotel

**WUHAN** | Regal Hotel (2014)

**ZHENGZHOU** | Regal Yulong Hotel (2012)



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Kelvin Tan, regional director

## Hong Kong International Airport Best Airport

**What was your biggest achievement last year?** In 2010, Hong Kong International Airport (HKIA) set new annual records in each of its three traffic categories. During the year, passenger traffic grew to 50.9 million, a 10.3 per cent increase over 2009; cargo increased 23.4 per cent to 4.1 million tonnes; and air traffic movements rose 9.7 per cent to 306,535.

**What is the one goal you're aiming for this year?** We completed a three-month public consultation for the HKIA Master Plan 2030 in early September, which sought opinion from the public and stakeholders on the development direction of the airport, including whether to build a new runway in the next 20 years. We are set to kickstart phase one of our midfield expansion and a three-year, HK\$495 million (US\$64 million) rejuvenation programme 2011/2012 to enhance system reliability and customer satisfaction.



Henry Ma, general manager, airfield

## Royal Caribbean Cruises Best Cruise Operator

**What is the one goal you're aiming for this year?** To successfully launch *Voyager of the Seas*' maiden Asian season in 2012. Also, together with *Legend of the Seas* in Asia next year, we aim to double Royal Caribbean International's capacity and grow its presence in the region with more homeporting possibilities, while creating a higher level of brand awareness and attraction for cruising here.

**What must travel consultants do to be even more valuable to you?** We can't find better fans and brand ambassadors than our consultants, and this shows how invaluable they are to us.

**To be the best in the field today, one must...** Be a visionary, trendsetter and inspirer.



Queenie Fok, associate sales manager, business solutions and events

## Hong Kong Disneyland Best Theme Attraction

**What is the one goal you are aiming for this year?** Create magical experiences for our guests. As we continue to evolve our product offerings, and further magnify the magic with the premier of Toy Story Land, the first of three new themed areas of our billion-dollar expansion plan, we strive to make every visit a more exciting one. Grizzly Gulch will premier next, followed by Mystic Point in 2013.

**What must travel experts do to be even more valuable to you?** We have a series of trade educational activities and a collection of Disney sales tools available to the travel trade. These tailor-made materials ensure consultants are fully-equipped when they promote Hong Kong Disneyland Resort to their clients.

For example, when we launch our new experiences or special events, we start with trade briefings to create awareness.

We will offer the trade fam visits and develop special product offerings with contracted wholesalers, followed by co-op marketing activities. Travel professionals can also visit our [hkdtravelagents.com](http://hkdtravelagents.com) and participate in all the activities available to them.

### Highlights of our Awards & Accolades

BEST SERVICED RESIDENCE OPERATOR  
- THE ASCOTT LIMITED  
TTG Travel Awards 2005 - 2011

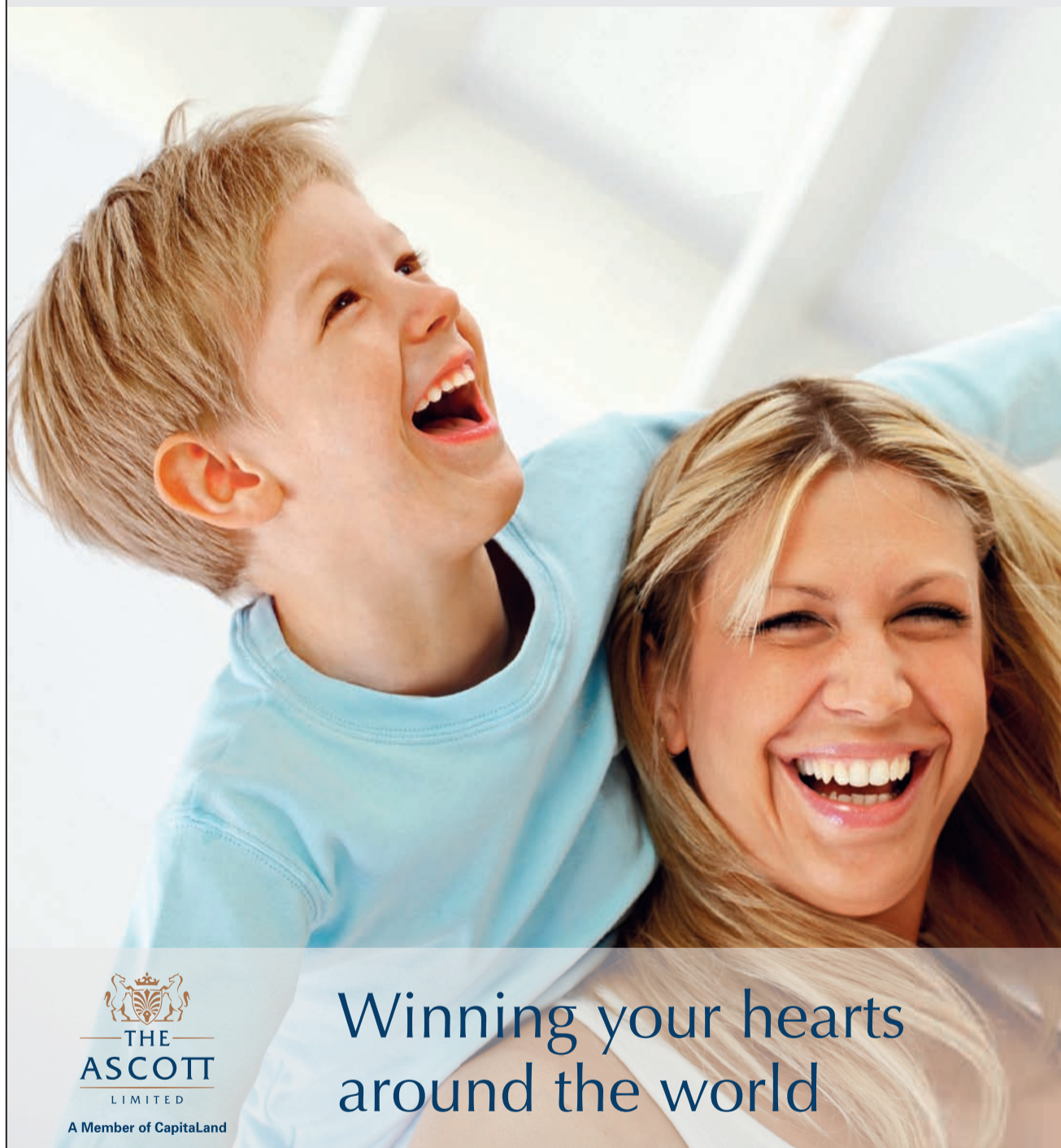
BEST SERVICED RESIDENCE OPERATOR  
IN CHINA - THE ASCOTT LIMITED  
TTG China Travel Awards 2008 - 2011

BEST SERVICED RESIDENCE BRAND  
- ASCOTT THE RESIDENCE  
Business Traveller Asia Pacific Awards 2004 - 2011

BEST SERVICED RESIDENCE BRAND IN  
CHINA - ASCOTT THE RESIDENCE  
Business Traveller China Awards 2005 - 2010

BEST SERVICED RESIDENCE COMPANY  
- THE ASCOTT LIMITED  
Business Traveller UK Awards 2007 - 2010

BEST SERVICED RESIDENCE IN ASIA PACIFIC  
- THE ASCOTT LIMITED  
DestinAsian Readers' Choice Awards 2008 - 2011



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# Best B2B MICE players

These organisations went the extra mile for meetings, incentives, conventions and exhibitions



Maureen O'Crowley, vice president,  
Seoul Convention Bureau

Seoul  
Best BT Mice City

**What was your biggest achievement last year?** Seoul captured 5<sup>th</sup> place on UIA list for 2010. When STO (Seoul Tourism Organization) was established in 2008, we were in 9<sup>th</sup> place. We set a goal to achieve a number five ranking by 2015. This was welcome news for Seoul and a proud moment for STO.

**What must travel experts do to be even more valuable to you?** The industry professionals – meeting planners and travel consultants – are very valuable partners for us and do a tremendous job of representing the city of Seoul to their clients. What I would like to stress upon them is how valuable our services are to them. We are here to serve them, to make their jobs easier – we need to get the word out and make them fully aware of all the support we can provide – and best of all, while our advice is priceless, our services are free!

**To be the best in the field today, one must...** Always remember that it is the customer who counts.



Angeline Lue, director of sales & marketing

Kuala Lumpur Convention Centre  
Best Convention and Exhibition Centre

**What was your biggest achievement last year?** The success of our innovative value-add propositions differentiated our product offerings and created new revenue streams without any compromise on the quality of guest experience and service levels. Being responsive to market conditions, this approach, post the economic downturn, helped our clients to extend limited budgets without compromising on the quality and desired outcomes of their events.

**What is the one goal you're aiming for this year?** To successfully take to market our expansion plans, grow our marketshare and expand our sales activities in new geographic markets such as the US.

**What must travel experts do to be even more valuable to you?** Maximise the business opportunities provided by the business tourism sector and enhance their product knowledge in order to position Malaysia as a premier business tourism destination.



Akapol Sorasuchart, president

Thailand Convention and Exhibition Bureau  
Best Convention and Exhibition Bureau

**What was your biggest achievement last year?** Our biggest achievement last year was successfully showing our readiness and commitment to host any type of global event, from the biggest to the smallest. Our *Believe in Thailand* campaign was also incredibly successful in reiterating Thailand's readiness to host MICE events.

**What is the one goal you're aiming for this year?** We will continue the *Believe in Thailand* campaign with a new perspective, focusing on Thailand as a *Destination of Choices*.

**What must travel experts do to be even more valuable to you?** We would like to interact more with travel experts around the world and further build on connections which already exist. As a government body, we are willing to share anything we can, as well as provide marketing support and consultancy, and facilitate events as much as we can.



Pandit Chanapai, executive vice president-commercial

Thai Airways International  
Best Airline – Business Class

**What was your biggest achievement last year?** Last year, THAI celebrated its 50<sup>th</sup> anniversary. For over half a century, THAI has managed to maintain its position among the world's leading carriers in terms of products and services. Despite domestic political unrest and other natural disasters, THAI's operating profit in 2010 was higher than the previous year.

**What is the one goal you're aiming for this year?** Position THAI among the top three Asian airlines and top five among the world's airlines.

**What must travel experts do to be even more valuable to you?** Travel experts need to adjust to the challenges of the Internet sales era by maintaining and increasing the professionalism of their staff and offering value-added services to their customers, so that they can continue supporting THAI by increasing THAI's share of ticket sales in every market. We will work with them to help them meet the new challenges they are facing.



Richard Greaves, general manager

Grand Hyatt Erawan Bangkok  
Best Business Hotel

**What was your biggest achievement last year?** Last year will always be remembered for the closure of the hotel for six weeks between April and May due to the political protests in Bangkok which took place at the Ratchaprasong intersection where we are located. Our biggest achievement would definitely be the resilience of the team during this difficult period and how we emerged strongly afterwards.

**What is the one goal you're aiming for this year?** We will continue to improve our guests' experiences in order to be the preferred hotel in Bangkok for every market segment.

**What must travel experts do to be even more valuable to you?** We appreciate their support. Please continue to help us to expand our reach by telling everyone what a great destination Thailand is and to continue encouraging all your clients to visit Thailand whether for business or leisure.



Supatra Chirathivat, senior vice president  
corporate affairs and social responsibilities

Centara Grand and Bangkok Convention  
Centre at CentralWorld  
Best Meetings & Conventions Hotel

**What was your biggest achievement last year?** We maintained operations at our flagship hotel, the Centara Grand and Bangkok Convention Centre at CentralWorld, despite the political unrest in Thailand, particularly in Ratchaprasong, where the hotel is.

**What is the one goal you're aiming for this year?** Together with our colleagues in the industry, we are hoping for political peace and no natural catastrophes.

**What must travel experts do to be even more valuable to you?** They should aim for long-term relationships and avoid trying to make a 'fast buck'.

**To be the best in the field today, one must...** Be very e-business-oriented, but at the same time maintain personal relationship, which is particularly important in tourism.



# HONG KONG • WE COVER

SECOND YEAR RUNNING  
BEST LOCAL HOTEL CHAIN



HONG KONG : HARBOUR GRAND HONG KONG | HARBOUR PLAZA NORTH POINT  
KOWLOON : HARBOUR GRAND KOWLOON | HARBOUR PLAZA METROPOLIS | HARBOUR PLAZA 8 DEGREES | THE KOWLOON HOTEL  
NEW TERRITORIES : HARBOUR PLAZA RESORT CITY | RAMBLER GARDEN HOTEL | RAMBLER OASIS HOTEL  
CHONGQING, CHINA : HARBOUR PLAZA CHONGQING



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Service Awards 2011



Best Local Hotel Chain



2011 Asia Excellence Brand Award

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# Best hotel chains

Maintaining consistency wherever they may be in the world has made them winners



Alan Watts, vice president of South-east Asia & head of operations Holiday Inn Express Asia/Australasia

## InterContinental Hotels Group Best Global Hotel Chain

**What was your biggest achievement last year?** We signed more rooms into our development pipeline than we did in 2009, and we effectively completed the US\$1 billion Holiday Inn relaunch, the biggest rebranding exercise in hospitality history. We also laid the foundation to bring in new brands into key markets such as India and Thailand with strategic partnerships. South-east Asia's first Holiday Inn Express and Hotel Indigo will soon open in Bangkok, Thailand.

**What is the one goal you're aiming for this year?** We've had a challenging start to 2011, with the Christchurch and Japan earthquakes. The clear signs of recovery have been encouraging, and as we head towards the final quarter of the year, our aim is to continue to create great guest experiences across all our hotels, and to grow our brand presence in our key markets.

**To be the best in the field today, one must...** Be nimble and adaptable to change, which is a constant and a certainty.



P.C. Koh, director

## Harbour Plaza Hotels & Resorts Best Local Hotel Chain

**What was your biggest achievement last year?** To have firmly established three distinctive brands in our portfolio since the opening of Harbour Grand Hong Kong in 2009 and the rebranding of Harbour Grand Kowloon in 2010. Harbour Grand Hotels, Harbour Plaza Hotels and Rambler Hotels, the three brands, are marketed more distinctively to meet the different requirements and preferences of our customers worldwide.

**What is the one goal you're aiming for this year?** We are in the process of further developing the e-commerce facilities for our group of hotels, which include the enhancement of our website and implementation of mobile technology in order to provide real-time, online efficiency and convenience to our customers.

**What must travel experts do to be even more valuable to you?** They have always been of great support to our group of hotels. To be even more valuable to us, they can help to market the destination and explore and develop more new inbound markets for Hong Kong.



Richard Greaves, general manager, Grand Hyatt Erawan

## Hyatt Hotels & Resorts Best Luxury Hotel Brand

**What was your biggest achievement last year?** We announced Hyatt Thrive, the company's global corporate responsibility platform. Hyatt Thrive builds on Hyatt's rich history of community engagement and environmental stewardship, and is a global framework for teams of passionate people to bring to life local projects that benefit their communities.

**What is the one goal you're aiming for this year?** We are going to launch Andaz Shanghai, our first Andaz brand hotel in Asia. Andaz represents a refreshing take on the boutique-style hotel.

**What must travel experts do to be even more valuable to you?** They are an important business partner for Hyatt. In order to forge a successful partnership, mutual understanding of each other's expectations, products and services is necessary. Also, communication is integral, to enable us to best cater to the customers' needs together.

**To be the best in the field today, one must...** Remain focused.



Paul Stevens, director of operations Thailand, Accor

## Ibis Hotels (Accor) Best Budget Hotel Brand

**What was your biggest achievement last year?** Our traction began in India, with 63 hotels committed. The year saw us focusing on infrastructure to accommodate 20 openings in the country this year.

**What is the one goal you're aiming for this year?** Opening our 100<sup>th</sup> Ibis hotel (Ibis Bengaluru TechPark) in Asia-Pacific, which is certainly noteworthy. Beyond this, three of our brands will debut in India.

**What must travel experts do to be even more valuable to you?** We welcome travel professionals, online or offline, especially when they genuinely seek to add value to our value chain. By this, we mean the provision of feedback on how we can create even more compelling products for both them and their end-consumers.

**To be the best in the field today, one must...** Constantly be prepared to reinvent oneself. At Accor, we now have a new tagline, *Open new frontiers in hospitality*, which is a new state of mind.



Chan Hse May, director of corporate communications

## Pan Pacific Hotels Group Best Regional Hotel Chain

**What was your biggest achievement last year?** Rebranding and opening seven properties in 2010 in Bali, Suzhou, Bangkok, Sydney, Perth and Kuala Lumpur. Also marking the reintroduction of the Parkroyal brand to its birth country of Australia, a key growth market for us, with Parkroyal Darling Harbour, Sydney, Parkroyal Paramatta and Pan Pacific Perth.

**What is the one goal you're aiming for this year?** We recently unveiled refreshed brand positionings for Pan Pacific Hotels and Resorts and Parkroyal Hotels & Resorts as part of our strategic objectives to strengthen our brands, provide enriching guest experiences and ensure consistency across our portfolio. Over the next three months, consumers will see the refreshed verbal and visual identity for our brands through our new advertising campaign across different media platforms including print, inflight channels and online sites.

**What must travel experts do to be even more valuable to you?** Understand our refreshed brand propositions.



Roland Jegge, vice president, Asia-Pacific

## Worldhotels Best Hotel Representation Company

**What was your biggest achievement last year?** To have signed our first Worldhotel branded properties in Asia.

**What is the one goal you're aiming for this year?** To expand our brand presence in the three most important feeder markets of the future in Asia: China, India and Indonesia.

**What must travel experts do to be even more valuable to you?** To guide clients through the jungle of complex offers and create their dream vacations. To remember their likes and dislikes. In more general terms – to find the most suitable solution for every client.

**To be the best in the field today, one must...** Be focused and flexible and, most of all, remain relevant by being customer-centric, understanding the changing needs and desires of each client.



# Thank you. We are truly honoured.



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To learn more about us, please visit [www.ihg.com](http://www.ihg.com)



InterContinental Hotels Group





Niramorn Makornpruttipong, regional manager for administration and member support services

## Best Western International Best Mid-Range Hotel Brand

**What was your biggest achievement last year?** Our biggest achievement was the launch of the new three-tier products globally, where we now offer three distinctive types of hotels – midscale Best Western, upscale Best Western Plus and luxury Best Western Premier. This programme helps Best Western to better categorise our extensive portfolio of hotels to cater for specific needs of different segments.

**What is the one goal you're aiming for this year?** We are targeting to increase our portfolio of hotels and resorts across Asia and the Middle East (in various stages of operation, rebranding and construction) to 200 properties by the end of 2011.

**What must travel experts do to be even more valuable to you?** They should be proactive with current industry trends. Instead of competing heavily against one another on rate parity in the online world, they should be looking at adding value to the clients other than using price factors as priority.

**To be the best in the field today, one must...** Understand the market conditions and industry trends in order to meet and exceed guests' expectations and stay competitive.

# Hotels – Individual Property Awards

The creme de la creme of the hospitality industry are all smiles on receiving the trade accolade



Pierre Jochem, general manager

## Raffles Hotel Singapore Best Luxury Hotel

**What was your biggest achievement last year?** The biggest achievement last year would have to be our being voted for the fourth consecutive year as Best Hotel in Asia/Australia for the Ultimate Luxury Travel Related Award (ULTRA), organised by the UK *Daily Telegraph's* luxury *Ultratavel* magazine.

**What must travel experts do to be even more valuable to you?** There must be constant communication and dialogue with the travel consultants for a better understanding and to achieve a win-win situation for both parties.

**To be the best in the field today, one must...** Have dedicated staff who understand the guests' needs and consistently provide good service and exceed their expectations.



Jason Peck, CEO

## Furama RiverFront Hotel Best Mid-Range Hotel

**What was your biggest achievement last year?** We won two prestigious awards for Furama RiverFront, the flagship hotel for Furama Hotels International in Singapore – *TTG's* Best Mid-Range Hotel, Asia-Pacific for the second year running (2009 and 2010), and BCA Platinum Green Award for 2011/2012.

**What must travel agents do to be even more valuable to you?** Mutual understanding between two parties is needed to build the market despite the shift in travel patterns. Travel experts can assist hotel operators in focusing on bringing in potentially untapped markets in growing cities, countries where more affluent travellers prefer a multi-city offering. Dialogues to target a specific destination or demand period during high or low season is essential, as it allows us to explore the opportunities for all the properties under our group.



Puneet Dhawan, general manager

## Ibis Singapore on Bencoolen Best Budget Hotel

**What was your biggest achievement last year?** As markets recovered globally, so did we. However, the key was to stay ahead of our competitors and continue to deliver superior results for all our stakeholders. We were able to do this by consistently focusing on our guests' needs and providing them the best value proposition.

**What is the one goal you're aiming for this year?** Winning the *TTG Award* for the third year in a row is a great compliment and motivation for our team. The goal is to maintain our leading position in our unique category in Singapore, and be a reference point for economy hotels around the world. Most importantly, we aim every day to increase the level of satisfaction of our guests and team members.

**What must travel experts do to be even more valuable to you?** We will continue to work with travel experts to promote the hotel. Travel experts can add further value by fully embracing digital media and being an extension of our business.

**To be the best in the field today, one must...** Be nimble and adapt to the changing expectations of guests and staff alike.



You might expect the doorman  
to greet you by name.

But the gardener?



**RAFFLES**

SINGAPORE

No place like it





Alexander Haeusler, group project manager, Regal Hotels International

Regal Airport Hotel, Hong Kong  
**Best Airport Hotel**

**What was your biggest achievement last year?** We saw an encouraging growth in MICE business as a result of our unparalleled location, comprehensive facilities and personalised 24/7 services. We succeeded in repositioning our hotel from just being an airport hotel to becoming the Regal Airport Hotel, Meeting & Conference Centre.

**What is the one goal you're aiming for this year?** Our aim is to work closely with the public sector in promoting Lantau, Hong Kong's largest island, as a 'destination within a destination'. The island is proud of its scenic mountains, pristine beaches, national parks, ancient fishing villages, monasteries and many more fascinating tourist attractions.

**What must travel experts do to be even more valuable to you?** They will add value to our hotels and clients by offering additional services over and above our room products. By packaging our food and beverage services, as well as selling our spa facilities, they will not only maximise their mark-ups but, at the same time, customise their client's needs, while driving incremental revenue for our hotels. In addition, we expect our partners to make an effort in promoting our diverse range of rooms and suites, thus maximising upselling opportunities.



George Wang, group general manager

The Luxe Manor  
**Best Boutique Hotel**

**What is the one goal you're aiming for this year?** To help lay a strong foundation for the group to move forward in establishing more hotels in Asia. Since the launch of the Touch initiative in April, annual booking has bloomed 10 times over, from 20 to over 200 a month. We are proud to say that The Luxe Manor has guests who are on their 50<sup>th</sup> stay here, and we have gained many loyal guests. One spent six months during a single visit with us rather than opt for a serviced apartment because The Luxe Manor is home away from home for our guests.

**What must travel experts do to be even more valuable to you?** Travel experts are important working partners for our group. First, they can spread the word about us to their colleagues and clients; second by continuing to boost sales for us; third, by personally experiencing our hotel facilities and service and spreading good comments through social media, networking, etc.

**To be the best in the field today, one must...** Be flexible enough to cater to the changing environment and challenges.



Darren Ware, general manager

Grand Park Orchard, Singapore  
**Best New City Hotel**

**What was your biggest achievement last year?** Grand Park Orchard's greatest accomplishment in 2010 was the grand opening of the hotel in October following the successful completion of a S\$80 million (US\$62.4 million) makeover. Taking inspiration from being in the centre of Singapore's premier shopping district Orchard Road, Grand Park Orchard is now dressed up to look its fashionable best. The hotel also clinched the Productivity Award from PATA & the Singapore Workforce Development Agency.

**What is the one goal you're aiming for this year?** Grand Park Orchard's primary goal is to be one of Singapore's leading luxury hotels, and to be the number one choice for guests looking to stay along Orchard Road, by providing guests with a unique and memorable home-away-from-home experience. Targeting both international and local guests, Grand Park Orchard strives to win guests over through its unique product offerings, service standards, strategic location, innovation and philosophy of loving hospitality. We also strive to lead in both occupancy and average room rate among our competitive set.

**What must travel experts do to be even more valuable to you?** They can continue to develop strong relationships with the hotel, creating a win-win situation.



Patrick Fiat, general manager

Royal Plaza on Scotts  
**Best Independent Hotel**

**What was your biggest achievement last year?** The biggest achievement was to win our guests over by creating positive experiences for them. Royal Plaza on Scotts has created many firsts in the industry. The hotel prides itself for its unique brand of service and strives to provide both personal and emotional satisfaction for guests. We also take pride in listening to customer feedback, which we actively address by refining our product offerings and service approach.

**What is the one goal you're aiming for this year?** The goal is to create more positive experiences that resonate in the hearts and minds of guests to draw them back to the destination. Ensuring that staff who are in the frontline are well-trained and inducted into the organisation's culture of exceeding service expectations plays an essential role in creating meaningful customer engagement.

**What must travel experts do to be even more valuable to you?** Like in all business partnerships, it is important to build synergy between organisations to complement the respective business models of the hotel and travel consultants.



Le Thi Nhung, marketing & communications manager

Hotel Sofitel Legend Metropole Hanoi  
**Best City Hotel – Hanoi**

**What was your biggest achievement last year?** In 2010, Sofitel Metropole Hanoi won a record-breaking 21 awards, ensuring its status as one of the iconic hotels of Asia.

**What is the one goal you're aiming for this year?** For 2011, we aim to listen to feedback from our valued travellers to enable our team to keep pushing the envelope in offering the best personalised experience available.

**What must travel experts do to be even more valuable to you?** For the hotel to succeed in our goal, ongoing communication with our travel partners is imperative to source information on our guests, so that personal preferences can be extended with genuine warmth.

**To be the best in the field today, one must...** Consistently ask questions, then actively listen to the answers from our guests, travel partners and staff.



Kay Ng, art director

Hilton Kuala Lumpur  
**Best City Hotel – Kuala Lumpur**

**What was your biggest achievement last year?** Creating memorable experiences for our customers on a daily basis. Hilton Kuala Lumpur strives to be the premier business hotel in Kuala Lumpur, and receiving the *TTG Award* provides fantastic recognition for all hotel team members for their commitment to quality and customer service.

**What is the one goal you're aiming for this year?** To ensure the hotel's H Honors members, regular guests and new 'fans' depart Hilton Kuala Lumpur feeling great and raving to their colleagues about the fantastic service and quality of Hilton Kuala Lumpur.

**What must travel experts do to be even more valuable to you?** Kuala Lumpur offers a diverse range of experiences for customers based on its rich cultural history, yet unfortunately, market perception and awareness within the travel trade is not as intensive as other Asian cities. Kuala Lumpur is a food lover's paradise (Malay, Chinese and Indian cuisines), and it offers amazing value for shopping/themed attractions and has an extensive light rail network throughout the city.





# GRAND PARK ORCHARD



## A NEW AWARD TO ADD TO THE GLITZ

Grand Park Orchard is honoured to win the “Best New City Hotel” award at the prestigious 22nd TTG Travel Awards 2011. This achievement brings us exceptional delight as it coincides with Park Hotel Group’s 50th Anniversary celebrations this year.

A heartfelt thanks to our guests and industry partners for the vote of confidence!  
At Grand Park Orchard, we are committed to deliver loving hospitality to all our guests, through service delivered from the heart.



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**50** YEARS of  
LOVING HOSPITALITY





Receiving on behalf of The Peninsula Tokyo is Nipaporn Chaiwan, public relations manager, The Peninsula Bangkok

### The Peninsula Tokyo Best City Hotel – Tokyo

**What was your biggest achievement last year?** It is difficult to think about last year's achievements after Japan suffered so greatly following the Great Eastern Japan earthquake and tsunami on March 11. Instead, we are focused on the present and how we can help rebuild the Tohoku region and bring back international travellers to this resilient country. One achievement that we are proud of this year is The Peninsula Hotels' Hope for Japan campaign, which raised 42 million yen (US\$546,300) for the Japanese Red Cross Society.

**What is the one goal you're aiming for this year?** We continue to strive to let the world know that Japan is safe, and that Tokyo remains a vibrant city open for business and leisure.

**What must travel experts do to be even more valuable to you?** Give information about their clients that allows us to provide services and attention beyond their expectations.

**To be the best in the field today, one must...** Move quickly, be open to change and embrace social media. However, you can and never forget your core values.



Receiving on behalf of W Taipei is Duangmanee Yantawattana, marketing communications manager, W Retreat - Koh Samui

### W Taipei Best City Hotel – Taipei

**What was your biggest achievement last year?** Open on time, on budget and on brand.

**What is the one goal you're aiming for this year?** To build the hotel's RevPAR to be among the top two in Taiwan.

**What must travel experts do to be even more valuable to you?** Secure more reservations.

**To be the best in the field today, one must...** Nail the basics and yet be distinctive in your differences.



Robert O'Kennedy, director of sales and marketing

### Mandarin Oriental Bangkok Best City Hotel – Bangkok

**What was your biggest achievement last year?** The hotel's biggest achievement last year was completing a two-year renovation programme of all rooms and lobby areas, and opening the state-of-the-art O-Zone staff facilities.

**What is the one goal you're aiming for this year?** Stability in Thailand and maintaining rates in an ever-discounting market.

**What must travel experts do to be even more valuable to you?** Work together in promoting Thailand and its people, offering an amazing destination with a variety of rich experiences to match.

**To be the best in the field today, one must...** Look after your team and go back to the basics by offering excellent customer service and an unforgettable guest experience.



Ivy Ong, regional director of sales, Taj Hotels & Resorts

### Taj Palace Hotel Best City Hotel – Delhi

**What was your biggest achievement last year?** Taj Palace Hotel won multiple accolades, national and international, for its food and beverage outlets and conferencing facilities, thereby improving its stature in the region as a key luxury hotel of choice for business and high-end leisure.

**What is the one goal you're aiming for this year?** To be recognised globally as a leading hotel for luxury conferencing and among the very best for business and transit leisure travellers.

**What must travel experts do to be even more valuable to you?** Details, details and more details – provide us with as much detail as they can on each guest to allow us to customise our service to an extent where every guest feels he is in a small boutique hotel and not a large city business hotel.



Receiving on behalf of Shangri-La Singapore is Rashana Pimolsindh, director of communications, Shangri-La Bangkok

### Shangri-La Hotel, Singapore Best City Hotel – Singapore

**What was your biggest achievement last year?** We celebrated our 40th anniversary on April 23, 2011. Since our opening in 1971, our Shangri-La brand name has evolved from a single hotel in Singapore to a global brand with 72 hotels and resorts worldwide. Our 40th anniversary is a testament to our colleagues' and loyal guests' commitment to the hotel. Many of our colleagues have worked at the hotel since day one. But most importantly, we are privileged to enjoy the patronage of guests who have chosen Shangri-La Hotel as their home in Singapore for three generations. That is our biggest achievement.

**What is the one goal you're aiming for this year?** Beyond investments in our hardware, we are unrelenting in our efforts to improve upon the Shangri-La experience. Our signature Shangri-La hospitality from the heart differentiates us from the competition. It is our company's core values that guide us to treat everyone with honour, as kin, as family. Our perpetual goal is to translate this heartfelt hospitality into greater guest satisfaction scores and stronger guest loyalty.



Karim Tayach, general manager

### The Ritz-Carlton Jakarta, Pacific Place Best City Hotel – Jakarta

**What was your biggest achievement last year?** We won the Indonesia Travel & Tourism Awards as leading MICE hotel and leading service apartment & suite.

**What is the one goal you're aiming for this year?** Strengthening our position as "The MICE" hotel in Indonesia, especially in Jakarta.

**What must travel experts do to be even more valuable to you?** Be more proactive in marketing Jakarta as a MICE destination and continuously highlighting what Jakarta offers which is unique to the destination.

**To be the best in the field today, one must...** Deliver fast and defect-free services to guests. Thinking out of the box and anticipating changing consumer needs are also necessary.



Intercontinental Manila  
Best City Hotel – Manila

**What was your biggest achievement last year?** To have remained as a market leader in Makati City despite the emergence of newer hotels in our 42 years of existence is something we are truly proud of. We are likewise proud of the numerous citations given to the hotel by the Philippine and Makati City governments for best practices in energy management and conservation. InterContinental Manila has been benchmarked Bronze status by EarthCheck, an international sustainable certification company, in recognition of its commitment to operating according to the world's highest environmental standards.

**What is the one goal you're aiming for this year?** To uphold our position as Makati City's leading hotel despite the emergence of new hotels in the area and to continue operating according to the world's highest environmental standards.

**What must travel experts do to be even more valuable to you?** To promote the Philippines as a good and safe Asian destination for business or leisure.

**To be the best in the field today, one must...**  
Be constantly attuned to the changing needs of clients and one's staff, and address these in a prompt and creative manner.



Christian Pirodon, general manager



Hyunsik Kim, marketing & sales director


Lotte Hotel Seoul  
Best City Hotel – Seoul

**What was your biggest achievement last year?** We opened Lotte Hotel Moscow in Moscow, Russia in September 2010. It was the first successful step to move forward as a global hotel chain. Lotte Hotels & Resorts is planning to open more hotel overseas. It is due to open one hotel in Hanoi, Vietnam in 2013 and another in Shenyang, China in 2014.


**What is the one goal you're aiming for this year?** Lotte Hotels & Resorts is aiming to be ranked as one of Asia's top three hotel brands by 2018. To achieve the goal, it is scheduled to open a premium business hotel in Gimpo International Airport in December this year, named Lotte City Hotel Gimpo Airport, and will keep expanding its brand within the country, with plans to open more domestic hotels later on.

**What must travel experts do to be even more valuable to you?** They should try to discover more creative ways to meet customers' needs through their own channels, such as a homepage or branch office. Travel professionals could still be the initial gatekeepers for customers to gain information on where to stay, and their sophisticated way of (connecting with customers) would make a huge effect on hotels.


**To be the best in the field today, one must...**  
Differentiate one's unique selling point from one's rivals and develop various storytelling tactics to make people remember one's strength.



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# Best resorts, serviced residences and spas

Sit back, relax and enjoy the pampering at these places that has won them readers' votes



Bernard Kee Choon Onn, senior vice president

## Resorts World Sentosa Best Integrated Resort

**What was your biggest achievement last year?** We are proud to have been a game-changer in Singapore's tourism industry, bringing in more than 15 million guests in the first year of operations.

**What is the one goal you're aiming for this year?** With phase two of our integrated resort opening progressively by 2012, we will continue to strive to make Resorts World Sentosa Asia's number one integrated resort destination, and to help Singapore grow into a vibrant tourism hub.

**What must travel experts do to be even more valuable to you?** They are our most valuable partners, as they are often our first point of contact with guests. We appreciate their hard work and hope to continue to grow our good working relationships. We also want to capitalise on their extensive global networks to promote our resort to be a destination household name.



Mark Chan, country general manager-Thailand

## The Ascott Best Serviced Residences Operator

**What was your biggest achievement last year?** Besides a multi-million-dollar programme to refurbish our properties in Asia and Europe, we also launched a Best Rate Guarantee initiative, assuring customers of the lowest available Internet rate when they book through our websites.

**What is the one goal you're aiming for this year?** We want more travellers to experience our signature hospitality by growing our three distinctive brands – Ascott, Citadines and Somerset – in the key cities of Asia, Europe and the Gulf region.

**What must travel experts do to be even more valuable to you?** Travel consultants are among our top brand ambassadors, as they play an integral part in communicating Ascott's unique value proposition to travellers who may not fully understand the Ascott difference.



Kanruethai Roongruang, senior assistant vice president

## Banyan Tree Spas Best Spa Operator

**What was your biggest achievement last year?** We marked our presence in 27 countries worldwide with the establishment of 65 spas and the achievement of close to 200 prestigious awards in 2010.

**What is the one goal you're aiming for this year?** Continual expansion will be set on the global stage with our foray into the key China market with its fast-tracked growth. We are also looking to grow our spa exposure in Europe and the Americas.

**What must travel agents do to be even more valuable to you?** To leverage on the spa advantage, travel professionals can create more variety to travel packages, which traditionally comprise only flights, accommodation, basic F&B and massage treatments, and focus on Banyan Tree Spa experiences, with the unique sense of place as the highlight of the vacation.



Christoph Leonhard, general manager

## Amari Palm Reef Koh Samui Best Beach Resort

**What was your biggest achievement last year?** The achievement I am most proud of is how our team really came together to get us through the difficult times during the two recent floods we had here on the island.

**What is the one goal you're aiming for this year?** We have 293 team members to look after our guests and ensure that they have a memorable stay. Our goal is to look after these 293 team members to create a work environment that fosters the same warmth and friendliness.

**What must travel experts do to be even more valuable to you?** Just to give their continued support. We do realise that they play a very important role in our success. They also play a great role in providing a great vacation for our guests.

**To be the best in the field today, one must...** Be able to follow the pace of the changing world and the demands of the guests, without sacrificing the traditions and heritage for which we are known for.



Anthony Dupont, regional sales manager

## Amantaka, Luang Prabang Best Resort Hotel (Non-beach)

**What was your biggest achievement last year?** Running the first full year of operations at Amantaka, with all the Aman family team on board, and working hard to deliver all that Aman stands for to our guests. Amantaka has truly become part of the fabric of the city.

**What is the one goal you're aiming for this year?** Luang Prabang is still a relatively new destination, and we look forward to continuing to charm guests and welcoming them to our home.

**What must travel experts do to be even more valuable to you?** They must visit Amantaka to not only experience our hospitality and service that sets us apart, but also to discover Luang Prabang, which is Asia's best kept secret.

**To be the best in the field today, one must...** Focus on what you do best and stick to it, in our case, simplicity and elegance, with a deep emphasis on the guest experience.



Fredrick Arul, general manager

## Banyan Tree Samui Best New Beach Resort Hotel

**What was your biggest achievement last year?** To successfully open the hotel on time and to deliver a destination that met the expectations of those around the world, who had been anticipating the day our doors opened.

**What is the one goal you're aiming for this year?** To continue to achieve our business goals and remain the leading luxury resort on Samui.

**What must travel experts do to be even more valuable to you?** They must continue to provide their enthusiastic support and assist us, as we promote the Banyan Tree brand within emerging markets.

**To be the best in the field today, one must...** Be different, strive to be innovative in all aspects of business, and develop a quality team who embraces the philosophy of the company and approach their work with passion.



# A WINNING FORMULA



**CENTARA**  
HOTELS & RESORTS

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Named for three consecutive years by TTG Travel Award as Best Local Hotel chain, and in 2010 and 2011 Centara Grand & Bangkok Convention Centre at CentralWorld successfully received the Best Meeting and Convention Hotel Award.

Centara Hotels & Resorts has long been recognized as Thailand's leading hotel operator and now is growing internationally with properties in Bali, China, India, Maldives, Mauritius, Philippines, Sri Lanka and Vietnam.

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# Best airlines

When flying with these winners, you know you are in good hands



Joe Mannix, country general manager, Thailand & Vietnam

## United Airlines Best North American Airline

**What was your biggest achievement last year?** United and Continental successfully completed a legal merger on October 1, 2010 to become the world's leading airline. Under the name of United Airlines, we are combining the best of both companies into a single great airline.

**What is the one goal you're aiming for this year?** Our goal for 2011 is to build the world's leading airline.

**What must travel experts do to be even more valuable to you?** United operates over 5,700 flights a day to 377 airports on six continents. The expertise of travel experts is critical to introducing customers to the worldwide scope of the new United. We continue to work closely with travel experts as technology continues to evolve so together we can find ways to continue to deliver superior customer service.

**To be the best in the field today, one must...** Listen to our customers, employees and the communities we serve. In the long run, we can't be successful if we don't meet the needs of each of these groups. The new United is perfectly positioned to deliver on this promise.



Herve Moulin, general manager for Mekong

## Air France - KLM Best European Airline

**What was your biggest achievement last year?** The development of the AF-KLM network in Asia-Pacific.

**What is the one goal you're aiming for this year?** To consolidate the European leadership of AF-KLM in Asia.

**What must travel experts do to be even more valuable to you?** Create added value to the customer: inspiring, advising, servicing and steering the business.

**To be the best in the field today, one must...** Outperform on customer service.



Marwan Koleilat, chief commercial officer

## Qatar Airways Best Middle Eastern Airline

**What was your biggest achievement last year?** In 2010, Qatar Airways continued making global headlines, in a year that proved to be one of the most vibrant for the airline's expansion, with the launch of 10 routes from Doha. The Qatar Airways Group also entered the hotel business for the first time by opening the Oryx Rotana, a five-star property located at Doha International Airport.

**What is the one goal you're aiming for this year?** To maintain our strong leadership in the global aviation industry as the world's best airline and continue to exceed the high expectations of our passengers by offering the highest levels of service and standards.

**What must travel experts do to be even more valuable to you?** The travel trade is a vitally important business partner for any travel industry supplier. Hence, it is crucial to continue developing strong relationships with the trade. At Qatar Airways, we strongly believe in maintaining and building partnerships with the agency community, working together to create new opportunities and initiatives for the benefit of all concerned.



Pandit Chanapai, executive vice president-commercial

## Thai Airways International Best South-east Asian Airline

**What was your biggest achievement last year?** Last year, THAI celebrated the airline's 50<sup>th</sup> anniversary. For over half a century, THAI has managed to maintain its position among the world's leading carriers in terms of products and services. Despite domestic political unrest and other natural disasters, THAI's operating profit in 2010 was higher than the previous year.

**What is the one goal you're aiming for this year?** Position THAI among the top three Asian airlines and top five among the world's airlines.

**What must travel experts do to be even more valuable to you?** Travel experts need to adjust to the challenges of the Internet sales era by maintaining and increasing the professionalism of their staff, and offering value-added services to their customers, so that they can continue supporting THAI by increasing THAI's share of ticket sales in every market. We will work with them to help them meet the new challenges they are facing.



Maggie Yeung, country manager-Thailand

## Cathay Pacific Airways Best North Asian Airlines

**What was your biggest achievement last year?** Cathay Pacific posted a record profit of HK\$14,048 million (US\$1.8 billion) for 2010 and carried a total of 26.8 million passengers.

**What is the one goal you're aiming for this year?** Cathay Pacific remains committed to offering quality services to our passengers and will continue to offer the best products and services in the market, both in the air and on the ground. In addition to the new longhaul flat-bed business-class seat, which was being introduced on different routes starting March this year, the airline plans to introduce a premium economy product on its fleet in the second quarter of 2012.

**What must travel experts do to be even more valuable to you?** We believe that GDS/travel experts can help airlines to collect passenger contact information at the point of sales, enabling them to fulfill various mandatory government security requirements promptly.



Xia Bao Hui, sales manager-Bangkok

## Air China Best China Airline

**What was your biggest achievement last year?** In December 2010, with a brand value of RMB40,629 million (US\$6.4 billion), Air China was listed among the World's Top 500 Brands for the fourth consecutive year, the only Chinese airline on the list.

**What is the one goal you're aiming for this year?** With the aim of being a large network airline with international competitive strength, the company is devoted to the effective implementation of its strategy, so as to maintain leading profitability, improve and enhance service quality, and achieve sustainable and healthy development.

**What must travel experts do to be even more valuable to you?** The best experts are those who can provide us with more high-value passengers, offer quality and customised services to airlines and its customers in a timely manner and who can communicate promotion and marketing messages to customers without any distortions.





Nick McGlynn, regional manager

**Qantas Airways**  
**Best Pacific Airline**

**What was your biggest achievement last year?** We launched the new spirit of Qantas campaign, which is focused on Qantas becoming the world's best premium airline.

**What is the one goal you're aiming for this year?** Our goal is to support Qantas' new five-year strategy, which is focused on building a gateway to the world; growing in Asia; being the best airline for global travellers; and building a strong, viable business.

**What must travel experts do to be even more valuable to you?** Qantas is always looking to strengthen our relationships with travel experts and believe that by working in partnership together, we'll create value for each other.

**To be the best in the field today, one must...**Ensure that customers enjoy their journey through the delivery of exceptional customer service. At Qantas, we will continue to put emphasis on improving the customer experience. We are also looking to develop a stronger and broader alliance network, as well as increase our focus on Asia as the world's fastest-growing aviation region.



Grace Lee, head-corporate communications

**Dragonair**  
**Best Regional Airline**

**What was your biggest achievement last year?** Dragonair was voted World's Best Regional Airline in the World Airline Survey 2010 conducted by Skytrax of the UK. This year, Dragonair won the same award and the title of Best Regional Airline Asia. Dragonair has the honour of being the only airline to hold the title to-date since the introduction of this category.

**What is the one goal you're aiming for this year?** Our goal is to sustain our leading position in the market.

**What must travel experts do to be even more valuable to you?** Since travel experts have their direct sales channels, sub-agents and Internet sales channels, Dragonair perceives them as the most effective platform to get in contact with customers, other than our own sales office. We therefore hope the travel experts could work with us, hand in hand, to maintain a harmonious and mutually beneficial relationship in maximising our sales channels and boosting sales.



Receiving the award on behalf of AirAsia is M.L. Bovornovadep Devakula, director of business development, Thai AirAsia

**AirAsia**  
**Best Asian Low-Cost Carrier**

“ Since travel experts have their direct sales channels, sub-agents and Internet sales channels, Dragonair perceives them as the most effective platform to get in contact with customers, other than our own sales office. ”



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# Best travel professionals

Their knowledge and expertise are the crucial elements that make a dream vacation possible



Tran Doan The Duy, deputy general director

Vietravel  
**Best Travel Agency – Vietnam**

**What was your biggest achievement last year?** Vietravel won the Outbound Tour Operator of the Year, awarded by the Tourism Association of Indochina Countries (Laos, Cambodia, Vietnam), last year.

**What is the one goal you're aiming for this year?** Our one goal this year is to focus on service quality and customer satisfaction to maintain our top ranking in Vietnam. We also want to expand our business into the Asian region and the world in the next five years.

**Why are travel experts still valuable?** Thanks to the integration of economies and societies around the world, it has become more comfortable and easier than ever to travel. However, travel experts still cannot be replaced due to their product knowledge, ability to provide the best options and prices, ability to answer questions about the safety and security of a destination, and so on.

**To be the best in the field today, one must...** Excel at providing the best service, quality and price.



Ismail Ning, owner

Pacto  
**Best Travel Agency – Indonesia**

**What was your biggest achievement last year?** Last year was marked by the acquisition of several important accounts, such as Audley Travel in the UK, 333Travel in Holland, Asia Voyage in France, Iberojet in Spain and several others. Our target of having the most balanced marketshare has been perfectly achieved.

**What is the one goal you're aiming for this year?** Once again, balance is the key. By year-end, we will achieve major growth in the regional market in both inbound and outbound.

**Why are travel experts still valuable?** Expertise. To travel means to learn, enjoy and be part of a different culture. Only with the proper support can a traveller achieve this.



**Vietravel**  
INDOCHINA LEADING TOUR OPERATOR

**TTG TRAVEL AWARDS 2011**

*Vietravel is honorable to win the prize of the 22<sup>nd</sup> TTG Travel Awards - year 2011 Title "Best Travel Agency Vietnam"*

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PATA JATA ASTA SUPPLIER MEMBER OF USITA VCCI VITA HEP HOI DU LICH VIETNAM



“

EGL Tours recorded a deficit as a result of the massive earthquake in Japan. But we did not lay-off staff or cut salaries...We were also among the first tour companies in the world to bring customers back to Japan.

”



Huen Kwok Chuen, executive director

EGL Tours  
Best Travel Agency – Hong Kong

**What was your biggest achievement last year?** Our EGL Gundam Theme Tour marketing campaign drew over 50 groups with about 1,500 pax visiting Gundam-related tourist spots from mid-July to September 2010. Compared to 2009, the number of visitors to Japan rose eight per cent for us last year. Moreover, the revenue was 100 per cent more than ordinary Japan tours. The campaign also helped EGL penetrate the young generation segment and strengthen our brand as a Japan expert.

**What is the one goal you're aiming for this year?** EGL Tours recorded a deficit as a result of the massive earthquake in Japan. But we did not lay-off staff or cut salaries. We donated HK\$11.5 million (US\$1.5 million) to Japan to help rebuild lives. EGL invited major Hong Kong media to Hokkaido and Osaka to assess the condition of tourist facilities. We were also among the first tour companies in the world to bring customers back to Japan.

**To be the best in the field today, one must...**Recognise the rapid advance of digital and smart phone technology that will speed up the development of online booking. EGL Tours is committed to developing a full e-commerce reservation capability. Online booking will become the dominant form of booking travel, which can enlarge customer base and geographical coverage.



Rohit Kohli, joint managing director

Creative Travel  
Best Travel Agency – India

**What was your biggest achievement last year?** We launched a specialist wildlife brand called JungleSutra Wildlife Journeys and set up The Creative Academy of Tourism as our way of giving back to the industry.

**What is the one goal you're aiming for this year?** We are excited about our wildlife initiative. We have long felt a gap in the market of companies providing engaging and authentic wildlife experiences in our part of the world. To most, India is just about the tigers, when in reality it has 22 tiger reserves, over 500 sanctuaries and 13 wetlands. We want to showcase its yet-unexplored flora and fauna.

**Why are travel experts still valuable?** Because without a travel professional you are on your own. We are no longer mere bookers of travel. We are consultants. We guide our customers to the best deals, options and experiences. Yes, you can always use the Internet, but at the end of the day, a professional will always know more and can do things you can't do on your own. This is true in any field – law, medicine, education, whatever. Travel is no different. We think the travel industry will be around for a very, very long time.

**To be the best in the field today, one must...**Be innovative, adaptive and hold the values of integrity and comradeship close to heart.



Luzi Matzig, chief executive officer

Asian Trails  
Best Travel Agency – Indochina

**What was your biggest achievement last year?** The successful implementation of our new Explore products generated instant massive interest and additional sales. We also launched our VIP Gold and Platinum services.

**What is the one goal you're aiming for this year?** To achieve 30 per cent growth compared to 2010.

**Why are travel experts still valuable?** We believe in a multi-channel distribution and emphasise the value of our travel consultant connections, network and expertise.

**To be the best in the field today, one must...**Be flexible, innovative, cost-efficient and technologically-savvy. Have a network of professional offices providing quality services at competitive prices on the one hand, as well as excellent client connections and an adaptable, multi-channel distribution on the other. To achieve this, you need the best managers and a motivated work force.



Andrew Teague, operations manager, Intrepid South-east Asia

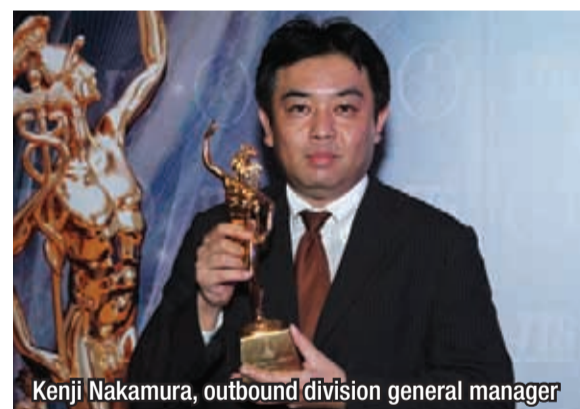
Intrepid Travel  
Best Travel Agency – Australia

**What was your biggest achievement last year?** We joined TUI Travel to form the world's largest adventure travel company.

**What is the one goal you're aiming for this year?** We have representation in South Korea, Singapore and Hong Kong, and hope to expand our presence across the region through strong industry partnerships.

**Why are travel consultants still valuable?** Leisure time is very valuable in an increasingly busy world. People want to know they are making the right choice for how to spend their precious downtime and an expert can provide this peace of mind.

**To be the best in the field today, one must...**Be able to respond to the frequently shifting operating environment where customers constantly demand more choice and better value.



Kenji Nakamura, outbound division general manager

H.I.S. Co  
Best Travel Agency – Japan

**What is the one goal you're aiming for this year?** To grow as Asia's leading travel agency.

**Why are travel experts still valuable?** We can make many customers happy because the travel industry (is related to many other industries like health, education and communications).

“

To be the best, we must offer good prices and good products, and meet staff's high aspirations.

”





Kusa Panyarachun - managing director

**World Travel Service**  
**Best Travel Agency – Thailand**

**What was your biggest achievement last year?** In 2010, we handled approximately 40,000 tourists who take our daily seat-in coach tours in and around Bangkok, including domestic packages to Chiang Mai, Pattaya, Hua Hin and Phuket.

**What is the one goal you're aiming for this year?** Because of the economic crisis in Europe and America, our main markets, we have to adjust our strategy by focusing on the regional market, despite its lower yield.

**Why are travel experts still valuable?** With experience and professionalism, travel consultants can still ensure a smooth and trouble-free arrangement for travellers. In case of unexpected incidents during the trip, the travellers can contact their travel consultant to solve their problems relating to airline re-routings, accommodation, car rental, etc.

**To be the best in the field today, one must...** Maintain one's excellent standard of service and create new tour products. Value for money is also important.



Tan Sin Chong - managing director

**Reliance Travel**  
**Best Travel Agency – Malaysia**

**What was your biggest achievement last year?** Reliance Travel's biggest achievement in 2010 was winning the Asia Pacific Brand Laureate Foundation's Top Ten Master Brand Award. This award recognises over 40 years of consistent delivery of our brand values to consumers. We are especially proud of this achievement, as we are the only travel brand given this honour.

**What is the one goal you're aiming for this year?** We intend to continue to grow our brand presence in Asia through an aggressive expansion plan of bringing our products and services beyond the boundaries of Malaysia.

**Why are travel experts still valuable?** Travel experts exist to provide a value-added service that is still in high demand among the travelling public. In spite of the proliferation of travel services over the Internet, pre- and after-sales service to consumers is still very much needed.

**To be the best in the field today, one must...** Be able to keep up with the changing lifestyle needs of consumers and deliver more than what is promised.



Receiving the award on behalf of Tour East Singapore is Massy Mittakarin, general manager, Tour East Thailand

**Tour East Singapore**  
**Best Travel Agency – Singapore**

**What was your biggest achievement last year?** Our biggest achievement in 2010 was being appointed as the official accommodation agent for the Singapore Youth Olympic Games.

**What is the one goal you're aiming for this year?** To achieve an even better performance than what we did in 2010.

**Why are travel experts still valuable?** We are contactable 24/7 for you and your clients. We have physical presence to give your clients a sense of assurance to enjoy their holidays in our destinations.

**To be the best in the field today, one must...** Be able to enhance our service through technological advancements, thus providing a personalised yet cost-efficient service.

**TIG** 旅业报  
C H I N A

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**TOUR EAST**

**BEST TRAVEL AGENCY SINGAPORE**

*This prestigious award was bestowed on Tour East at the 22nd Annual TIG Travel Awards 2011.*

*We could not have achieved it without your trust and support.*

**THANK YOU very much**  
for your vote of confidence.

[www.toueast.net](http://www.toueast.net)

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Hyun-Syuk Choi, vice president

**HANATOOUR Service**  
Best Travel Agency – South Korea

**What was your biggest achievement last year?** Our marketshare increased to 15.7 per cent in 2010, from 14 per cent in 2009. We sold more than 1.3 million packages. We also achieved an impressive operating income and could share a large sum of the income with the employees. This was despite all the difficulties of the economic downfall, natural disasters, diseases and political conflicts we endured since 2008.

**What is the one goal you're aiming for this year?** Our rather long-term goal is to target individual Korean outbound travellers. It is predicted that package accounts for only 35 per cent of the outbound market and the individual market is growing faster. We are already the biggest in the package market, so our goal is to prepare ourselves for the individual market, offering high-quality rooms, day tours, etc, via high-speed reservations systems including our website.

**To be the best in the field today, one must...** Be HR-focused. In travel, people are assets and the business is about impressing people. Our CEO motivates us with a clear vision and company transparency.



Aileen C. Clemente, president

**Rajah Travel**  
Best Travel Agency – The Philippines

**What was your biggest achievement last year?** Rajah Travel's biggest achievement last year was having a healthy bottomline, even as we surpassed the level of 200 employees. Rajah is grounded on the principles of stewardship, and to receive the TIG Travel Award is one of the affirmations that we are moving in the right direction at all fronts.

**What is the one goal you're aiming for this year?** To increase our presence in our advocacies in line with our business, primary of which is to help Philippine tourism flourish.

**Why are travel experts still valuable?** Not all clients are driven by the lowest price, and a good travel consultant will assist travellers in finding the right value for their needs. Suppliers have to remember that travel experts are an important distribution channel and a reliable mouthpiece in promoting their products. Lastly, we sell experiences. We do not sell commodities.

**To be the best in the field today, one must...** Have a high level of adaptability in this fast-changing world, and still move with speed in gaining productivity and efficiency.



Ike Zhang, general manager-Shanghai Partner Relations, American Express/China of CITS International MICE

**China International Travel Service (CITS)**  
Best Travel Agency – China

“

To be the best in the field, one must be HR-focused. In travel, people are assets and the business is about impressing people. Our CEO motivates us with a clear vision and company transparency.

”



William Chang, vice president

**Phoenix Tours International Inc**  
Best Travel Agency – Chinese Taipei

**What was your biggest achievement last year?** We achieved best revenue and net profit in the past 54 years.

**What is the one goal you're aiming for this year?** We are the only listed travel agency in Taiwan for the past nine years. We are aiming to be listed on the main board of the stock market by the end of this year.

**Why are travel consultants still valuable?** Service and reliability make travel professionals still valuable.

**To be the best in the field today, one must...** Commit and be responsible.



Thanawat Leungsuriya, director, head of business travel, Thailand

**American Express Business Travel**  
Best Corporate Travel Agency

**What was your biggest achievement last year?** The biggest achievement last year was, without a doubt, winning the TIG Travel Award for the fourth consecutive time.

**What is the one goal you're aiming for this year?** The one goal is to continue to develop and innovate and be the best travel management company in the region.

**Why are travel experts still valuable?** They will continue to provide the level of touch and comfort at a time when travel gets more complex with constantly-changing situations. Travel professionals provide that voice and connection for travellers who are constantly on the road and may not have access to the Internet.

**To be the best in the field today, one must...** Constantly innovate, change and adapt to the dynamic travel business to stay profitable and be at the top of the game.



Roman Kesseli, director, market management-Hong Kong & South-east Asia

**Expedia**  
Best Online Travel Agent

**What was your biggest achievement last year?** Being Best Online Travel Agent! We are also proud of the rapid expansion we have undertaken in South-east Asia and our partnership with AirAsia to bring great value holidays to more people in the region.

**What is the one goal you're aiming for this year?** To continue to be an innovator in the industry. Delivering value to travellers and our supply partners by creating innovative new offerings that use technology to let travellers get the trip that is right for them.

**Why are travel experts still valuable?** Travel professionals help customers get the trip that is right for them. As an online travel agent, we do this by giving consumers the broadest set of options at the best value and helping them guide their way through this unbiased set of choices using reviews, tools and advice.

**To be the best in the field today, one must...** Learn from your travellers, always innovate and embrace change!



# The red carpet

Guests and hosts of TTG Travel Awards 2011 have loads of fun on the event's very own red carpet, with our A-List photographer **PATRICK TAN** egging them on to pose, pose, pose









# LOTTE TOUR 롯데관광

롯데관광  
LOTTE TOUR



**Mr Ki Byung Kim**  
Chairman & CEO

SINCE its founding in 1971, Lotte Tour Development co., Ltd has grown into the premier travel company in Korea and contributed to improving the living standards of people and the development of Korea's tourism industry.

Lotte Tour Development has a wide variety of affiliates. For example: Korail Tour Service in affiliation with Korea Railroad; Dongwha Duty Free Shop, Korea's first duty free store; Lotte Travel Service, a domestic travel operator; Dongwha Investment & Development, a real estate developer and so on. The company will dedicate itself to maximise synergy with all the affiliates.

Lotte Tour Development has been the recipient of numerous awards so as to value-added, impeccable services for customer. Most recently, it was named to Top of the Korean Customer Satisfaction Index, Korea Service Grand Pix for 11 years continuously. In addition, the company was listed on the Korea Composite Stock Price Index(KOSPI) on 2006 for the first in the Korea's tourism industry.

Lotte Tour Development will not be complacent about our accomplishments. The company started to diversify its business by focusing on developing work related to tourism to secure the momentum for our company's growth. Examples include Yongsan International Business district which will be a future landmark in Korea, Pocheon Eco-Design city project which will be the largest and highest quality tourist complex in Korea.

Lotte Tour Development has been very active in community services too, providing volunteer services and performing other charitable work in order to give back to the community.

Lotte Tour Development, Best Travel Agency-South Korea selected on TTG Travel Awards for 10 consecutive times, plans to strengthen its position as a market leader by expanding its capabilities in tourism to boost customer satisfaction and play a leading role in Korea's tourism industry.



**Mr Harry Baek**  
Vice president/Ph.D  
Lotte Tour Development Co., LTD  
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**롯데관광**  
LOTTE TOUR

## THE FIRST TRAVEL AGENCY IN HALL OF FAME

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10 Consecutive Times






2000 ~ 2011  
Best Travel Agency

THE TTG TRAVEL AWARDS is one of the most significant recognition in the tourism industry and LOTTE TOUR is extremely honored to win such a prestigious award – The TTG Travel Awards Hall of Fame.

We thank all of you for your valued support and continuous confidence. We would like to share this award with all our friends and colleagues and those who voted for us.

Lotte Tour is dedicated to developing the tourism industry in Korea. We will focus on developing our travel businesses such as Airtel, Individual Tour, Online Markets, Luxury Cruise, Ecotourism in Domestic & Outbound, Investment of Tourist Industry Development and Corporate Sales.

More importantly, Lotte Tour achieved excellent results not only this year but also last year in the charter cruise business. Because of Japan's

tsunami, there was a shift in tour activities toward China. Because many Chinese visitors enter Korea by cruise, our in-bound business obtained good results.

We will strive for a brighter and an even more positive future.

We, Lotte Tour, are truly honoured with this award and we wish all industry partners good health and good luck in 2012.





**You always come first.**  
That's why we are number one.



**TTG Travel Awards 2011**  
*Best Airline in the Middle East and Africa*  
*(6th consecutive year)*

**Skytrax World Airline Awards 2011**  
*World's Best Airline*  
*(Airline of the Year 2011)*

**Skytrax World Airport Awards 2011**  
*World's Best First Class Airline Lounge*  
*(Premium Terminal, Doha)*

**Business Traveller Awards 2010**  
*Best Airline in the World*  
*for International Travel*



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