



ATF 2018
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Chiang Mai, Thailand



Philippines takes innovation tack

Regular activities anchored by a tourism icon are in the works

By Rosa Ocampo

The Tourism Promotions Board Philippines (TPB) will turn feasts and festivals into regular celebrations, as well as craft a tourism icon to complement its stronger thrust in consumer and digital marketing – all part of its effort to offer more “innovative activities” to tourists.

Explaining the new direction, TPB’s chief operating officer Cesar Montano, told *TTG Show Daily* that tourism efforts must evolve with the times, especially as “everything is going digital”.

“But no amount of online promotions will help if there are no activities on the ground,” he added.

The country’s colourful and unique feasts and festivals will be “institutionalised” to ensure that they are held regularly with government and private sector support, which will in turn enable them to become part of tour packages that travel agents can sell.

There will be monthly themes, beginning with a culinary festival in April which will be experienced by a fam trip for up to 40 bloggers from around the world, in time for Madrid Fusion Manila 2018 and Philippine Tour-

ism Exchange.

Montano also shared that since the Philippine tourism image is “so chop suey,” an icon will be chosen to represent the destination, similar to what Angkor Wat is to Cambodia and Statue of Liberty is to New York.

He pointed out that during ASEAN’s 50th anniversary last year, while member states have their national landmarks of manmade attractions, the Philippines’ was the eagle.

Another “innovation” is the cross selling of regional tourist destinations, hardware and packages. For instance, those in Luzon can be sold also in Visayas and Mindanao and vice versa.

TPB’s stronger investment in digital marketing and online promotions will mean a less prominent presence at travel tradeshows.

“We’re partnering with Agoda, TripAdvisor, etc. That is (our) direction, coupled with more efforts in consumer activation,” Montano explained.

In a separate interview on the Philippines’ past year performance and outlook for 2018, tourism undersecretary Benito Bengzon Jr said the destination “managed to insulate ourselves

from the whiplash of travel advisory” as foreign arrivals in the first 10 months of 2017 registered an 11.5 per cent YOY growth.

The double-digit growth, higher than the ASEAN and global single-digit average growth, was partly the result of a strategy targeting opportunity markets when some of the destination’s biggest source markets – which generate close to 70 per cent of total arrivals – were hit.

Bengzon explained that while these opportunity markets are “relatively low-based,” their combined performance “is able to mitigate the downturn in major markets”.

Bengzon expects 2018 to be another growth year as the Department of Tourism intensifies international marketing and networking activities with airlines, cruise planners and other industry players. The department is also maintaining its support of charter flights from other countries; expanding the product portfolio with new destinations and attractions; and ensuring that the competencies of hospitality frontliners will be on par with the rest of Asia.

He added that the Philippines is also targeting the promising markets of Turkey and Israel as it expands its geographical footprint.



Montano: more celebrations and digital efforts



Mirza: work begins now for 2020 campaign

Tourism Malaysia scores a deeper war chest

By S Puvaneswary

Tourism Malaysia will get a bigger budget this year to support the *Visit Malaysia Year 2020* campaign which will see a string of promotional activities beginning this year.

While Tourism Malaysia’s director-general, Mirza Mohammad Taiyab, has chosen to keep mum on the budget figure, he told *TTG Show Daily* that the amount would be bigger than previous years’, and there would be more money to spend on raising Malaysia’s visibility as a tourist destination in the lead up to the *Visit Malaysia Year 2020* campaign.

The year-long campaign will boost tourist arrivals to 36 million and tourist receipts to RM168 billion (US\$42.6 billion).

For a start, campaign details will be communicated to travel trade players at ATF 2018, and again at ITB Berlin in March.

Mirza said: “The build-up towards *Visit Malaysia Year 2020* starts from this year as we want the country’s visibility to improve.”

He added that Malaysia’s hosting of PATA Travel Mart later this year in Langkawi will “present us with (another) platform to promote Malaysia and *Visit Malaysia Year 2020* to the world”.

High-level meetings kick off

Photos by Yingyong Unanongrak



Photo by ASEAN Tourism Forum

Accessible tourism gets attention this year

By Marissa Carruthers

Efforts are being ploughed into ensuring tourism is accessible to all across South-east Asia.

Following on from the UNWTO’s publication, *Recommendations on Accessible Tourism for All*, measures are being taken to ensure people with disabilities have access to transport, attractions and information in destinations.

Jens Thraenhart, executive director of Mekong Tourism Coordinating Office (MTCO), said an expert group is being formed – led by Myanmar – with the aim of addressing the issues and de-

livering solutions. With the help of MTCO, workshops and seminars will be carried out and a report compiled.

Lu Mon, founder of Myanmar Accessible Tourism Centre, is spearheading the campaign. He said the main challenges are limited accessibility to existing infrastructure and facilities, poor perception about accessible tourism and its value, and the cost of investing in specialised facilities.

He added: “We need to introduce universal design to new infrastructure projects and enforce it by means of laws, and promote public private partnership.”

He said creating the Mekong Accessible Tourism Expert Group will help to formulate and promote this framework. The group is expected to launch through MTCO within the next two months.

Last November, government and private sector representatives from Myanmar, Thailand, Vietnam, Singapore and the Philippines attended an accessible tourism workshop in Japan. Thailand is also promoting some of its accessible tourism products at ATF 2018. These include Chiang Mai Night Safari and Save Elephant Foundation.



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A forward-looking vision

In the first of its series, ASEAN's tourism heads talk about their methods and ideas to garner more footfalls

CAMBODIA

Seila Hul

Deputy director marketing and promotion department, Ministry of Tourism

How did the ministry leverage the ASEAN@50 celebrations to reel in more tourist arrivals, and what was the result so far?

We organised and promoted various domestic events, such as our sea and river festivals, as well as organised our first Cambodia Travel Mart, using the ASEAN@50 brand.

We have also been working closely with other ASEAN member states to promote cross-country travel. We have also attended several international travel marts, and created a lot of promotional material about Cambodia, using ASEAN@50 promotional material and hosted some fam trips. We expect to welcome 5.8 million international visitors in 2017, compared with five million in 2016, so we are seeing the results.

What new things will be done in 2018 to keep up the momentum your NTO has achieved?

We plan to attend many more travel marts and roadshows to promote the country, such as this ASEAN Tourism Forum, and will have cultural performances to show attendees our rich culture.

We will also organise the second Cambodia Travel Mart and for 2018's Sea Festival Cambodia, we will be inviting some people from Thailand to take part. We have also signed an agreement with Myanmar to promote travel between Bagan and Siem Reap, and have produced marketing leaflets branded with the ASEAN@50 logo.

What is the one thing you wish the ASEAN tourism community could collectively achieve in 2018?

I would like to see more cooperation and encourage more travel between South-east Asian countries, and for us to all support each other to grow. Longhaul tourists normally visit two or three countries so we should focus more on this. – Marissa Carruthers



INDONESIA

Arief Yahya

Minister of tourism, Ministry of Tourism

How did the ministry leverage the ASEAN@50 celebrations to reel in more tourist arrivals, and what was the result so far?

We have participated in the programme, but we feel that it has not been as effective as we expected. The idea was to have joint promotions. For example, there was an ASEAN pavilion at major trade shows to promote South-east Asia as a single destination. However, buyers went to individual country pavilions for information instead. This shows that the promotion of South-east Asia as a single destination is not effective yet.

What new things will be done in 2018 to keep up the momentum your NTO has achieved?

By going digital, we managed to achieve an arrival in-

crease of 24 per cent (January-October 2017), higher than the ASEAN average of seven per cent.

Secondly, we launched the *Visit Wonderful Indonesia 2018* campaign which has three components. The first one is hot deal packages, which utilises the sharing economy and maximises excess capacity.

The second component is a calendar of events complete with dates. We have curated 100 Premiere events, 100 Cultural, Creative and Community events, and Almanac events.

The last component portrays Indonesia as a digital destination, and creates Instagrammable destinations and tourism products to cater to the millennial segment.

What is the one thing you wish the ASEAN tourism community could collectively achieve in 2018?

We need to be clear who we are competing with. When we compete, we should compete with regions like China, Europe or the US. We then chip in with promotions, either in cash form or maximising the media we have in each member country. – Mimi Hudoyo

MALAYSIA

Mirza Mohammad Taiyab

Director general, Tourism Malaysia

How did Tourism Malaysia leverage the ASEAN@50 celebrations to reel in more tourist arrivals, and what was the result so far?

The *Visit ASEAN@50* showcased ASEAN unity through tourism as it portrayed diverse cultures, authentic food, as well as many unique destinations. We also worked with the Malaysian Association of Tour & Travel Agents to promote ASEAN packages through their consumer fairs. At the same time, we created an awareness of Visit ASEAN Year (VAY) for the Malaysian public by incorporating the VAY logo in our domestic and international promotions. These helped to elevate South-east Asia as a regional holiday destination to the world.

What new things will be done in 2018 to keep up the momentum?

After decades of working together, South-east Asia's NTOs have become more familiar with the working pro-

cedures and cultures among its members and this has translated into a more cohesive working relationship. As such, the NTOs can work together, in particular member states with airlines, to promote inter- and intra-ASEAN travel.

We are also working with ASEAN plus Three (China, Japan & South Korea) on various platforms, as well as our ASEAN Tourism Promotional Chapter partners (India & Australia) to ensure ASEAN destinations are well promoted in these countries.

What is the one thing you wish the ASEAN tourism community could collectively achieve in 2018?

It is to enhance and improve the connectivity within South-east Asia through road, rail system, air and sea routes so that tourists can extend their length of stay and visit several ASEAN countries as part of their holiday. We also hope that more international flights can materialise in South-east Asia from longhaul destinations.

We hope that the peace, safety and security that we have now within the region remains intact and will strengthen further. This will enable us to showcase South-east Asia as a warm tropical paradise destination that is friendly, safe and welcoming. – S Puvaneswary



MYANMAR

Spokeswoman, Ministry of Hotels and Tourism

How did the ministry leverage the ASEAN@50 celebrations to reel in more tourist arrivals, and what was the result so far?

We have put on several tourism activities to attract more tourists. We also printed a *Visit ASEAN@50* brochure in English and Burmese, and distributed it at travel marts and various tourism-related events. Announcements were also released on the Ministry's webpage and in national newspapers to increase the awareness of the campaign.

We also frequently organised seminars and photo exhibitions that revolved around the *Visit ASEAN@50* campaign throughout the year to increase the awareness of the region as a single destination. We also celebrated the campaign at international trade shows and promoted ASEAN as a single destination. We have witnessed increased visitation to Myanmar in 2017, as well as an increase in tourism receipts and length of stay.

What new things will be done in 2018 to keep up the momentum your NTO has achieved?

By collaborating with the private sector, local community and Ministry of Hotels and Tourism (MoHT), we have been developing community-based tourism projects since 2016. Nine projects have been developed and another five are in the process. We will keep up the momentum in 2018.

In order to attract international visitors, MoHT – in collaboration with region and state governments and tourism-related organisations – is upgrading existing tourism destinations and developing new destinations, such as the snow-capped mountainous areas in the north, and to boost marine and nature-based tourism in the coastal region around Myeik Archipelago.

What is the one thing you wish the ASEAN tourism community could collectively achieve in 2018?

In 2018, what we wish to see for ASEAN tourism is the better embracing of South-east Asia as a renowned single tourism destination that is integrated and which possesses a sustainable future. – **Marissa Carruthers**

PHILIPPINES

Wanda Teo

Tourism secretary, Philippine Department of Tourism

How did the DoT leverage the ASEAN@50 celebrations to reel in more tourist arrivals, and what was the result so far?

As the Philippines hosted the 2017 ASEAN Summit, the Department of Tourism (DoT) coordinated closely with other government agencies, in particular the Department of Foreign Affairs (DFA), to ensure a successful hosting of ASEAN@50 events in the tradition of the world-renowned Filipino hospitality.

What new things will be done in 2018 to keep up the momentum that the DoT has achieved?

The DoT has lined up major events, such as the possible hosting of the next edition of the Miss Universe competition, staging of the World's Strongest Man, and other events. To promote a truly diverse types of tour activities, the DoT has also launched farm and faith tourism programmes to promote our rich cultural traditions and culinary arts.

What is the one thing you wish the ASEAN tourism community could collectively achieve in 2018?

We wish that a genuine tourism exchange and cooperation would be realised among its members, as tourism has proven to be a catalyst of economic productivity. The same cooperation should also help enhance the security of world travellers visiting the Philippines and its South-east Asian neighbours. – **Rosa Ocampo**



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Host city

Fun in the city

What's for fun in Chiang Mai? More than just frolicking with elephants for sure! *TTG Show Daily* picks out 10 fun things to do in the destination



Clockwise from left: David's Kitchen; Camp Meating; Flight of the Gibbon; Chiang Mai Night Safari; Doi Inthanon National Park



#1 Head up to the roof of Thailand
Doi Inthanon National Park in Chiang Mai is part of the Himalayan mountain range, and with its highest peak at 2,565m, it has come to be known as the Roof of Thailand.

It is no surprise then that Doi Inthanon National Park's appeal lies in the spectacular views it offers. The park is also a magnet for birdwatchers. The Center for Wildlife Research at Mahidol University has recorded a total of 362 bird species in the park, ranking the park second highest, in terms of the number of bird species in Thailand, after Kaeng Krachan National Park. In January and February, the nature attraction turns pretty in pink, thanks to blossoms of Siamese sakura flowers.

#2 Coast through a jungle
Pongyang Jungle Coaster & Zipline may have started its business in offering Zipline adventures, but a fascinating experience here is its Jungle Coaster – a toboggan ride down a long trek that winds through the jungle. Participants do this in a two-seater toboggan, which comes with brakes for speed control. Rides go as fast as 40kmh.
Email: pongyangjunglecoaster@gmail.com

#3 Zipline of a different kind
Founded in 2007, Flight of the Gibbon is one of the most established zipline tour operators in Thailand and Asia.
In Chiang Mai, it operates a unique course that introduces participants to a family of resident gibbons that are free from cages and frolic throughout the

rainforest. Participants will hear their calls as they zip through the rainforest and the lucky ones will spot them as they go about their daily routine.
Email: info@treetopasia.com

#4 Be awed by water's creation
The power of Ping River has carved a deep canyon in Mae Wang National Park, an impressive structure that is about 30m high. Par Chor, as the canyon is known, was once part of the river, and its natural features are said to resemble that of the Grand Canyon in the US. Visitors can descend to the base of the canyon by steps, or take in the views of the rock formation from various viewing platforms along a walking trail. Make sure you wear comfortable walking shoes!

#5 Get ready for a BBQ camp
Step aside glamping. At Camp Meating, the highlight is in the feasting. The luxury camp, located along a serene lake in Chiang Mai, specialises in Instagram-worthy barbecue experiences.
The site is dressed up in fairy lights and teepee tents. Diners get their own tents and sit on straw picnic mats to enjoy their meal served on low tables, while entertainment comes in the form of live music.
Camp Meating gathers on specific days – for January 11 to March 4 this year, dinner is served every Thursday, Friday, Saturday and Sunday. Barbecue sets are priced at 1,200 baht (US\$37) per person, and include meats, vegetables, salad and a welcome drink. Food upgrades are available. Reservations are a must.
Tel: (66-2) 104-9055

#6 Go wild after the sun sets
Chiang Mai Night Safari is said to be the biggest attraction of its kind in the world. Housed there are some exotic 134 species, including albino crested porcupines, squirrel monkeys and wild Bactrian camels. There are also various performances and lessons on conservation for visitors. Should you enjoy yourself too much to leave the zoo, resort rooms are available so you may spend the night with nature's beloved creatures.
Website: chiangmainightsafari.com

#7 Dine at Chiang Mai's best restaurant
David's Kitchen on Bumrungrad Road was voted number one by TripAdvisor's users in 2017 and was awarded a Certificate of Excellence by the online portal. The fine-dining restaurant positions itself as a "family run restaurant where we treat guests as we would friends in our home", according to owner David. European and Asian dishes feature on the menu, where signatures include pan-seared tuna on a bed of lemon grass and green mango; and braised beef cheek slow-cooked in red wine with Paris mash. Advanced reservations are recommended.
Email: info@davidskitchen.co.th

#8 Explore an ancient city
The ancient city of Wiang Kum Kam dates back to the eighth-century Haripunchai Kingdom, and is now an archaeological gem for modern-day visitors. Not to be missed is Wat Chedi Liam, a temple built in the architectural style of the early Lanna period. Mean-

while, excavated earthenware pottery and artefacts are housed in Wiang Kum Kam Information Centre.
Tel: (66-0) 53-277-322

#9 Get under this umbrella
Beautifully hand-painted and handcrafted paper umbrellas are one of the many symbols of Chiang Mai, and visitors can admire and bring home some of these locally-made pieces from shops in Bor Sang Village. Make time to visit the local umbrella factory where one can see how craftsmen create these delicate umbrellas from start to end.
Tel: (66-0) 53-248-604

#10 And don't forget the elephants!
Elephant Parade, an organisation that works tirelessly to protect the endangered Asian elephant and raise awareness of the importance of conservation through art, has a home in Chiang Mai. The Elephant Parade Land comprises a museum that charts Elephant Parade's worldwide journey; a movie room that shows short films on elephant conservation; an elephant library; and a garden filled with colourful life-size baby elephant statues. Visitors are also welcome into the production studio to see talented artists at work, crafting those world-renowned elephant statues.

Visitors can purchase and take home their favourite elephant statue (and there are many to choose from!), or paint their very own miniature elephant statue at the painting workshop.
Website: asia.elephantparade.com



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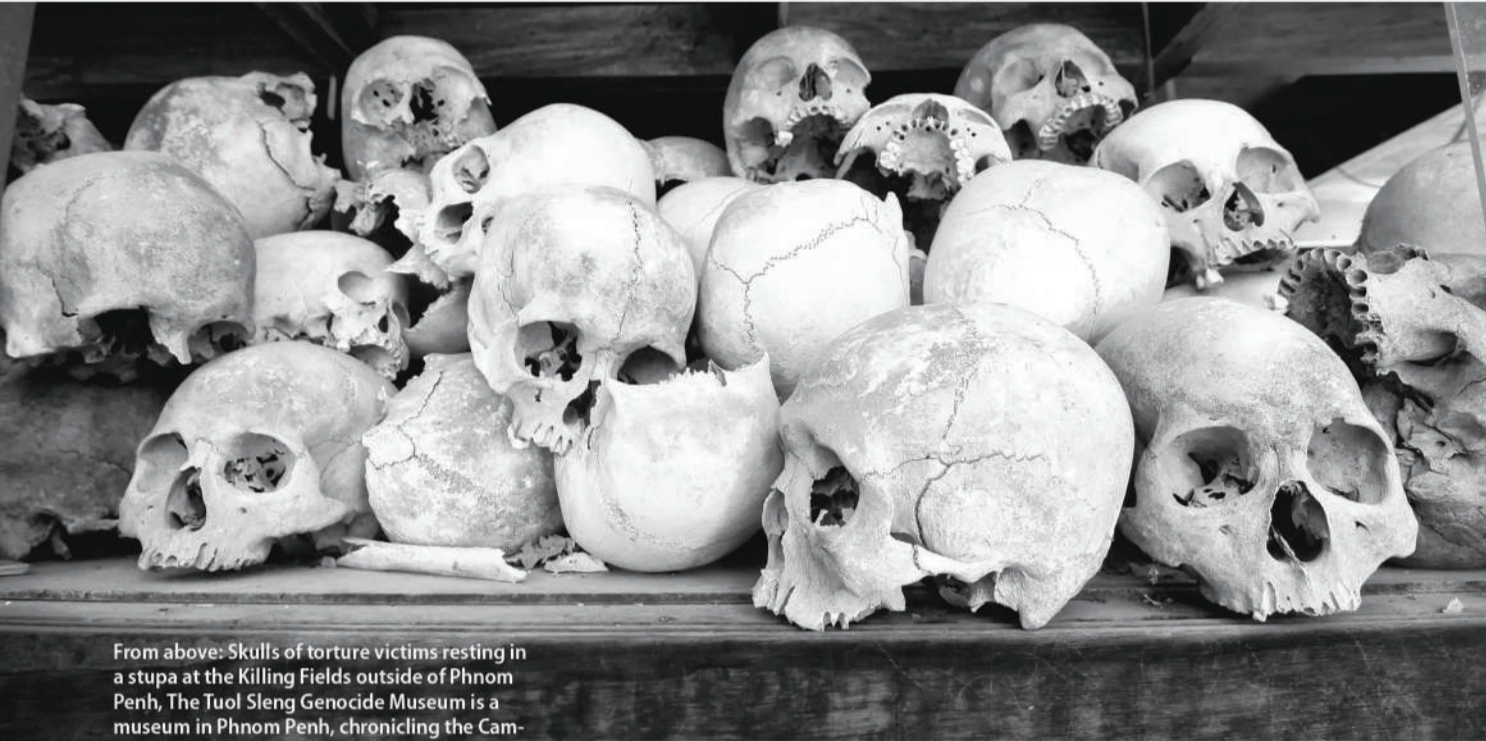


KOMPAS GRAMEDIA

Analysis

The dark side of dark tourism

Slaughter sites and killing fields are a major money-maker in Cambodia, but is this right? **Marissa Carruthers** reports the dark side to them as the kingdom moves on from the horrors of the Khmer Rouge regime



From above: Skulls of torture victims resting in a stupa at the Killing Fields outside of Phnom Penh. The Tuol Sleng Genocide Museum is a museum in Phnom Penh, chronicling the Cambodian genocide.

As a country ravaged by decades of war, Cambodia is littered with former slaughter sites, killing fields and bitter memories for those who survived. While Angkor Wat remains the main tourist draw, the capital's barbaric S-21 prison and nearby Choeng Ek – one of the largest killing fields – also top the list of attractions.

S-21 or Tuol Sleng – the political prison where an estimated 17,000 Cambodians were tortured to death or sent to be slaughtered at Choeng Ek between 1975 and 1979 – receives 500 visitors daily, with more than 800 a day venturing to the Killing Fields during high season.

And while most international tour operators omit it from their itineraries, many tourists seize the opportunity to include the shooting range in the popular Choeng Ek-S-21 trip. Here, large sums of money are paid to fire AK47s, rocket launchers and other ageing weapons.

Pierre-Andre Romano, general manager of EXO Cambodia, said: "This is definitely not tourism. It's voyeurism. You can go and learn about the Khmer Rouge, then pretend to be one? That isn't right."

According to Elizabeth Becker, a war correspondent who covered Cambodia throughout the 1970s and 1980s, Cambodia's genocide tourist attractions should not exist. In her book, *Overbooked: The Exploding Business of Travel and Tourism* (2013), she accuses the country's dark tourism industry of being exploitative and disrespectful to those who died, and those who survived.

It's 'education'

However, Kimhean Pich, CEO of Discover the Mekong, disagrees. He said these du-



For local people, these are places to learn about our bitter history and to make sure we avoid repeating (the same) mistake in the future

Kimhean Pich
CEO, Discover the Mekong

bious attractions not only drive tourism but provide a way to educate the world, and Cambodians.

He said: "For local people, these are places to learn about our bitter history and to make sure we avoid repeating (the

same) mistake in the future. For tourism, it is a unique product and attracts many visitors. Other countries can create similar events, temples and infrastructure, but they can't make up a history like ours."

But Romano argues it is time for Cambodia to "turn the page" and start promoting the country's other unique products, such as the wealth of community projects, rare wildlife and rural living. He added Exo Travel includes the Killing Fields and S-21 on tours due to high demand.

He said: "Of course, these sites are necessary for the education of Cambodians and to help the country understand and move forward. But for tourism, no."

As visitor numbers to genocide-related sites increase, reports of vandalism and disrespectful behaviour are on the rise. At Choeng Ek, visitors have been found collecting bones. Inappropriate selfies are often snapped in front of the blood-spattered torture tools at S-21 and graffiti

sprawled across images of Pol Pot.

Last year, outrage erupted when Pokemon Go players stormed S-21 to capture characters. It resulted in the game being banned.

This is an issue Pich said needs to be tackled, with tour guides and agents having a role to play.

He said: "Before they visit the site, visitors need to be clearly informed about their behaviour. It is difficult for tourists to truly understand what our dark history means to us. Even some Cambodians have difficulty understanding, unless their family, relatives or they themselves experienced the regime. Guides and tour leaders must translate those memories to be understood well by tourists and ask for their respect."

One organisation that is using tourism as a tool to educate and help the country heal is the Documentation Center of Cambodia (DC-Cam). It has spent the last few years working in the remote area of Anlong Veng, the final Khmer Rouge stronghold. Home to 14 landmarks, including Pol Pot's cremation site and home of infamous commander Ta Mok, the area is predominantly inhabited by former Khmer Rouge cadres, who are exiled from society.

Two years ago, DC-Cam opened Anlong Veng Peace Center, and has developed many of the sites, adding information for visitors. In July, it will start training local tour guides, and has encouraged former Khmer Rouge soldiers to share their experiences with visitors, many of whom are currently Cambodian students.

"Our main objective is to promote memory, justice and reconciliation," said centre director Ly Sok-Kheang. "We believe this can be done through dialogue and education. If a visitor really wants to learn about the Khmer Rouge, Anlong Veng is the best place to start and it can be developed into an important historical and educational tourist site."

Sinan Thourn, chairman of PATA Cambodia Chapter, agrees that dark tourism has a role to play in preserving the turbulent past. But it needs to evolve and the focus shift away from the macabre, such as the skulls and bones of Choeng Ek or the harrowing cells of S-21.

He said: "Why can't we add cultural elements? Villages next to Choeng Ek can open (their homes to) homestays, or show what happens to Cambodian people when they die and put on Buddhist funeral ceremonies for visitors. We can't forget Cambodia's history but we can't just keep bringing people to these settings."

"Often when foreigners think of Cambodia, they think of landmines, genocide and Pol Pot. There is much more than that and there needs to be more promotion of the alternatives to get rid of this bad image."

This article was first published in *TTG Asia* July 2017.

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Destination Brunei

Going the way of Islam tours

Demand for Islamic tours around Brunei are rising across several South-east Asian markets, and the destination's inbound specialists are crafting eye-opening programmes to satisfy the interest, reports **S Puvaneswary**



Mahn Jeng Shutterstock

Brunei has set its target on Islamic Tourism as a strategy to expand the tourism sector to diversify the economy.

Islamic Tourism in Brunei can be experienced in different ways, through the local's way of life or exploring iconic mosques that represents the culture and heritage of Brunei, revealed Salinah Salleh, head of promotion and marketing at Brunei Tourism.

The major attractions for Islamic Tourism in the destination includes a tour of the Omar Ali Saifuddien Mosque, Jame' Asr Hassanil Bolkiah Mosque, Darul 'Ifta Building that exhibits Islamic artefacts, The Royal Mausoleum, and Brunei History Centre among others.

Salinah shared: "Brunei Tourism has been working closely with the Ministry of Religious Affairs to enhance the product offerings to attract more tourists to visit for the purpose of Islamic Tourism. Calligraphy activities and Al-Quran reading classes are offered (and are a valuable addition) to any normal itinerary, such as visiting mosques and Islamic galleries."

She added that the fasting month of Ramadhan "is a very enlightening time to visit", as it provides visitors with a unique peek into the country's Islamic activities and local culture.

For Brunei's Islamic Tourism push, Singapore, Malaysia, Thailand and the Philippines are main source markets.

The NTO supports inbound agents promoting Islamic tours by providing marketing materials and facilitating the operation of potential Islamic tours that would interest visitors.

Many inbound tour operators are selling Islamic Experience tour packages in Brunei that showcases the Sultanate's Malay Islamic monarchy and gives an insight into Malay culture and heritage while demonstrating the practice of the religion.

Hasnal Abdul Kadir, travel consultant and tour guide at Darussalam Holdings, told *TTG Show Daily*: "Our four-day/three-night Islamic Experience in Brunei package is selling well especially among Malaysian and Singaporean Muslims due to our historical and cultural connections."

Darussalam Holdings' four-day package features a mix of religious and non-religious activities, including visits to the iconic Sultan Omar Ali Saifuddien Mosque, State Mufti's Office and Brunei Museum.

With the Indonesian market, Brunei Darussalam is a popular stopover destination as Indonesian Muslims often fly with Royal Brunei Airlines for their Umrah pilgrimage to Mecca in western Saudi Arabia.

For this segment of travellers, tours are customised, said Hasnal.

"Transit passengers from Indonesia usually ask for day tours, and we customise the itinerary according to the number of hours they can spend sight-seeing. It usually covers a visit to Jame' Asr Hassanil Bolkiah mosque in Bandar Seri Begawan, Royal Regalia Museum and the Nurul Iman Palace," he shared.

Sugumaran Nair, manager, Inbound & MICE Division at Freme Travel Services, said the Islamic tour packages offered by his company have been well received by Malaysian, Singaporean and Indonesian Muslim visitors, who make up the bulk of demand for such programmes.

Freme Travel Services' Islamic tour packages span two days/one night, three days/two nights and four days/three nights, and all are full board. They all require a minimum of 10 people to proceed.

Sugumaran said the short two-day/one-night tours are more popular with tourists from Miri, which is across the Bruneian border.

He added that marketing of these tours was done through travel partners abroad.

For Freme Travel Services, the Islamic tour packages are extensions of the company's city tour programmes, with the additional religious elements being prayers at local mosques.

In 2017, the company saw a 10 per cent year-on-year growth compared with the preceding year.

In 2018, Freme Travel Services will include The Sultan Haji Hassanal Bolkiah Islamic Exhibition Gallery which is expected to open then. The gallery will house over 1,000 Islamic manuscripts and artefacts owned by the Sultan of Brunei. His prized collection of ancient Holy Qurans and manuscripts come in various forms, sizes, materials.

The Gallery also displays various *mushaf* originating from all over the world such as the Middle East, North Africa, North and South Asia and the Archipelago.

There will also be research facilities in the building.

Another new experience launching in 2018, according to Sugumaran, is Muslim Youth Camps. Spiritual activities such as Islamic lectures and mass prayers will be part of the itinerary. Youths will stay within the mosque grounds for the entire duration of the programme.

Muslim-friendly programmes are also a promising business for MegaBorneo Tour Planner.

Khurul Zainie, managing director of the company, said arrivals from Malaysia in 2017 rose 10 per cent over 2016, and the bulk of interest was on Muslim-friendly packages.

He added: "We are seeing interest especially from Muslims families living in Kelantan, Terengganu and Kedah that wanted to experience how Bruneians live under Hudud law. We have developed Muslim-friendly packages which include visits and prayers at different mosques in Brunei."

Khurul shared that increased demand from Malaysia was also partly due to the fact that the company has a sales representation based in Kuala Lumpur.



Clockwise from above: The Jame' Asr Hassanil Bolkiah in Bandar Seri Begawan; Kampong Ayer historical settlement area; Ambuyat, a traditional staple, is served with various dishes



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Hotel Mi



Destination Brunei

Destination in numbers

4,311

The total number of hotel rooms available in Brunei

9

The number of cities in South-east Asia that are connected to Brunei by flights operated by Royal Brunei Airlines, which flies to 15 cities worldwide

2.2

The average length of stay made by visitors according to data captured by Brunei hotels in 2016

Hot stuff

Sumbiling Eco Village

Sumbiling Eco Village will add another six glamping tents by June 2018, bringing the total number of such accommodation options to 10. The new tents come in two sizes – family tents that can accommodate up to four people and smaller tents that can comfortably take two. The custom-built tents will be equipped with beds, electricity and common toilets.

The Capital Residence Suite

The Capital Residence Suite which offers both hotel rooms and service residences is expanding its hotel inventory with a new block come January 2018.

The new facilities include 42 hotel rooms, a swimming pool and a restaurant. With this expansion, The Capital Residence Suite will offer 58 hotel rooms and six service residence units.

The property is a 15-minute drive from Brunei International Airport. Complimentary airport transfers, complimentary shuttle service to select tourist attractions in the city and butler service are offered to all hotel guests.

Royal Brunei Airlines

Royal Brunei Airlines operates twice weekly charters from Bandar Seri Begawan to Incheon, utilising its A320Neo aircraft. The charter service has been operating since

December 29, 2016 and will continue until December 28 this year.

Jerudong Park

Jerudong Park has upgraded its SupaKart circuit and now offers new custom-made go-karts. Enthusiasts can go on the single-seat Bandit on the F1 circuit or the two-seat Le Mans on the F2 track. Both kart types are fitted with a Honda 5.5-horsepower engine and reinforced with fibreglass bodywork with padded seating area for comfort.

Children under the age of 10, but fulfilling a minimum height of two feet



nine inches, may on on the go-kart with an accompanying adult.

Sultan Haji Hassanal Bolkiah Islamic Exhibition Gallery

The Sultan Haji Hassanal Bolkiah Islamic Exhibition Gallery on Jalan Pengiran Babu Raja is expected to open in September 2017. It will house over 1,000 Islamic manuscripts and artefacts owned by the Sultan of Brunei. There will also be research facilities in the building.



From left: The Capital Residence Suite; Jerudong Park

Viewpoints

What is needed for Brunei to reach its full potential in tourism?

Sugumaran Nair
Inbound tour manager,
Freme Travel Services



Brunei needs a stronger presence in the international scene. Brunei Tourism needs a bigger marketing budget for regional marketing and promotions, and to set up more overseas offices especially in markets served by Royal Brunei Airlines. There must be more collaborative efforts taken between the travel trade and Brunei Tourism to come up with tacticals and campaigns that capture the interest of tourists from different markets and segments.

Mohd Iswandi Maaruf
Director of operations,
Orchid Garden
Hotel Brunei

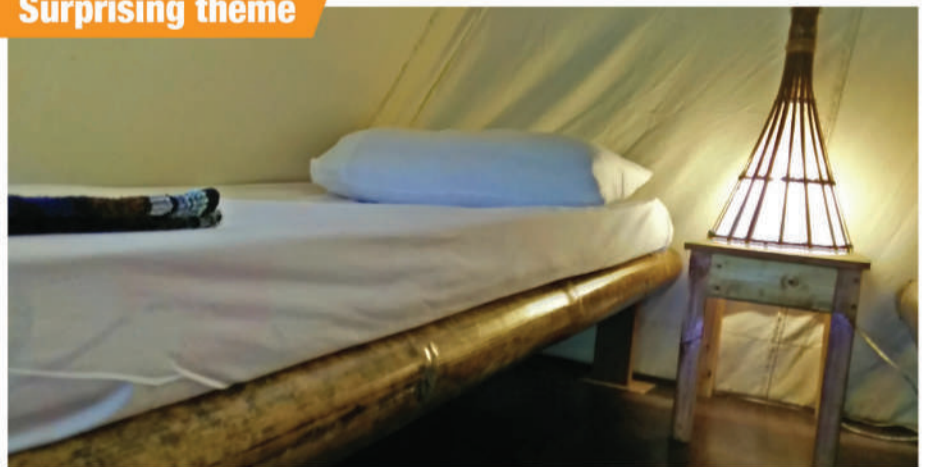


It is hard for us as a single hotel to promote Brunei because we cannot just sell our hotel and ask foreigners to stay with us. The country is the reason why people want to come, not the hotel.

The government needs to increase promotions of the country. To do this, you need to spend money. Of course, promotions cannot be done blindly; it has to be targeted.

Tourism is all about providing experiences and not about providing sightseeing tours. This must be remembered by the industry players.

Surprising theme



A glamping tent in Sumbiling Eco Village

Family fun

Brunei has a wide variety of attractions that will appeal to families, but for the time-strapped family, an all-in-one attraction can be found in the Tasek Merimbun Heritage Park. Held in high regard as the only South-east Asian heritage park in Brunei, visitors can take a boat ride on Brunei's largest black water lake, enjoy a leisurely picnic by the lake, visit the museum or the Butterfly Garden, and go on a jungle trek.

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Once the sun sets, Sunway Lost World Of Tambun vibrates with a different sensation of fun. The biggest draw is the Hot Springs and Spa, where you can soak in 100% natural mineral hot springs sourced from deep caverns underground or pamper yourself at the Crystal Spa, featuring a menu of invigorating therapies. Or simply take in the carnival atmosphere with the Flaming Percussion, featuring fire eaters, jugglers and other photo-worthy performances. Take in the beauty of the enchanting Luminous Forest, a new and exciting attraction opening soon. So, book your holiday now to Sunway Lost World Of Tambun, always more than just a theme park.



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Destination Cambodia

A cultural tale of two cities

While Angkor Wat is undoubtedly Cambodia's top attraction, the Cambodian government is thinking of ways to gently nudge visitors out of Siem Reap to visit other heritage sites around the country, writes [Marissa Carruthers](#)



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Asati Travel/Shutterstock

Clockwise from above: An Apsara dancer uses hand gestures to tell a story; local Cambodian fare; the Independence Monument in Phnom Penh; visitors at Bayon, a well-known and richly decorated Khmer temple at Angkor



Gazdang/Shutterstock

Home to Angkor Wat and hundreds of other ancient temples and religious structures, it is little wonder that Cambodia's rich culture and heritage is the country's major selling point.

"We have a long history and temples that date back centuries, many historical sites and a very strong sense of culture," said Prak Vuthy, Ministry of Tourism's (MoT) deputy director of marketing and promotion. "This is what makes Cambodia so unique."

In a bid to boost visitor numbers further, Cambodia's Ministry of Tourism and Myanmar's Ministry of Hotels and Tourism signed a Memorandum of Understanding to launch the *Two Cities, One Destination* campaign in November, which promotes the two ancient cities of Siem Reap and Bagan.

Joint promotional material has been published and marketing campaigns will be carried out throughout 2018 to en-

courage tourists to visit the two cities, by selling them as a single destination. Work is also underway on the launch of direct flights between the two cultural cities.

Prak revealed that the MoT is looking to partner with other destinations holding a heavy cultural slant within South-east Asia in a similar manner.

Ton Phearom, Charming Cambodia Tours' inbound tour operator, said: "We have a strong culture that goes back to the Khmer Empire, and is the reason why many people want to visit Cambodia."

While Angkor Wat – the world's largest religious monument – remains Cambodia's top draw for international visitors, the MoT is also trying to push the country's many other heritage sites, encouraging travellers to extend their visit and explore more of the country away from Angkor Wat.

Prak said: "We have many other beautiful sites in Cambodia that we want the world to know about."

Coralie Romano, EXO Cambodia's product manager, said the company includes the Kingdom's many UNESCO-listed sites in its tours, which are popular with clients.

She added: "This is a major selling point for Cambodia. There are many different offerings from temples to cultural activities. We find that our cultural and historic tours bring high-level tourists, we can combine with a Myanmar heritage tour."

In July, UNESCO added the 7th-century temple Sambor Prei Kuk to its list, joining the likes of Angkor Wat and 11th century temple complex Preah Vihear. As well, *sbek thom* (shadow puppet theatre) and Cambodian ballet (Apsara dancing) are listed on the UNESCO Intangible Cultural Heritage Register, while *teanh prot* (tug-of-war) is listed as an Intangible Cultural Heritage Humanity.

Work is also being ploughed into promoting more outlying temples, such as

Koh Ker, which is 120km from Siem Reap, and Banteay Srei, which is part of Angkor Archaeological Park but sits about 25km away from Angkor Wat.

Astrid Killian, general manager of Amansara in Siem Reap, said Cambodia's cultural heritage is a major attraction for guests, with the resort using it to create unique and special experiences.

For example, tailor-made private tours take visitors to more remote temples and guides have perfected their timetable to avoid the masses of crowds – an element that is becoming more challenging – that flock to popular Angkor Wat, Bayon and Ta Prohm. Private dinners can also be hosted at the temples, accompanied by enchanting Apsara performances.

Killian said: "Because Cambodia is a multi-destination country, many of our guests come for a short time. As a result, we make use of Siem Reap's strong cultural heritage to build meaningful and life-changing experiences for our guests."



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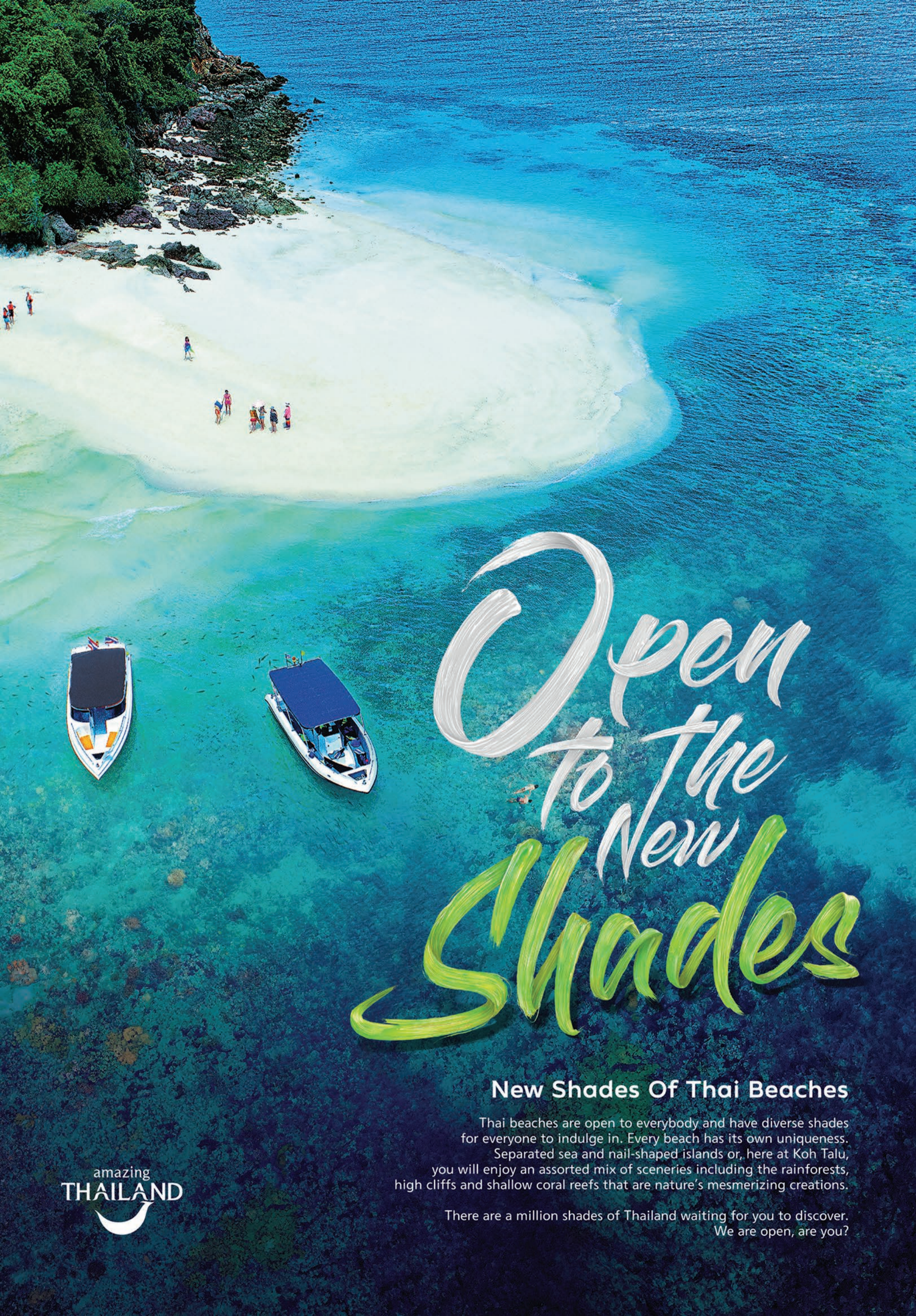
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Destination Cambodia

Destination in numbers

3.9 million

The number of international arrivals to Cambodia during the first nine months of 2017, an increase of 11.5 per cent year-on-year

45

The percentage increase year-on-year of Chinese visitors to Cambodia in the first nine months of 2017, making China the leading source market

2.4 million

The number of international visitors who arrived by air in Cambodia in the first nine months of 2017, a 25 per cent increase year-on-year

Viewpoints

Which geographical markets will shine for your company in 2018 and why?

Seng Volak

Founder,
Palm Travel



The domestic market is expanding as the economy grows and more international companies open in Cambodia. Interest from Vietnam and Singapore seem to be growing. We expect South-east Asian interest to continue growing thanks to easier access, more high-end products, and readily available information about Cambodia as a business events destination.

Sinan Thourn

CEO,
B2B Cambodia



Asia-Pacific and Nordic countries will shine in 2018. As a new rising star of the region, Cambodia appeals to the international market. Everyone wants to come and see Angkor Wat once in their lifetime, but we also have beautiful beaches and other attractions, which will influence more business visitors who want to extend their stay.

Surprising theme



Come close to animals like bears with Wildlife Alliance

Adventure in nature

Tap into your wild side with a stay at Wildlife Alliance's release station in the Cardamom Mountains. Located deep in the jungle, visitors can get off-the-beaten-track and explore remote Cambodia while getting up close to a range of animals – think monkeys, bears and leopard cats – the alliance has rescued and is releasing back into the wild. Sign up with one of Sam Veasna Centre's nature tours to discover more about the country's swathe of endangered species, and the work being carried out to bring them back from the clutches of extinction.

Hot stuff

Hainan Airlines

China-based Hainan Airlines launched two new direct commercial flights connecting Cambodia with Guangzhou in July. The two routes connect Baiyun airport to Siem Reap and Phnom Penh. Flights depart every Monday, Wednesday and Friday. An additional Siem Reap flight runs on Sundays.

Sokha Siem Reap Resort & Convention Centre

The 776-room resort officially opened its

doors in October, becoming the largest resort in the city. The 23ha resort boasts nine F&B outlets, a fitness centre, spa, swimming pool, and a 43m² screen for outdoor films and sporting events. Events and meetings can make use of either the 2,190m² ballroom or eight meeting rooms.

Uy Kuyteav

Cambodian master chef Luu Meng has expanded the operations of his Uy Kuyteav restaurants to the upmarket BKK1 area of

Phnom Penh. The spacious eatery – which focuses on Cambodian cuisine – can cater up to 200 guests, serving breakfast, lunch and dinner, as well as refreshments throughout the day.

Exchange Square

Located in Phnom Penh's burgeoning business district, Exchange Square offers 16 floors of Grade A office space, with a four-level retail podium. The first phase opened in mid-2017, offering a series of upmarket

international brand stores, coffeeshops and restaurants. The second phase is slated to be completed and open soon.

Anantara Angkor Resort

Anantara Angkor opened two suites named the Anantara Explorer and Henry Mouhot suites in August. Spanning 325m², each suite features a plunge pool in an enclosed private garden, in-room spa, marble bathrooms, a lounge and bar area complete with a wine humidor, and Experience Butler service.



Clockwise from above: Tasty meals from Uy Kuyteav restaurants; Exchange Square in Phnom Penh; Anantara Angkor Resort's swimming pool



Features River cruises



Katha Pandaw

Intimate journeys

South-east Asia's many waterways provide travellers with an opportunity to take in some of the most beautiful, local sights on a leisurely river cruise. [Yixin Ng](#) highlights three river cruise specialists in this region that offer modern, well-appointed vessels and memorable itineraries

Heritage Line

Latest Heritage Line, whose vessels sail in and around Vietnam, Cambodia and Myanmar, birthed the 46-pax *Anawrahta* in March 2016, unveiling one of the largest cabins and suites sailing the Irrawaddy river.

Deluxe cabins span 32m² while suites range from Junior (48m²) to Executive (59m²) and Palatial Royal (86m²). Suites in the highest category were also given an added touch of luxury in the form of private Jacuzzis.

The *Anawrahta* also boasts a 1:1 crew to passenger ratio, and offers amenities such as a spa and pool deck.

What's coming Heritage Line may have retired its 10-year-old *Ginger* in February 2017, but its namesake – a brand-new 12-suite ship – is expected to hit the waters of Halong Bay in mid-2018.

Heritage Lines' director of sales and marketing, Andreas Schroetter, told *TTG Show Daily* that the new *Ginger* will give Halong Bay its only ship with a pool on the sundeck.

Further details were not available at press time.



Avalon Waterways

Latest Avalon introduced its suite ships to South-east Asia with the debut of the *Avalon Siem Reap* in March 2015, sailing between Ho Chi Minh City and Siem Reap, followed by the launch of the *Avalon Myanmar* cruising the Upper Irrawaddy.

With a capacity for 36 guests, both ships were built smaller than their European counterparts to allow them to traverse narrower sections of the Mekong and Irrawaddy rivers.

Cabins measure 23m² and feature open air balconies with floor-to-ceiling windows measuring 4.3m across.

What's coming The *Avalon Saigon*, scheduled for launch in 2018, will share identical features with its sister ships, and is likewise built small to make manoeuvres through narrower waterways possible.

"With a maximum capacity of only 36 guests, our smaller Mekong and Irrawaddy suite ships invite travellers to see the world differently by sailing into surprising places other ships cannot," explained Terri Burke, managing director of Avalon Waterways.

All three ships in Avalon's South-east Asia fleet will sail the new 18-day Heart of Cambodia & Vietnam itinerary in 2018, cruising the Mekong River through Cambodia and Vietnam.



Avalon Myanmar cruises down Upper Irrawaddy

Pandaw

Latest *Champa Pandaw* was launched in September 2016 with 14 staterooms measuring 14m². The two-deck vessel is fitted with an extra powerful engine to take on the strong rapids of the Upper Mekong, allowing Pandaw to pioneer sailings from Laos to China's Yunnan Province, including Luang Prabang, Pak Ou Buddha Caves, Chiang Khong and Jinghong.

However, these reconnaissance journeys are subject to changes and the possibility of having to transfer to speedboats in the low water season (December to March).

What's coming While Pandaw does not yet have plans for new ships it will debut a seven-night Irrawaddy Delta itinerary in March 2018, according to Sven Zika, a company spokesperson.

Katha Pandaw's journey will begin from Yangon to Pyapon via the Twante Canal. It stops at Bogale, a historic trading port, before sailing across the delta to Myaungmya and heading up to Bassein. The ship then sails for Wakema, before winding down at Maubin and cruising back at Yangon.



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Features **Medical tourism**

Taking the pulse of medical tourism



The improving medical infrastructure across Asia has seen new destinations of choice emerge for tourists seeking treatments. Meanwhile, more hospitality players are entering into medical tourism to provide a holistic wellness experience. By *TTG Show Daily* reporters

A recent report by Visa and Oxford Economics projects medical tourism to grow 25 per cent annually in the next decade and the industry is estimated to reach US\$3 trillion by 2025. In Asia, Thailand, Singapore and South Korea are expected to benefit from the growth in global medical tourism spending.

And as medical tourism becomes an industry hotspot for Asia, regional governments are pledging more efforts to drive this high-yield niche market.

The Thai government recently tripled the period medical tourists can stay in Thailand to 90 days, according to the Oxford Business Group, allowing them to undergo more extensive procedures and potentially combine treatment with leisure travel.

In India, the government formed a National Medical and Wellness Tourism Board in 2015 to address the challenges facing the segment and has expanded the e-tourist visa facility to include short-term medical treatments for 150 countries.

Malaysia: healthy demand from ASEAN

The outlook for medical tourism is also bright for Malaysia. The sector has grown from 643,000 medical tourists and a revenue

of RM527 million (US\$118.4 million) in 2011 to 860,000 medical tourists in 2015 and a revenue RM914 million.

The regional market is playing an increasing role in Malaysia's medical tourism sector. Sherene Azli, CEO at Malaysian Healthcare Travel Council, said the bulk of travellers are from Indonesia, which contributes approximately 60 per cent of medical tourists to the country, while other major markets are Bangladesh, the Middle East, ASEAN nations and Australia.

She added: "Malaysia is known for its quality and affordable medical services. The types of procedures sought after chiefly depend on the profiles of the patients, but the top fields in demand are general health screening, orthopaedics, cardiology, in-vitro fertilisation, neurology and aesthetics (dental and cosmetic surgery). Malaysia also caters to a high number of international patients in urology, oncology and gastroenterology."

For Dayangti Transport & Tours' operations manager S Jayakumar, medical tourists to Malaysia represent a high-yield crowd that is willing to spend not just on medical procedures but also tourism products.

"Many will come with their fam-

ily members, especially the elderly, to seek medical attention for chronic treatments. If the treatment requires surgery, the caregivers will likely stay at a serviced residence near the hospital as it provides cooking facilities. They will also require a private vehicle and driver to take them to the hospital and back, on top of visiting attractions in the area," he said.

Singapore's hub status shaken

Promoting Singapore as an affordable destination for foreign medical tourists is becoming an uphill struggle, trade players in the city pointed out, particularly as regional rivals make marked improvements in their quality of healthcare services and pursuit of medical tourists backed by government marketing.

Said Tan Chien-Wei, director of Ulink Assist, a medical concierge provider in Singapore: "As we attend medical tourism exhibitions in the region, we are envious of how the medical tourism associations in Thailand and Malaysia, backed by their governments, are so proactive in courting Chinese patients. The Singapore government needs to contribute, even if it's just a little."

Tan further noted that intra-country medical travel is becoming popular espe-

cially in Indonesia, with many well-heeled medical tourists who once favoured Singapore now travelling to Jakarta for their treatments.

Both Tan and Melivon Martheo, business development manager of Anaya Tour and Travel, observed an increasing trend of medical tourists either being diagnosed or seeking a second opinion from health specialists in Singapore, but getting the suggested treatments elsewhere at lower costs.

Indicating the trend, Ulink's outpatient numbers grew 15 per cent in 2016 whereas inpatient numbers fell by the same amount, shared Tan.

For India, affordability a shot in the arm

India is another destination that's on the radar for its affordability. Arun Anand, managing director, Midtown Travels India, observed that Chennai is "hugely popular" among international medical tourists, with hospitals in the city offering procedures like cardiac bypass, bone marrow transplant and eye surgery at "very competitive prices".

"In fact, medical procedures like stem cell transplant in India are said to be 65-90 per cent cheaper compared to markets like the US," he noted.

Features Medical tourism



From left: Deluxe suite at Singapore's Farrer Park Hospital; Amatar Wellness Resort works with Bangkok Phuket Hospital to offer integrative wellness packages

Cities like Gurgaon in Delhi NCR region are known for medical procedures among international visitors especially from SAARC and Africa, added Ravi Gosain, managing director, Erco Travels, while those from CIS and Gulf countries, Europe and North America are also streaming into India for medical services.

Arun added: "Medical tourism offers huge opportunities to tour operators as recovery time of a patient after a medical procedure can be utilised in exploring the destination. The government's interest to grow this segment should benefit all the stakeholders."

Rajeev Kale, president and country head leisure travel and MICE at Thomas Cook (India), said: "India is indeed coming of age, not just as a potential medical tourism destination, but equally for alternative remedies like Ayurveda, Unani, yoga and meditation – through specific wellness programmes – in combination with conventional domestic vacations."

While this segment was predominantly seen as an inbound driver, the domestic market is seeing a significant demand as

well, he added.

Other traditional medical treatments like Unani and Naturopathy are also giving the country an edge over medical tourism destinations in Asia, according to some tour operators in the country.

Erco Travel's Ravi added: "We are targeting mostly Europe and North America for customers who are looking for cosmetic surgeries and wellness treatments. At this moment this is not a huge market for India but it is growing."

Resorts, hospitals partner up

Given the fast growth of wellness tourism in Asia, there has been a marked trend of integrating medical expertise with wellness and hospitality offerings.

Singapore in 2016 gained its first integrated healthcare and hospitality complex, Connexion, encompassing the 250-key One Farrer Hotel & Spa, lifestyle retail strip Owen Link, Farrer Park Medical Centre providing specialist clinics and Farrer Park Hospital, the country's newest private hospital.

The city's leading private property

India is indeed coming of age, not just as a potential medical tourism destination, but equally for alternative remedies like Ayurveda, Yunani, yoga and meditation – through specific wellness programmes – in combination with conventional domestic vacations.

Pajeev Kale

President and country head leisure travel and MICE, Thomas Cook (India)

developer Far East Organization (FEO) has also branched into providing holistic healthcare with its Novena Lifestyle and Medical Hub, two integrated developments comprising Novena Medical Center and Novena Specialist Center.

"The healthcare experience is further supported by Square 2 mall which provides retail therapy and essential services such as banks and supermarket while Oasia Hotel Novena offers restful convalescence to medical tourists," shared Cheryl Huan, COO, corporate real estate business group, FEO.

Singapore is taking the holistic healthcare model a step further with ambitious plans to shape Novena into the nation's largest medical hub by 2030. Health City Novena will bolster the existing medical cluster in Novena including Tan Tock Seng Hospital, Mount Elizabeth Novena Hospital, NMC and NSC.

Elsewhere in Asia, Indian conglomerate ITC, which operates luxury hotel chains like ITC Grand Bharat Gurgaon, will foray into the healthcare sector and take on players such as Apollo Hospitals, Fortis and Max Healthcare.

The company, in its notice to shareholders, highlighted that its experience in the hospitality sector can be utilised to grow medical tourism in the country. Besides multi-specialty hospitals, it plans to set up nursing homes, medical and healthcare centres, specialist clinics, medi-

cal and nursing colleges, and medical research centres.

Asian resorts are seeing good therapy in linking up with hospitals to provide medical packages, enabling travellers to receive holistic treatments while on holidays.

In Thailand, Amatar Wellness Resort recently signed an MoU with Bangkok Phuket Hospital to develop an integrative wellness programme. Among the packages offered is the Brain Health Enhancement Programme, which starts with brain function assessment and sleep test at the hospital, before customers continue with an intervention wellness programme focused on improving brain health at the resort.

"We foresee high potential growth in wellness market. GWI (Global Wellness Institute) reported that wellness travel has grown 74 per cent more than regular global travel," said Prattana Punnakitikashem, director, Amatar A Destination Spa.

Europe make up the foremost market for wellness tourists at Amatar Wellness Resort, while Australia and Asia are showing great potential, Prattana shared.

Also advocating a preventive health approach is Como Shambhala Urban Escape in Singapore, which recently launched holistic wellness packages designed to help clients recover from current sports injuries and to prevent future injuries, with expertise from sports coaching, yoga and acupuncture practitioners.



Novena Lifestyle and Medical Hub in Singapore

Features Down memory lane

A return to the Kingdom

ASEAN Tourism Forum makes its rounds and returns to Thailand after 10 years. Let's take a walk down memory lane and see what went on at ATF 2008 in Bangkok. Photos from *TTG Show Daily* archives



Features Down memory lane



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
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