

VIEW FROM THE TOP

Former Raffles International's head honcho Richard Helfer is back as chairman of One Farrer Hotel & Spa Singapore, a luxury hotel in a humble neighbourhood



40tude
Forty Years, As Strong As Ever



DILEMMA OF DEVELOPMENT

Will beautiful Bali crumble under the weight of rampant hotel building?



SMART AIR TRAVEL

Airlines and airports are not shy to spend on technology. Our analysis looks at how the investment will change the way passengers travel in the future



LONGHAUL GOES DEEPER

Switzerland, Germany and Britain are all saying that customers want more immersive, individualised experiences



AIR ANCILLARIES TAKE OFF

With fare unbundling among airlines on the rise, booking of ancillaries through the GDS has become more seamless



PEDAL POWER BOOST FOR BEIJING

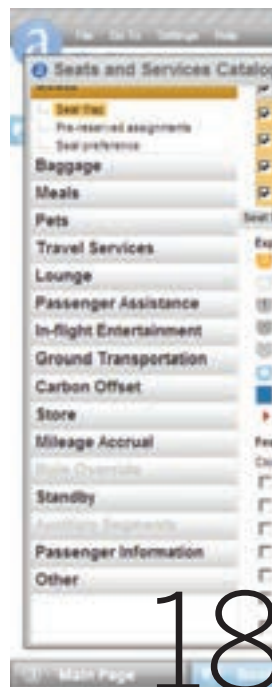
Bicycle and trishaw tours are providing visitors with history lessons as well as close-up views of life in the city's hutongs

Contents & editorial

Analysis	05
View from the top	07
Intelligence	08
Agency	09
Shop	29
Connect	30



Report:
Longhaul



Guide:
GDS



Destination:
Cambodia



Destination:
China

NO TO SPOILT MILLENNIALS



That, to me, is the danger, that a few spectacularly spoilt Millennials become the standards by which the industry benchmarks the changes it has to make in order to attract talent.

A 25-year-old Singapore lass applied for a job at a hotel chain based in the city and told her friends about her interview. When asked about what she thought her chances were, her reply was: "Well, they have to show me why they really want me."

This is a true account and I can only hope she's joking. But it's hard to reckon that, for whenever I meet industry members for coffee or lunch, there's always the inevitable fresh round of Millennial expectations' stories, some so outrageous we would be splitting our sides with laughter.

If only it was funny.

Recently an industry dialogue themed Developing Human Capital & Talent Management (*TTG Asia*, August 22), organised by the Singapore Tourism Board and TTG Asia Media, again spotlighted the need for the industry to understand and meet Millennials' needs and aspirations.

Are we starting to sound like we are ready to indulge a bunch of indulgent young people who actually need to wake up to the realities of a working life? That, to me, is the danger, that a few spectacularly spoilt Millennials become the standards by which the industry benchmarks the changes it has to make in order to attract talent. Or that we don't think we're good enough for Millennials, so we overcompensate to attract them.

Let's isolate the problem. For instance, is this a Millennials problem or a Singapore problem? I do think the Singapore hospitality & tourism industry has a problem in attracting young people to join it, and Singapore has its own specific issues which it must deal with in order to solve the problem. But while more Singapore youths do not want to join the industry, thousands of Filipinos,

Thais, Indonesians, etc, do.

Let's also go back to basics. What exactly do we mean by 'talent'? The industry should bring back its focus to who it wants to attract; the ability to pick out the right type of people has become more critical because while workforce has changed, comprising a bigger and ever-growing pool of Gen Yers, the ideal workforce for the industry has not. This industry, be it in Singapore or China, whether Gen X, Y or Z, requires a special type of individual – people who like to give, who get satisfaction from making other people happy, EQ over IQ. If a Millennial finds it unglamorous, the hours too long, the work too tedious, he or she is not right for it to begin with. Thus, recruitment, selection, interview processes, for example, need to be sharpened.

There are Millennials who are right for the industry. Attract this breed of people and meet *their* aspirations. Productivity and efficiency, for example, would go well I imagine with this group, so by all means challenge them with a larger job scope, empowerment, vertical and horizontal growth, and compensate them fairly with not just money but further training and education, overseas exposure, work-life balance, etc.

As for the spoilt Millennials, let them go to banking or finance, burn out, gain some EQ, come back to us and tell us why they really want the job, instead of us showing why we really want them.

Raini Hamdi

Senior Editor

raini.hamdi@ttgasia.com

twitter.com/rainihamdi

WE LIKE



Our sister publication *TTGmice* won a PATA Gold Award for Travel Journalism – Industry Business Article again. The article, *Team on Board*, was the cover story in the November 2013 issue. With mega cruise ships spouting facilities from rock-climbing walls to ice-skating rinks, *Raini Hamdi* dived into why teambuilding occurs more effortless at sea. There are also sidebars looking at the pros and cons of teambuilding at sea and corporates' opinions, filed by *Mimi Hudoyo*, *S Puvaneswary*, *Paige Lee Pei Qi*, *Rosa Ocampo*, *Prudence Lui* and *Shekhar Niyogi*. This latest win brings to four the number of gold awards *TTGmice* has amassed to date.



SEARCHING...

For Available Rooms At Best B2B Rates

VIEW RESULTS ON PAGE 9

Analysis

Airlines and airports are not shy to spend on technology. Raini Hamdi finds out why and how the investment will change the way passengers travel in the future

SMART AIR TRAVEL

A media roundtable organised by SITA in Singapore recently painted a picture of future air travel that is, in one word, smart.

Imagine the day when a client, upon arrival at the airport, is whisked away by a service staff who has every relevant information about him literally on eye or hand through smart glasses, watches or phones.

Or when long and horrifying US immigration queues are a thing of the past, thanks to self-service immigration clearance kiosks.

Or when a client passing through the airport gets just the discount vouchers he needs popping up on his smartphone or tablet because 'beacons' installed around the airport track his whereabouts.

Or when arrival and departure information boards will be non-existent because beacon technology will prompt a client's smartphone when he should board, at which gate and how long it takes to get to the gate.

All these technologies are being trialled today by airlines and airports. They will have implications for the travel trade which will be felt in time.

Airport IT spending has grown at a compounded annual growth rate (CAGR) of 12 per cent since 2010, despite airport revenues rising only 2.8 per cent CAGR over the same period, according to the latest *Airport IT Trends Survey* sponsored by SITA.

In 2013, airports were tipped to spend 5.4 per cent of their revenues on IT, up from 4.9 per cent in 2012 and 4.3 per cent in 2011. This equates an IT spend of US\$6 billion by airports globally.

With the exception of Europe, where 35 per cent of airports expect a decrease in IT spend this year, in all other regions – North America, the Middle East and Asia-Pacific – their airports expect IT spend to remain stable or increase further this year. In Asia-Pacific, China airports' IT spend is forecast to reach 5.9 per cent of revenues last year, well ahead of the global average and worth US\$580 million in absolute dollar terms. It is expected to rise further this year.

Airlines are spending less on IT than airports, however, at 2.2 per cent of their total revenues this year (source: the latest SITA-sponsored *Airline IT Trends Survey*), but that still is a massive amount.

SITA's record revenue of US\$1.63 billion last year only attests to IT spending by airlines and airports. This was on the back of a record US\$2.2 billion in contracts, more than half of which was new business. SITA, 100 per cent owned by the air transport community, operates on a commercial-cooperative model.

Why are airlines and airports prepared to invest in IT? According to Ilya Gutlin, SITA president Asia-Pacific, "for the last two years, customer experience came up as the number one reason for investment, not factors such as cost savings, security, etc".

Reducing cost of operations comes second after improving passenger service



For the last two years, customer experience came up as the number one reason for (IT) investment (by airports and airlines), not factors such as cost savings, security, etc.

Ilya Gutlin
President
SITA Asia-Pacific

as the aim airports hope to achieve from IT spending, the latest *Airport IT Trends Survey* shows.

Many airports in Asian countries, especially those in emerging markets, are being driven to spend on IT by extraordinary passenger growth. Indonesia, the biggest aviation market in South-east Asia, counted over 68 million passengers in 2013; the market is forecast to reach more than 300 million passengers by 2025.

This motivated Angkasa Pura I, which operates 13 airports across Eastern Indonesia, to deploy technology. In May, it awarded SITA the contract to install IT that allows any airline to use any agent desk, gate position or self-service kiosk for passenger check-in and bag drop, and to incorporate the electronic passenger service charge into the passenger flow monitoring system, which provides accurate revenue collection, faster check-in and passenger processing.

"We have set an aggressive timeline to deploy the technology in all our airports within a year. This will allow us to cater for the doubling of passenger numbers expected in Indonesia over the next five years," said Tommy Soetomo, CEO, Angkasa Pura I, in a statement.

The rise of low-cost carriers (LCCs) in Asia is also fuelling IT spend in the region. In June, Kuala Lumpur's new LCC terminal klia2 deployed technology that makes check-in and boarding simpler, and processes baggage efficiently, ensuring on-time departures, which is key for LCCs. Airlines such as AirAsia, Malindo Air, Cebu Pacific and Tigerair are already using the system.

What's next

The next steps, according to Gutlin, would be wearable technology, beacon technology and more customer self-service technology.

Results of the wearable technology trials Virgin Atlantic and Copenhagen Airport did recently with SITA were promising, he said.

Virgin tried with two devices, Google Glass and Sony smartwatch, which were worn by its Upper Class staff to see if this could result in better customer experience.

"The main idea is to free staff from being behind a wall looking at passenger details," said Gutlin. "But the problem it (Virgin) ran into with the Sony watch was, as the staff kept having to look at the watch for the details, it was as if they

were sending the signal to the customer that they were bored by him. So the staff became uncomfortable using the watch or their smartphone (which was also trialled).

"With the Google Glass, it was the passengers who were a bit nervous; they were asking questions like, 'What's going on? Are you taking my picture? What are you seeing in there?' But after a while, they got excited and asked, 'Can I see what you are seeing in there?' They became quite involved and got used to it within a short period of time.

"Virgin learnt that the glasses, though a bit geeky, were fairly comfortable to wear. The staff felt they enabled them to provide better service and there was a lot less paperwork along the way. But they also found the battery life was not great and the glasses needed to be recharged often.

"So whereas Virgin is not going to go with the Sony watch or the smartphone, it is still considering how it can roll out the Google Glass."

With beacons, airlines can easily provide passengers with indoor directions, walk times to gates, lounge access and alerts about boarding, to name a few uses. iBeacon is a technology Apple introduced with iOS 7 that uses Bluetooth to trigger the display of location-relevant information on devices at the right time and situation.

A pilot project at Dallas/Fort Worth International Airport is the world's biggest airport deployment of beacons to date, while SITA has launched a Common-use Beacon Registry, so that beacons are consistently deployed at all airports. "We're still in a discovery phase on how this will work. We're looking at this potentially as the breakthrough in improved customer service," Gutlin said.

Self-service is also expected to rise. "People are a lot more comfortable using their smartphones and tablets, and self-service kiosks. As people get more comfortable with self-service, they prefer to deal with equipment rather than people," Gutlin said.

According to the *Airport IT Trends Survey*, check-in kiosks will be an option at 98 per cent of airports by 2016. Existing kiosks are being upgraded to allow bag-tag printing, with more than four out of five airports offering the service by 2016.

Nine out of 10 airports will offer bag drop as well, with two-thirds offering unassisted bag drop by 2016. Self-boarding gates are being adopted at a similar pace.

Meanwhile, new self-service passport control kiosks at Miami International Airport are processing passengers in less than two minutes. The kiosks scan a passenger's passport, collect flight information and declaration data, take a photo and give the passenger a receipt to present to an agent on the way out.

Currently for US passport holders and returning Canadian passport holders entering the US, the kiosks will be extended to nationals of visa-waiver countries, including self-service fingerprint capture, in the second phase.

Analysis

When is development stumbling? Bali debates the way forward as it balances the desires of hotel investors against the threat to its nature and culture. **Mimi Hudoyo** reports

DILEMMA OF DEVELOPMENT

Hotel developments in Bali are continuing unabated despite escalating land and construction costs, causing concern among industry members that *Brand Bali* may lose its identity.

Speaking at the Indonesia Hotel Investment Conference held in Bali in June, Indonesia Hotel and Restaurant Association chairman, Yanti Sukamdani, said: "There are 67 hotel projects in Bali until 2016. I don't know where these hotels are going to be built, and we have no more rice fields."

This year, the number of hotel rooms in Bali is expected to hit 34,226, compared with 30,100 in 2013 and 22,000 in 2011.

"When we build more hotels, we also need more supply of water, electricity and food, things that tourism stakeholders need to consider," said Yanti.

Not excessive, but wrongly placed

Bali has been portrayed as paradise with its rice terraces and rich culture and tradition, but there are fears it will become an urban island like Waikiki or Phuket.

Accor Indonesia-Malaysia vice president for development, Rio Kondo, said: "The interest in building hotels is mind boggling. I have received requests for hotels in the oddest places, with investors deciding to go ahead with the location despite my advice against it."

"So the problem is not necessarily overdevelopment but development in the wrong places. Of the 67 hotels coming up probably half are not feasible...Those building hotels in a mature market like Bali have to be careful."

Some companies are already exercising caution. Ciputra Property, for instance, has a massive 80ha luxury resort and residential project in Tabanan. General manager for business development, Agustono Effendy, said: "Land prices in south Bali are very high, so we are looking for new areas. We believe developments will shift from Kuta to Seminyak, Canggu and Tabanan."

Echoing these sentiments, Rio added: "There has been too much development in the south, but there are opportunities to grow in the east, north or west. However, infrastructure is the issue."

A ring road around Bali is needed to spread developments out to other areas, he suggested.

Beyond Bali, Lombok has also been singled out as an alternative, but development there is still nascent.

Agustono said: "Although it is hard to find a big space in expensive Bali, it is still the best bet for us. Lombok has potential, but will take time to develop."

Panorama Group CEO, Budi Tirtawisata, added: "Many investors are eyeing Lombok, but everyone seems to be waiting for someone else to kick off something before considering entrance."

To restrict or not

With land being costly in Bali, investors have called on the government to relook the regulation that requires buildings not

to exceed the height of a coconut tree (up to four or five storeys high).

Rio opined: "It is a very controversial issue....From my discussion with some people, maybe what (the authority should do is) just designate an area where high-rise buildings are allowed."

However, Budi said allowing high-rise buildings would not help but "would only push prices higher as the interest to build will also increase".

Still some like Douglas Wallace, general manager of Gending Kendis Luxury Villas & Spa Estate, felt that retaining the current regulation would keep Bali's character.

"I have a picture of Kuta Beach I took 30 years ago, and although developments have taken place, the view over Legian and Seminyak is pretty much the same because of the restriction on building heights."

were not against development, they did not want development to outpace capacity. As such, high land prices as well as more stringent government regulations and licensing should be the way to go.

Regional cooperation needed

Although Bali's governor had issued in 2010 a moratorium on principal licences for tourism accommodation in Badung and Gianyar regencies as well as Denpasar municipality, the concept of regional autonomy has placed property development licensing in the hands of the regency and municipality governments.

Ngurah said: "So at the end of the day, it is up to the regencies to decide if and when they should stop issuing licences for hotel development."

sia Hotel Investment Conference, former minister of culture and tourism, I Gede Ardika, reminded the industry to consider Bali's carrying capacity and unique characteristics as a destination.

Ardika, a Balinese who is also a member of the UNWTO committee on Global Code of Ethics for Tourism, said: "The approach that we have adopted so far is unlimited or open-ended development. This is one of the reasons why the world faces global warming. Development with no limitation creates overexploitation of resources."

He urged that development should be based on what the destination needs and not what the industry wants, pointing out that it is the way of life, nature and culture that make Bali what it is and why travellers keep coming back.

Look ahead, not backward

The urbanisation of Bali is an inevitable direction for the destination, according to Bill Barnett, managing director of C9 Hotelworks, highlighting that the changes that Bali faces have also been occurring across Asia since the global economic crisis in 2008.

"The global financial crisis turned the tables. In the past, we looked to the West, people coming from longhaul destinations," he said. However, the burgeoning economy in Asia and the surge of low-cost carriers have given rise to more intra-regional travel, changing the game.

"Airlift is a major driver, redefining our destination...Bali and the rest of Asia are dealing with entirely new dynamics."

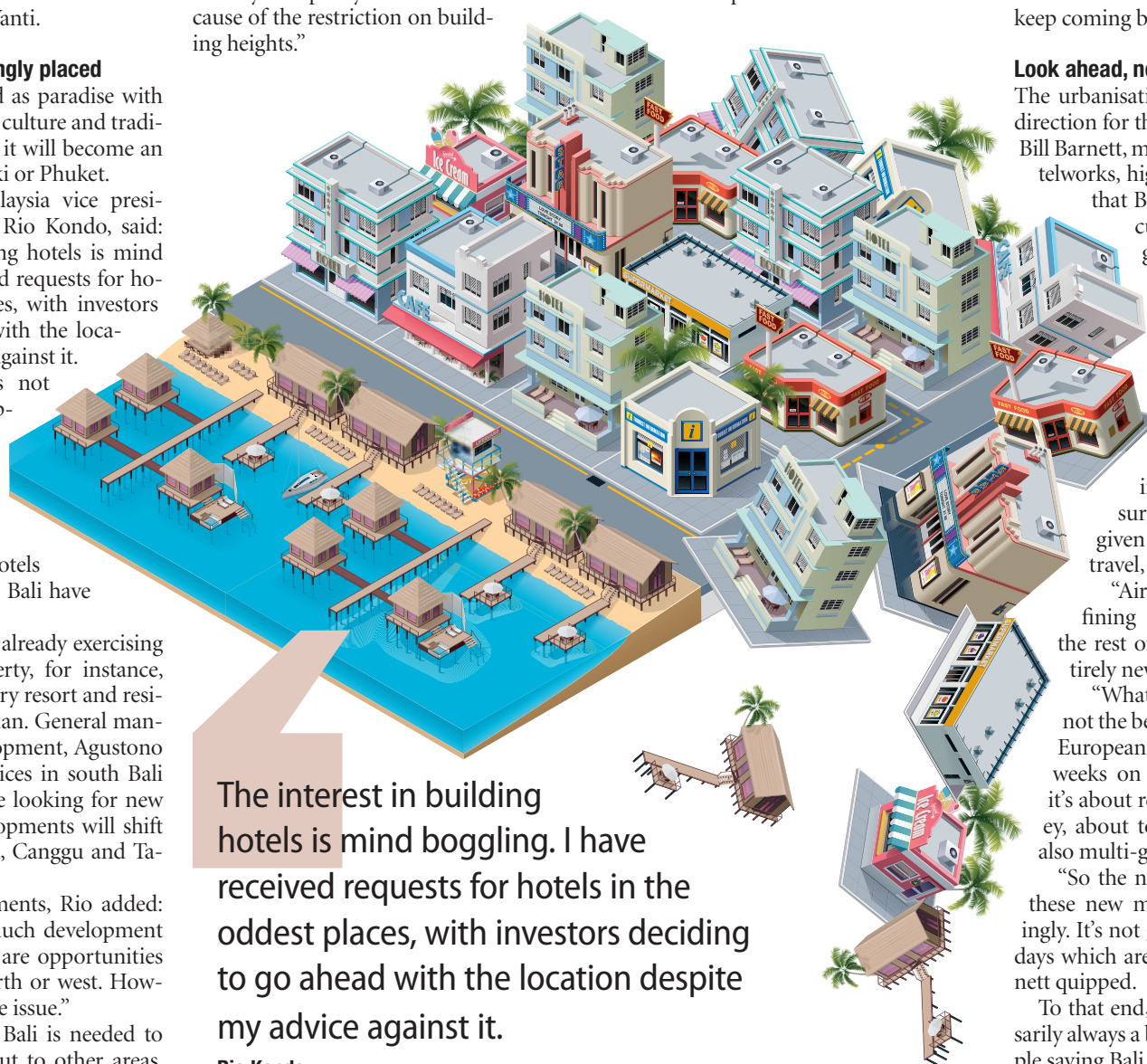
"What is important for Asians is not the beaches. They are not like the Europeans, who spend one or two weeks on the beach. (With Asians), it's about retail, about spending money, about tourist attractions; they are also multi-generation travellers."

"So the new Bali is going to look at these new markets and adjust accordingly. It's not going to go back to the old days which aren't going to be back," Barnett quipped.

To that end, urbanisation is not necessarily always a bad idea. "I have heard people saying Bali is overbuilt, but the culture is still here. I have been visiting this place for the last 30 years and (its attractions) are not only the beaches and idyllic locations, but the people. All these continue to exist," he said.

Alexander Jovanovic, general manager of The Trans Luxury Hotel Bandung, whose owner CT Corp is developing another property – the five-star Trans Resort Seminyak, added: "At Sunset Road, the land price has increased 10 times in the last five years."

"(But) Indonesia has a growing economy and middle class. Young Indonesians are looking for something different and experiential. We should not forget that they are the ones we will be serving in the future."



The interest in building hotels is mind boggling. I have received requests for hotels in the oddest places, with investors deciding to go ahead with the location despite my advice against it.

Rio Kondo

Vice president, development, Accor Indonesia-Malaysia

Ida Bagus Ngurah Wijaya, chairman of Indonesian Tourism Industry Association (GIPI) Bali Chapter, said: "Bali's assets are its people, culture and tradition. Some 80 per cent of the people's income is from tourism, so Bali cannot be developed the same way as other destinations in Indonesia. Bali without its culture is another Singapore."

"We have seen the Balinese culture diluting in the overdeveloped Badung area (in south Bali). Performances, shows and attractions in the area are dominated by non-Balinese ones."

Ngurah explained that while the locals

GIPI Bali Chapter, which was established to become the government's think-tank as stipulated by the Tourism Law, has repeatedly called for the regional government to impose a moratorium on hotel development, Ngurah said, adding that the other problem is that Bali does not have a development masterplan.

"The provincial government has made a draft masterplan, but it needs the approval of all the regencies and municipalities before implementation. The governor needs to lobby the regencies to get the masterplan going."

In his keynote address at the Indone-

View from the top

Former Raffles International's head honcho Richard Helfer is back with a luxury hotel in a humble neighbourhood of Singapore. **Raini Hamdi** talks to the chairman of One Farrer Hotel & Spa about his new baby which opened on September 3

MAKING A CONNEXION

A luxury hotel in a non-luxury location, Farrer Park, raises a few eyebrows.

Farrer Park is one of the most interesting and centric locations in Singapore...A lot of times when I walk out of a hotel whether in Singapore or New York, I really don't know where I am, it could be anywhere. I think if you ask people why they haven't stayed in Farrer Park, they would say it's because there has not been a five-star hotel there.

Are you saying just by having a five-star plus hotel is enough to open demand to a location that many overseas visitors aren't familiar with?

No, to drive a destination, you must first understand what the destination does not have and what it has too much of, so you can come in and complement (the offering). Once you've identified that, then you have to totally focus on building a property that is not only the best in the particular area but, being centric located in Singapore, you also have to look at what everyone else in the marketplace is doing.

We don't have the convention size facility of Marina Bay Sands, but we do have a 550 pax ballroom and three meeting rooms and fibre optics cabling running through Farrer Park Hospital's 18 operating rooms and our In-

stitute of Nutrition (a culinary studio) so we can actively go after specialist medical-related/lifestyle meetings. By nature those meetings are not large and we can cater for them better than anyone else in the market, because of our ability to enable technology to make our facilities state-of-the-art.

Why Farrer Park, and how did the whole Connexion at Farrer Park come about?

Farrer Park is probably one of the last bastions in the heart of Singapore that has not been overly developed as a hotel destination.

When our company, The Farrer Park Company, tendered for the site, it was a large 'white site' (a planning concept which allows developers more flexibility to optimise land for various uses without incurring hefty charges), 40 per cent of which was required to be a hotel. Part of the investors is a group of medical doctors and their dream was to build the best private hospital in Singapore, so the rest of the white site became in time, The Farrer Park Medical Centre (home to more than 200 medical specialists) and Farrer Park Hospital (one of the first private hospitals to be built ground-up Singapore after 30 years).

I came in shortly there after. Originally, the thinking was the hotel would be dependent on the hospital and medical centre, but having been on both hospital and hospitality boards, it has been shown, as with other lifestyle businesses, that they are separate business models. Over

the years, we've conceptualised and developed many mixed-use developments; I've never once believed that an office building, for example, could not survive by itself without the condominium, shopping mall, hotel or hospital. They will find the natural synergy among each other, but you don't go into a mixed-use development with the expectation one would shore up the other.

So the hotel is not dependent on the hospital/medical centre for occupancy?

The hospital and medical centre are like a good corporate account for the hotel and will probably comprise 23-25 per cent of the hotel's business mix – families and relatives staying pre-, during or post-treatment. It's good seed business. The remainder 75 per cent is based on our ability to attract corporate, MICE and leisure travellers to One Farrer Hotel & Spa, as a five-star venue in an exciting new area of Singapore.

Exactly my point, what has the area to offer; why did you decide on a five-star positioning?

Three-star hotels are what everyone has built there to date and the way I look at it is it's only by having a five-star hotel that you can control the nature of the business.

I know that for so many of the hotels we have built, be it in Asia, Europe, the US or what have you, it is us who drive the market. And we drive the market by concept, by understanding what is re-

quired to make the market work, with a bit of passion thrown in to ensure that we achieve what we said we were going to do.

Plus, if you look at the exorbitant land costs in Singapore, it is a shame if you under-build.

Could you compare this with any of hotel/lifestyle projects you've done before?

We've done over 100 hotels and resorts, and most don't repeat themselves. Even if it's two heritage hotels in Cambodia, they aren't the same because we prefer not to do a cookie-cutter approach in creating 'total environment' hospitality experiences.

It is exciting to again be doing a project in our own hometown. At a time when people sometimes say Singapore is a mature destination and there's nothing exciting coming up anymore, we can prove them wrong by taking one of Singapore's unique heritage districts and adding an exciting lifestyle component to it.

So will it be Raffles standard?

(Pause) We're a five-star plus hotel and we'll deliver a five-star plus quality. In the recent past, we had many times spoken of the need to meet and exceed guest expectations. I think with the new generation, and with the technology that we have today, we must also proactively anticipate what our guests want. So that's the new part that wasn't there – before if we took care of guests and wowed them on a few things, we would exceed their expectations. Now we must anticipate what the guests themselves do not even know they want.

10 NEED TO KNOWS ABOUT RICHARD HELFER

■ **Who's in your family?** 1 wife; 1 mother; 3 god sons; 2 sisters; 9 nephews and nieces. As to family pets we have a pond full of Japanese Koi.

■ **What do you do for fun?** Collect antiques, artwork and artefacts from destinations in which we visit and are doing projects.

■ **Your ideal vacation?** A minimum of two nights in the same hotel and being able on at least one morning to sleep in!

■ **How do you book your own leisure trips?** I usually book into destinations that I have visited earlier and did not have enough time to properly explore.

■ **What are you reading right now?** *The River of Lost Footsteps* by Thant Myint-U.

■ **How do you stay healthy?** By being happy in what I do, who I work/spend time with and running on my new treadmill.

■ **Favourite food?** A combination of comfort foods and new 'foodie' finds during my travels.

■ **A bad habit you cannot kick?** Delicious desserts paired with good wine :-)

■ **Your pet peeve, something that never fails to annoy you?** Those who are neither inquisitive nor strategic in their thinking/actions.

■ **Most people don't know that you can...** Fortunately most people do know that I cannot sing/dance well and so do not ask me to do so.

And the things that had served us well 10-15 years ago are not necessarily what the market considers important today, plus they can more effectively be accomplished today by enabling a higher level of both product and service through the intuitive use of technology.

Why did you decide to be independent than chain-managed?

In an established market like Singapore, we can expect 70 per cent of our business to come online. Thus one of the draws of hotel management companies, the ability to provide a proprietary reservation system, is no longer such a benefit.

Secondly, we want to build a unique brand for us, not for somebody else, so we can spend our energies creating a product with a difference and we can best tell our own unique story. We've also linked up with Preferred (Hotels Group), which is a leading worldwide hotel marketing affiliation, not a cookie-cutter company and does not sign up hotels indiscriminately.

Is this the first hotel that you've had done since the Raffles days?

We have, and continue to undertake a number of hospitality, lifestyle and mixed-use projects focused mainly in greater Asia, but One Farrer Hotel & Spa is the first hotel project we have conceptualised, developed and implemented in Singapore since Raffles City, Raffles Hotel and the Merchant Court Hotel.

Singapore being our home base makes this project even more special.

To drive demand to a destination, you must first understand what the destination does not have and what it has too much of, so you can come in and complement (the offering).



Intelligence

Airport traffic: China strong, Japan weak

Fastest growth in airport passenger traffic this decade has been at New Delhi and Kuala Lumpur (+9%), and at the two Chinese cities (Beijing +9%, Shanghai +8%). The slowest has been the two in Japan (Osaka and Tokyo, +1%).

This year, New Delhi falls back. Kuala Lumpur storms ahead, but developments will likely threaten that growth. Flight MH370's disappearance happened in March and so would not have greatly affected these four-month counts, while the shooting down of MH17 took place in July. Before these events, Malaysia Airlines had been growing fast. And, perhaps surprisingly, growth at AirAsia was not so fast (only +4% in Q1).

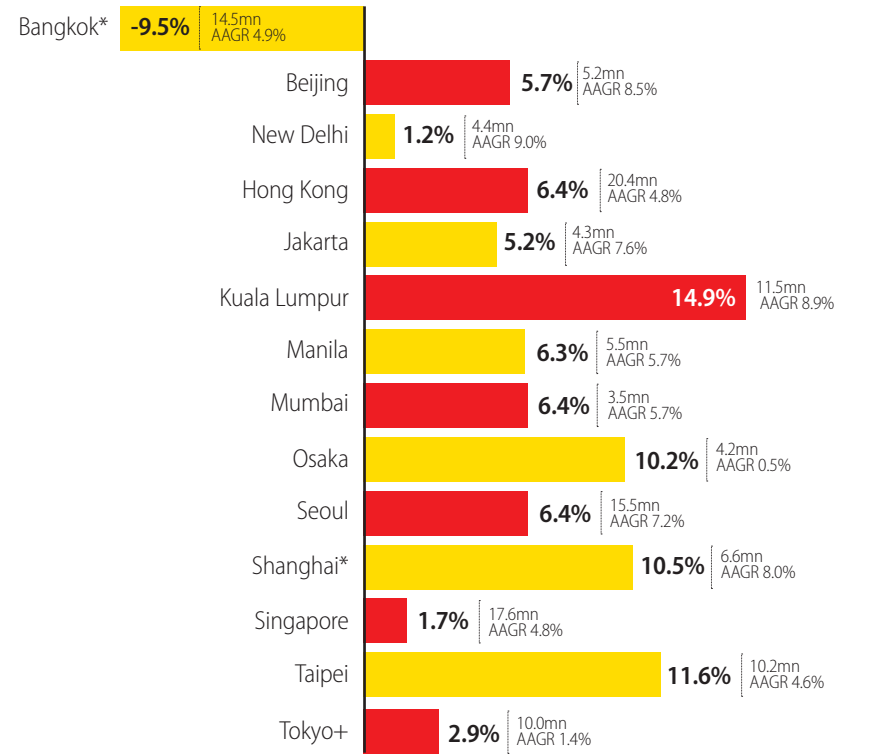
Beijing's growth has slowed this year. Is that related to the anti-corruption drive in China and/or the economic (relative) slowdown? If so, those events appear to have hit Shanghai less – farther away from the bureaucratic eyes in Beijing, +11%.

In Japan, growth this year is strong in Osaka but still weak in Tokyo. But some of Narita's growth is being taken by Haneda airport – up 12% this year.

Bangkok fell 10% this year, and its growth this decade has not been fast either, +5%. Its two airports lost their No. 3 regional spot to Seoul's two in Q1.

Asia's big 2, Hong Kong and Singapore, reported the same annual growth rate this decade (+5%), but this year it is changing – Hong Kong reported +6%, Singapore only +2%.

Airport passenger growth year-on-year (Jan-Apr 2014)



Notes: AAGR = annual average growth rate, 2000-14. *Two airports. +Narita
Source: Airports Council International, TBA

In this tie-up with Travel Business Analyst (TBA), we crunch numbers that matter and make them meaningful. Plus, look out for our Hotel Barometer every month

AirAsia surpasses Europe, US counterparts

Seats sold on leading no-frills airlines in Asia, US, Europe (Jan-Jun 2014)

Airline	2014			2013			2010
	No, mn	Growth, %	Share *, %	No, mn	Growth, %	Share *, %	Share *, %
AirAsia	24.9	17.8	21.1	21.1	18.7	18.7	17.3
Ryanair	38.5	3.6	32.8	37.2	0.8	33.0	35.7
Southwest	54.2	-0.4	46.1	54.4	0.1	48.3	47.0
AirAsia divisions							
AirAsia X	2.1	56.3	8.4	1.34	5.5	6.3	6.2
Indonesia	4.1	12.1	16.4	3.6	33.9	17.3	14.9
Malaysia	10.9	2.5	44.0	10.7	9.8	50.6	58.5
Philippines	1.8	539.9	7.3	0.3	NA	1.3	NA
Thailand	5.9	18.8	23.8	5.0	22.6	23.6	20.3

*Of the world's big 3; AA divisions show share of AA total. Source: TBA, via companies

The AirAsia group (AAG) sold nearly 25mn seats in the first half – growing at 18%, well above growth for the leading no-frills airlines in Europe (Ryanair, +4%) and the US (Southwest, -0.4%).

More impressive is that AAG increased its seat sales by nearly 4mn, compared with Ryan's 1mn, and Southwest's 200k fewer.

But within AAG, half-year results are more nuanced. Just over 40% of that AAG growth came from its new division, AA Philippines (AAP). Partly because it is newer, AAP added more seat sales, but the 1.5mn more it achieved is impressive nevertheless.

The original and still main operation, Malaysia, grew only 3%, and the growth in number of seats sold – 300,000 – was the smallest of the five divisions.

In terms of overall size of the world's big 3, AAG is taking most of its growth from Ryanair, whose growth has slowed in the past two years. AAG had a 17% share among the big 3 in 2010, and is now at 21%.

Within AAG, the AA Malaysia (AAM) share is falling. That is probably what the group would like – albeit with faster growth at the other divisions rather than weak growth at AAM.

AAM's share was 59% in 2010, dropping below 50% this year, to 44%. With expansion of the whole group, AAM's share is unlikely to grow again, and it is possible to see this falling to 30% over the next three or four years.

The big change should come with the launch of AA Japan (AAJ). If the project works this time around, AAJ clearly has the potential to be much bigger than AAM. Since one of AAJ's potential competitors, Skymark, seems to be in operational disarray (cancelling a puzzling order for A380s, and stopping some flights), this could happen in the next four or five years.



HOTEL BAROMETER

In the Asia-Pacific region, year-to-date occupancy was +1.6 points, average room rate (ARR) -1.9% and revenue per available room (RevPAR) +1.1%.

The overall hotel TBA-100 Index in the latest available month in 2014 (May) stood at 99 – representing a 1% fall in comparison with the same months in 2013. Of the three parts that make up our Index, occupancy was unchanged, ARR fell 3% and the resulting RevPAR was unchanged.

The TBA-100 Index fell against April's 101 but is the second-highest this year, and is also above end-year's 98.

In our selected six cities shown in the table, May results show continued big falls for Thailand's capital – occupancy down 27%, ARR holding better with a 12% fall, but still resulting in a debilitating RevPAR fall of 36%.

Bangkok occupancy was below 50%, a surprisingly big decline given the calm in the country after the military coup. But the fall is not just related to the political situation, but falls in the two markets that have provided a disproportionate share of the growth in the past two years – China and Russia.

In the first half, Chinese visitors (measured by passport; not the same as 'from China') fell 20%. Russians still showed growth, +9%, but the total actually fell 10% in the second quarter, Apr-Jun.

Two other cities were also down, both surprising – Beijing and Jakarta. Also weak was Singapore, with a fractional growth in occupancy, but slightly better in ARR and RevPAR.

Both Hong Kong and Melbourne showed impressive growth, particularly in RevPAR. Hong Kong grew 21% and Melbourne 22%. Exchange rate changes may have been a factor in Melbourne's movements, but in Hong Kong, the Hong Kong dollar is tied very closely to the US dollar and thus the rate growth reflects

Hotel operating results in selected cities year-on-year, May 2014

Location	Occupancy, %	Growth, %	ARR, US\$*	Growth, %	RevPAR, US\$*	Growth, %
Bangkok	47.4	-27.0	97	-11.9	46	-35.7
Beijing	73.1	-2.6	99	-7.4	72	-9.7
Hong Kong	84.0	5.5	236	14.4	198	20.6
Jakarta	62.9	-8.5	99	-13.2	62	-20.6
Melbourne	88.9	11.8	209	8.9	185	21.7
Singapore	84.1	0.1	193	2.8	162	2.9

*Calculated at exchange rate for specific month to US dollars. Source: hotels to TBA

business growth not exchange rate factors.

Notes: Although rates are quoted in US dollars, the data is supplied by hotels to TBA in local currencies, and thus changes in exchange rates can affect figures. Different categorisation of hotels across countries may also distort the rate comparison. For this reason, percentage changes of ARR within a city may be a surer comparison of market progress. TBA-100 Index is a measure to standardise hotel results over numerous cities. The comparison is with results for the same month a year earlier.

Agency

Take heed of tech-savvy agencies that have transformed their businesses and pick up new ideas on how to do better

ASK THE EXPERT

CHINESE TRAVEL MATURES

There is a well-known Chinese proverb that says 'travelling 10,000 miles is far more eye-opening than reading 10,000 books'. This perhaps encapsulates the spirit of the Chinese traveller whose appetite has grown tremendously over the past few years.

China is now the world's largest outbound tourism market and spender, and the 'Experienced Affluent' consumer segment is expected to spearhead the explosive growth of China's outbound market over the next decade. By 2020, China will account for 50 per cent of Asia's outbound expenditure.

Currently, about two-thirds of outbound travel is to Hong Kong and Macau, and it is common to see multi-generational families travelling together. As the market matures and with the easing of visa requirements, travellers will start to venture farther to South-east Asia and longhaul destinations.

Travel tastes will also become more sophisticated and adventurous. Chinese travellers are already beginning to eschew packaged tours for independent travel, and prioritise local cultural experiences, outdoor

activity and relaxation over shopping.

In 2014, Thailand, Vietnam and Malaysia have suffered dips in tourist arrivals, but I expect the impact to be temporal as the region regains stability. In the long run, South-east Asia should remain attractive to the Chinese.

China's new tourism law banning zero-fare tours has also led to a decline in visitors to countries like South Korea and Australia, so travel agencies need to reinvent their offerings, e.g. featuring more free-and-easy holidays and tailored itineraries that appeal to preferences for independent travel.

Spreading out to secondary cities

As top-tier cities like Beijing and Shanghai become increasingly saturated, growth will progressively move outwards to the rest of China. The middle class is fast-expanding in secondary cities, which are developing as important business and tourism hubs, well-served by international airlines.

Our group is investing in the strong business potential of Xiamen, Suzhou, Ningbo, Tianjin, Zhuhai and Chengdu. We believe that

the brand equity we build in these destinations will drive more Chinese business to our hotels both within and outside the country.

A brand for China...or not

While some hotel companies have designed brands for the Chinese traveller, an alternative approach we have adopted is to build international brands but incorporate Chinese elements, e.g. Chinese cuisine on the menus and Mandarin-speaking associates. With the future Chinese traveller changing to one that is young, well-educated, fashionable and tech-savvy, Chinese comforts may gradually become less of a deciding factor.

For sales and marketing, having a localised Chinese website, advertising on Chinese travel portals and maintaining a social media presence are fundamental strategies. Having worked in China for a number of years, I cannot over-emphasise the importance of *guanxi* (relationship) in business, especially for corporate clients. At the end of the day, the authentic human connection is key to winning the heart of the Chinese customer.

Travel agencies need to reinvent their offerings.



Bernold O Schroeder, CEO, Pan Pacific Hotels Group, will be at the Asia Travel Leaders Summit in Singapore as part of the TravelRave festival, which runs from October 27-31, 2014

INNOVATORS PUSHING THE B2B BOUNDARIES

WHO Part-time tour guide turned entrepreneur, James Liang, bought Century Holiday International Travel Group, Shenzhen in 2002.

Today, the company has 18 branches, wholly owned subsidiaries and holding subsidiaries in major cities in China, Singapore, Los Angeles and Toronto. It is



staffed by over 380 travel consultants and 480 multilingual guides.

Its services include inbound and outbound tours, MICE, business travel, incentives, golf tours, themed tours and tailor-made tours. It has five product brands, operates AirAsia service centres, and is Jetstar's exclusive agency.

WHAT In 2006, Century Holiday developed CJNet, a B2B travel agency, hotel and vacation distribution platform to tap the growing trend of consumers making

purchases online.

Three years ago, a further RMB2 million (US\$322,000) was spent to allow the online platform to provide instant confirmation for its B2B hotel wholesale business, said Liang, who is Century Holiday's managing director.

The B2B hotel business focuses on Hong Kong, Macau, South-east Asia, Japan and South Korea, and generates 250,000 room nights yearly through 10,000 wholesalers and sub-agents. It also supplies inventory to Ctrip and other OTAs.

WHY "Everybody knows the business is competitive, profit margins are low and manpower cost is increasing. One of the solutions is to invest in technology," Liang explained.

"For me, a good reputation is more important than profit. If I can run a company that is among the top three in any market segment, I am confident I can be profitable."

TARGET Liang revealed the company is eyeing overseas expansion and forming partnerships in other

countries.

"The market is changing very quickly. Nobody knew AirAsia 10 years ago. Now it is competing with the legacy airlines and getting good feedback for on-time performance, schedules, etc."

"Developing the online business, offering tailor-made fixed departure date programmes with air, train and car rental services, and providing a DIY platform for both the trade and consumers are our next steps," he said.

— **Caroline Boey**

NO ROOMS AVAILABLE
PLEASE REVISE YOUR SEARCH OR
TRY AGAIN LATER

IS NOT
SOMETHING
WE SAY.

FIND OUT WHO WE ARE
ON PAGE 27

WELCOME

to the



DiscoverAmerica.com

Crater Lake in Oregon is best known for camping, boating and scenic driving in summer.

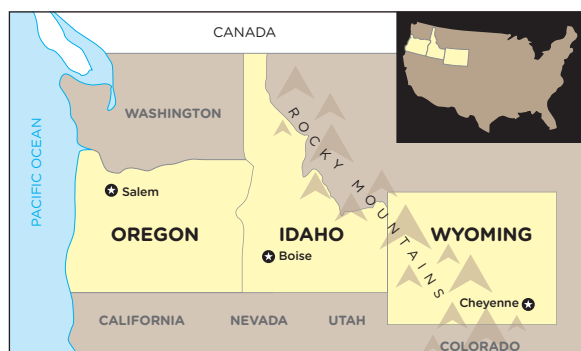
Oregon Idaho Wyoming

A journey through Oregon, Idaho and Wyoming promises something not found anywhere else in America — pristine landscapes, the romance of the Wild West and amazing outdoor activities.

From the windswept coastlines of the **Pacific Ocean** to the larger-than-life **Rocky Mountains**, countless scenic routes let visitors take in **picture-perfect vistas, charming small towns** and **cowboy-and-Indian history**.

This rugged terrain is certainly heaven for adrenaline-seeking **outdoor sports** enthusiasts, but those favoring gentler pursuits will be no less delighted. A **road trip**, traveling at a self-determined pace, will reveal the varied wonders of this mythical land.

Summer and autumn are the best times to visit. In winter, parts of protected wilderness areas and scenic routes may be closed. At attractions that remain open through winter, a completely different but equally magnificent scenery awaits, with opportunities for exhilarating wintersports.



From left: Go horseback riding at a mountain ranch; Discover Native American culture; Indulge in wintersports.

From expedition to settlement

The history of Oregon, Idaho and Wyoming tells the story of 19th century explorers, fur traders, mountain men, miners, Native Americans and emigrants traveling west on wagon trails. The earliest and most famous expedition was led by **Meriwether Lewis and William Clark**, who were tasked by President Thomas Jefferson in 1803 to find an overland route from St Louis to the Pacific Ocean. Their well-documented success opened up the American West. Many present-day attractions commemorate their achievements.

Oregon

Marvel at Mother Nature at the ‘Seven Wonders of Oregon’ and be inspired by boomtown Portland’s independent spirit.

Oregon is easy even for first-time visitors. Just pick any, or all, of the “**Seven Wonders of Oregon**” — Mount Hood; The Oregon Coast; The Columbia River Gorge; Painted Hills; Smith Rock; The Willowa Mountains; and Crater Lake.

The largest National Scenic Area in America, the **Columbia River Gorge** and its incredible vistas, unique eco-systems and dozens of waterfalls is best explored on the Historic Columbia River Highway.

Mount Hood’s perpetually snowy peak signals that this is one of the very few year-round ski areas on earth. In spring, lavender and wildflower fill the valleys in myriad hues.

Along **The Oregon Coast**, explore tide pools, ancient forests, play golf, whale-watch or visit a lighthouse. Travel along Highway 101 to experience the full splendour of Oregon’s coastline.

Millions of years of history is revealed one color at a time — yellow, gold, bronze, black and red — at **Painted Hills**, part of John Day Fossil Beds National Monument.

Towers of volcanic ash jut out from the desert at **Smith Rock**, the birth place of American sport climbing. Other popular activities here include hiking and mountain biking.

From the alpine summit of **The Willowa Mountains**, visitors can see well beyond Oregon state. The picturesque Willowa Lake area, including low-key Joseph and its more upscale neighbor Enterprise, is a summer vacation hotspot.

The incomparable beauty of **Crater Lake** is best appreciated from atop its rim, where visitors can see the still, but very deep and very blue lake — with an island in the middle — reflecting its surroundings like a giant mirror.

Don’t miss **Portland**, Oregon’s biggest city. Nicknamed “City of Roses” (for its three magnificent rose gardens) and “Beervana” (for having more brewpubs than any other city in the world), this green, charming city is best experienced on a walking tour.

Portland’s lively bike culture, colorful neighborhoods, creative artisans, cafes, galleries, craft breweries and farmers markets have all contributed to its newfound fame. Frequently ranked among numerous “Best of” surveys, Portland is unquestionably the new capital of West Coast urban cool.



The Columbia River Gorge



Mount Hood



The Oregon Coast



Painted Hills



Smith Rock



The Willowa Mountains



Crater Lake



Seaside getaways, ancient forests and mountain retreats.



From top: Camping at Smith Rock; Waterfall at Columbia River Gorge.

WHAT TO SELL

- Stay at an authentic, working **dude ranch** and go horseback riding among the cattle or sheep, gather fresh eggs for breakfast and eat dinner under a starry sky.
- 90 minutes from Portland is the Oregon’s first beach resort **Seaside**, with miles of public beach, amazing ocean views and a bustling downtown.
- Enjoy fruit and wine on the **Hood River County Fruit Loop**. The 35-mile loop in Hood River Valley is located within the national scenic area of Columbia River Gorge. Tour **fruits stands, vineyards** and **lavender farms**.
- Portland’s **food carts** is part of the city’s unique food

culture. Operated by independent chefs or owners, these “kitchens on wheels” offer everything from Cuban to Korean, Indian to Thai in streetside set-ups that feel as homespun as their Asian counterparts.

- Visit pioneering breweries, sample craft beers and discover the allure of “**Beervana**” on a **bike-and-brew tour** in

Oregon has no sales tax. That means all the products by Oregon’s independent designers and big brands are more affordable here than elsewhere in the USA.

Portland, a city that is justifiably proud of its bike and beer culture.

DO YOU KNOW?



Bike and beer at Hopworks BikeBar in Portland.

Idaho

Experience untouched wilderness and the wonder of being in a land little changed since the days of early explorers.

Famous for potatoes, pristine nature, and not being particularly famous, Idaho — always unhurried, unspoiled and unassuming — harbors more than its fair share of blockbuster-grade natural attractions.

One of the four Rocky Mountain states along with Montana, Wyoming and Colorado, Idaho offers visitors an unadulterated appreciation of the grandeur of the American West. Scenic panoramas, outdoor recreation and friendly people attract some 20 million tourists to Idaho every year.

31 designated **scenic byways** give visitors an easy but full-flavor introduction to Idaho's wonders. Some byways are historic, while others access natural attractions or outdoor recreation sites, but they all promise extraordinary sights.

Described as "weird and scenic", **Crater of the Moon National Monument and Preserve** ranks among Idaho's top attractions. It certainly lives up to its reputation with a diversity of unique volcanic features across 750,000-acre of blackened lava fields. Summer activities include guided cave walks and evening programs at campgrounds. In winter, ecology workshops, snowshoeing and cross-country-skiing are evergreen activities.

The deepest river gorge of North America can be found not at the world-famous Grand Canyon in Arizona state but at **Hells Canyon National Recreation Area**, which straddles three states — Idaho, Oregon and Washington. Here, the **Snake River** has carved a 1.6km (5,280 feet) deep canyon from the **Seven Devils Mountain**, creating a 200km geological wonder in one of the most remote corners of the USA.



Hells Canyon National Recreation Area, home to the deepest river gorge in America.



From top: Crater of the Moon National Monument and Preserve; Biking in Boise.

WHAT TO SELL

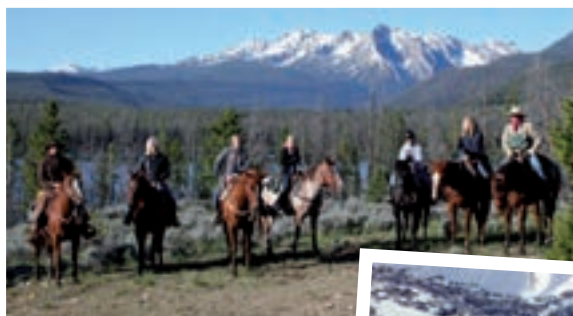
- **Boise** is the capital and largest city in Idaho and home to about 205,000 people. Attractions include the Idaho Capitol Building, Idaho Botanical Garden and Boise Art Museum. From here, visitors can easily make arrangements to visit many of the state's attractions.

Places for one of the best-preserved collection of turn-of-the-century buildings of the Pacific Northwest. Wallace was the principal town of the Coeur d'Alene silver-mining district.

- Play golf at the deluxe **Coeur d'Alene Resort**, home of the famous **Floating Green**, the world's only movable floating island green. Located on the shores of **Lake Coeur d'Alene** in the foothills of the

Rocky Mountains, it is one of the most celebrated golf courses in America.

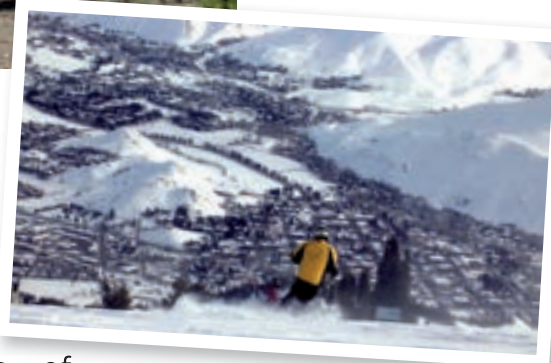
- Get acquainted with **Sun Valley Resort's** fluffy powder. More advanced skiers should head to Bald Mountain; everyone else can start at Dollar Mountain. In summer, take the chairlift to the top and hike or cycle down.
- Go on any of these three scenic byways to enjoy classic Idaho: **Sawtooth Scenic Byway** (Shoshone to Stanley); **Salmon River Scenic Highway** (border of Montana to Stanley); and **Ponderosa Pine Scenic Byway** (Boise to Stanley).



Trail riding in Sawtooth Mountains.

America's first purpose-built ski resort was created in 1936 at **Sun Valley**, Idaho. It quickly became the playground of Hollywood celebrities of the day such as Gary Cooper, Errol Flynn and Clark Gable. Today, its gilded visitor list include Tom Hanks, Oprah Winfrey, Justin Timberlake and Bill Gates. Sun Valley remains a glamorous destination, just two and a half hour's drive from state capital Boise.

<http://www.visitidaho.org>



Sun Valley, America's first destination ski resort.

The world's first "chairlift" was installed on Sun Valley's Proctor Mountain and Dollar Mountain in the fall of 1936.

DO YOU KNOW?



Sights in Boise include the Idaho Capitol Building, the only one in the USA heated by geothermal hot water.

Wyoming

Roam free and discover iconic attractions and abundant wildlife on scenic roadtrips in this 'Forever West' state.

Wyoming is synonymous with **Yellowstone National Park**, the world's first national park (1872). In this sparsely populated state, the biggest attractions are none other than its wide, open wilderness. To the west are the Rocky Mountains, where Yellowstone and the Grand Teton are located, while the east is prairie plains with small towns such as **Laramie** and **Cheyenne** that perfectly personify life in the Wild West. Wyoming is a potent antidote to city living.

Nature awaits at places such as **Yellowstone National Park, Grand Teton National Park, Devils Tower National Monument** and **Bighorn National Forest**. Horseback riding, hiking, camping, fishing, and wildlife watching are among the most popular activities. Going on a **road trip** for a few days is one of the best ways to savor the full splendor of Wyoming.



The Morning Glory Pool at Yellowstone.



Cowboys and Indians, national parks and leisurely roadtrips



From top: Devils Tower National Monument; Grand Teton National Park.

The very definition of “unspoiled”, Yellowstone National Park gives visitors an up-close-and-personal glimpse of what the continent was like in the days before recorded history. Open year-round, it boasts trails that take hikers to hundreds of secluded places where vehicles are prohibited. See grizzly and black bears, gray wolves, buffalo, elk, pronghorn antelope, swans, eagles and more. A 228 km (142 mile) **Grand Loop Road** takes in all the main sights.

Don't miss Yellowstone's top attractions — **Old Faithful Geyser, Grand Prismatic Spring** and **Yellowstone Lake**.

Eight locations within park boundaries offer accommodation in the form of lodges and cabins.

Most roads into the park are closed from November to late March or April but visitors can still travel through the park in snow coaches or on snowmobiles with an authorized guide.

To appreciate the history and beauty of Wyoming, go on **The Buffalo Bill Road Trip**. Named after the soldier, bison hunter and circus showman **William “Buffalo Bill” Cody**, this road trip winds through small towns and the northwestern part of Wyoming that have largely remain unchanged since his time. It will take two to four days depending on pace, and starts in Cody, and travels through Powell,

Lovell, Greybull, Worland and the Big Horn Mountain.

Alternatively, visitor can also spend two to three days on the **Oregon Trail Experience Road Trip**, traveling through vast, open grassland called “prairie” that greeted early settlers on the Oregon Trail. Start in Fort Laramie, go through Guernsey, Casper, South Pass City (“Wyoming's City of Gold”) and end in Fort Bridger. En route, see historic forts, old mining towns and famous landmarks such as Independence Rock.

WHAT TO SELL

- **Yellowstone's** rainbow-colored **Grand Prismatic Spring** and precisely-every-90-minute **Old Faithful Geyser** are geothermal marvels and the main reasons for visiting Yellowstone.



- **Grand Teton National Park**, just south of Yellowstone, is noted for its jagged peaks and glacier-carved valley of **Jackson Hole**. In summer, wildflowers fill the meadows and noisy streams flow down rocky canyons. Winters are long, snowy and cold.

- **Devils Tower National Monument**, with its stump-like shape and flat top, became world-famous in the 1977 Steven Spielberg film *Close encounters of the Third Kind*. Today,

visitors come for sightseeing, hiking, ranger-led tours and rock-climbing.

- For a true taste of Western life, head to state capital **Cheyenne**. For a spot of cowboy shopping, visit **The Wrangler** – 13,000 square feet of ranchwear and Western clothing, hats, boots and accessories.

- Named a “Top World Destination” by TripAdvisor, the fashionable town of **Jackson** buzzes with youthful energy and a vibrant cultural scene. Located in **Jackson Hole**, it is a gateway to Yellowstone and Grand Teton National Parks. Every year, millions of visitors come to Jackson Hole for scenic and wildlife tours, skiing, golf, shopping, hiking, camping and fishing.

Wyoming is the least populous state of the USA with a total population of 582,658, and second only to Alaska in population density.

DO YOU KNOW?

<http://www.wyomingtourism.org>

SWISS' GRAND HOPES

Switzerland Tourism's latest effort to encourage overseas visitors to do a grand tour of the country (*TTG Asia e-Daily*, August 18) comes at a time when Swiss hotels – still suffering declining or stagnating arrivals from traditional sources – are keen to attract new markets. At the same time, Asia, especially the drivers China and South-east Asia, seem hungry for new products and destinations, according to Switzerland Tourism's director global accounts and director Asia-Pacific, Simon Bosshart, who is urging the trade to respond with "new and deeper products in order to satisfy the customer demand".

The Grand Tour of Switzerland, which the NTO has mapped, is launched to attract higher-spending FITs, get them to stay longer, spread demand to lesser-known destinations such as Valais, Ticino or eastern Switzerland, as well as spread the season, said executive vice president markets & meetings, Urs Eberhard. Traditionally, the winter season is peak; markets such as Asia can help fill the gap hotels suffer in summer.

The whole route covers 1,600km and is designed to make it convenient for the trade to promote self-drive or train journeys, not just through the entire tour but segments of it that fit clients' duration or specific interests. With it, the trade can easily flesh out a tailored itinerary for clients, with rental car or Swiss train pass and hotel vouchers included, said Eberhard.

"We want to be the go-to destination for individuals seeking immersive experiences without worrying about safety issues or discomfort. Switzerland is easy to explore as it is well-connected. It may be small, but it has diverse attractions – no two places are alike. Visitors can have a



safe, hassle-free and comfortable experience," he said.

Swiss hotels in areas that are relatively new to Asians are starting to see the market's appearance and are hoping to get more of these visitors.

Asia is "bubbling", said Pierre Berclaz, general manager of the luxury wellness hotel, Les Sources des Alpes, in Leukerbad, the largest thermal spa resort destination in Valais boasting no fewer than 65 natural hot springs. "Leukerbad is synonymous with health, not just wellness, a place where you can have a rejuvenating holiday year-round in all sense of the word," said Berclaz.

Art Furrer, who pioneered tourism in Riederalp and now owns a string of hotels there, has been tapping Hong Kong and Chinese visitors for three years, and is now receiving Asians in both summer and winter. Furrer is glad for them, saying business has changed, with the traditional markets such as France, Italy and Germany being "no longer here" as a result of the strong Swiss franc and other

issues. Riederalp, also in Valais, offers different attractions compared to Leukerbad or famous Zermatt. Said Furrer: "Zermatt has the Matterhorn; we have the Aletsch glacier." The 23km long glacier with 27 billion tons of ice is the mightiest glacier in the Alps and is a UNESCO World Heritage site.

Over in Arosa, in the canton of Graubunden in eastern Switzerland, the veritable Tschuggen Grand Hotel is also seeing more Asian tourists. The hotel used to operate only in winter but massive investment in the property in the past seven years (see article below), which include a CHF35 million (US\$38 million) spa designed by Mario Botta, a CHF7.5 million private mountain railway for guests and a luxurious renovation of rooms and suites, has propelled the hotel to woo the summer business since 2008. The hotel is now open from July to April each year.

Said general manager Leo Maissen: "Since the investments, we have brought down the age of our clientele by 17 years to an average of 42 years old. Our clients are also more international now, with 50 per cent being Swiss and the rest from Germany, Benelux, England and Russia. New markets include China and Japan, especially during summer, and Brazil in winter."

He added: "The Chinese visitors come for the spa as Mario Botta has done several work in China."

A new cable car linking Arosa with Lenzerheide, home to Roger Federer's new family chalet complex, triples the slopes for skiers to some 225km and opens more trails for walkers and hikers. "The coming winter is the first season when we'll see the real impact from this. We are confident this will attract new clients to Arosa," said Maissen.

TRIED & TESTED Tschuggen Grand Hotel

Arosa's grandest hotel has the exterior of the '70s. It is anything but the '70s, says *Raini Hamdi*.

LOCATION In Arosa, a famous mountain resort in the canton of Graubunden in the east of Switzerland. We drove from Chur, the capital of Graubunden, through what seemed to be never-ending serpentine, climbing about 1,800m to reach Arosa. But if clients don't want to drive, the Rhaetian Railways from Chur to Arosa is a convenient link.

BACKGROUND This is the grandest hotel in Arosa, with a history dating back to 1929. It was modernised in 1970, but it's the top dollars that the present owner, Karl-Heinz Kipp, one of the world's richest men, poured into the property in the last seven years that ensures the legacy lives on. This massive investment includes a 5,000m² spa, Tschuggen Bergoase, carved out of a mountain near the hotel, designed by renowned Swiss architect Mario Botta. Its spectacular exterior glass sails, which are filled with light of different colours at night, give the plain hotel block an instant edge. The spa is starting to attract Chinese luxury travel-

lers, as Botta also designed the Library for Tsinghua University, Beijing, and Hotel Twelve at Hengshan, Shanghai.

More top dollars went into building a private mountain railway, *Tschuggen Express*, for guests. We whistled at its futuristic design and the cabin's poshness as it took us up to a height of 1,991m where we got out to hike. Imagine in winter, when guests could conveniently ski in and out of the hotel through this exclusive facility.

ROOM As well, all the hotel's 130 rooms and suites have undergone a luxurious redesign. We did not want to leave our 51m² junior suite on the eight floor. Firstly, it was so captivating: a whole rugged mountain range and an idyllic Alpine resort scenery running through the entire length of the living room and bedroom. The balconies were large, with lounges we just wanted to lie in, soak in the sun (alas, it was not around a lot this summer!) and the money-can't-buy views.

Secondly, everything was so inviting, tasteful, ultra-com-



The glass sails of the Tschuggen spa

fortable and incredibly plush in the room – lounge chairs by Hermes and if you think that's some beautiful wallpaper they've selected, think again, the walls were *hand-painted* (even in corridors!). Yet, nothing felt ostentatious or a show-off. We felt genuine admiration for a hotel owner whose obvious love for the property translates into us feeling an incredible sense of well-being staying at the hotel.

SERVICE It's not only the no-expense-spared approach to rebuild an establishment into one of the world's most rel-

evant grand hotels today – the software was an equal match. A distinguished-looking porter welcomed us warmly and upon seeing me, immediately asked if I preferred he spoke English or German while gently leading me into the hotel where he promised it would be instantly warmer. In the lobby, the hotel's general manager, Leo Maissen, was ready to welcome us. We were surprised to meet a young GM so warm, dedicated and classy without the 'stiffness' of some of the GMs that run established hotels. In the next few days, we would always see Leo at the lobby, ready to bid his guests a good day or a good evening. With such

a hands-on GM, no wonder the service at the hotel could not be faulted. We could not be left waiting or wanting for anything. When we wanted a pair of binoculars, Concierge immediately made a call for it to be placed in our room. Housekeeping was conspicuous though invisible: our room was made up each time we were back from breakfast and turned down as beautifully in the evening.

FACILITIES Five restaurants and bar, including the Michelin-star La Vetta, although I found the menu a bit too fanciful.

For me, the spa took the cake of all the marvellous facilities in this hotel. For once, I didn't care if the weather was bad as all I wanted to do was have a treatment (the Tschuggen hot stone massage is a must), swim in the heated indoor/outdoor pool, sit in the sauna, exercise in the gym, read, then have a great dinner.

VERDICT Outstanding. Hats off. Encore, encore, encore!

Name Tschuggen Grand Hotel, Arosa

No. of rooms and suites 130

Rates From CHF405 (US\$444) in summer; from CHF595 in winter

Contact details

Tel: (41-0-81) 378-9999

Email: info@tschuggen.ch

Website: www.tschuggen.ch

www.tschuggenhotelgroup.ch

Switzerland, Germany and Britain are all saying that customers want more immersive, individualised experiences, and are stepping up efforts to help tour operators and travel agencies cater to the new desire. By Raini Hamdi, Prudence Lui and S Puvaneswary

EVENTFUL GERMANY

Germany is banking on several theme events, including the 25th anniversary of the fall of the Berlin Wall this November 9, to further boost international arrivals.

In Berlin, a major highlight of the anniversary of German reunification will be a 12km light installation using thousands of illuminated white balloons running along the former course of the Berlin Wall through the city centre on the November 9 weekend, said Visit Berlin director of market management, Ralf Ostendorf.

A GPS-guided walking tour on the trail of the Berlin Wall, guided or self-guided bicycle tours on the Wall path, visits to former watch towers, Wall memorials or the GDR Museum and a drive into the east of the city in an original GDR Trabant car, are among immersive events clients could enjoy.

German National Tourist Board has also unveiled *Beyond the Cities – Holidays in the German Countryside* and *Scenic Routes of Germany* themes for 2015, and *Holidays in the Heart of Nature* for 2016.

Asian agency CEOs such as Beijing Bejoy International Travel Service general manager, Du Hai, welcome any move that focuses on German history, culture and heritage.

“Frankly, Germany can’t compete with the French beaches and Swiss mountains, however,



its culture, particularly the UNESCO sites, make it stand out from the neighbours. That’s why I have focused on cultural tours for years as the Chinese have limited knowledge that there is much to offer in areas like north Germany,” said Du Hai.

Making it convenient for international visitors to explore picturesque small towns, Frankfurt Airport Services Worldwide has launched Riverside Romance tours, cooperating for the first time with partners DB Bahn and Eurotours Deutschland.

Senior manager Stefan Kopp said: “Sightseeing destinations are quite spread out around Germany, so our aim is to promote unforgettable and romantic experiences starting from Frankfurt Airport, by rail, car or partly by boat or bicycle. It’s bookable from tour operators and we target agencies that do tailor-made products.”

There are already plans to extend the tours and provide information in Mandarin. “The potential from Hong Kong and China is unbelievable as I observe more travellers from Shanghai and Beijing (30-35 years old) who speak perfect English and like individualised tours. They want to be free, for instance, to bike along the River Rhine. We hope to tap repeat visitors and will hold four roadshows in secondary Chinese cities next year. In June, China Southern Airlines inaugurated Guangzhou-Changsha-Frankfurt services,” said Kopp.

Visa rules for Chinese tourists have been further relaxed, with interviews no longer required.

Arrivals from Asia to Germany rose 6.8 per cent last year over 2012, with China/Hong Kong being the highest potential market with 870,748 arrivals, from 757,290 in 2012. – **Prudence Lui**

BRITAIN STEPS UP TRAINING AND SUPPORT

VisitBritain has taken training to the next level in Asia-Pacific, tailormaking its BritAgent programme to specific niches including shopping, heritage, music, sports, culture, countryside and food.

“Travellers are maturing and becoming very sophisticated, even in emerging markets. Thus, it is important to educate agencies to go beyond the generic multi-tours into specific offerings,” said VisitBritain’s regional general manager, Asia-Pacific and the Middle East, Sumathi Ramanathan (above).

The NTO has also been identifying strategic partners since 2013 for jointly funded advertising and promotional campaigns in key markets such as Australia, India, China and Japan. These pacts are a step-up from previous tactical campaigns as they

involve proper planning and commitment to build up a market over a three-year period, and include the sharing of databases and hosting of fam trips for media and travel consultants.

Among partners VisitBritain is working with thus far are Cox & Kings and Mercury Travels, India; CITS and Caissa Travel, China; and STA Travel, Australia.

VisitBritain’s travel trade website has also been revamped. The trade can now search for suppliers in the UK for specific products and services. Agencies also have a toolkit comprising sales collaterals, itineraries, images and posters for downloading.

Yuva Arumugam, sales manager-emerging markets, Apex Hotels UK, said Chinese guests to the group’s eight properties in the UK are growing in numbers

and, to cater to this market, the hotels have welcome letters written in Mandarin. Agencies with clients who have special requirements or require halal food can also be catered for, if these needs are made known in advance.

Michael Bremner, managing director of Edinburgh-based Highland Experience Tours, said business from the Indian market has grown and his tours cater for Indian vegetarians. “Now we want to create halal tours to tap the Middle East and South-east Asian markets,” he said.

Tourists from Asia-Pacific, Middle East and South Africa (APMEA) to the UK rose seven per cent last year from 2012 to a record 4.3 million visits.

The top five APMEA markets in 2013 were Australia (1.1 million visitors, up 7.7 per cent); India (375,000, up 10.6 per cent); GCC (590,000, up 11.3 per cent); Japan (221,000, down 9.1 per cent); and China (196,000, up 9.7 per cent).

Ramanathan said APMEA is important for the UK as the visitors stay 12 to 16 nights. – **S Puvaneswary**



DiscoverAmerica.com

Discover this land,
like never before.

TRAVE! 2014 RAVE

PUSHING THE BOUNDARIES OF TRAVEL WITH BIG DATA

Millennial Travellers will enter their peak earning and spending years over the next decade. With some 60 percent of the world's Millennials residing in Asia, this is a tremendous opportunity for the region's travel industry. Ahead of TravelRave 2014, Asia's premier travel and tourism week, Simon Akeroyd, VP, Business Development, Amadeus Asia Pacific shared his insights on how big data helps the travel industry capture and retain the Asian Millennial Traveller segment.

According to the Capturing the Asian Millennial Traveller report presented at TravelRave 2013, big data is transforming the travel industry. Can you briefly explain the concept of big data and what impact does it have on the travel industry?

Big data refers to a massive amount of data, both structured (such as data on Excel documents or databases) and unstructured (such as e-mails or images) that moves so fast, traditional data management approaches do not work. That being said, everyone along the travel supply chain has the ability to leverage big data to improve their business, remain competitive and maintain customer loyalty.

Revenue management tools could be improved with the use of big data, where pricing could incorporate individual consumer behaviours such as internet shopping activity.

How is the industry using big data to capture and retain the Millennial Travellers?

While on mobile devices, the priority for Millennial Travellers is to cut through the clutter, only selecting products that save them time and benefit their own travel experience. With big data, companies are able to offer intelligent recommendations and completely customised options for the passenger's entire travel experience – from their home to their destination, via any mode of transport.

The best travel minds will convene and collaborate at TravelRave 2014, held in Singapore between 27 and 31 October. Join the conversation on growth market capitalisation at conferences such as Hotel Technology Conference and Web-In-Travel.

Opportunities await at Asia's premier travel and tourism week.



Find out more at TravelRave.sg
Scan for more insights into the Asian travel & tourism industry.

Events partners



Report Longhaul



TRIED & TESTED Swissôtel Büyük Efes Izmir, Turkey

Izmir, Turkey's third most populous city, is a popular leisure and MICE town, thanks to good air connections, its own host of attractions from beaches to cultural and historical places, and its status as a launchpad to some of the most important archaeological sites such as the ancient cities of Ephesus (80km away) and Aphrodisias (230km away), as well as unique natural phenomena such as the carbonate mineral terraces of Pamukkale (270km away). It's why *Raini Hamdi* booked a room at Swissôtel Büyük Efes Izmir in early June.

LOCATION In the heart of the city's commercial hub and commanding the best view of the Kordon Promenade on Turkey's Aegean Sea. It took only 20 minutes by car to get there from the Adnan Menderes International Airport.

ROOM I expected a mid-range hotel and my Swiss Advantage Room Garden King was that, with its simple and clean design, functionality, maximum use of space and today's technology. To my surprise, however, the hotel overall was anything but mid-range. Its compound was a visual feast, not only because it comprised 12,000m² of landscaped gardens, but there were art masterpieces installed throughout the property, the most impressive of which was Botero's commanding *Man on a Horse* sculpture in the garden of the hotel entrance. In all, there were more than 800 exhibits throughout the hotel, owned by its owners MV Holding – a worthy art gallery which would delight art lovers.

FACILITIES Adding to the luxurious feel was a 5,500m² Alpine-inspired Pürovel Spa&Sport with 14 treatment rooms, a hydrotherapy room, solarium, relaxation lounge, Turkish hammam, steam bath, sauna, jacuzzi, indoor/outdoor swimming pools, pilates studios, group fitness classes, personal training and tennis court.

The hotel also has a convention centre with a total of 19 meeting/conference rooms, a multi-purpose exhibition hall and a Grand Ballroom.

F&B The service, wine and views at Equinox were so good I dined there every night of my stay. There was also Café Swiss, offering Turkish and Swiss cuisine, Aquarium Restaurant offering Turkish/Greek cuisines and the Sky Bar adjacent to Equinox.

SERVICE Good overall, but the sommelier at Equinox, Hussyn – an initiated, confident and empowered young man, whose F&B background belied his years, – was outstanding.

VERDICT A five-star at three-star rates.

Name Swissôtel Büyük Efes Izmir
No. of rooms and suites 402
Rates From 100 euros (US\$133) + VAT
Contact details Tel: (90-232) 414-1010
Email: izmir@swissotel.com
Website: www.swissotel.com/izmir



Relaxation lounge at the hotel's spa



DESIGNED FOR THE WORLD CLASS JOURNEYS

WE COVER THE WORLD WITH OVER 130 DESTINATIONS

Embark on a journey with the World's Best Business Class, experience 5-star touches and an award-winning service that will leave a lasting impression.

For Qatar Airways Business Class passengers, we are welcoming you to experience and enjoy our Al Mourjan Business Lounge*. It is not just one of the largest lounges in the world, it is also one of the most memorable. Closer to a 5-star hotel than a conventional lounge, its unique environment will restore not only your mind, body and spirit, but also a faith in the joy of travel.

qatarairways.com
World's 5-star airline.



* The lounge access is for Qatar Airways and oneworld First and Business Class passengers only. Terms and conditions apply.



AIR ANCILLA TAKE OFF



Ho Hoong Mau

Vice president, airline distribution

How different are ancillaries booked on LCCs vs full-service carriers (FSCs)?

Today, most FSCs are just selling baggage and pre-reserved seats, while LCCs offer the full suite like meals, comfort kits, in-flight entertainment and early boarding. The main difference is fulfilment. For FSCs, the issuance of EMD-A is needed by the agencies for fulfilment. EMD-A is clearly not needed for the LCCs.

Why have airlines been slow in making

ancillaries available to agencies?

For FSCs, unbundling to itemise ancillaries and charge for them separately is retrospective, and so, much more costly and involved. In many respects, their response has therefore been pretty fast.

The defence from some quarters is that Asians like all-in packages and that ancillary strategy and full-service brand strategy don't mix: in a recent poll we conducted with Asia-Pacific carriers, almost eight in 10 still experience resistance from travellers in paying for services that used to be included in the fare. Asian carriers are also hesitant as they don't see a net revenue gain on ancillaries yet, once the operational adjustments have been costed in.

But ancillaries are now gaining momentum, given the strong competition from LCCs with their more flexible fare

structures; ancillary-friendly industry standards being developed by ATPCO and IATA; GDSs' ability to support the ancillary-friendly industry standards via evolving technology as well as sale of ancillaries via XML connectivity; and ease of fulfilment of ancillary sales via EMDs.

Around half the LCCs based in Asia-Pacific are now integrated with Abacus to access the B2B channel for ancillaries.

Why have agencies been slow in booking ancillaries through the GDS?

They have not been slow. They are responding to customer demand for ancillaries and are providing them as a value-add to their offering, within the ancillary provision of the GDS. They are selling these ancillaries without any incentive or commission from the carriers.

Where we need to move faster, however, is in integrating the ancillaries into the more complex workflows, as with the managed travellers gaining pre-ticket approval and then adding ancillaries post-ticketing. We are working on it.

The alternative for some full-service airlines – the introduction of premium economy class, has gained immediate traction. Currently, up to seven per cent of Abacus bookings are premium economy.

How are you encouraging bookings?

With Abacus Air Extras, ancillary options are visible to agencies during the shopping and pricing workflow. Agencies are able to offer the specific product attributes customers want using Abacus point-of-sale technology, without having to check other sources like the airline's website. The graphical interface allows easy sale of



Leon Herce

Vice president, distribution commercial, Asia-Pacific

How different are ancillaries booked on LCCs vs full-service carriers (FSCs)?

LCCs have been 'creative practitioners' of the ancillary revenue art, while FSCs are still catching up.

LCCs typically rely upon a mix of à la carte fees to generate good levels of ancillary revenue. FSCs' ancillary activity, on the other hand, may consist of fees associated with excess or heavy baggage, and limited partner activity for frequent flier programmes.

However, we have also noticed that

FSCs are also moving towards adopting à la carte fees. All Nippon Airways, for example, is testing the sale of upgrading meals to economy class passengers on longhaul routes.

Why have airlines been slow in making ancillaries available to agencies?

Airlines are facing some of the most challenging times in the history of aviation. With increasing fuel prices, cut-throat competition and rising traveller expectations, airlines are looking to opportunities like ancillary services to drive new revenue.

Travellers' appetite for ancillary services is growing as well. The IATA's 2013 *Global Passenger Survey* found that nearly half (48 per cent) of passengers bought ancillary products in the last 12 months, com-

pared to 34 per cent in 2012. In the beginning, ancillaries were primarily offered via an airline.com website, but today, airline sales strategies have evolved to include B2B channels like the GDS. Technology advancement has been crucial to enable the successful sale of ancillary services via a B2B channel.

Why have agencies been slow in booking ancillaries through the GDS?

Ease of booking, system reliability, cost efficiency and content aggregation are top concerns for travel agencies. Historically, booking ancillary services could mean learning new commands, more time investment without necessarily any financial gains.

However, as travellers today expect a more personalised service, travel agen-

cies must be able to advise quickly and efficiently while being able to book a completely customisable ticket. This often means being able to offer clear value-added services from the airline, such as extra leg room, advanced seat selection or a comfort kit, and depending on the travel agency's preference, being able to charge for this value-added service via service fees.

How are you encouraging bookings?

Amadeus believes that the ability to advise and book a completely personalised fare allows travel consultants to deliver far greater value to their customers. Our role is to make this process as seamless as possible.

The Amadeus Selling Platform is a fully integrated solution that completely incor-



Damian Hickey

Vice president, global sales & distribution, Asia-Pacific

How different are ancillaries booked on LCCs vs full-service carriers (FSCs)?

Traditionally, LCCs have opted for a more unbundled product offering and hence, ancillaries are booked more often and played a bigger part in an LCC revenue stream.

However, we are now seeing hybrid and FSCs unbundling their ancillary products. An example are those airlines that distribute fares on industry standard (like ATPCO) while distributing ancillaries via a

more flexible direct API connect.

Why have airlines been slow in making their ancillaries available to agencies?

Airlines have been slow due to the lack of flexibility in distributing ancillaries. Previously, airlines were limited to distributing ancillaries through industry standard such as ATPCO.

According to a study by SITA, 87 per cent of airline ancillary revenues come from direct channels although indirect channels account for nearly half of the ticket sales. This presents great opportunity for the airline to capture additional ancillary revenue by making their offering more available through the B2B channel.

This is changing with the Travelport Merchandising Platform, which enables airlines to distribute and differentiate all of their content and products via the

agency channel, connecting to Travelport exactly how they choose to – whether it be industry standard, direct API connect, or a hybrid of both.

Why have agencies been slow in booking ancillaries through the GDS?

Traditionally, agencies have to go outside of their normal booking flow to the airline's website to book ancillaries for their customers. Not only is this extra process time-consuming, it also makes the accounting, payment and fulfilment process more complicated.

However, this does not mean that agencies don't want to sell ancillaries. In a series of interviews conducted by Travelport in November 2012 with 33 global corporations – 88 per cent of agencies want to offer baggage allowance, 87 per cent want to offer seat upgrades.

This has again changed with Travelport Merchandising Platform, which enables agencies to fully understand and compare products and offers from those airlines within the agencies' existing desktop environment.

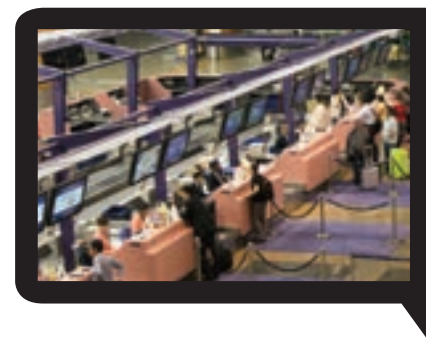
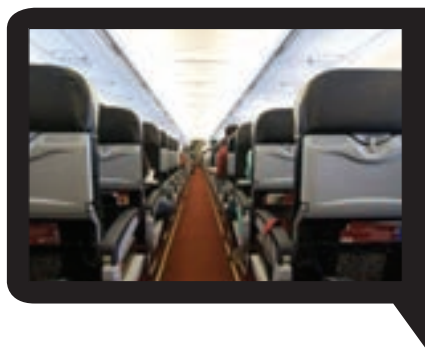
How are you encouraging bookings?

Travelport Merchandising Platform has three core components, which are accessible from our Smartpoint desktop:

- Travelport Aggregated Shopping – aggregates LCC content alongside those of traditional carriers, all on the same screen.
- Travelport Ancillary Services – allows agencies to sell airline ancillaries or 'optional extras', such as lounge passes, seats and bags, within their existing workflow rather than via an airline website.

With more legacy airlines unbundling their products and LCCs distributing through B2B, booking of ancillaries through the GDS has become more seamless. [Kathy Neo](#), [Paige Lee Pei Qi](#) and [Hannah Koh](#) find out

RIES



excess baggage, pre-reserved seats, lounge access, Wi-Fi and more. These ancillaries can then be fulfilled easily with the Abacus EMD-A document.

Many carriers have chosen to bundle ancillaries into fare families, presenting them to Abacus agencies as branded fares. It's a tactical marketing tool for the carriers to compete more effectively. Travellers are given more packages to choose from, priced accordingly. Our research shows that the majority of carriers are choosing to package ancillaries rather than present them in an à la carte menu, so branded fares have their place.

How many airlines do you have selling ancillaries?

So far, we are working with nine carriers on Abacus Air Extras, with many more offering fare families.

porates ancillary services into the booking flow, ensuring that the booking and pricing of ancillary services is as simple as booking airfares.

Additionally, we are also integrating ancillary services into Amadeus Web Services and our online corporate travel booking tool, AeTM, to enable ancillary sales via the online travel agency channel. We have also invested heavily to evolve our solutions to ensure they are built in the same way that travel agencies think.

How many airlines do you have selling ancillaries?

To date, 56 airlines are using Amadeus to power their ancillary service sales, including Tigerair, Qantas and AirAsia, with 25 already selling ancillaries across 108 markets.

- Travelport Rich Content – enables airlines to fully differentiate themselves with graphical content and product descriptions to help agencies become more informed about their offering to increase upsell and cross-sell opportunities. This component is currently in alpha testing.

How many airlines do you have selling ancillaries?

FSCs like Air Canada, KLM, Qantas, Air France, Alitalia, Air New Zealand, Aegean and Air Berlin, as well as LCCs like EasyJet, Jet2.com, Transavia.com, Tigerair and AirAsia.

What is the most-booked ancillary by agencies?

Checked baggage and seats with extra

What is the most-booked ancillary by agencies?

Pre-reserved seats.

What is the most profitable ancillary for agencies?

Agencies are not making any profit from ancillary products at present. There's no commission given by the carriers for ancillary sales. In one respect, they are profiting from the confusion among consumers over what is included or excluded online. Travellers are more inclined to use a travel consultant when it begins to look complicated and they want advice.

How can agencies make money from ancillaries?

Either add a mark-up or service fee.

What is the most-booked ancillary by agencies?

Advanced seat selection. This is largely because airlines have not only started to unbundle seat reservations from their lowest booking fare, but also because travellers have come to appreciate seat reservation as an ancillary option.

How can agencies make money from ancillaries?

Travel agencies will be able to provide an enhanced level of customer service through the personalised ancillary offering – differentiating them in a highly competitive travel landscape while also providing them with an opportunity to enhance their service fee strategy.

leg room.

What is the most profitable ancillary for agencies?

The key is not to focus on ancillary profit, but the overall service they can offer to customers, who expect a one-stop-shop from the agencies.

To be profitable, agencies need to satisfy the increasing demands of today's consumers within the same workflow; upsell through easy access to detailed product and fare information; and improve customer loyalty.

How can agencies make money from ancillaries?

By providing a high-value service. The opportunity always exists for mark-ups for value-added services. Some airlines do pay commission on ancillaries.

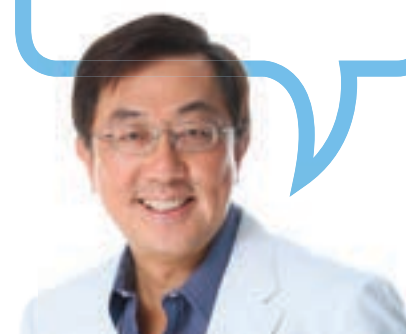
Travel agencies weigh in...

Airline ancillary booking is new for our company. We are part of Abacus Indonesia's pilot project for its migration from the old Abacus Whiz system to the new Abacus Workspace. The cutover for Panorama will take place on September 30. We will use the new system to kick off bookings for airline ancillaries and to support other types of ancillaries.



Royanto Handaya, president director, Panorama Tours Indonesia

Ancillary services are set to grow in Singapore with more travellers embracing the unbundling of airlines' services in exchange for lower airfares. The user interface can be improved, like streamlining the terms and conditions appendices that are rather long currently. More training needs to be provided to users.



Anthony Chan, group managing director, Chan Brothers Travel Singapore

We earn commissions on bookings made on the GDS and direct from the airlines' websites. However, some airlines do not give us commissions, and when this happens, we charge a service fee to the customer. The GDS is user-friendly and doesn't pose any problems when we make ancillary bookings.



Richard Vuilleumier, managing director, Panorama Tours Malaysia

Frankly, ancillaries have not been an income generator for us as LCCs are still not popular with our corporate clients. We only charge an administration fee or include it in the transaction fee. Our main concern is crisis management; it's hard for us to track clients' movement as many LCCs don't load their data onto global security systems.



David Lau, general manager regional sales of corporate travel, Westminster Travel Hong Kong

HICAP

HOTEL INVESTMENT
CONFERENCE **ASIA PACIFIC**

15-17 OCTOBER 2014
INTERCONTINENTAL HONG KONG

Celebrating 25 Years

Patrons

InterContinental Hotels Group
Jones Lang LaSalle
Jumeirah Group
Langham Hospitality Group
pentahotels

Platinum Sponsors

Accor Asia Pacific
Ashford
Baker & McKenzie
Canyon Equity LLC
Carlson Rezidor Hotel Group
CBRE Hotels
Choice Hotels International
FSC Architects
Hilton Worldwide
Hyatt International Asia Pacific
Limited
KPMG

Marriott International, Inc.
Mayer Brown JSM
MGM Hakkasan Hospitality
Milbank
Outrigger Hotels and Resorts
Paul Hastings LLP
Premier Inn
Proskauer
QUO
Ryan Lawyers
Scottish Development International
Shangri-La International Hotel
Management Ltd.
Starwood Hotels & Resorts
Worldwide, Inc.
The Brand Company
The Indian Hotels Company Limited
The Oberoi Group
Tourism Australia
WATG / Wimberly Interiors
Wyndham Worldwide

Media Sponsors

Asian Hotel + Catering Times
GlobalHotelNetwork.com
Hotel Analyst
Hotel News Now
Hotelier Indonesia
HOTELS Magazine
Sleeper Magazine
ST Media Group International
TTG Asia

Supporters

HAMA Asia Pacific
International Finance
Corporation
International Society of
Hospitality Consultants
International Tourism Partnership
Pacific Asia Travel Association

Patrons, Sponsors, and Supporters as of 14 August 2014

Hosts:



www.HICAPconference.com

Destination Cambodia

Phnom Penh is coming of age in its dining and creative scene, but the capital still needs more infrastructure and attractions, writes **Greg Lowe**

AT A CRITICAL JUNCTURE

Architecture tours of Phnom Penh's landmarks, such as the Central Market, give another dimension to sightseeing in the city

Destination in numbers

69.9%

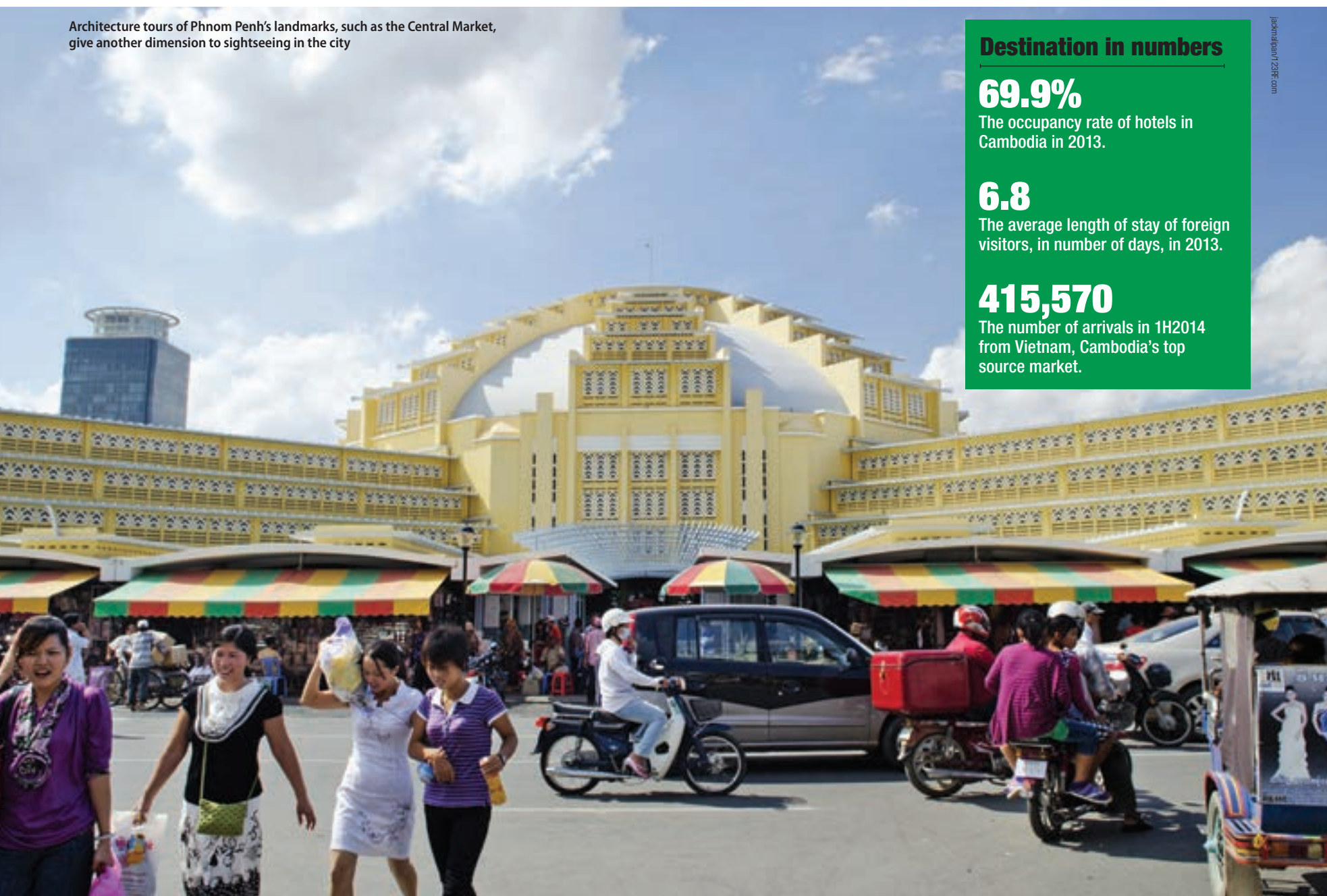
The occupancy rate of hotels in Cambodia in 2013.

6.8

The average length of stay of foreign visitors, in number of days, in 2013.

415,570

The number of arrivals in 1H2014 from Vietnam, Cambodia's top source market.



Phnom Penh is caught in a quandary. On the one hand, travel specialists are enthusiastic about promoting the current revolution in the capital's nightlife and culinary scenes. On the other hand, they say the city still lacks attractions beyond the Royal Palace, temples and memorials to victims of the Khmer Rouge.

Jack Bartholemew, Cambodia general manager at Khiri Travel, observed that the city's burgeoning nightlife and cafe culture are attracting more travellers from within the region. The DMC is also developing daytime products that go beyond the standard list of attractions.

"We try to get away from (Khmer Rouge tourism)," he said. "We have a number of tours that start in the markets to give visitors a street-level experience of the city. We also have an architecture tour which takes in key sites, colonial buildings and other cultural centres. But to be honest, there's not a lot more to do during the day (in Phnom Penh)."

While Phnom Penh's increasing stickiness is attracting more adventurous week-

enders from Hong Kong, Singapore and Bangkok, it remains challenging for the local industry to encourage most leisure tourists to stay longer without developing more attractions.

What may be worse, however, is how a lack of knowledge about the capital within the travel trade itself is hampering the destination's ability to leverage its current potential.

"People, even many (travel consultants), have no real idea about Phnom Penh," said Gregoire Imbert, general manager of Exotissimo Cambodia.

"If people knew more about the city, they would like to stay another night, just to hang out, experience the food, soak up the atmosphere and talk to local people," he added.

Increasing the average stay in Phnom Penh, which currently stands at one to two nights, by one day would have a significant effect on income in an industry that accounts for about 27 per cent of the Cambodian economy, according to the World Travel and Tourism Council.

Charles-Henri Chevet, general manager of Sofitel Phnom Penh Phokeethra, is an avid supporter of the groundswell of

creative development across the city but thinks it is not enough in itself to drive a significant increase in arrivals.

While urging for better infrastructure and new attractions across the city, he also points out that is beyond the scope of what the private sector can achieve alone.

"The hotel association and travel (operators) are working to develop new attractions for visitors," said Chevet. "We have a number of ideas about how to develop places that draw on the local culture and environment to attract tourists, but sites need to be developed (and that requires support from the government and NTO)."

Pedestrianising the area near the old Post Office and developing the riverside are some of the ideas being touted. A feasibility study is also being conducted on developing Chaktomuk Hall as a cultural centre for showcasing traditional and contemporary Cambodian art and dance, as well as providing the Royal Ballet of Cambodia with a permanent base.

A report by Saint Blanquat & Associates, published in April, stated: "Ideally located along the river in the historical centre of the capital, (Chaktomuk) could

be the hub of arts and culture through a rich and varied programming which aspire visitors, expats and Cambodians. Boosting the image of Phnom Penh, it would contribute to the development of the local economy and encourage tourists to stay one more night."

That a feasibility study on the development of attractions, whose outputs will be presented to the Cambodian Ministry of Tourism, is actually being conducted is being viewed positively. However, given the current industry view of the NTO – which one DMC referred to as "kingdom of blunder", a play on the *Kingdom of Wonder* tourist campaign – few are holding their breath.

For the time being, Phnom Penh's travel sector will have to rely on its own resources to promote itself as a destination where tourists can enjoy hanging out for an extra night and immersing themselves in the city's buzzing nightlife scene.

To achieve this end, trade fam trips remain one of the best tools available, said Chevet. "(Potential clients) are quite surprised by what the city has to offer once they actually come here for an inspection trip. It is a new destination for them."

Destination Cambodia

How to sell

SEE Built in 1866, the 175,000m² **Royal Palace** is home to a complex of impressive gilded temples and pagodas including the Khemarin Palace, the royal residence that is closed to the public. A key attraction is Wat Preah Keo Morakot, which literally translates as the Temple of the Emerald Buddha, but is better known as the Silver Pagoda for the solid silver tiles lining its floors, of which only a few can be seen. Admission is US\$6.50.

EAT **Malis** remains Phnom Penh's leading Cambodian restaurant because of its combination of contemporary Khmer-style design and modern Cambodian cuisine. It's also one of the few high-end venues outside of a hotel that can cater to larger groups, making it ideal for incentives and meeting clients seeking a private dining experience.

DO **Kingdom Breweries** started making ale in 2009 and now produces three beers – pilsner, dark lager and gold – at its microbrewery overlooking the Tonle Sap river. The company runs afternoon tours of the facility where visitors get to meet the brewmaster and see how the elixirs are made before heading to the tap room to sample the two beers included in the US\$6 entry price.

STAY **Raffles Hotel Le Royal** is one of only two international five-star properties in Phnom Pehn. Established in 1929, the hotel retains its original colonial splendour and is located in the heart of the capital. Facilities include the Raffles Spa, plus six F&B outlets including the Elephant Bar, which serves the renowned Femme Fatale cocktail dedicated to Jackie Kennedy.



From top: Phnom Penh's Royal Palace; Raffles Hotel Le Royal's Elephant Bar.

Viewpoint Does Phnom Penh have enough attractions?

Jack Bartholemew, Cambodia general manager, Khiri Travel
"There's not a lot to do in terms of attractions (beyond the bucket list of temples, palaces and Khmer Rouge sites). But things are definitely changing. There's a growing food culture with a lot of restaurants selling world-class food and wine at very reasonable prices, and there are more things to do at night. A lot of this are coming from young Khmers, who are part of the Internet generation, and are very focused and creative. There's free Wi-Fi everywhere."



Charles-Henri Chevet, general manager, Sofitel Phnom Penh Phokeethra
"Phnom Penh has a fantastic food and bar scene. It can be very localised. You have clusters of bars and restaurants like Piccola Italia Da Luigi down small alleyways. There are some really innovative restaurants like The Common Tiger, where the South African chef (Timothy Bruyns) combines western cuisine with Asian flavours and only uses local produce. (The emerging culinary scene) is not enough (to attract a lot more tourists), but at least it's a start."



MY WAY

Philip Ommen
Vice president – hotel & property, Nagaworld

How do you spend your free time in Phnom Penh?
I wake up to a lovely brunch at the riverside where they make one of the best eggs Benedict in Cambodia. If I'm in the mood for Chinese, I'll have some dim sum. I love watching movies and Sunday is the best time for me to catch up with this favourite activity. The cinemas here are world-class but a ticket costs just US\$3. I also enjoy a good massage or spa treatment. There are many decent spas in Phnom Penh at a reasonable price.
When I have a longer weekend holiday, I will explore the country. My recent trip to Siem Reap was fantastic. Angkor Wat amazed me. How could they construct such an extensive project in those times?

Where do you go for the perfect mix of authentic Khmer food served in contemporary surrounds?
Malis is authentic in taste and modern in presentation. The restaurant is housed in a modern villa with touches of Khmer culture. The ambience and interior design reflect the culture in an elegant and contemporary way.

What do you recommend more adventurous travellers to try out in the city?
Riding a motorbike in the city can be quite adventurous for some. Or else, head out of the city for a quad bike adventure, off road cycling, zip-lining and more.



Angkor Wat



How do you rate Phnom Penh's food and drink scene?
Phnom Penh's dining scene is very dynamic with new restaurants and cafes mushrooming at an alarming speed. Many overseas Cambodians or overseas young graduates are returning home and bringing with them creative ideas, business know-how and other skills.

What insider tips do you have for cool bars and great shops?
Darlin Darlin Club Lounge is the best venue for live music. The live acts change every quarter. The club also has parties featuring overseas DJs and dancers. Eclipse Sky Bar is also not to be missed. I always bring my guests there for a 360-degree unblocked view of the whole of Phnom Penh.
It's also common to tailor clothing, especially in Indochina. But there is something more interesting in Phnom Penh – we custom-make our shoes. Bring your ideas to the shop, choose your leather, take your feet measurements and in two weeks you will have your own signature pair of handcrafted shoes.

NEWS IN A MINUTE

1 Banteay Chhmar Tented Camp
Khiri Travel won the 2014 PATA Grand Award for Heritage and Culture for its tented camp initiative, located just 100m away from the 12th century ruins of a temple in north-west Cambodia, a 3.5-hour drive from Siem Reap.

Featuring two luxury tents that can sleep two people each, the luxury camp has a strong CSR element to ensure minimal environmental impact while providing employment and other opportunities for the local community.

2 Angkor Heritage Boutique Hotel
Angkor Heritage Boutique Hotel opened its doors earlier this year to add 30 new rooms to Siem Reap. Located a short walk from Psa Leu Market, the property features a private

garden, a swimming pool, Bophakun Restaurant, Body Sense Spa and a business services facility.

3 Aeon Mall Phnom Penh
Cambodia welcomed the opening of its first international shopping centre, Aeon Mall Phnom Penh, in June. While it cannot com-

pete with the much more developed shopping offerings in Bangkok, Singapore or Hong Kong, the new 108,000m² development does include the country's largest cinema, skating rink and bowling alley, which provide additional leisure options for meetings and incentives groups.



4 Visa prices go up
Cambodia launched last month a new website (www.evisa.gov.kh) for e-visa applications and announced that visa prices will be raised on October 1.

A single-entry e-visa with three months' validity for a 30-day stay now costs US\$20, with a mandatory US\$7 charge for processing. From October 1, an e-visa will cost US\$30 instead.

Foreigners can expect to pay US\$30 upon arrival, while business travellers will have to shell out US\$35.

5 Skywings Asia mounts Sihanoukville charters
Skywings Asia Airlines piloted direct flights between Seoul and Sihanoukville in July. The charter service, operated on an Airbus A320-200, will provide fortnightly flights until October when more frequent scheduled services will be launched.

TRIED & TESTED

Sofitel Phnom Penh Phokeethra

Greg Lowe gives the thumbs up to the decor, amenities and service at this luxurious property.

LOCATION The 201-key hotel is located a stone's throw from the Bassac River and right next to the new Aeon Mall Phnom Penh.

ROOMS My 47m² Luxury Room was well appointed and the design maximised the space to good effect. Wooden floors added warmth to the 1920s-influenced interiors. The walk-through to the bathroom, featuring both a bath and separate rainshower, sported his and her sinks and mirrors as well as a large-size wardrobe.



There was plenty of space to relax on the sofa or work at the desk (rooms include complimentary Wi-Fi). The north-facing private balcony afforded views of the river, Aeon Mall and the Phnom Penh skyline.

F&B The property has eight restaurants and bars, all of which feature their own design to reflect the cuisine served. I had breakfast at La Coupole, an airy venue where chefs serve European and Asian dishes from an open kitchen. The restaurant also runs regular promotions focusing on different cuisines (e.g. Thai) in the evenings. The Japanese restaurant,

Hachi, offers public and private dining. Do Forni, a modern Italian restaurant located in its own pavilion, is probably the chicest of the options. Fu Lu Zu serves Teochew-inspired Chinese fare as well as dim sum on weekends.

FACILITIES The hotel boasts some of the city's largest MICE facilities including five meetings rooms varying from 40-165m², the 1,800m² Phokeethra Grand Ballroom and a 1,200m² pre-function space. All the restaurants and parts of the premises can be booked out for events, and facilities have their own entrance to prevent congestion.

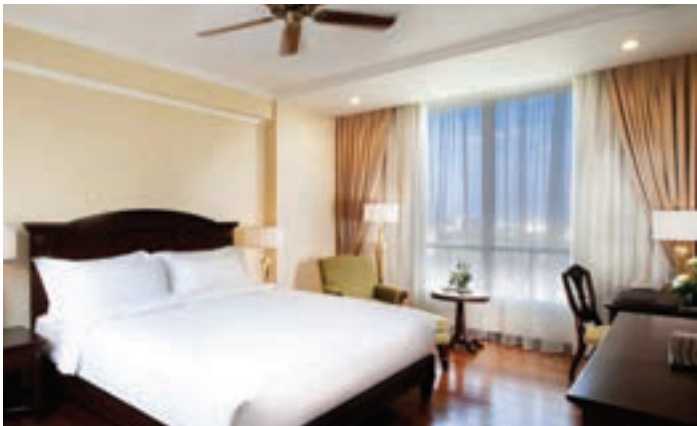
So Spa provides a range of treatments, including Cambodian massage. The hotel is also home to Phokeethra Sports

Club, which includes fitness suites, a pool, tennis and squash courts, a kid's club and an activities centre that teaches anything from yoga to dance.

Club Millestone, the executive lounge with an outdoor space, offers a great view over the city and is open to non-executive guests for daily high tea.

SERVICE Staff delivered attentive but unobtrusive service from the moment of entering the property, which is an experience in itself given the high ceilings and colonial French interiors. Everybody I interacted with, from the front desk to the chambermaids, spoke decent English.

VERDICT Both the service and property lived up to my expectations. The facilities are ample and suitable for business and leisure travellers alike as well as larger groups. F&B prices were pretty reasonable. While the hotel was a little far from the riverside area, the pros far outweighed the cons.



From left: the outdoor swimming pool; a guest room at the 201-key property

Name Sofitel Phnom Penh Phokeethra
No. of rooms 201
Rate From US\$171
Contact details
Tel: (855-23) 999-200
Website: www.sofitel.com

A Trendy Way to Stay



Best Western brings a perfect getaway location in Hua Hin, Thailand.

By Glenn de Souza
Best Western International's
Vice President International
Operations - Asia & the Middle East

Nestled in a prime location, just 350 meters from the pristine white sands of Hua Hin beach, Best Western International are delighted to now manage the BEST WESTERN PLUS Serenity Hua Hin property.

Set in one of Thailand's most beloved seaside resorts, kings and aristocrats built summer residences here as far back as the 1920s to escape the heat of Bangkok. Today, the lively area of Hua Hin remains extremely popular, combining all the best elements of a beach resort with the convenience of a city.

The hotel itself is just a five-minute drive from Hua Hin town, and guests can enjoy a bustling night market, restaurants and shopping areas. Offering an impressive range of amenities, including a stylish 80-meter swimming pool, poolside restaurant, spacious rooms, fully equipped meeting areas, Wi-Fi, gym, and bike rental - the BEST WESTERN PLUS Serenity Hua Hin provides unbeatable value.

With a location this good, there's no doubt that this BEST WESTERN gem will continue to shine even brighter.



THE WORLD'S LARGEST
HOTEL CHAIN®

Destination China

PEDAL POWER BOOST FO

More people everywhere are cycling as a way to keep fit and the marked interest in recreational cycling in Beijing has given rise to specialist operators offering tailor-made private tours and scheduled programmes that cater to local residents and tourists.

Cycling enthusiasts now have the option of a guided ride in and around the city, or a more in-depth experience with expert commentary on the areas visited.

Boutique travel company Bespoke Beijing, for example, is launching a cycling tour of the Gulou area in collaboration with an expert on Beijing's cycling culture. Gulou, or Drum Tower, was an important landmark in ancient times.

Sarah Keenlyside, founder and CEO of Bespoke Beijing, said visitors on the tour will get the chance to ride around Beijing's hutongs, or old lanes, on top-of-the-range bicycles, and get to truly understand the city's cycling culture in context.

"In the 1980s, the city's population was 5.4 million and a whopping 60 per cent of people rode bicycles, adding up to around 3.5 million bike trips a day. The classic Chinese bike, the Flying Pigeon, remains to this day the most produced vehicle in the world.

"Now only around 17 per cent of the city's residents make daily bicycle trips, but the importance of bikes to the daily life of most Beijingers just 25 years ago can still be felt in the hutongs, where visitors will see mobile barbers, food stalls, newspaper stands and more.

"So far, no one is offering a cycling tour that gives this kind of context," she said.

Bespoke Beijing, in collaboration with a company called Serk, can also offer cycling tours outside Beijing in the moun-

tains for a very high-end and unique experience, Keenlyside added.

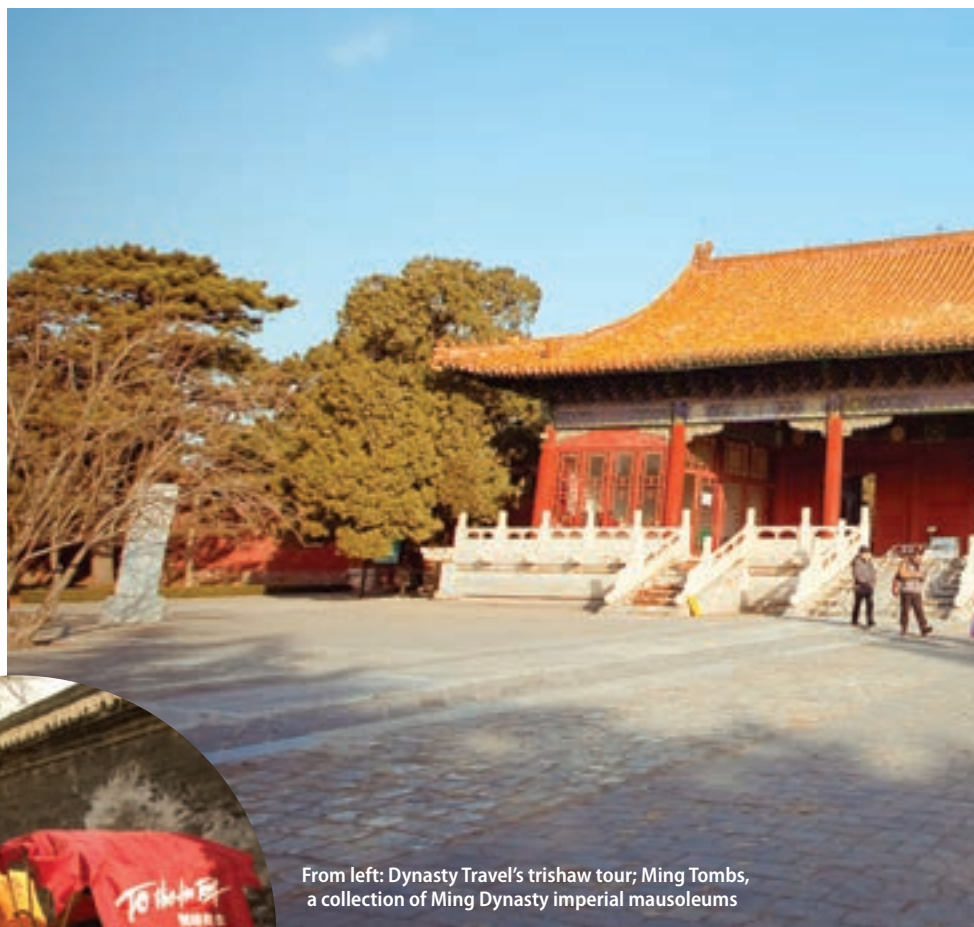
Meanwhile, Cycle China offers cycling enthusiasts a one-day Great Wall cycling and hiking tour along China's winding country roads, the Ming Tombs and the secret Yellow Flower Great Wall.

Bicycles are loaded into the company's van and headed to the countryside north of Beijing, famous for its fresh fruits and the Ming Tombs. Visitors cycle along tranquil country roads and along the way meet local farmers who sell their goods. At Yellow Flower Great Wall, a country lunch is served followed by a hike to the almost completely unknown Yellow Flower section of the Great Wall.

Cycle China also offers students educational programmes that combine physical exercise, interaction with locals, and a deeper understanding of Chinese history and culture.

Another travel company, Wan Lin, offers a number of cycling tours to the Dongcheng North and South hutongs, and Chongwen and Xuanwu hutongs. It can also tailor-make a hutong tour. Prices range from RMB200 (US\$33) per person on a group tour and between RMB375 and RMB600 per person on a private tour.

Keenlyside said visitors who have booked cycling tours with her company include wealthy Americans who own expensive bicycles. As to whether or not such tours will appeal to Asian visitors, she noted: "I'm not sure,



From left: Dynasty Travel's trishaw tour; Ming Tombs, a collection of Ming Dynasty imperial mausoleums



but there is a big cycling culture in Singapore, for example, and some of our Hong Kong clients like it too."

It is not just two-wheeled adventures that are gaining traction.

In Singapore, outbound agencies like Dynasty Travel have introduced hutong

tours on trishaws.

Alicia Seah, director, marketing communications, said the tours are aimed at Singaporeans who are looking for unique experiences, adding that they have been popular across all age groups since they were launched three years ago.

"The trishaw ride is about 20 minutes, and the itinerary includes a walk along Shi Chai Hai Pub Street and Yandai Xie Street to experience Beijing's old lifestyle, Yin Ding Bridge and Ying Ding Guan Shan," Seah shared.

How to sell

DOA wander around the **798 Art District** is a good way to spend a few hours to discover a part of Beijing's recent past and learn what is happening in the Chinese art scene. It is a thriving modern and contemporary art district full of world-class galleries, restaurants, cafes and boutiques.

The site, a former Mao-era munitions factory with Communist slogans daubed on many of the brick walls, has one of the largest collections of intact Bauhaus buildings outside of Germany. It was considered a desirable place to work in during the 1960s, thanks to its incredible number of schools, hospitals and worker accommodation.

SEEFirst-time visitors to the city have so many iconic attractions to choose from – **Tiananmen Square**, the **Forbidden City**, the **Temple of Heaven**, the **Summer Palace** and the **Great Wall**, about 90 minutes away by car, if it can be squeezed in.

Contrast those with a visit to the **Beijing**

National Stadium, nicknamed the Bird's Nest, located in the north of Beijing. Then drop in at the **National Aquatics Center** (better known as the Water Cube) next to the stadium just after sunset when the lights are switched on – the building comes alive and is a sight to behold.

EATThere are so many Peking duck restaurants to choose from, but if you happen to be

shopping in Sanlitun, **Duck de Chine** at Courtyard 4, 1949 The Hidden City, Gongti Bei Lu, which is behind Pacific Century Place, is one option. The tastefully decorated restaurant also serves dim sum and visitors can also enjoy a bit of art when they go there for a meal.

STAYDescribed as a rare archaeological jewel uncovered in

the heart of Beijing and near the mythical Forbidden City, **The Temple Hotel** – an eight-room boutique property – is the place for those who want to splurge and relive the past.

Located inside a restored 600-year-old temple, guests enjoy history, art and thoughtfully selected designer furniture. The Temple Restaurant Beijing, which serves international cuisine, is said to be the city's most elegant dining experience.



From left: 798 Art District; The Temple Hotel



R BEIJING



Destination in numbers

623.1 million

Total visitor arrivals to China between January and June 2014, a year-on-year drop of 2.8 per cent.

77.1 million

Total visitor arrivals from Asia to China between January and June 2014, a year-on-year drop of 0.2 per cent.

3.9 million

Total visitor arrivals from Oceania to China between January and June 2014, a year-on-year drop of 11.4 per cent.

Meanwhile, Destination Asia (China) in Beijing offers motorcycle sidecar tours in addition to a rickshaw tour.

Michael Chang, director, corporate meetings & events, said the more affordable rickshaw tours were popular among its clients from the US, Australia, the UK, New Zealand, South Africa and Canada.

"They enjoy the tours very much because they can meet locals face-to-face and get to experience a local Beijing person's life," he noted.

While reports about the pollution in

Beijing may be off-putting for visitors considering outdoor activities, Keenlyside said: "In reality, is the pollution a big issue for visitors? No, not because the pollution doesn't exist, but because it takes many years for Beijing's unclean air to have a long-term effect on an individual's health.

"In fact, the sky is blue most days, and people should come and see it for themselves and make up their own minds. Should you come if you're very elderly, or have an existing respiratory problem? Probably not."

Viewpoint

How big of an issue is Beijing's air pollution?

Jennifer Salsbury, senior director, international, China National Convention Center

"It's an issue not only for this city but the whole country. The government has recognised it has to mitigate the impact and has implemented a series of regulations to improve air quality. But on clear summer days, the city is amazing, and there were over 200 clear days last year.

The city is planted with many trees, and one of the favourite things to do at the end of the day is to relax in a cool courtyard or by one of the waterways with overhanging trees, enjoying a glass of something delicious."



Willie Ooi, executive vice president, Gloria Hotels & Resorts

"Any local can tell you about the air pollution level today, tomorrow and over the next few days with pinpoint accuracy, and it is not uncommon to see people walking around with face masks.

The relevant authorities in Beijing have already moved coal-fired power plants emitting pollutants farther away from the city and restricted the use of cars to once a week. Other measures include the shutdown of roadside barbeque stalls and the complete ban of the traditional honeycomb coal briquette.

Clean energy, low-sulphur coal, restriction on new cars and expediting the development of public transport could go a long way to reducing air pollution.

Things will only get better from now onwards."



TRIED & TESTED

New World Beijing Hotel

LOCATION Chongwenmen is one of Beijing's fastest growing commercial areas and the hotel, which opened in November 2013, is the first international deluxe flag to be planted there.

It is the closest deluxe hotel to the Temple of Heaven, and its location is ideal for FITs and groups to explore Beijing's other nearby historic icons – Tiananmen Square and the Forbidden City.

Within walking distance of the hotel are the huge Beijing New World Centre shopping mall and the famous Wangfujing shopping district.

It is also well placed as the Chongwenmen metro station is within a 10-minute walk, and the CBD is 15 minutes away by taxi.

ROOMS There are 309 rooms in the stylish contemporary hotel, accentuated with subtle Oriental motifs. The rooms are large, ranging from 47m² for a Superior room to 61m² for a Deluxe room, and the Presidential Suite is 400m².

My Residence Club Deluxe room was larger than expected, well laid out, bright and airy. The light wood, neutral tones, tasteful use of decorative items and complementary colours made the room ideal to work in, while the large bathroom and bathtub made for the perfect relaxation zone.

The comfortable room temperature, bed, pillows and comforter lulled me to slumber quickly and I had a good night's rest.

The spacious 10th floor Residence Club Living Room is convenient for quick refreshments throughout the day, evening cocktails and canapés, as well as a delicious cooked breakfast, which I ordered during my one-night stay.

In addition, the Residence Club has a 1,000m² outdoor terrace and is the largest executive floor outdoor space among the capital's luxury hotels. It is available for private events or celebrations for up to 380 guests.

F&B With the hotel's offering of unique teas and seasonal menus, its outlets have become dining 'destinations'.

Chinese restaurant 8 Qi Nian has nine private rooms and can seat up to 200 people. The restaurant serves Hunan, Sichuan and Cantonese cuisine and signature dishes from the Yangtze River region.

Tian Tan Kitchen, an all-day café with live cooking stations serving Asian and Western food and reminiscent of a busy hutong street, seats 153 people.

The 30-seat Tang lobby lounge serves afternoon tea, snacks or evening cocktails, and the 12th floor, 200-seat Yin rooftop ultra-lounge offers panoramic vistas of the Chinese capital.

FACILITIES The hotel's Health Club & Spa includes five treatment rooms, a 20m temperature-controlled indoor swimming pool, a fitness centre and steam and sauna rooms.

SERVICE I was looking for and received warm and professional care, and the high level of service impressed me. When no taxis were available because of rush hour, the concierge quickly arranged for a complimentary hotel car to take me and another guest to our respective appointments. Now that's reliability and great service!

VERDICT Although I stayed only one night, my experience was memorable because the hotel embodies class, comfort and great hospitality.

Name New World Beijing Hotel

No. of rooms 309

Rate From RMB1,288 (US\$370) per room night

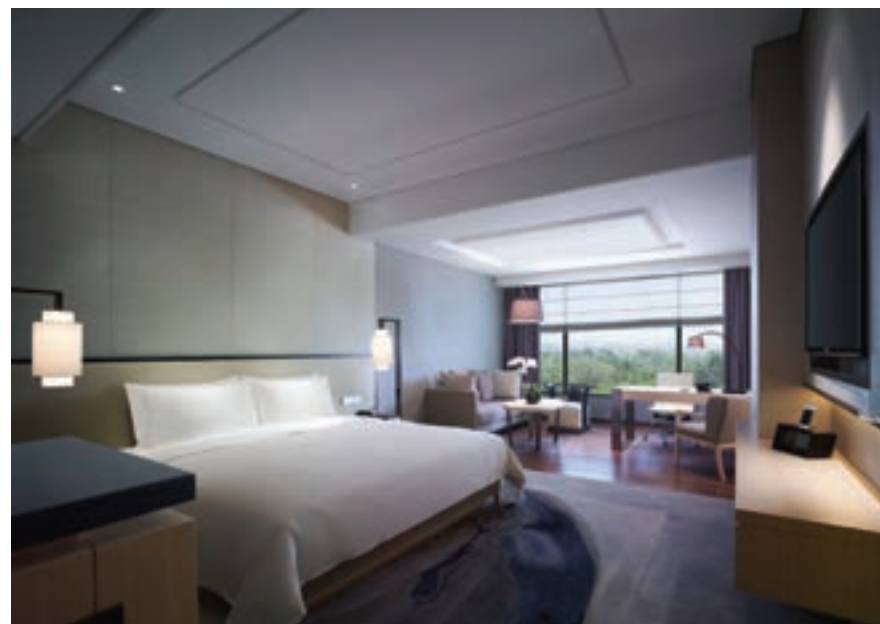
Contact details

Tel: (86-10) 5960-8888

Email:

reservations.beijing@newworldhotels.com

Website: www.newworldhotels.com



Destination China

NEWS IN A MINUTE

1 Promoting TCM cultural tourism

The Beijing Municipal Commission of Tourism Development and the Beijing Municipal Bureau of Traditional Chinese Medicine (TCM) announced in early August they will jointly promote TCM cultural tourism.

Their aim is to standardise and regulate TCM products and services and TCM tours that will create demand at home and abroad, by using online platforms and other channels to develop this new segment.

2 Premium room boom

Beijing is witnessing the mushrooming of premium rooms this year.

While the 412-key JW Marriott Hotel Beijing Central and 200-key Grand Mercure Beijing Dongcheng have both opened their doors, the 349-key W Beijing – Chang'an (pictured), Starwood's first W brand in the Chinese capital, and the 283-key Rosewood Beijing expect to open in September and October respectively.

Meanwhile, the 306-key Yanqi Lake Kempinski Beijing targets to add to the city's premium room inventory in Q4.

Kempinski Hotels also expects to launch its first luxury hotel brand created in China for Chinese consumers – Nuo Hotel Beijing – in spring 2015.

3 New adventures at the Wall

The Simatai section of the Great Wall has reopened after four years of renovations.

The foot of the wall now has a newly built traditional water town that is popular with Chinese packaged tourists, but is still a section of the wall that is relatively tourist-free compared to other entry points.

Changes have also been made to the Mutianyu section of the wall. Visitors must now be transported

to the foot of the wall from a newly built car park by coach.

4 Closed for renovation

The Drum and Bell Towers, two key historic sights, are closed for renovation until autumn.

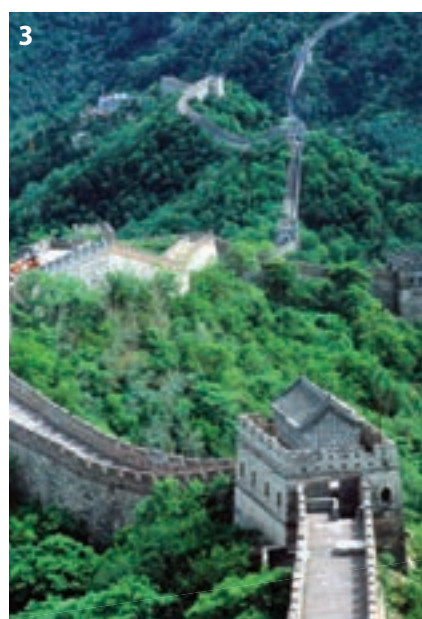
The Drum Tower, situated to the north of Di'anmen Street, was originally built for musical performances and was later used to announce the time. Behind it is the Bell Tower (pictured). Both towers have panoramic

views of central Beijing and used to dominate Beijing's ancient skyline.

5 Special Forbidden City tour

Bespoke Beijing is launching a limited edition Forbidden City tour in October with historians from Beijing Postcards.

The *From Dynasty To Republic* tour will tell the story of the strange 13 years where both republic and dynasty existed side by side within the palace walls.



MY WAY

Sarah Keenlyside
CEO, Bespoke Beijing

What are your hobbies?

I like wandering around and exploring the city. It's only natural for those on holiday in Beijing to gravitate towards the big-name sights – the Forbidden City, Tiananmen Square and The Temple of Heaven.

But for me, the heart of Beijing – what it was and what it is becoming – lies in Gulou. Here, hidden in the hutongs are some of Beijing's best hangouts, the very best places to while away an afternoon and people watch.

What is your favourite local food and where do you go for the most authentic version?

In Gulou, tiny world-class Italian restaurants sit alongside grubby local snack stalls, where Chinese hipsters on skateboards whizz past elderly residents that have lived in the area their entire lives, and where old and new Beijing clash to produce something utterly unique.

It's also where almost all of the city's best Yunnan restaurants are. Yunnan, in south-west China, produces some of the country's tastiest cuisine.

For a gorgeous al fresco Yunnan dining experience, Dali Courtyard is still hard to beat, but for a more local experience, try Dali Renjia a few streets down at 80 Baochao Hutong.

Where do you go to relax and meet friends?

For a good coffee and a chance to see some great local



Café Zarah



© Mark Graham

photography, I head to Café Zarah, 42 Gulou Dong Dajie, the place to see and be seen, and where I eat breakfast with friends on most weekends.

Another hidden gem is The Orchid Hotel's roof terrace, where non-resident guests are very welcome to drink great wine and admire the rooftop views of the majestic Bell Tower as the sun goes down.

What are one or two local tips you can give visitors to Beijing?

For a little pampering, Zig Zag provides quality nail and massage services on Wudaoying Hutong, near the Lama Temple, that most visitors will probably walk right past.

It's not the cheapest in Beijing, but it does a great job every time and after a day of sightseeing, it's the ideal last stop.

Just one street to the south, on Guozijian, is the Feiyue store. Small and unassuming, this little boutique is frequented by those in the know because it sells the highly coveted retro Feiyue sneakers that sell for 10 times the price in London and New York. Think of them as being to China what Havaianas are to Brazil. Go there, buy a pair. Then head out on your Great Wall hike!



Lama Temple



KEEP
CALM

BECAUSE

**WE NEVER
RUN OUT OF ROOMS
AT BEST B2B RATES**

**SIGN UP FREE
FOR YOUR ACCOUNT TODAY**
open to all travel agencies globally



www.roomonger.com

admin@roomonger.com | +65 6395 7588

A Product of TTG Global Commerce, A Business Group of



Supported by

Incredible India



Navigate your way to success

Discover a gamut of opportunities and engage with top travel professionals all under one roof

SATTE



South Asia's Leading Travel Show

A UBM Event

29 - 31 January 2015

Pragati Maidan, New Delhi, India



www.ubmindia.in/satte

For Exhibiting Inquiries:

Pallavi Mehra: M +91 99109 11887 | T +91-11-66517627 | E pallavi.mehra@ubm.com

Arif Siddique: M +91 99205 74940 | T +91 22 61727180 | E arif.siddique@ubm.com

Shop

Need ideas on what to buy? Take your pick and load your cart with the array of new products showcased on this page

HOTELS



HOTEL JEN ORCHARDGATEWAY, SINGAPORE

Shangri-La International is opening the first Hotel Jen property in Singapore this month, and will gradually phase out its Traders brand. Hotel Jen Orchardgateway Singapore is aimed at the tech-savvy traveller, offering free Wi-Fi, rooftop pools with city views, a 24-hour fitness centre, dining options and 24-hour Order-in Service, among others.



HYATT ON THE BUND, SHANGHAI, CHINA

Hyatt on the Bund has launched its Pure Hypo-Allergenic rooms, or guestrooms that are further cleaned with an extra seven-step procedure to ensure the comfort of those suffering from allergies. Hyatt's special introductory offer for the Pure room includes a welcome amenity upon arrival and extra 3,000 Golden Passport Award Points.



RAFFLES ISTANBUL, TURKEY

Opened on September 1, Raffles Istanbul overlooks the Bosphorus from its prime position in the heart of Zorlu Centre. With 132 rooms and 49 suites with fully furnished private terraces and balconies, the hotel has seven F&B outlets including Singapore's Long Bar, the Raffles Spa, and choice of pools, saunas, steam rooms and hammams.

TRANSPORTATION

STAR CRUISES ADDS PUERTO PRINCESA AS PORT OF CALL

Star Cruises is introducing sailings to Puerto Princesa in Palawan, Philippines for the first time and will begin calling there with the *SuperStar Aquarius* during its upcoming Sabah homeport season. The season spans November 8, 2014 and March 1, 2015, and will see the 13-storey *SuperStar Aquarius* offer itineraries including a one-night high seas cruise, a two-night high seas cruise and 4D3N cruises to Puerto Princesa City.

TECHNOLOGY

MICROSOFT BRIDGES TABLET-LAPTOP DISPARITY WITH SURFACE PRO 3

Companies looking to arm their employees with a tablet that has the productivity of a laptop have the option of Microsoft's newest hybrid device. Packed with a 12-inch full HD display, Intel Core processor options, Windows 8.1 Pro and the Surface Pen, users can leverage the nine hours of battery life to do anything from writing to videoconferencing.



Commercial customers include Mandarin Oriental Hotel Group and Sentosa Development Corporation Singapore, with the former using it to enhance in-room experiences, and the latter, as a laptop replacement for staff in a bid to go paperless.

TRAVEL BUSINESSES CAN NOW PLANT FLAG ON GOOGLE MAPS

Google is now allowing anyone to add pins and markers to Google Maps, an opportunity for industry members to highlight local attractions, businesses and places of interest, pointed out tourism research company MyTravelResearch.com.

Though available only for Google Maps in Australia at the moment, Google is expected to roll out the function to other countries soon. The liberalisation of Google Maps comes from Google's belief that more searches will be done on mobile devices than desktop by year-end.



GLOBAL TOURISM
ECONOMY FORUM
世界旅遊經濟論壇

GLOBAL TOURISM ECONOMY FORUM • MACAU 2014

Join us at the 3rd edition of Global Tourism Economy Forum (GTE-Forum), to explore strategic intercontinental cooperation in tourism and business opportunities across nations, provinces and cities along the Maritime Silk Road route in the 21st century.

MARITIME SILK ROAD — FROM MACAU WE BEGIN

October 27 - 29 | THE VENETIAN MACAO

This highly anticipated event brings key government leaders and industry experts across the Maritime Silk Road countries and the world's most influential speakers including:
(in alphabetical order of last names)



Abid Butt
CEO,
Benyan Tree,
Singapore



Rattan Chadha
Chairman,
CitizenM,
the Netherlands



Lord Tim Clement-Jones
Partner,
DLA Piper UK LLP, UK



Arthur de Haast
Chairman,
Hotels and Hospitality Group,
Jones Lang LaSalle, UK



Edmond Ip
Vice-Chairman,
Artyzen Hospitality Group,
Hong Kong



Peter Jordan
Founder,
Gen C Traveller, UK



Gerald Lawless
President & Group CEO,
Jumeirah Group,
Dubai, UAE



Peter Meier
CEO,
Kuoni Travel Holdings Limited,
Switzerland



Tan Sri Dato' Sri Dr. Ng Yen Yen
Chairman,
Malaysia Tourism Promotion Board



Adolfo Mesquita Nunes
Secretary of State of Tourism,
Portugal



Deepak Ohri
CEO,
Lebua Hotels & Resorts,
Thailand



Vijay Pooncosamy
Vice President
International & Public Affairs,
Etihad Airways, UAE



David Stein
Chairman,
Stein Group, USA



Norio Yamamoto
Advisor,
Asian Development Bank,
Japan

Forum program highlights include:

- "Face to Face, Ministers and Private Sector CEOs" session in collaboration with UNWTO
- "Passage from the Past to the Present" session
- "Shaping the Present for the Future" session presented by PATA
- "Dialogue with Travel and Tourism Leaders" session by China Daily
- Pavilion Exhibition and Presentation by Maritime Silk Road Countries, Provinces and Cities
- GTE-Forum 2014 Farewell Dinner in support of PATA Foundation

www.GTE-FORUM.com

Contact us at Email: info@GTERC.org | Tel: +853 8296 3600



MINISTRY OF CULTURE, TOURISM AND SPORTS
MACAO SAR



WORLD TOURISM ORGANIZATION



中國旅遊服務集團
China Travel Service



PATA
PACIFIC AREA TRAVEL ASSOCIATION



MACAO TOURISM BOARD



PATA
PACIFIC AREA TRAVEL ASSOCIATION



中國旅遊服務集團
China Travel Service



MACAO TOURISM BOARD



PATA
PACIFIC AREA TRAVEL ASSOCIATION



中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

中國旅遊服務集團
China Travel Service

MACAO TOURISM BOARD

PATA
PACIFIC AREA TRAVEL ASSOCIATION

Connect

ICYMI: Tune in to what's been going on at ttgasia.com and the social media space. Plus, we end off on a light-hearted note

GET REEL

MIKE MAKES A SPLASH

The ALS Ice Bucket Challenge has reached Asia and the travel trade is gamely taking it up and generating support for good causes.

TTG Asia Media's own Michael Chow gamely took on the challenge on a chilly, rainy morning with the support of his team, raising a few hundred dollars for Singapore's Society for the Physically Disabled in the process. Now, that's #TTG40tude!

To watch the video, visit youtube.com/TTGAsia

Have you heard of any other unique and attention-grabbing ways the trade has raised money for charity? Tell us on social media!



WHO'S SAYING WHAT

Most commented

THAILAND TOURISM BOUNCES BACK, APPOINTS NEW TOURISM MINISTER



Tourism in Thailand has not bounced back. I am in Bangkok now and tourists are few and far between. You fail to mention that the new minister of tourism and sports has absolutely no tourism experience. – Khon_Kaen, Thailand

One female minister (tourism & sports) and + 17 male ministers. This poorly-made balance will backfire soon. – Aldo Carius, Ayutthaya

INDONESIAN OUTBOUND TO VIETNAM SMALL IN NUMBERS BUT BIG IN POTENTIAL

Vietnam ideally should continue to promote more tourist destinations in addition to Ho Chi Minh City, as many urban Indonesians have known the delights of Halong Bay and are keen to explore Hanoi and Danang. – Nugroho Setiatmadji, Jakarta

AND THEN CAME THE CHEDI ANDERMATT

Excellent written article, very inspiring! I feel like going and seeing the place myself! – Luzi A Matzig, Bangkok

Tweets

DIGITAL INNOVATION ASIA E-TOURISM ASIA BOOT CAMP WAS HELD IN BANGKOK LAST WEEK, AIMED AT IMPROVING THE TRAVEL INDUSTRY'S USE OF DIGITAL INNOVATIONS

@abacusventures 50 countries, 740 mil people of which 65% are online - Europe is a fragmented, affluent and online savvy market. #diASIAtourism

@xinyi_pholsena Active customer service - it's immediately in the online world #EasyTaxi #DIAsiaTourism

@lloydthelostboy About 50% of airline bookings in Asia are done online compared to 70-80% in Europe. #diASIAtourism

@xinyi_pholsena RCA Mansion, an unusual but interesting choice of a nightclub venue for #DIAsiaTourism



Credit: @xinyi_pholsena

TRAVEL PURSUITS

QUIZ

1. Singapore's Far East Hospitality has recently bought into hotels in which two destinations in Europe?
2. Which cruise ship company plans a return to Singapore-based cruises?
3. Which is the odd one out – Holiday Inn, Ibis, InterContinental, Renaissance, Sheraton?
4. Outside Asia: Aeroflot launched a no-frills-airline in June, then suspended its operations in August. What is its name?
5. History: When did authorised scheduled direct flights between China and Taiwan begin?

LETALITE

A light-hearted section where we take a word, alter it by adding, cutting, or changing just one letter - and give it a new definition:

FAAX Medium-haul Malaysia-based airline with old equipment.

MAAX All-frills Malaysia-based airline.

QAAX Malaysia-based freight airline specialising in transporting ducks.

SAAX Malaysia-based airline owned by a musician.

TAAX Lots of hidden charges on this Malaysia-based airline.

(1) Denmark and Germany. With JV partner Toga, buying into hotels in Copenhagen, Frankfurt, mid-2016. (2) P&O Cruises, visiting Cambodia, Indonesia, Singapore, Thailand starting in mid-2016. (3) InterContinental. It is both owner and brand name; others are brand name only. Holiday Inn is part of InterContinental. Ibis of Accor, Renaissance of Marriott, Sheraton of Starwood. (4) Dobrolet. Started Moscow-Crimea, but stopped flying reportedly because of sanctions by some countries against Russia. (5) 2006. Now up to 400 flights weekly. Charter flights had been allowed starting 2003.

[FACEBOOK.COM/TTGASIA](https://www.facebook.com/TTGASIA)
 [TWITTER.COM/TTG_ASIA](https://twitter.com/TTG_ASIA) [INSTAGRAM.COM/TTGASIA](https://www.instagram.com/TTGASIA)



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

EDITORIAL

Karen Yue Group Editor
karen.yue@ttgasia.com

Gracia Chiang Deputy Group Editor
gracia.chiang@ttgasia.com

Hannah Koh Assistant Editor, TTG Asia Online
hannah.koh@ttgasia.com

Paige Lee Pei Qi Assistant Editor, Singapore
lee.peiqi@ttgasia.com

Xinyi Liang-Pholsena Assistant Editor, Thailand/Indochina
liang.xinyi@ttgasia.com

Kathy Neo Copy Editor
kathy.neo@ttgasia.com

S Puvaneswary Editor, Malaysia/Brunei
puvanes@ttgasia.com

Mimi Hudoyo Editor, Indonesia
idmfasia@cbn.net.id

Sim Kok Chwee Correspondent-at-large
aviasian.images@gmail.com

Greg Lowe Correspondent, Thailand
ttg@theglowe.com

Marianne Carandang, Rosa Ocampo
Correspondents, The Philippines
marianne.carandang@ttgasia.com, rosa.ocampo@gmail.com

Prudence Lui Correspondent, Hong Kong
prului@yahoo.com

Caroline Boey Senior Correspondent, China & Special Projects
caroline.boey@ttgasia.com

Shekhar Niyogi Chief Correspondent, India
shekhar.niyogi@ttgasia.com

Rohit Kaul Correspondent, New Delhi
rohit.kaul@ttgasia.com

Feizal Samath Correspondent, Sri Lanka/Maldives
feizalsam@gmail.com

Redmond Sia, Goh Meng Yong Creative Designers
Lina Tan Editorial Assistant

SALES & MARKETING

Michael Chow Group Publisher
michael.chow@ttgasia.com

Shirley Tan Senior Business Manager
shirley.tan@ttgasia.com

Karen Cheung Senior Business Manager
karen.cheung@ttgasia.com

Jonathan Yap Business Manager
jonathan.yap@ttgasia.com

Cheryl Tan Corporate Marketing Manager
cheryl.tan@ttgasia.com

Stephanie Toh Marketing Executive
stephanie.toh@ttgasia.com

Cheryl Lim Advertisement Administration Manager
cheryl.lim@ttgasia.com

Carol Cheng Assistant Manager Administration and Marketing
carol.cheng@ttgasia.com

PUBLISHING SERVICES

Tony Yeo Division Manager

Haze Loh Senior Creative Designer

Lynn Lim Web Executive

Carol Wong Senior Circulation Executive

TTG ASIA MEDIA

Darren Ng Managing Director
darren.ng@ttgasia.com

Raini Hamdi Senior Editor
raini.hamdi@ttgasia.com

OFFICES

SINGAPORE 1 Science Park Road #04-07 The Capricorn,
Singapore Science Park II, Singapore 117528
Tel: (65) 6395-7575 Fax: (65) 6536-0896
contact@ttgasia.com; www.ttgasia.com

HONG KONG Unit 2011, 20/F Harbour Center,
25 Harbour Road, Wanchai, Hong Kong
Tel: (852) 2237-7174 Fax: (852) 2237-7227



TTG Asia is a product by TTG Travel Trade Publishing, a business group of TTG Asia Media. 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) 145/10/2012 • PPS 619/02/2013(022926)

Printed by Times Printers Pte Ltd
16 Tuas Avenue 5, Singapore 639340

Travel Hall of Fame Since 2002, TTG Asia Media has honoured luminaries that have won the prestigious TTG Travel Award for at least 10 consecutive times for the same award title in the Travel Hall of Fame.

At present, these exceptional organisations and their years of induction are:

- Singapore Airlines (2002)
- Singapore Changi Airport (2002)
- Hertz Asia Pacific (2005)
- Royal Cliff Hotels Group (2006)
- Star Cruises (2008)
- Abacus International (2009)
- SilkAir (2010)
- Lotte Tour (2011)
- Hong Kong International Airport (2013)
- Raffles Hotel Singapore (2013)

TTG Asia Media is pleased to announce that it is setting up a virtual TTG Travel Hall of Fame, which will enable us to showcase the accolades, artefacts and memorabilia of the region's most exceptional travel organisations in a far more effective way and to a global audience.





CONFERENCE 2014

Technology and The 5Cs



TTG ASIA CONFERENCE 2014

Part of ITB Asia's Official Programme
30 October 2014, Thursday | 2 - 5 pm
Marina Bay Sands Singapore
Hall D1 Conference Room Orchid

Join industry authority TTG Asia as we zoom into how technology is changing Content, Channels, Customer Marketing and C-level Strategy. Conference coverage will include what it means for the travel trade to have a mobile-first approach, expand their range of content, launch successful digital campaigns and build a tech-savvy workforce. See you at this power-packed and insightful conference at ITB Asia 2014 !

REGISTRATION IS FREE

for all ITB Asia delegates or travel trade professionals!

SIGN UP ONLINE

www.ttgasia.com/ttgconference

Registration closes on 17th October 2014.

For more information, please email ttgconference@ttgasia.com

Or Scan to Register



Event Organised by

In Partnership with

Special Thanks to



amadeus

Channels

- What does it mean to have a mobile-first strategy?
- How should agencies use mobile to sell and service clients?
- How can the cloud help?

Content

- How can travel agencies use technology to expand their range of content at little cost?

Customer Marketing

- As a click-and-mortar agency, how should you approach marketing platforms such as social media, user-generated content sites and search?
- How can marketing messages be consistent across all touch points?

C - Level

- As a travel agency boss, how can you use technology to boost staff productivity and automate your operations?
- What kind of technology talents should you be hiring?
- What technology developments should you be watching out for?

Case Study

- Winner of TTG Asia's 40tude Innovator Award will be sharing what the technology company has invested in to stay ahead of the game.

Confirmed Guest Speakers:

- Angel Gallego, President, Amadeus Asia Pacific
- Stephen Fowler, CRM Business Lead, Microsoft Dynamics Asia
- Bong SC, Partner, ManghamGaxiola

With more guest speakers to be announced at a later date!





23rd TTG Travel Awards 2012 &
24th TTG Travel Awards 2013
Best Regional Hotel Chain

Experience the best of *a city* from your doorstep.



GRAND PARK ORCHARD

*Right in the heart of
Orchard Road*



GRAND PARK CITY HALL

*5 mins away from
the Marina Bay area*



PARK HOTEL CLARKE QUAY

*Right within the
hottest dining &
entertainment enclave*



GRAND PARK XIAN

*The best South Gate
location, overlooking the
majestic City Wall*



PARK HOTEL HONG KONG

*Located within the bustling
shopping and nightlife of
Tsim Sha Tsui*



GRAND PARK OTARU

*Hokkaido's picturesque
seaside retreat,
25 mins from Sapporo*

AND MANY MORE EXCITING DESTINATIONS!

With many exciting promotions from now till year end,
Book **GRAND PARK** and **PARK HOTEL** on parkhotelgroup.com or “PG” on GDS now!

  parkhotelgroup



PARK HOTEL GROUP

SINGAPORE: Grand Park Orchard • Grand Park City Hall • Park Hotel Clarke Quay • Park Hotel Alexandra (2015) • Park Hotel Farrer Park (2015)
CHINA: Grand Park Kunming • Grand Park Wuxi • Grand Park Xian **HONG KONG:** Park Hotel Hong Kong **JAPAN:** Grand Park Otaru



Cover Story

Disney in a Whole New Light

“Disney Paint the Night” parade is about to begin!

Disney in a Whole New Light



“Disney Paint the Night” parade is about to begin!

From October 1st, Hong Kong Disneyland will be painted with a whole new light. We sincerely invite you and your honorable guests to join us at the Park for the kick off of the new **“Disney Paint the Night” parade** in the dazzling and dreamy light. The mysterious and romantic scenes will surely fascinate you.

Each day when the sunlight fades away, millions of tiny glows will start transforming the entire park into a great lighting scene. Shining brightest of all, at the center of the grand performance, is the spectacular new **“Disney Paint The Night” parade**, a symphony of music and color that will make your imagination soar. All your favorite Disney characters will have a part to play. New illuminations will bring out the beauty in every light you see from the Main Street, U.S.A. During the festivity seasons, the Park will put on a stunning look: from the chilling and mysterious lights for Halloween, to the shining white for winter. The newly decorated Park will definitely amaze and mesmerize you.

Whenever the wonderfully melodic and tuneful music is on, your favorite Disney stories will make you gasp in wonder. The parade features many beloved Disney and Disney-Pixar characters- McQueen, Sulley and Mike will make their first appearance in the parade. Tinker Bell, the Little Mermaid, Belle, Buzz & Woody, and Mickey and his friends will dance along with you at Main Street, U.S.A., bringing you a new interactive experience in the Park.

There are also special “made with magic” interactive merchandise items developed for the parade. With the “Mickey Magic Paint Brush”, you can transform yourself into a magical painter and interact with the performers. Harness Tinker Bell’s magic pixie dust to change the colors of performers’ costumes as they come right up to you during the parade. Every moment in the miracle lights will grip your heart. Let’s enlighten your night in the Park with the interactive experience.

Enjoy the sumptuous meals during your magical journey! You can savor the superb variety of dining opportunities in the Park or enjoy delectable buffets at the two Disney themed hotels, where you can take pictures with Disney characters while trying out the delicacy and fine taste. The Park has also prepared a series of specialty food and beverage options with a glowing and glittering theme to further compliment this brilliant nighttime experience.

This captivating journey with tremendous merriment is waiting for you. You may want to enjoy as much fun as you can in all of the 7 themed lands alongside the amazing experience of globally exclusive **“Flights of Fantasy Parade”** and **“Disney in the Stars”** Fireworks. Double the fun by visiting the Park twice within a 7-day period with a 2-Day Ticket! Come now to enjoy the expanded fun at Hong Kong Disneyland!

Terruce’s Tips



Terruce Wang
Vice President
Sales & Distribution Marketing
Hong Kong Disneyland Resort

“Disney Paint the Night” parade – Behind the Scenes

The lights of Hong Kong shine everywhere in the dark, this has always been the scene that I am always fond of. Knowing that Hong Kong Disneyland is going to present the brand new **“Disney Paint The Night” parade**, I feel very excited and I am looking forward to this first ever nighttime spectacular experience at the Park! I would like to take this opportunity to share with you some of the amusing stories behind the scene, as well as the features of the thematic creative floats.

“Disney Paint the Night” parade is composed of seven units of creative floats containing over 740,000 individual LED lights. In this all new technologically advanced parade, Mickey is going to “paint the night” in dazzling Disney dreams of light, and with the scintillating powers of Tinker Bell’s pixie dust, Mickey and his friends create fantastic visions, which come to “light” the streets of Hong Kong Disneyland.

Each unit of the creative floats has its own style. For example, Tinker Bell who leads the way in the parade will fly in a magical way, and scatter a trail of magic pixie dust which lights up every corner of the Park. The Cars Unit will join the parade for the first time in Hong Kong, which includes Lightning McQueen, Mack and DJ. The Mack Truck float will wear on the shining LED light bulbs, generating thousands of 3D images in the show. Mickey will be the finale star of the celebration and take the center stage, waving his “Paint the Night”

paint brush, bringing his magic to you and complete the whole Park in merriment. His friends like Goofy, Donald and Minnie will join him with a dynamic array of performers too.

The vibrant lights feature not only on the floats, but also on Disney characters and performers. Over 25 different styles of images generated by the light have been applied in the design of the costumes and the making of the show. Many of the costumes are developed specially for this new amusing parade. Each costume has its own very sophisticated system of lighting controls. More than 80 Cast Members per night are going to put on their glamorous costumes and gorgeous make up, holding the innovative props, taking part in this never-seen-before nighttime parade. All of the fabulous arrangements above will bring a new perspective to our guests.

All of the nighttime enjoyments will continue after the parade. The spectacular **“Disney in the Stars”** Fireworks will put a perfect end to the night show, leaving the superb experience to you and your guests. You will find out more about the charisma of the Park under the whole new light.

For more details of creating the most magical experience for your guests, please visit www.hkdtravelagents.com.