



ATF 2020
January 13, 2020
Bandar Seri
Begawan, Brunei



Speaking the language of the young

Malaysian tourism players have created new itineraries to engage millennial FITs

By S Puvanewary

Malaysian inbound tourism specialists are putting on their creative hats to whip up programmes that will appeal to the growing number of young FITs – under the age of 30 – from the region, with solutions including volunteer opportunities, sustainable adventure tours and community interactions.

Uzaidi Udanis, general manager of Eyes Holidays, told *TTG Show Daily* that the growing presence of millennial travellers has become increasingly noticeable over the last three years. He said: “They are made up of young working adults, usually friends travelling together. The growing network of low-cost carriers have made travel very affordable. Five years ago, Asians aged 40 and above used to form the majority of our business at Eyes Holidays and they liked to go on group tours and see places.

“These days, it is those aged 22 to 30 years old who form the bulk of our business and they are activity driven. They like

to meet with locals who share similar interests as well as to leave a positive impact on the places they visit.”

Responding to this change in customer profile, Eyes Holidays has developed “feel good” itineraries that provide community interaction.



Uzaidi: positive impact in demand

“In 2019, we organised open sea swimming events in the Straits of Melaka for Chinese millennials who participated with the locals. We are planning to hold similar events in June and July, and are in talks with a few state governments to collaborate with us on them,” he said.

Raaj Navaratnaa, general manager at New Asia Holiday Tours & Travel, said young Asian millennials are increasingly environmentally conscious and looking for opportunities to contribute to the community. As such, the company has developed tour packages that promote sustainable nature and adventure tours, using local aboriginal guides in nature parks.

Asian millennials also have a deep sense

of wanting to improve the living conditions and education of the local communities in the places they visit, Raaj noted.

He said: “Tourists from Singapore and India were keen to teach English to rural communities in Johor whereas those from Indonesia wanted to empower locals by sharing their handicraft skills and (teaching them) how to set up a small business and market their products. We organise day classes where tourists can empower the local communities and this has proven very successful, especially in Johor and Sarawak.”

The rise in Asian millennial arrivals has led Ramada Plaza by Wyndham Melaka to see brisk business for its connecting rooms, revealed Jason R Bak, resident manager.

The hotel is doing its part to sweeten the destination experience for this segment of travellers too, by roping in local trishaw riders to provide shuttle rides to nearby UNESCO heritage attractions and emphasising the property’s sustainable practices to appeal to eco-conscious individuals, which many millennials are.



TTG’s lensmen are on the prowl for great photos at ATF 2020. Visit our online gallery by scanning the QR code here.

Trip.com Group and Laos come together

Trip.com Group CEO Jane Sun and the Lao minister of information, culture, and tourism Kikeo Khaykhamphithoune convened in December to discuss cooperation possibilities in tourism, including the streamlining of visa applications and cultural exchange projects, to drive tourism traffic between the two lands.



Sun: road to better diplomatic ties

Commenting on the meeting, Kikeo said: “Culture and tourism are some of the best (ways) to promote people-to-people exchanges, as well as cooperation between countries. The Chinese market is crucial to Lao tourism, and we welcome Trip.com Group to grow its presence in our local tourism industry.”

Cooperation between the two is not new. Trip.com Group global visa service centre recently forged an exclusive strategic cooperation with Laos to create a visa ‘green channel’, allowing Chinese tourists to enjoy a streamlined visa application process. Statistics indicate that orders for visa applications to Laos via Trip.com Group platforms have surged 80 per cent compared to 2018, up twice that of 2017.

In brief

Asians find joy in missing out

The new Skyscanner APAC Travel Trends 2020 Report has discovered a rising trend that runs counter to the common Fear of Missing Out.

The report, which compared data from the October 2017 to September 2018 period with that from October 2018 to September 2019, found that Joy of Missing Out (JOMO) travel has jumped from 10 per cent in 2019 to 14 per cent in 2020. Tourists seek quieter destinations that are more about serenity and authenticity

than famous landmarks or world-class shopping scenes.

This means that lesser-known destinations are likely to enjoy a strong 2020, predicts the report.

Slow travel has also replaced solo trips as the most popular form of travel among Asia-Pacific travellers.

Some 24 per cent of respondents cited slow travel as the type of trip they would most likely take in 2020, as compared to 22 per cent of travellers who chose solo travel in 2019.

Hertz drives into Cambodia

City Link Transportation (Cambodia) is now Hertz Asia’s franchise partner in Cambodia. The Cambodian company will operate Hertz, Dollar, Thrifty and Firefly brands in Phnom Penh, where vehicles range from sedans to luxury limousines. City Link will also offer Hertz Chauffeur Drive service for airport transfers and business travellers.

This was the first time Hertz has awarded all four brands to a single franchisee in Asia.

GetMyBoat rental app poised to make a splash across Asia

By Rosa Ocampo

GetMyBoat app, which allows watercraft owners to rent out their boats to vacationers, has expanded its Asian reach by including the Philippines in its growing list of boats for rent.

As the world’s largest marketplace for boat rentals, yacht charters, and on-the-water experiences, the app offers an inventory of 130,000 boats in 9,300 destinations across 184 countries.

In the Philippines alone, the app contains more than 500 boat rentals and water experiences, according to GetMyBoat’s marketing head Valerie Streif.

“We’ve gained a presence in several countries across Asia. 2019 has been the year where we’ve seen a significant in-



GetMyBoat makes water experiences accessible

crease in the amount of bookings and usage in the region,” Streif said, adding that demand comes from both locals and travellers.

She said that GetMyBoat can fill a gap in the Asian boat rental market.

“Broadly speaking, we continue to ag-

gregate what is a very fragmented marketplace for water sports experiences, island hopping, and boating. We continue to seek high-quality operators in locations of high demand. Ultimately, if you are travelling in Asia, there should be a simple way to book a boating experience anywhere you go,” she said.

She explained that current booking options are fragmented. “The booking processes for the charter market, beach sports and fishing all have existed in silos. GetMyBoat fills the vast gap between every consumer in Asia and these niche experiences, by placing them in one marketplace, with a simple checkout and booking process.

“In the Philippines, we are hoping to

make it easier for both tourists and locals all across the country to rent boats and try water experiences.”

Streif added that the online rental platform offers the full range of options for boats and water experiences, from stand-up paddleboard tours to scuba trips and captained motor yachts. However, she also stressed the need for creating demand for fresh and unique products.

“While we can dig into our data (on consumer demand), we also appreciate that we work in a ‘chicken and egg’ environment, that is, until we have a particular experience, we won’t see demand for it. Sometimes, what appear to be the most unsuspecting tours in offbeat areas, turn out to be the most popular ones.”

The way forward

How are South-east Asian tourism authorities leading their destination into 2020? The chiefs of Thailand, Malaysia and Myanmar reveal their game plan to *TTG Show Daily*



YUTHASAK SUPASORN
Governor, Tourism Authority of Thailand

“The Tourism Authority of Thailand (TAT) continues its strategy of promoting tourism’s positive socio-economic impact, generating revenue, and creating direct and indirect employment on a local level.

Sustainable development is core to TAT’s M O V E plus initiative.

M refers to Marketing – marketing promotion of Thailand’s attractions to increase tourism spending and strengthening the country’s position as a preferred destination.

O is for Operational excellence – highly effective organisational development to be trusted locally and internationally.

V is for Value creation – local and international collaboration throughout the tourism value chain to drive sustainable tourism.

And finally, E for Effectiveness – mechanism development to ensure confidence and satisfaction among tourists.

MOVE targets to place Thailand’s tourism revenue among the world’s top seven markets through various strategies that stimulate tourist spending in local destinations, expand the premium mass market, and expand to new potential sectors by offering value for experience to all travellers.

Promoting value-added tourism products and services on the local level is part of our efforts towards sustainable tourism, while grassroots organisational development is the highly effective engine to drive community-based Thai tourism.”



MUSA YUSOF
Director-general, Tourism Malaysia

“For 2020, our engagement efforts will be focused on our Visit Malaysia 2020 campaign to ensure there is continued support.

We will be strengthening relationships with various stakeholders through dialogue sessions with parliamentarians, government ministries and agencies, and working with the media and industry players.

We will engage the travel trade through strategic partnerships for packages and product development, travel facilitation and promotional efforts.

The success of Visit Malaysia 2020 campaign really relies on the spirit of togetherness fostered between the public and private sectors, and we have found that the number of organisations willing to take part in these initiatives is growing.”



U OHN MAUNG
Minister of Hotels and Tourism, Myanmar

“The Ministry of Hotels and Tourism and private sector associations have been making all-out efforts for the development of Myanmar’s tourism industry. We have been taking part in international and regional tourism shows, hosting travel exhibitions, cooperating with international bodies, assigning tourism ambassadors, distributing leaflets and promotional videos, arranging familiarisation trips for well-known international media groups, and developing digital marketing systems for tourism sector development.

I know the importance of having communities’ involvement in our tourism efforts. So, I encourage the private sector, regional and state governments, and local communities to embrace and develop Community-based Tourism.

We will carry on our endeavour and, in particular, in 2020 will develop our tourism Master Plan 2020-2030, make visa relaxations to some European countries that are friendly with us, create more training programmes for capacity building, and promote sports and gastronomy tourism for new markets.

Sustainability is key to the future of tourism in Myanmar.”



TTG Publishing
Travel Trade

TTG TravelTrade Publishing is a business group of TTG Asia Media

EDITORIAL

Karen Yue Group Editor

S Puvanewary Editor, Malaysia/Brunei

Mimi Hudoyo Editor, Indonesia

Therese Tan Assistant Editor, TTG Content Lab

Pamela Chow Reporter, Singapore

Rachel AJ Lee, Assistant Editor,

TTGmice, TTGassociations

Cheryl Ong Sub Editor

Yingyong Unanongrak Photographer

Redmond Sia, Goh Meng Yong

Creative Designers

Lina Tan Editorial Assistant

CONTRIBUTORS

Anne Somanas, Marissa Carruthers,

Rosa Ocampo

SALES & MARKETING

Pierre Quek Publisher and Head Integrated Solutions

Chimmy Tsui Publisher

and Head Integrated Solutions (China)

Jonathan Yap Senior Business Manager

Shirley Tan Senior Business Manager

Seth Leow Business Manager

Cheryl Lim Advertisement Administration Manager

Carol Cheng Manager Administration and Marketing

Cheryl Tan Corporate Marketing Manager

Jade Ye Marketing Executive

PUBLISHING SERVICES

Jonathan Wan Head, Operational Support Services

Kun Swee Qi Publishing Services Executive

Nur Hazirah Web Executive

Katherine Leong Circulation Executive

TTG ASIA MEDIA

Darren Ng Managing Director

For sales & marketing enquires, please contact
traveltradesales@ttgasia.com

7 Postcard - Esque Sanctuaries in and Around Likupang

wonderful
indonesia

Looking for an incredible tropical destination brimming with a bevy of pearly-white sand beaches and boasting an abundance of lush greenery? Take an hour-long ride from Manado to reach Likupang, North Sulawesi and soak in the beauty of the natural sights that will rejuvenate your senses. Explore the breathtaking landscape and let these trip ideas refresh you on



Likupang Beach

Likupang Beach is one of the most amazing beaches in Indonesia showcasing soft white sand, calm blue seawater, and green rolling hills. Lounge on the charming beach, spot a green turtle, or strap on some flippers and go on a snorkeling tour in the translucent water. A boat ride from the Likupang Beach will transport you to the not-so-far Bunaken National Marine Park that's home to a rich coral ecosystem with extraordinary biodiversity and offers some of the best dive sites in Indonesia.



Gangga Island

The Gangga Island is certainly a slice of heaven for nature lovers. It offers a gorgeous white-sand beach with azure seawater, a fascinating underwater world, dreamy sunrise and sunset views, wonderful dive sites, and exotic resorts. What more could you ask for?



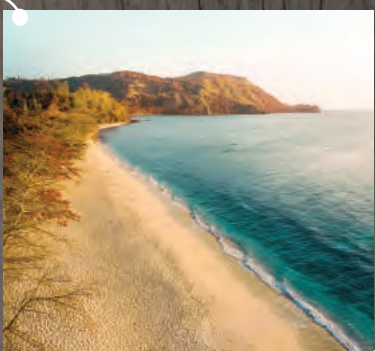
Pulisan Beach

The Pulisan Beach is yet another perfect spot to relax and unwind. Trek through the green savanna hills, explore the rock pools and caves, try snorkeling or take an invigorating swim in the crystal-clear water.



Paal Beach

Take a leisurely meander down the Paal beach, chill in a gazebo, gaze at the surrounding hills, dip your feet in the bright blue water, bask under the warm sun or go for a speedboat ride.



Bahoi Forest

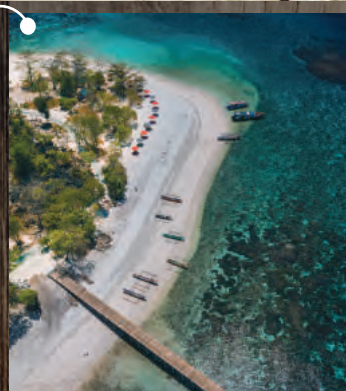
An eco-adventurer's paradise, the coastal village of Bahoi is a community-based marine-protected area where you can get up close and personal with coral reefs, seagrass beds, and mangrove forests. Let the breeze cool you off as you take a walk on the bridge that runs through the beautiful forest, feel the fine white sand under your feet as you amble along the beach, or marvel at the rich marine life as you enjoy some snorkeling and diving.

Larata Hill

Admire the panoramic views of the sea from the top of the grassy Larata Hill in Kinunang village. The huge expanse of the green grass and the brilliant hues of the blue water are bound to add a magical atmosphere to your photos.

Lihaga Island

Wrapped in a sugary-white stretch of sand and surrounded by breathtaking turquoise seawater, Lihaga Island is a true beach lover's delight. This tiny uninhabited island is a hidden gem offering stunning scenic vistas and great snorkeling opportunities.



Explore
Further

www.indonesia.travel

[indonesia.travel](https://www.facebook.com/indonesia.travel) [@indtravel](https://twitter.com/indtravel) [@indtravel](https://www.instagram.com/indtravel)



Optimistic vibes

South-east Asian tourism players tell *TTG Show Daily* that 2020 will bring hale and hearty business



I Ketut Ardana
Managing director,
Bali Sunshine Tours, Indonesia

Indonesia's tourism prospects for 2020 are still good. President Joko Widodo has stated a commitment to make tourism the leading sector for foreign exchange earners. With government commitment, tourism infrastructure and facilities can be improved. Moreover, the Ministry of Tourism is actively working to improve the quality of human resources in several destinations. I believe these will further stimulate tourism.



Bernadette de Leon
General manager,
Amiable Intertours, Philippines

The Philippines is beautiful and offers vast tourism opportunities. Prospects in 2020 depends on how the Department of Tourism will market the Philippines. We should look into other lesser-known islands like San Joaquin off Bicol, and San Vicente in Palawan, etc. to prevent overtourism and overpricing in the more established beach destinations in Boracay, Bohol and Palawan.

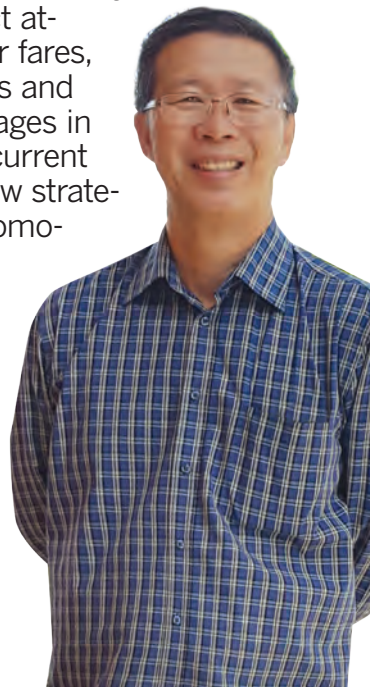


Cyril Constantino
Asia-Pacific supplier management
lead, CWT Meetings & Events,
Singapore

The additional capacity being added by Far East Hospitality (to Sentosa) will be welcomed by meeting and event planners, as rates have been rising significantly on the island due to limited availability. We expect Village Hotel to generate considerable interest, as it will provide a more cost-effective option compared with most of the alternatives (which are) high-end luxury properties.

KL Tan
President,
Malaysian Association of
Tour & Travel Agents

The tourism industry is expected to perform better in 2020 which coincides with the Visit Malaysia 2020 campaign. The industry can expect attractive air fares, value-adds and new packages in line with current trends, new strategies in promotions and marketing, and improved air connectivity. All these will entice more tourists to visit Malaysia.



Jeff Redl
Managing director,
Diethelm Travel Vietnam

Vietnam will attract more travellers in 2020. After softening visa rules, the destination is getting more international flights which is crucial to attract visitors. Asian travellers will remain the largest market, and we predict an increase from the US after Vietnam Airlines launches direct flights. Events like F1 in Hanoi will also promote Vietnam and attract more tourists.



Mak Kun
Product manager,
VLK Royal Tourism, Cambodia

Eco- and community-based tourism will be a big thing in Cambodia next year. This is also something we can promote to the European market. There are the Irrawaddy dolphins at Kratie, home stays and community activities at river islands, and Stung Treng and Rattanakiri are emerging. This is a great area for growth in 2020.



Jongki Adiyasa
Executive director,
Ina Leisure Indonesia
Specialist Tours & Travel

If political issues in the country are not addressed, I'm afraid the dark clouds will still overshadow Indonesian tourism, made worse by the weakening global economic situation.

On the bright side, we can expect more arrivals from South-east Asia and cruise ships. The quality of tourists from China will improve with the removal of zero-dollar tours.



Patrick Theseira
Director,
Platinum Charters, Malaysia

Next year will be a good year for Malaysia's inbound tourism because Tourism Malaysia and industry players have ramped up their promotions in conjunction with Visit Malaysia 2020. This will create more awareness and excitement around Malaysia, which will in turn boost arrivals. Air connectivity from the Middle East has also improved, which will bring us more longhaul travellers in 2020.



A PARADISE *of* YOUR OWN

The Royal Collection

BOUTIQUE HOTELS AND VILLAS



The Kayana Beach - Lombok

THE SAMAYA

The Samaya Seminyak - Bali
Jl. Laksmana Seminyak, 80361
Bali – Indonesia
P. (+62-361) 731149
E. info@thesamayabali.com

thesamayabali.com

The Samaya Ubud - Bali
Banjar Baung Desa Sayan, Ubud 80571
Bali – Indonesia
P. (+62-361) 973 606
E. info.ubud@thesamayabali.com

The **kayana**

The Kayana Seminyak - Bali
Jl. Raya Petitenget, Kerobokan Kelod
Kuta Utara, Bali – Indonesia
P. (+62-361) 8476628, +(62) 899 0116 789
E. info@thekayana.com

thekayana.com

The Kayana Beach - Lombok
Jl. Raya Senggigi, Kecinan - Pemenang
Lombok Utara, Nusa Tenggara Barat
83352 - Indonesia
P. (+62-370) 6199 000
E. lombok@thekayana.com

Gems of the seas

More travellers are craving Far East destination discoveries on luxury boats. *TTG Show Daily* profiles Indonesia and the Philippines, which are in the game but with their own obstacles to overcome



Alila Purnama

Indonesia

Indonesia may be home to thousands of scattered islands, a venerable seafaring history, and a rich biodiversity above and below the waterline, but the archipelago has not been a choice for recreational boating for tourists until recently.

According to Umberto Cadamuro, COO inbound of Pacto, the luxury expedition market has emerged as a new trend, with the number of travellers signing up for private yachting and customised trips on the up.

Umberto said: “The number of luxury yachting (trips) have increased by an average of 20 to 30 per cent in 2018 (compared to 2017) and it will (keep) growing the next few years.”

For Dominique Gerardin, co-owner of Lamima, the archipelago offers the promise of exploration and freedom of sailing in remote natural splendour. “People who want to do something more authentic, less shiny,” he added.

While foreign-flagged yachts still can’t undertake chartered vacations in Indonesian waters, the country’s natural beauty and wilderness tucked away in islands yet inaccessible by scheduled flights is inspiring tourism players to invest in their own high-end expedition boats.

Dominique shared that since Lamima was launched in 2015, demand has grown as more affluent tourists take an interest in seeing lesser known destinations in the archipelago.

This has recently been driven by the increasingly affluent domestic market.

Umberto said that Europeans, especially Russians, are still the strongest market, but the domestic market share is growing. He expects these changes to “prompt a

shift in geographic markets in future”.

Yozua Makes, CEO of Plataran Indonesia, added: “There is a trend among rich Indonesians where the biggest (source of) pride is being able to explore the country’s exotic destinations in luxurious comfort.”

In Plataran, growth in the domestic market began in the last five years, and now 35 per cent of guests who enjoy Plataran phinisi ships are Indonesians.

As the company experiences the ascent of a new generation of guests, Yozua also noticed deeper motivations behind recreational boating.

“Many Indonesians are successful by age 30-40 and they are far better educated than the previous generation,” Yozua said. “Their travelling needs have also changed. They no longer just want to explore exotic places and (passively take in the) beautiful scenery. They want to do something for nature and conservation.”

Agreeing, Steve Ebsworth, founding partner of Rascal Republic, said luxurious travellers need more than just a comfortable liveaboard. They want to do their part for the environment.

“The concept of authentic experiences in yachting has changed, from going to exotic places to having the chance to take a hands-on approach to marine or nature conservation.”

Rascal has partnered with Conservation International Indonesia (CI Indonesia) to create scientific expeditions that gives travellers the opportunity to take a role in conservation while exploring Indonesia’s off-radar island destinations.

Led by scientists from CI Indonesia, travellers will be able to learn all about underwater reef diversity and coral health, survey turtles and mantas, and meet with

local communities to learn about their approach to marine resource management and current threats.

Since the programme was launched earlier this year, interest has been “unbelievable”, he said.

Meanwhile, *Alila Purnama* is venturing into more remote waters, with guests sailing to locations such as Banda Islands in Maluku or Cendrawasih Bay in Papua.

Taufik Rachman, vice president, global sales - travel trade of Alila Hotels and Resorts, explained that while Komodo National Park and Raja Ampat National Park remain most popular, guests may tailor make their own itineraries according to their preference.

Apart from the popular Komodo itineraries, Taufik said *Alila Purnama* has rolled out a special 4D3N departing from Bali to Komodo to attract Indonesians and Asians. *Alila Purnama* also creates trips based on “booking per suite”, expected to drive more business in 2019 and beyond.

Marc Bittner, general manager of Amanwana, *Amanikan* and *Amandira*, pointed out that every aspect aligned with the luxury yacht industry is in constant evolution, led by fast changes in demand. However, more prescient operators will pre-emptively identify these markers and pioneer market innovations.

Amanikan and *Amandira* are custom-built, luxurious Phinisi cruisers.

Bittner revealed that Aman is currently assessing new exploratory itineraries within the vast Indonesian archipelago to attract more luxury travellers. He said: “We are continuously seeking ways to improve Aman Voyages be it through high-end culinary cuisine experiences or navigating through new, exploratory regions.”

Bittner added: “With an expansive archipelago of 17,000 islands, the most challenging aspect is deciding where to explore next!” – **Tiara Maharani**

Philippines

It’s surprising that the Philippines has not developed luxury pocket cruises or small capacity boats for tourism, a natural fit for a country with 7,641 islands and one of the world’s longest coastline.

A sign of its strong potentials, this fledgling sector has managed to grow despite the lack of government support and infrastructure.

Did Novo, CEO of LXV Group, a luxury online marketplace which rents out yachts with concierge service, said factors behind growth include the country’s “perfect location in the middle of East Asia... with so many islands to discover, and travellers looking for new destinations”.

Novo shared that foreign clients are mainly Asians, but there has also been an increase in catamaran demand coming from Spain and France. “Europeans are looking for remote places without tourists, and diving opportunities. Expeditions and glamping on virgin islands are also very trendy.”

As for where boaters are going, Palawan is the top pick of locals while Europeans like exploring Linapacan Island between El Nido and Coron in Palawan. Some Europeans also opt for Siargao as a less crowded alternative to El Nido. Meanwhile, the Chinese prefer areas around Manila and Cebu, including Oslob.

Manila Yacht Club president Robert Lim Joseph added: “Dumaguete is getting a good share of the market, and Iloilo and

Cagayan de Oro are booming. Davao is fully booked. Many things are happening including in Palawan. Scuba diving is doing great guns. Clark hotels are full. More investments are coming their way from the big taipans in the county.”

For Thomas Cachera, managing director of Europa Yachts Philippines, which has the largest fleet of luxury yachts from leading European builders, business is 90 per cent Filipino.

Since coming to the Philippines in 2012 to sell luxury yachts and provide technical support, Cachera said Europa Yachts sells two to seven boats a year, a number expected to grow every year.

There are also foreigners bringing their own yachts to join races and regattas.

Those private sector players are mounting their own events to trumpet the nascent sector.

Manila Yacht Club’s Joseph said that after the initial clean-up of the Manila Bay, “in a year’s time, we will invite the Hong Kong Yacht Club for a Hong Kong-Manila Race.”

Such events are happening more frequently in Subic and Boracay, while Europa Yachts’ second annual edition of Lagoon Escapade took place in April 2019 with 12 boats participating. The first edition the previous year was from Punta Fuego Yacht Club in Batangas to Puerto Galera in Mindoro.

The Philippine Department of Tourism (DoT) and the Royal Hong Kong Yacht Club had partnered for the first

Hong Kong to Puerto Galera yacht race (April 17-21, 2019). It plans to take place on alternate years to the Rolex China Sea Race, whose 2018 edition started from Hong Kong and ended in Subic Bay, Zambales.

Industry players remarked that the destination could also push for foreign yachts to stay in the Philippines during their winter months, becoming an alternative moor to Asian destinations like Hong Kong that already have crowded marinas.

However, infrastructure is a hurdle, some pointed out. There are not enough marinas in the Philippines and the top ones, including the Manila Yacht Club and Subic Bay Yacht Club, are already running at maximum capacity, leaving the question of where to moor, refuel and do repairs.

For Cachera, it comes down to changing the mindset of the government that yachting is merely “an expensive toy for the rich” and to adopt a “wider vision” of creating jobs and developing tourism.

Some government officials are already open to dialogue and discussion.

In fact, in the Philippines’ National Tourism Development Plan, cruise tourism was identified – and not limited to big cruises ships, according to Narzalina Lim, founder of hospitality and tourism consultancy Asia Pacific Projects.

There was the idea to attract High Net-worth Individuals from overseas to fly directly to Manila, Cebu, Panglao, Iloilo and



Amandira

eventually, to Busuanga, Palawan (once that airport is upgraded to an international gateway) and board their own yachts to sail around the islands, shared Lim, who was the country’s tourism secretary many years ago. However, this was left unpursued.

“There are also yachts which can hold 30-50-10, ideal for inter-island cruising,” she emphasised, echoing what other industry stakeholders lament about smaller boats deserving attention, not just the big ships.

In 2013, Asia Pacific Projects went as far as to prepare a terms of reference for DoT, pro bono, to commission a study on this product. But again, this came to naught.

Lim said: “It will be difficult to develop any new tourism product without baseline information. DoT should allocate funds for studies. If Langkawi and Phuket can do pocket cruises, the Philippines certainly can.”

“Our islands are just as, if not more, beautiful. The problem is we don’t do our homework.” – **Rosa Ocampo**



Find your DREAM PLACE with the PERFECT VACATION

Eight cities nine hotels with amazing destinations
“NUSA PENIDA ISLAND - BALI”


JAYAKARTA CLUB
SIGN UP ONLINE!
*FREE Membership
www.jayakartaclub.com

CORPORATE & SALES OFFICE
Jl. Hayam Wuruk 126, Jakarta 11180 - Indonesia
Ph. (+62 21) 649 0101 - 02, Fax. (+62 21) 659 8395, Email : rsvocorp@jayakartahotelsresorts.com
f Jayakarta Hotels & Resorts @JayakartaIND jayakartahotelsresorts www.jayakartahotelsresorts.com

The Jayakarta SP Jakarta • The Jayakarta Suites Bandung • The Jayakarta Villas Anyer • The Jayakarta Inn & Villas Cisarua
The Jayakarta Yogyakarta The Jayakarta Bali • The Jayakarta Lombok • The Jayakarta Suites Komodo-Flores
J Hotel @Raya Kuta Bali • Managed By Jayakarta Hotels & Resorts

Making sustainable tourism work



In the face of an overtourism crisis, a growing number of industry players are becoming more attuned to manage tourism in a responsible manner. But it's not just about the environment, as the human side of the equation should not be neglected, writes **Rosa Ocampo**

While there is no dearth of sustainable tourism initiatives, the overarching question is whether travel consumers and industry players are engaged enough to meet responsible travel in this age of mass tourism.

After all, awareness about responsible tourism, while growing, is still at a nascent stage. "We're far from achieving the goals. A lot of work needs to be done," PATA CEO Mario Hardy said at the sidelines of the PATA Annual Summit 2019 in Cebu.

"We have to get together and get this fixed once and for all. We cannot continue to damage this beautiful planet," Hardy pointed out.

Various organisations have been rolling out initiatives to address sustainability, one of the biggest challenges in travel and tourism. The UN has Sustainable Development Goals (SDG); WTTC recognises best tourism practices, among other projects; and last May, PATA published a report on how food waste and excess in tourism can be halved as part of its BU-FET Campaign.

American nonprofit Planet Happiness has initiated an online survey metric that measures the wellbeing of residents and communities in world heritage sites, including Ayutthaya and Sukhothai in Thailand; Bali, Borobudur and Komodo National Park in Indonesia; Hoi An in Vietnam; and Luang Prabang in Laos.

Planet Happiness co-founder and director Paul Rogers told the *Daily* that the objectives are to raise awareness about the need to identify alternative measures of development – apart from GDP – and to address overtourism through responsible and sustainable forms.

As more destinations worldwide grapple with overtourism, an industry refocus on destination management – rather than destination promotion – has emerged. This move is exemplified by Slovenia which is aligning its tourism branding along dimensions of sustainable development.

Brands should have a strong, authentic story hinged on the values of the destination, and be able to communicate the story well by creating products that are in line with the brand vision. "Branding is all about perception, which is something that will continue to change overtime," emphasised Maja Pak, director general, Slovenian Tourist Board.

Arnel Yaptinchay, Kirschner Travel Manila general manager and Marine Wildlife Watch founder, said: "There are ways to manage a destination to achieve sustainability goals, starting with a sustainability frame work and criteria (e.g. Global Sustainable Tourism Standards), the appropriate policy and then its implementation.

"It becomes a bit tricky in sensitive natural sites, but that can be fully addressed with proper regulations to meet the goals of a conservation site, e.g. by limiting the visitor numbers."

Curtailing visitor numbers and closing destinations to let them breathe from mass tourism are being carried out in certain key attractions in Thailand and the Philippines.

However, there are still quarters that equate sustainability only to the natural environment, neglecting other equally important aspects such as the locals' wellbeing, sourcing of water and food, investing in learning, exploitation, etc.

Yaptinchay emphasised: "Sustainability in tourism is not only for natural sites – now mostly referred to as ecotourism – but is also much needed and relevant across all destinations or facilities, be it large cities, hotel chains, or cultural sites.

"Sustainability has to be built and grown from within so it inherently makes investments in local communities, the environment, people's wellbeing, education of tourists, etc. relevant," he stressed.

In fact, Asia Pacific Projects founder Narzalina Lim said that the SDGs are "very comprehensive and complex and not just focused on environmental sustainability, but also on ending poverty and inequality, reducing food waste, promoting responsible consumption and creating partnerships to achieve the SDGs, to name a few".

"Hotels, resorts and other tourist facilities should be retrofitted to use renewable energy and rain water catchment facilities should be installed as water is getting scarcer. These may be expensive now but it will save owners a lot in energy and water consumption. New laws that require new buildings to conform with sustainable principles should be enacted," Lim added.

She lamented the impact of neglecting other aspects of sustainability.

"While the environment is important, people are equally important too. As long as they remain poor and ignorant, excluded from the profits that big tourism players earn, they will continue to damage the environment and create social problems."

Boracay is a clear example, said Lim. While the island's 2017 tourism revenues hit 56.2 billion pesos (US\$1.1 billion),

22.9 per cent of its residents and 21.2 per cent of residents in mainland Malay were poor. "This is unacceptable," she stressed.

Lim is also unimpressed by Boracay's six-month closure last year for rehabilitation, calling the move "just for show" and "not sustainable".

Alluding to certain jerrybuilt structures and flooding in certain parts of Boracay after a four-hour downpour in May 2019, Lim said: "One can see the results now. When the life of the inter-agency task force ends (in 2020), what next? The re-elected mayor has vowed to go back to business as usual."

PATA's Hardy underscored the importance of educating both residents and tourists alike. Recalling his visit to western Samoa in 2018, he noted during a 45-minute ride from the airport that the country was "extremely clean, with not even a cigarette butt" on the streets.

The taxi driver told Hardy that over 20 years ago, an elderly widow took it upon herself to pick up the trash on the streets during her daily morning walks. Other adults and children in the village soon followed suit. The practice swiftly spread to other villages and this trash-picking tradition is still followed today.

It's the same story with Yap Island, Hardy said. "It's about educating the people to do this. People are proud of their land and environment so they clean up," Hardy explained, adding that there's no reason why that habit cannot be replicated in congested cities. "It is your responsibility to clean up your own mess. If you see someone throwing trash, tell him off. Others will follow your lead, and eventually, it will spread," he said.

Lim wants due punishment for misbehaving tourists: "We should strictly enforce our rules and regulations. Those who don't comply should be fined, arrested, or imposed with whatever sanctions so they know we mean business."

Education is key for Yaptinchay. "It is important for tourists to understand what they are visiting. This can be reinforced by making information available online in different languages, orienting and arming tour operators with the understanding, and putting up signages at the site itself."

He added: "Most visitors want to make better choices when they travel. They just need to be presented with the 'what' and 'how' information. Of course, strict regulations that are enforced in an attraction or site (e.g. penalties for littering, proper attire in religious sites, 'do not touch' policy for wildlife) are part of the awareness raising process. Demand respect!"

Lim warned though that too many tourists in a fragile environment will never be sustainable, citing as an example the Philippines whose "attractions are in fragile islands or forests which cannot stand the impact of mass tourism".

What can be done, Lim said, is to develop more beach destinations in mainland, as opposed to islands, to cater to mass tourism.

"The beaches may not be as beautiful as Boracay, etc. but the resorts can be designed in such a way that there are several pools, entertainment areas, shopping and dining that tourists need not look for a Boracay, Panglao, or Northern Palawan experience. These island destinations should have more upmarket, luxury accommodations – low volume, high yield."

Tourism sustainability is a challenge in any sector and it still has a long way to go. But hopefully, it will become the norm in the near future.



BINTAN LAGOON
RESORT



A DIFFERENT WORLD AWAITS AT BINTAN LAGOON RESORT

Perched on the magnificent Pasir Panjang Beach, overlooking the majestic South China Sea, Bintan Lagoon Resort is the tropical paradise, home to sun, sea, sand and two spectacular golf courses. An integrated lifestyle destination that offers a medley of unforgettable experiences for leisure, golf and MICE groups, Bintan Lagoon Resort is the ultimate perfect getaway for all ages, creating memories that are extraordinary.



reservations@bintanlagoon.com | +65 6223 3223 | www.bintanlagoon.com

Find Us On   @bintanlagoon  @bintanlagoonresort



Dawn breaks over Luagan Lalak Forest Recreation Park within the Labi Hills Forest Reserve

Tourism shines for Brunei

Special interest lures, such as as diving and walking trails, are pulling strong travel demand from around the world, and now Brunei is casting her eyes on business events, discovers **S Puvanewary**

This year, the Ministry of Primary Resources and Tourism is targeting 300,000 foreign air arrivals to the Sultanate.

For 1Q2019, air arrivals to the Sultanate totalled 81,174, a 14.8 per cent increase from the corresponding period in 2018 which totalled 278,136. Contributing factors are due to the high impact of travel demand from the Far East, Europe, Australia and New Zealand.

The top 10 inbound markets in 1Q2019 were: China, Malaysia, Indonesia, Philippines, South Korea, the UK, Singapore, Australia, India and Japan.

The average length of stay of tourists to Brunei in the first quarter was 2.46 days.

Air connectivity to major market China was improved with Royal Brunei Airlines' four weekly direct flights to Beijing, launched in October 2019. In January 2020, these flights will become daily.

In July 2019, Royal Brunei Airlines resumed its non-stop services to Brisbane, Australia. This route was suspended in 2011.

Over the last two years, the Tourism Development Department has created various tourist packages, ranging from

river cruising in Tutong and soft adventure tours in Temburong, to walking trails in Bandar Seri Begawan and cultural tours in Belait, to attract international travellers. Diving, in particular, has been gaining traction among travellers interested in Brunei's underwater wreck sites and tropical waters.

Attention has now been expanded to include business events. Some major events that have taken place in the Sultanate include Brunei Halal Showcase 2019 from November 11 – 15, 2019, which was organised by the Ministry of Energy, Manpower and Industry to further develop and expand the local halal industry; and Asia Expo 2019 from November 27 to 1 December 2019, organised by Cityneon Brunei to link local and foreign businesses while giving overseas companies an opportunity to explore Brunei's market.

Brunei's business events capability will be further tested this week through ASEAN Tourism Forum 2020, an event that is attended by high-ranking tourism officials from across South-east Asia as well as travel and tourism industry decision makers.



Inspiration: Underwater adventure

The Sultanate offers shallow coral dives which are perfect for inexperienced divers as well as more challenging reef and wreck dives. Due to little fishing done in Brunei waters, many diving sites are still in pristine condition.

It is also very easy to get to the dive sites as Brunei is a compact country. From Bandar Seri Begawan, it is about 30 minutes to the beach, and about a 30-minute boat ride to the dive area. Dive sites include Abana Reef, 15 minutes by boat out of Muara Harbour; Pelong Island, 20 minutes by boat out of Muara Harbour; an oil rig wreck, 30 minutes by boat out of Muara Harbour.

Developments to watch

Improved connections

Royal Brunei Airlines has brought Brunei closer to the world with network improvements in 2019. It reintroduced non-stop services between Bandar Seri Begawan and Brisbane, Australia in July. The airline had suspended the service in 2011, making Melbourne the airline's only Australian destination then.

In the same month, the flag carrier secured landing rights to fly to Beijing-Daxing Airport, and moved to launch direct flights in October. Beijing joins five other cities in mainland China where the airline flies to: Shanghai, Nanning, Hangzhou, Haikou and Changsha.

Soaring with the birds

In a bid to strengthen birdwatching tourism in the Sultanate, the Ministry of Primary Resources and Tourism (MPRT) organised Brunei's first national birdwatching competition, Brunei Bird Race Series 2019. The competition, set to be an annual event, seeks to strengthen the capacity of Bruneian birdwatchers or birders to better develop birdwatching facilities and activities as an emerging tourism product. There are more than 680 species of birds living in Borneo — 54 of which are endemic to Brunei Darussalam.

Cruising into the future

With more 130,000 visitor arrivals from cruise ships over the past five years, the MPRT has come to recognise the value of cruise tourism. It now aims to grow Brunei's tourism earnings out of it by introducing more tours and activities in Muara to cater to cruise passengers on transit. MPRT's efforts include highlighting Muara and Serasa beaches as a destination for outdoor activities such as picnics, fishing, bicycle rides, barbecues and various water activities.



From above: Royal Brunei Airlines grows its network; a close-up of the Goldenback, one of the many birds found in Brunei Darussalam



What's New

ATV Adventure Tour (ATV)

Katimahar Agri Park offers guided ATV tours across different courses with various levels of difficulty. The Beach Trail located between Tungku and Berakas Beaches, for instance, would be an easy option. All tours include a lead guide at the front and supporting guides at the rear of the convoy. For groups, there are up to 30 ATVs for rent.

SUP Surfari

SUP Surfari conducts Stand Up Paddling (SUP) lessons and eco-tours down Lugu Lake. Led by professional instructors,

these activities are safe and suitable even for non-swimmers. Participants are given a full safety briefing as well as an introduction to SUP history, equipment, different strokes for kneeling and standing, and ways to carry equipment to the water. More than just a water activity, the experience allows participants to see hornbills, monkeys and other wildlife.

Brunei River Cruise

Brunei River Cruise offers a cost-effective, relaxing and historical perspective of Brunei's river scene. The two-hour cruise will pass Brunei's iconic sites such as Kam-

pong Ayer, Omar Ali Saifuddien Mosque and Jong Batu. Private charters for up to 60 people and a customised route can also be arranged on request.

Kampong Ayer Walking Trail

Kampong Ayer, which literally means water village, is a very important part of Brunei's history, heritage and culture. The walking trail begins at the Kampong Ayer Cultural and Tourism Gallery, and takes visitors to view the lifestyles of people living in five villages, namely Kg Lurong Sikuna, Kg Setia 'A', Kg Tamoi Ujung, Kg Peramu and Kg Bakut Berumput.

One of the attractions is the Pottery House, which boasts a landscape of flowers and potted plants lovingly built by its owner. The walking trail can be done with or without a guide.

Eco Ponies Garden

Located in Kampung Lamunin, Eco Ponies Garden provides the experience of farm-to-table living, while promoting fresh local produce from small-scale farms in Tutong. Visitors can cook the food themselves or have it prepared for them. Workshops on composting and basket weaving can also be arranged.



From left: Paddleboarding on Lugu Lake; ride an ATV at Katimahar Agri Park

A dance of determination

Cambodia is fighting the decline of traditional longhaul markets with a raft of new products that will also position her favourably among Asian travellers, writes **Marissa Carruthers**



Traditional apsara dancers tell the Ramayana tale through graceful moves in a performance in Siem Reap

The country welcomed 3.3 million visitors in the first six months of 2019, according to the latest available figures from the Ministry of Tourism. This represents an 11.2 per cent year-on-year increase.

However, the longhaul markets have turned up a weak performance, with European arrivals falling by 5.6 per cent, the US by 0.8 per cent, and Australia by 7.7 per cent.

Asian markets have shone through, with China still dominating Cambodia's international arrivals. There were 1.3 million Chinese arrivals in 1H2019, marking a 38.7 per cent year-on-year surge.

Vietnam followed in second place with 401,642 visitors.

Naturally, all eyes in Cambodia's travel and tourism industry are on China. According to tourism minister Thong Khon, the country aims to attract about three million Chinese tourists annually by 2020, and eight million by 2030. With the country welcoming more than two million Chinese visitors out of a total of 6.2 million in 2018, it looks on track to

Inspiration: Family fun

Numerous improvements to infrastructure and investment in tourism products have added to Cambodia's family-friendly appeal.

From building sandcastles on Koh Rong island's powder white sands and meeting animals rescued by Wildlife Alliance at Phnom Tamao Wildlife Rescue Center about 30km from the capital, to marvelling at elephants roaming the Mondulkiri jungle with Elephant Valley Project and quad biking in Siem Reap, Cambodia is packed full of unforgettable family adventures. The best part is, locals are really kid-friendly.

Road upgrades, an increase in domestic flights and the re-instatement of the railway makes getting around the country easier, with an increasing number of international hotels in the works.

hitting its target.

To revitalise the Western markets, Cambodia is growing its collection of im-



Koh Rong island's powder white sands

mensive in-destination experiences such as observing the endangered Irrawaddy dolphins in Kratie, homestay options on

Mekong River islands and in Kampong Speu, and touring the emerging remote provinces of Stung Treng and Rattanakiri.

Developments to watch

Moving forward with China's help

Cambodia and China's insatiable appetite for each other had led to 2019 being the China-Cambodia Cultural and Tourism Year. It resulted in an increase in flights connecting Chinese destinations with Phnom Penh, Siem Reap and Sihanoukville. Chinese investment in tourism products is also helping to drive interest to Cambodia.

Developing coastline

As tourism on Cambodia's coastline continues to grow at a rapid pace,

the government is drafting laws on the management of eco-tourism and coastal areas. The raft of laws and regulations aims to ensure sustainable tourism management and development, environmental protection and good governance.

Cessation of zero-dollar tours

In July 2019, tourism minister Thong Khon pledged to put a stop to zero-dollar tours, claiming they were ruining the country's reputation. The move was welcomed by the industry, who said cheap package tours were a huge issue.

Romancing the French

In a bid to stimulate the European market, Cambodia Association of Travel Agents has teamed up with Atout France (the organisation responsible for promoting France as a tourism destination) to cross promote the two destinations.

France is Cambodia's top European market, with 86,675 arrivals in 1H2019 – a 0.9 per cent year-on-year rise.

Another gateway to the region

The new Kampot Seaport, with its capacity for one million travellers, is

expected to play a crucial role in boosting coastal tourism in province. With its location along the southern economic corridor, the facility will also benefit other industry sectors. It is supported by a US\$18 million Asian Development Bank loan and is part of the Greater Mekong Subregion Tourism Infrastructure for Inclusive Growth Project.

From left: Tourists seek a relaxing spot on popular Ochheuteal Beach in Sihanoukville; laidback Kampot will soon be transformed



What's New

Vattanac Golf Resort

Vattanac Golf Resort opened the first of two championship-standard 18-hole golf courses in September 2018. Situated about 20km from the capital, the course takes inspiration from Bayon Temple, with replica religious structures all around. The West Course is slated to open early 2020, and further development includes residential villas, a hotel, shops and recreation facilities.

Grand Hotel d'Angkor

Grand Hotel d'Angkor in Siem Reap has undergone huge renovations and refurbishments. It reopened in October after five months of closure, with the revamp led by David Grace Designs.

The entire hotel has been given a fresh look, with the Apsara Terrace transformed into a MICE and banquet venue; this is slated to open in 1Q2020. Its sister hotel, Raffles Le Royal in Phnom Penh, has also been given a refresh, which was also unveiled in October.

FCC Angkor

The historic FCC Angkor overlooking Siem Reap River reopened its doors as a hotel in August after extensive renovations.

The colonial property is now managed by Avani Hotels & Resorts, restoration spearheaded by Phnom Penh-based Bloom Architecture and Dutch designer Marijke Whitcraft. The US\$7 million project saw the addition of 60 rooms, new bar Scribe, Visaya Spa, lounge and two outdoor saltwater pools.

The Silk House

Located on the outskirts of Phnom Penh on the way to Choeng Ek Genocidal

Center, The Silk House combines a social enterprise initiative and educational experience.

The working museum showcases Cambodia's rich silk weaving heritage and aims to help revive the country's golden silk industry. Visitors can learn about traditional hand-weaving and dyeing techniques first-hand, meet weavers, and have a go at creating their own fabric.

The Pavilion

In its drive to push business travel in the capital, Rosewood Phnom Penh has launched the country's highest private dining venue, The Pavilion.

Located on the top floor of the 39-storey Vattanac Capital Tower, the chic space welcomes private hires but only for dinners, cocktails and meetings. It can cater for up to 70 guests and is perfect for exclusive gatherings.

The Bridge

At 45 storeys high, The Bridge stands as Cambodia's tallest high-rise multi-purpose complex.

Jointly developed by Singapore-based developer Oxley Holdings and Cambodia's Worldbridge Land, it comprises two towers home to apartments, office space and the 900-key The Bridge Club Hotel. The hotel has an indoor and rooftop swimming pool, meeting spaces, a business centre, and gym.

The Bridge Lifestyle Mall occupies the lower five floors and features a range of local and international brands and F&B outlets.



From above: FCC Angkor; Vattanac Golf Resort



Up in arms against human trafficking

With sexual exploitation and modern slavery still rearing its prevalent head in Asia, authorities are joining forces with the tourism sector to stem the tide of human trafficking. By **Rosa Ocampo**

Asia's travel and tourism sector is progressively joining the fight against human trafficking – which includes the sexual exploitation of children and women – as the region remains one of the world's hotspots for this modern day scourge.

Criminals have become more sophisticated and organised with the advent of the Internet, online social networks and new ways of travelling in what C9 Hotelworks' managing director Bill Barnett termed the "gentrification of the institutional sex industry" in his 2018 report, *Of Condos and Condoms*.

Harrowing are the latest statistics from the International Labor Organization (ILO). Roughly 40.3 million people across the world were victims of modern slavery in 2016, including 24.9 million in forced labour. The latter is divided into: 16 million in domestic work, construction and agriculture in the private sector; 4.8 million sexually exploited adults and children; and four million in state-imposed forced labour.

Asia-Pacific accounted for almost two-thirds of the 24.9 million forced labour victims. "More than seven in 10 victims of forced sexual exploitation worldwide were found in the Asia and Pacific region. Although males are also victims of sexual exploitation, they are overwhelmingly outstripped by females," ILO said.

Such is the dark side of tourism, rooted in poverty and the unintended downside of the growth in travel and tourism. Actual numbers are likely higher as these crimes are clandestine in nature and many go unreported.

In ECPAT Thailand's 2017 report, *Sexual Exploitation of Children in*

Southeast Asia, author Deanna Davy wrote: "Whilst traditional destinations for foreign child sex offenders such as Thailand and the Philippines continue to attract child sex offenders, countries such as Cambodia, Vietnam and Indonesia are increasingly becoming popular destinations as well."

"Countries that had in the past not been affected by the sexual exploitation of children (SEC) on a significant scale, such as Laos and Myanmar, are becoming increasingly popular tourism destinations and studies suggest that SEC is now in these countries also, albeit on a lesser scale than that which is occurring in more popular SEC hotspots in other countries," Davy noted.

Inadvertently, Asia's hospitality industry has become the unwitting accomplice in human trafficking as aircraft and land transport, hotels and home rentals, and other sectors are the main points of contact between the perpetrators and their victims.

Yet, the growing industry with its vast value chain and workforce – travel and tourism created 319 million jobs worldwide and one in 10 jobs in Asia-Pacific in 2018, according to WTTC – is also in a vantage position to combat human trafficking.

The levels of commitment to stem human trafficking vary, from companies integrating CSR initiatives into its operations to raising the public's and employees' awareness – all part of the Tourism Child-Protection Code of Conduct launched in the US several years ago, which is the world's only voluntary set of business principles to prevent child trafficking.

"Asia is no longer a Third World entity. Applying the same rigorous human trafficking approach in the East as they do in the West is needed. It's long overdue and comes down to hotels and tourism doing the right thing," Barnett told the *Daily*.

IATA approved a resolution in 2018 committing to anti-trafficking initiatives such as sharing of best practices among airlines, staff training to spot and report potential trafficking cases, and urging the government to establish mechanisms for the reporting of potential trafficking activity.

The Association of Asia Pacific Airlines' (AAPA) director general, Andrew Herdman, said that AAPA is "fully supportive" of IATA's range of initiatives, as aviation plays a key role "in assisting governments and national law enforcement agencies in combating such criminal activities".

Since February, the government has enlisted national carrier and AAPA member Thai Airways to play anti-trafficking inflight videos on its international routes.

The videos are also being shown in airports, shopping malls, movie theatres, train stations and other tourist hotspots as part of the Thai government's efforts in tackling human trafficking.

Elsewhere, AirAsia has started training staff to spot and stop human trafficking since 2017. Mun Ching, head of Air Asia Foundation, shared: "We have trained over 1,200 staff and crew as of now, and we plan to introduce the training for ground staff (in 2020)."

"We don't have numbers and actual reports that we can share as these are investigative matters, but we can confirm that suspected trafficking cases have been

identified and reported by our crew."

Marriott International has implemented its human trafficking awareness training in Asia-Pacific since 2018. "As of end-June (2019), 77 per cent of our on-property associates across Asia-Pacific have completed the training. And the completion rate averages 85 per cent across the Philippines, China, Hong Kong, Thailand, Vietnam and Cambodia," said Yuen Kwan Cheung, senior manager, corporate communications and social impact, Asia-Pacific.

All of Marriott's on-property associates worldwide would have completed the training by 2025. New associates are required to complete the training within the first 90 days of employment as part of Marriott's 2025 sustainability and social impact goals.

Homesharing behemoth Airbnb leverages technology in its collaborations with local law enforcement officials and anti-trafficking advocates around the world to stop trafficking and hold criminals accountable.

A spokesman in Asia-Pacific said: "Airbnb uses sophisticated technology and risk scoring of every reservation to try and prevent incidents from occurring."

He added that the company recently partnered anti-trafficking organisation Polaris "to combine their long-standing expertise with the innovation and scale of the sharing economy to take a modern approach to modern slavery".

Meanwhile, ridehailing giant Grab joined hands with Liberty Shared in January 2019 to train its drivers to spot and report human trafficking crimes.

"The training will be updated to include modules specifically aimed to protect and support women and children, and (Grab) will work with local governments in their respective countries to support the implementation of the training programmes," said Arvi Lopez, public relations manager of Grab Philippines.

"Grab plans to roll out in-app training materials to driver-partner apps by (end-2019), starting from the Philippines and Cambodia, where the incidence of human trafficking is high."

"Grab's customer experience representatives will also undergo a training programme to equip them with the skills to manage reports of human trafficking flagged by driver-partners, even as Grab is already working with the local police in the Philippines, Indonesia and Malaysia (to combat trafficking)," Lopez said.

Besides Thailand, the Philippines has also recently stepped up anti-human trafficking initiatives, backed by various government agencies such as the Department of Tourism as well as global networks, ECPAT International and Friends International, which both actively protect women and children in various Asian countries.

Philippine tourism secretary Bernadette Romulo Puyat said that as anti-human trafficking is part of tourism's sustainability ethos, they will also provide trainings and seminars for the safety of women and children, and help train tourism frontliners to play a role in prevention.

Indeed, while tourism boosts economic growth, it can also endanger the lives of the most vulnerable groups in society, including children and women, if not carried out responsibly and with proper planning.

INTERNATIONAL MICE AND CORPORATE TRAVEL

THE ONLY SOURCING EVENT IN CHINA YOU NEED TO BE AT

NETWORKING OPPORTUNITIES

Get to know your peers and expand your network horizons

- ▶ Say Hi to Everyone
- ▶ Joint Opening Ceremony and Welcome Dinner
- ▶ Hosted Luncheon and Dinners
- ▶ Pre & Post-Show Tours
- ▶ CTW China Immersion **NEW**



BUSINESS & SOURCING

Multiple Ways To Discover Our Exhibiting Suppliers

- ▶ MICE and Corporate Travel Exhibition Showcase
- ▶ MICE Innovation Hub
- ▶ Brand Showcase Presentations
- ▶ Exhibition Walk-About
- ▶ Buyer Procurement Showcase **NEW**
- ▶ Structured On-site Business Appointment Sessions



Gain valuable perspectives from the best expert-led and peer-sharing platforms

- ▶ Keynote Address
- ▶ Association Days Forum
- ▶ CTW Corporate Travel Conference **REVAMPED**
- ▶ China Business Event Federation Forum



KNOWLEDGE AND LEARNING

and more

Source from IT&CM China's wide range of destinations and solutions on us!

Open to procurers of China inbound, outbound and domestic MICE products and services.

PRIORITY HOSTING CONSIDERATION FOR TTG ASIA READERS ONLY!



**REGISTER
HERE**



Successful applicants enjoy hosted flights and accommodation in Shanghai, and full buyer privileges.

The Leading International MICE Event in China

International Delegates

buyers.itcmchina@ttgasia.com | (65) 6395 7564

China Delegates

itcmchinabuyer@citsmice.com.cn | (86) 10 8526 5553

 **WeChat**
ID: ITCMCH

Organised By 主办单位:



Supported By 支持单位:



Official Media 官方媒体:



Co-locate:



Enjoy Exclusive Deals

No Frills, Just Thrills!

BOHOL

FOR AS LOW AS

USD **336***

**Book now and
be part of the fun!**

***Rate Inclusions:**

- ✓ International and domestic round trip airfare
- ✓ Hotel accommodations for 5D4N in a 3-5 star hotel or resort for one (1) person
- ✓ Round trip airport transfers
- ✓ One (1) countryside / city tour

For more details, visit: nofrillsjustthrillsph.com
#tpbgovph #itsmorefuninthephilippines



**IT'S MORE FUN IN THE
PHILIPPINES**