



Somewin new is in the air



**Now a betterfly to Hong Kong, Singapore and
Kuala Lumpur on our new Airbus 320**

Enjoy a refreshing journey in our new cabin, now with comfy leather seats.

...betterfly Royal Brunei

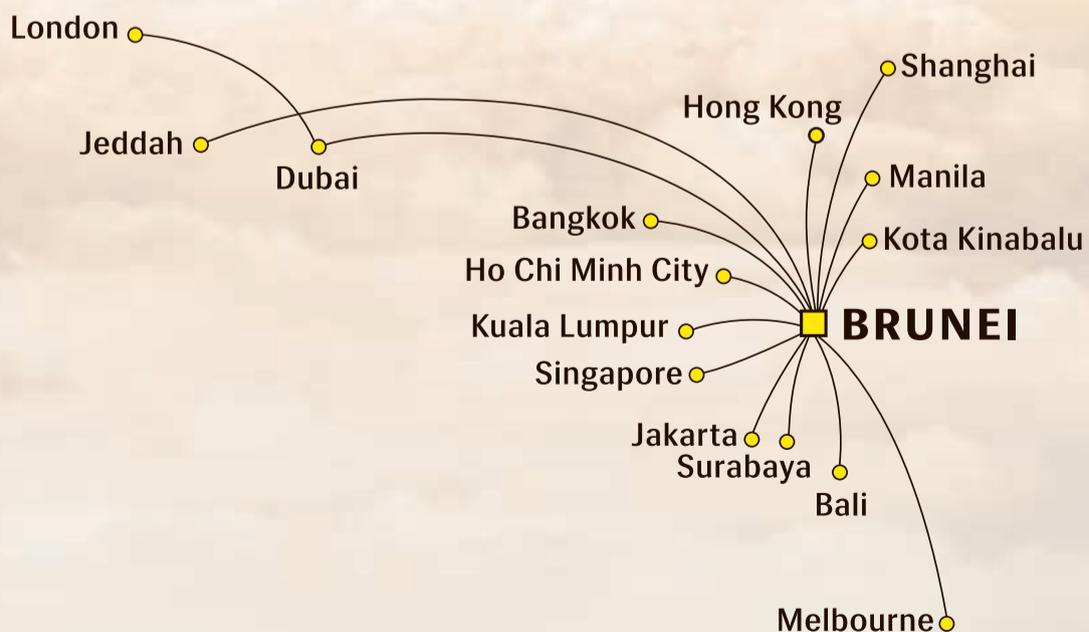
Visit us at www.flyroyalbrunei.com today!



ROYAL BRUNEI
AIRLINES

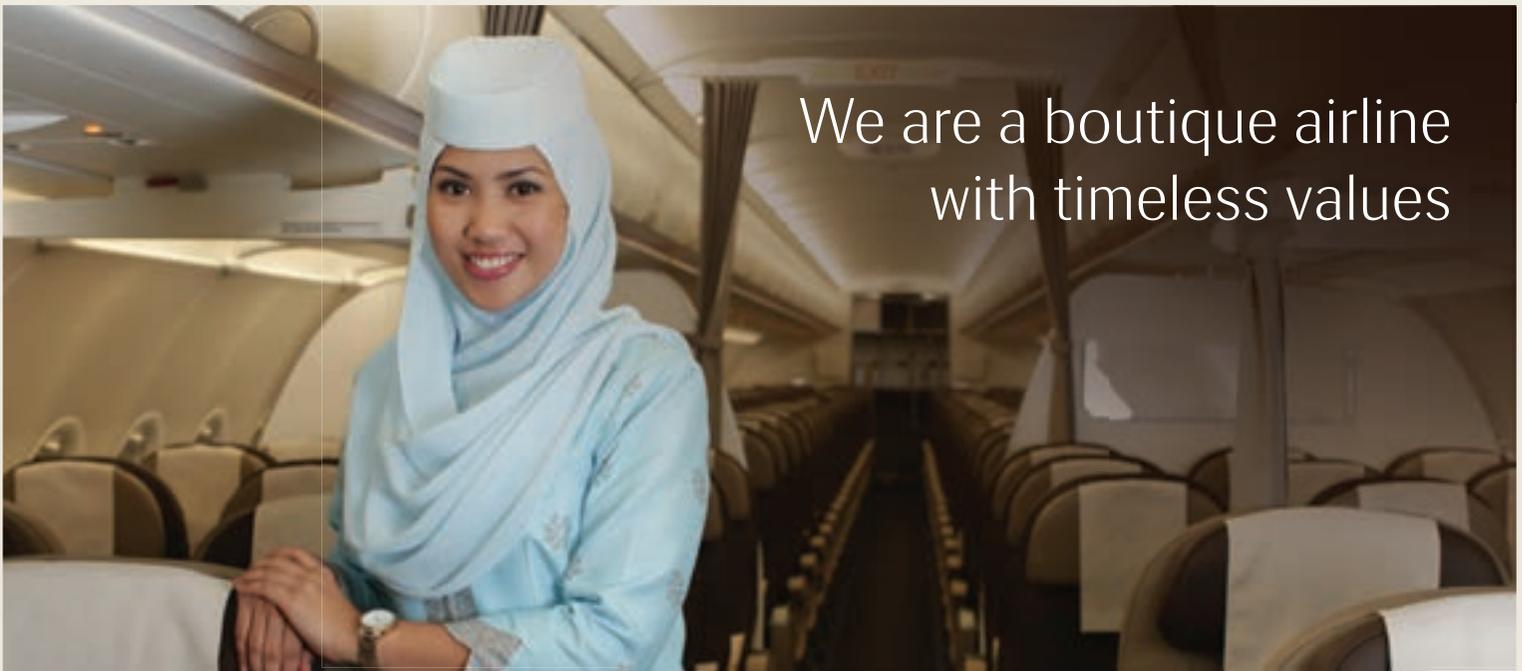
A VOYAGE OF DISCOVERY

Experience the world beyond your borders and
let Royal Brunei Airlines connects you to your dream destination.



Introducing our new A320

Our Services



We are a boutique airline
with timeless values

Business Class



From take-off to touchdown, experience even better comfort in the clouds when you fly Business. With a wider choice of personalized services - lounge access at the airport, plush seating in the cabin and exclusive in-flight menu and entertainment, we give attention to detail for a peaceful travel experience.

Preferred Economy



Enjoy more personal space, extra seat pitch, priority boarding and early meal selection. Sit back on a more enjoyable and comfortable flight experience with our preferred seat selection.

Economy Class



Experience flying in Economy to enjoy warm service and friendly smiles from our attentive staff on board. With our comfortable leather seats and delicious in-flight meals, we will keep you relaxed and content throughout your journey.

Impian



We understand that travel is about the journey, not the destination. With our new entertainment system up in the air, you may now stream our wide selection of movies, TV and music on your personal device for a delightful journey.

...betterfly Royal Brunei

WWW.FLYROYALBRUNEI.COM

A BOUTIQUE AIRLINE WITH TIMELESS VALUES

...betterfly Royal Brunei





ATF 2016
January 22, 2016
Manila, Philippines



Meet the new breed of European tourists

Later bookings, bargain hunting are emerging characteristics

By Dannon Har, Mimi Hudoyo and S Puvaneswary

CRACKS showing up in the European economy have started to impact longhaul travel into South-east Asia, ATF 2016 delegates told the *Daily*.

Although most have not yet seen worrisome dips in demand and forward bookings, trade players have observed changes in the way Europeans are booking their trips and choosing travel products.

European travellers, once loved by suppliers for their tendency to book months in advance, are increasingly confirming their trips much later in hopes of scoring attractive last-minute discounts.

A top level hotelier with an international chain added that the rising number of late bookings was also a result of “too many hotel options” available in Asia, allowing the increasingly budget conscious Europeans to “shop around” for best rates.

Yves Van Kerrebroeck, deputy managing director with Asian Trails in Bangkok, said: “(The climate in Europe) is not very encouraging at the moment, economically and politically, for people to feel secure about spending on longhaul travel.

“It is very difficult to predict (how bookings will fare now-

days) because (Europeans) are more geared towards short-notice bookings even for markets where you traditionally get very long lead times.”

Pande Sutawan, corporate general manager, The Royal Pita Maha in Bali, has also noticed shorter booking lead times of up to 30 days, compared to a minimum of two months in better times.

Although Merlyn Ebor, inbound manager with Cebu-based Destination Specialists, expects good European arrivals in 2016 due to new air links commencing this year, she said uncertainties in the European economy could result in travellers becoming more thrifty. As a result, her company is working with local suppliers such as accommodation and transport providers as well as restaurants to offer competitive packages which are about 10 to 15 per cent cheaper than what was offered last year.

“The stay period remains the same but Europeans are now finding ways to get more value-for-money options,” remarked Pande. Citing examples, he said European travellers are turning to LCCs and Middle Eastern airlines which are more affordable than South-east Asian carriers.

Describing the European mar-

ket as being more price sensitive now, Ray Clark, general manager of The Royal Collection, Bali, said they are shopping around for cheaper flights and even best rates for business class seats.

“Whereas my guests used to just book without much concern about rates, they are now asking for discounts or value added perks. Travel consultants are doing the same,” said Clark, adding that the market was down by 15 to 18 per cent in 2015.

European incentive clients are spending more carefully too, noted I Made Budiutama, assistant sales manager, Ayodya Resort Bali. “A particular incentive organiser has asked us to create a package of activities for five days. I suspect he will ask the same from DMCs and then do a price comparison,” he said.

To continue drawing the Europeans, Asian Trails has gotten creative with its programming.

Kerrebroeck said: “We can offer amazing experiences that don’t necessarily cost a lot, by upgrading programmes and adding a lot of value for very little extra cost.

“We have a product range called Explore, where we offer something off the beaten track. It is adventurous but nothing too extreme, yet different enough that people can perceive it as something new at the same price point as a standard programme.”



Clark: shopping around more



Handy: value for money in SE Asia

Love for SE Asia grows as Aussie dollar slips

By Paige Lee Pei Qi

A WEAKER Australian dollar may work in the favour of South-east Asia as travellers from Down Under are now more likely to choose the region over longhaul destinations for their holidays, said Australian buyers at ATF.

Nick Page, managing director of Oasis Travel in Brisbane, said: “We have not seen any ill effects of the falling Aussie dollar, and this works well in our favour as the Asian destinations are relatively cheaper than Europe, the Americas and Africa.”

Tim Lim, general manager of Brisbane-based EC Travel, agreed: “There are a lot of cheap airfares and promotions in South-east Asia that will attract our travellers so the currency issue does not affect them much.”

With Australia comprising 20 per cent of his clientele, Henry Llamas, operation manager of Borneo Rainforest Lodge, is optimistic that Borneo’s allure will remain strong.

“Borneo has always been cheaper for travel and they will probably think of us first if they want to find cheaper holidays,” he commented.

As Australian travellers shift their travel choices “closer to home”, Handy Events & Conferences Queensland director, Tony

Handy, predicts a 10 per cent rise in demand for South-east Asia in the next two years, as it is “still good value” for Australians to visit countries like Malaysia, Thailand and Vietnam.

CEO & founding director of Victoria-based Adventure Travel, Anthony Hill, said: “Apart from the affordability, South-east Asia is also very attractive because of new attractions opening up in many countries.”

While Thailand remains his top-selling destination, Hill sees

the biggest growth in travel bookings to Myanmar as the country is still a novel destination for many Australians.

Vivian Lucero, senior sales manager of Henann Resort in Bohol, the Philippines, said Australia,

which is among the property’s top five visitor source markets, has shown a steady year-on-year growth of about 10 per cent and the momentum is likely to continue.

An Australian-based global tours and activities provider, who declined to be named, predicts that in addition to South-east Asia, travel interest will be observed for domestic destinations in Australia and nearby countries like New Zealand and Fiji.

Bali adds polish to charter market

By Mimi Hudoyo

BALI is set to welcome its first-ever chartered flights from Poland when the service commences on June 2.

Organised by Rainbow Tours Poland, the chartered services are operated bi-weekly by Lot Polish Airlines using Boeing 787 Dreamliner with 270 seats.

Renato Domini, CEO of Panorama Destination, which has been appointed the ground handler in Indonesia, said: “The idea came last year and preparations have begun since ITB Berlin.”

Ricky Setiawanto, Panorama’s director of business development, has noted rising interest to Bali from the Polish outbound market in the last couple of years.

He said: “Rainbow has been sending between 20 and 30

groups a year using regular flights, either on KLM or Emirates to Bali.”

Panorama has created five packages covering different islands of Indonesia, including Java-Bali overland, Sumatra-Java-Bali, Borneo-Java-Sulawesi-Bali, Papua-Toraja-Bali and Komodo-Lombok Bali.

“While the chartered flights land in Bali, travellers will take either Garuda Indonesia or its sister airline Citilink to connect to other islands,” said Ricky, who is expecting 2,200 pax for the whole summer season.

Response has been positive since sales started last December. Domini revealed: “The response is so good that Rainbow has even planned to extend (charters) to the winter season.”



In ASEAN, tourism fun kicks into full swing

Philippine president Benigno Simeon Aquino III (centre), accompanied by tourism secretary Ramon Jimenez Jr (left), threw open the 35th ATF in Manila on Wednesday. During the opening ceremony at the Philippine International Convention Centre, Aquino urged ASEAN member countries to capitalise on the creation of the ASEAN Economic Community to make South-east Asia into a more attractive destination. The Philippines is the host country this year.

News

Multiple new air links to lift Cebu's tourism business

Eva Air, Emirates and Philippine Airlines to bring the world closer to resort destination

By Rosa Ocampo and S Puvanewary

INBOUND tour operators from Cebu are looking forward to the launch of several new regional and longhaul flights that will enable the resort destination to further grow arrivals from Asia, the Middle East and Europe.

Eva Air will commence four weekly flights between Taipei and Cebu on March 27; Emirates will fly between Dubai and Cebu via Clark from March 30; Philippine Airlines will add a link between Los Angeles and Cebu in March.

Matt Poonin, manager, sales and marketing at Travelite Travel & Tours in Cebu, said his company is developing the Taiwanese market further by joining a roadshow being planned by the Central Visayas Department of Tourism to Taipei later this year.

Poonin anticipates the new flights by Emirates will also result in increased arrivals from Central Europe, especially from France, Germany and the Netherlands.

He said Travelite had developed new tours combining Cebu and Bohol as well as Cebu, Bohol and Siquijor for the European



Emirates has now provided another option and competition is good for consumers as it may result in more competitive airfares.

Marlyn Eborra
Inbound manager,
Destination Specialists

markets. Water activities will be highlighted in these packages.

Poonin has also just received a request from an automotive distributor in Paris for an incentive trip to Cebu, flying via Emir-

ates from Paris to Dubai then to Clark and ultimately to Cebu.

Destination Specialists inbound manager, Marlyn Eborra, said: "Currently, most Europeans to Cebu like to travel by Singapore Airlines to Manila and then take a connecting flight to Cebu. Emirates has now provided another option and competition is good for consumers as it may result in more competitive airfares.

"We expect the new flights to draw more Europeans and we are working with hoteliers and ground transportation companies to offer better rates for European visitors."

Emirates' new services to Cebu come hot on the heels of the Philippines' push to attract more Muslim tourists. One of the challenges Cebu currently faces in the pursuit of Muslim travellers is the lack of Muslim-friendly restaurants and facilities, but these issues are being addressed.

Rowena Lu Mentecillo, regional director of the Department of Tourism (DoT), Bohol and Cebu, said the DoT Central Office together with the National Commission of Muslim Filipi-

nos had recently conducted a halal project briefing to 10 hoteliers in Cebu.

This will eventually lead to accreditation of Muslim-friendly restaurants and facilities.

Alice Queblatin, managing director, Southwind Travel & Tours (Cebu), told the *Daily* that Qatar Airways is considering coming back to Cebu which used to serve from Doha five years ago. Should that happen, Cebu will get a further boost in arrivals from new markets in the Middle East and Europe.

Queblatin added that the forthcoming service from Los Angeles, operated by Philippine Airlines, will be targeted at mainstream Americans rather than Filipinos residing there.

The Cebu travel trade will join a DoT roadshow to the US at the end of this month.

Mary Grace Paulino, tourism officer with the Cebu Provincial Government, said the province is getting an increasing number of arrivals, flights and investors.

In preparation for this, the province has started building a second terminal at the Mactan International Airport which will be operational in 2018.

IN BRIEF

Sokha adds another hotel
SOKHA Siem Reap Resort will open its doors come September 2016. Launched by the Sokha Hotel Group, the 776-room resort is located at Angkor Cultural & Tourism Complex. The property will offer a 2,200m² pillar-free grand ballroom and eight meeting rooms.

Bandung gets Four Points
FOUR Points by Sheraton Bandung has opened in the Indonesian city, offering 162 keys, three F&B venues, a 24-hour fitness centre, a kids' club as well as eight meeting rooms and a grand ballroom with 900m² of function space.

New boutique hotel sails in
THE 72-room Hotel Baraquad Pattaya MGallery by Sofitel, bearing a nautical themed interior and exterior, has opened in Pattaya, Thailand. There are 72 rooms and suites on offer.

Sunway Lagoon ups its fun factor with Nickelodeon theme park

By S Puvanewary
ASIA'S first Nickelodeon themed attraction will launch on February 2 at Sunway Lagoon in Selangor, Malaysia.

Known simply as Nickelodeon Lost Lagoon, it sits on the former site of Elephant Walk, featuring 12 rides and attractions over five hectares.

Senior director of sales at Sunway Lagoon, K C Chew,



Chew: a hit with Asian travellers

said: "We expect Nickelodeon Lost Lagoon to generate interest mostly from Asia and the domestic market, and to boost overall arrivals to Sunway Lagoon."

Chew has set a target of 1.5 million visitors to Sunway Lagoon, from a million in 2015.

To drive traffic to the new themed attraction, Chew's team will intensify marketing activities in China, Indonesia and the Philippines.

"We are currently strong in India, the Middle East, Singapore and Indonesia," she added.

Besides fun rides and attractions that include an interactive water play area that uses reactive technology, giant aqua tube rides and a variety of water slides, visitors to Nickelodeon Lost Lagoon can also look forward to daily meet-and-greet sessions with popular characters such as *SpongeBob SquarePants*, *Patrick Star*, *Dora the Explorer* and *Teenage Mutant Ninja Turtles*.

Discovery Leisure flaunts new builds

By Rosa Ocampo

THE Discovery Leisure Company will stamp its authentic and customised approach to hospitality in the two upscale resorts in the Philippines that it will be developing and managing over the next few years.

Group director of sales and marketing, Odette Huang, confirmed that the homegrown

brand will roll out a mountain resort in Baguio for multi-generational travellers and another in El Nido, Palawan that caters to millennial travellers.

Like the company's five existing properties across the country, the two entrants promise authentic experiences in terms of location, food and culture, and service delivery.

"You have to essentially be able to customise, read and anticipate the needs of the guests", said Huang, who is successfully ramping up the international exposure of the company through, among other things, membership with Preferred Hotels & Resorts, after having established a strong base in the local luxury market.

ASEAN tourism policymakers put their heads together



TTG Publishing Travel Trade

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

EDITORIAL

Karen Yue Group Editor

Xinyi Liang-Pholsena Deputy Editor,
TTG Asia & TTG India

Dannon Har Assistant Editor,
TTG Asia Online

Paige Lee Pei Qi Assistant Editor

Rachel AJ Lee Sub Editor

S Puvanewary Editor, Malaysia/Brunei

Mimi Hudoyo Editor, Indonesia

Eugene Tang Photographer

Redmond Sia, Goh Meng Yong

Creative Designers

Nadra Iwani Editorial Intern

Lina Tan Editorial Assistant

CONTRIBUTORS

Prudence Lui, Rosa Ocampo,

Michael Mackey, Sid Dhartha,

Dave Fox

SALES & MARKETING

Michael Chow Group Publisher

Shirley Tan Senior Business Manager

Ingrid Chung Business Manager

Cheryl Lim Advertisement

Administration Manager

Cheryl Tan Corporate Marketing Manager

Stephanie Toh Senior Marketing Executive

PUBLISHING SERVICES

Tony Yeo Division Manager

Kristy Lim Publishing Services Executive

Lynn Lim Web Executive

Katherine Leong Circulation Executive

TTG ASIA MEDIA

Darren Ng Managing Director

Raini Hamdi Senior Editor

Number 1 in Convention Exclusivity

With the Numbers to Prove It

- 49 Discrete Venues
- 135,000 sqm total usable space
- Plenary Hall 4,302 sqm – 3,000 pax capacity
- Formal "Head of States Hall" for 180 pax



World-class facilities offered

Why is PICC Malaysia's most exclusive meetings & conventions destination? Let us count the ways.... With more venues, more functionality, more choices. With state-of-the-art facilities and world-class service and support teams, but with a distinctly Malaysian warmth and flavour. With an iconic building atop a hill and astride a shimmering lake, with dramatic 360° views of Malaysia's showcase city.

PICC. There's so much to come for... And all under one imposing roof!



Where Great Minds Meet

PUTRAJAYA INTERNATIONAL CONVENTION CENTRE
Dataran Gemilang, Precinct 5, 62000 Putrajaya, Wilayah Persekutuan Putrajaya, Malaysia
Email : enquiry@picc.com.my Web : www.picc.com.my Tel : +603 8887 6000
www.facebook.com/piccmalaysia [piccmalaysia](https://www.instagram.com/piccmalaysia) [piccmalaysia](https://www.linkedin.com/company/piccmalaysia)

Member :



Award :



News/Snapshots

Hua Hin acquires international shine

New amenities to diversify market segments for sellers

By Xinyi Liang-Pholsena

DUBBED Thailand's legacy beach resort destination, Hua Hin is traditionally dominated by the domestic Thai weekend market but a rising tide of new hotels and attractions has continued to diversify its offerings and enable suppliers to attract a wider client base.

Better infrastructure, interesting attractions ranging from vineyards to temple caves, as well as upcoming internationally branded properties like Hua Hin Marriott Resort & Spa and So Sofitel Hua Hin spell "exciting" times ahead for Go Vacation Thailand's director of business development, Tobias Fischer.

"Europeans have always been a repeat market, and Hua Hin has always been a good extension destination for the more senior travellers," said Fischer. "(With the new developments), Hua Hin will become more appealing to the younger travellers as well as families (from the longhaul market)."

As observed throughout Thailand, the

growth market of China is also spreading into secondary destinations like Hua Hin. "Over 2015, the Asian markets are growing rapidly for Hua Hin and we're seeing visitors from China, Taiwan and South Korea focusing on the destination," noted Pattamaporn Soparat, director of sales at the 77-key So Sofitel Hua Hin, which will open its doors in February.



Srayut: mixed market strategy

The first So Sofitel resort in Asia will leverage the brand's design-centric ethos to pursue a "balanced" portfolio comprising longhaul, MICE and regional markets to spread occupancies throughout the week, she added.

Similarly, Srayut Ekahitanonda, CEO of the 40-room Let's Sea Hua Hin Al Fresco Resort and the newly launched 47-room Loligo Resort Hua Hin, will target repeat guests, families and friends as its core markets for the latter property.

"We cannot rely on the Thai weekend market only; we need mixed markets," he said.

There is little doubt that Thai and foreign travel interest in Hua Hin will continue to grow, but unlike Pattaya on the eastern seaboard, which has benefited tremendously from improvements in highways to place it a 1.5-hour drive from Bangkok, it still takes at least 2.5 hours by road to reach Hua Hin from the capital.

Hence, direct air links connecting inland destinations like Chiang Mai or Luang Prabang would enable tour operators to bypass Bangkok and better promote Hua Hin as part of a multi-destination itinerary, Srayut posited. Kan Air's existing Chiang Mai-Hua Hin service has not been well promoted and its limited frequency and seats also made it a harder sell for the trade, he told the *Daily*.

For Hua Hin to successfully develop as week-long, year-round destination, it must retain its unique selling points to avoid the risk of becoming "another Pattaya", industry members pointed out.

Urged Pattamaporn: "Hua Hin has everything already. I would not prefer anything new but for existing operators like Cicada Market and Vana Nava Hua Hin Water Park to maintain its local character and not become overly commercialised."



Fischer: no lack of attractions

Help Boracay, Iloilo build better ports, NTO urge cruise lines

By Rosa Ocampo

AS Boracay and Iloilo become increasingly popular cruise destinations in the region, private sector investment can give a much-needed leg-up for both cities to improve their port infrastructure.

Major cruise lines like Royal Caribbean International (RCI) could perhaps work with local groups to develop ports in the region, said Helen Catalbas, Philippine Department of Tourism's director for Region VI (Western Visayas), inspired by examples of successful public-private partnerships in other parts of the world.

"Cruise arrivals are increasing yet the cruise terminal planned for Boracay has not yet materialised," she revealed, adding that the destination's existing port amenities do not fit RCI's requirements although *Legend of the Seas* continues to sail to the island.

In Boracay, cruise ships have to drop anchor in the middle of the sea while the port in Iloilo, despite its cruise potential, is more suited for cargo ships.

Boracay has received nine cruise ships annually for the past three years, with confirmed calls from six cruise ships in 1Q2017.

Meet, mingle and munch

By Eugene Tang

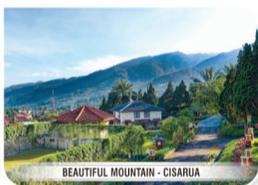


JAYAKARTA HOTELS & RESORTS

"Well Located and Friendly Hotels"



NATIONAL MONUMENT - JAKARTA



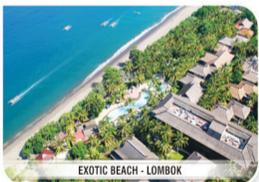
BEAUTIFUL MOUNTAIN - CISARUA



WHITE CRATER - BANDUNG



PRAMBANAN TEMPLE - YOGYAKARTA



EXOTIC BEACH - LOMBOK



KRAKATAU MOUNTAIN - ANYER



SURFING BEACH - BALI



KOMODO ISLAND - FLORES



The Jayakarta Suites Komodo - Flores

Visit & Explore

"Wonderful and amazing culture of Indonesia"

CORPORATE & SALES OFFICE

Jl. Hayam Wuruk 126, Jakarta 11180 - Indonesia,
Ph. (021) 649 0101 - 02, Fax. (021) 659 8395
Email : rsvocorp@jayakartahotelsresorts.com

Jayakarta Hotels & Resorts | @JayakartaIND | jayakartahotelsresorts

Jakarta | Bandung | Anyer | Cisarua | Yogyakarta | Bali | Lombok | Flores-Komodo

www.jayakartahotelsresorts.com

Managed by
Jayakarta Hotels & Resorts

Affiliated Hotels



www.MarbellaIndonesia.com

Log on to www.ttgasia.com to view more photographs of ATF 2016



ASEAN TOURISM FORUM

16 – 20 January 2017

Singapore

www.atf2017.com

ASEAN TOURISM FORUM 2017

Singapore will be hosting the 36th ASEAN Tourism Forum (ATF) from 16 to 20 January 2017. ATF is a cooperative regional effort to promote the Association of Southeast Asian Nations (ASEAN) region as one tourist destination. This annual event involves the tourism sector of the 10-member nations of ASEAN: Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, The Philippines, Singapore, Thailand and Vietnam. Each year, the hosting of ATF is rotated among the member countries. ATF 2017 also coincides with ASEAN's 50th Anniversary.



'Shaping our Tourism Journey Together' is the theme for ATF 2017. Building on five decades of successful history, the ATF 2017 programme encompasses the Meetings of ASEAN Tourism Ministers and leaders from ASEAN National Tourism Organisations (which include their respective counterparts from various Dialogue Partners held on separate days), ASEAN Airlines Meeting, ASEANTA Board Meeting and Annual General Meeting, media briefings and the all-important travel exchange, TRAVEX.

MAKE A DATE WITH US:

 **16 – 20
January 2017**

OPPORTUNITIES NOT TO BE MISSED

TRAVEX (18 to 20 January 2017), the main event during the ATF, is a trade-only mart designed to offer opportunities for suppliers of travel products from ASEAN countries to meet selected buyers from all over the world through pre-scheduled appointments to explore, negotiate and ink deals with one another. It is also an ideal forum for buyers to gather the latest information on ASEAN tourism products and services, establish new business contacts and gain insights on the tourism trends in ASEAN.

With a target of 500 exhibition booths and some 1600 delegates including 400 buyers, 900 ASEAN sellers, 100 officials and 100 media representatives from all over the world, ATF 2017 in Singapore is definitely not to be missed.

BE PART OF TRAVEX, ATF 2017

Register online at www.atf2017.com or download the relevant forms from the ATF 2017 website.

You may also contact: **ATF 2017 TRAVEX Secretariat**
c/o National Association of Travel Agents Singapore (NATAS)
120 Lower Delta Road, #03-16 Cendex Centre, Singapore 169208

Email: info@atf2017.com
Main Tel: +65 6534 0187

Organised by



Held in



Official TRAVEX 2017 Organisers



News/Snapshots

Cambodian incentives go farther

Trend soars on wings of good air links

By Dannon Har

INCENTIVE groups from Cambodia are increasingly skipping destinations along its borders and choosing to fly to South-east Asian destinations farther afield, encouraged by affordable direct flights.

Ang Kim Eang, president and CEO of Great Angkor Tours and president of the Cambodia Association of Travel Agents, told the *Daily* that Singapore, Malaysia and the Philippines are gaining in popularity among Cambodian corporate clients.

“These destinations are accessible by many direct flights, so it is easy to move people,” Ang explained, adding that clients’ thirst for new experiences is also driving the new trend.

Most Cambodian incentive groups have been to nearby countries like Vietnam.

Ang has seen a 20 to 30 per cent increase in incentive trav-

ellers in 2015 over 2014. Some 60 to 70 per cent of his MICE groups choose to visit South-east Asian destinations.

Mann Ratana, general manager of Worldwide Tours Agency in Cambodia, shares similar observations and believes that the strong presence of LCCs in the region has made flying more affordable.

Malaysia, and especially Singapore, are bestsellers and many of her clients are making repeat visits. She had to charter flights in order to accommodate her groups.

According to Ang, most of the bookings come from the corporate banking, insurance, microfinance, trading and spare part businesses, with group sizes ranging from 30 to 60 people.

While longhaul demand is meagre in comparison, Ang has noted a five to 10 per cent year-on-year increment in 2015.

FATA sets eyes on global exposure

By Mimi Hudoyo

THE Federation of ASEAN Travel Associations (FATA) is joining the World Travel Agents Associations Alliance to gain better exposure in and engagement with the global travel agency network.

Hamzah Rahmat, president of the Malaysian Association of Tour & Travel Agents (MATTA), who was appointed FATA president during a board meeting on Tuesday, said being a member of the World Travel Agents Associa-

tions Alliance will allow the federation to discuss issues with top personnel in related sectors.

“In ticketing, for example, we will be able to bring up ticketing matters to the very top level in IATA,” he explained.

With the ASEAN Economic Community taking off this year, becoming a member of the global alliance will also provide an opportunity for South-east Asia to be “exposed” to the rest of the world and members can benefit from networking oppor-

tunities with other associations.

Explaining the importance of bringing FATA into the global alliance, Hamzah said: “We need this because we must promote the region. We need others to understand what ASEAN is about. We can also learn from one another (by sharing experiences and best practices).”

The formalities of becoming a member are in progress and Rahmat expects to get FATA a seat at the alliance’s annual meeting this year.

He noted that some FATA members had previously attended these meetings as observers.



Hamzah: learning opportunities

Best Western upgrades loyalty programme

BEST Western Hotels & Resorts has unveiled two new membership tiers for its loyalty programme and removed expiration dates for its reward points.

With the addition of the new membership tiers, Best Western now has five tiers in total, starting with the standard entry Blue tier, followed by the new Gold status, which can be earned with a minimum of 10 nights’ stay at Best Western hotels within a year.

Next on the rung is the Plati-



Best Western Premier Himalai Resort

num tier, for members who have managed 15 nights’ stay a year, then the Diamond tier, reserved for members who have stayed for 30 nights a year.

A new Diamond Select status has been added, earned by those who have stayed for 50 or more nights a year. Guests who achieve the Diamond Select status will receive a 50 per cent point bonus, room upgrades and a welcome gift on check-in.

All Platinum and Diamond members will also receive a welcome gift on check-in at any of Best Western’s 4,000 hotels worldwide, as part of an ongoing strategy to introduce more member benefits.

Red hot chill-out with TTG

By Eugene Tang



Log on to www.ttgasia.com to view more photographs of ATF 2016



World of Wonder

**WONDERFUL INDONESIA,
WONDERFUL DESTINATIONS...THE BEST CHOICE YOU COULD MAKE**

Indonesia is the best destination you could choose for your family holiday, honeymoon, or business incentive. It offers a perfect balance of great value-for-money facilities, attractions and services in its 13,000 plus tropical islands, anchored by Bali, Island of the Gods. The Indonesian archipelago gives visitors fascinating diverse culture, outstanding natural beauty, and the warmest, most hospitable people on earth.

www.indonesia.travel

indonesia.travel

@indtravel

indonesia.travel



Destination Philippines

Gems like El Nido in Palawan will be an even greater tourist draw if infrastructure is improved



Photo: T23RF.com

Being fun is not enough

It is back to basics this year for the Philippines as her perennial issue of poor ground infrastructure and lack of air connectivity landed the country far from its arrival targets in 2015. [Rosa Ocampo](#) reports

How can the Philippines seize opportunities to boost tourist arrivals, which is lagging behind its Asian counterparts such as Vietnam and Indonesia?

According to the panel discussion during the Horwath Philippines Hotel Semi-

nar 2015 in Manila in October, the answer “mostly lies in improvement of infrastructure, especially airports and direct air connectivity,” said Mina Li, senior consultant, Horwath HTL Hong Kong.

Arrivals and tourism activity are not growing as fast as they should despite the

Philippines’ strong economic growth and rich natural resources to tap on. “Thailand and Malaysia had far more tourist arrivals, largely owing to better air infrastructure and convenient flight connectivity,” Li pointed out.

“Despite the geographic similarity of having thousands of islands, the arrival numbers in Indonesia were almost double that of the Philippines,” added Li.

The travel trade in the Philippines had long been emphasising on the necessity for a bigger and more modern international airport in Manila, upgrade of cruise terminals, construction of efficient road networks as well as for airports in secondary destinations.

Inadequate infrastructure, especially the need to address Ninoy Aquino International Airport’s heavy congestion problem, is one of the main reasons why the Philippine Department of Tourism (DoT) failed abysmally in meeting its 10 million arrivals target for end-2015.

The Philippines welcomed approximately 5.2 million tourists last year.

Public infrastructure simply can’t keep up with the pace of growth in tourism and new hotels. “You don’t hear any growth in capacity for any major infrastructure that will bring people into the country,” said Baldwin Chua, director of hotel development Asia Pacific, Marriott International.

Agreeing, Monika Dubaj, Hyatt Hotels & Resorts vice president of development, wished that infrastructure projects can be sped up, pointing out delays during the execution phase.

James Stuart, managing partner, The Brand Company, also concurs, recounting that during his recent trip to San Vicente, a highly potential tourist hotspot in Palawan, that he doesn’t “see any commitment to have things finished and opened,” referring to plans to open a San Vicente airport.

A positive note however, is the slow but growing accessibility and connectivity of the Philippines, thanks to the Department of Tourism’s (DoT) route development team, which has made great strides in persuading domestic and foreign airlines to include Manila and secondary gateways in their routes.

Local carriers have begun flying directly to new destinations including London, New York, Guam, New Zealand and increasing flight frequencies to the US, Asia and Australia.

Foreign carriers like Turkish Airlines and Ethiopian Airlines have also commenced direct flights to Manila.

Against this backdrop, the DoT “performed exceptionally well” in 2015, growing 11 per cent to 4.4 million arrivals as of October 2015, compared to the same

VIEWPOINTS

“What are your business prospects for 2016?”

Shan David, president, Corporate International Travel & Tours

I have lots of inquiries for 2016. FITs and luxury markets are coming to the Philippines.

We have a lot of leisure and FITs in 2015 because of the It’s More Fun in the Philippines campaign and also due to new flights and new routes. But we really have to develop infrastructure facilities. All those nice destinations and undiscovered islands cannot be accessed due to inadequate public transport. Beautiful destinations like Laoag in Ilocos Norte have limited number of flights and hotels.



Arjun Shroff, managing director, Shroff International Travel Care

We intend to grow our business volume by 28 per cent in 2016. We’re developing new markets from Canada, Australia, the US, Turkey, eastern Russia, Belarus, Poland and Uzbekistan.

Inbound is growing fast. We’re building our online offerings well and we are not bothered by all the OTAs. Those who want point to point sales services will go to airlines directly but those who want tailored services will call us.





Destination in numbers

US\$4.1 billion

Inbound receipts from January to October, 2015, or 8.24 per cent more than the same period in 2014

66

Number of cruise calls in the Philippines in 2015, up from 54 in 2014

234,565

Total number of hotel rooms by 2019, which is 10 per cent more than the 213,051 rooms in 2014

period last year, said tourism secretary Ramon Jimenez Jr.

The hosting of APEC from December 2014 to November 2015 “has greatly contributed to increasing visitor traffic”, bringing in about 22,000 foreign delegates for meetings held in eight host venues around the country for a whole year, Jimenez explained.

The culminating economic leaders meeting in November 2015 brought in a total of 8,800 foreign delegates whose expenditure yielded an estimated US\$2.64 million, he added.

Hotel occupancy rates also reached at least 85 per cent, with most properties hitting the 90 to 100 per cent levels.

Marjorie Aquino, senior sales and marketing manager, Blue Horizons Travel & Tours, said: “Overall we did good in 2015, a little higher versus 2014,” but added that inbound numbers would be better if infrastructure issues were attended to.

Jordan Colt Aquino, business development officer, inbound at Travel Warehouse, said that while they started inbound business only in 2014, prospects are good especially for packages to exotic destinations outside the usual Boracay, Cebu and Palawan jaunts.

To sustain the momentum of *Visit Philippines 2015*, the DoT has launched the *Visit Philippines Again 2016* banner campaign to further increase repeat visits which in 2014 was recorded at 59.7 per cent, said Jimenez.

This year’s campaign targets consumers through retail-based tour packages offering attractive discounts on flights, hotels, fun activities and tours as well as for new products and destinations and special incentives.

Visit us at Hall 3 Booth N18

LOST
in Translation

Eat, see, experience and uncover hidden enclaves around **Furama RiverFront, Furama City Centre** and **Furama Bukit Bintang**.

For more information, visit www.furama.com to begin your exploration.

FURAMA
INTERNATIONAL

Singapore • China • Indonesia • Malaysia
Taiwan • Thailand • Australia

www.furama.com

Destination Philippines

HOW TO SELL

Now's the best time to visit Davao while it is yet undiscovered by the masses. This destination in the southern Philippines has everything whether you are a culture seeker or an adrenaline junkie.

STAY 214-key **Park Inn by Radisson Davao**, one of the few international hotel brands in the city, features vibrant colours, warm service and work stations. It is located in the city right next to SMX Convention Center and Lanang premiere shopping mall, and just a few minutes away from the airport.

SEE **The Philippine Eagle Centre** is home to a number of endangered Philippine eagles, many other bird species, mammals, and reptiles.

Also, **Eden Nature Park and Resort**, once barren due to illegal logging, is now an 80-hectare attraction teeming with over 100,000 pine trees, and filled with flowers, herb gardens and wildlife.

Visit on the third week of August for the yearly Kadayawan Festival, a grand thanksgiving for gifts of harvest and nature. High-lights include fresh agricultural produce, parades, processions and performances by tribal communities.



From left: Eden sky bike; Jack's Ridge

DO In the air, a sky bike ride, zipline, sky swing, and cable car are available. At sea, besides the usual beach and seafront activities, one can attempt scuba diving, snorkeling, wakeboarding, wild water rafting, tubing and cruising. On land, try golfing, horseback riding with local cowboys, trekking, hiking, spelunking, mountain climbing, ride pillion on the local

habal habal motorcycles, or visit mountains, waterfalls, bat caves and more.

EAT A haven for foodies, Davao is home to exotic fruits like durian, marang, mango-steen, lanzones and pomelo. A must-try for adventurous palates is Bagaybay (tuna milt), or go for an assortment of other tuna-based

cuisine such as grilled tuna jaw, tuna marinated in vinegar and garlic then deep fried, tuna roe and buttered tuna. Also try Balbacua (braised ox feet, skin or tail), braised carabao (water buffalo), raw fish marinated in vinegar, and of course, Sisig (chopped pig's face and ears with chicken liver). Then end the day at popular local joint **Jack's Ridge**, which features panoramic views of the city.

WHAT'S NEW



From left: Luxury Kulinarya; Mövenpick Resort Boracay

1 Luxury Kulinarya bus

Corporate International Travel & Tours' culinary tours feature a tour bus that is almost as luxurious as an airline's business class.

With a maximum capacity of 22 guests, the spacious bus also has a small television and headset in every seat. Stewards serve coffee, soda, juice and, at the end of the journey, wine.

2 Luxury Kulinarya tours

One of the tours include a breakfast stop at Sulyap Cafe in Laguna, a refurbished ancestral house with a museum, or lunch at the pottery garden of renowned potter Ugu Bigyan in Quezon.

The Pampaga city package includes other interesting locales such as lunch

set in a huge garden at Abe's big nipa hut, as well as dinner at Ben Lim, a home garage converted into a restaurant.

3 Tribal Immersion

Calamianes Expeditions and Ecotours will launch in February a tribal immersion tour in La Jala in Coron, Palawan. The walking village tour glimpses at the daily life of the Tagbanua indigenous community as they go about in their houses built above water.

Common local activities include cockfighting, fish net weaving and boat building. An interesting local produce is the coffee, which features a roasting process that combines coffee beans with sugar.



4 Novotel Manila Araneta Center

This newly opened 401-key hotel is a much welcome addition to the city considering the room shortage problem in Quezon City.

New dining concepts Food Exchange Manila, where dishes are prepared at live cooking stations, and Gourmet Bar by Novotel, which uses locally grown produce from an organic farm, are featured prominently.

5 Mövenpick Resort Boracay

This upscale property, rebranded from the former Sol Marina Resort, reopened in December 2015 with a new private beach. The resort has 333 rooms clustered in three buildings that surrounds a central lagoon pool.

Key features include family rooms, a kids club, games area for teens, several dining outlets and meeting facilities for up to 450 guests.

6 Tryp by Wyndham

Design and style take centrestage at Southeast Asia's first Tryp by Wyndham Hotel, which is slated to open at the Mall of Asia Complex in Manila early this year. The hotel hopes to lure groups, FITs as well as young leisure and business travellers looking for downtown lifestyle accommodations.

At least eight Tryp hotels are being planned throughout the country within the next 10 years by master franchisee Microtel Inns & Suites Philippines, who currently operate Wyndham's Microtel-branded properties in the Philippines.

Full Marathon

Half Marathon

10 km Run

5 km Run



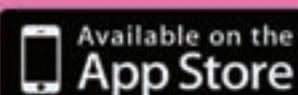
MWMM



Sisters,
Join us for the biggest event of the year for women.
Time to run sisters run. Make a date for 6 March 2016!
Be there!

For more info and registration:
www.mwm.my or,
Join us on Facebook: "Malaysia Women Marathon"

Kindly search "Discover Selangor"
to download our mobile apps for free!



Tourism Selangor Sdn Bhd
Lot P7, Jln Indah 14/12, Sek 14, Shah Alam Selangor Darul Ehsan, Malaysia
T:03-5513 2000 F:03-5513 6268 info@tourismselangor.my
www.tourismselangor.my

Destination Malaysia

Islands and beaches are being promoted; Langkawi pictured here



08035555/12381.com

Easing barriers to entry

Improved visa procedures for more nationalities and stronger destination promotions in targetted markets are expected to turn Malaysia's tourism health around in 2016, writes [S Puvaneswary](#)

The year 2015 was designated Malaysia Year of Festivals 2015 (MyFest 2015), following the government's Visit Malaysia Year 2014 campaign. Themed *Endless Celebrations*, MyFest 2015 heralded the country's biggest ever fiesta of celebrations, events and happenings all year long with the aim of attracting 29.4 million tourists and generating RM89 billion (US\$20.5) in tourist receipts, an increase from 2014's target of 28 billion arrivals and RM76 billion in receipts.

However, there was a shortfall in 2014, with arrivals totalling 27.44 million and receipts RM72 billion.

At press time in December, tourism arrivals were only available up to June 2015. The first half of the year moved slowly, with arrivals declining 9.4 per cent to 13.9 million over the corresponding period in 2014.

Only two markets, South Korea and Taiwan, registered growth of 8.4 per cent and 2.8 per cent respectively.

Most ASEAN source markets, with the exception of Myanmar, Laos and Cambodia, showed single-digit decline. Myanmar saw a drop of 21.9 per cent and Laos saw a decline of 34.5 per cent.

Arrivals from Singapore, traditionally the top market for Malaysia due to its close proximity, fell 9.9 per cent, with a total arrivals of 7,095,067 for 1H2015.

There were also fewer Middle Eastern travellers, traditionally big spenders and long-stay visitors. Numbers from the UAE

dropped 30.9 per cent, Saudi Arabia by 23.5 per cent and Oman by 22.4 per cent.

Traditional longhaul European markets also saw weaker performance. UK arrivals slipped 12.6 per cent, Switzerland 11.3 per cent and Germany 8.5 per cent.

Malaysia's tourism minister, Mohamed Nazri Aziz, said blamed the dismal performance on the economic slow-down of several countries, flooding in the East Coast of Peninsular Malaysia in the first quarter of 2015 and the two Malaysia Airlines air tragedies in 2014.

To boost arrivals from Singapore, Malaysian tourism authorities have taken to promoting Perak as a new destination that has been made more accessible thanks to recent new air services.

In July, Malindo Air commenced daily services between Singapore and Ipoh, the capital of Perak. Tiger Air also started four weekly services between Singapore and Ipoh in May. Both are in addition to Firefly's twice-daily services on the same route.

"Malaysia has a lot to offer beyond the usual popular cities like Kuala Lumpur and Malacca. We see that Perak has a lot of potential because there is a lot of heritage and nature products and Singaporeans will love the fact that Perak has some of the best street food in Malaysia," said Nazri.

To court more arrivals from its largest medium-haul market, Malaysian prime minister, Najib Abdul Razak, in November announced the government's decision

to ease travel requirements for Chinese tourists and introduce the electronic visa facility by January 2016.

Tourism Malaysia chairman, Wee Choo Keong, said: "(E-visa) will effectively attract more Chinese to Malaysia. The number of Chinese FITs and small groups are growing. The current (visa) conditions are unrealistic and will not attract this group of travellers."

The ASEAN market remains Malaysia's largest contributor of tourist arrivals. In 2014, a total of 20.4 million tourists from ASEAN member nations visited Malaysia, comprising 74.3 per cent of total arrivals of 27.4 million with tourist receipts amounting to RM46.3 billion or 64.3 per cent of total tourist receipts.

"With the emergence of the open skies policy in the ASEAN region, we can expect more tourists to come to Malaysia, and we are focusing on these markets in our promotional plans. Tourism promotions are geared towards theme parks, shopping, islands and beaches for families and couples," said Tourism Malaysia director-general, Mirza Mohammad Taiyab.

For the new year ahead, the Malaysian government is targeting 30.5 million tourists, and an expected income of RM103 billion (US\$24.22 billion). To help meet these targets, the government had announced its decision to introduce online visa applications for citizens from India, Nepal, Sri Lanka, the US, Canada and Myanmar by mid-2016.

VIEWPOINTS

"What are your business prospects for 2016?"

Alex Lee, CEO, Ping Anchorage Travel & Tour



We hope 2016 will be a good year with more arrivals from Singapore and Japan. We have also developed some new itineraries for Western European and Scandinavian markets involving off-the-beaten-track tours in the East Coast of Peninsular Malaysia to entice travellers to stay beyond two weeks in Malaysia.

Francis Cheong, managing director, Apxara Travel & Events



2016 is an extremely promising year for us. As of end November 2015, our forward quotations are already up to December 2016. With Malaysia being the most affordable ASEAN destination due to a weak ringgit, Malaysian destinations are of great value to many inbound markets.



Somewin new is in the air



**Now a betterfly to Hong Kong, Singapore and
Kuala Lumpur on our new Airbus 320**

Enjoy a refreshing journey in our new cabin, now with comfy leather seats.

...betterfly Royal Brunei

Visit us at www.flyroyalbrunei.com today!

Destination Malaysia

Destination in numbers

11,800

The number of five-star hotel rooms in Kuala Lumpur, as of August 2015

5.8

The average number of nights ASEAN tourists spent in Malaysia in 2013 and 2014

RM1,164

The average spend per day (US\$273) of Kuwaiti tourists in Malaysia in 2014. They were the biggest spenders that year

HOW TO SELL

DO Visit **Royal Selangor Visitor Centre** in Setapak Jaya, just 20 minutes' drive from Kuala Lumpur City Centre. Through complimentary guided tours, visitors will learn about the remarkable development of tin mining in the Malay Peninsula in the 1800s as well as view traditional pewtersmithing tools, antique pewter and ancient tin currency at the centre's Pewter Museum.

Visitors with a little more time on their hands may not want to miss out on making their own pewter products. For a nominal fee, visitors may participate in Royal Selangor's School of Hard Knocks pewtersmithing workshop where the participants create their very own pewter dish, or The Foundry where they get to make pewter accessories from scratch.



From left: Royal Selangor Visitor Centre; Nobu Kuala Lumpur Restaurant



SEE **Mud, our Story of Kuala Lumpur** is a musical celebrating the spirit of Kuala Lumpur city and the people who built it with hopes and dreams. 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. The show runs up to April 2017. Tickets are available for purchase

online at www.mudkl.com or over the counter at Panggung Bandaraya, Jalan Raja, Kuala Lumpur from 10.00 to 21.00. Agent bookings can be made via booking@mudkl.com

EAT Located on Level 56 of Tower 3 Petronas, **Nobu Kuala Lumpur** offers innovative Japanese cuisine which is complemented with

stunning views of Petronas Twin Towers and Kuala Lumpur's skyline. Nobu Kuala Lumpur's main dining area and sushi bar can accommodate up to 200 guests. Nobu also houses two bars, a lounge and private dining rooms.

STAY The **482-key Aloft Kuala Lumpur Sentral** is among the

newer hotels in Kuala Lumpur. Opened in 2013 in Sentral district – regarded as the capital city's new CBD – and adjacent to Kuala Lumpur Sentral Station, guests enjoy easy access to the airports and attractions such as Little India, Bird Park, National Museum and Botanical Lake Garden. Wi-Fi is free throughout the property.

WHAT'S NEW



From left: Mud, our story of Kuala Lumpur; Al Halabi Gourmet Restaurant



1 Langkawi Art of Paradise 3D Museum

Opened in January 2015, this attraction at Oriental Village in Barau Bay showcases more than 100 interactive 3D paintings in a three-storey building. It has an exhibition space of nearly 2,000m² and the exhibits are placed nine themed zones with names such as Optical Illusion, Aquarium, Safari and Ancient Palaces. It is recognised as the largest 3D museum in Malaysia by the Malaysian Book of Records.

2 Al Halabi Gourmet Restaurant

Al Halabi Gourmet Restaurant on Level 7, Pavilion Kuala Lumpur, introduces a new concept to serving Middle Eastern food. It features an open kitchen that allows din-

ers to look in and experience the plethora of fresh ingredients used in preparing the dishes. Top chefs from the Middle East helm Al Halabi's kitchen, so gastronomic satisfaction is guaranteed.

3 Simba Hill Gourmet Hall

Gastronomic adventures await at Simba Hill Gourmet Hall, a safari-themed restaurant that opened at Bukit Gambang Resort City, Pahang in May 2014. A glass wall separates the restaurant from a lion enclosure, giving diners a close-up view of a male white lion and his two female counterparts roaming freely. The restaurant can seat up to 750 people and the venue set-up can include a stage for short speeches and presentations.

4 Mitsui Outlet Park KLIA Sepang

Here, visitors can expect discounts ranging from 30 to 70 per cent year round on off-season international and local branded products. This factory outlet shopping mall is conveniently located for last minute shopping, being less than a 10-minute drive to Kuala Lumpur International Airport. Travellers desiring some retail therapy enroute to the airport will appreciate facilities such as free baggage storage and a flight information display system.

5 The St Regis Langkawi

The St Regis Langkawi will open in 2Q2016 within an idyllic cove close to Kuah town, Langkawi's shopping and

commercial centre. The hotel is a 20-minute drive from Langkawi International Airport. Some 85 suites and four over-water villas are offered, along with facilities such as the renowned Iridium Spa, a fitness centre, a pool, childcare service, and a variety of dining destinations.

6 Mt Kinabalu

Climbers can trek to the summit of Mount Kinabalu in Sabah, Malaysia, from December 1, 2015, using a new trail from Laban Rata to Sayat-Sayat Hut as the old trail had been damaged by a magnitude 6.0 earthquake on June 5, 2015. The new trail was chosen on the advice of international mountaineering experts and geologists from Canada and Japan.

celebrate:



VISIT
PERAK
MALAYSIA
2017
World of Wonders

PERAK

Themes park

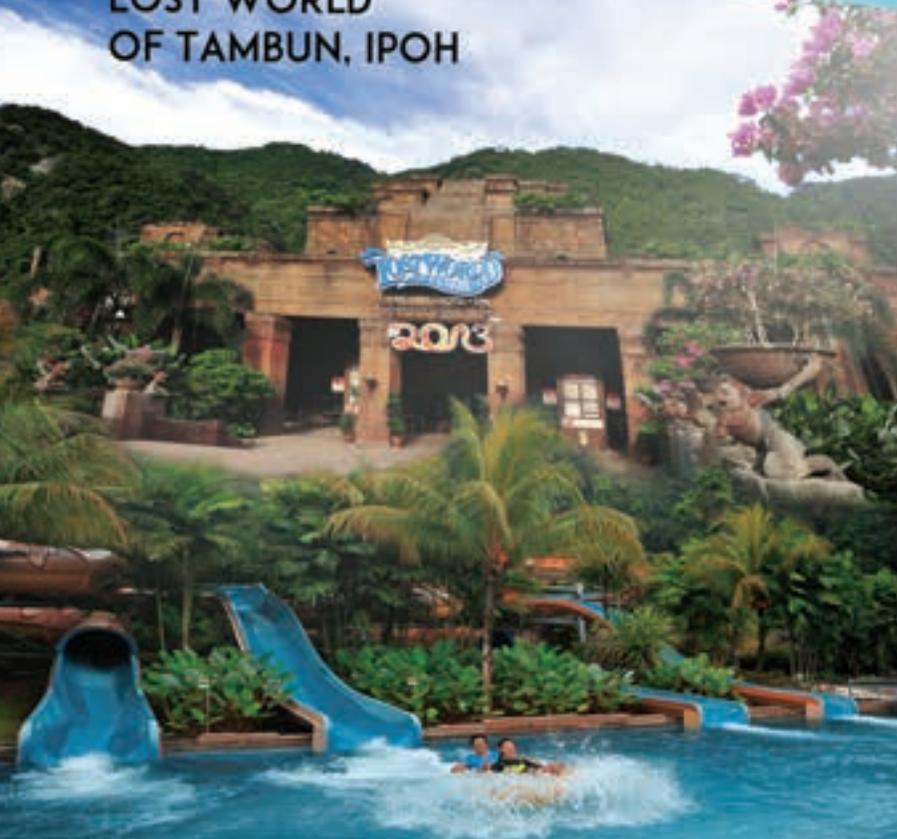
SUNGAI KLAH
HOTSPRING, SUNGKAI



MAPS, IPOH
MOTION ANIMATION PARKS STUDIOS



LOST WORLD
OF TAMBUN, IPOH



BUKIT MERAH
LAKETOWN RESORT, TAIPING



tourismperak
MANAGEMENT BERHAD

22, 22A & 22B, Jalan Teh Hawa, 30300 Ipoh, Perak Darul Ridzuan, Malaysia

Tel +605 249 9966 / +605 241 2372 Fax +605 242 3388

Email perak_tourism@yahoo.com

www.travelperak.com



tourismperak



Operak Tourism



tourismperak



Destination **Singapore**

No rest for the ambitious



Singapore's night life buzzes at Clarke Quay

Determined to rejuvenate tourism performance and see growth in 2016, STB steps up promotions and forms numerous trade partnerships, writes **Paige Lee Pei Qi**

Singapore's tourism receipts slumped 12 per cent year-on-year to S\$10.5 billion (US\$7.5 billion) against a three per cent decline in visitor arrivals to 7.3 million in the first half of 2015.

Sharp declines in spending on major components such as accommodation, sightseeing, entertainment, gaming and shopping were among the key causes of the loss in tourism dollars.

Leong Yue Kheong, assistant chief executive, international group, Singapore Tourism Board (STB), said the decline "is due primarily to the weak global eco-

TTG Show
Daily

BE PART OF THE
ONLY ITB BERLIN SHOW DAILY
WITH AN **ASIA-PACIFIC PERSPECTIVE**



ITB BERLIN

Messe Berlin | Berlin, Germany
9 - 13 March 2016
Issue Dates: 9, 10 & 11 March

- An indispensable read for ITB 2016 delegates, encapsulating the show days' hottest highlights and latest updates that all delegates look forward to
- 30,000 print copies across exhibition grounds
- 70,000 e-copies around the world
- 29 Years of show daily publishing experience
- Freshly produced each tradeshow day by award-winning editorial team



LAST CHANCE TO ADVERTISE, please contact

Singapore Shirley Tan E: shirley.tan@tgsia.com T: (65) 6395 7535
Hong Kong Ingrid Chung E: ingrid.chung@tgsia.com T: (852) 2237 7174

TTG Publishing
Travel Trade

TTG Travel Trade Publishing is a Business Group of TTG Asia Media
1 Science Park Road #04-07 The Capricorn Singapore Science Park II Singapore 117528 | T: (65) 6395 7575 • F: (65) 6536 2972 • www.ttgasiamedia.com

conomic outlook and currency fluctuations.”

Weaker performance is registered at Siam Express, whose managing director, Jaclyn Yeoh, said business was down 10 per cent year-on-year.

Yeoh said: “The tourism business in Singapore is getting more competitive due to our strong currency and lack of new and exciting products to attract repeat visitors.”

While Judy Lum, group vice president for sales and marketing with Tour East Singapore, agreed that business for 1H2015 was “significantly down as compared to 2014”, she noted that the second half of the year had “picked up with a vengeance”, and seemed to be catching up especially in arrivals from the UK and Europe.

Maintaining a positive outlook, Leong said: “We remain cautiously optimistic for (overall) 2015 as international visitor arrivals have been on the upturn since May, driven by a double-digit increase in arrivals from major markets such as China and India.”

Meanwhile, Indonesia remains Singapore’s top source market at 1,316,000 visitors in 1H2015, despite logging a 14 per cent drop compared to the same period in 2014.

Leong said: “Tourist arrivals from Indonesia have been dampened by poor economic sentiments coupled with the fall in the rupiah.

“Currency fluctuations do affect travellers’ choice of travel destination. Hence,

to ensure Singapore’s tourism sector can weather the impact of currency fluctuations, we continue to offer differentiated and innovative experiences.”

To this end, STB has intensified its marketing campaigns. Over the next two years, the tourism bureau along with Changi Airport Group and Singapore Airlines will spend S\$20 million to market Singapore as a tourism destination.

STB also signed partnerships with six

major Chinese digital players to woo more FITs from China, and is working with travel website TripAdvisor on a microsite which features lesser-known destinations for tourists.

Applauding the China-focused initiatives, Joseph Sze, Siam Express’ director of China, said: “(They) give Singapore a first-mover advantage in this aspect because (STB) is the first NTO that has done something so major.

“Chinese travellers are very dependent on their mobile devices and they will (appreciate) the convenience of getting real-time information on travel destinations provided by these digital services.”

Meanwhile, new attractions such as the National Gallery Singapore and Kidzania theme park, and high profile events such as the Women’s Tennis Association Finals 2015 will encourage tourism growth into the new year, according to STB’s Leong.

VIEWPOINTS

“What are your business prospects for 2016?”

Jaclyn Yeoh, managing director, Siam Express

I have engaged a new Europe and China representative recently, and am looking forward to having more sales from these regions. I will be happy to be able to maintain sales revenue from 2015.

We will need to bundle Singapore with regional destinations as one package in order to gain better market share. Hopefully this new strategy will improve sales performance for 2016.



Judy Lum, group vice president, sales and marketing, Tour East Singapore

Forward bookings for 2016 look promising. With Tour East now part of a bigger organisation under JTB Group, we have reached out to all JTB outbound offices outside of Japan to introduce the Tour East network and assure them of our knowledge and service assurance. There is much synergy to be had within the group as well as externally in the markets where JTB is strong for Japan and I have the job to expand these relationships to Tour East network in Asia-Pacific.



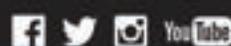
PHILIPPINES' **LARGEST** BALLROOM.
NOW OPEN.

MARRIOTT GRAND BALLROOM

NO.10 NEWPORT BLVD., NEWPORT CITY COMPLEX,
PASAY CITY, MANILA 1309, PHILIPPINES

P: (632) 988 9999 F: (632) 836 9998

WWW.MANILAMARRIOTT.COM



MARRIOTT
MANILA

Destination Singapore

HOW TO SELL



From left: National Gallery Singapore; Chinatown food street

DO Head over to **The Karting Arena @ Bukit Timah** for a taste of speedy thrills. This new attraction offers eight-minute sessions for S\$25, which should be good for 15 laps of the 500m circuit in Turf City. The Karting Arena also hosts corporate events at \$1,498 per hour. No driver's license is needed but for

participants' safety, the maximum speed is capped at 50km per hour.

The Karting Arena runs from 10.00 to 22.00 daily.

SEE Visit the **National Gallery Singapore** which opened to much fanfare last November. It has two permanent exhi-

bitions and modern art collections from Singapore and South-east Asia in the 19th and 20th centuries, and is celebrated as the first museum in the world dedicated to South-east Asian modern art.

EAT Located on Smith Street in the heart of **Chinatown**, the revitalised Chinatown food street seeks to create an authentic Singapore dining experience for locals and tourists alike. From a plate of *char kway teow* to satay, the nostalgic food street offers a diverse spread of local delights from all cultures.

STAY Retreat from the hustle and bustle of the city and head to **D'Resort @ Downtown East**, which is nestled in the lush greenery of Pasir Ris Park. This 387-room property claims to be Singapore's first nature-inspired resort with an integrated water park. Room rates start from S\$118, which includes free Wi-Fi and access to the water park.



Destination in numbers

S\$242

The average room rate (or US\$170) at Singapore hotels for 1H2015, a 6.1 per cent decline from the same period in 2014

3.7

The average length of stay of visitors in Singapore, a three per cent year-on-year increase

S\$1.5 billion

The gazetted hotel room revenue for January to June 2015, a 2.2 per cent year-on-year decline

WHAT'S NEW



From left: Park Hotel Alexandra; Sofitel Singapore Sentosa Resort & Spa; Aura Restaurant & Sky Lounge

1 Park Hotel Alexandra

Park Hotel Alexandra has opened on the fringe of Singapore's CBD and close to business and leisure areas. The 443-key hotel offers six room types and has four function rooms that can be combined to accommodate events with up to 150 pax. Cocktail receptions and private events can also be held at the elevated pool deck.

2 Adrift by David Myers

Celebrity chef David Myers has marked his first foray into Singapore with the opening of Adrift in Marina Bay Sands. Inspired by the award-winning chef's travel experiences from across the globe, Adrift pays homage to the fusion of food cultures that reflect South-east Asian flavours and Californian flair.

3 Sofitel Singapore Sentosa Resort & Spa

Singapore's second Sofitel property has opened on Sentosa island, armed with 211 rooms and suites, four villas, more than 1,300m² of MICE facilities, four dining options and what is said to be the world's largest So SPA.

Sofitel Singapore Sentosa Resort & Spa spots a bold and elegant design that integrates the surrounding nature within the hotel's various buildings, and boasts more than 27 acres of tropical woodlands, offering guests a sense of relaxed sophistication and urban resort living.

4 Kidzania Singapore

Kidzania, an indoor family education and entertainment centre offering job role-

playing opportunities for children aged four to 14, will be launching its Singapore version in 1H2016. The 7,600m² KidZania Singapore on Sentosa's Palawan Beach will be able to accommodate up to 1,500 visitors. It will also be the only Kidzania attraction to be housed in a stand alone building.

5 Hotel Jen Tanglin

Hotel Jen Tanglin Singapore, formerly Traders Hotel Cuscaden Road, has completed rebranding and renovation works costing S\$45 million (US\$32 million), begun since November 2014.

The 565-key hotel features contemporary Singapore-inspired designs with modern amenities. Facilities include a 17th-floor Club Lounge, restaurants, an outdoor swimming pool

and pool bar, a gym, Jacuzzi and steam room, among others.

Instead of a traditional concierge, the hotel has introduced a hand-drawn Heart Map where staff and guests alike can share recommendations on the city.

6 Aura Restaurant & Sky Lounge

The new 90-seater restaurant, created by ilLido Group, spans across two floor in the National Art Gallery. Owned by renowned Italian restaurateur Beppe De Vito, this elegant and modern dining establishment whips up classic Italian cuisine from all regions of Italy. Featuring an additional sprawling 200-seater rooftop Sky Lounge, Aura offers guests a stunning view of the city's skyline as part of the dining experience as well.



Read by 48,500 industry professionals across the region and beyond



96.5% of our subscribers are key decision makers and influencers who make recommendations to end clients.



www.ftgasia.com



e-Daily



Mobile App



Digital



SUBSCRIBE NOW

www.ftgasia.com/subscribe.php



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

facebook.com/ftgasia twitter.com/TTG_Asia instagram.com/ftgasia

To advertise, please contact us at traveltradesales@ftgasia.com or +65 6395 7575

Destination Thailand

An indomitable spirit



The government's swift response to the bombing was a key factor in restoring visitor confidence

Despite the unfortunate bombing incident, tourist arrivals into Thailand show no signs of slowing down and is on track to hit its target for 2015. **Xinyi Liang-Pholsena** reports

The Erawan Shrine bombing in August 2015 made headlines worldwide, but aside from a temporary blip on the Thai tourist industry, visitor arrivals shot back and are on the way to surpass the record 26.6 million arrivals in 2014.

No stranger to turbulence on the domestic front, the Tourist Authority of Thailand (TAT) had swiftly responded to the Bangkok bombing with regular updates of normality, which probably in part contributed to the restoration of international tourist confidence in the country.

"Visitor arrivals to Thailand totalled 24.4 million between January-October 2015, up 24.8 per cent over the same period of 2014, and are on track to cross the estimated 28.8 million projection for the entire year," TAT governor Yuthasak Supasorn told the *Daily*.

At press time, the kingdom welcomed its 28 millionth visitor on December 13, 2015.

According to the latest figures released by the Department of Tourism, Ministry of Tourism and Sports, the top five source markets in the January-October 2015 period were China (6.7 million), Malaysia (2.8 million), Japan (over 1.1 million), South Korea (1.1 million) and Laos (998,674).

ASEAN was the top source market both in terms of revenue and number of arrivals. The revenue from ASEAN visitors reached nearly 180 billion baht (US\$4.9 billion) with 6.4 million arrivals in total. The top five markets in this region are Malaysia, Laos, Singapore (726,687), Vietnam (643,981) and Cambodia (416,315).

Hoteliers generally saw a good year in 2015, despite the political instability and challenges shrouding the Thai tourism market in recent years.

Johan Chan, director of sales & marketing at Shangri-La Hotel, Bangkok, said: "Needless to say, there have been different

incidents in the last two years that have affected our business environment, but our business result in 2015 is still ahead of the same period last year. The growth was mainly in the FIT market segments as conference business could not pick up as fast due to the longer planning process and overall security concerns."

Indraneel Benadikar, director of sales and marketing, Bangkok Marriott Hotel Sukhumvit: "The hotel has ramped up very well since its opening over two years ago. In 2015 we achieved a strong growth across all key segments, especially in corporate business travel. Overall RevPAR growth has been driven by increases in average room rates. While we have diverse source markets, China holds tremendous potential moving forward; not only for our properties but for the entire region."

Riding on the sanguine prospects, TAT unveiled a 2016 strategy that will focus on promoting the kingdom as a 3 Yuthasak said.

"The wording of the new strategy indicates an end to decades of focusing on quantity, as measured by visitor arrivals, and a total shift to quality as measured by visitor expenditure, average length of stay and the overall quality of the visitor experience," he added.

In addition to a new Amazing Thailand logo, which was officially launched in at WTM last November, the 2016 marketing strategy will concentrate on niche markets such as golfers, weddings and honeymoons, health and wellness visitors, and halal tourism for Muslim visitors. It will also focus on female travellers and put balanced emphasis on growing the domestic market to prevent over-reliance on the international markets. As well, TAT will also step up the use of content marketing via digital and online media to communicate and attract visitors.

VIEWPOINTS

What are your business prospects for 2016?

Pornthip Hirunkate, deputy CEO and managing director, Thailand, Destination Asia



2016 will be a challenging year for us due to various factors such as economics and political matters. To stay on top we have to be more creative with our products and activities.

We continue to see positive signs from our clients from the UK, northern Europe, the US and Latin America markets. Also, there are also more cruise lines calling at Phuket, Laem Chabang and Koh Samui in 2016, and we have seen positive growth within MICE groups from the US.

Indraneel Benadikar, director of sales and marketing, Bangkok Marriott Hotel Sukhumvit



We anticipate 2016 to be another promising year. We will continue to focus on driving MICE and corporate business travel segments in order to achieve our overall goals. We will leverage the popularity and reputation of our signature outlet, The District Grill Room and Bar and the multilevel Octave Rooftop Lounge and Bar to maximise our F&B opportunities. We are excited and looking forward to 2016.

Destination in numbers

28.8 million

The projected visitor arrivals to Thailand in 2015

6.4 million

The total number of visitors from ASEAN to Thailand during the January-October 2015 period

2.8 million

The number of visitor arrivals from Malaysia, the top ASEAN source market for Thailand during the January-October 2015 period

HOW TO SELL

DO **Artbox Bangkok** is the newest hipster market in the capital, offering locally-designed products, clothes and food sold from stores housed inside giant shipping containers. The pop-up market shifts its location periodically, so check its Facebook page for its whereabouts.

SEE Dubbed the River of Kings, the **Chao Phraya River** is the lifeblood of Bangkok and meanders through the heart of the city. The best way to experience this bustling waterway is to join the locals in using the public ferry, while observing the slow barges coasting upstream, riverine markets and soaring hotels and condominiums rising from both sides of the banks.

EAT Bangkok is fast becoming a fine-dining capital, having attracted scores of Michelin-star chefs to launch outposts in the city. Dutch chef Henk Savelberg has brought his eponymous restaurant – **Savelberg** – to the Oriental Residence Bangkok to serve modern cuisine with strong French influences.

STAY One of the hottest openings in 2015, **Keemala Phuket** is a boutique retreat with 38 pool villas set amid a lush rainforest overlooking the Andaman Sea. Designed to represent the island's mythical early settlers, the property features a swimming pool, a spa and three dining outlets connected by jungle walkways.



Keemala Phuket



Explore Magical Myanmar with Best Western

With three hotels across the country, from the golden spires of Yangon to the legendary charm of Mandalay, Best Western provides an array of international accommodation in Myanmar.



BEST WESTERN LOCATIONS IN MYANMAR:

BEST WESTERN PLUS Eastern Palace Hotel, Mandalay

BEST WESTERN Chinatown Hotel, Yangon

BEST WESTERN Green Hill Hotel, Yangon

FIND YOUR BEST WESTERN LOCATIONS IN ASIA:

Bangladesh | Cambodia | Japan | Laos | Malaysia | Myanmar | Pakistan | Philippines | Sri Lanka | Thailand | Vietnam

For reservations, Visit www.bestwesternasia.com



Facebook.com/BestWesternAsia |



For hotel development opportunities, please contact asiadevelopment@bestwestern.com

PATA TRAVEL MART 2016

September 7-9
Indonesia Convention Exhibition (ICE)
Banten Province
Jakarta, Indonesia

Visit us at
BOOTH L9

Book now for Asia Pacific's premier travel trade show ongoing in its 39th year, featuring unparalleled networking and contracting opportunities

Join us in **Indonesia**, one of the world's major emerging economies boasting rich culture and heritage.

For more information, visit PATA.org/PTM-2016 or email events@PATA.org

WHY JOIN PTM?



Maximise business opportunities

Two full days of over 10,000 pre-matched appointments facilitated through PATA's custom business matching software



Meet the industry's A-list buyers

Exclusive access to the 300+ community of qualified hosted international buyers



Exciting side events for networking

Socialise throughout PTM at the Network Lounge, dinner receptions, late night functions and during the complimentary tours.



Cost effective

Special airfare and accommodation rates are available to all participating delegates



We bring the world to you

Engage with more than 1,000 delegates from over 60 tourism destinations across the globe



Learn something new

The event offers fresh perspectives on topical issues through PTM Forums and PTM Talks

Destination Thailand

WHAT'S NEW

1 Mövenpick Siam Hotel Pattaya

Mövenpick Siam Hotel Pattaya, located at Na Jomtien, 15km south of Pattaya City and 20 minutes away from U-Tapao Rayong-Pattaya International Airport, opened on December 15.

The 262-room resort has three dining outlets, function spaces, banquet facilities, an outdoor lagoon pool, a water sports area and a fully-equipped fitness centre. The resort also provides various services including golf concierge, island cruises, deep sea fishing tours and a kids' club.

2 Amatara Resort & Wellness

The former Regent Phuket Cape Panwa was rebranded as the Amatara Resort & Wellness in October 2015.

Following the rebrand, the 105-room resort will focus on developing itself as a wellness destination, where the 2,000m² Amatara Spa will be extended to include the Tha3i Hamam therapies, a salt relaxation room, as well as Rhassoul clay treatments. Located on Cape Panwa on Phuket's south-eastern coast, the property also offers six F&B outlets.

3 Nok Air

Following the launch of services to Ho Chi Minh City earlier this year, Nok Air commenced services from Bangkok-Don Mueang to Hanoi since December 1, 2015. The four-times weekly service will be operated on a Boeing 737-800 aircraft with a



From top: Mövenpick Siam Hotel Pattaya; Amatara Resort & Wellness

capacity of 189 seats.

NokScoot has also started flying between Bangkok-Don Mueang and Taipei-Taoyuan from October 25 with four flights a week. The flights are operated by a Boeing 777-200, which can accommodate up to 415 passengers.

4 Multiple Entry Tourist Visa

On November 13, 2015, Thailand introduced the new Multiple Entry Tourist Visa (METV) for travellers. The six-month METV costs 5,000 baht (US\$139), and will grant travellers unlimited border crossings for up to 60 days per stay within the visa validity. It can be obtained from Thai embassies and consulates worldwide. More information at www.thaiembassy.org.

5 The Chiang Mai Riverside

A new luxury property by the Ping River, The Chiang Mai Riverside offers 14 Lanna-inspired suites, 24-hour butler service, Apple digital entertainment systems and a Local Knowledge concierge offering insider access to the Rose of the North.

The design of the all-suite property echoes the heritage of the Lanna kingdom, which come to life in luxurious one- and two-bedroom suites. On top of customised menus and private dinners, the property's amenities include a swimming pool, a fitness centre featuring personal trainers and a health sanctuary.



Embrace *the Wondrous* Archipelago

With many of hotels covering all of Indonesia's major cities, there's a Santika hotel waiting for you no matter where you choose to roam. Every Santika hotel offers the same winning combination of traditional designs and service that comes from the heart. So wherever your leisure or business travel may lead you, you will find Santika Indonesia Hotels & Resorts at your service.



THE S A M A Y A The kayana

THE ANVAYA Santika dyandra Hotel Santika Hotel Santika amarishotel

AMBON - BALI - BATAM - EAST NUSA TENGGARA - JAVA - KALIMANTAN SUMATERA - SULAWESI - SINGAPORE - WEST NUSA TENGGARA

www.santika.com | www.amarishotel.com

HOSPITALITY FROM THE HEART

Experience the art of Indonesian hospitality, the hallmark of every Hotel Santika, our three-star hotel and discover



just what makes every one of our hotels a "home away from home".



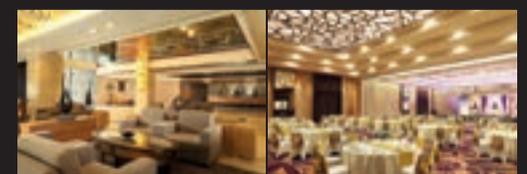
BALI (KUTA, SILEGITA NUSA DUA, SEMINYAK) | BANDUNG | BANGKA | BANYUWANGI | BOGOR
BSD CITY - SERPONG | BENGKULU | CIREBON | CIKARANG | DEPOK | JAKARTA (TMJ, KELAPA GADING) | MAKASSAR | MATARAM - LOMBOK | PONTIANAK | SURABAYA (PANDEGLING, JEMURSARI)
TASIKMALAYA | PALU | PURWOKERTO | HOTEL PEKALONGAN

RESERVATION CENTER
Ph: (62-21) 270 0027 | Fax: (62-21) 270 0350
E-mail: reservation@santika.com | Online Booking: www.santika.com

Santika Indonesia
HOTELS & RESORTS

EXCLUSIVE LIVING *for* DISCERNING GUESTS

Business and leisure travelers seeking the many up-market comforts of a top-quality hotel will find all these and more at Hotel Santika Premiere, as our four star hotel where world-class standards of service are seamlessly combined with a uniquely Indonesian touch.



JAKARTA (SUPI - HAYAM WURUK) | JOGJA | MALANG | SEMARANG
MEDAN | SURABAYA | BINTARO - TANGSEL | KOTA HARAPAN INDAH - BEKASI
ICE - BSD CITY

RESERVATION CENTER
Ph: (62-21) 270 0027 | Fax: (62-21) 270 0350
E-mail: reservation@santika.com | Online Booking: www.santika.com

Santika Indonesia
HOTELS & RESORTS

Special report **Medical tourism**

A healthy prognosis

The *Daily* examines the state of health and medical tourism in four thriving markets in South-east Asia



THE PHILIPPINES

What started out as wellness tourism – with a smattering of beauty and pampering fixes – has become full-fledged medical tourism now that hospitals in the Philippines are offering cancer, cardiology, stem cell and other treatments.

At least four Manila-based hospitals – Asian Hospital and Medical Center, St Luke's Medical Center in Quezon City and Global City, The Medical City, and Makati Medical Center – were accredited by Joint Commission International (JCI) in recent years. These JCI-accredited hospitals have also launched a “one-country” package

combining medical treatment and tourist activities.

Angel Ramos Bognot, president and managing director of Afro-Asian Travel and Tours, said: “Medical tourism has huge potential but it has not been given much attention. It is very silent.”

Bognot explained: “We should be thinking of medical tourism not only for beauty. Nip and tuck is only one element. We have hospitals recognised for their top-notch facilities, and competitive pricing for the wide range of medical procedures they can perform.”

While Philippine medical tourism is not as well-known when compared with Singapore, Thailand, India and South Korea, it leverages on its competitive pricing;

highly skilled and culturally sensitive doctors and nurses; modern facilities; and English-proficient healthcare workers.

Several travel consultants interviewed noted that overseas Filipinos and foreigners from the US and US territories of Guam and Saipan, as well as Asians, flock to the Philippines for orthodontics, ophthalmology and dermatology because prices here are way below than those in their countries of origin.

According to the Philippine Department of Tourism's (DoT) medical tourism booklet, an ophthalmology package starts at US\$978; a surgery package at US\$1,848; an orthopaedic surgery at US\$4,111; and a cardiology, thoracic and vascular surgery package at US\$18,222.

This niche product is starting to obtain “keen interest from travel agents and tour operators from several countries”, according to Philippine tourism secretary Ramon Jimenez.

Jimenez noted that during the World Medical Tourism and Global Congress Healthcare Congress held in Washington DC last year, a US-based international buyer from the insurance industry selected the Philippines over Singapore, Thailand, Costa Rica, Brazil and Bolivia as a medical tourism destination of choice.

The DoT, in tandem with participating private hospitals, is also promoting

medical tourism more extensively abroad. This includes having a presence at last year's World Medical Tourism and Global Healthcare Congress in the US and the International Medical Travel Exhibition & Conference in Dubai.

Jimenez said that among the most sought-after hospital procedures in the Philippine Medical Tourism programme include cardiology care, minimally invasive surgery, orthopaedic care, aesthetics and cosmetics like dental services, ophthalmology and executive health check-ups.

Meanwhile, the Medical City's healthcare facility in Clark, Pampanga, is being aided by the DoT's push for air route development section, said Jimenez.

Belo Medical Group, one of the biggest and most successful medical aesthetic ambulatory clinics in the country, is also starting to link up with tour operators to promote their services.

Simon Ang, managing director-operations of Celebrate Life TLC, confirmed that included in their premium package offerings abroad is Belo Medical Group's surgical and non-surgical beauty breakthroughs and products.

Noting the untapped potential of Philippines' medical tourism, Asia Premium Travel Mart will include this niche, together with luxury travel, in its third B2B show in 2017. – **Rosa Ocampo**

Medical tourism has huge potential but it has not been given much attention... We have hospitals recognised for their top-notch facilities, and competitive pricing for the wide range of medical procedures they can perform.

Angel Ramos Bognot
President and managing director
Afro-Asian Travel and Tours



SINGAPORE

Singapore's well-heel reputation as a medical hub continues to shine, in light of the city taking second spot in the world for the *Health outcomes and cost: a 166-country comparison* report by The Economist Intelligence Unit in November 2014.

According to Soo Siew Keong, director, enrichment, Singapore Tourism Board (STB), the proportion of medical tourism receipts was about four per cent of the overall tourism receipts in 2014. The top source markets include Indonesia, Malaysia and Vietnam.

He said: “Visitors from the region continue to come to Singapore for a wide range of medical care, from health screenings to advanced procedures in areas such as cardiology, neurology, obstetrics and gynaecology, oncology, ophthalmology, and orthopaedics.”

According to Arifin Ng, general manager & senior vice president of Singapore Medical Group International Partners, around 30 to 40 per cent of their patients

are foreigners, from countries like Vietnam, Indonesia, Cambodia and Russia.

Ng said: “Patients normally come to Singapore for more complicated cases, and they come for treatments such as cancer, orthopaedic, obstetrics, gynaecology, eye, dental and aesthetic.”

Highlighting how facilities like the Farrer Park Hospital and the new Raffles Medical Centre will boost the appeal of medical tourism, Soo said that “Singapore remains a destination of choice for quality medical care”.

For example, at the privately-run Farrer Park Hospital, which has the design capacity for 145 beds, it is also part of a lifestyle concept combining healthcare and hospitality. The hospital is set in Connexion, a relatively new 20-storey building which houses a hotel, spa and retail mall.

As for the 1,600m² Raffles Medical Centre, which serves as an integrated multidisciplinary medical centre at Shaw Centre, its aim is to provide one-stop medical care in the heart of Orchard Road.

In response to how STB will continue to grow the city's appeal of medical tourism, Soo said: “STB will continue to work

together with private healthcare providers to strengthen their reach in key target markets. We will also support in-market intermediaries (such as financial institutions, airlines, associations and insurers) in profiling Singapore as an advanced medical care destination.

“In addition, STB supports efforts by medical associations and conference organisers to secure healthcare-related international conferences to facilitate knowledge exchange between Singapore healthcare providers and their in-market counterparts,” he added. – **Paige Lee Pei Qi**

Patients normally come to Singapore for more complicated cases, and they come for treatments such as cancer, orthopaedic, obstetrics, gynaecology, eye, dental and aesthetic.

Arifin Ng
General manager & senior vice president
Singapore Medical Group International Partners



Reinterpreting Modern Travel in Creative, Enriching Ways



Crimson Resort and Spa, Mactan

Crimson Hotel Filinvest City, Manila

Quest Hotel and Conference Center, Cebu

Canvas Hotels and Resorts

chromahospitality.com

Telephone: (+63 2) 728 0005
5/F Vector One Building, Northgate Cyberzone,
Filinvest Corporate City, Alabang, Muntinlupa, Philippines



SOFT OPENING DECEMBER 2016

Located in Malay, Aklan Western Visayas, Crimson Resort and Spa will feature 192 meticulously designed and well-appointed rooms, suites and villas. The resort will also provide guests with 3 dining outlets including an iconic restaurant and the Azure Beach Club, a Grand Ballroom, an Events pavilion, 4 main swimming pools, 23 villas with private pools, the Aum Spa and the Crimzone Kids Club.

crimsonhotel.com

Barangay Yapak, Boracay Island, Malay Aklan, Philippines
Inquiries: (+63 2) 728 0005

A FILINVEST HOTEL | Managed and operated with distinction by Chroma Hospitality



Special report Medical tourism

MALAYSIA

By 2020, Malaysia aims to surpass Thailand and Singapore to become the top medical tourism destination in South-east Asia.

Currently in third place in South-east Asia in terms of the number of health travellers, Sherene Azura Azli, CEO, Malaysia Healthcare Travel Council (MHTC) said the main challenge is the lack of awareness about Malaysia as a health tourism destination.

She elaborated: "Middle Eastern travellers come to Malaysia for holidays but go to Thailand for medical treatments. We don't shout loud enough about our unique value proposition in our marketing and communications."

Citing Malaysia's unique selling proposition for medical tourism, Sherene said: "Malaysia is one of the few countries in the world in which the healthcare travel industry is directly supported by the government. This translates to unparalleled support in the development of infrastructures for the industry, as well as for other initiatives, such as extended medical visas for healthcare travellers who may need longer-term treatments."

In addition, many leading Malaysian hospitals and healthcare facilities possess accreditation from international bodies such as the Joint Commission International and International Society for Quality in Healthcare.

The Ministry of Health Malaysia also

imposes stringent regulations on hospitals and healthcare facilities, particularly in matters related to quality and safety, which the institutions strictly abide by.

"Another tipping point in Malaysia's favour is that English is widely spoken in Malaysia and this builds confidence in patients who are able to communicate with confidence directly to their doctors," added Sherene.

She describes healthcare in Malaysia as being "highly affordable", primarily due to the Ministry of Health's regulations on ceiling rates for healthcare treatments in the country.

According to Sherene, Malaysia presently has a large market share in Indonesia, India, Bangladesh and the Middle East, with moderate share from Australia, New Zealand, the UK, Japan and the South-east Asian region.

"Moving forward, apart from strengthening our presence in the aforementioned countries, MHTC looks to focus

efforts on promoting Malaysia healthcare to more markets internationally. Key target markets identified for growth are China, Europe, central Asia and ASEAN," she said.

Healthcare travellers to Malaysia have been increasing steadily at approximately 20 per cent compound annual growth rate since 2009. MHTC's target for 2015 was to attract one million healthcare travellers and generate a revenue of RM1 billion (US\$238 million), up RM730 million in 2014.

Among the most sought-after treatments by international health travellers to Malaysia are cardiology, orthopaedics, in-vitro fertilisation, neurology, health screening, oncology, cosmetic surgery and dentistry.

Sherene added: "The position of the ringgit against the currencies of developed countries also results in healthcare rates here to be highly competitive as compared to those in their home countries, with no compromise on the quality of care."

KL Tan, general manager of Borneo Trails Tours & Travel in Kota Kinabalu agreed that the weakened ringgit, coupled with consultation appointments that are easy to obtain, has helped boost demand for cosmetic surgery as well as non-surgical procedures from his key markets – China, Philippines, Indonesia and Australia – where there is direct air access to Kota Kinabalu.

Borneo Trails provides medical tourists with an itinerary, combining holiday packages with an appointment with Charles Lee, a plastic and reconstructive surgeon at KPJ Sabah Specialist Hospital. – S Puvaneswary



Middle Eastern travellers come to Malaysia for holidays but go to Thailand for medical treatments. We don't shout loud enough about our unique value proposition in our marketing and communications.

Sherene Azura Azli
CEO
Malaysia Healthcare Travel Council

THAILAND

Thailand's medical tourism sector continues to grow and will remain strong with help from both the government and private sector, sources told the *Daily*.

A Kasikorn Research Center report stated that the number of medical treatments provided to medical tourists by Thai private hospitals is expected to reach 2.8 million during 2015, up 10.2 per cent year-on-year.

The same report also stated that Thailand's major medical tourist markets include Myanmar, Japan, the Middle East and Europe, with Cambodia, Laos, Vietnam and China showing strong potential.

Bangkok Dusit Medical Services, Thailand's largest private healthcare provider, published on its website its recent analysis: "During 3Q15, Thai and international patients grew 10 per cent and 14 per cent respectively. This resulted in the revenue proportion between Thai (74 per cent to 73 per cent) and international patients (26 per cent to 27 per cent) changing slightly from 3Q14 to 3Q15.

Established hospitals in the country are also expanding the scope of their treatments to meet the requirements of a growing global clientele.

Sudi Narasimhan, Bumrungrad International Hospital's corporate director of marketing and business development, said: "We are expanding our programmes and specialities that will address more types of treatment. For example, we opened a dedicated liver centre this year. Our dedicated focus on liver treatment

matches the increasing trend of patients with liver issues.

He added: "Another example is the Newlife Healthy Aging clinic, which also opened this year, focusing on the holistic treatment of different issues that arise in elderly patients."

The broadening range of medical treatments available is also a good fit with the government's plans to promote Thailand as a Quality Leisure Destination.

Visanu Jaroensilp, Tourism Authority of Thailand's (TAT) deputy governor for tourism products and business, said: "TAT would like to promote Thailand (as more) than just a medical tourist market. We are looking to expand into the health and wellness sector, which refers to both the preventive and curative sides of the market."

He added: "Thailand is one of the world's most popular health and wellness destinations and it will likely remain so for the foreseeable future. It will grow well

in the future for several reasons.

"One, the ageing populations globally and regionally. Two, there is increased attention being paid to health and wellness as a lifestyle choice across all groups. Three, there is an availability of a broad range of products, services and facilities in Thailand to cater to this entire market," he explained.

TAT has showed its support for the sector at the Thailand Health and Wellness Tourism Showcase in September 2015, which took place under the theme of Anti-Aging: The Next Big Thing in Health Tourism.

Fifty-six invited buyers specialising in health and wellness tourism had the opportunity to meet with top anti-ageing and aesthetic providers in Thailand.

The Ministry of Interior and the Ministry of Foreign Affairs are also simplifying the visa application process for health and wellness visitors and accompanying persons alike.

TAT would like to promote Thailand (as more) than just a medical tourist market. We are looking to expand into the health and wellness sector, which refers to both the preventive and curative sides of the market.

Visanu Jaroensilp
Deputy governor for tourism products and business
Tourism Authority of Thailand



Health visitors from the GCC countries, and up to four accompanying people, are eligible for a visa-free stay of 90 days. – Michael Mackey



6-8 April 2016

Shanghai • China

Shanghai Convention & Exhibition Center
of International Sourcing

IT&CM 中国(上海)
CHINA
国际会展旅游 | Incentive Travel &
博览会 | Conventions, Meetings

**Buyer Hosting
Programme Open!**

Come Source at The Leading International MICE Event In China

Proven to showcase the widest range of destinations from across China and around the World

Learn and Get Inspired at Campfire Knowledge Sessions, Destination Presentations and other educational forums!



Networking Beyond The Show Floor that range from hosted luncheons, coffee breaks, cocktails to dinners and tours.



Close to 50 buyers confirmed procurement on-site.



Largest Collection of Chinese and International CVBs and other MICE suppliers



Association Days @ IT&CM China
A dedicated programme for Association professionals



400 hosting places with flight and accommodation privileges.



Over USD 160 million in procurement value expected within 1 year of the show.

“In addition to gaining valuable tools at the forums, I also met vendors I may use.”

Association Buyer Kimberly LaBounty
President of Apex Management Special Events Inc, USA

“This is a great platform as it gathers almost all mature MICE destination service providers from all over the world. It is a rare opportunity.”

Buyer Shi Liqin
General Manager of Hohhot Xingyue Travel Service, China

“The exhibitors have very good profiles. They understand the China market and know our buyers’ needs.”

Buyer Joyson Chen
General Manager of Hunan Toureasy International Travel Service, China

Ideal for Associations | PCOs | PEOs | AMCs | Agencies | Meeting Planners | Incentive Houses

Register at www.itcmchina.com/<nameofMA>

Event Website: www.itcmchina.com
Email: itcmchina@ttgasia.com
Tel: (65) 6395 7575



Supported By 支持单位:



Onsite Technology Partner 展会科技伙伴单位:



Official Media 官方媒体:



IT&CM China 2016 is proud to be part of the Shanghai Business Events Week. 2016中国(上海)国际会展旅游博览会很荣幸的能作为上海商务活动周的一部分举行。Where The MICE Industry Comes Together in Shanghai. An Exciting Week of Business, Education And Networking Events. 会展旅游行业精英齐聚上海, 共同参与为期一周的商务、教育与交流的盛会。



Snapshots

Selling a region of diversity

By Eugene Tang



Tourism Promotions Board Philippines' Susana Del Mundo (centre) spreads the fun with her contingent



Royal Brunei Airlines' Jenny Koo and Tan Chia Heng, and Ministry of Primary Resources & Tourism Brunei's Nur Fariza Munyati Abdul Aji



Sunway Lagoon Malaysia's Nicole Goh, Themed Attractions Resorts & Hotels Malaysia's Olivia Ooi Li Yeng, Tourism Selangor's Renuga Devi Sivamoorthy and Noorul Ashikin Binti Mohd Din, Gaya Travel Magazine Malaysia's Shamsul Bahrin bin Zainuzzaman and Triways Travel Network Malaysia's Akil Yusof



Marriott Hotel Manila's Cristina Carreon



Seated, from left: Furama Hotels International Management Singapore's Shirlena Tan and FuramaXclusive Villas & Spa Ubud, Bali's Ayu Sukawati



Esri Australia's Josie Sinni and Putrajaya International Convention Centre's Norhijah Mustafa



Accor Thailand's Peter Williams (centre) leads the South-east Asia team

Standing, from left: Furama Bukit Bintang, Kuala Lumpur's Shim Chee Hong, Furama Silom, Bangkok's Sararut Laocharoen, FuramaXclusive Ocean Beach Seminyak, Bali's Dody Herman Tjahyono and Furama International Management Singapore's Gerard Lim



Tourism Malaysia's Syed Yahya Syed Othman (centre) shows the best way forward



Ivy Wall Hotel Philippines' Sylvère Le Gall, Best Western International – Asia Thailand's Savita Kritalukkul and Romrawin Pool-Eaim, and Best Western Oxford Suites Makati's Nanneth Verzosa

Log on to www.ttgasia.com to view more photographs of ATF 2016



Amazing Philippines

STARTS WITH US

Travel with the airline that lets you feel the warmth of the Philippines.

For 75 years, Philippine Airlines has been taking you to your life's journeys - your exciting travels, your festive celebrations, and your happy homecomings. We make each travel moment more special with the warmth of our smile, our unique hospitality, and with the Heart that is truly Filipino.



Snapshots

Yet another splendid show!

By Eugene Tang



Philippine Airlines' Donna Casimiro, Aileen Santos, Krystle Ramirez and Leonard Bryan Sansolis



Pacto Indonesia's Freddy Rompas, Conrad Bali's Caroline Chrysdly, and Ministry of Tourism Indonesia's Rizki Handayani, Masruroh and Nurdiansyah



Tourism Perak's Shairazi bin Jamal and Suhazliza binti Yahaya, Ministry of Tourism and Culture Malaysia's Mas Ermeyati binti Samsudin, and Tourism Perak's Nolee Ashilin binti Mohd Radzi, Nur Zahra binti Zokronain and Zulhymi Effendy bin Zakaria



The Samaya Bali's Ray Clark and Santika Indonesia Hotels & Resorts' Yenny Susanty



The Peninsula Manila's Mellissa Ledesma, SM Hotels and Conventions Philippines' Peggy Angeles and SMX Convention Center's Agnes Pacis



Singapore Tourism Board (STB) Philippines' Mary Grace Cuenca, STB's Jasmine Lew and STB Philippines' Adrian Kong



Chroma Hospitality Philippines' Norsan Almeda and Crimson Hotel Philippines' Kirk Anthony Llamas



The Jayakarta Villas Anyer Beach Resort & Spa Indonesia's Abdul Ghafur and The Jayakarta SP Jakarta Hotel & Spa's Agus Zakaria

TOP REASONS 10 WHY SMX CONVENTION CENTER MANILA IS YOUR VENUE OF CHOICE



1 Amazing Accessibility

There's no place more convenient than being in the Mall of Asia complex where everything you will possibly ask for is right around you – from the Mall of Asia, the Arena, Shrine of Jesus Church, SM by the Bay to the Conrad Hotel Manila!

2



2 Brisk Walking on Bridges

Wondering what else to do after your events at SMX? Easy! With elevated foot bridges connecting SMX to the Conrad Hotel Manila and to the Mall of Asia where a walkway is also linked to the Arena, wandering around the complex is as easy as abc, making the most of your stay in the metro!

3

3 Trouble-free Transportation



If you are about to go to SMX Manila, here's what you need to know – within the complex are two key public transport terminals with a number of means for you to choose from in getting in, out and around the complex! To top it all off – SMX is less than three kilometers away from the central stations of the Metro Rail Transit (MRT) and the Light Rail Transit (LRT) and a mere 6 kilometers from the domestic and international airports via the new skyway!

4

4 Prestigious Partners

Whether you are organizing an exhibit, corporate or social function, SMX has partnered with only the best contractors, audio visual and sound and light providers, top tier caterers and hotels and other support services that will help you make your event a big success!

5

5 Huge Halls

Imagine a 9,130 square meters of space - so big you can fit 10,000 people in it! Yes, that's how expansive our halls are that you can stage the best crowds for concerts, conventions, even a circus! Not to mention industry expositions showcasing large machinery and equipment or huge automobiles, boats and trailer trucks!

6

6 Flexible Function Rooms

Turn your creative and wild ideas into reality with our fully-carpeted function rooms that can be transformed to any themed event imaginable! To name a few - weddings, debuts, corporate parties, product launches, scientific seminars, workshops and the like!

7

7 Modern Meeting Rooms

If you wish you had more privacy with your events, SMX offers modern meeting rooms where you can hold intimate gatherings with select friends, clients or audiences. With 15 cozy spaces to choose from, we are sure to provide you not just the best of our facility but the paramount experience of our service with the privacy you need!

8



8 Seamless Single-Stop Service

Experience SMX however small or big your event is with unparalleled levels of service from our highly-trained event managers dedicated to help you with your events.

9

9 Purposeful Packages

For any event you wish to hold, SMX carefully customizes packages to fit your venue requirements, from the most complex of requests to the minutest of details.



Promising Properties

Whether you are in the Metro, or have gone to the southern part of the country, SMX Convention Center properties and tradehalls are present across key locations - Megatrade Hall, SMX Aura, SMX Davao, SMX Bacolod and Cebu Trade Hall - to offer the same distinctive values you have come to expect: X-cellent locations, X-traordinary facilities and X-ceptional service.



I DIDN'T GET
THE NAME OF MY
HORSE.



Fort Santiago, Intramuros, Manila
www.ItsmorefuninthePhilippines.com

Find any excuse
to come back.

