

WORLD'S BEST BUSINESS CLASS

QATAR
AIRWAYS القطرية

TTG

ASIA

No. 1695/October 18 – 31, 2013



Economy Hotels

Budget is looking up
PAGE 10



Vietnam

The makings of a resort city
PAGE 22



Philippines

Bicolandia adventure
PAGE 25

www.ttgasia.com

US shutdown dents tourism

Asian travellers have postponed plans while firms are seeking alternatives to cope with crisis

By Greg Lowe, Lee Pei Qi,
S Puvaneswary, Mimi Hudoyo
and Raini Hamdi

ASIA Without a determinable end in sight, the partial shutdown of the US government is starting to cast a gloom over travel to the country although the long-term impacts of the crisis are yet to be discernible.

The failure of Congress to agree on the government's debt ceiling has led to a shutdown across wide swathes of the federal government since October 1, with some 800,000 of a total two million government workers being sent home. Government buildings and services as well as public-funded national parks, monuments and museums have been closed due to the deadlock.

Outbound operators in Asia have taken steps to provide alternatives for their clients to cope with the shutdown.

Eileen Oh, head, marketing & communications, ASA Holidays Singapore, said: "Our experienced tour leaders will be bringing our customers to alternative

sites to ensure that the safety and enjoyment of our customers are not compromised.

"We will be flying our customers over the Grand Canyon on a helicopter ride as an alternative to visiting the Grand Canyon National Park since its access is currently closed," she added.

Likewise, Panorama Tours Indonesia's managing director – corporate incentive management, Vidya Hermanto, said: "I have a group of 200 people going to San Francisco next week, and the plan is on. As long as the airport and Indonesian embassy there is still operating and it is business as usual for the US Embassy in Jakarta, things will go as planned."

But the shutdown has affected the agency's preparations for a big incentive group heading to New York and Washington next year, according to Vidya. "We are in the midst of preparing the

itineraries, which will include visits to museums and other sites managed by the government.

Communications with the government agencies are all on hold now," he said.

"However, I trust the shutdown will not be long and we still have time to do this (incentive trip), so we have no plans to change destinations so far."

Alicia Seah, senior vice president of marketing and PR of CTC Travel Singapore, which has about 120 customers travelling to the East Coast from October to December, added: "Some customers who are going to the national parks are now rerouting their programmes, but the majority of them have postponed their travel plans there."

"We are negotiating with airlines, land operators and hoteliers to mitigate any surcharges and waive postponements."

Over in Malaysia, the shutdown has dampened outbound



Korn: good planners make a big difference

demand to the US for the upcoming year-end school holidays for at least one operator.

Cooper Huang, CEO of Malaysian Harmony Tours & Travel, saw a 20 per cent drop in bookings to the US at the recent Malaysia International Travel Mart in Kuala Lumpur, mainly due to the "shocking news of the US government shutdown".

The biggest bugbear for travel companies is the uncertainty over the duration of the shutdown.

While ASA has not received any cancellations, the firm has been fielding queries from customers, revealed Oh. She said: "The key concern we are facing (now), which is also one of the main queries from customers, is that there is no sign of how long the shutdown will continue."

Joost de Meyer, CEO of First Incentive Travel US, was hopeful the shutdown would be over soon given that the last govern-

Continued on page 6

www.ttgasia.com

Most popular

(as of October 14, 2013)

- 1 Hotel occupancies in Bali take a hit during APEC
- 2 Air France to launch Jakarta flights
- 3 Genting HK splashes out on billion-dollar ship
- 4 India to shake up visa regime for easier access
- 5 Vietnam Airlines boosts January-February services for Tet
- 6 Are Asian cruisers ship- or destination-focused?
- 7 Celebrity Cruises strengthens sales force in Asia
- 8 Melco Crown unveils City of Dreams Manila
- 9 MAS subsidiary flight crashes in Kudat, killing two
- 10 Cruise stakeholders in Singapore urged to build better ecosystem

To read these news, go to www.ttgasia.com



Grand Park Orchard
Fiaci Prix D'Excellence Awards 2013
Gold Winner



Grand Park City Hall
20th Annual World Travel Awards
Asia's Leading City Hotel



Park Hotel Clarke Quay
20th Annual World Travel Awards
Singapore's Leading City Hotel

Experience Award Winning Hospitality

Recognised as the Best Regional Chain as well as Asia's Leading Lifestyle Hotel Brand, Park Hotel Group operates ten properties across three countries and six cities under the luxury Grand Park and the upscale Park Hotel brand.

Come experience our loving hospitality today.

f | parkhotelgroup

parkhotelgroup.com

SINGAPORE CHINA HONG KONG JAPAN

Discover Love



24th TTG Travel Awards 2013
BEST REGIONAL HOTEL CHAIN



20th Annual World Travel Awards 2013
ASIA'S LEADING LIFESTYLE
HOTEL BRAND



2013 Asia Hotel Awards
BEST REGIONAL CHAIN HOTEL
GROUPS OF ASIA



PARK HOTEL GROUP



Best Western opens exciting new Jakarta Hotel

By Glenn de Souza
Vice President International
Operations – Asia & the Middle East
Best Western International

Best Western International has expanded its portfolio in Jakarta, with the launch of an exciting new hotel - BEST WESTERN Mega Kuningan. Set in a nine-story building in the heart of the Mega Kuningan commercial district, this modern midscale hotel will offer 67 rooms, all equipped with flat screen TVs, minibars, work desks and complimentary Wi-Fi.

The hotel will also feature the Teratai Coffee Shop, a stylish outdoor swimming pool for guests to soak up the tropical sun, and a meeting room that can handle up to 46 people and offers the latest audio-visual equipment.

BEST WESTERN Mega Kuningan becomes the BWI's second hotel in Jakarta.



THE WORLD'S LARGEST
HOTEL CHAIN®

Fallout from Oad bankruptcy

Collapse of established Dutch travel firm to further depress the market

By Greg Lowe and S Puvaneswary
BANGKOK AND KUALA LUMPUR Dutch arrivals to the region are likely to take a further beating due to the collapse of Oad Reizen, a leading travel operator in the Netherlands.

Asialink Holidays, which handled ground operations for the 90-year old family-run firm in Thailand, Vietnam, Laos, Cambodia and Indonesia, has revised down its business targets for winter 2013/14.

The effects of Oad's bankruptcy on September 25 may well have wider-reaching effects, pointed out Asialink's CEO, Arjen de Haan, who said he was shell-shocked.

"I expect the collapse will affect the number of Dutch tourists, especially to Indochina and Bali. Oad launched a dedicated beach destination programme to Danang this year. This had big potential but unfortunately didn't have time to mature. Press trips and other marketing activities were also still in the pipeline."

De Haan said trying to prevent suppliers from charging stranded tourists whose bills were not paid by Oad was the greatest challenge in the aftermath of the bankruptcy, which affected about 200 tourists in Thailand, 150 in Indochina and 500 in Indonesia.

"(We had) to convince Oad's suppliers and hotels, that SGR, a consumer protection fund for

guests from the Netherlands, (compensates relevant parties) when a tour operator or wholesaler that is a member of SGR files for bankruptcy."

SGR paid out 20 million euros (US\$27 million) – its largest compensation package ever. Initial payments covered hotel expenses left unpaid by Oad and repatriation costs for affected tourists.

SGR managing director, Erik Jan Reuver, said the foundation has dealt with 7,000 consumers on destination worldwide and is currently refunding payments for 75,000 travellers whose trips were cancelled.

Oad's demise was not a total surprise for some. Ernst-Otto Schmit, general manager of the Bangkok-based Green Wood Travel, which specialises in the Netherlands, said: "The main problem with Oad was that it did not change much the last 15 years. And change we need."

There are already efforts to fill the gap left by Oad. International Travel Group from the Netherlands has contacted Asialink and partner hotels with a plan to recover winter bookings. This will offer customers identical products and prices, which de Haan hopes will help his company reclaim at least one-quarter of its

lost business for the season.

D-reizen, a major independent travel specialist in the Netherlands, also acquired 81 Globe travel agencies from Oad on October 2. However, the operator did not respond to questions on how this would affect its business in South-east Asia.



Jayabalan: loss of Dutch FITs

In Bangkok, local travel specialists will be meeting with officials from Tourism Authority of Thailand's Paris office, which is responsible for the Netherlands, on October 19 to discuss the Oad collapse and other issues, according to sources.

Meanwhile, Oad's bankruptcy has left Holiday Tours & Travel, the exclusive groundhandler for Oad in Malaysia, free to source for new partners to work with in the Netherlands.

According to David Jayabalan, vice president – inbound at Holiday Tours & Travel, Oad had been sending FITs in moderate sizes of 10 to 15 people on an ad hoc basis. He said the last batch of travellers was a small group sent in September, for which collection of payment will take time.

Praba G Menon, area general manager at Hotel Istana Kuala Lumpur, said Oad used to book directly with the hotel, and as payment was always made up-

front, there were no outstanding bills. He added: "Cessation of business (by Oad) has not impacted the hotel as it gave us little volume."

Meanwhile, agencies in Malaysia said that they had already been seeing a slight drop in numbers from the Dutch market this year even before news of Oad.

Cherry Lee, executive director at World Express Tours Malaysia noted that the company had seen a five per cent year-on-year decrease in this price-sensitive market.

She said: "Next year, hotel rates are increasing by some RM10 (US\$3) to RM20 per night, which may not seem a lot, but when you consider that these are long-stay tourists who spend 10 to 21 days in the country, it works up to quite a bit."

"We are also competing with other regional destinations such as Indonesia, Thailand and Indochina, which can all offer very competitive rates."

Discovery Overland Holidays, manager, product development, Kingston Khoo, attributed the slight slowdown in business from the Netherlands to the weak economy and euro.

His company observed a drop of between five to 10 per cent during the peak travel months from July to early September compared with the same time last year.

TTG Intelligence

Analysis by Murray Bailey

Japan sees rising tide of arrivals

The Japanese inbound market is seeing substantial changes. Visitor growth is still strong – 21% for January-August 2013 – with the total well above the pre-tsunami peak (17%) in 2010.

This is despite the fact that the destination is losing visitors from the world's biggest traveller market, China. Due to the political spats between the two countries, Chinese* arrivals fell 26% from January-August.

Yet two other source markets in the top three are reporting big increases – South Korean (32%) and Taiwanese (50%). The Taiwanese are on track to overtake South Koreans to become Japan's largest source this year.

Smaller markets in Asia (at least 100,000 during this period) are also showing a surge in arrivals – Hong Kong (49%), Thai (60%, thanks a new visa-free policy and LCC flights) and Singaporean (27%).

Japan also shows that there is life in generally moribund markets in Europe – British (11%) and French (24%) – as well as American (11%, Japan's fourth biggest market) and Australian (22%).

**Japan still lists arrivals by passport, which causes some distortion. For this reason, we note 'Chinese' rather than 'from China', for example. Certain nationalities – American, Australian and British – are also more likely to live outside the countries of their passports, thus we believe as much as 10% of the growth shown is actually from other markets, particularly China, Hong Kong, Singapore and Thailand.*

Top five arrivals in Japan by passport, January-August 2013

Passport	No., million	Growth, %
Korean	1.78	32.3
Chinese	0.84	-25.7
Taiwanese*	1.46	49.6
American	0.53	10.5
Hong Kong	0.49	49.2
Outside the top five		
Thai	0.26	59.6
Australian	0.16	21.8
Total	6.86	21.4

Notes: Preliminary figures. *Republic of China passports. Sources: Japan National Tourism Organization, JATA Tabihaku Travel Showcase.

A weaken yen for overseas travel



Japanese travellers are making less trips abroad in 2013

Outbound travel from Japan is falling again, with an 8% fall over January-July 2013. The market managed an increase of 2% even in the 2011 tsunami year, with a further 9% growth in 2012.

Most of the fall (about 65% of the total drop) was for travel to China, which is primarily a political matter. But why is there no obvious diversion, as in the inbound market? For example, a switch to visit Vietnam instead of China?

Data from the recent JATA Tabihaku Travel Showcase indicates dips in other large Japanese outbound destinations such as South Korea (-27%), Hong Kong (-23%), Macau (-34%), Taiwan (-7%), Germany (-5%), the UK (-7%) and Australia (-9%); only the US reported growth (5%).

On the other hand, some of the larger markets in Asia recorded growth (by size): Thailand (17%), Vietnam (3%), Malaysia (16%) and the Philippines (7%).



Notes: Two sizeable destinations – France and Singapore – have not yet reported. Sources: DMOs in relevant destinations, JATA Tabihaku Travel Showcase.



A member of the
FRASER AND NEAVE GROUP

F
FRASERS
HOSPITALITY

FRASER SUITES CHENGDU

FROM CHENGDU TO SYDNEY TO PARIS, YOU'RE NEVER FAR FROM FRASER

Conceived by renowned architects and designers, Fraser Suites Chengdu offers two dedicated floors of health and wellness facilities, including a breathtaking pool under a canopy of stars. With 86 exceptional properties, ideally located in 44 key gateway cities, you too can experience the award-winning Fraser Difference.

FRASERSHOSPITALITY.COM

THE FRASER COLLECTION

BAHRAIN • BANGKOK • BEIJING • BUDAPEST • CHENGDU • DOHA • DUBAI • EDINBURGH • GLASGOW • GUANGZHOU
HANOI • HO CHI MINH CITY • ISTANBUL • JAKARTA • KUALA LUMPUR • LONDON • MANILA • MELBOURNE • NANJING
NEW DELHI • OSAKA • PARIS • PERTH • SEOUL • SHANGHAI • SHENZHEN • SINGAPORE • SUZHOU • SYDNEY • TIANJIN • WUHAN
BANGALORE (2014) • CHENNAI (2014) • FRANKFURT (2014) • GURGAON (2014) • RIYADH (2014) • WUXI (2014)
BRISBANE (2015) • JOHOR (2015) • CHANGZHOU (2016) • TOKYO (2017)

**FRASER
WORLD**

Discover exclusive privileges with
our guest recognition programme



Look us up, wherever you are at
m.frasershospitality.com



2013 Expatriate Management
and Mobility Awards



2012 World Travel Awards,
World's Leading Serviced
Apartment Brand

TTG celebrates travel excellence in Asia

The 24th annual TTG Travel Awards honoured 82 winners based on 120,000 votes from readers

AIRLINE AWARDS

- Best North American Airline
Air Canada
- Best European Airline
Finnair
- Best Middle Eastern Airline
Qatar Airways
- Best South-East Asian Airline
Thai Airways International
- Best North Asian Airline
Cathay Pacific Airways
- Best China Airline
Air China
- Best Pacific Airline
Qantas Airways
- Best Regional Airline
Dragonair
- Best Asian Low-Cost Carrier
AirAsia

HOTEL CHAIN AWARDS

- Best Global Hotel Chain
InterContinental Hotels Group

- Best Regional Hotel Chain
Park Hotel Group
- Best Local Hotel Chain
Harbour Plaza Hotels & Resorts
- Best Hotel Rep Company
Preferred Hotel Group
- Best Luxury Hotel Brand
The Peninsula Hotels
- Best Mid-Range Hotel Brand
Best Western International
- Best Budget Hotel Brand
Ibis Hotels

HOTEL - INDIVIDUAL PROPERTY AWARDS

- Best Luxury Hotel
Shangri-La Hotel, Singapore
- Best Mid-Range Hotel
Furama Riverfront, Singapore
- Best Budget Hotel
Holiday Inn Express Hong Kong Causeway Bay
- Best Independent Hotel
Royal Plaza on Scotts
- Best Boutique Hotel
The Quincy Hotel By Far East Hospitality
- Best City Hotel - Bangkok
Mandarin Oriental, Bangkok
- Best City Hotel - Delhi
Taj Palace Hotel

- Best City Hotel - Hanoi/Ho Chi Minh City
Sofitel Legend Metropole Hanoi
- Best City Hotel - Hong Kong
The Ritz-Carlton, Hong Kong
- Best City Hotel - Jakarta
Hotel Mulia Senayan
- Best City Hotel - Kuala Lumpur
Hilton Kuala Lumpur
- Best City Hotel - Macau
Grand Hyatt Macau
- Best City Hotel - Manila
InterContinental Manila
- Best City Hotel - Seoul
Conrad Seoul
- Best City Hotel - Singapore
Mandarin Orchard Singapore
- Best City Hotel - Taipei
W Taipei
- Best City Hotel - Tokyo
Four Seasons Tokyo at Marunouchi
- Best New City Hotel
Fairmont Makati
- Best Airport Hotel
Regal Airport Hotel

RESORT - INDIVIDUAL PROPERTY AWARDS

- Best Beach Resort
Amari Palm Reef Koh Samui

- Best Resort Hotel (Non-Beach)
Maya Ubud Resort & Spa, Bali
- Best New Beach Resort Hotel
Dusit Thani Maldives
- Best Integrated Resort
Resorts World Sentosa

SERVICED RESIDENCE AND SPA AWARDS

- Best Serviced Residence Operator
Frasers Hospitality
- Best Spa Operator
Banyan Tree Spas

BT-MICE AWARDS

- Best Airline - Business Class
Thai Airways International
- Best Business Hotel
Grand Hyatt Erawan Bangkok
- Best Meetings & Conventions Hotel
Centara Grand & Bangkok Convention Centre at CentralWorld
- Best BT-MICE City
Singapore
- Best Convention & Exhibition Centre
Hong Kong Convention and Exhibition Centre
- Best Convention & Exhibition Bureau
Thailand Convention & Exhibition Bureau

TRAVEL SERVICES AWARDS

- Best Airport
Incheon International Airport
- Best GDS
Travelport
- Best Cruise Operator
Royal Caribbean International
- Best NTO
Korea Tourism Organization
- Best Theme Attraction
Hong Kong Disneyland Resort

TRAVEL AGENCY AWARDS

- Best Travel Agency - Australia
Harvey World Travel
- Best Travel Agency - China
China International Travel Service
- Best Travel Agency - Chinese Taipei
Phoenix Tours International
- Best Travel Agency - Hong Kong
Westminster Travel
- Best Travel Agency - India
Creative Travel
- Best Travel Agency - Indochina
Exotissimo Travel Asia
- Best Travel Agency - Indonesia
Panorama Destination Indonesia
- Best Travel Agency - Japan
H.I.S.
- Best Travel Agency - Malaysia
Asian Overland Services Tours & Travel



From left: Frasers Hospitality's CEO, Choe Peng Sum (centre), and team; Asiatravel.com's executive chairman, Boh Tuang Poh (third from left), and team

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

Publishing Travel Trade

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)

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

Xinyi Liang-Pholsena
Assistant Editor, Thailand (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 (avianas.images@gmail.com)

Greg Lowe
Correspondent (ttg@thegreglowe.com)

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

Prudence Lui
Correspondent, Hong Kong (prului@yahoo.com)

Glenn Smith
Correspondent, Taiwan (glenn.smith@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 (feizalsam@gmail.com)

Redmond Sia, Goh Meng Yong
Creative Designers

Lina Tan
Editorial Assistant

SALES & MARKETING

Michael Chow
Group Publisher (michael.chow@ttgasia.com)

Marisa Chen
Senior Business Manager (marisa.chen@hk.china.com)

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

Karen Cheung
Business Manager (karen.cheung@hk.china.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@hk.china.com)

PUBLISHING SERVICES

Tony Yeo
Division Manager (tony.yeo@ttgasia.com)

Nancy Lee
Desktop Publishing Executive (nancy.lee@ttgasia.com)

Carol Wong
Senior Circulation Executive (carol.wong@ttgasia.com)

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 2001-2005, 20/F Harbour Center,
25 Harbour Road, Wanchai, Hong Kong
Tel: (852) 2237-7174
Fax: (852)2237-7227

BPA
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)

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.

- Best Travel Agency - Singapore
Chan Brothers Travel
- Best Travel Agency - South Korea
Global Tour
- Best Travel Agency - Thailand
Diethelm Travel Group
- Best Travel Agency - The Philippines
Marsman Drysdale Travel
- Best Travel Agency - Vietnam
Vietravel
- Best Corporate Travel Agency
Carlson Wagonlit Travel
- Best Online Travel Agency
Asiatravel.com

- OUTSTANDING ACHIEVEMENT AWARDS**
- Travel Personality of the Year
Martin J Craigs, CEO, Pacific Asia Travel Association
 - Destination of the Year
Thailand
 - Best Travel Entrepreneur
Chanin Donovanik, managing director and CEO, Dusit International
 - Best Marketing & Development Effort
Best Western International

- TRAVEL HALL OF FAME**
- Singapore Airlines



- Singapore Changi Airport
- Hertz Asia Pacific
- Royal Cliff Hotels Group
- Star Cruises
- Abacus International
- SilkAir
- Lotte Tour
- Hong Kong International Airport
- Raffles Hotel Singapore



Clockwise from top left: the Best Western International team; Park Hotel Group's chief corporate officer, Mohd Rafin (left) belts out a Beatles tune; Royal Cliff Hotels Group's executive director, Vitanart Vathanakul; the Travelport team; the Resorts World Sentosa team; Carlson Wagonlit Travel's vice president global sales and program management, Asia Pacific, Lisa Akeroyd



In November, look out for our **TTG Travel Awards 2013** supplement, which will feature interviews with winners and more snapshots from the event.



ROYAL EXPERIENCE OF JAPAN

Inspire your experience in Japan at Prince Hotels.

Domestic Hotels

- Hokkaido Area**
Sapporo Prince Hotel
Kushiro Prince Hotel
Furano Prince Hotel
New Furano Prince Hotel
Hakodate-Onuma Prince Hotel
- Tohoku Area**
Towada Prince Hotel
Shizukuishi Prince Hotel

- Eastern Japan**
Naeba Prince Hotel
The Prince Karuizawa
Karuizawa Prince Hotel East
Karuizawa Asama Prince Hotel
Tsumagoi Prince Hotel
Manza Prince Hotel
Manza Kogen Hotel
Shiga Kogen Prince Hotel

- The Prince Park Tower Tokyo
Tokyo Prince Hotel
The Prince Sakura Tower Tokyo
Grand Prince Hotel Takanawa
Grand Prince Hotel New Takanawa
Shinjuku Prince Hotel
Shinjuku Prince Hotel
Sunshine City Prince Hotel
Kawagoe Prince Hotel
Shin Yokohama Prince Hotel

- The Prince Hakone
Hakone En Cottage West
Hakone En Cottage Camping
Ryuguden
Hakone Yunohana Onsen Hotel
Hotel Daihakone
Oiso Prince Hotel
Kamakura Prince Hotel
Shimoda Prince Hotel
Sanyo-so

- Kawana Hotel
- Western Japan**
Grand Prince Hotel Kyoto
Otsu Prince Hotel
Grand Prince Hotel Hiroshima
Nichinan Kaigan Nango Prince Hotel

Overseas

- Hawaii Prince Hotel Waikiki (Island of Oahu)
Hapuna Beach Prince Hotel (Island of Hawaii)
Mauna Kea Beach Hotel (Island of Hawaii)
Gloria Prince Hotel (Taiwan)
Janfusun Prince Hotel (Taiwan)
Nice Prince Hotel (Taiwan)
Prince Hotel & Residence Kuala Lumpur (Malaysia)

Golf Courses

- Hokkaido Country Club, Onuma Course
Furano Golf Course
Kamishihoro Golf Course
Memanbetsu Golf Course
Shizukuishi Golf Course
Iwate Numakunai Country Club
Karuizawa 72 Golf
Seizan Golf Course
Karuizawa Prince Hotel Golf Course
- Karuizawa Asama Golf Course
Magoie Golf Course
Tsumagoi Kogen Golf Course
Kuni Country Club
Musashigaoka Golf Course
Shin-Musashigaoka Golf Course
Seibu-en Golf Course
Ohara-Onjuku Golf Course
Daihakone Country Club
- Hakone Yunohana Golf Course
Hakone-en Golf Course
Kawana Hotel Golf Course
Nishi Atami Golf Course
Oiso Golf Course
Seta Golf Course
Ryuo Golf Course
Nichinan Kushima Golf Course

Snow Resorts

- Naeba Ski Resort
Kagura Ski Resort
Muikamachi Hakkaisan Ski Resort
Manza Onsen Ski Resort
- Karuizawa Prince Hotel Ski Resort
Shiga Kogen Yakebitaiyama Ski Resort
Myoko Suginoara Ski Resort
Shizukuishi Ski Resort
- Furano Ski Resort
Sayama Ski Slope
* Indoor ski and snowboard slope



Prince
Hotels & Resorts

Prince Hotels & Resorts
www.princehotels.com/en/

Staying ahead of challenges

Heavyweight panel of industry experts to share insights at NATAS Travel Conference 2013

The NATAS Travel Conference will make its second run at ITB Asia 2013, with this year's theme focusing on *Opportunities In Challenging Times*. Organised by the National Association of Travel Agents Singapore (NATAS) in partnership with ITB Asia and *TTG Asia*, this conference is an

official event of TravelRave 2013 and will take place at Suntec Singapore Convention & Exhibition Centre on October 23, 2013 from 14.00-18.00.

Keynote speaker Ho Kwon Ping, executive chairman of Banyan Tree Holdings, will offer his insights on tapping the op-

portunities amid a rapidly changing travel consumer landscape today.

The line-up of speakers includes Yeoh Hock Thye, general manager Singapore, Malaysia & Indonesia of Delta Air Lines, who will paint an overview of the Delta Air Lines-Northwest Airlines merger and

show how travel firms can reap the benefits of consolidation in the aviation industry; Julianne Loh, general manager of MasterCard Worldwide Asia Pacific, who will address ways to operate an efficient and profitable business as well as how to increase ancillary revenues; Brett Henry, vice president, commercial of Abacus International, who will discuss how GDS booking fees have impacted airlines and travel firms as well as the best practices towards partnership; Chang Theng Hwee, managing director of Country Holidays Travel, who will share his success in niche marketing and how travel professionals can build a clientele for special interest tours; and Alan Gertner, industry manager, online agencies of Google, who will highlight how travel players can partner with the Internet giant and leverage technology to grow business.

Registration for the conference is free for ITB Asia delegates and NATAS members on a first-come-first-served basis, with a refundable S\$80 (US\$64) commitment fee applicable.

Continued from page 1

Brand USA: 'most attractions still open'

ment closure in 1996 lasted 28 days. "If it lasts too long and the more essential parts of the MICE market have to shut down, it will become a more damaging problem," he said, adding that the US would lose incentives to Mexico and the Caribbean while meetings and conferences would most likely shift to Canada and Europe.

Meanwhile, Brand USA is urging tour operators to improvise itineraries, stressing that the "vast majority" of attractions will remain open.

Allaying concerns, Reene Ho-Phang, Brand USA's managing director-Taiwan & Hong Kong, said the wider tourism scene in the US functioned in a similar manner to the set-up of Brand USA as a public-private partnership.

"Tourism offerings in iconic cities such as Las Vegas, New York and San Francisco are funded by the industry, i.e. private enterprises, not by the government, and therefore will not be affected by the shutdown. In many cases, private efforts and involvement mostly supercede governmental efforts," she shared.


Incentive and meeting groups currently travelling in the US would be largely unaffected by the shutdown, provided their travel planner has contingencies in place, pointed out Abe Korn of US-based Worldwide Meeting & Event Services.

"Good planners will always have an alternative," he said. "I will always have an alternative of equal quality for my clients in case an attraction is closed."

Roger Schreurs, director of Loco Enzo and chairman of SITE Netherlands, added: "It could be a disaster (if all national parks and public monuments are shut down), but in my experience these situations don't normally last. New York, for example, is such a big city that it can absorb this."

Some agencies were also unfazed by the shutdown. Kerry Tam, general manager of Parlo Tours Malaysia, anticipated a 30 per cent drop in year-end bookings compared with last year. However, she said that this is due to the difficulty in obtaining a US visa rather than the shutdown.

"The US is so big. There are so many places to see. I don't think that the US government shutdown will have an impact on demand for our tours," Tam contended.



15 DECKS OF ADVENTURE.

WHAT IT TAKES TO BE ASIA'S LARGEST CRUISE SHIP.





Best Cruise Operator, Asia
TTG award winner 2008 - 2013

Snick, Madagascar, Kung Fu Panda, How to Train Your Dragon and all related characters and properties TM & © 2013 DreamWorks Animation LLC.



HIGHLIGHTS AT SEA - INCLUSIVE IN YOUR CRUISE FARE!

- ✦ **Adventure Ocean Club Kids & Youth programs** designed for various age groups from ages 3 to 17
- ✦ **DreamWorks** Character Dining and Parades, Meet & Greet, Photo Opportunities and 3D Movies
- ✦ **Nightly Street Parades** filled with music, laser and lights at the Royal Promenade
- ✦ **Ice Shows** and open skating hours at Studio B ice-rink
- ✦ **Sports Deck** includes in-line skating track, miniature golf course, rock wall, full-size sports court for basketball and volleyball games

3-NIGHT WEEKEND CRUISE

Mariner of the Seas®

- ✦ Singapore Departures: 2013 Nov 15, 22, 29, Dec 6, 13, 20, 2014 Jan 20, Feb 12, 27
- ✦ Ports-of-call: Kuala Lumpur (Port Klang)

4-NIGHT BEST OF MALAYSIA CRUISE

Mariner of the Seas®

- ✦ Singapore Departures: 2013 Dec 16, 2014 Jan 7, 16, 29
- ✦ Ports-of-call: Kuala Lumpur (Port Klang), Langkawi

4-NIGHT ISLES OF SOUTHEAST ASIA CRUISE

Mariner of the Seas®

- ✦ Singapore Departures: 2013 Nov 18, 25, Dec 2*, 9
- ✦ Ports-of-call: Kuala Lumpur (Port Klang), Phuket
*Penang replaces Port Klang

5-NIGHT SPICE OF SOUTHEAST ASIA CRUISE

Mariner of the Seas®

- ✦ Singapore Departures: 2013 Nov 10, Dec 23, 2014 Jan 2, Feb 7
- ✦ Ports-of-call: Kuala Lumpur (Port Klang), Phuket, Penang

5/6-NIGHT PHUKET & MALAYSIA CRUISE

Mariner of the Seas®

- ✦ Singapore Departures: 2013 Dec 28, 2014 Jan 11, 23*, Feb 2, 22
- ✦ Ports-of-call: Kuala Lumpur (Port Klang), Phuket (overnight)
*Similar 6N cruise with additional ports calling at Langkawi and Penang.

7-NIGHT THAILAND AND VIETNAM CRUISE

Mariner of the Seas®

- ✦ Singapore Departure: 2014 Feb 15
- ✦ Ports-of-call: Bangkok (Laem Chabang, overnight), Ho Chi Minh City (Phu My)

8-NIGHT EXOTIC ASIA CRUISE

Mariner of the Seas®

- ✦ Singapore Departure : 2014 Mar 7
- ✦ Ports-of-call: Ho Chi Minh City (Phu My), Hong Kong, Xiamen, Shanghai (Baoshan)

10-NIGHT EXOTIC ASIA CRUISE

Voyager of the Seas®

- ✦ Singapore Departure: 2014 Apr 10
- ✦ Ports-of-call: Hong Kong (overnight), Kaohsiung, Taipei (Keelung), Nagasaki, Tokyo

Sailing dates and ports-of-call are subject to change without prior notice.



For more information or reservations, please contact Royal Caribbean International and representatives at

- | | |
|---|---|
| • Hong Kong (852) 2316 1382 | • Malaysia (603) 7727 4835 |
| • India (9111) 4906 1000 (New Delhi)/ (9122) 4311 2000 (Mumbai) | • Philippines (632) 894 3957/892 2701 to 03 |
| • Indonesia (6221) 3199 1312/38/39 | • Singapore (65) 6305 0033 |
| • Japan (813) 5404 8813 | • Thailand (662) 634 2882 / 634 8080 |
| • Sri Lanka (94) 114 704542 | • Vietnam (848) 3929 3589 |
| | • Brunei (673) 223 4874 |



www.royalcaribbean.com

RW 3time Winner celebrations

TTG Best Integrated Resort 2011-13

Thank you to our Travel Partners for making us
“Best Integrated Resort” for 3 consecutive years.



Palio



Starz

As a token of our appreciation, enjoy 30% off
your next meal at Palio or Starz.

+65 6577 8888

www.rwsentosa.com

Reserved for Travel Agents only:

• Valid from 18 October to 30 November 2013, except eve of public holidays and public holidays • Staff ID has to be presented upon order at participating restaurants • Discount is applicable for food only, for maximum of 4 persons per bill per Travel Agent • Discount is not valid in conjunction with other discount, offers, privileges and promotion • Promotion valid for weekday lunch and dinner • Reservation is recommended

THE TRADE BUYER'S ESSENTIAL GUIDE TO TRAVEL IN ASIA

ASIAN TOURISM EXPERT GUIDE 2013/2014

Everything Travel Experts Need To Know

To Promote 17 Asian Destinations

Bhutan
Brunei
Cambodia
China
Hong Kong
India
Indonesia
Laos
Macau
Malaysia
Maldives
Myanmar
Philippines
Singapore
Sri Lanka
Thailand
Vietnam

Tourism Analysis

By Destination

Outlook | Tourism Targets | Emerging Locations |
Hotel Performance | Listing of New Hotels |
Air Access Analysis | New tourism Attractions &
Infrastructure | Travel Tips

Product Highlights

By Destination

Shopping Variety | CSR and Sustainability |
Special Interest Tours | Well-being Activities |
Family Fun | Nightlife

**And Other Vital Statistics &
Information At Your Fingertips**

Circulation

21,000 Copies

Available from **Late November 2013**



For Advertising Enquiries:

SINGAPORE (Head Office)

Shirley Tan

Tel: (65) 6395 7535

Fax: (65) 6536 0896

E-mail: shirley.tan@ttgasia.com

HONG KONG

Karen Cheung

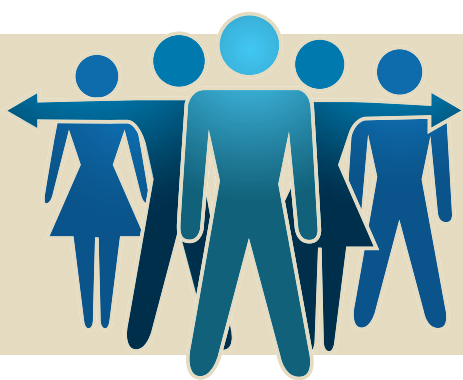
Tel: (852) 2237 7174

Fax: (852) 2237 7227

E-mail: karen.cheung@hk.china.com

TTG
A S I A





Lindy Andrews



David Ying



Stephan Winkler



Shantha de Silva



Julia Gajcak



Thomas Barguil

AUSTRALIA
Luxperience has promoted **Lindy Andrews** from director of sales and partner alliances to CEO and **Eric Lewanavanua** from sales manager to director of sales and partner alliances, taking over Andrews' former role. Both positions are based in Sydney.

CHINA
Tourism Australia has appointed **Tony Everitt** as regional general manager for Greater China, to begin this December in Shanghai. Everitt was last general manager Asia at Tourism New Zealand.

Starwood Hotels & Resorts has named **Lars van der Most** general manager of **Le Méridien Yixing**. He was formerly assistant executive manager of The

Westin Bund Center, Shanghai.

May Chow is now regional director of sales & marketing at **Diaoyutai MGM Hospitality**. She was last general manager of China Holiday Tours' Beijing office. Meanwhile, **David Ying** has taken up the role of general manager at **MGM Grand Sanya**. He joins from Hotel Massenet of Sinan Mansions, where he was general manager.

HONG KONG
InterContinental Hotels Group has named **Mark Irwin** general manager of **Hotel Indigo Hong Kong Island**. Irwin was last at the Holiday Inn Golden Mile Hong Kong.

INDONESIA
Stephan Winkler has taken

up the role of general manager at **Anantara Bali Uluwatu Resort & Spa**. Winkler joins from The Westin Resort Macau, where he was general manager.

Vineet Mahajan is now director of sales & marketing at **InterContinental Bali Resort** and will hold responsibility as area director of sales & marketing, Bali Resorts. He was previously director of sales & marketing at Ayana Resort and Spa.

MALAYSIA
Travelport has appointed **Mohamad Islahudin Abdullah** as general manager for Malaysia, based in Kuala Lumpur. Previously at Abacus Malaysia, he takes over the role from **Jason Ong**, who has been promoted to commercial director of Asia.

MAURITIUS
Frederic Chretien is now heading **Outrigger Mauritius Resort and Spa** as general manager. He was most recently general manager of The Residence Mauritius.

SINGAPORE
Bill Sheppard has assumed the role of general manager at **Crowne Plaza Changi Airport**. He was last regional general manager for United Arab Emirates and general manager of Crowne Plaza Dubai - Deira.

InterContinental Singapore has appointed **Shantha de Silva** as general manager. He will also continue as director of operations for InterContinental Hotels Group in Sri Lanka, Cambodia, Indonesia and Singapore.

THAILAND
Julia Gajcak has joined **Six Senses Hotels Resorts Spas** in Bangkok as vice president marketing and communications. She last served as vice president corporate communications and global marketing for The Leela Palaces, Hotels and Resorts in India.

Mövenpick Resort & Spa Karon Beach Phuket has named **Kitiphong Nilpraphorn** director of sales. He was with Sofitel Bangkok Silom and Pullman Pattaya as cluster director of sales.

Following his position as general managing of The Residence Maldives, **Thomas Barguil** is now general manager for **Anantara Hua Hin Resort & Spa**.



Win a 3-night stay +
enjoy 15% commission
Book 'SilverNeedle®
Destinations' on GDS



PARTICIPATING HOTELS:

AUSTRALIA

New South Wales

Chifley Apartments Newcastle
Chifley Eastern Creek
Chifley Penrith Panthers
Chifley Wollongong
Country Comfort Terrigal
Country Comfort Tumut Valley Motel
Sundowner Oriana Motel Orange
Sundowner Sundance Tamworth

Australian Capital Territory

Country Comfort Greenway

Victoria

Chifley Doveton Hotel Dandenong
Country Comfort Boulevard Motor Inn Mildura

Queensland

Australis Sovereign Hotel
Chifley Pacific International Cairns
Sundowner Goondiwindi

South Australia

Grand Chifley Adelaide
Chifley on South Terrace

Western Australia

Country Comfort Inter City Motel
Perth

Northern Territory

Chifley Alice Springs Resort

ASIA

Kiridara Luang Prabang
Riva Surya Bangkok
SilQ Hotel Bangkok

Promotion valid till **20 December 2013**
For more information, visit silverneedlehotels.com/SD
Find travel agent offers and resources at snhagents.com



Budget is looking up

>> **Zest Hotel, Indonesia**

Brand DNA A new, unique and straightforward hotel product aimed at budget-conscious business and leisure travellers in both the national and international markets. Hotels under the Zest brand will be of international standard, affordable, modern and minimalist. Its principle is offering convenience, comfort, cleanliness and safety to clients.

Average rate Targeting Rp350,000 (US\$31) to Rp450,000

Current network The first Zest Hotel is targeted to open in the first quarter of 2014 in Cengkareng, Jakarta.

Expansion plans Thus far, Zest Hotels International has signed 15 projects in 12 cities in Indonesia: Jakarta, Bogor, Bandung, Cirebon, Jogjakarta, Surabaya, Lampung, Batam, Bali (Kuta and Legian), Balikpapan, Manado and Ambon. The company is targeting more properties in Indonesia in locations such as the outer areas of Jakarta, Semarang, Makassar and other regions.

Distribution strategy Direct channels – website with booking engine, call centre manned 24/7 and mobile – and indirect channels via OTAs.



Expansion plans Apple has bought four shop-houses in Kuala Lumpur built in the 1930s and plans to convert these into hotels, each under 50 rooms. Also under construction is a 250-room hotel in Malacca, scheduled to open in 2015.

Distribution strategy Online channels and Apple Vacations & Conventions' online booking engine, known as iAppleFlexi.com, account for 60 per cent of hotel bookings. Twenty per cent are walk-ins and the rest are corporate bookings and from travel agencies. The trade is sold rooms at net pricing and are free to mark-up.

⌵ **Premier Inn, UK**

Brand DNA Quality accommodation with no-frills public areas at affordable prices. Standard rooms are 21.5m². Facilities include an all-day dining restaurant and bar serving breakfast, lunch, dinner, snacks and refreshments, limited meeting rooms and either a swimming pool or small gym. Targeted at leisure travellers, families and business travellers. The only hotel chain to offer a Good Night Guarantee, i.e. a 100 per cent money-back guarantee if clients are not happy with their stay.

Average rate US\$150 to US\$170 in Singapore, US\$50 to US\$75 elsewhere in South-east Asia

Current network Whitbread owns and operates 650 hotels and 52,000 rooms in the UK, Middle East and South Asia, and is targeting 75,000 rooms by 2018.

Expansion plans Hotel openings are planned from 2014 across South-east Asia, with the initial focus being on Indonesia, Malaysia, Thailand and Singapore.

Distribution strategy Seventy-five per cent of sales through its own proprietary sales channels, including website and mobile channels.

>> **The BnB, Indonesia**

Brand DNA A new urban budget hotel whose concept is offering the best deal in a good location with fresh design and practical services. It aims to respond to the demand of today's urban explorers for simplicity and practical facilities.

The hotel's unique selling points are Sleep Well (comfortable bed, separate walk-in shower, practical amenities), Urban Service (one-stop guest service contact, in-room safe, free Wi-Fi), Good Location (business district, shopping, food and entertainment options) and Pay Less.

Average rate Rp399,000 (US\$36)

Current network The BnB Jakarta Kelapa Gading is the first property in operation so far.

Expansion plans Four more hotels are in the pipeline in Bandung and Bali. Construction is expected to start soon.

Distribution strategy Through of-line and online distribution channels supported by dynamic pricing and viral communications.



J Hotel, Indonesia

Brand DNA 'Budget hotel plus' offering One Brand, Three Concepts: Leisure, Business and Industrial, i.e. the property can be located in leisure destinations catering for families, in the strategic area of a city targeting corporate travellers and in industrial areas catering for businessmen on site visits.

Average rate Rp395,000 rupiah (US\$34) to Rp550,000, depending on location

Current network Three projects are to start construction soon in Semarang, Cikarang and Cengkareng and are targeted to open in 3Q2014.

Expansion plans 50 hotels within 10 years, including outside Indonesia in countries such as Singapore and Bangkok, destinations Indonesians like to travel to.

Distribution strategy Ninety per cent direct and the rest commissionable to travel agencies.



⌵ **Le Apple Boutique Hotel, Malaysia**

Brand DNA A property with 53 non-smoking rooms located in Bukit Bintang, the shopping and business district. Zen-inspired design, clean rooms, free high-speed Wi-Fi and satellite TV. The hotel targets business and leisure travellers looking for affordable and clean accommodation.

Average rate From RM200 (US\$63)

Current network Owned by Apple Vacations & Conventions which has two other properties in the city, the 55-room Cube Boutique Hotel and the 11-room Yard Boutique Hotel.



<< **Aqueen Hotel, Singapore**

Brand DNA Aqueen Hotels are located within heritage neighbourhoods in Singapore. Each location offers unique sights and sounds to explore. Targeted at value-conscious business travellers and holiday-makers, the mark of each Aqueen Hotel is to deliver comfort and genuine quality to its guests. Each room offers contemporary style and quality finishes with modern-day conveniences such as selected business news channels and Wi-Fi in-room and around the hotel's premises.

Average rate From S\$110 (US\$88)

Current network Aqueen Balestier Hotel with 45 rooms and Aqueen Lavender Hotel with 104 rooms.

Expansion plans Four new hotels at Paya Lebar, Jalan Besar, Joo Chiat and Little India are under development. The 75-key hotel in Jalan Besar will open by year-end and the 162-key hotel in Paya Lebar will open in 1Q2014.

Distribution strategy NA

Gone are the days when budget hotels are sniffed at by both developers and tourists. Economy has never been sexier – as these latest products show

✂ Hop Inn, Thailand

Brand DNA Launched by The Erawan Group, which owns 16 hotels operating under the Hyatt, Marriott, Accor, InterContinental Hotels Group and Starwood brands in Thailand, Hop Inn was conceived to meet the increasing demand for quality budget hotels in the country. Hop Inn will target the domestic leisure and business stay segments such as sales executives travelling around the provinces in Thailand, while its subsequent expansion overseas will target both Thai and local travellers. **Average rate** 600 baht (US\$19)

Current network The first nine hotels will be in Thailand along the East-West Economic Corridor, including Ubon Ratchathani, Mukdahan, Nong Khai, Udon Thani, Nakhon Ratchasima, Sa Kaeo, Kanchanaburi, Mae Sot and Lampang, with construction already started for the first five locations. All nine hotels are due to open by the end of 2014.

Expansion plans The Erawan Group plans to open 25 Hop Inn hotels in Thailand and five more in South-east Asia within 2015. However, the group declined to reveal details of regional destinations targeted.

Distribution strategy NA



⬆ COSI Hotel, Thailand

Brand DNA Conceptualised and managed by Centara Hotels & Resorts, COSI is an acronym for comfortable, open, sensible and individual. The economy brand will offer facilities such as free Wi-Fi throughout the hotel, 'grab-n-go' restaurants, seminar rooms for corporate guests and an entertainment corner in the lobby area for movies and live sports. Standard rooms will offer both twin and king-sized beds; rooms specially designed for families will also be available.

Average rate 1,000 baht (US\$32) to 1,250 baht per night, depending on location

Current network The first hotel set to open in 2015.

Expansion plans 30 COSI Hotels by 2020, initially in significant destinations in Thailand, then South-east Asia, China, Australia and New Zealand.

Distribution strategy The brand targets cost-conscious travellers who usually do their own bookings online, including youths who are just starting their career, seniors aged 50 and above, families seeking value-for-money accommodation and corporates looking for limited-service accommodation and friendlier prices.



⬆ Hotel J, Sri Lanka

Brand DNA Provides what every traveller – business or leisure – wants: a peaceful night's sleep. Every room has top-quality bedding, a separate bathroom, a versatile and powerful shower, air conditioning, a flat-screen TV, a safe and free Wi-Fi. The restaurant features local/Continental breakfast and a daily changing set lunch and dinner menu.

Average rate US\$50 to US\$70

Current network Just one Hotel J in Negombo, 30km north of Colombo, which opened in June. It has 35 rooms, 17 with superb sea views and the rest with partial sea views.

Expansion plans Expansion plans are in the pipeline. Locations being considered include main and secondary cities as it caters to tourists and locals. Foreign families with young children have unexpectedly been attracted to the product, meeting their requirements for affordable pricing. A new market is that of elderly couples from Europe frequently travelling to Sri Lanka for leisure.

Distribution strategy Twenty per cent walk-ins, 30 per cent online and the rest via contracted travel agencies. Ultimately the strategy is to be online as much as possible via Hotel J's new website and major OTAs.

“We are so confident that our quality, comfortable rooms and friendly service will give our guests a great night's sleep every time that we offer a 100 per cent money-back guarantee if they are not happy with their stay.”

Erik van Keulen
SVP development
Asia-Pacific & South Asia
Whitbread Asia Pacific
and Premier Inn

Compiled by **Mimi Hudoyo,**
S Puvaneswary, Lee Pei Qi, Xinyi
Liang-Pholsena and Feizal Samath

ibishotel.com | accorhotels.com

ONE YEAR ONE BIG
REASON TO CELEBRATE
join us as we celebrate



Book Now
+852 2257 7000
Reservations@ibishkcs.com
ibishotel.com/7606

ibis Hong Kong Central & Sheung Wan Hotel
No. 28 Des Voeux Road West, Sheung Wan, Hong Kong



JOIN OUR GLOBAL LOYALTY PROGRAM AT ACCORHOTELS.COM



Source your buyer out of 7000 attendees

Don't miss to exhibit at this exclusive B2B travel event

Supported by

Incredible India



29 - 31 January 2014
Pragati Maidan, New Delhi

3 - 4 February 2014
Nehru Centre, Mumbai

SATTE on social platforms, Join us!

facebook

1450+ Likes

LinkedIn

2400+ Connected

twitter

350+ Following

For exhibiting enquiries

Pallavi Mehra: +91 99109 11887 | E pallavi.mehra@ubm.com

For Buyer enquiries

Aliya Saifullah: +91 98201 92249 | E aliya.saifullah@ubm.com

Organised by





Checking in

Best Western Plus Elm House Inn



What's the DNA of a Best Western Plus? **Raini Hamdi** checks in to find out

LOCATION In Napa Valley, California's famous wine region, just blocks from historic downtown Napa and near popular attractions such as the Napa Valley Wine Train and the Oxbow Market. So convenient, with ample parking right outside the hotel.

DESIGN Isn't this the cutest hotel ever, so neat, fresh and immaculate, with gardens full of flowers. Wait till you get inside and see its lobby. It's so home-ly, welcoming and lovely, with chandeliers, Italian marble fire-place and all. It is charming right from the start. The lady who checks me in isn't your formal, all-suited-up receptionist behind

the counter – everything feels warm here.

ROOMS I was expecting a stand-ard size, cookie-cutter room and would be happy if it were clean and had a good bed, shower, work desk and free Wi-Fi.

The hotel has a variety of room types in two buildings. I stayed in a premium room whose size is as big as a suite, with a high ceiling that makes it look even more spacious. It is clean to the point that the whole bedding paraphernalia is hypoallergenic. It has every amenity I would find in a luxury hotel room: king-sized bed, bathroom with bathtub, separate vanity area, fridge, coffee/tea-making facility, free high-speed Internet, satellite TV with many stations – by now I think I'm paying too little for this room. With its elegant French country furnish-

Name Best Western Plus Elm House Inn, Napa, California
No. of rooms 22
Rate From US\$109 depending on season
Contact details
Tel: (707) 255-1831
Email: elmhouse@sonic.net

ings of vibrant colours such as yellow and blue, this is far from cookie-cutter and way above economy.

F&B Breakfast is something to look forward to, even for non-breakfast people like me. There's not much space for a big spread in the lobby, but what space there is is stacked with quality comfort food: freshly baked chocolate chip cookies, homemade coffee cake and muffins, made-to-order waffles, bagels and cream cheese, fresh fruit, etc.

FACILITIES Limited. There's a small outdoor Jacuzzi pool in the garden and a meeting room.

VERDICT The brand is positioned between Best Western and Best Western Premier. Its DNA is 'always offer that little something extra'. This one is a Plus, Plus, Pl..

There are 19 Best Western Plus hotels in Asia and nine in the pipeline.

Design a huge driver in budget hotel appeal

While luxury hotels have the backing of their brand and reputation, economy hotels have to rely more on design to pull in traffic.

Speaking recently at Economy Hotels World Asia 2013 in Singapore, Norbert Vas, vice president sales and marketing, Archipelago International, said: "Economy hotels have to be even more visible than luxury hotels because you have a lot more walk-ins, so an attractive facade is so important."

PK Mohankumar, managing director and CEO of Ginger hotel chain, also emphasised the importance of design in economy hotels. He said: "It needs to be so visible that it can capture someone's attention when he is driving down the street."

"Economy hotels are targeted more at business travellers who are busy people so the brand has to speak to them within minutes – from the façade to the signage of the hotel."

Unlike luxury hotels which typically have brand guidelines to abide by, both Vas and Mohankumar said economy hotels

could afford to be more fun and playful with their design.

Mohankumar said: "We can be the new trendsetters and have the freedom to experiment with new designs and layouts because there are minimal restrictions. It is more interesting to manoeuvre the design – for instance, we can even think of having no bathroom doors."

Vas said: "Budget hotels are more honest and straightforward products that you can play around with. You can bring in funky products, for example, instead of putting the typical Do Not Disturb sign, you can have a sign saying Leave Me Alone."

Mohankumar said design also helps sell a sensory experience to Generation Y and Z.

He added that the room design layout in economy hotels especially must take operating efficiencies into account.

"The layout of our guest rooms have to be more innovatively designed so that a shorter turnaround time is needed for housekeeping, which will maximise our efficiency," he said.

– Lee Pei Qi



凯莱酒店集团
GLORIA
HOTELS & RESORTS

400-810-8855 / 800-810-8855

www.gloriahotels.com

沈阳 · 辽阳 · 赤峰 · 承德 · 秦皇岛 · 北京 · 威海 · 青岛 · 侯马 · 运城 · 郑州 · 西安 · 邳州 · 徐州 · 合肥 · 无锡 · 苏州 · 上海 · 巴中 · 成都 · 万州 · 林芝
罗田 · 九华山 · 庐山 · 景德镇 · 南昌 · 长沙 · 吉首 · 浏阳 · 贵阳 · 昆明 · 厦门 · 韶关 · 广州 · 三亚 · 马六甲 · 札幌 · 东京 · 冲绳

Shenyang · Liaoyang · Chifeng · Chengde · Qinhuangdao · Beijing · Weihai · Qingdao · Houma · Yuncheng · Zhengzhou · Xi'an · Pizhou · Xuzhou · Hefei · Wuxi · Suzhou · Shanghai · Bazhong · Chengdu
Wanzhou · Linzhi · Luotian · Jiuhuashan · Lushan · Jingdezhen · Nanchang · Changsha · Jishou · Liuyang · Guiyang · Kunming · Xiamen · Shaoguan · Guangzhou · Sanya · Melaka · Sapporo · Tokyo · Okinawa

Impressive Growth In Incredible Indonesia

With more than 17,000 islands, stretched like a string of pearls between the Indian and Pacific Oceans, Indonesia offers a glittering array of attractions for every type of traveler.

And with a population of 238 million people - the world's fourth largest - and a thriving economy, Indonesia has joined the 21st Century's new generation of fast-growing nations, driving the world forward and providing a huge new source of well-heeled, affluent travelers.

As one of the world's largest and most well-established hotel chains, Best Western International understands the huge impact Indonesia will have on the global economy in the coming years. So much so, that our portfolio of Indonesian hotels will grow exponentially in the next decade.

From the booming destinations of Bali and Jakarta, to growing metropolises like Surabaya and Bandung, and fast-growing regional centers such as Malang, Pontianak and Samarinda, Best Western International will be adding new hotels wherever our guests need us.

Currently, Best Western International offers eight hotels in five unique destinations across the archipelago.



BEST WESTERN PREMIER Sunset Road Kuta



BEST WESTERN Mega Kuningan



BEST WESTERN Resort Kuta



BEST WESTERN Kuta Villa



BEST WESTERN Kuta Beach

BEST WESTERN Mar

On the beautiful island paradise of Bali, the 111-room **BEST WESTERN Resort Kuta**, 50-room **BEST WESTERN Kuta Villa**, 144-room **BEST WESTERN Kuta Beach** and brand new 260-room **BEST WESTERN PREMIER Sunset Road Kuta** combine to offer an unprecedented range of accommodation options in one of Asia's most sought-after destinations.

In the capital, Jakarta, the 168-room **BEST WESTERN Mangga Dua Hotel & Residence** and 67-room **BEST WESTERN Mega Kuningan** offer two oases of modern comfort in the heart of one of 21st Century Asia's foremost cities. And on the north coast of Central Java, the stunning **BEST WESTERN Star Hotel** in Semarang features 258 of the city's newest and most well-equipped guest rooms, overlooking the Java Sea.

And in recent weeks we have added two new properties, with another to follow...

In the fast-emerging satellite city of Tangerang, close to Jakarta, the **BEST WESTERN Serpong hotel** has added 196 modern rooms to our portfolio in West Java. And in the education and tourism hub of Malang, East Java, the **BEST WESTERN OJ Hotel** offers 129 light contemporary rooms.

And finally back in the heart of Jakarta, **BEST WESTERN Hariston** will soon add 201 more rooms to our fast-growing collection in the Indonesian capital.

Indonesia is standing at the crossroads of history - poised on the verge of greatness. Across the country, business is booming, incomes are rising and new infrastructure projects are connecting this once inaccessible island nation, enabling millions more people to travel.

And wherever they go, Best Western International will be there, providing contemporary, comfortable accommodation with all the latest conveniences and Best Western's legendary world-class service.

Indonesia's string of pearls is gleaming, and in the coming years Best Western International will add even more jewels to this wonderful country.



BEST WESTERN Serpong



BEST WESTERN OJ Hotel



BEST WESTERN Star Hotel



BEST WESTERN Hariston



Mangga Dua Hotel & Residence

For more information on our hotels in Asia, visit www.bestwesternasia.com

[facebook.com/BestWesternAsia](https://www.facebook.com/BestWesternAsia)



PLUS PREMIER

THE WORLD'S LARGEST HOTEL CHAIN®

The dark clouds have lifted on business travel this year, with overall spend expected to pick up in the coming months.

A round-up of corporate travel executives, their associations and TMCs found that they are generally optimistic about growth, albeit careful given the fluidity of political and economic events.

According to the *GBTA BTI Outlook – Annual Global Report & Forecast* published in August, 2012 was a tough year for business travel, with the European Union

on oil prices and weakening currencies in India and Australia, Welf J Ebeling, vice president, operations – Asia, GBTA, said: “Taking a long-term view I am still positive that business travel volume will stay more or less on course, but we certainly have to accept that there might be a short-term slowdown particularly in export-dependent economies.”

Mike Orchard, senior director, CWT Solutions Group, Asia-Pacific, added that while data do not suggest a “much brighter” outlook, the continued recovery in the Eurozone and US has helped to push

to opt for serviced apartments instead of four-star hotels.

Gani said: “The winning pitch for employees is usually the cooking facilities at serviced residences. Although top management still stay at five-star hotels, that does not matter much in terms of savings, as they do not travel as frequently as middle management, their length of stay is shorter and not many of them take trips.”

CWT’s Orchard explained that companies are now looking at adaptive travel policies, where the flexibility given to employees varies based on a number of criteria such as staff seniority and whether the trip is client billable and longhaul or shorthaul. There is increasing attention on second-tier spend like ancillary fees with air, hotel or car suppliers and dining receipts, while reducing meetings and events costs is also a priority.

He said: “Today, most companies don’t make short-term decisions around major travel cutbacks, restrictions or policy changes. Having a strong focus on travel and continuously driving savings while supporting the business’ need to deliver growth is the new norm within travel management.”

For 2013, the *CWT Travel Management Priorities* study showed that travel buyers were focused most on improving compliance, driving air and ground transportation savings, and optimising hotel spend.

Likewise, HRG’s Treasure added: “The uncertainty of the world’s economy has led many MNCs to take a cautious outlook by tightening global travel policies and applying more control over approval processes and budget.”

He observed that data consolidation continues to be a major trend in the region as more companies start to comprehend its benefits. At the same time, LCCs, premium economy and economy seats are being utilised for short trips.

Mobility gets more emphasis

Going forward, both TMCs highlighted the growing importance of mobile in serving corporates (see pages 17 and 19).

“A new generation of business travellers is emerging and their entire trips would have almost no human interaction, from planning and booking to checking in at the airport,” said Treasure, adding that HRG recently launched a BlueSky-enabled mobile solution in China. CWT has also developed apps such as CWT Online China and CWT To Go.

“More firms are receptive to OBTs. Due to IT advancements, all major GDSs can also allow travel itineraries or air tickets to be displayed on iPhones or Android phones. TMCs can hence provide a more robust and automated service to clients,” said ACTE’s Tang. – **Additional reporting by Lee Pei Qi and S Puvaneswary**

Viewpoint

How will business travel look like for your company over the next six months?



“There will be a 15 per cent increase over last year as our company has budgeted small, focused events for top clients. There will also be new projects rolled out next year, which will involve travel within Europe as well as domestically.

We hope Europe’s economy will improve as this means increased opportunities for getting new businesses.

Our company policy has always been to stretch the travel budget. That means we travel only when necessary and compare hotel rates. If it is cheaper to stay in a local branded hotel, we will do so. For long trips, we will also compare rates between hotels and serviced residences to see which can offer better savings.”

Eva Klejmova
Director
J&T Concierge Czech Republic



“We anticipate business trips to Asia will increase as our company wants to expand its client base outside of Australia, and Asia is a priority market.

We are in the process of collecting data on travel expenses of all employees so that we can develop a business travel strategy.

Clients will be billed on time spent travelling. Thus our travel policy is to fly with the airline that can provide efficient connections and reduce time spent waiting at airports.”

Stephani McKay
Travel team leader administration
Corrs Chambers Westgarth Australia



“We forecast 10 to 15 per cent growth in business travel to the US, South Korea and Singapore due to the expansion of projects we have in these countries.

The value of the rupee against major currencies such as the US dollar is a concern, as this will make travel more expensive.

We are also developing a new software to track travel expenses and show savings made. Our company policy is to use technology wherever possible to communicate and to travel only when absolutely necessary. Video- and teleconferencing are popular means of communicating with our clients and business partners overseas.”

Usman E Gani
Deputy manager – facilities (travel)
Tavant Technologies India

Corporates are confident of sending out road warriors, but bottom lines are being scrutinised, writes **Gracia Chiang**

Brighter prospects

on the verge of collapsing, a sluggish US recovery and China’s economy downshifting. However, this year has brought more certainty, with global conditions described as “diminishing clouds with the sun beginning to break through”.

HRG’s figures paint a similar picture. Corporate travel transaction volumes recovered in the final quarter of 2012, showing five per cent year-on-year growth, and continued into the first quarter of 2013, when volumes rose by 3.2 per cent.

GBTA expects global GDP to advance by 2.8 per cent in 2013 – a slight improvement from 2012’s 2.6 per cent – further expanding by 3.1 per cent in 2014 and 4.1 per cent in 2015.

Asia-Pacific is predicted to do even better as it is still one of the most significant growth markets around the world, pointed out Greg Treasure, managing director, HRG Asia-Pacific, and president, HRG North America.

An April edition of the *APEC Economic Trends Analysis* showed that the GDPs of APEC economies are forecast to rise 4.2 per cent this year and 4.7 per cent next year, up from 4.1 per cent in 2011.

However, industry players urged caution in reading these numbers.

Referring to the Syrian conflict’s impact

demand for corporate travel, while Asia-Pacific’s economies are still generating business travel growth.

Companies tighten their belts

Even with the rosier macro environment, “CFOs are giving pressure to travel departments”, said Benson Tang, regional director, Asia, Association of Corporate Travel Executives (ACTE). “There are some signs of a higher number of companies implementing more stringent travel policies, such as tightening the time window for which business class travel is allowed, selecting lowest logical fares and using less prestigious hotel properties,” he noted, although the extent of these changes is not as severe as in 2009.

This was confirmed by travel managers at CTW Asia-Pacific 2013.

Kok Siok Mei, assistant to CEO, Continental Automotive Components Malaysia, said her company is keeping a tight rein on the number of employees travelling and allowing only the “bare minimum”. LCCs are also used for short flights.

Over in India, Usman E Gani, deputy manager – facilities (travel), Tavant Technologies, has been encouraging middle management travelling on lengthy trips

Travel patterns differ within Asia’s twin giants

China

- Many firms are sticking to legacy carriers as LCC services are limited and PNR feeding is inconvenient. There is currently only one regional LCC (Spring Airlines, based in Shanghai), but its focus is still mainly on the leisure market. Airspace in China continues to face restrictions due to military control, but is showing signs of opening up.
- High-speed rail is becoming very attractive especially on trunk routes, although duty of care remains an issue as tracking of travellers is difficult.
- Travellers want to book hotels on their own. Hotel content is fragmented, especially in secondary cities, thus integrating that into a managed travel programme is tricky.
- OBTs are taking off and adoption rates can be as high as 70 per cent, as firms start to see the benefits.

India

- LCCs are used extensively by companies, which might even negotiate directly with airlines for fares. Services of LCCs are on par with legacy carriers, with on-time performance better in some cases. LCCs have adapted by including meal and seat preferences in corporate agreements, while business class seats are also available.
- Trains are not popular due to the lack of rail infrastructure.
- Serviced residences became the preferred choice over four- and five-star properties as a result of the high hotel rates years ago when demand exceeded supply. This was catalysed by the recession. However, many of these apartments sit outside the GDS.
- High-touch solutions are still expected due to the cheap labour costs. The IT sector is more likely to use OBTs over manufacturing.

Source: Points raised during a panel discussion on China and India at CTW Asia-Pacific 2013

Smartphone opportunity untapped

Apps are perceived to be important, but their implementation is not widespread. By **Xinyi Liang-Pholsena**

With deepening smartphone penetration and the Millennial generation joining the workforce in greater numbers, technological adoption is becoming more common than ever in the corporate travel landscape. However, the integration of mobile solutions into travel programmes is still in its infancy.

According to the 2013 Abacus Corporate Travel Practices Survey published earlier this month, mobile applications remain a largely untapped opportunity within the travel industry in Asia-Pacific, despite soaring adoption rates of smartphones and tablets in the region.



Lim: more customised solutions please

The survey also reveals a clear disconnect between the perceived importance and actual provision of smartphone and tablet applications in the industry: over 83 per cent of TMCs felt that mobile technology would have a moderate to significant impact on their business in the next 12-24 months, but only 33 per cent of the respondents had implemented any mobile web or native applications.

Speaking to *TTG Asia* on the sidelines of his keynote address at CTW Asia-Pacific 2013, Rohit Talwar, CEO of Fast Future Research, pointed to the accelerating rate of technological adoption: “We’ve got to understand the speed at which technology is evolving...think how we are gearing up for that world where people grow up being used to that stuff and not be held back.”

Talwar also highlighted that travel apps the likes of Hipmunk, Hotel Tonight, Room 77 and SeatGuru have provided insider information to help travellers with their decision-making.

“Apps that provide flight and airport terminal updates have helped corporate travellers on the road, especially among a new generation of travellers who prefer mobile (phones),” said Amarnath Lal Das, travel manager of a Bengaluru-based technology company. “We’re looking to launch our own mobile app to make information available at one’s fingertips.”

Likewise, Ikea has adopted some mobile solutions, such as Concur, which has been “quite useful” for corporate travellers to track their expenses on the road by taking pictures of their receipts, according to Asia-Pacific regional meeting and travel manager, Victor Lim.

At the same time, Lim acknowledged that the furniture giant has not totally embraced the full potential of mobile in its corporate travel policy. “There have been requests from different segments of

our travel community to be able to approve things through the mobile, and we will like to look at things mid-trip and be able to send out alerts to people about the weather, location or safety information when they land (in a destination).

“The challenge is how to integrate (mobile) solutions into our corporate travel programme, which exist in different pockets today, so we have not been able to manage it centrally in a good-enough way. As much as possible, we would like

to tap on our partners’ existing solutions and not spend too much time and money on developing apps,” added Lim, who also urged technology providers to roll out customised solutions for the corporate travel community.



WORLD’S BEST BUSINESS CLASS

5-STAR LUXURY IN THE SKY

Fly daily to over 125 global destinations via Doha.

Onboard our award-winning Business Class, your business trip becomes a pleasure from the moment you settle into one of the most comfortable seats in the sky. It is business as usual with an in-seat laptop power port and a personal reading lamp transforming your seat into a virtual office. Welcome onboard Qatar Airways Business Class for a truly rewarding experience from departure to arrival.

For more information please visit qatarairways.com

World’s 5-star airline.

QATAR
AIRWAYS القطرية

“We’re looking to launch our own mobile app to make information available at one’s fingertips.”

Amarnath Lal Das

Travel manager

Bengaluru-based technology company



Thank You

For casting your votes in
The 24th Annual
TTG Travel Awards 2013

Your votes have recognised
Asia-Pacific travel industry's
best organisations and individuals

www.ttgasia.com/ttg-awards

- List of 2013 Award Winners
- Ceremony and Gala Dinner Photo Gallery

An event by:

TTG | Publishing
Travel Trade

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

Organised by:

TTG
ASIA

Supported by:

TTG 旅
业
报

TTG
CHINA

TTGmice

TTG^{BT}
mice
Business Travel • meetings, incentives, conventions & exhibitions
企业 旅 游 报 CHINA

TTG ASIA
LUXURY
for buyers of premium travel and luxury meetings

How are Generation Y travellers – people born between 1982 and 2000 – impacting the meetings business?

The use of video conferencing is rising rapidly. The technology is fast improving and it is inexpensive to use. Young people – Generation Y – are more comfortable with using that technology to have effective meetings, than to have traditional meetings where one gets on a plane and travels to customers, shakes their hands and closes a deal face-to-face.

If virtual meetings are the future with this generation, what will happen to suppliers like airlines?

You know, every flight I've been on recently was full, especially in Asia-Pacific. Hotels and airlines here have become really good at managing their yield, and are able to make sure their capacity perfectly matches demand. That's why prices are projected to rise in major business cities in this region.

The way I see it, virtual meetings will help to fill the gap in capacity and allow more connections between people. You can now have more conversations with people, which may not have been possible in the past because the flight was full or because your company was trying to control cost.

But when this generation of people does travel for business, what do they look for in a product?

They are not brand loyal and I know this is true for many different (product) sectors. They look for features and functionality above the brand. They want hotels that offer really fast Wi-Fi and really convenient locations, for instance. They want airlines that offer the best selection of flight times, and they are used to flying with LCCs.

I've also noticed that social media content is a big factor in Generation Y's travel decisions. They will find out where their friends have stayed in a destination, and that information can influence where they choose to be accommodated for leisure and business. I find that very interesting. I work hard to keep my leisure side of life separate from my business movements, but this generation of people melds both together.

So what we have done is to create a tool called CWT Hotel Intel (launched November 2012), which incorporates a hotel review function into a controlled corporate environment.

Will CWT be developing more tools for smart devices, seeing how addicted this generation is to apps?

Across the world, we have de-



Gen Y travel

Carlson Wagonlit Travel's Asia-Pacific president, **Karen Yue** how this segment is changing the way business travel is consumed

played a new app called CWT To Go. It is very cool. I use it for all my trips. It is especially useful when there is a flight delay, as I will be the first to be informed of it, before the announcement is even made at the airport. I can research alternative flights right away, as well as look for hotels and ground transport, although I cannot make a booking. Yet. We are working on that now.

The check-in alert is also a delight. I'll get this alert 24 hours before my flight, and when I click on it, I will be taken straight to the airlines' website. All my information is captured on the website and I can just pick my seat and check right in.

Last September, we launched CWT Online, an online booking tool just for China-based business travellers.

Even with such cool booking technology, do you think Generation Y will still prefer unmanaged travel?

We asked that question in our recent travel industry forecast and found that they were not any more inclined to book outside of policy than any of the other age groups. (The tendency to book outside of policy) was a less than two-per-cent variance between (the age groups of) 35-45 and 45-55.

I think one of the common

misunderstandings of this generation is that its people do not want to follow rules. I think the real rebels who will push the boundaries of communication and change the way people meet are those of the next generation, those who will join the workforce in 10 years' time.

I think Generation Y travellers just want things at their convenience. If all the information is easily available to them, and if the company makes it fun for them to comply, they will book within policy like everyone else.

How do you make complying with travel policy fun?

We are just rolling out the idea of gamification – creating a gaming environment to encourage travel policy compliance – in the US and will eventually bring it to Asia. Travellers who book according to policy can earn points, compete against colleagues who also travel, and win something that is determined by the company. This appeals to the nature of Generation Y people who are used to gaming.

A programme like this also makes policy education fun. Nobody is interested in reading 150 pages of compliance rules, but make it a game and people are more likely to remember who their preferred suppliers are.



The 28th International Travel Expo



The 9th MICE Travel Expo

Trade Days **12-13**
Public Days **14-15**

June 2014

Hong Kong Convention & Exhibition Centre

Reach under one roof **regional travel agents MICE and corporate visitors** and **Hong Kong's affluent FIT**

The last Expo had 680 exhibitors with 85% from abroad, 6055 visitors from travel agents and 2375 being MICE & corporate visitors mainly from Hong Kong and Guangdong in trade days; and 73,200 public visitors with over 70% prefer traveling in FIT.

Our free and optional services include holding Business Matching and assisting exhibitors to hold trade seminars etc. For details, please visit **www.itehk.com**. For exhibiting / enquiries or contact us for free Hong Kong & China Outbound Report:

TKS Exhibition Services Ltd

Tel: (852) 31550600 Email: travel@tkshk.com



Organizer

Supporting Organizations



Experience Jin Jiang's Hospitality



Jin Jiang International Hotels privately owns and operates a collection of over 1460 hotels ranging from premium upscale five star to economy hotels in more than 230 cities across China. The company is ranked as the **9th** largest hotel chain globally, and continues to grow and flourish.

For more information about Jin Jiang International Hotels, you are welcome to meet us at our booth during the 2013 ITB & 2013 CITM.



Venue: Suntec Singapore
Date: 23-25 October, 2013
Booth Number: Hall No.404 M41



Venue: Kunming International Convention & Exhibition Center
Date: 24-27 October, 2013
Booth of Jin Jiang International Hotels



Jin Jiang Hotels Website



For more information, please call international hotline at +86-21 2037 5199 or visit www.jinjianghotels.com



Pullman Pulls Ahead with Rapid Expansion

Accor’s upscale Pullman brand continues its rapid expansion in Asia Pacific with key openings in Saigon in September and Kuala Lumpur in December 2013. The network currently extends to almost 90 hotels across 24 countries worldwide, with 48 hotels in the pipeline for Asia Pacific alone over the next few years. Future openings will include Hanoi and Shanghai.

Designed for the curious, cosmopolitan and hyper-connected ‘bleisure’ traveller who combines work with play, Pullman hotels are created as vibrant hubs of exchange and offer an extensive range of tailored services, innovative technologies and a new approach to organising meetings. They have been created for today’s busy traveller who works hard but also plays hard and who increasingly blurs the line between the two.

Located in the heart of Ho Chi Minh City, close to Ben Thanh market and the city’s major tourist and business centres, the Pullman Saigon Centre has 306 signature rooms combining comfort, connectivity and creative flair. The hotel features a rooftop restaurant with stunning city views, a swimming pool, fitness centre, spa and high-tech meeting venues for up to 600 guests. Modern in design, the guest rooms range in size from 34 to 160 square metres, all offering floor-to-ceiling windows with spectacular views. Executive rooms and suites are fitted with espresso machines, dock-

ing stations and in-room fitness gear and provide access to the Executive Lounge on the 30th floor.

Later this year, the Pullman Kuala Lumpur Bangsar will open with 513 stylish rooms and suites in the heart of the commercial and entertainment precinct and just five minutes from the Mid Valley Mega Mall. Close to both the Kerinci Light Rapid Transit and KL Sentral Station express train, the Pullman will provide easy accessibility to the city’s best entertainment and attractions.

The typical Pullman traveller is well-travelled and urbane, so Accor has created a hotel brand to fit their needs. Signature features of Pullman hotels include connectivity so that guests can enjoy a high-speed digital experience from the boardroom to the pool deck; Welcomers to greet and assist guests on arrival; the Vinoteca by Pullman which offers a large range of wines by the glass or bottle; a Chill Out space; custom-designed Pullman bedding for the ultimate sleep; and dedicated IT Solutions and Event managers to assist customers with meetings and events. Pullman hotels also have a strong focus on innovative cuisine concepts and modern art.

In keeping with its new ‘bleisure’ focus, the Pullman brand will increasingly be seen in the world’s best resort destinations including Phuket, Bali, Lijiang, Sanya, Marrakech, Putrajaya, Pattaya and more.



Pullman Saigon Centre



Pullman Sydney Hyde Park



Pullman Jakarta Indonesia

Sofitel So Singapore Prepares for Launch



Sofitel So Singapore

One of the most highly anticipated hotels in Asia Pacific, the Sofitel So Singapore will open in the first quarter of 2014, following an extensive refit of the historic telecommunications building at 35 Robinson Road, in the heart of Singapore’s CBD. The boutique design hotel, with an exclusive designed emblem by Mr. Karl Lagerfeld and stunning interiors by Singapore-based Miaja Design Group, will bring a

touch of French flair to the Lion City. Retaining its neo-classical façade with the addition of a newer five-storey wing, the hotel will be a reflection of the harmonious fusion of heritage and modernity in Singapore. Through strong design, a focus on local culture and cutting-edge technology, Sofitel So Singapore will bring playful luxury with a chic Singaporean twist to life on the island. The property will feature 134 guest

rooms including 9 suites, with each room boasting a fully customisable guest technology platform and the only completely Apple-based guest technology solution in the city.

Sofitel So Singapore will be only the third Sofitel So in the world, joining the Sofitel So Mauritius which was designed in collaboration with Kenzo Takada and the Sofitel So Bangkok which features the creative input

of Christian Lacroix.

Prior to its opening, the hotel won the prestigious Green Mark Platinum Award at the 2013 Building and Construction Authority Awards in Singapore for its exemplary sustainability practices including energy efficient air conditioning systems and light fittings, reinforcing Sofitel’s global focus on sustainability across all its properties.

Accor Wins Gold for Sustainability



A year after launching its PLANET 21 program, a range of commitments to environmental and social sustainability, Accor has won a raft of industry awards including the 2013 PATA Gold Award in Asia Pacific and the AA Hospitality Award in the UK, two of the most prestigious accolades in hotel sustainability.

PLANET 21 includes a number of unique initiatives such as Plant for the Planet, the group’s innovative reforestation program, through which Accor has helped plant three million trees worldwide from the cost savings of encouraging towel re-use.

Accor has a range of concrete targets to reach by 2015 including a 15% reduction in water consumption, a 10% reduction in energy use and greenhouse gas emissions and a total ban on endangered seafood from hotel menus. Importantly, the initiatives are not just environmental but also impact on its staff and on the communities in which its hotels operate including child protection, and employment and education programs for those in need.

Novotel Takes a Bite of the Big Apple

Accor recently relaunched the flagship Novotel New York Times Square, following a US\$85 million renovation to the landmark hotel. Located in the very heart of one of the world’s most vibrant cities, the hotel provides a taste of where the brand is headed in the future – with its design-led public areas, striking room upgrades, and innovative technology including Xbox game consoles in the lobby, a digital photo booth that sends photos to your friends and family, work desks that double as game stations and computer-controlled hexagonal LED ceiling panels which illuminate the lobby in different colours and with different music to create a changing ambience throughout the day.

The centrepiece of the hotel is its 5,700 square foot terrace, complete with fire pits and comfortable lounges which face the constantly changing lights of Times Square. Reflecting its prime location, the public areas have been themed around the idea of New Year’s Eve and the different ways this occasion is celebrated throughout the world. For example, the light fixtures in the restaurant represent exploding fireworks, the specially commissioned artworks are themed around celebration and the changing images provide a mood of electricity to seamlessly blend the public areas into the lights of Times Square.

Gregoire Champetier, Global



Novotel New York Times Square

Chief Marketing and Distribution Officer for Accor said the metamorphosis of Novotel New York demonstrates the brand’s ability to constantly reinvent itself and innovate for future guest demands.

“This French pioneer brand was born and raised with an audacious and innovative mindset,” he said. “Nowadays, Novotel – and this iconic property in particular

- keeps this spirit alive and continues to promote innovation as a way of life.”

The ultra-contemporary design of the hotel will help to reposition it for the worldly traveller who is looking for the hotel of the future. In 2014 Novotel will roll out a series of new brand standards which will see the brand remain at the forefront of hospitality.

Le Club Accorhotels Reaches 12 Million Members



Just five years after launching, Le Club Accorhotels, Accor’s multibrand loyalty program, has reached a milestone 12 million members globally and 3 million members in Asia Pacific with membership continuing to expand rapidly as travellers recognise the value in belonging. Le Club Accorhotels gives members access to more than 2,600 hotels around the world, with a large network from luxury to economy brands including Sofitel, Pullman, MGallery, Novotel, Suite Novotel, Mercure, ibis, ibis

Styles, Adagio and Thalassa sea and spa.

The program is currently undergoing an exhaustive upgrade and new soft benefits will be rolled out in coming months, which will make it even more rewarding to belong.

One of the best things about membership is that so long as members stay at a participating Accor hotel at least once per year, their points are valid for life. Points can be converted into hotel vouchers, partner vouchers or airline miles. The key advantages of the program are its flexibility, its accessibility (from economy to luxury) and its wide network of hotels in key destinations around the world.



Grand Mercure Shanghai Zhongya

Ibis Lands at New Delhi Airport



ibis Delhi Airport



ibis Delhi Airport



ibis Delhi Airport

Accor’s ibis New Delhi Airport is set to open within the hospitality district of Delhi International Airport’s Aerocity. Part of a joint venture with Interglobe Hotels, the 315-room hotel will be perfect for building the brand’s presence in India, with more than 27 million visitors passing through the airport each year. It will offer travellers the reassurance of a global economy brand to meet growing demand for quality, affordable accommodation in one of the busiest airport precincts in the world.

The new ibis will offer modern rooms for the busy traveller, complete with Wi-Fi access, en suite bathrooms, comfortable ibis bedding and 24/7 dining. The opening of ibis New Delhi Airport follows the success of ibis Mumbai Airport which opened in 2010 and which quickly found popularity amongst budget-conscious travellers from both India and abroad.

ibis opened its first hotel in India five years ago and the brand is poised for vast expansion in the country with more than 14 hotels in the pipeline for the Indian sub-continent. These projects include key destinations including Mumbai, Chennai, Bangalore, Hyderabad, and Pune.

Grand Mercure Provides an Authentic Local Experience

Today’s travellers are increasingly looking to discover new horizons and immerse themselves in local traditions and customs, so Accor has tailored its Grand Mercure brand so that each hotel offers a true taste of its local culture.

Grand Mercure pairs rich local traditions with French touches to deliver a fresh perspective on upscale accommodation. Grand Mercure understands local customer needs and honours regional traditions while providing world-class service in some of the most unique hotels in the region.

The brand is centred around four pillars that bring to life the

local culture: in the welcome; the food and beverage offerings; the sense of wellness; and the sense of culture and discovery. Through these four pillars the brand provides an authentic experience that allows guests to connect in a meaningful way with each place and its people. For example, in Indonesia this will include welcoming guests in Bahasa, along with a treat of a durian-flavoured macaron, offering spa treatments that use local ingredients, a cultural exploration through traditional dance and music performances along with batik painting workshops and menus featuring local

dishes, to not only appeal to the domestic market but also to give international guests a taste of the real Indonesia.

So tailored is the brand that even the name changes depending on each region – so in China it is known as Mei Jue, in Indonesia it’s Maha Cipta, in Thailand Maneepura and in India the brand is known as Alisa. Already the brand has proven popular and was named ‘Most Beloved Upscale Hotel Brand in China’ in its first year of operation.

Grand Mercure plans to expand across region with more than 40 hotels to be in operation by 2015.



Grand Mercure Jinan Sunshine



Grand Mercure Shanghai Zhongya



Grand Mercure Danang



The entry of luxury properties like InterContinental Danang Sun Peninsula Resort has raised the image of Vietnam's central coast in recent years

InterContinental Danang Sun Peninsula Resort

The makings of a resort city

A host of new hotels and air links has bolstered Danang's rise as a beach destination in Asia. By **Greg Lowe**

Arrivals From January to June, arrivals to Danang topped 1.5 million – of which 389,400 were foreigners – marking a year-on-year growth of 16.4 per cent, according to Vietnam's Ministry of Culture, Sports and Tourism (MCST).

Danang's total arrivals were 2.7 million in 2012, up 12 per cent year-on-year though considerably lower than the 34.4 per cent achieved in 2011. Moreover, Danang's arrivals in the first half were buoyed significantly by the biennial International Fireworks Competition in April, which brought an estimated 395,000 additional visitors to the city, according to Ho Chi Minh City-based boutique real estate firm Alternaty.

China currently accounts for half of all international arrivals to Danang, with Thailand (14 per cent) and South Korea (11 per cent) in second and third spots respectively, followed by Australia, the US and Japan each with five per cent, according to the MCST.

The MCST is targeting an average annual growth of 14.5 per cent for arrivals, likely to reach four million in 2015 and doubling to eight million by 2020.

NTO To counter the expected 30 per cent slump in arrivals during the rainy season (from September to December), Danang Department of Culture, Sports and Tourism launched on September 1 the 2013 Tourism Stimulus in Da Nang programme, which will run until December 31.

More than 80 local tourism firms have signed up for the stimulus programme, which offers visitors discounted rates for air tickets, tours, accommodation and shopping in the city.

Access Dragonair launched thrice-weekly Hong Kong-Danang service on March 28 using Airbus A320 aircraft, and has stepped up the frequency to four flights a week in July due to high demand. On July 1, Vietnam Air started daily flights between Siem Reap and Danang on ATR72 aircraft and thrice-weekly flights between Seoul and Danang on A320s.

SilkAir increased its weekly flights from Singapore from five to six in March, and is set to add a seventh on October 31. Korean Air will add three more flights to its Seoul-Danang service from



“Danang is still a domestic destination... more (attractions) need to be developed. Air access is still limited despite new flights from South Korea and charters from China.”

Edouard George
President
Phoenix Voyages

October 27, boosting the frequency to 10 flights per week.

Three airlines – THAI Smile, Vietnam Airlines and VietJet Air – are looking into developing the Danang-Bangkok route, revealed Louk Lennaerts, chairman of Central Coast Vietnam, a destination management organisation set up earlier this year.

The recently expanded Da Nang International Airport offers “a great opportunity to welcome more overseas visitors, (with) growth coming from China, Russia and South Korea, plus increasing numbers from the UK, the US and Australia”, said Chris Bailey, senior vice president of sales and marketing at Centara Hotels & Resorts.

However, direct access to key regional markets is still vital, said George Ehrlich-Adam, general manager of Exotissimo Travel Vietnam. “More flights are needed to connect to hubs like Bangkok, Singapore, Kuala Lumpur, Hong Kong and Shanghai,” he remarked.

Da Nang International Airport welcomed 3.2 million passengers in 2012, with numbers expected to rise to 10 million by 2020. Some 117,000 international arrivals passed through the airport's gates during 1H2013, a

year-on-year surge of almost 95 per cent, according to the MCST.

Hotels In the last three years, Danang has seen the arrival of such international brands as Hyatt Regency, InterContinental, Pullman, Novotel, Banyan Tree, Centara and Angsana.

Meliá Danang Hotel is due to open by year-end adding 127 rooms and villas to local supply, according to Alternaty. The 72-room M2Boutique Da Nang will debut early next year.

However, the market is crowded by a glut of small-scale Vietnamese properties, remarked Lennaerts. “There are still too many rooms in Danang categorised as three-star mini hotels – this isn't what tourists look for,” he said. “We need more international-standard three-star hotels on the beach.”

According to figures from the Ministry of Culture, Sports and Tourism, Danang had a total of 11,447 keys across 355 hotels and resorts at the end of June, of which only 54 properties or 5,323 rooms belonged to three- to five-star categories. The authorities forecast supply will reach 429 properties and 15,560 rooms within 2015.

Checking in



Banyan Tree Lang Co



Hannah Koh enjoys the azure skies, emerald waters and sterling service at this resort in central Vietnam

LOCATION Banyan Tree Lang Co is an hour's drive from Da Nang International Airport and is part of the Laguna Lang Co integrated resort. Lang Co, which translates to 'village of storks', is a reference to the birds that visit every year. Situated between two major UNESCO World Heritage sites, Hoi An and Hue, the resort offers easy access to both for day trips.

ROOMS Banyan Tree Lang Co features two categories of luxuriously furnished villas – the 131m² Lagoon Pool Villa and the 124m² Beach Pool Villa.

Past the villa's wooden gates, a white stone path fringed with spider lilies leads to a breezy verandah, beyond which a plunge pool and Jacuzzi, sala pavilion with daybed and open space for in-villa dining unfold. Tall bamboo walls left and right demarcate your space from your neighbour's and offer a sense of privacy.

Entering the villa, a tall red and gold depiction of the lotus flower sets the tone for the interior. A soft king-size bed takes centre stage, backed by a sturdy work desk. Heavy drapes afford a cosy sense of seclusion when drawn and an abundance of natural sunlight from large windows when not. Overlooking the small backyard, the spacious bath area also fans out into a shower room, washroom, bathroom and his-and-her vanity areas.

At the Beach Pool Villa, a winding path leads down to Laguna Lang Co's 3.5km stretch of beach. The short distance is a godsend for beach bums, but fans of skinny-dipping should reconsider as the villa's outdoor areas are not completely concealed to passers-by.

Another concern I had was the spoiled lock on my gate. However, this was quickly remedied with a bicycle lock after a call to housekeeping. When I expressed further concerns about security, staff were quick to reassure that guards regularly patrol the beach at night.

FACILITIES The signature Banyan Tree Spa is a must-visit when staying at any Banyan Tree resort. My therapist was a Thai national who trained at another Banyan Tree property and delivered rejuvenation in one of the spa's six treatment

Name Banyan Tree Lang Co
No. of rooms 17 Beach Pool Villas, 32 Lagoon Pool Villas
Rate Best available rates start from US\$531 per night for a Lagoon Pool Villa
Contact details
 Tel: (84-54) 3695-888
 Email: langco@banyantree.com
 Website: www.banyantree.com/en/lang_co

rooms. Guests can also make use of the gym and yoga pavilion, or tee off at the Laguna Lang Co golf course.

Event spaces take the shape of a 12-pax boardroom and a whitewashed, beachfront wedding chapel.

Found within the neighbouring Angsana Lang Co property, the Water Sport Centre actually provides guests with a whole range of wet and dry activities to participate in such as parasailing, bungee trampoline, archery and kayaking. I've never been called a thrill-seeker in my life, but I did enjoy roaring down the sandy trails of the forest on an ATV and hanging on for dear life as the flying fish float skidded along the surface of the sea.

Those who prefer staying indoors can learn more about Vietnam's rich artistic legacy and try their hands at handicraft.

F&B Banyan Tree's signature Thai restaurant, Saffron, is perched on a cliff overlooking turquoise waters. Saffron did its reputation justice – I had the spicy grilled beef tenderloin salad for starters, which paired flavourful, juicy slices of beef with a refreshing splash of lime. Meanwhile, the deep fried tiger prawns with tamarind sauce left my palate tingling.

The Water Court serves excellent French fare with hints of Vietnamese influence. Enjoy dishes such as fresh clams sautéed with chilli and lemongrass, *banh beo hue* (mini rice pancakes with prawn and crispy shallots served with fish sauce and chilli) and braised pork cooked in a claypot, a Vietnamese classic.

The beachfront Azura dishes up Italian fare daily with a special menu on weekends to shake things up, while Thu Quan is an all-day snack and cocktail bar.

All F&B outlets serve guests a small glass of special tea – a different one every day at each venue – a refreshing treat after being out under the relentless sun.

SERVICE Polite and prompt, the staff handled the most ridiculous questions with aplomb and expertly managed to be always on hand without being intrusive. Restaurant servers were especially earnest in introducing each dish. Every staff member was also able to converse in English.

VERDICT Perfect for a memorable weekend with someone special.

Slow down in growth

Smarter tourism policies needed, writes **Greg Lowe**

Vietnam's tourism industry is growing, but at a slower pace than before, and the authorities must do more to develop new destinations within the country while curbing rampant development, industry experts say.

Edouard George, president of Phoenix Voyages, told *TTG Asia*: "Vietnam is slowly maturing as a destination, but there is still a lot to discover in the country and some regions really need to be discovered more in depth."

"One of the weaknesses in marketing Vietnam is that it (the NTO) has always tried to sell the entire country. We should promote southern, central and northern Vietnam as three unique destinations, which means you need to visit Vietnam thrice to discover it properly."

Tony Dzung, owner of AsianaTravel, held the same view. He said there needed to be a shift in emphasis towards promoting new destinations and products across the country. This would require more competent efforts from the Vietnam National Administration of Tourism, which he felt also needed to avoid poorly thought-out short-term policies such as the move to raise visa fees from US\$25 to US\$45 at the end of last year.

Dzung said: "Furthermore, there are many small (tourism) companies – most

of which are not well controlled by the government – that provide poor services to tourists. We need (the government) to better control this segment."

While international arrivals are up in 2013, growth has slowed by almost half in the first seven months of the year, rising just 5.9 per cent over the same period last year, achieving just over 58 per cent of the target of 7.2 million international visitors for 2013, according to official data. Total tourism spend was 105 trillion dong (US\$5 billion) in the first half, up 23.5 per cent year-on-year.

China was the largest source market with 998,921 visitors, up 29.2 per cent year-on-year, followed by South Korea (439,139) and Japan (338,972).

"New source markets are starting to show interest but Vietnam is still handicapped by the lack of incoming flights. With the arrival of Middle Eastern carriers, there is a good chance of diversifying Vietnam's source markets," said George.

Beyond stimulating growth in arrivals, George urged a tougher crackdown on petty crime and tourist scams, and called on the NTO to ensure Vietnam preserves its heritage buildings and slow the pace of rampant development along the coast.



VIETRAVEL IS PROUD OF WINNING
 THE **"TTG TRAVEL AWARDS"**
 for 3 times with the merit title of
"BEST TRAVEL AGENCY - VIETNAM"
 voted by readers of TTG ASIA
 the leading tourism trade magazine
 and
 THE **"WORLD TRAVEL AWARDS"**
 with the merit titles of
VIETNAM'S LEADING TOUR OPERATOR
VIETNAM'S LEADING TRAVEL AGENCY
 voted by WTA and World Travel Specialists

Head Office:

190 Pasteur, Ward 6, District 3, HCMC, Vietnam - Tel: [84.8] 3822 8898
 Fax: [84.8] 3829 9142 - Email: info@vietravel-vn.com - www.tour-asia.net

VIETRAVEL BRANCH NETWORK IN VIETNAM:

• Lao Cai - (84.20) 3830 868
 • Hanoi - (84.4) 3933 1978
 • Hai Phong - (84.31) 368 6662
 • Vinh - (84.38) 355 2299
 • Hue - (84.54) 383 1432
 • Da Nang - (84.511) 386 3544
 • Quang Ngai - (84.55) 371 9123
 • Quy Nhon - (84.56) 382 3829
 • Nha Trang - (84.58) 352 6577
 • Phan Thiet - (84.62) 374 1742
 • Vung Tau - (84.64) 383 8138
 • Binh Duong - (84.650) 388 2888

• Dong Nai - (84.61) 394 8930
 • Can Tho - (84.710) 376 3085
 • Long Xuyen - (84.76) 392 3567
 • Ca Mau - (84.780) 355 8899
 • Phu Quoc - (84.77) 399 6544

VIETRAVEL OVERSEAS BRANCH NETWORK:

• Cambodia - Indochina Heritage Travel: (00855) 2321 2545
 • Thai Land - King Dragon Travel: (0066) 2216 9821
 • Usa - Saigon Citytravel: (001) 714 677 3333

The Leading International MICE Event in China

中国首屈一指的专业会议、奖励旅游、会议和展览的商业和交流平台

No Other MICE Event In China Yields Results Like We Do

中国MICE行业盛事，成果卓越，无与伦比

特定展商预期订单标的能够达到

Order Volumes of

Above USD 1 Million 100万美金以上

Expected For Selected Exhibitors

超过90%的买家

Over 90% of Buyers Gave Top Scores For

Quality of Exhibitors 非常满意展商质量

超过86%的买家

Over 86% of Buyers Gave Top Scores For

Quality of Business Appointments

非常满意约谈质量

超过80%的买家认为

Over 80% of Buyers Say That

IT&CM China Surpasses Similar Events

IT&CM China不可错过

In Terms of Quality of Exhibitors, Quality of Business Matching,
Potential Business Generated, Networking Opportunities and
Being A Must-Attend Event

在展商质量、商务约谈、潜在合作机遇及社交机会等方面优
于其他同类活动

超过85%的展商预期获得订单

85% of Exhibitors Expect Orders

6 To 12 Months After IT&CM China 2013

在IT&CM China 2013落幕后的6-12个月内完成

"IT&CM China has been able to raise the bar each year,
bringing the **right participants and buyers** to the show
and providing good opportunities for all attendees."

Cinn Tan | Jin Jiang International Hotel Management Co Ltd, China

"总体而言，IT&CM China 2013是非常成功的。
展会期间，我们与许多外国展商交流，他们给了我们
很多关于展会积极的反馈。现场约谈也非常成功，
真的很期待明年再来。"

Liu Jun | Meetings China, 中国

"IT&CM China improves greatly each year and provides
a **good mix of exhibitors and quality appointments**."

I look forward to 2014!"

Anthony Jepsen | Conference Venues and Booking Services, Australia



Exhibitors 展商 | Buyers 买家 | Media 媒体

Scan this QR Code 扫描此二维码

To Learn More About Participating 获取招待计划的更多信息

Hosting Programme For Buyers and Media Available.
为买家和媒体特设的招待计划现在开始申请。

For International Delegates 国际展商

Email: itcmchina@ttgasia.com

Tel: (65) 6395 7575

For Chinese Delegates 国内展商

Email: itcmchina@citsmice.com.cn

Tel: (86-21) 3304 9999

TTG Events

CITS 中国国旅

MP international

Supported By:



上海市旅游局
Shanghai Municipal Tourism Administration



AuSAE
The Association
of Association Executives

csae | scda
Canadian Society of Association Executives
Société Canadienne des Directeurs d'Associations

Industry Partner:



Technology Partner:



Official Media:



Media Affiliates:



**IT&CM China 2014 is proud to be part of the
Shanghai Business Events Week.**

Where The MICE Industry Comes Together In Shanghai.
An Exciting Week of Business, Education And
Networking Events.



Misibis Bay Resort & Casino

Sorsogon is promoting its whale shark interactions

Bicolandia adventure

Bicol dangles nature and ecotourism to attract foreign arrivals. By **Marianne Carandang**

NTO The Bicol region, at the southern tip of Luzon, Philippines' largest island, is aiming for at least one million of the 10 million tourists the country has set its sights on by 2016.

Department of Tourism (DoT) regional director-Bicol, Maria Ong-Ravanilla, expressed the goal as the region groups its six provinces into two logical clusters for promotion: Almasor, comprising Albay, Masbate and Sorsogon, and Triple C, consisting of Camarines Sur (Camsur), Camarines Norte and Catanduanes.

Almasor featured prominently at the NTO's pavilion at ITB Berlin and the Shanghai World Travel Fair. DoT will step up promotions for this cluster with the reintroduction of Philippine Airlines flights into Europe in November, starting with a five-times weekly London service whose launch will coincide with the opening of World Travel Market.

Arrivals

Already, a total of 772,886 international arrivals flocked to the region last year, a 4.2 per cent increase from 2011. Top markets include

the US, the UK, Germany, Australia and China, drawn by the region's adventure and ecotourism treasures which include the whale sharks of Donsol, the fiery Mayon Volcano and water sports in Camsur, among others.

The launch of Misibis Bay Resort in Cagraray Island is also an impetus for the region to seek luxury tourists, particularly from Russia, according to Ong-Ravanilla.

Domestic tourism is also on the rise, growing 7.9 per cent to 3.7 million in 2012, a figure that rivals Boracay, she noted.

Hotels

A handful of new rooms is being built across the region.

In Albay, Misibis Bay Resort, which has 90 rooms and suites, is expected to add 128 more rooms, the first 30 of which should be ready by February 2014.

As of end-2012, Albay has 2,646 rooms, with 181 rooms under construction. Legazpi city has three four-star hotels: The Oriental (115 rooms), Hotel St. Ellis (40 rooms) and Hotel Venezia (40 rooms).

Camsur has around 3,410 rooms both in city and island resort areas. The Naga area has



"We are one of nine priority clusters and we hope to contribute at least one million out of the 10 million tourists targeted by the Philippines by 2016."

Maria Ong-Ravanilla
Regional director-Bicol
Department of Tourism

1,700 rooms, mostly mid-level and budget, but agencies seeking a higher category of accommodation can consider Avenue Plaza Hotel (64 rooms), Villa Caceres (102 rooms) and the Camsur Watersports Complex (CWC), which has around 500 rooms from budget to suite.

CWC also organises tours to sister property Gota Resort in the Caramoan Islands, where reality show *Survivor* was filmed. A luxury resort option in Caramoan is Tugawe Cove Resort (24 rooms).

The Sorsogon area is dotted with bed and breakfast inns totalling 891 rooms. A new 40-room design property, Siam Hotel, will open in Sorsogon City in the next few months.

In Masbate, there are 660 rooms, with 60 more on the way.

Products

The region aims to capitalise on its ecotourism attractions, historical churches, religious festivals, fresh seafood and unique cuisine (with coconut and chilli as main ingredients) to draw more visitors.

Legazpi in Albay boasts the 2,463m Mayon Volcano, which has the world's most perfect

cone. ATV rides and treks are organised up to 6km from the crater. Sorsogon promotes diving and whale shark-watching in Donsol, and camping treks at Mount Bulusan, while Masbate's top attraction is manta ray diving in Ticao Island.

Naga, 100km from Legazpi, banks on its Spanish and religious heritage, while CWC, only 10 minutes from Naga Airport, attracts young, sports-oriented visitors.

The Caramoan Islands in Camsur, notable for powdery white beaches and limestone karst formations, have hosted several international editions of *Survivor*. A new US edition has just been launched, featuring Palau in Cagayan Valley.

Daet in Camarines Norte and Virac in Catanduanes are also well-known as surfing and kiteboarding destinations.

Access

Cebu Pacific operates the most number of flights to the region, flying 25 times weekly to Legazpi, 13 times weekly to Naga and 12 times weekly to Virac from Manila. It also flies five times weekly to Legazpi and thrice weekly to Masbate from Cebu.

Fishing for longhaul business

Local tour operators face more competition as more players sell Almasor, reports **Marianne Carandang**

The Almasor cluster, comprising Albay, Masbate and Sorsogon, is aiming for new visitors in the longhaul season beginning next month.

Operators hope to source business from Germany and the UK, where the Philippines gets the bulk of its European business from, and markets such as North America and Russia.

The 'cluster' strategy for these geographically connected provinces in the Bicol region in Southern Luzon (see Briefing on page 25) is coordinated by the Philippine Tour Operators Association (PHILTOA) under a flagship Island Fun Caravan Getaways programme.

"There's more than enough to put Albay back on the tourist map – a lot of nature and culture – while Sorsogon's strength is ecotourism, with the *butandings* (whale sharks) in Donsol and fish interaction activities at the Juag Sanctuary in Matnog," said Cesar Cruz, PHILTOA president. He noted that the region had recovered from the economic effects of Typhoon Durian in 2006, which caused severe damage to infrastructure such as the



Misibis Bay Resort & Casino

ATVs at the foot of the Mayon volcano

national railway.

Value-added programmes of at least four nights and as many as eight or 10 nights will be sold to the international market.

"The PHILTOA website will be used as a clearinghouse for the 19 operators who are members of the consortium," Cruz said. "The programmes are ready, and travel consultants can already sell them," he said.

Hotels and resorts like Misibis Bay, which opened in 2009, and The Oriental – opened in early 2012 and built where the Imelda-

era Mayon International Hotel once stood – would help increase the destination's visibility, in part because of their MICE capabilities, Cruz said.

PHILTOA will also begin to soft-market the Siam Hotel, a 40-room boutique luxury property in Sorsogon City opening soon, to foreign markets which look for "properties with character," Cruz added.

Jessica Noelle Wong, Donsol Ecotours Manila's sales and marketing manager, said the operator began marketing to Russia in

March and was reinforcing efforts in Europe.

"The strongest European markets are Germany, the UK and, surprisingly, Scandinavia, where we have not done any marketing," Wong said. Programmes for Europeans might last 10-14 days, with extensions to places such as Malapascua, Cebu, Puerto Galera or Banaue, she said.

The overnight change in the region's visibility has surprised travel consultants based in Bicol, who are complying with the new structure in tour programmes.

"There used to be just five accredited travel agencies in Bicol in 2012; now there are 16," said Miggie Macasinag, general manager, Roam International, based in Legazpi City, who has diversified into selling Boracay and Cebu apart from her own region.

Challenges also come from other directions.

"Hotel rates are also going down, but the contracted rates they (hotels) give us might be higher than their promo rates (which are non-commissionable)," Macasinag added.

Cruz admitted that there is demand (to use) Manila-based operators but "it would be more practical for us if we had counterparts in the provinces because it would reduce costs", he remarked.

"If we have a very reliable tour operator in the area, why would we send our own guides?" Cruz said, adding the association actively encouraged provincial consultants to become more web-savvy.

"It makes a big difference if you're a tour operator with an online business presence," Cruz pointed out.

Test drive

Island-hop in Matnog, Sorsogon



Sorsogon's virgin beaches, rustic setting and seafood bounty beckon **Marianne Carandang** to island-hop

WHY This tour is an excellent example of why the fun is in the journey, not just the destination.

HOW When in Sorsogon City, drive to Matnog Port, where ferries cross the San Bernardino Strait going east into Samar. The humble fishing town's ferry port is also a hub for the Matnog 'island-hopping tour', the local parlance for a boat ride with designated island stops along the way. The drive to Matnog Port was a scenic, smooth drive covering 65km, past the towns of Irosin and Juban on the Pan Philippine Highway. The first portion connecting to the town of Juban offered majestic views

of Sorsogon Bay on the west. Verdant landscapes with well-tended rice fields and tall palm trees punctuated the next part of the drive past the Bulusan Volcano and mountain formations of Irosin.

WHAT At Matnog Port, we were led to an organised strip of white outrigger boats or *bancas*, which seat 10-12 people. We did a more roundabout route of the typical itinerary, getting to Tikling Island first, where we drank from coconuts, which were chopped open before us, and ate local sweets made with cassava flour and flaked coconut meat.

We hopped back on the boat to head to Juag Island. There, we got onto a modest structure on stilts, and onto a small, hand-pulled raft to get to another house on stilts to watch beautiful fish moored in the sanctuary. I went down the steps and took a swim with the fish, although the water was dark from rainy weather.

The next part of the ride was marked by open seas and whirlpool currents, where we watched an abandoned *parola* (light-house) resting on a sandbar disappearing with the tide. We stopped at Subic Beach on the semi-inhabited Calintaan island for a seafood lunch of lobster, crab and giant *bangus* (milkfish). Clients could snorkel (advise them to bring their own snorkelling gear as the boatmen don't always carry them) or rent a kayak before heading back to Matnog.

VERDICT The virgin beaches, clear blue waters, charming people and seafood bounty were an amazing experience even in rainy weather.

Name Island-hopping in Matnog, Sorsogon
Rate Boat rental for 10-12 pax at P3,000 (US\$70)
Contact details
Tel: (63-52) 481-5593/482-0712



Checking in



Seda Centrio



Marianne Carandang checks in to see if Seda matches its name, which means 'silk'

Name Seda Centrio

No. of rooms 150

Rate From US\$85

Contact details

Tel: (63-88) 323-8888

Email: cdo@sedahotels.com

Website: www.sedahotels.com

LOCATION In downtown Cagayan de Oro City, within Ayala Land's new Centrio mall complex, an hour from the new airport.

DESIGN Modern Asia, accented with rich brown and taupes against cream walls and beige furniture. The front desk lobby, lounge area and all-day restaurant, Misto, are on the fourth floor.

ROOMS While rooms are a modest size, beds are very comfortable, well-padded with immaculate pillows. Forty-inch flat-screen TVs work in tandem with an elaborate media panel located above the room desk, with USB, HDMI and VGA sockets. The desk phone serves as an iPhone dock and has FM stereo radio. Reading lights over the bed are a great addition.

More wall sockets are found near the desk and bed. Free Wi-Fi, running at 256kbps, is reliable, but a faster paid option is available.

F&B Breakfast is Continental with a Fili-

pino flavour, with delicious fresh fruit and a bread selection. A function I attended in the evening offered an inventive mix of Italian, Filipino and roasted meats.

FACILITIES These include an outdoor elevated swimming pool with a kiddie pool area and an enclosed air-conditioned gym behind it; a business workstation with two large flat-screen Apple desktop PCs; a club floor and lounge offering all-day beverages, breakfast, afternoon tea and cocktails.

Europcar chauffeur service comes with a free 3G tablet for use during the ride.

SERVICE Seda, which means silk, intends to deliver a smooth as silk experience, but some refinements are needed. Calls were taken after more than five rings; the room was not cleaned when I returned from a full day of activities – although taken care of efficiently when I stepped out again in the late afternoon.

VERDICT Stylish and more than adequately comfortable. Service is still a bit rough around the edges, but it's on its way.



Best Western Celebrates Another Successful Year in Asia

Best Western International recently celebrated another successful year of growth in Asia and the Middle East, with a major event at its brand new hotel in Bali.

The company's 9th Asian & Middle Eastern Members Meeting saw senior management, hotel members, owners and other stakeholders join forces at the luxury BEST WESTERN PREMIER Sunset Road Kuta, Bali, from September 16-19, to look back on another 12 months of achievements and pave the way for the future growth of the company.

The four-day event also included a series of day trips and dinners, and was topped off with a glittering ceremony to announce the winners of the 2013 Best Western Asia & the Middle East Awards.



1. From Left: Mr. Khalid Ragab – Best Western International's Director of Operations (Middle East), Mr. Davinder Pal Singh – Hotel Owner of BEST WESTERN Klassique Sukhumvit, Mr. Glenn de Souza – Best Western International's Vice President of International Operations (Asia & Middle East), Mr. Paul Suvodip – Best Western International's Regional Manager (Revenue & Marketing Services), Mr. Balvinder Grover – General Manager of BEST WESTERN Klassique Sukhumvit
2. From Left: Mrs. Lorna de Souza and Mr. Glenn de Souza – BEST WESTERN International's Vice President International Operations (Asia & Middle East), Mr. Ardianto Mintaryono – Hotel Owner of BEST WESTERN Star Hotel, Mr. Iwanto Hartojo – President Director of PT.Bangun Wahana Indah Indonesia / Best Western International's Area Development Office (Indonesia).
3. From Left: Ms. Chan Heng Si and Mr. Yap Ting Hau – Project Owner for BEST WESTERN PLUS Heritage Kuala Lumpur
4. From Left: Mr. Toshiaki Jimmy Taguchi – Living Well Co., Ltd. / Best Western International's Area Development Office (Japan), Mr. Haris Chandra – Hotel Owner of BEST WESTERN Hariston



PLUS PREMIER

THE WORLD'S LARGEST HOTEL CHAIN®

FOR BLISSFUL BEACHES CHECK IN TO CENTARA



CENTARA APP
NOW AVAILABLE



CENTARA
SANDY BEACH RESORT
DANANG

CHEN SEA
RESORT & SPA PHU QUOC
Centara
BOUTIQUE COLLECTION

TWO STUNNING RESORTS ON TWO OF VIETNAM'S MOST GLORIOUS BEACHES.

In a quiet bay on Phu Quoc Island we have our intimately-sized **Chen Sea Resort & Spa**, set on the sands and featuring just 36 spacious villas, several of which are traditional houses from the historic port city of Hoi An, re-erected here as luxury accommodations.

At Da Nang, famous for its long coastline, Non Nuoc Beach has been voted one of the most beautiful beaches on the planet. Our **Sandy Beach Non Nuoc Resort** is set on this remarkable stretch of sand. The resort features a variety of accommodation options including ocean front villas. Water sports, beach games, and a spa offering the last word in sublime relaxation. Peace and tranquility.

All right there on the ocean at the best beaches in Vietnam.

CENTARA | The 1st card

CENTARA
HOTELS & RESORTS

BANGKOK OFFICE • T: +66 0 2101 1234 • E: sales@chr.co.th
VIETNAM OFFICE • T: +84 8 3914 7940 • E: rsovn@chr.co.th
f centarahotelsresorts • t mycentara • www.chr.co.th

