

VIEW FROM THE TOP

Veteran hotelier Edmond Ip, vice chairman of Artyzen Hospitality Group, arguably created the wave of contemporary China brands and is back to take his Zitan out of the wraps



EURO FALLS, ASIA RISES

The euro's devaluation presents Asia with a great opportunity to boost its share of the German market. The key to this is the right pricing strategy



WANTED: BUYERS WITH PASSION

It's business as usual with Kuoni even as the group is seeking buyers for its outbound units, and Asian DMCs hope new opportunities will result from it



OFFERS FROM PARADISE

A slice of paradise may not come with a hefty price tag this year, as two luxury resorts in the Maldives show how priceless impeccable hospitality is



TUCKING INTO A HIDDEN FOOD SCENE

Are tour operators able to grab a bite of Hong Kong's growing private kitchen concept, which has taken a turn for the upscale and inventive in recent years?



A NEW BREED OF BUSINESS LODGING

As short-term stay options enter into the corporate lodging landscape, road warriors are no longer restricted to business hotels or serviced residences

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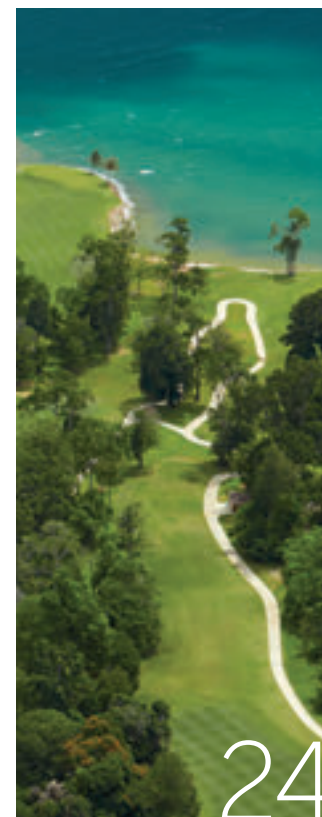
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For Asia to grab the opportunity to expand its share of the European market in 2016, real marketing dollars must be put back into the region.

LOVING EUROPE ALL OVER AGAIN

Have euro will travel, never mind if it's a weaker euro. The Germans' love for travel is unstoppable and figures from ForwardKeys show German departures to longhaul destinations climbed 4.2 per cent last year, compared with a non-existent (0.5 per cent) growth in 2013.

But it was more of a West Side Story last year, with German wholesalers telling me that places like Latin America, Mexico and Cuba were 'in vogue' as they had become more affordable, while the Far East was saddled by the Thai political issue, India's bad image, Malaysia Airlines' accidents and so forth.

But an Asia shift is on the cards with the euro devaluation (see page 6) and it's just what Asia needs. If you've cut back on Europe marketing, it's time to get back in – and fast. Should never have cut back on Europe in the first place. Look at the Maldives (see page 14): a slowdown in China and Russian arrivals sees Europe regaining its position as the Maldives' number one market. Chinese travellers to the Maldives are neither repeaters nor long-stayers, while the British, Italians, Germans, etc, are, making Western Europe a richer market to have (and to hold).

Indonesia's tourism minister Arief Yahya 'got it', assuring the trade at ITB he was not about to give Europe the short shrift in favour of volume-generating markets closer to home. This was an about-turn from January, when he told us the promotions budget would be allocated in proportion to markets the ministry believed would help

it achieve a 20 million arrivals target by 2019. Going by this, 80 per cent of the budget would go to South-east Asia, other parts of Asia and Australia; Europe, the US and the Middle East would get 20 per cent.

But, having studied the data, he acknowledged the European traveller's average spend was twice that of other tourists.

Thank goodness. For Asia to grab the opportunity to expand its share of the European market in 2016, real marketing dollars must be put back into the region. Look at Vietnam, whose marketing efforts in Germany brought an ROI of a 25 per cent increase in the market last year. The right pricing strategy that takes into account the euro's devaluation, and the fact the market remains price-sensitive due to the continuing economic uncertainty in the eurozone, is also a must.

At this year's ITB, the Far East halls 25/26 were far busier than in the last two years. Accor Asia-Pacific's chief marketer, Graham Wilson, too, was astounded by "the buoyancy of the German market, a big change from last year" and he expects a four to six per cent additional growth on top of what he had budgeted for.

Let's play our cards right and, welcome back, Europe.

Raini Hamdi

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COMING UP

NEXT ISSUE:
APRIL 10, 2015

CHINA More FITs are headed for Guangzhou, aided by improving access as well as the 72-hour visa-free policy

INTEGRATED RESORTS How are Asia's new and old integrated resorts battling for the tourist dollar?

SERVICED RESIDENCES Where are the upcoming hotspots for serviced residences in South-east Asia?

WE LIKE



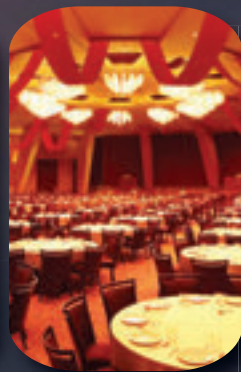
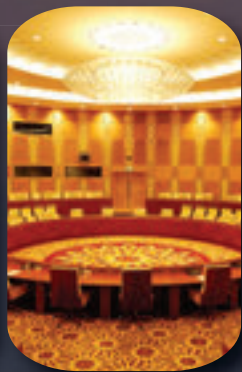
Solo female travellers from South-east Asia are on the rise, according to TripAdvisor's recent Women's Travel Survey. An indicator of growing female independence and empowerment no doubt, such trends would also signify the greater opportunities for women to live their lives adventurously and inspirationally without being encumbered by fear or loneliness, not to mention the amount of tourist dollars lady travellers bring!



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Analysis

WANTED: BUYERS WITH PASSION

Contracting with Kuoni Switzerland, UK, Benelux and Scandinavia/Finland is continuing as per normal even as the Kuoni group is seeking to sell off these operations and its other traditional tour operating businesses in Hong Kong/China and India.

Kuoni's contracts managers from these markets are attending all trade shows and locking horns with their suppliers over rates and allotments as usual. Sellers interviewed also said the announcement by the Kuoni group that it would exit the tour operating business would not impact contracting at all.

"One has to assume that it (Kuoni UK, Switzerland, etc) will be sold as a growing concern and that the new owners will have a passion and commitment to move the business even further forward than where it is today," said Chris Bailey, senior vice president sales & marketing Centara Hotels & Resorts Thailand.

But Bailey did express reservations that the announcement might impact Kuoni staff however upbeat the message from the management might be, and that the competition would "cherry pick (Kuoni staff) and/or commercial arrangements in such times".

Kuoni UK is at pains to soothe any jangled nerves, with managing director Derek Jones issuing a statement saying the UK leadership team remains in place "to oversee the process (of the sale) and continue the ambitious plans for growth in the UK market". He went on to say Kuoni UK would be "working closely with our colleagues in Switzerland to make sure we find the right buyers".

In the meantime, Jones said: "It's very much business as usual right now for all our staff and customers. This is the busiest time for holiday bookings and right now our focus is on continuing to deliver brilliant holidays and service for all customers."

Like Jones, hotels and DMCs interviewed hoped the new owners of these businesses would be able to take the business forward, saying by no means was Kuoni's move a reflection that the future

of tour operating in Europe was dim.

DMCs are in fact salivating at the prospects of new accounts these sell-offs may bring. For example, only Tour East Singapore now handles Kuoni as the account in the rest of the region has gone to Asian Trails since Asian Trails was bought by Kuoni Group a few years ago.

Said Judy Lum, group vice president sales & marketing, Tour East Singapore: "I see more opportunities than threats with a neutral ownership: the new owner will focus on tour operating, thus the potential of increasing the existing business to our Singapore office even if the DMC in the rest of Asia remains status quo. Or, the potential of a consolidation in ground handling where the rest of the Tour East offices will have a chance to pitch for the business on a more neutral standing."

Sharing the same sentiments, Exo Travel's group managing director Hamish Keith commented: "We see this as a logical continuation of Kuoni selling off its operations in France and Spain (in the past two to three years) and welcome their initiative. Any break-up of large travel groups creates an opportunity for independent DMCs to compete for new business, which is of course welcomed from our point of view."

"We also see this as a reaction to the wider trend, where the market has moved away from well-organised, fixed travel and tours, which Kuoni pioneered and become a leader in, and shifted towards more personalised travel provided by highly specialised tour operators."

"Hopefully these Kuoni divisions will not be bought by one of the big operators but will have the opportunity to relaunch themselves as small, more independent tour operators which are able to meet the demands of the changing marketplace."

Legacy

New owners of Kuoni's tour operating businesses can continue operating with the name, which carries a legacy of more than 100 years.

"The tour operator business in Europe will by no means pan out. The opposite is the case. Tour operators are expanding their programmes and are by far still the most important partners for the hotels in the main holiday destinations."

Michael Frese

CEO of DER Touristik, which operates DERTOUR, Meier's Weltreisen and ADAC-Reisen



Kuoni Group's spokesperson Peter Brun said: "The main brand 'Kuoni' remains with the mother company Kuoni Group as we continue to operate with that name, for example, Kuoni Destination Management and of course Kuoni Group (itself). But potential buyers of the tour operating businesses can licence the brand Kuoni from Kuoni Group and operate with that name."

"That's why these businesses are so attractive because you can continue like before with your customers in your B2C interaction."

Brun added: "We already have such agreements successfully in place when we sold Kuoni Austria years ago. Same with Kuoni France and Spain two years ago. If you go to Paris you will find beautiful Kuoni retail stores with the same logo as we have in the UK, Switzerland and in Asia. For the specialist brands like Voyage Jules Verne you mentioned, they normally go with the sale to new owners."

Voyage Jules Verne is a brand under Kuoni UK, along with Carrier, Kirker, CV Villas and Journeys of Distinction. Aside from established brands, suitors are also

buying its 50-year track record, a digital presence and 35 Kuoni-branded shops.

Asked who the potential buyers are at press time, Brun said: "We don't speculate about any potential buyers. But we are convinced that our outbound tour operating unit with its valued brands can be further developed by new owners."

To some, however, the announcement was a double-edged sword, as it was akin to Kuoni admitting prospects were better for B2B hotel and land wholesaling, destination management services and visa facilitation than tour operating.

A source said announcing a sale of a company without a buyer was demoralising for the staff, would discourage existing and new clients to book and devalue the company's image/share value.

But Brun said: "We are a listed company and have to follow certain communication rules."

"If we had started secret negotiations with one or more potential buyers there would be many rumours in the markets. This would cause a lot of uncertainties, especially with employees. If we announce, like we did, everybody has the same com-

It's business as usual with Kuoni even as the group is seeking buyers for its outbound units. Asian DMCs hope new opportunities will result from it, with many saying there still is future in traditional tour operating in Europe, reports **Raini Hamdi**

munication starting point and we get different interested buyers. This can allow us to find best possible new owners for these businesses. This can give employees better assurance and perspectives for their development," said Brun.

Currently, only the Hotelplan Group has confirmed it is looking into the possibility of buying Kuoni Switzerland while the industry speculates potential buyers were likely those from the Middle East and North and North-east Asia with deep pockets. Private non-travel related investors are also not ruled out.

Asian DMCs and hotels that contract Kuoni hope for a new owner that has a strategy to expand tour operating in the UK/Europe and bring that to the next level by leveraging technology.

"Anybody that would continue to enthusiastically drive the business, the brand and its management team forward deserves a shot in the arm!" said Centara's Bailey.

Future

Kuoni's decision to exit tour operating did not come as a surprise to most industry players interviewed, given the several restructures the group had been making over the years in a bid to survive a changing marketplace. But none said they believed the future of tour operating in Europe was dead – although the caveat was the business must evolve in order to handle the disruption caused by the Internet.

Said a UK operator on the condition of anonymity: "Most of the established conventional tour operators – particularly those that are trade-focused – have seen margins come under pressure primarily from OTAs, bed banks and, in many cases, hoteliers becoming more aggressive in trying to obtain direct sales.

"(However), there is still a place for specialist operators, maybe focusing on a few areas rather than trying to be worldwide.

"The challenge is ensuring those clients who have taken your time to obtain information actually book through you, rather than rushing to an OTA with the information so they can undercut.

"The OTAs here in the UK, and maybe elsewhere, are very tech-savvy and particularly good at selling distressed stock – attributes not usually associated with the more established operators."

Asked about the future of the tour operating business, Hotelplan CEO Thomas Stirnimann said: "We can only say that it is working out well for us, but you needed to adapt a couple of years ago. Today there is no more B2B or B2C business but only business with which you serve all channels."

Centara's Bailey, a former tour operator, said there is "absolutely" a future for tour operating.

"The big trends are very much with the tour operators or, should I say, with travel companies of all kinds, as there is no doubt that people in Europe are travelling more and farther than ever, even if their economies are not doing well.

"Our experience working with tour operators shows us that those dynamic operators who are able to react to the changes and nuances of the more demanding and much better informed traveller are able to succeed and grow their business."

Who are such players? According to Exo's Keith, it's the larger players who

are refocusing the business to their core mass market customers and giving them a unique, differentiated product. "It's about delivering quality, experience and product knowledge at a value for money (not cheap) pricing.

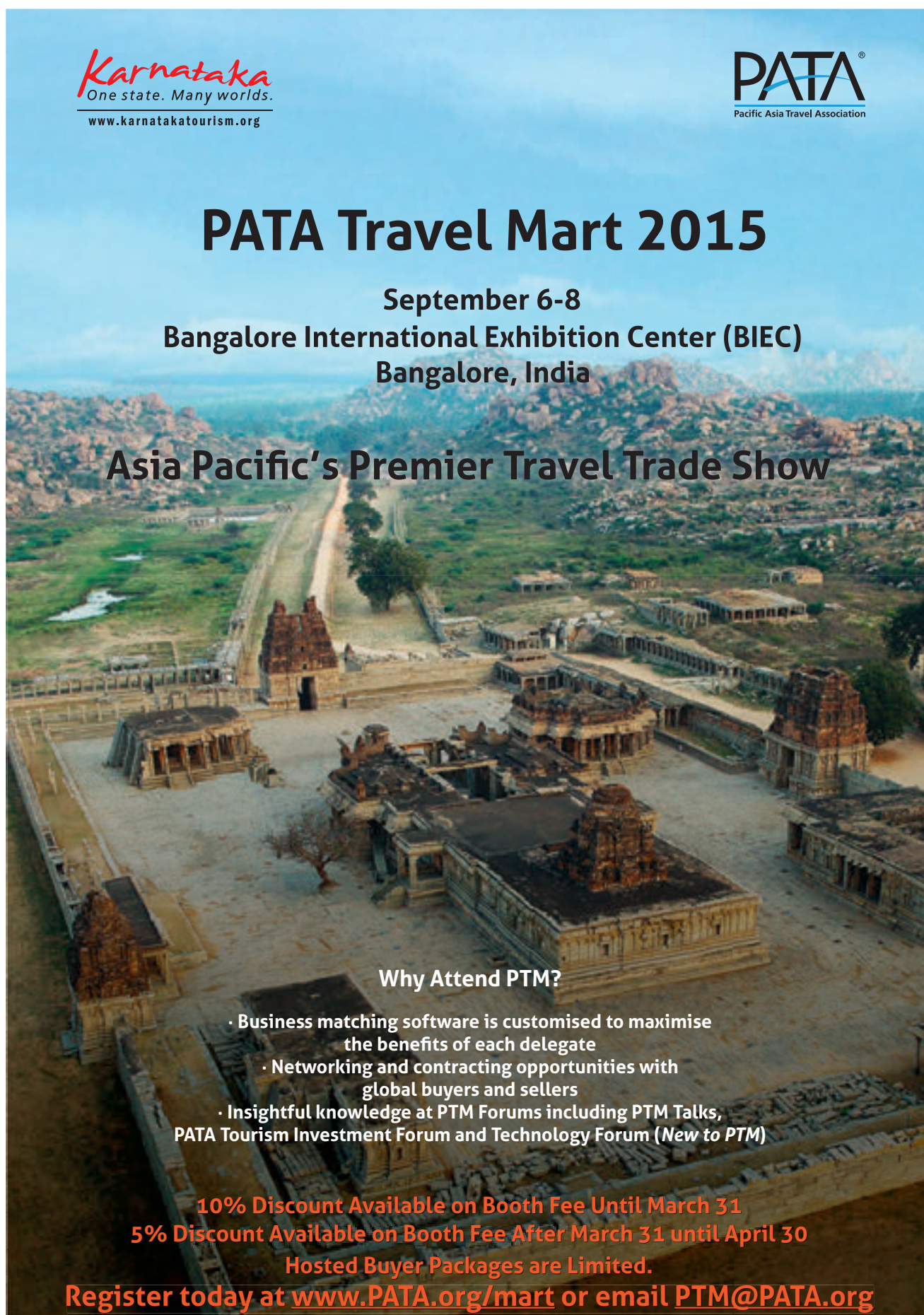
"If they cannot deliver the difference,

then there is no place for them. Some will make it, others will not."

Tour East's Lum added: "Although technology has changed the dynamics of the travel industry, it does not serve everyone's needs. Travel and holidays are a non-tangible product and are still very

much in need of a personalised customer care element.

"A large part of the industry is still customised, specialised and differentiated. The day we allow artificial intelligence to plan our holiday and standardised it, our life is over."



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Analysis

The euro's devaluation presents Asia with a great opportunity to boost its share of the German market. The key to this is the right pricing strategy. **Raini Hamdi** reports



EURO FALLS, ASIA RISES

German tour operators are predicting that the devaluation of the euro can turn the tide for Asia, especially if sellers play their cards right and are level-headed about pricing.

While the impact of the falling euro is not being felt yet, as the big tour operators have hedged the exchange rate and are able to sell their packages at the rate of last summer, pricing will be a big issue for 2016, they said.

Asia could seize the opportunity to grab back German tourist flow to the west – the Caribbean, Mexico, Latin America – which has been going on since last year, they added.

“Latin America, for example, is running well but we feel it has reached its pricing limits and, with the US dollar being more expensive, it is getting more difficult to sell,” said Holger Baldus, managing director of Marco Polo Reisen.

“In this price-conscious market, (German travellers) may defer their trip there to two or three years later and shift to val-

ue-for-money countries.”

This could cause a flow back to destinations such as Vietnam, Thailand and Sri Lanka, said Baldus, pointing out that land costs for a similar tour in Vietnam are half that of Latin America, while airfares and connections are better to the Far East.

Michael Frese, CEO of DER Touristik, which operates DERTOUR, Meier's Weltreisen and ADAC Reisen, said German tour operators, not just his company, have seen a tremendous increase to the west, possibly due to incidents such as the coup in Thailand and the Malaysia Airlines accidents, aside from those destinations themselves being affordable.

“We all have seen big increases – 50 per cent or so – to the Dominican Republic, Cuba and even smaller places like St Lucia and Barbados. As well, the Indian Ocean – Sri Lanka, Seychelles and Mauritius. But this can easily change in the coming winter when the price relation between, say, Thailand and the Caribbean, then becomes much bigger (due to the devaluation).”

He foresees longhaul destinations that trade in euro having an advantage in 2016, among them Sri Lanka, Cuba, Mauritius and Egypt, which he said is “coming back” in the German market.

“If hotels in Asia are not increasing rates too much, if the Asian destination has no or small inflation only, and if there are no big currency fluctuations – say the Thai baht falls against the euro – then there could be a shift (back to Asia),” said Frese.

For 2016, he said land prices would increase 10-15 per cent simply due to the falling euro. “Hopefully, hotels are taking this into consideration when they make their pricing for Europe. Rates to faraway countries will become more expensive for winter 2015 onwards. Those who depend on the European market will probably be more careful (not to outprice themselves),” added Frese.

Asian Trails CEO, Laurent Kuenzle, said: “This year at ITB, it is all about price,

price, price because of the euro devaluation.

“The message that is coming out from European tour operators is, because of the devaluation and the economy, which has not recovered to levels we want to see, the market is price sensitive and they want to have the same prices in euro as last year.

“This means we have to work on tour options that match that kind of budget so that they can continue to sell the packages to their consumers.”

Ramada Plaza Bangkok Menam Riverside general manager, Klaus Sennik, said he would maintain his already competitive room rate, pointing out that Bangkok has 705 hotels and there are “all kinds of offers” everywhere in the city.

But he would lower his F&B prices at the hotel. “It can be unfair to a guest when he sees he has to pay 11 euros for a club sandwich because it's now 34 baht to one euro compared to 50 baht before,” said Sennik.



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Intelligence



Air passenger routes from the US, Europe into APAC

The number of air passengers on routes between the US, top three markets in Europe and Asia-Pacific grew 3% in 2014, but the growth was not evenly spread. Germany and the UK were flat, with France growing the same as the 3% average. That left the biggest of the four – the US – to pull up the average; passengers on routes between the US and Asia-Pacific grew 5%.

The US is not all good news though. The biggest market is by far to-and-from Japan (37% share), but passengers over those routes fell 3%. And even that 5% total Asia-Pacific growth for the US is below the 6% growth for all markets to-and-from US.

In addition, figures for other markets indicate that the Asia-Pacific market needs to counter the trend of losing share when compared with other regions.

Only France was ahead for growth on Asia-Pacific routes compared with its all-world growth – Asia-Pacific’s 3% growth is comparable with the world’s +2%. For Germany, Asia-Pacific was flat compared with the world’s +5%. And for the UK, growth is flat for Asia-Pacific and +4% for the world.



HOTEL BAROMETER

Market performance in November: a mixed bag

The overall hotel TBA-100 Index in November (the latest-available month in 2014) stood at 96 – representing a 4% fall in comparison with the same months in 2013. Occupancy held better, with its Index at 98, and some of the rate changes are related to changes in the value of the US dollar.

In Asia-Pacific overall, occupancy was high at 81%, but down 2 points; average room rate was also down to US\$147.

In the locations shown (see table), we are surprised that Bangkok occupancy was still falling – and a sizeable 10%. Rates were less affected, falling only 4%. The first reaction is to blame Thailand’s weak economy (GDP in Q3 +0.6%, Q4 +2.2%) and continuing political maneuvering. Arrivals through the two Bangkok airports that month grew 2%, which therefore should give an indication of hotel occupancy. Does this mean visitors are staying for a shorter time?

Hanoi occupancy is a high 85%, but average rate slipped slightly.

Hong Kong occupancy fell. This may have been related to the social disturbances last October, as some travellers might have delayed a planned trip in November in case the disturbances worsened. There was a strong increase in arrivals that month, which may mean that more travellers are staying outside the ‘mainstream’ accommodation outlets.

Shanghai’s occupancy grew an encouraging 5%. And although average rate fell, it was not enough to push down RevPAR, which grew 2%.

Singapore’s occupancy and average rate also slipped. Direct arrivals into Singapore that month fell faster at 4%. The visitor count from China, however, continued to recover. It grew 10% in November, although the year-to-date total was still a shocking 26% fall.

Notes/Caveats: Although rates are quoted in US dollars, the data is supplied by hotels to TBA in local currencies, and thus changes in exchange rates can affect figures. Different categorisation of hotels across countries may also distort the rate comparison. For this reason, percentage changes of ARR within a city may be a surer comparison of market progress.

Hotel operating results in selected centres, November 2014

Location	Occupancy, %	Growth, %	ARR, US\$*	Growth, %	RevPAR, US\$	Growth, %
Bangkok	74.0	-10.0	119	-3.7	88	-13.4
Hanoi	84.9	4.0	93	-2.0	79	1.9
Hong Kong	87.6	-2.6	257	2.4	225	-0.3
Melbourne	94.4	2.9	184	-12.1	173	-9.6
Shanghai	70.3	5.0	105	-2.7	74	2.2
Singapore	85.8	-1.1	178	-6.2	152	-7.2

Notes: Compared with same month, year earlier. ARR = average room rates, RevPAR = revenue per available room. *Calculated at exchange rate for specific month to US dollars. Source: hotels to TBA.

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Tourism flow indicators for Asia in 2014

Traffic results for the leading industry categories were strong for airlines – an average 7% growth. And for resident departures +6%, with China’s fast growth cancelling Japan’s fast fall.

But counts were not so positive for two other categories – airports were +2%, with one airport reporting flat growth, and another down 7%; visitor arrivals +5% but one destination flat and two falling.

Resident departures

The region sees an estimated 6% growth. Not only is China’s total big (total of the next five is just 65% of China’s 108 million), but it is growing fastest also.

Japan’s fall is a continuing disappointment. There are indications that domestic travel is strong, which seems to indicate that the Japanese are less interested in the world than they once were.

India, despite slow growth, seems to be on track to become the region’s second-largest market this year. But South Korea – a small population compared with the China and India giants – is clearly the best market in terms of travel potential.

The equivalent of 8% of China’s population travelled in 2014, just 1% of India’s, but 32% of South Korea’s!



Airlines

Guangzhou-based China Southern Airlines topped 100 million seat sales in the year. Although its domestic traffic is much larger, international seat sales grew at double the overall rate at 21%. International seat sales are now precisely 10% of domestic seat sales.

Shanghai-based China Eastern Airlines held onto its second spot, just behind Beijing-based Air China. A long way behind these, the Qantas group (including the Jetstar airlines) managed only 1% growth.

Airline seat sales	No, million	Growth, %
China Southern	100.9	10
China Eastern	83.9	6
Air China	83.0	7
Qantas	49.2	1
Japan	26.2	9

108.4 million
Resident departures from China*, growth of 14%

16.9 million
Resident departures from Japan, a drop of 3%

16.8 million
Resident departures from India*, growth of 1%

16.1 million
Resident departures from South Korea, growth of 8%

Visitor arrivals

(Note that measurement criteria are different for many destinations in Asia-Pacific, and so one destination’s total may not necessarily be comparable with that of another.)

An estimated growth of 5% was recorded for the region.

Although both Singapore and Thailand fell, the surprise is Singapore – caused by a collapse in visitors from China. In the worst month, arrivals from China fell 52%, and this is caused primarily by the situation in China – a crackdown on corruption. This appears to have frightened people enough that even if their planned visit to Singapore were totally unlinked with corruption, many decided not to take the risk.

India was the strongest among the leading destinations, and its new e-visa system will presumably help this growth to continue.

25.3 million
Visitor arrivals to Thailand, a 5% dip

15.0 million
Visitor arrivals to Singapore*, a 3% drop

13.6 million
Visitor arrivals to Hong Kong, growth of 0.3%

7.5 million
Visitor arrivals to India, an 8% increase

Airports

Hong Kong’s airport figures, unlike the visitor total, include traffic from China – which explains the faster growth. It now handles almost 10 million more passengers annually than the second-placed Singapore, which had a slow year.

Strong growth was recorded for Seoul’s two airports, and on track to overtake Singapore in the next five years. Bangkok’s two suffered from the well-chronicled situation.

The 4% for Tokyo’s two hides a remarkable development. Passengers at the main international airport at Narita fell about 2%, and those at Haneda grew about 28%. Much expansion of international flights into Tokyo over the past two years has been into Haneda. With continuing tight capacity at Narita (unable to expand its one-and-a-half runways), this seems likely to continue.

No of airport passengers	No, million	Growth, %
Hong Kong	63.4	6
Singapore	53.8	0.1
Seoul* +	48.7	9
Bangkok* +	41.6	-7
Tokyo	40.0	4

Notes: *TBA estimate. +Two airports. Source: various, company, TBA.

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

ASK THE EXPERT

ACCESSING RICHER AIR CONTENT

Last year, air travellers spent an estimated US\$28.5 billion on options such as onboard F&B, checked baggage, premium seat assignments and early boarding, according to research by IdeaWorks Company and CarTrawler.

Yet while an estimated 50 per cent of airline tickets are sold via brick-and-mortar travel agencies and online travel sites, the vast majority of ancillary products and services are sold by airlines on their own websites, where customers are able to view detailed product information that may not always be easily accessible on systems used by consultants.

IATA's New Distribution Capability (NDC) is intended to address the current limitations in agency distribution by providing the capability for travel consultants to be able to sell these products and services as well. This will equip consultants with more tools to better serve their clients, and as a consequence, air travellers finally will have access to full and rich air content and a transparent shopping experience when they shop with a travel consultant or online travel site.

Just to be clear, NDC is not a system. It is a travel industry-supported programme for the development and voluntary market adoption of a new, XML-based (Internet language)

data transmission standard for communications between airlines and travel consultants – and will be open to any third party, intermediary, IT provider or non-IATA member, to implement and use. As such, it replaces the pre-Internet standard common today. Furthermore, it will be an open standard, available for all to use. While some GDSs have already begun to use some XML-based communication protocols, they have each developed these using proprietary standards rather than the open global standard offered by NDC.

It's no secret that NDC had a bit of a bumpy start in terms of industry acceptance. But as the benefits of voluntarily adopting a single standard have become clearer, we are seeing the major players climb on board. At the World Passenger Symposium in October 2014, Amadeus, Travelport and Sabre each endorsed NDC and said they would use the NDC standard if their airline partners asked them to. In China, both Hainan Airlines and Shandong Airlines, in partnership with Travel-Sky, also introduced the NDC Standard. And in December, IATA announced an agreement with a coalition of national travel agent associations to look at options that could benefit travel consultants as the industry transitions to NDC.

(IATA's NDC) will equip consultants with more tools to better serve their customers, and air travellers will have access to full and rich air content and a transparent shopping experience.

Of course, airlines and consultants will require tools and applications to manage the rich content the NDC standard will enable. While we have every confidence in the abilities of existing players, IATA has also partnered with Travel Capitalist Ventures, a leading travel-focused investment firm, to create the NDC Innovation Fund. This fund will support innovation in airline distribution



Yanik Hoyles, NDC programme director, IATA

by investing in small- and medium-sized companies seeking to develop solutions which support airlines and consultants as they leverage the enhanced distribution capabilities enabled by the NDC standard. NDC will enable a new era of air retailing. We're excited about the benefits and opportunities this will bring to our travel consultant partners, travellers and airlines.

WHO GETS THE BOOKING?

Contemplating a weekend vacation to Bangkok in early May, I visited two travel companies to enquire about hotel recommendations in the Thai capital's Sukhumvit and Pratunam areas as well as airfares from Kuala Lumpur. By S Puvaneswary



monika/23RF/Shutterstock

Asia Travel Mart		Bi'ru Kauthar Travel	
<p>APPEARANCE The store front was bright and inviting, with travel consultants donning uniforms. Holiday promotions to overseas destinations were also clearly displayed for customers to read from wherever they are seated.</p>		<p>APPEARANCE It was half the size of Asia Travel Mart. There were three sales consultants neatly dressed in formal attire, and the counter area was spotlessly clean. Destination promotions were prominently displayed and easily read by passers-by.</p>	
<p>PRODUCT The consultant, Sunil, did a search on his GDS and wrote down on a piece of paper the rates of the Manhattan Sukhumvit Hotel and Baiyoke Suite Hotel in the Pratunam area. He also mentioned that both hotels were within walking distance to the skytrain stations. Sunil also turned his computer monitor to show me photographs of both hotels, and I appreciated the thoughtful gesture.</p> <p>I then enquired if Asia Travel Mart was able to offer airfares cheaper than that offered by AirAsia and Thai Airways. Sunil gave his frank opinion that I could save money if I bought it myself online as the company charged a commission for air tickets.</p> <p>When I enquired about a 4D/3N Bangkok and Pattaya full-board package promotion, Sunil promptly handed me leaflets about the promotion. I asked if it was a better deal than just buying rooms in Bangkok. He said it depended on my needs – did I want a full-board tour or did I want to go sightseeing on my own? I appreciated that he did not try to push the product to me.</p>		<p>PRODUCT I was attended to by Bukhoree, who checked out the rates of budget hotels in both locations on his system. It took him quite a while to do this and I was debating in my mind whether I should make a quick stop to McDonald's located a few steps away and come back later for the results. I decided to wait and received three hotel quotes for each location. When asked if his rates were lower than Agoda or TripAdvisor's, Bukhoree said it was about the same.</p> <p>I also asked if the company could give me good rates for airfares. Bukhoree advised me to keep a lookout for airline promotions and purchase the tickets online. He said the company charges commissions of between RM40 to RM50, depending on the airline. I liked his honesty.</p>	
<p>EASE OF BOOKING I asked if I could make a bank transfer payment instead of making a physical trip to the travel agency. Sunil immediately gave me the company's Maybank account number, plus his business card should I need to contact him later. I loved the way he anticipated my needs.</p>		<p>EASE OF BOOKING Bi'ru Kauthar Travel also allowed me to make bank transfer payment, after which I just needed to send them a screenshot of the receipt via WhatsApp. I loved the way they made things so simple and look into the interest of customers by advocating the use of instant messaging apps.</p>	
<p>PRICE Based on twin-sharing accommodation, Sunil quoted me RM630 (US\$177.50) for a 4D/3N stay with breakfast at Manhattan Sukhumvit Hotel and RM650 for a similar stay at Baiyoke Suite Hotel.</p>		<p>PRICE All hotel rates quoted were within the range of RM780 to RM830 for a 4D/3N stay inclusive of breakfast.</p>	
<p>VERDICT I cannot fault the customer service of both agencies. However, I would buy from Asia Travel Mart as their rates are better and more competitive. I also compared the rates of both agencies on Tripadvisor Malaysia, which gives rates of different OTAs, and found that Asia Travel Mart offers the best rates.</p>			

View from the top

Veteran hotelier Edmond Ip arguably created the wave of contemporary China brands and is back to take his Zitan out of the wraps. [Raini Hamdi](#) talks to the vice chairman of Artyzen Hospitality Group



OUT OF THE WRAPS

I believe there's a history between Zitan and InterContinental Hotels Group (IHG)?

I developed a contemporary luxury brand during my IHG days and asked to keep it as part of my retirement. At the time, around seven years ago, there was a re-structure at IHG and no one really knew what to do with the brand, then called 'Huadi', grand noble house.

I sold my brand to Pansy Ho's (managing director, Shun Tak Holdings) Artyzen (Hospitality Group). She's very fond of Chinese art and culture, collects art and has in-depth knowledge of Chinese history and literature. She liked what she saw. We explored how we could work together to inject this brand (into the industry), create new ones and recruit a team to run the business.

So what's your idea of a China brand?

I won't say Zitan is a 'China' brand but a contemporary lifestyle brand based on Chinese fine living. Luxury hotel brands have been based on Western fine living but China, with 5,000 years of history, has its own fine living. Have we ever tried to express it in a contemporary form, so that everyone, be it a Westerner, Asian or Chinese, can enjoy it, just as we have enjoyed Western fine living?

Give me an example of how you would express it.

For example, in the olden days of multi-generation living, there's a chief-of-staff and a team of people who really look after the family: if it's cold weather, they put a scarf around you; if you are unwell, they get the cook to prepare a herbal soup for

you. The *guanxia* service is an expression of luxury hospitality, where guests are taken care of like family.

What made you create the brand?

I saw that everyone developed the same brands – if you shuffled these brands, the DNA was similar. Only the logo was different.

In the last 50 years, Western brands were powerful because Americans could afford to travel, thus hotels were built to suit their lifestyle. Now, if China is the biggest economic power, shouldn't I do something for these people who can afford to spend?

The younger generation of travellers overall also want to have a new experience.

As well, this may sound a bit noble, but we've done brands for other people, why not do something for us, a brand which we can be proud of, which represents Chinese art, culture, way of living.

Since then, there have been only a few China-oriented brands. Why?

It's easier to launch a brand with a common denominator. The people who operate it are used to operating the standard hotels so, when they run the hotel, they always fall back on the traditional Western way.

Secondly, you may not have the entire vision – a girl wearing a cheongsam does not make a luxury lifestyle brand. A concept is not exclusive. I can't stop anyone from doing a Chinese, Japanese or Western brand, but it is how much you really understand it that makes a difference.

And unless the person who develops it is hands-on to ensure the DNA of his

brand is properly executed, you'll fall back again. Not every company wants to invest to that degree and often, there is time and financial pressure to prevent you from running things differently. That's life.

The handful of global China brands to date have been created largely by Westerners, unlike Zitan. Why aren't more Chinese entrepreneurs doing it?

I'm not sure if there aren't. I'm sure there are a lot of creative people out there. But you also need experiences and an understanding of the business. Fortunately, my team and I have done this for a long time and we have been around. I am a Chinese. Although I have lived everywhere, and appreciate different cultures, I still like my

soup. And I have spent enough time in China and have lots of contacts with people on the ground, owners and government people.

Are prospects better now for your brand than when you first created it?

In China, for luxury brands, it is more challenging. Seven years ago, the market was booming – you could launch any brand, as we did with the previous company (IHG). But China is still strong, it will come back.

A lot of people love the idea of Zitan when we share it with them. But if you love it, it does not mean you'll do it. There is, for example, the risk of 'Am I the first one?', no matter how reputable the team backing it is. But there are people who are willing to do it and we are talking to them. We're also looking at our own investment to create a hotel.

Getting the right location is also a problem. The brand needs to match a location and client base that can afford to pay the rate; places like Shanghai, Beijing, Hong Kong, Singapore, Jakarta – the major gateway cities. Indonesia has big economic growth, driven by domestic consumption, so I think its future is really good.

Pansy has deep pockets. Why can't she build the first Zitan or do a conversion with Shun Tak-owned Grand Lapa and Grand Coloane in Macau, for instance?

Pansy may have deep pockets herself (laughs) but she has a business to run. We can't expect her to just come up with x million dollars to build a Zitan and I would be the first to object if it will not bring a reasonable yield. We did one exercise in Hong Kong, for example – we can't even bring returns for 20 years because of such factors as high land cost.

We will be renovating Grand Lapa and Grand Coloane, which we (Artyzen) are managing. It depends on how much the owners are prepared (to invest in the renovation) that we may convert them to one of our brands. But they may not be a Zitan.

Editor's Note: Artyzen's other three brands are Artyzen, a five star emphasising the artistic and cultural enclave; Artyzen Habitat, a 4.5 star catering to extended and short stay, with the first, in Beijing, opening end 2016/early 2017; and CitizenM (*TTG Asia e-Daily*, October 10, 2014).

10 NEED TO KNOWS ABOUT EDMOND IP

- **Who's in your family?** We have two daughters and two dogs (our sons). My elder daughter works and lives in Chicago and my younger daughter works and lives in Shanghai. My wife and I, with our two dogs, live in Singapore
- **What do you do for fun?** My friends always call me a "play boy" as I enjoy watching theatre plays and attending concerts
- **Your ideal vacation?** Chilling out in our Bali home on the cliff enjoying the sea view and watching both sunrise (if I am up early enough) and sunset!
- **How do you book your own leisure trips?** We plan our itinerary together as a family and book hotels through our own contacts

- **What are you reading right now?** *Sycamore Row* by John Grisham
- **How do you stay healthy?** I exercise in the gym on weekday mornings and play tennis on weekends with the younger generation. I don't drink and I don't smoke
- **Favorite food?** Cantonese cuisine
- **A bad habit you cannot kick?** Thinking about work!
- **Your pet peeve, something that never fails to annoy you?** Untidiness and unfinished work
- **Most people don't know that you...** enjoy meeting all kinds of people, especially the younger generation, to share and to learn from them

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TRANSPORTATION

EMIRATES FLIES DAILY TO BALI

From June 3, 2015, Emirates will commence a new daily service between Dubai and Bali, operated on a Boeing 777-300ER aircraft in

a two-class configuration.

The flight from Dubai will depart at 0820 and arrive at Bali's Denpasar International Airport at 2140. The return flight will leave

Bali at 2340 and arrive at Dubai International Airport at 0500 the next day.

The airline also operates thrice-daily flights from Jakarta to Dubai.

HOTELS



ANANTARA SIAM BANGKOK HOTEL, THAILAND

Located in Ratchaprasong district, Anantara Siam Bangkok Hotel will become the flagship hotel for Anantara Hotels, Resorts & Spas. Owner Minor Hotel Group will invest US\$20 million to enhance the 354-room hotel, rebranded from Four Seasons Hotel Bangkok.



SHILLA STAY JEJU, SOUTH KOREA

Just opened on March 1, the 300-key hotel in Jeju City is located a few minutes' walk from Jeju Art Museum and 10 minutes from Jeju International Airport. The hotel features a restaurant with ocean views, four meeting rooms, a gym, a business centre and the Shilla Duty Free Shop.



ROOSEVELT MACAU

Due to open in early 2016, the 373-room hotel will be the local incarnation of the world-famous Hollywood Roosevelt hotel in Los Angeles. It will feature a private VIP suite club, indoor and outdoor dining venues helmed by celebrity chefs, and a movie screening room, amongst other facilities.



PREMIER INN, INDONESIA

Premier Inn has added four hotels in Bali, Bandung, Jakarta and Sentul to its pipeline in Indonesia. The first to debut in 2H2015, the 112-key Premier Inn Bandung (above) is situated near the Braga City walk entertainment complex and boasts a ballroom that can accommodate up to 500 guests.



PATA Annual Summit 2015

New Dimensions of Heritage and Culture Tourism

April 23-26; Hong Zhu Shan Hotel

Leshan, Sichuan, China

Join PATA at the Annual Summit Conference, signifying the gathering of members, non-members, media and partners, to explore the challenge between the increasing tourism growth and the appropriate management of heritage and cultural sites and attractions.

PATA has gathered together key industry thought leaders from around the world to share insights and knowledge during various sessions.



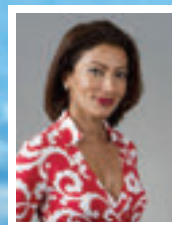
Rohantha Athukorala
Chairman,
Sri Lanka Tourism Promotions Bureau



George Cao
Co-founder & CEO, Dragon Trail



Xu Jing
Regional Director for
Asia and the Pacific, UNWTO



Sharanjit Leyl
Presenter, BBC World News



Dr Mathew McDougall
CEO, Digital Jungle



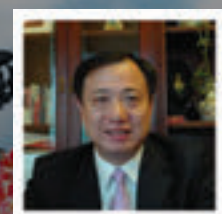
Ms Mallika Naguran
Sustainable Development &
Communications, Asia Pacific, Accor



Jesper Palmqvist
Area Director Asia Pacific,
STR Global



Sok Sangvar
Head, Angkor Tourism Management
Plan, APSARA National Authority,
Cambodia



Closing Keynote Address

David Chai
Deputy General Manager,
Alitrip.com – division of Alibaba Group

Delegates will gain a better understanding of new dimensions of heritage and culture tourism as well as insights into navigating China's travel and tourism industry from companies such as Alitrip.com (a subsidiary of Alibaba group), which aims to gain market share within the booming Chinese online travel market, where 57% of Chinese travel bookings are currently made.

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From the newest executive movements to recent trade celebrations and major upcoming events, we round up the latest happenings to keep you plugged in

GALLERY



GENERAL MANAGER TURNS GOD OF WEALTH

Royal Plaza on Scotts chief experience officer and general manager Patrick Fiat (above) dressed up as the God of Wealth to welcome guests, staff and taxi drivers with Mandarin oranges and red packets at the hotel entrance.

DO YOU HEAR THE PEOPLE SING?

Accor's chief marketer Graham Wilson deserves the 'raise' for orchestrating dinner of the year at ITB Berlin. Top partners were treated to a rendition of famous songs from *Les Misérables* performed by – listen to this – 18 former cast members drawn from around the world.



TOSSING TO PROSPERITY

Hong Kong Tourism Board executive director Anthony Lau (left, centre) led a Hong Kong trade delegation to South-east Asia, making its first stop in Singapore on February 11 to join local trade partners and media for a *lo hei* luncheon to welcome the Lunar New Year.

TRADE CALENDAR *SEE YOU AT...*



IT&CM China, Shanghai April 14-16, 2015

Into its ninth edition, the annual MICE show will take place at the Shanghai Convention & Exhibition Center of International Sourcing this year.



WTTC Global Summit, Madrid April 15-16, 2015

The 15th annual summit returns to Europe this year with the theme of *Disruption & Reinvention*, featuring José Manuel Barroso and Ana Botín among its speakers.

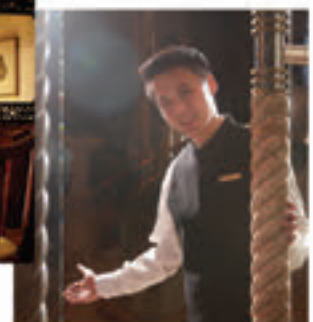


Arabian Travel Market, Dubai May 4-7, 2015

Spotlighting family travel, travel technology, business travel, luxury and wellness, this year's edition is set to exceed last year's 2,700 exhibitors and over 23,000 visitors.



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Report Beach resorts

OFFERS FROM PARADISE

Tour operators are seeing “very attractive offers” and discounts of 20-30 per cent coming through from the Maldives, which recorded a 7.8 per cent decline in arrivals in the month of January – the fourth consecutive month a decrease was recorded.

China, which in recent years edged out Europe to become the Maldives’ top source, has been in the doldrums since September, declining by 1.7 per cent in September, 3.5 per cent in October, 4.9 per cent in November, 12.2 per cent in December and a whopping 33.1 per cent in January. Adding to the woe, Russia unsurprisingly was the worst performing market in January, dipping 38 per cent, latest figures from the Maldives Ministry of Tourism show.

All this saw Europe being back as the number one market to the Maldives, its market share rising from 43.9 per cent in December to 54.1 per cent in January. Italy rose 16.9 per cent in January, the UK 6.6 per cent and Germany 8.7 per cent. With Lufthansa looking to operate twice-weekly Frankfurt-Malé flights, Europe is likely to hold on to its regained position.

David Kevan of Chic Locations UK, said the offers, in the form of extra free

nights, room or meal upgrades, etc, help, as the British pound has dropped in value against the US dollar, the hotel currency in the Maldives.

Mohamed Riyaz, managing director of Lets Go Maldives, said hotels have been discounting 20-30 per cent since January and are planning more discounts for summer. He said this would help bring back the volume, particularly in attracting travellers who have stayed away because of prices.

Holiday in paradise has never been cheap. Said Kevan: “We are upfront and tell clients Maldives is an expensive destination and they need to budget US\$300 daily if the booking includes breakfast only.”

Andrew Drummond, general manager of Maalifushi by COMO, believes a real luxury market will remain for the Maldives. “There is no question the Maldives has experienced a slowdown. Having said that, Maldives has positioned itself as a luxury destination and because of this there will be a sizeable section of the market which is going to be relatively impervious to some of the currency variations,” he said.

“Many of the visitors who holiday at the deluxe end of the market will them-

selves be operating in different parts of the world and will have spread their currency risk, if not their wealth, globally to minimise the impact of exchange rates.”

But he noted resorts that are heavily dependent on markets such as China have already started to put out strong offers in the market, “diluting the value of potential business prospecting for a bargain”. “China is the single largest market to the Maldives and it seems that 2015 will be the first year when the year-on-year strong growth of visitors enjoyed over the last decade will have been drastically reduced and some say may even contract,” he said.

Industry officials said the decline in tourist numbers was caused by an anti-corruption drive in China triggering cautious spending, newer rival destinations and the Maldives becoming a less affordable holiday spot.

Speaking on the condition of anonymity, an airline executive said: “People are careful about spending while companies are cautious on sponsoring overseas tours (in the aftermath of the anti-corruption drive). There is downward pressure on all outbound traffic from China.”

The head of a travel company said hotels impose a seven-night minimum stay rule during peak European travel seasons,

November-December and March-April, a disincentive to Chinese visitors who average four nights. The question also is whether the Maldives has a real hold on Chinese holidaymakers. The ministry’s 2014 visitor survey suggests not. Less than 10 per cent of Chinese tourists are repeat visitors. In contrast, more than 25 per cent of British, Italians and Germans have visited the Maldives two to 10 times.

Mohamed Riyaz: discounts will help



The water villa (above) is the entry-level accommodation at Constance Halaveli. Left, a beautiful beach overlooking the longest jetty in the Maldives

TRIED & TESTED Constance Halaveli

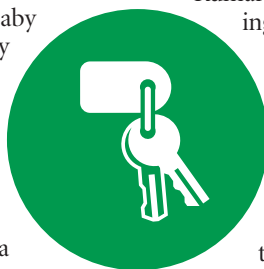
Raini Hamdi checks in at Constance Halaveli and finds the secret to its constant following

LOCATION North Ari Atoll, a 25-minute seaplane transfer from Malé airport

ROOMS Most of the resort’s 86 villas are over-water, as the property boasts the longest jetty – 850m – in the Maldives. Water villas are therefore its entry-level accommodation, and I’ll let you in on a secret that mine (water villa number 35, shush) surely is the best. From my plunge pool in my outdoor terrace, I have a dreamy view of an inviting sandbank with luscious palm trees, not just a vast empty ocean. In the evenings, my eyes

are trained on the waters instead, as invariably, four or five baby sharks will swim past my villa. Staying at Constance Halaveli is such fun because of the abundance of nature – trees, birds, small island residents and marine life.

My luxurious villa has a warm, tropical island character and is laden with modern trappings including Apple TV, Nespresso machine and speedy Wi-Fi.



F&B The Beach Grill and the main buffet restaurant Jahaz are casual – in fact, part of the fun is dining without shoes and feeling soft sand on my feet. The signature restaurant and bar Jing is a surprising contrast: over-water, it exudes the style and sophistication of a Michelin-star restaurant and serves interesting East-meets-West cuisine.

A wine-tasting session at Jing Wine Cellar is a must, because sommelier Arun Kumar’s passion for wines is intoxicating!

FACILITIES My massage bed looks down to the ocean and I go ooh and ahh at the sight of small colourful reef fish while my masseur gives me a 45-minute jetlag treatment at the U Spa by Constance.

Then, it’s off to the hotel’s gym, which is large and extremely well-equipped – there are even spinning bikes. I am also able to run around the island

and even on the long jetty, which is just great. The main swimming pool looks pretty inviting, alas, there simply isn’t time for it, not if I want to go snorkelling.

The house reef teems with colourful fish and corals although visibility is a bit poor. The dive centre has a good programme comprising snorkelling expeditions, sunset cruises, fishing trips, etc, and the team there is fun and friendly.

SERVICE Down-to-earth.

VERDICT An authentic and natural tropical island experience, sealing a true Maldivian luxury holiday.

Name Constance Halaveli

No. of villas 86

Rate Depending on season

Contact details

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Email: sm@halaveli.com

Website: www.halaveli.com

A slice of paradise may not come with a hefty price tag this year. But some things, like the concept of kindness at Cheval Blanc Randheli or the Maldives' natural beauty captured at Constance Halaveli, are just priceless, writes [Raini Hamdi](#)

FIRST PERSON

The heart of Cheval Blanc



Raini Hamdi visits Cheval Blanc Randheli Maldives and – surprise, surprise – finds a real heart behind a hardware that scales new levels of luxury

A Cheval Blanc resort carries the weight of pedigree.

For wine connoisseurs, Chateau Cheval Blanc is in the league of the Grand Crus, with Robert Parker giving the 2010 Cheval Blanc 100 points. For fashionistas, it's in the same breath as Louis Vuitton or De Beers, since it's part of LVMH.

Such association and novelty – there are only three Cheval Blanc resorts in operation currently, two in France and one in the Maldives – is a dream for any resort marketer. But for a general manager, what a nightmare it must be to meet sky-high expectations or, worse, to debunk snobbish perceptions such a lineage could carry.

With all the trumpeting that hailed the opening of the first international Cheval Blanc resort, Cheval Blanc Randheli, Maldives, it's easy to forget the human aspect. I was guilty of this myself, excited over how the resort would look, how Jean-Michel Gathy would top his own architecture at One & Only Reethi Rah Maldives with this project. I did not think about the service at all; in fact, I feared that the resort would be a little proud and haughty.

Like the desirable It bag, I expected the property to be exquisite, handmade, flawless. And it was. I gasped when the door swung open to reveal my villa, which had gorgeous views of the ocean on the left and a garden on the right. It would not be the first time at the resort that my jaw dropped at the new levels of luxury Cheval Blanc Randheli had scaled: a string of three paradise islands joined together, so guests could have the real freedom and space to cycle, walk or simply laze around in complete privacy.

Another whole island just for the spa.



The White Bar (left) and an Island Villa at Cheval Blanc Randheli

A Kids Club that looked as if the main pool area had been shrunk to fit rich little people.

Designer restaurants that served crazy-good food and there were five of these and three bars for a resort with just 45 villas.

An unheard-of room to staff ratio of one to seven (excluding 100 casual staff) – I could go on and on.

Money clearly was no object in developing this resort and I shuddered to think how, and if, it could be recouped.

Yet, the most wondrous aspect of Cheval Blanc Randheli was that it had a big heart: general manager Renato Chizzola and his whole team.

It was not just the hardware that reached new luxury levels; under their care, you could not be spoiled enough, you could not be pampered enough and, most importantly, it was all done with real pleasure and genuine care – and this spirit was everywhere throughout the resort.



One reason could be that the brand is new and the resort is beautiful, so staff are extra-motivated to give their best.

But I believe that is not the main factor, rather it starts at the top, with a general manager whom anyone can warm to instantly – because he is the antidote to standoffishness – while his philosophy, “be kind and generous to staff and guests”, is not mere talk.

It's seen in simple ways. For example, I had just exercised at the gym and went to the over-water Deelani restaurant, hoping to catch sight of stingrays in the ocean. F&B director Denise Matthijsse happened to there and, noticing I had just finished exercising, offered me fresh juice or mineral water. Executive pastry chef Samy Loison, knowing my partner loved desserts, rushed over when we were having lunch before our departure and offered to make him any dessert he felt like then. If the managers themselves were

always around and led the way in showing kindness and generosity, any wonder the rest of the staff would follow?

I also believe the resort picked the right staff not just at the top but at every level. Whether it was my majordome (personal butler) Yoshimi or Lele, who waited at White restaurant, they had a certain grace, sense of fun and love for people.

I also learnt there's a dedicated etiquette trainer who showed staff the ropes of genteelness. So staff would always greet each other respectfully when they passed each other. No one would dream of walking around with a piece of paper without it being placed in a folder. Things like that. Yet, it's all so natural, not stiff or orchestrated – just a lot of kindness, generosity and elegance around.

This then is a Cheval Blanc. It hit me like a ton of rock that it would take a brand I associate with cold materialism to show me a thing or two about heartware.

A new discovery

Just opened in January, Loama Resort Maldives' location is not the only thing novel about it, the resort also boasts an over-water art gallery that is the first-ever gallery outside Malé certified by the National Art Gallery.

Loama is located on Maammigili Island on Raa Atoll in the north, which the resort describes as “a new frontier”.

Loama Art Gallery will showcase Maldivian contemporary art in regular exhibitions curated by the resort's heritage and culture manager, Umair Badeeu.

The discovery of 11th century sunken baths on the island and 15th century Chi-



nese porcelain drives an on-going process of excavation where other ancient artefacts have also been found and put into

the museum that forms the lobby.

The resort is also assembling an original Maldivian dwelling containing origi-

nal doors and furniture dating back over a century to further tell the story of Maldivian heritage culture.

ASIAN TRENDS.

TRAVEL! 2014 RAVE

TravelRave, Asia's premier travel and tourism week, took place between 27 to 31 October 2014. TravelRave saw an exciting lineup of 10 quality events, each one featuring stimulating content, thought-provoking insights and influential speakers. Over 5 days, more than 11,800 business leaders and industry professionals convened in Singapore to discuss megatrends, discover new business opportunities, and celebrate Asian tourism at its best.



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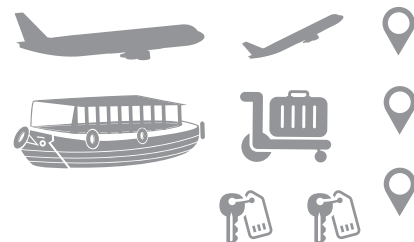
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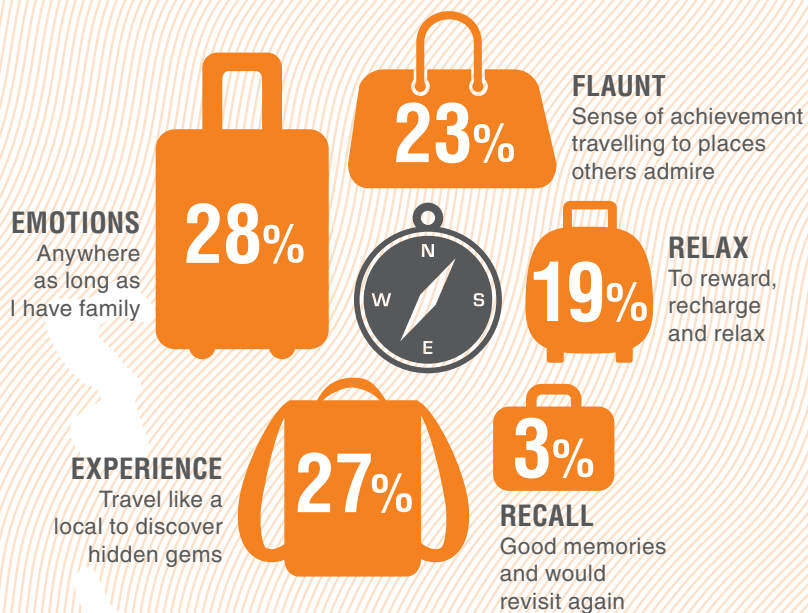
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GLOBAL IMPACT.



MEGATREND 1

A NEW BREED OF CHINESE TRAVELLERS are hailing from China's secondary cities. These travellers have markedly different travel motivations from each other.



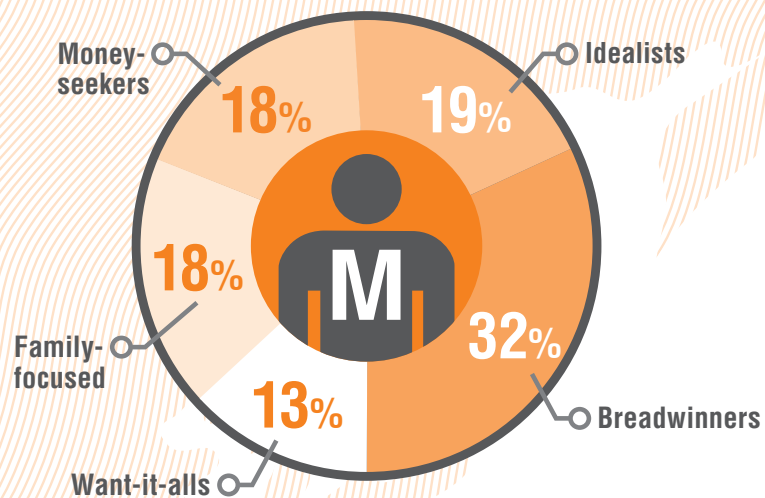
MEGATREND 3

NEW TECHNOLOGIES are reshaping the industry, and can be harnessed to enhance travel experiences.



MEGATREND 2

MILLENNIALS IN THE WORKFORCE present both challenge and opportunity. Seamlessly making technology part of their lives, Asian Millennials fall into 5 types, each with distinct priorities.



MEGATREND 4

LOW COST CARRIERS (LCCs) STIMULATE DEMAND, even demand that doesn't exist yet. A favourite for new middle-class consumers, LCCs also appeal to affluent passengers who desire value for money.

By 2033



LCCs account for **60%** of traffic in the region and over **100 million** new passengers are projected to enter the market annually over the next two decades in Asia



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A NEW BREED OF BUSINESS LODGING

Airbnb



Jia Jih Chai, managing director, South-east Asia & India

What is the share of business travellers in your business and how has this segment grown?

Which market is showing strong potential? The corporate travel space is a market with enormous untapped potential and definitely a fast-growing segment for Airbnb. Frequent corporate travellers are increasingly seeking ways in which they can redefine their business trips, including sourcing accommodation in close proximity to meetings or even a space within a local neighbourhood that feels just like home overseas.

In fact, nearly 10 per cent of Airbnb users already travel for business. As a result of such growing demands, we launched Business Travel on Airbnb last year – essentially a dedicated site that offers specific amenities and filtered options tailored to business travellers' needs.

While we know that Airbnb probably isn't for every road warrior, we are seeing people turn to our offerings as a great option for larger groups, longer stays and relocations.

What trade partnerships do you have?

Airbnb has most recently launched a partnership with Concur, which provides an integrated business travel experience for users. The ultimate aim of this partnership is to provide greater convenience for employees by facilitating the tedious process of submitting travel expenses for trips booked on Airbnb. Business travellers who use Concur's TripLink service

will be able to book directly on Airbnb, while having their expense reports and itineraries automatically pre-populated on Concur.

In addition, prior to the launch of Business Travel on Airbnb, we also worked closely with Salesforce to shape our business travel approach.

Which companies are keener to use your services? To date, more than 60 companies, large and small, are already using the Airbnb business portal, including Evernote, Eventbrite, Lyft and Vox Media, amongst others. With Concur providing business travel services to more than 70 per cent of Fortune 100 companies, we expect the partnership to further boost business travel via Airbnb.

The service is now available in the UK and Australia, with more countries in Europe expected to roll out the integration in 2015.

What are your strengths over traditional suppliers? How will your services improve business travel? Airbnb allows business people to enjoy the comfort and amenities they are used to at home, including listings with a gourmet kitchen for cooking with colleagues, larger homes for family companions or group getaways, and even a homier neighbourhood for extended stays.

Location is also a significant deciding factor for business travellers on Airbnb. With listings in over 500,000 locations worldwide, business people can now find a space with convenient proximity to meetings or one that makes after-work (hours) feel like vacation. Furthermore, Airbnb's listings also present an opportunity for businesses to take their meetings out of the boardrooms and into an



inspiring new space.

With the Concur integration, business travellers can look forward to hassle-free trips by managing their budgets and submitting expenses on the road, so that they can return to clear desks and fresh opportunities. It also provides employers and business travel managers with complete visibility into itineraries and expenses under one consolidated view.

How are you marketing to business travellers?

As businesses increasingly seek new ways of travelling to meet specific needs, such as longer stays and meeting spaces, Airbnb is certainly fast emerging as a viable accommodation option. As mentioned, we launched a dedicated Airbnb portal for business travellers as well as a partnership with Concur last year to cater to such growing demands.

InterContinental Hotels Group



Nick Barton, chief commercial officer, Asia, Middle East and Africa

Are your properties impacted by sharing-economy services?

Short-term online rental companies are innovative new players in the market, providing a service which suit a certain profile of guests, and this model is gaining popularity amongst those travellers. The hospitality industry is dynamic and always evolving with new choices for consumers; it is and has always been competitive, so we're used to that.

What are you doing to tackle this? At IHG,

we have award-winning internal controls, processes and procedures in place to identify, assess, prioritise and mitigate risks to the guests who stay in our 690,000 rooms globally. These often go beyond the requirements set out in national law. As short-term online rental companies evolve, we urge regulators and legal authorities to consider how to protect guests around issues such as fire and life safety, food safety, security issues and cleanliness. Lack of enforcement of existing standards, and lack of awareness among hosts about their legal responsibilities and obligations present a serious challenge.

Trust in a brand is a key factor for building loyalty and relationships with customers, and this is what we are focused on doing with our 82 million IHG Rewards Club members. Our strategy remains unchanged – we are committed to delivering consistent guest experiences to everyone who stay with us.

The Ascott



Tony Soh, chief corporate officer

Are your properties impacted by sharing-economy services? Our serviced residences cater

mainly to expatriates, project teams and business travellers who stay for a month or more. Ascott's core customers are very different from those targeted by sharing-economy providers.

In addition, sharing-economy providers do not own any properties and they merely offer a platform to connect those who need accommodation with those with space to let out, which means that there will be wide variations in terms of what customers may encounter.

There will always be a segment of

travellers who prefer the consistency and predictability of branded accommodation. Besides providing guests the comfort of a home away from home, we also offer quality services and peace of mind. We go the extra mile by taking care of our guests' needs through a range of services such as baby-sitting, meal delivery, 24-hour guest service and security.

What are you doing to tackle this? Ascott focuses on the complete customer experience, which differentiates us from sharing-economy providers who are largely offering a bed for the night.

Extended-stay guests will be assigned a dedicated Ascott Host, available 24 hours a day to provide guests with personalised services. For those visiting a new country, Ascott Hosts will also assist to arrange for their preferred groceries and essential items to be ordered and placed in their apartments before check-in.

As short-term stay options enter into the corporate lodging landscape, road warriors are no longer restricted to business hotels or serviced residences. What are sharing-economy companies doing to court this segment and how are traditional suppliers and TMCs viewing the new players? [Paige Lee Pei Qi](#), [Xinyi Liang-Pholsena](#) and [Hannah Koh](#) find out

What challenges are there in attracting the business travel market? The one key criterion that's critical for many business travellers today is consistency, especially in terms of the delivery of product. In order to ensure that only suitable accommodation is offered to corporate travellers, not all properties on Airbnb are included under our business listings. Rather, the portal only shows listings that have features and facilities critical to business travellers, such as wireless Inter-

We're seeing strong potential in cities like Tokyo, New York and London.

What trade partnerships do you have? We have exclusive deals running with some large companies that promote Roomorama as a resource for their employees to book longer stays when they have work assignments abroad.

Which companies are keener to use your services? We work with co-working spaces

office or meeting venues. A large majority of Roomorama properties are concentrated in the city centres of popular urban destinations like New York and London. For the business traveller, this convenience makes the location ideal since it shortens their daily commute.

Roomorama offers quality, instant confirmation and value for money for business travellers. We work with corporate partners like property managers to offer professionally managed properties for our guests. These properties are mostly full-service apartments or houses available for instant bookings and confirmation.

Roomorama's full-service apartments appeal to business travellers since having a home away from home makes business travel efficient, reliable and, of course, comfortable.

How are you marketing to business travellers? Business travellers are booking directly on our website, especially if they have booked through us before on their own personal trips, and Roomorama guests enjoy US\$50 off their second booking with us. We are also planning to introduce a loyalty programme where guests will enjoy an attractive discount when he/she has booked more than 21 nights with us within a year.

What challenges are there in attracting the business travel market? Business travellers demand value for money and a hassle-free experience. At Roomorama, we are constantly working to offer competitive rates and making the booking process simple and seamless.

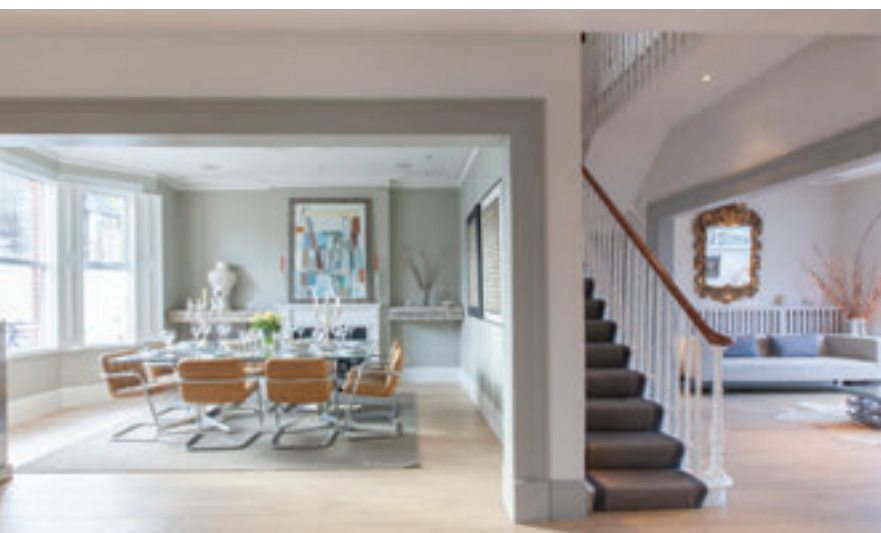
appeals to those seeking a more authentic experience when they travel to a city, and anyone who really appreciates the space, along with the character, of real homes. Our guests tend to be well-travelled and like to travel well, and we find that business travellers especially appreciate the seamlessness of settling into a home that's paired with our service. We take care of the things that count – a friendly face to meet you, beds made with pristine sheets, and towels and toiletries taken care of to our exacting standards.

What trade partnerships do you have? We work with a variety of travel partners including top-tier entertainment agencies, PA networks, corporate TMCs, global mobility companies and film accommodation agents.

Which companies are keener to use your services? Our pioneering brand of upscale hospitality has particular appeal for film, fashion and music companies. For these companies, corporate travel often involves longer stays, during which the comfort of feeling at home in the city is invaluable.

What are your strengths over traditional suppliers? How will your services improve business travel? Particularly for longer business trips, the traditional 20m² hotel room can be a bit of a squeeze to say the least. Staying in a real home, with the space, comfort and character that come with it, is an attractive alternative. The great thing about onefinestay is that the selection of homes is curated – each one has been inspected by our team – and they're attentively tended too, with pristine linens, towels and toiletries, and a complimentary iPhone for data and local calls. Once we've helped guests settle in, we're just a call away, 24/7. We think of it as the best of both worlds.

How are you marketing to business travellers? We've created a Work Folio designed to facilitate browsing onefinestay's collection of homes. The Work Folio highlights well-connected locations and homes perfectly suited to work and leisure. We also have preferential rates for corporate partners.



Clockwise from above: a London house listed on onefinestay; a Tokyo apartment available on Roomorama; a San Francisco apartment catering to Airbnb's business travellers

net and whole apartments or houses for privacy. Moreover, Airbnb also offers variety and depth of amenities, which cater to varying traveller needs.

Roomorama



Jia En Teo, co-founder (left) and Anne Riana, marketing director

What is the share of business travellers in your business and how has this segment grown? Which market is showing strong potential? About 30-40 per cent are business travellers. This segment has grown by about 20 per cent over the past year.

es as well as international corporations. We also have a significant number of SME employees and freelancers in technology and creative industries, to name a few, who use Roomorama for their business travel. We are seeing a wide range of companies, not just what we think may be the usual suspects that look for alternatives to the standard hotel options.

What are your strengths over traditional suppliers? How will your services improve business travel? Business travellers prize features that increase their productivity – amenities that help them work faster and more effectively. Unsurprisingly, free Wi-Fi tops this list. While hotels have faced criticism in recent years for continuing to charge guests for Wi-Fi, 99.9 per cent of properties on Roomorama offer free Wi-Fi. This makes booking with us very attractive to the business traveller who prioritise getting online as soon as they arrive rather than unpack.

Second on the list is proximity to the

onefinestay



Hugo Jenkins, head of global sales

What is the share of business travellers in your business and how has this segment grown?

Which market is showing strong potential? onefinestay appeals to everyone from well-heeled families on holiday to frequent business travellers. The concept

We are constantly enhancing the guest experience. From this April, we will roll out Ascott Lifestyle that will provide our guests with more bespoke experiences, – from culinary and cultural to local delights and wellness – to choose from.

Frasers Hospitality



Choe Peng Sum, CEO

Are your properties impacted by sharing-economy services? As a rapidly growing sector, the sharing economy has taken centre stage of news in 2014 with its tremendous growth projections. Of course, being

an unregulated option, there are certain risks that need to be taken into consideration and consumers need to be wary and do the necessary research in making their choices.

At Frasers Hospitality, our residents are assured of 24-hour security and CCTV surveillance. They benefit from the central location of our properties, the wide range of business and leisure facilities we provide, the full spectrum of guest service complements, plus the advantage of space with their own living, dining, kitchen and bedroom areas.

As iron sharpens iron, we welcome new players into the (hospitality) marketplace, which has plenty of room for growth.

What are you doing to tackle this? We keep a close watch not only on the competitive landscape, but also continuously improve and innovate our offerings to

ensure that we stay compelling and relevant to the global business executive who relies on our brand promise across all of our 50 properties, from London and Shanghai to Sydney.

FCm Travel Solutions

Jane Le Gall, head of product & marketing

Have you incorporated sharing-economy services into your travel programmes? Why or why not? We haven't incorporated sharing-economy providers into our travel programmes nor have any of our clients either. However, this is a market we are currently looking into and seeing how it fits in with our overall product strategy and offerings.

The majority of managed travel pro-

grammes have strict travel policies. The main obstacle for the sharing-economy businesses is to assure companies that their employees are safe and secure while using their services. If they adapt their services to the specific needs of business travellers and position themselves as dedicated partners to companies, they will likely gain greater acceptance as suppliers within the managed business travel industry but not to the degree of making traditional suppliers obsolete.

However, the corporate travel industry is becoming more blended with the retail travel world these days, so I definitely see this as a future corporate booking trend. As the Millennials join the workforce, the sharing-economy model will only strengthen. Our main focus is ensuring the customer receives the service and products requested, and as a TMC we need to constantly be adaptable and flexible with our booking methods.

Destination Hong Kong



Private kitchens like Xi Yan Penthouse (above) have mushroomed in Hong Kong to immense popularity among locals and visitors alike

Destination in numbers

64.7 million

The total number of visitors targeted by Hong Kong Tourism Board in 2015

HK\$7,975

Overnight visitor spend per capita in 2014, equivalent to US\$1,028, marking a 1.8 per cent year-on-year drop, the first decline in a decade

HK\$1,473

Average room rate for all hotels in 2014, or 1.8 per cent growth

not use the service of a local tour operator.”

For Lightfoot Travel, private kitchens are popular among its UK and US clients as the phenomenon is already established in these countries. Co-founder & director, Lucy Jackson, shared: “Demand has been growing steadily over the past few years as the number of private kitchens in Hong Kong has expanded and become more well known outside of the city.

“We’ve added a number of private kitchens to our restaurant list, so that clients are aware that there are options outside of the main restaurants they have likely heard about. Each of our itineraries is tailor-made, so if a client requests a particular cuisine and is looking for an off-the-beaten-track (experience), then we recommend a restaurant that fits the description to the client.”

Private kitchens have also gathered steam among the city’s MICE operators.

Said Destination Management Company, managing director, Jenny May: “It’s absolutely something different and the clients love it. Cooking classes are very popular with our clients. We steer away from Western food and go with traditional Chinese or dim sum classes. Smaller-size classes of up to 10 people are the best, so if we’re handling a large group we generally split them up into different sessions. Since the clients love to choose the best cook in each session, it’s a good idea to stage a cook-off and present a prize to the winner.

“The only drawback is that sometimes the venue is in a location that’s difficult to get to and find,” she added.

Momentous Asia Travel & Events, general manager, Doris Lam, cautioned: “There are many establishments but our concern is whether they are properly licensed and whether their hygiene and fire service standards are up to par. If there is any accident or, say, a case of food poisoning, the organiser would have to bear the responsibility.”

TUCKING INTO A HIDDEN FOOD SCENE

Private kitchens first emerged in Hong Kong in the 1990s, but the trend has grown even stronger in recent years with such establishments clustering in industrial districts like Wong Chuk Hang, Chai Wan and Kwun Tong. Despite their unlikely settings, what sets these private kitchens apart from traditional restaurants are their refined dining experience and lifestyle approach with food at its core, with most venues operated by chefs keen to share their culinary passion and philosophies.

Last October, Xi Yan Penthouse opened to much fanfare in Wong Chuk Hang industrial district. The showpiece project of celebrity chef Jacky Yu, the 557m² venue features a show kitchen cum chef’s table, plus four spacious dining rooms that can be transformed into a 100-seat banquet space or a cocktail party for 180 guests.

Also in the same district, the 186m² M Cuisine serves seasonal menus created by chef Michael Erlik, who specialises in contemporary Mediterranean cuisine using traditional cooking methods.

Opened last December, the 139m² Shu-igechufan in Chai Wan is the brainchild of Walter Kei, a travel journalist, designer and tour guide. The venue offers tailor-made cooking classes, including a market tour to pick seasonal ingredients, for groups of 12 to 16 pax.

As private tables typically have limited seats, spots are premium and advance reservations are recommended.

Locals and in-the-know visitors have warmed up to private kitchens, and Hong Kong’s tour operators are also keen to grab a slice of this burgeoning trend.

PC Tours and Travel, general manager, said: “The private kitchen concept is very

helpful because this means more choices for itinerary planning. Visitors look for creative and exclusive experiences so we will specially work with venues that also feature cooking classes.”

Associated Tours, vice president, Ken Chang, said: “These private kitchens can be packaged into evening activities, which have been lacking for a long time in Hong Kong...We only do it on an ad-hoc basis for clients with (time, budget and interest for gourmet dining), but (consultants) with a smaller number of (clients) can spend more time on product design and development with private kitchens.

“I can also see problems with getting the private kitchens interested and committed to work with travel (consultants) on a long-term basis. These private kitchens are already very popular among younger locals or visitors who usually will

VIEWPOINTS What should Hong Kong do to attract more overnight visitors?



George Wang, group general manager, sáv Hospitality

I think the city relies heavily on the China market while the longhaul markets are ignored. There should be a balance of both short- and longhaul markets. Obviously, we need more longhaul visitors to drive longer length of stay, so continuous investment is crucial despite the bad economic climate because results won’t happen overnight.



Richard Woss, managing director, ATI Travel

Hong Kong is one of the most expensive places to visit in Asia, especially in terms of hotel rates. Therefore, it’d be a big help if rates can come down. In fact, hotels have tried to be flexible in the last few years as occupancy came down. However, we don’t want to see hotel rates collapse.

Hong Kong's private kitchens have taken a turn for the upscale and inventive in recent years, but are tour operators able to grate a bite of this growing culinary concept? By Prudence Lui

MY WAY

What do you do in your free time?

I don't have much free time between family and work! I visit my granddaughter, explore Hong Kong, see exhibitions in museums by myself or with friends.

I join fam trips to learn more about the world. This year, I will visit Panama and learn a bit of engineering – locks and canals – and see the solar eclipse to learn more about this natural phenomenon. Perhaps I will go to Romania to learn about architecture of the fortified churches there.

What's your favourite food and where can you find it in Hong Kong?

I like all kinds of vegetables harvested from the farm where my youngest son works – he is a farmer in the New Territories.

For an old Hong Kong feel, try the *dai pai dong* around Central or those super noisy dim sum places where you share tables with strangers and the dim sum baskets are served in pushcarts.

Which district do you recommend for a slice of old Hong Kong life?

The area around Sham Shui Po still

evokes an older Hong Kong feel, including the textile bazaar area where one can browse many different kinds of textiles. On Hong Kong Island, west of Sheung Wan, there are lots of dried food shops and small alleys for exploration. In New Territories, there are still village houses, although many have been converted into three-storey, pseudo Spanish-style villas.

Visit places like Lai Chi Wo or Kat O for a real village feel. The Peak still has some colonial buildings, but I'm not sure how long they will remain!

Where in Hong Kong would you take repeat visitors to?

I may organise a day trip based on a theme like religious places.

Visit Chi Lin Temple to learn about the rocks in the garden and the architecture, and have a vegetarian meal there. Visit the Jewish Synagogue and cemetery to learn

about the history of the Jews in Hong Kong and eat kosher food, walk along Mosque Street or explore the Christian churches in Causeway Bay. We could go out to the islands for a day of walking or work on the farm, weeding, watering the plants, planting potatoes and harvesting vegetables.

Sef Lam
Director, Via Vai Travel



NEWS IN A MINUTE

1 Liang Yi Museum

Opened last year on Hollywood Road, the four-storey Liang Yi Museum is home to one of the world's largest collections of Chinese antique furniture, made of treasured *huanghuali* and *zitan* wood, from the Ming and Qing dynasties.

Until May 2015, the museum is collaborating with Kraemer Gallery in Paris to run the Great Minds Think Alike: 18th Century French and Chinese Furniture Design exhibition, showcasing the juxtaposition and similarities between French and Chinese furniture from the 17th and 18th centuries.

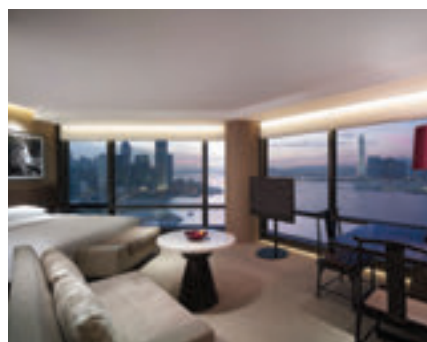
2 Trick Eye Museum Hong Kong

Launched in The Peak Galleria in December 2014, the Trick Eye Museum features 70 brand-new 3D artworks like The Yellow House by Van Gogh, with five different themed zones – World of Masterpieces, Secret Garden, Great Adventure, Neverland and Hong Kong Discovery.

3 Fashion Walk

Following extensive renovations, the Fashion Walk in Causeway Bay has finally unveiled its revamped Main Block indoor shopping mall in December 2014.

Located on Great George Street,



The Grand Hyatt Hong Kong

the two-storey Main Block sports a fresh design that complements Fashion Walk's revamped image with a new lighting trail. On offer are an array of high-quality brands and concept stores, including Vivienne Tam, Michael Kors and Max Mara.

4 Grand Hyatt Hong Kong

The 539-room Grand Hyatt Hong Kong has completed refurbishing its 14 regular guest floors, with a new design that blends traditional and modern elements in an elegant style.

Within each room, a large timber table is positioned near the windows to allow guests to take in the views, and which can be turned into an in-room dining table or a spacious work zone with custom lighting.

How to sell

DO Launching in mid-May, the **360 Buddhism Walk** is a two-hour guided tour organised by Ngong Ping 360 on Lantau Island. Immerse in Buddhist culture around Ngong Ping Plateau, including spots like Dong Shan Fa Mun, Wisdom Path, Grand Hall of Ten Thousand Buddhas, Po Lin Monastery and Tian Tan Buddha.

SEE Enjoy up-close encounters with a trio of koalas from South Australia at the **Adventures in Australia**, opening this month in Ocean Park. Learn about the conservation of these cuddly marsupials and how they differ from their northern counterparts.

EAT Excite your taste buds with home-style Italian dishes at the newly opened **eat•it** at Fashion Walk in Causeway Bay. The 465m² outlet features Roman pizza, fresh pastas handmade daily, antipasti, desserts and coffee, each with its own cooking station.

STAY Park Lane Hong Kong has been rebranded as **The Park Lane**



Ngong Ping hill

Hong Kong, a Pullman Hotel since January 1, 2015. As the first Pullman in town, the 826-room property is spending HK\$200 million on its makeover, including a renovation of its lifts, lobby, driveway, suites and guestrooms by this year-end.



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Hotel sáv

The debut of a new lifestyle hotel in Kowloon delivers a refreshing and colourful stay for **Prudence Lui**



LOCATION Lying in an old part of the Hung Hom district where traditional residential blocks cluster, the hotel is only a 15-minute drive from Tsim Sha Tsui and a 10 minutes' walk to Hung Hom MTR.

ROOMS I stayed in a 24m² sáv Collection room on the 19th floor, which is equivalent to the executive floor. The room space is smartly utilised with a sliding bathroom door and a hanging LED TV. Kudos to the hotel's paperless practice, information like hotel directory and in-room menu are shown on TV, but it would be better if more plugs were provided to charge my multiple gadgets. Hotel sáv stresses a colourful design concept so my room is brightened up by two purple cushions and purple lighting in my shower cubicle.

FACILITIES Three meeting rooms on the fifth floor can be combined into a larger 83m² space for meetings. The cargo lift that can hold 7,700kg (102 persons) has been retained and is still operational, so it's worth checking out this heritage amenity built more than two decades ago – the hotel was converted from a commercial building.

It was the property's second day of opening when I checked in, so additional facilities and refinement can be expected. For instance, the entire 22nd floor will be used to stage art and culture exhibits by local and international artists. Rooms on the executive floors will be equipped with a handy phone so guests can take it out or make free IDD calls to four countries.

F&B Hung Hom is also reputed for local eateries so there are only two F&B outlets in the hotel – the all-day dining Palette and Amplitude bar – while a cake shop will be added in March. For breakfast I enjoyed my seat by the floor-to-ceiling windows in Palette, allowing me to observe the busy road and pedestrian traffic under my feet. For groups seeking more privacy, the café has a 28-pax private room. Amplitude's live band and music offer a nice ambience, but if you prefer relaxing outdoors, take your drink to The Sonic Garden on the fourth floor.

SERVICE Young staffers are energetic and responsive. When I arrived at the transition lobby on the ground floor with my heavy luggage, the bell boy raced to open the door and escorted me to the first-floor lobby and then to my room.

VERDICT Good for leisure travellers who want to stay in a downtown location but away from touristy districts.

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Destination Malaysia

The Els Club Teluk Datai, which reopened for play last year, has put Langkawi on the map for premium golf destinations in Malaysia

Destination in numbers

29.4 million

Tourism Malaysia's arrival target for 2015, a five per cent increase from the 2014 target of 28 million arrivals

RM384.10

The average daily expenditure of ASEAN tourists in 2013, a 7.2 per cent rise from 2012

5.8 nights

Average length of stay of ASEAN tourists to Malaysia in 2013, a drop from six nights in 2012

62.6%

Average occupancy rate of hotels in Malaysia in 2013, compared with 62.4 per cent in 2012

3,094

Total number of hotels across all categories in Malaysia in 2013, a 36 per cent hike from 2,274 hotels in 2012

TEEING UP GOLF INTEREST

Steadily rising as a golf destination, Malaysia was ranked Asia's second most important golf destination after Thailand last year, moving up two places in the global rankings from 2013, according to the 2014 annual golf tourism survey published by the International Association of Golf Tour Operators (IAGTO).

At the same time, Malaysia's golf tourism revenue had increased from RM200 million (US\$57.3 million) in 2011 to RM265 million in 2013, whereas the value of international publicity on golf destinations in the country had also grown from RM1 million in 2011 to RM3 million in 2013, according to IAGTO statistics.

Commenting on Malaysia's rising popularity, IAGTO CEO Peter Walton said in a press release: "There is no doubt that Malaysia has made great progress as a golf destination over the past 18 months as more golf tour operators begin to showcase the amazing courses and scenery that abound throughout the country. We can only see it growing rapidly from here as first-time golf visitors rise in numbers."

Malaysia Golf Tourism Association (MGTA), established in March 2011 un-

der the purview of the Ministry of Tourism and Culture and the Prime Minister's Delivery Unit, serves as the golf tourism marketing arm of Tourism Malaysia with an aim to ensure the sustainable growth of golf tourism in Malaysia.

Chris Syer, executive director at MGTA, said the average golf tourist to Malaysia spends three-and-a-half times more than the average tourist. MGTA has identified nine key markets – the UK, Germany, Scandinavia, New Zealand, Australia, South Korea, Japan, China and India – to drive golf tourism business.

Syer explained: "These countries experience winters too cold for playing golf. Hence, we want to attract golfers from these countries to come here and play where we can offer golf courses in various settings such as the cool highlands, by the sea or in big towns and cities."

MGTA launched in 2H2014 major marketing tool, Play Malaysia Golf (www.playmalaysiagolf.com), a dedicated website that lists golf courses and inbound golf tour operators in Malaysia. There are 207 golf courses scattered throughout Malaysia, ranging from short nine-hole courses to 54-hole complexes.

According to Syer, MGTA is also

working with Malaysia Convention & Exhibition Bureau and MICE organisers to promote golf tournaments as a pre-convention activity. "We suggest having (a golf tournament) at the beginning as it helps with ice-breaking. About five to 10 per cent of all professional convention delegates are golfers," he said.

Meanwhile, Malaysian tour operators are also seeing potential in golf tourism, although the trade reported a mixed bag of performance in this segment in 2014.

Raymond Boey, business development consultant at Kuala Lumpur-based SMAS Travels, said: "Tourism Malaysia's support in promoting golf tournaments held in Malaysia such as CIMB Classic, Sime Darby LPGA Malaysia, Malaysian Open, Kuala Lumpur – ATP World Tour, EurAsia Cup and Iskandar Johor Open has created more interest among foreign golfers to play in Malaysia."

He added: "With European tourists, the Malaysian states of East Malaysia are a hit because of its diverse ecotourism and cultural attractions."

Petaling Jaya-based Delta Trend Golf & Leisure Holidays has seen a 10 per cent year-on-year increase in golf tourism

business, mainly from South-east Asia and China, according to manager R Shoban.

He said: "Golf tourists stay an average of four to eight days and tend to bring families along if their visits coincide with their local school holiday period and year-end. Golf courses in Peninsular Malaysia are popular but we are also trying to push the courses in Sabah and Sarawak, especially if golfers are staying more than five days."

However, Miri-based Jubilant Travel Services, which specialises in golfing holidays only, saw a decline in golf tours last year due to safety concerns after reports of numerous kidnapping cases in Sabah, said sales executive Ngo Ying Pei.

Singapore and China make up the company's main markets, with an average length of stay of seven nights, said Ngo, which is higher than the national average length of stay of Singaporean and Chinese tourists at 4.2 nights and six nights respectively.

Ngo commented: "The three favourite golf courses for tourists are Sutera Harbour Golf Club, Nexus Golf Resort Karambunai and Dalit Bay Golf & Country Club, as these courses are located by the sea."

Lured by the segment's higher spending and longer length of stay, Malaysia is putting greater emphasis on golf tourism promotion to draw attention from international golfers. By **S Puvaneswary**

VIEWPOINTS

What are your business prospects for 2015?

Andrea Lee,
area director - Kuala Lumpur,
Destination Asia (Malaysia)

It is looking positive for our various business streams. The development of the cruise industry in Asia, inclusive of the ports in Malaysia, and the aggressive push by the various NTOs in ASEAN, is bound to attract more cruise liners, especially during the winter season.

The slowly spurring US and UK economies with continued downward trend of unemployment rates are opening up opportunities for outbound travel, even to the Far East. Australia and, to an extent, New Zealand continue to be strong for us as important inbound incentive travel and corporate meeting (markets).



KL Tan, general manager, Borneo Trails Tours & Travel

As we compete regionally with other destinations, it will be a very challenging year due to the implementation of the goods and services tax by the government starting April 1, 2015 and the complete removal of fuel subsidy for diesel and RON95 fuel in November 2014. Both these factors will make the price of our tour packages more expensive

– we are looking at an increase of between three and five per cent.



How to sell

DO Play golf at **Els Club Teluk Datai**, an 18-hole championship golf course that reopened in Langkawi in May 2014. A significant feature of this venue is its location amongst spectacular landscapes, from the lush backdrop of the rainforest nestled against the Machincang Mountain range to the turquoise waters of the Andaman Sea. Open to The Datai Langkawi guests as well as for public play at a daily fee, the club also has golf packages available for guests playing multiple rounds of golf through its relationships with various hotels in Langkawi.

SEE Catch a show at the **6D CineMotion** at Langkawi's Oriental Village, which elevates the movie-going experience to greater heights. Viewers sit on 5D special-effect chairs that can rock from side to side and tip upwards or downwards in line with the story. Being part of



Nam Restaurant

the movie means that the audience will feel raindrops and gusts of wind as the movie progresses.

EAT **Nam Restaurant** serves creative and authentic meals infused with local and imported ingredients to provide a distinctive flair and unique dining experience in Langkawi. It also offers guests great views of Langkawi's expansive wetlands and mountain ranges at sunset, accompanied by vistas of water buffaloes cooling off in the evening breeze and migratory birds swooping down onto the lagoon's waters.

STAY Whether situated in the main building overlooking the Datai Bay, enveloped by lush rainforest foliage or set directly on a tranquil beach by the Andaman Sea, each of **The Datai Langkawi's** 125 luxurious villas, suites and rooms has its own charm and distinct atmosphere. This hotel is home to six dining outlets, an award-winning spa and the Els Club Teluk Datai golf course. Private lessons for intermediate and advanced golfers are available for guests, while beginners can join a complimentary class.

MY WAY

What is your interest and where do you go to pursue it?

I love swimming. I usually go to Port Dickson, which is a mere two hours' drive from Kuala Lumpur. If I have more time, I would go to Redang Island or Tioman Island.

What is your favourite local food and where can you get the authentic versions?

I love curry mee and steamed fish head. My favourite curry mee stall is at Lot 10 Hutong (in Kuala Lumpur) as they are generous with the servings. For steamed fish head, I usually frequent Mun Kee Steamed Fish Head Restaurant on Jalan Imbi. This dish is cooked Chinese style with a lot of ginger.

For day trips outside of Kuala Lumpur, where do you go?

It would be Taiping as this is my hometown. My favourite attractions in this town are the Lake Gardens, Bukit Larut Hill Resort and the Night Safari at the Taiping Zoo. The hawker food is also delicious.

For first-time visitors to Malaysia, which are the places you would take them to and why?

If they come with young children for a short visit and have little time to travel beyond the city, I would take them to

Sunway Lagoon as it has an extensive theme park with attractions for both children and adults.

If they have a few days to spare, other options would be to visit Legoland Malaysia and Puteri Harbour Theme Park in Johor. Both are ideal for children.

For sightseeing and getting a taste of local food and culture, I will take them to Penang, which is renowned for its food and heritage buildings. Penang's street art is also very interesting.



Chris Ng
Managing director,
MP Travel & Tours



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SHANGHAI
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Shanghai Business Events Week 2015 Highlights



IT&CM China 2015

www.itcmchina.com

14 to 16 April 2015

Shanghai Convention & Exhibition Center of International Sourcing

Since 2007, IT&CM China has established itself as China's leading international Meetings, Incentives, Conventions and Exhibitions (MICE) business, education and networking event, dedicated to "Promoting China to the World and the World to China". Bringing together Chinese and International MICE exhibitors and buyers in one dynamic marketplace, IT&CM China is the platform for international and leading Chinese players in the MICE industry to explore business opportunities on all fronts – inbound, outbound and domestic. Delegates to the 3-day event receive the best return on their investment in business, education and networking through structure official networking functions and tours. IT&CM China is part of the IT&CM Events series organised by TTG Events, a business group of TTG Asia Media. This event is co-organised by CITS International M.I.C.E – a wholly-owned subsidiary of CITS (China International Travel Service), and MP International.



CTW China 2015

www.corporatetravelworld.com/china

14 to 16 April 2015

Shanghai Convention & Exhibition Center of International Sourcing

Since 2015, CTW China has been the market's answer to the proliferation of business travel & entertainment (T&E) activities from Chinese-grown companies and multi-national corporations based in China. This market-driven event is thus dedicated to raising the sophistication of Chinese corporate travel professionals who manage the T&E needs for their organisations. By localising best global practices and cultivating a sustainable expert and peer-sharing knowledge support network, CTW China is at the helm of enabling local influencers, planners and decision makers of corporate travel functions to get the most of their T&E decisions. Co-located with IT&CM China, CTW China is part of the CTW Events series organised by TTG Events, a business group of TTG Asia Media. This event is co-organised by Carlson Wagonlit Travel, China



China International Meetings & Conferences Forum

www.cimcf.org

15 to 17 April 2015

Shanghai International Convention Center

Learn how to organise and manage meetings and events successfully and professionally in China. Get expert advice through keynote speeches, panel discussions, educational presentations and case studies at this one-and-a-half day forum.



ICCA Association Database Workshop

15 April 2015

Shanghai Convention & Exhibition Center of International Sourcing

During this 3-hour workshop, ICCA members will learn a variety of database skills including the use of the ICCA database, how to locate business leads and the use of other ICCA business tools. The training will be conducted in English and is suitable for all levels of database users.

ASSOCIATION DAYS

Association Days @ IT&CM China 2015

www.itcmchina.com

15 to 16 April 2015

Shanghai Convention & Exhibition Center of International Sourcing

A two-day specially structured Association programme consisting of tailored education, networking and business engagement sessions catered for association decision makers.



TTG China Travel Awards 2015

www.ttgchina.com/ttg-awards

16 April 2015

Grand Kempinski Shanghai

The TTG China Travel Awards has been recognising the best of Greater China's travel industry since 2008. This prestigious annual event honours stellar Travel Suppliers across Airlines, Hotels & Resorts, Serviced Residences and Travel Services segments in the region. Respected as one of the travel industry's most prestigious travel awards, The 8th Annual TTG China Travel Awards 2015 will applaud 60 exemplary industry partners for their success in maintaining quality standards to ensure a stellar experience for all. This TTG Travel Trade Publishing event is proudly organised by TTG China, with the support of TTG-BTmice China, TTG Asia, TTG India, TTGmice, TTGassociations, and TTG Asia Luxury.



Marketing Management for Conferences and Exhibition

www.sinofastlane.com

17 to 18 April 2015

Shanghai

This training program delivers essential business analysis framework needed by sophisticated marketers and introduces some of the best practices that effectively utilised by peers within this industry.



IMEX-MPI-MCI Future Leaders Forum

15 April 2015

Shanghai Convention & Exhibition Center of International Sourcing

Aimed at nurturing the future leaders of the MICE Industry, this full-day programme is catered to students pursuing degrees in meetings and events management, tourism or related

business or administration studies. It offers the best and brightest students a chance to experience real-life industry challenges and an insightful glimpse into a dynamic MICE career. This event is held in conjunction with IT&CM China 2015.

Destination Malaysia

NEWS IN A MINUTE

1 Malaysia Year of Festivals 2015

The *Malaysia Year of Festivals 2015* (MyFest 2015) campaign will complement the country's aims of attracting 36 million tourist arrivals and RM168 billion (US\$46.2 million) in tourist receipts in 2020 under the Malaysia Tourism Transformation Plan.

Themed *Endless Celebrations*, the year-long calendar offers more than 200 events, including the Mah-Meri Festival and Formula One Festival, both in March; Penang World Music Festival in April; Magic of the Night in May; Rainforest World Music Festival in August; Malaysian Motorcycle Grand Prix in October; and Malaysia Year End Sale in November and December.

2 Penang hop-on hop-off city tour

Launched last November, the Penang hop-on hop-off city tour is operated on open-top, double-decker buses plying two routes – Teluk Bahang-Persiaran Gurney (the beach route) and Persiaran Gurney-Penang Hill (the city route) – covering 60 attractions and 33 designated stops.

Passengers can stay for the full tour or alight at any of the stops. Each bus will have a driver and a tour assistant, and tourists will be given a guide book highlighting attractions, shopping, accommodation and food/drinks options within walking

distance from the bus stops. Bus services run from 09.00 to 20.00 daily.

3 New World Petaling Jaya Hotel

New World Hotels & Resorts has been appointed by WCT Holdings to manage the 316-room New World Petaling Jaya Hotel, scheduled to open in 3Q2016 on the top 12 floors of a dual-use tower that also includes The Azure residences.

The hotel offers a restaurant and rooftop bar, an outdoor rooftop pool and gym, plus 2,000m² of meeting and event space including a ball-room accommodating up to 1,000 guests and eight meeting rooms.

4 British Airways resumes daily flights to Kuala Lumpur

British Airways will resume direct daily flights between London and Kuala Lumpur from May 27, 2015, after suspending services to the Malaysian capital in 2001 as global travel slowed after the 9/11 incident.

Once services resume, British Airways will arrive at and depart from London's Heathrow Terminal 5. The service will be operated on a Boeing B777-200ER, increasing capacity by 219 seats on each sector daily.

5 KL Horse & Carriage Ride

Launched by City Hall Kuala Lumpur, this new attraction in the Malaysian capital city features open-air carriages drawn by beautiful



Friesian horses. Beginning and ending at KL City Gallery, the ride will take visitors past the old parts of the city, where buildings date back to the 1800s. Each ride is 20 minutes long and the carriage can accommodate up to four people.

6 Mud: Our Story of Kuala Lumpur

Mud: Our Story of Kuala Lumpur is a musical celebrating the spirit of Kuala Lumpur and the hope and dreams of the people who built the city. Running until April 2017, this 50-minute live performance is shown twice daily at 15.00 and 20.30, except on the second and fourth Monday of every month.

Tickets are available for purchase online at www.mudkl.com or over the counter at Panggung Bandaraya,

Jalan Raja, Kuala Lumpur. Agent bookings can be made via booking@mudkl.com.

7 Lego Star Wars Miniland at Legoland Malaysia

The Lego Star Wars Miniland Model Display was launched at Legoland Malaysia Resort in September 2014. Featuring more than 2,000 Lego models built to a 1:20 scale using 1.5 million Lego bricks, the attraction showcases seven scenes from the six *Star Wars* films and *The Clone Wars* animated series in detail.

The model display also features authentic *Star Wars* sounds, actions and lighting effects to create a realistic and enjoyable experience. All the models for this project were built in various locations including Malaysia, Germany and Czech Republic.

TRIED & TESTED

Four Points by Sheraton Puchong

A newly opened hotel in Puchong, an up-and-coming town in the Greater Kuala Lumpur region, leaves *S Puvaneswary* with a comfortable stay and fresh impressions

LOCATION The hotel is very easy to get to, located in the heart of the vibrant township of Bandar Puteri Puchong within the Puchong Financial Corporate Centre. It is about 30 km from Kuala Lumpur International Airport and the LCC terminal, klia2, and without traffic, about 20 minutes to Kuala Lumpur city centre.

ROOM I checked in about three weeks after the hotel opened. The signature welcome platter, comprising an assortment of fruits, macarons and biscuits on my work table, immediately took away the lethargy that came with working on a public holiday.

I enjoyed a deluxe corner room on the 10th floor. From my bedroom window, I had a bird's eye view of Puchong township as well as the highway below. Although I could hear the moving vehicles and the occasional blare of car horns, the noises were not so loud that it disturbed me.

The room amenities are what one would expect at most contemporary,

international-brand hotels – iron and ironing board, hair dryer, 40-inch LCD TV with 18 channels to flick through, a good-sized worktable with a drawer, and a spacious bathroom and shower room that comes with a rain shower.

The most memorable feature was the Four Comfort Bed, which was soft yet firm, and did not trap body heat. It was so comfortable that once nestled on the king-sized bed, I needed a solid reason to get out.

The entire hotel, my room included, has complimentary wireless, high-speed Internet access.

FACILITIES The second floor holds recreational facilities such as a 1.2m outdoor swimming pool and a 24-hour indoor gym. The fully equipped gym is pretty much DIY, stocked with clean towels and a water dispenser.

A large open area beside the swimming pool and gym can be used for private functions such as cocktail receptions or barbecue dinners.

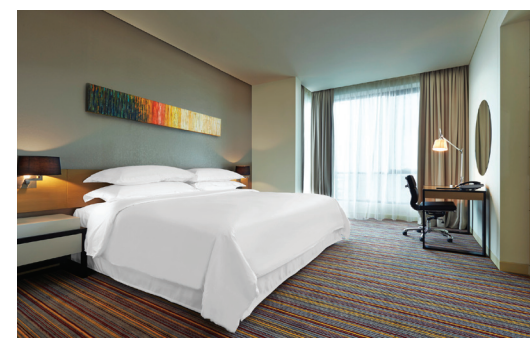
The hotel's 1,358m² of function space encompasses the Puteri Grand Ballroom, which can comfortably accommodate 500 guests for banquets and has a VIP holding room with private bathroom, in addition to three meeting rooms ranging between 44m² and 74m².

F&B The signature all-day dining restaurant, The Eatery, has an extensive buffet featuring some 50 to 60 items. A must-try item is the teppan ice cream, available for lunch and dinner. To make this dessert, ice cream is first scooped and flattened on a cold flat surface, with condiments added to its surface before finally rolling it up to resemble a spring roll.

The Lobby Lounge is open daily from 09.00, and serves beer, cocktails and mocktails.

SERVICE The attentive and helpful staff made me feel comfortable and well taken care of.

VERDICT Excellent hospitality in a great location.



Name Four Points by Sheraton Puchong

No. of rooms 249

Rates Opening rate starts from RM220+ (US\$60.80+) with breakfast (valid until June 15, 2015)

Contact details

Email: fourpoints.puchong@fourpoints.com

Website: www.fourpoints.com/puchong



Kempinski Hotel
Nay Pyi Taw

MYANMAR

FUSION

ATF 2015 Official Late Night Function

27 January 2015 | Nay Pyi Taw, Myanmar

With gorgeous aerial performances and fire twirlers sending millions of sparks through the night sky, every moment was a highlight. ATF 2015 delegates had a wonderful evening by Kempinski's expansive poolside as they were treated to live music, a generous bar and non-stop performances that had everyone wowed.

Co-Sponsors:



Discover Holidays (Asia)'s Rodney Yew with the party's co-hosts, TTG Travel Trade Publishing's Michael Chow and Kempinski Nay Pyi Taw's Franck Droin.



Sweet Memory Group's Myo Thwin, Myanmar Restaurant Association's Khin Aung Htun, Ministry of Hotels and Tourism Myanmar's Aung Zaw Win and All Asia Exclusive's Phyoe Wai Yar Zar.



Selfies are mandatory to commemorate moments like this — proof that our delegates were truly excited to party with their industry friends.



Thumbs-up and all smiles as our delegates found themselves enjoying the canapes, drinks, performances and most importantly, the company of their fun-loving peers in the cool outdoors.



Spinning beats that got everyone on their feet, the party's DJ certainly knew how to bring the party to the next level.



One of the wow moments where millions of flying fire sparks lit up the night sky.



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4 - 7 May 2015 / Dubai

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ICYMI: Tune in to what's been going on at ttgasia.com and the social media space

HEADLINES

NATAS SUFFERS DECLINE IN EXHIBITOR BOOTHS
The NATAS Travel 2015 fair saw a dramatic 50 per cent drop in exhibitor and booth numbers compared with its most recent instalment last September, following the mass exodus of major outbound travel agencies from the fair due to disagreements.



MALAYSIA, SINGAPORE BEST DESTINATIONS FOR MUSLIM TRAVEL: GMTI
The Muslim travel segment is expanding, with the Global Muslim Travel Index (GMTI) 2015 uncovering Malaysia and Singapore as the top destinations in their respective categories for Muslims.

PREFERRED RETIRES SUMMIT, STERLING IN RESTRUCTURE
Preferred Hotel Group (PHG) has restructured its entire portfolio, a move which sees its established brands Summit Hotels and Resorts and Sterling Hotels being retired effective.

WHO'S SAYING WHAT

Most commented

ASIA RISES ON BACK OF EURO DEPRECIATION
"This is far from reality. The Thai baht is even up against the US dollar, which increases cost by more than 20% for the European tourists, on top of inflation within six months only. What is left in South-east Asia: Muslim countries like Malaysia and Indonesia are out presently; Vietnam and Myanmar still have a low capacity; and only Singapore has a good standing. So not many prospects in gaining market growth from Europe for the moment." – Martin

BHUTAN'S VISITOR TARGET ACHIEVABLE ONLY WITH LOWER MANDATORY MINIMUM SPEND: TRADE
"However, from the perspective of a small tour operator what would really be helpful is if there was some money kicked back to the organiser of the trip. With the daily cost (per) person so high you either have to sell a lot of trips with a small markup, or really mark up the few trips you sell. Either way it isn't great for your clients. They either have 10 people on their tour or they pay double the cost. If the Tourism Council of Bhutan kick some money back to the tour operators it would be a big incentive for us to sell more trips to a place we really love and want our clients to visit. Just my two cents." – Andes Mountain Guides



ECOTOURISM PROJECT HELPS BOHOL RECOVER FROM 2013 EARTHQUAKE
"This is great news. Perhaps the government can do its share by addressing the airport problem in Bohol. As it is, the airport is a mess and easily turns visitors off upon landing." – Larry Uytiepo

WHO'S SAYING WHAT

Instagram



A #TTG reunion at #ITBBerlin2015 yesterday! TTG UK's Daniel Pearce (left) and Tony Fields (right) with TTG Asia's Darren Ng (centre)



NATAS Travel 2015 opens today with a dance extravaganza at the Singapore Expo, and will run through this weekend. #travelvair #traveldeals #theskiysthelimit #travel #shopping #holidays



#TTG marketing exec Steph is kungfu fighting at #ITBBerlin2015. You go, girl! #asiarepresent #kungfu #berlin #germany #itb #ttgasia #traveltrade #travel #brucelee



Can you hear the ocean calling? These guys from Lorne on the Great Ocean Road are waiting to hit the beaches with you. Are you at AIME, Melbourne this year? #aime #aime2015 #lorne #greateoceanroad #ttgasia #ausieland #melbourne #beach #sun #sand #sea

TRAVEL PURSUITS

Compiled by The Fox

- QUIZ**
- When and where is a partly robot-staffed hotel is due to open?
 - True or False: In Asia-Pacific, Etihad owns shares in Philippines' Cebu Pacific, India's Jet and Australia's Virgin?
 - Which is the odd one out – ITB, ILTM, WTM?
 - History: What was the name of Sri Lankan Airlines before Emirates became involved in ownership?
 - Outside Asia. There has been another OTA sale in the US: what to who?

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

Cathal Class No-frills-economy cabin for Hong Kong-based airline
Truk Air Economy-class only on this airline in Bhutan
Holiday Ion A hotel where everything is fully charged
Holiday Inc Hotel brand forms leisure travel company
Sheratone New hotel brand where everything is forgiven

Lastminute.com, and Expedia buys Travelocity and Wotif.
exited in 2010. (5) Expedia plans to buy Orbitz for US\$1.3 billion. Other recent transactions – Bravofly flounders fully
Ceylon, started in 1979. Its current SLA name was started in 1998, when Emirates became involved. Emirates fully
Luxury Travel Market have exhibitions in Asia – Asia – Singapore and Shanghai. (4) Air Lanka, the name for what was Air
False: Just Jet Airways, 24%, and Virgin Australia, 21%. (3) World Travel Market. Both ITB and the International
Answer: (1) In the Huiz Ten Bosch theme park in Nagasaki, Japan, the Henna-na hotel is due to open this July. (2)



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

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

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

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



FACEBOOK.COM/TTGASIA

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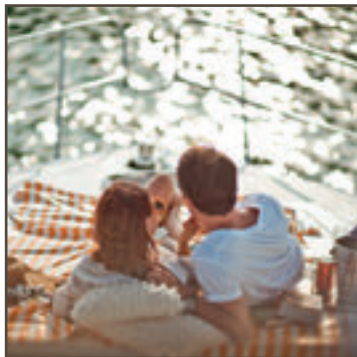
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- One night accommodation at Deluxe Room
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rate starts from
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Booking dates: Now till Dec 31, 2015
Stay Period: Opening till Dec 31, 2015

Find out more at sheraton.com/zhuhai or call 86.756.2996688

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