



IT&CM China and CTW China

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Issue

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JOURNALISM EXCELLENCE
PRINT & ONLINE
2016
Anak Sarawak Award

MOBILE APP
OF THE YEAR 2015
(Merit)
MPAS Awards

Safety, security in the spotlight

By Caroline Boey

The issue of safety and security in light of the tragic shootings and air crash incident in recent weeks has not

dampened the outlook of delegates, who described the Christchurch incident as an isolated occurrence; alongside a possible technology glitch in the case of Ethiopian Airlines.

Delegates interviewed believed the impact on meetings in Asia would be limited, and the solidarity of the industry in tackling participant and organiser concerns about safety and security would be a positive step moving forward.

Tan: necessary to stay well informed to read the security would be a positive step moving forward.

Biometric screening, face-recognition and other new technology were cited as examples of what governments and businesses could invest in and utilise to raise safety and security standards.

"No matter what, people will continue to travel for meetings and we will have to rely on our local partners to be

well informed," said Vietnam's Robert Tan, executive director, JTR Events & Marketing.

Russia's Oksana Tcoi, MICE operation manager, Rozintour, commented that other incidents such as the 2003 SARS outbreak had a much bigger impact compared to terror attacks. "For our programmes, travel insurance is a must and we also send a doc-

tor on our educational programmes with young participants," Tooi said.

Melbourne-based Mike Williams, senior partner and consultant, GainingEdge, advised: "It is much better to be open and every supplier must have a risk management plan."

Williams noted there was a special events unit within Australia's Immigration Department, and IPIM – the Macao Trade and Investment Promotion Institute – also works closely with authorities as the destination handles a number of mega-size events.

Noor Ahmad Hamid, regional director of ICCA Asia-Pacific, commented: "I do not believe the incident will affect the industry. It is important for the industry to come together to show support, while event organisers have to be vigilant." ICCA has 11 members in New Zealand.

He added governments could do more to 'pre-clear' bona fide delegates and make baggage screening compulsory, instead of random checking.

An industry veteran commented that fingerprint scans at airports to enter a country should also be made compulsory for everyone regardless of age.

What industry members are saying



effort into researching the destination to get a sense of how safe it is. Some clients are avoiding Paris, as they don't think it is safe, and small groups in a foreign destination are asking for escorted tours, rather than free time to explore the city. Clients are also getting comprehensive insurance coverage that covers terrorism."

- Avinash Kumar Khanapur, travel consultant, Avni Holidays, India

"In some destinations where there were incidents in the past, clients want us to guarantee that the destination is safe when they visit. We are not in a position to do so. This is where NTOs play an important role. Information should be readily available and accessible on what public safety steps have been taken."

- Mint Leong, director, Sunflower Holidays, Malaysia

"I do not think random acts of terrorism will stop people from attending business events. However, organisers will have to take more precautions and steps to ensure the safety of their personnel. For instance, we have added more questions to the security evaluation forms that staff have to complete before they are given permission to travel. On the part of governments, they can keep the public informed on safety and recovery updates in the aftermath of an incident."

- Saurav Chakrabartty, corporate travel buyer, Siemens, India

Using MICE to mend strained ties

By Pamela Chow

Refusing to be defined by political tensions, corporate travel companies and event organisers in Japan and South Korea are actively reaching out to Chinese MICE suppliers to build stronger relationships and encourage more business travel.

Public concern about the political climate in North Asia has led to misconceptions that Japanese travel companies do not organise events in China.

Calvin Tan, JTB's manager, MICE department, Singapore outbound office, shared: "This year, I'm targeting to meet more Chinese suppliers, because a lot of people still have the perception that JTB

is a Japanese company and we don't do business in China. We want to break away from that. It's very untrue because

there are actually a lot of Japanese companies in China."

South Korea-based MICE management and event promotion company Premium Pass International is also using IT&CM China as a platform to meet more Chinese venue and convention suppliers.

"The relationship between China and Korea is not good now, so we would like to do something to develop ties between the two countries.

"Doing this through conventions and

meetings can help," shared Feng Li, assistant manager, strategic planning department, Premium Pass International.

Jesmond Lam, event planner with Japan-based Event Services, remarked

> that young Japanese corporates are starting to be interested in Chinese culture and are picking up Mandarin.

Lam explained: "The Japanese tend to be traditional. My clients have always preferred incentive destinations like Singapore, Hawaii and Guam. But now, they are opening up to visit China.

"We want to grow Japan's outbound numbers next and hope to establish an outbound MICE team in the next three to four years," he added.



■ Talk of the trade/Gallery

Hilton maps China strategy

By Pamela Chow

The brand launch of Asia-Pacific's first Canopy by Hilton in January in Chengdu, demonstrates the importance the global chain is attaching to China, and a leading second-tier city.

Chengdu is a business city where its primary industries are IT, food processing, machinery, petrochemicals, metallurgy, automobiles, building materials, and light industry.

To underscore the importance of catering to the Chinese market, Chinese guests who stayed at the new Canopy by Hilton in Chengdu were asked to be part of a neuroscience study, conducted in partnership with Nielsen.

Steffen: Chinese market far-reaching to tourist has?. It is partnership with Nielsen.

The aim was to identify qualities or offerings that were most effective in engaging the attention, emotions and memories of Chinese guests.

The study found corporate guests responded positively to the idea of "thoughtfully local" hotel offerings, and the property reflecting its neighbourhood through local designs, food and drink, product partnerships and more.

Gary Steffen, vice president/global head, Canopy by Hilton, elaborated on the importance of shaping products to cater to the Chinese customer: "On a global level, the Chinese market is just so critical to tourism around the world. To us, it's been fascinating to observe Chinese domestic

tourism continue to grow at the rate it has". He added that China has become a trendsetter in the past few years.

According to the China Tourism Academy, domestic tourist volume reached 2.8 billion in 1H2018 – up by 11.4 per cent YOY – and the number of outbound

travellers rose by 15 per cent from the previous year to reach 71.3 million.

Besides the neuroscience study, Hilton previously commissioned a survey by Kantar of 1,000 Chinese citizens, covering participants across different age groups and regions who have stayed in an upscale hotel at least once.

This study found that 83 per cent of respondents were keen to explore local cultures, 82 per cent enjoy self-pampering, 77 per cent were open to socialising with locals and 63 per cent felt thoughtful and personalised perks were more important over opulence.

Steffen added modern business travellers cared very much about the quality of the guestroom, which aligned with what the Kantar study found.

As such, Canopy by Hilton Chengdu City Centre would meet the needs of Chinese travellers doing business in the city, Steffen opined.







TTG's lensmen are on the prowl for great photos. See this photo and more at our online gallery by scanning the code above.

{ Hot leads }

New Chinese products wanted

Vietnam's JTR Events & Marketing Robert Tan, executive director, hopes to find new food and culture products in Chinese cities with good connectivity for Asian, Eastern European and South African groups. Email itr1@itrvn.

Seeking more incentive ideas

Martin Ellis, managing director of UK-based

TeamUmbrella, is looking for suppliers in mainland China to organise more incentive travel trips. Email martin@teamumbrella.net.

Bringing exotic destinations closer

First-time Singapore buyer Crystal Sim, of Albatross World, is interested in new products in China's northern second-tier cities and exotic locales. Email: crystalsim@ albatrossworld.com.sg

Searching for corporate travel contacts

First-time Russian buyer Oksana Tcoi, MICE

operation manager of Rozintour, is looking to send corporate and student groups to China on technical and educational missions. The company also plans to organise association meetings. Email, rozintourolga@yandex.ru

Looking for interesting places to meet

Daniel Verschaere of corporate travel company Wavestone is on the lookout for interesting meeting venues and incentive programmes throughout Asia for his European clients. Email daniel.vershaere@wavestone.com.

Halal travel in China

Muslim travel specialist, Tripfez Travel, is looking for DMCs in Shanghai, Beijing and Korea to cater to the Muslim travel market from South-east Asia. Email Agnes Ho at agnes@tripfez.com.

Fresh meeting spaces apply here

South Korea-based MICE management company Premium Pass International is on the lookout for convention venues and travel companies from across China. Email Feng Li at fengli@tothepp.com.

Everyone can be a winner!

We have a treat for all delegates this year!

Obtain one sure-win appreciation lucky draw chance at counter (A6) by scanning the QR code and following us on our WeChat accounts. Prizes include Starbucks vouchers; and a two-night stay at Six Senses Qing Cheng

Extra chances can also be earned by completing event activities. If you are a CTW China Corporate Buyer, complete your Meet The Corporates appointment. If you are an association buyer or media delegate, complete an Exhibition Walk-About. All buyers who turn up at the lucky draw counter at 16.30 on March 21 get an extra chance. Exhibitors, buyers and media who complete our online feedback also gain an additional chance.

More details can be found in your personalised checklist in the registration kit. See you there! Prizes while stocks last.

Let the show commence! By Bidi Ji















Romancing corporate groups with small towns

By Pamela Chow

Taiwan is wooing Asian corporate travellers this year with a new campaign that highlights the country's traditional sites and quaint towns, as showcased at the Taiwan pavilion at IT&CM China.

To open up these old and romantic locales, the campaign has shortlisted 30

"Today, incentive groups demand for programmes that have an element of creativity and can accommodate large groups."

Nina Lin

Deputy executive director, MEET Taiwan

rural towns to be featured.

These include Miaoli's Yuanli Township, which is home to grass-woven arts and crafts; Tainan's Yanshui District for its Beehive Fireworks Festival; Jiaoxi Township in Yilan for its hotspring hotels; and Hualien's Fenglin, recognised by the Cittaslow slow food movement as Taiwan's first "slow city".

Nina Lin, deputy executive director of MEET Taiwan, told the *Daily* that as local experiences like these take over the leisure space, they are also gaining popularity among corporate travellers.

"We hope that business travellers coming to Taiwan can extend their stay and explore our country in this way. Some of our exhibitions provide curated one-day itineraries to delegates so that they can have a taste of such activities. We hope that this campaign will help visitors experience more of Taiwan's cultures and local offerings," said Lin.

Taiwan has also remained a strong destination for incentive travel, particularly from China and South-east Asia.

Lin shared that the number of groups from South-east Asia had "increased tenfold" since the launch of the New Southbound Policy.

"Today, incentive groups demand for programmes that have an element of creativity and can accommodate large groups," she observed.

However, Lin noted that the China and South-east Asia markets have different needs.

"The Chinese have certain expectations about Taiwan, and may want to visit famous landscapes like Alishan. Meanwhile, South-east Asians would prefer something that's fresh and unique, and are more open to trying innovative things like using technology in their teambuilding activities."

TCEB unveils new China subvention

Bv Rachel AJ Lee

The Thailand Convention & Exhibition Bureau (TCEB) launched a new financial support scheme – entitled Golden Pig Reward – for meeting and incentive groups visiting Thailand at IT&CM China 2019 yesterday.

The reward is a financial subsidy of 200,000 baht (US\$6,305) per group. To



Nichapa: Thailand's long-standing appeal

qualify, each group must comprise at least 1,000 delegates and stay a minimum of three nights in a Thai Hotels Association (THA) member hotel.

The Golden Pig Reward – named

after the current Year of the Pig – is open for applications until July 31, 2019, with travel to take place between April 1 and September 30, 2019.

Nichapa Yoswee, senior vice president of TCEB – business, said: "China has been Thailand's top source market for MICE travellers since 2013.

"The total number of Chinese MICE travellers to Thailand in 2018 grew to 214,877 from 153,312 in 2017 – a remarkable 40.2 per cent growth.

Of these, 35,891 were for meetings, 79,121 for incentive travel, 53,789 for conventions and 46,076 for exhibitions,"

"Every year, the number of Chinese MICE travellers to Thailand continues to grow," she added.

How innovation is transforming MICE

By S Puvaneswary

MICE innovation start-up exhibitors make their debut at IT&CM China. The *Daily* speaks with four companies.

1000Meetings is a procurement platform developed in 2008 bridging clients (corporate companies and DMCs) and suppliers (hotels and special venues) from around the world. There are more than 16,000 hotel suppliers on the platform, as well as more than 4,000 corporate clients and event planners and organisers. This is an innovative solutions provider for corporate meeting planners as it helps them save time and cost in sourcing and procuring meeting and event spaces. Airun, the company's business development and marketing manager, is looking to meet new clients and suppliers.

247tickets, established in 2015, is a social-commerce platform connecting people with experiences and events in China. Users can use the app or website to buy tickets for concerts, attractions, entertainment, sporting events, spas, kids programmes and any lifestyle event. Its technology will also benefit meeting planners and organisers, by offering them custom-made registration and payment for close-door events, conferences and exhibitions. Anna Dixon, its co-founder wants to build awareness and meet new clients.

CrowsNest is a platform where organisers and corporate clients can use VR to look at venues, saving them time and travel costs. It is especially useful for organisers who require heavy customisation of venues, shared Eloi Gerard, the company's CEO & co-founder. Founded in 2015, most venues on the platform are currently in China, and the company is making inroads in Korea and Japan. Gerard wants to meet DMCs, travel agents and corporate buyers, as well as planners.

Maycur is a provider of integrated travel and expense management services and solutions based in China. On the web or smartphone, its cloudbased solutions assist companies and employees to track spending and obtain reimbursements for claims filed, among other things. Dervan Chou, Maycur's marketing manager shared that he is here to meet new clients.

Grooming the next generation of leaders



The Future Leaders Forum, a joint initiative by IMEX, MPI and MCI held in conjunction with IT&CM China, is a yearly platform to help undergraduates succeed in the industry. The one-day event comprises an international university challenge, industry expert updates and networking opportunities. Photo by Bidi Ji

{ What's hot } Philippines }

The Peak at Grand Hyatt Manila

The Peak at Grand Hyatt is a luxury multilevel bar, music lounge and grill restaurant located on the top levels – between the 60th and 62nd floors – of the city's newest and tallest five-star hotel.

The venue offers an amazing view of the city, huge spaces, live music from international bands and DJs, an open kitchen and private dining areas.

Air-conditioned jeepney tour

Air-conditioned jeepneys have made a comeback for a tour of Binondo Chinatown and its surrounding areas. Business events participants are taken through the busy streets of what is said to be the oldest and biggest Chinatown in the world, the Chinese cemetery with its intriguing crypts and mausoleums, and La Loma in Quezon City famed for stalls selling roast suckling pigs.

Poblacion, Makati

Poblacion, an unpretentious neighbourhood in the periphery of the Makati CBD has become a cool hang-out and a destination in itself. Here, hole-in-the wall eateries exist cheek-by-jowl with top-end lounges, and pub crawling is more affordable with a wide selection of good food and great drinks.

Movenpick Resort and Spa Boracay

This newest address in Boracay offers topnotch spa and wellness facilities for relaxation and bliss. Named after the seashells native to Visayas, Sagay Spa offers the Sagay signature massage and enclaved treatment,



The Peak at Grand Hyatt Manila (above); Movenpick



sauna and steam rooms. The Fitness and Wellness Center helps guests stay in shape with complimentary yoga and tai chi classes in the lush gardens, aqua aerobics at the pool, and therapeutic sessions using the renowned healing arts of Asia.

Grab

The Grab app is a must-have in combating metro Manila's notorious traffic congestion. Apart from the Grab app, there are also Grab desks in places where they are most needed by business visitors, including the Ninoy Aquino International Airport and shopping malls. Grab also offers services for delivering documents and goods, food and even mobile phone load to top-up credits.

See page 7 Destination: Philippines

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假区·珠海长隆度假区

■Destination: Singapore

A customised approach

For the first time, the Singapore Tourism Board is giving China stakeholders a first-hand curated experience to address increasingly discerning MICE demands. Pamela Chow finds out more



ON Orchard Mall in the heart of Singapore's iconic Orchard Road brightly lit at night

hina remains a top source market for Singapore's business events segment, with meeting and incentive travellers forming the bulk of arrivals, according to the Singapore Tourism Board (STB).

From January to November 2018, total visitor arrivals from China reached more than 3.1 million, an increase of 6.5 per cent. China remains the top source market of international visitor arrivals.

This unfaltering growth comes "despite the slowdown in its economy", remarked Cinn Tan, chief sales and marketing officer, Pan Pacific Hotels Group. She said: "Based on the Global Business Travel Association's projections, China remains the world's largest business travel market.

"Our top source markets for MICE reflect this trend, with China being one of the five markets that will make up the bulk of business events in 2019."

However, she observed that "companies are adopting cost-cutting measures and a cautious approach towards spending".

Mike Lee, vice president of sales, Marina Bay Sands, remarked: "Looking ahead, we can expect a greater emphasis on sustainability and environmental consciousness as well as deeper integration of technology in 2019. As a venue host, we need to continue innovating and building on our capabilities in event technology to meet the changing expectations of our clients."

To maintain healthy growth from China, STB has employed a suite of strategies. These include familiarisation trips for corporate buyers and MICE intermediaries from Greater China, annual MICE roadshows in Hong Kong and Taipei, as well as an annual MICE Conference in China.

The MICE Conference brings key industry influencers and leaders to the stage to share their knowledge and insight on market trends and consumer behaviour, connects Chinese

and Singapore stakeholders and allows STB to update Chinese stakeholders on Singapore's latest offerings.

This year, STB will shake up the conference to "meet the demands of the increasingly discerning China MICE market", said Juliana Kua, regional director, Greater China, STB.

She explained: "In 2019, the conference's fifth edition will be held in Singapore for the first time, to allow key media and industry stakeholders/partners to experience first-hand a curated itinerary designed to meet the demands of the increasingly discerning China MICE market. This will in turn increase their appreciation and mindshare of Singapore as a top business events destination."

Further, to accompany its WeChat MICE travel service account, STB last year launched a MICE mini-app on WeChat. It functions as a mobile MICE planning guide, featuring a local venue listing, itinerary ideas and suggestions, a directory of ground handlers and information on STB's MICE incentive schemes.

Kua said that this move enabled Chinese travel intermediaries and corporates to access Singapore's MICE information at their fingertips, "on a platform that they are familiar and comfortable with".

To maintain its pull of MICE

travellers from Greater China, STB will continue widening its reach to intermediaries and buyers through strategic partnerships with MICE travel agents in China, holding joint corporate outreach events and organising familiarisation trips to Singapore, said Kua.

"STB's WeChat MICE mini-app functions as a mobile MICE planning guide, featuring a local venue listing, itinerary ideas and suggestions, a directory of ground handlers and information on MICE incentive schemes."

Juliana Kua

Regional director, Greater China, Singapore Tourism Board

WHAT'S HOT? _

Village Hotel at Sentosa

Opening in April, the Village Hotel at Sentosa, offers 606 rooms, a pool deck with themed zones, gardens, and outdoor spaces for events. Large-scale functions and meetings for up to 480 people can be hosted at The Commune. Part of a trio of hotels by Far East Hospitality in the Palawan area of Sentosa, Village Hotel at Sentosa is located two minutes from the Imbiah Monorail Station and near Universal Studios Singapore.

Salt Media @ Capital Tower

Salt Media @ Capital Tower is Singapore's first and only cinema in the financial district, that functions as an auditorium by day and a movie theatre by night. It can seat up to 230 people and is ideal for a day conference that ends with a movie screening.

Redevelopment of Downtown East

Downtown East, a lifestyle and dining destination about nine kilometres from Singapore Changi Airport, has completed its five-year redevelopment, It now features two main event venues; D'Marquee a pillarless, air-conditioned multipurpose hall that can seat up to 1,800 guests and Begonia Pavilion with five functions rooms.

Caroline's House, St Regis Singapore

The newly completed Caroline's House is St Regis Singapore's newest event venue. The attached ballroom space can hold up to 160 people banquet-style, or about 280 for a cocktail. Styled with minimalist concepts that exudes a spacious design, Caroline's House is suitable for high-level meetings, company gala dinners and luxury product showcases.

Design Orchard

Opened in January, Design Orchard comprises a retail showcase, designer incubation spaces and a rooftop events space. The development is located at the junction of Orchard and Cairnhill Roads. The retail floor features 61 new, emerging and established Singapore brands across categories such as fashion apparel, beauty and wellness, food souvenirs and small home furnishings. The rooftop space, with lush sloping greenery and an amphitheatre, also serves as a space for events set against the backdrop of







Clockwise from above: redevelopment of Downtown East; Design Orchard and Village Hotel at Sentos

Destination: Philippines

Many reasons to be upbeat

The reopening of Boracay, the main choice of China incentives, and more hotels being built with Chinese investors, which offer market-centric services, bode well for industry, writes Rosa Ocampo



White Beach, Boracay's largest and most popular beach

usiness events from China are expected to continue soaring this year, barring any deterioration in ties between the Philippine and Chinese governments.

The Department of Tourism (DoT) noted China was the "most improved" source market last year, growing 29.6 per cent and contributing 1.26 million arrivals. It ranks number two after

South Korea, and is ahead of the US and Japan.

The Tourism Promotions Board (TPB), the DoT's marketing arm, does not have a breakdown for business events participants from China.

However, industry members interviewed commented that growth was coming from the meetings, incentive trips and exhibitions sector.

Great Sights managing director, Paul So, said visa-upon-arrival (VUA) made available to Chinese groups and the increased number of commercial and chartered flights between the two countries were two major contributors to the increase in arrivals..

But there are indications VUA would be subject to strictures because a number of Chinese tourists had abused the visa conditions by working in the Philippines in industries such as online gaming, retail and other Chinese-owned businesses.

Nevertheless, Marco Polo Ortigas Hotel general manager, Frank Reichenbach, expects China to bring in more business events guests based on its performance last year. And as infrastructure and facilities continue to be developed in the country, Reichenbach also sees growth in conventions and corporate meetings.

TPB added the chartered flights from China were a good source of incentive travellers. With the reopening of Boracay, the main destination for China incentives, chartered flights that were cancelled last year are expected to resume a robust business.

With the unprecedented rate in arrivals from China and concessions being given to groups, PETCO (Philippine Exhibits and Themeparks Corporation) president, Marisa Nallana, believes

China would remain a major market.

Christine Anne Urbanozo Ibarreta, president of the Sales and Marketing Association International (HSMA), added the big number of Chinese businessmen exploring business and commercial opportunities was stoking the growing demand for corporate meetings and business stays.

Ibarreta, director of sales and manager of Chinese-owned Golden Phoenix Hotel Manila, said more hotels were being built with Chinese investors and offering services tailored to Chinese clients such as accepting cashless payment methods like Tencent's WeChat Pay and Alibaba's Alipay.

"Visa-upon-arrival for Chinese groups and the increase in commercial and chartered flights are major contributors to the increase in arrivals."

Paul So

Managing director, Great Sights



Striving to win new business

The tourism ministry aims to lure more events to the archipelago by conducting sales missions in China's second-tier cities, as well as through collaborations with airlines, writes Mimi Hudoyo



Traditional Balinese penjor decorations

t was not the best year for Chinese arrivals to Indonesia last year. Total figures, based on official tourism data that was available up to November 2018 was two million, despite the targeting being set at 2.5 million. The full year results were not available at press time.

The crackdown on "zero dollar" tours by the Bali government and a series of natural disasters were identified as the cause of the decline in the monthly arrivals, where the biggest drop was 50 per cent between October and November, resulting in the arrival target not being met.

While the data did not specify market segments, industry players observed there was more incentive business to Bali last year compared to 2017.

Eddy Sunyoto, international marketing manager of the Association of the Indonesian Tours and Travel Agencies (ASITA), said: "I have feedback that members handled incentive groups with between 700 and over 3,000 people to Bali last year."

Among them were multilevel marketing and insurance companies and clan gatherings.

While Bali continues to be the number one destination for business events from China, Lombok was gaining popularity until the devastating earthquake and tsunami struck.

Other islands like Batam and Bintan have also started receiving such groups.

Speaking of 2019, Eddy said: "The interest of travellers in Indonesia remains high. I was just in China (last December on a Garuda Indonesia sales mission) and 750 travel companies attended the event in Chengdu. They showed enthu-

siasm and requested for updates on the latest development regarding the natural disasters."

For 2019, the Ministry of Tourism has set a target of arrivals from China to reach 3.5 million.

Indonesia's tourism ministry is targeting third-tier cities in China to increase arrivals, both leisure and business events

To boost Chinese visitor arrivals, the Ministry of Tourism will further enhance its sales mission to the second-tier cities such as Wuhan, Xiamen, Chenzhou and Zhengzhou.

Vincent Jemadu, promotion director of Greater China, Ministry of Tourism, said: "We have seen an influx of visitors from second-tier cities, so we have decided to put more effort to attract them. We will also enter new markets like third-tier cities, and keep promoting in big cities like Beijing and Shanghai."

The Ministry of Tourism will also

work with airlines to fly more visitors from second- and third-tier cities in China.

Jemadu added: "China is huge, and connectivity is a big problem. So we plan to collaborate with airlines, perhaps Garuda Indonesia and Lion Air."

In the meantime, ASITA North Sulawesi Chapter has stepped up its efforts to prepare and cater to host more arrivals from China, both leisure and incentives by forming a China Committee.

Merry Karouwan, chairman of ASITA North Sulawesi Chapter, was quoted by *Sindonews.com* as saying: "The ASITA central board has formed such a committee to support the government in boosting arrivals from China. We are following suit as we have seen the growth of arrivals from China since 2016, and the governor (of North Sulawesi) has been enthusiastic in opening up air links from China.

Eddy continued: "The travel trade in Bali has been stepping up efforts to promote to more incentive groups as the China market is really promising.

"China's industrial sector is huge so even the second-tier cities' business events market has potential to be tapped," he said.

He expected the travel trade in other parts of Indonesia to be proactive and to promote their respective destinations in China

"We want to see more participation from the trade and hoteliers beyond Bali in sales missions and trade shows in China because the interest is high and the Chinese business events potential is huge.

"One MLM company told me they had eight million members, and if we can get 1,000 of them to consider Indonesia for an incentive tour, that would be very good already," Eddy commented.

WHAT'S HOT? .

Manarai Beach House

ISMAYA Group's new Manarai Beach House offers a beachfront location in Bali's Nusa Dua district. Blending traditional Balinese and contemporary styles, it features two swimming pools surrounded by day beds and the group's signature music and entertainment to celebrate any event.

Tebing Breksi or Breksi Cliff

This new attraction in Yogyakarta is a protected area popular for its sunset view. It offers a unique outdoor space for product launches, gala dinners and shows at its amphitheatre. A second amphitheatre will be added on the site, a former stone mine left with unique formations, making it a natural backdrop for any business event.

JHL Solitaire Gading Serpong

JHL Solitaire Gading Serpong, which opened last November, is the first five-star property situated close to the Indonesia Convention and Exhibition (ICE), the largest convention and exhibition centre in the Greater Jakarta area of BSD City. The 144-room hotel has five F&B outlets and Its Sky Ballroom on the top floor has 180-degree views of the city. The hotel also has spacious gardens for outdoor events.

AYANA Komodo Resort

Located at Waecicu Beach, Labuan Bajo, Nusa Tenggara, the 205-room luxury property opened on September 15 and has seven F&B outlets and sprawling outdoor recreation space. Meeting facilities include a ballroom for 150 people, three meeting rooms for 60 people and a function room for 90 people, theatre-style.

Swiss-Belhotel Pangkalpinang

Located on Bangka Island, east of Sumatra, facilities at the new 145-room city hotel include the Swiss-Café Restaurant, a lobby lounge, wine bar, fitness centre, spa and an outdoor swimming pool. Its three meeting rooms and a ballroom can host a variety of events for up to 875 guests.



Destination: Vietnam

Going all out for China

Continued arrivals growth and industry members reaping success in business events has spurred them on to increase PR and marketing activity investment, discovers Marissa Carruthers

Ho Chi Minh City's commercial district at twilight



hinese arrivals to Vietnam continue to grow and industry players are actively pursuing a larger share of the destination's MICE pie. Dinh Ngoc Duc, Vietnam National Administration of Tourism (VNAT) director of marketing, said the NTO will attend roadshows and events in China to showcase Vietnam's growing air connectivity options and facilities to push MICE in 2019.

Vietravel's Candice Tram, manager assistant of sales and marketing division, said the company received RFPs for a handful of large-scale MICE groups in 2018, adding that incentives to Ho Chi Minh City (HCMC), Nha Trang and Mui Ne were the most popular with more good hotels, facilities and food options.

Pham Mai Hoang Loc, Saigon Tourist's MICE manager, also said incentive groups were its strongest MICE segment and HCMC, Mui Ne and Hanoi were popular. Most were small incentive groups requesting four-star hotels and staying an average of four days.

Following its 2018 Shanghai roadshow, Furama Resort Danang's executive assistant manager, Nguyen Duc Quynh, said there were many RFPs from travel agencies and corporate customers for large-scale events. He added a separate budget had been set aside for marketing and promotion in Chinese cities.

Sheraton Grand Danang Resort also said Greater China was one of last year's top three source markets, representing 15 per cent of the segment and performed well during peak season from May to August and at the year-end.

This was fuelled by the 30 weekly flights connecting Danang with major Chinese cities. The launch of two routes to Changsha and Zhengzhou in 2018 is expected to pay off into 2019. The hotel is proactively targeting the Chinese market in 2019 through PR and other digital marketing activities, through its continental team, to raise awareness of the resort in China

WHAT'S HOT?

Vinpearl Luxury Landmark 81 Hotel

Opening in April in Ho Chi Minh City, its meeting facilities include a 1,460m2 grand ballroom that can accommodate up to 1,000 people and can be divided into three soundproofed sections. Four other meeting rooms share a breakout space and private lift access to the Pearl Lounge on the 71st floor and Sky Bar on the 77th

Events on 26

This is five-star Caravalle Saigon's new 215m2 rooftop space on the 26th floor and can hold 150 people for a cocktail and up to 60 for a sit-down event.

Paradise Vietnam

Hanoi-based Paradise Vietnam has opened O Saigon, HOMF Finest Saigon and Chopsticks Saigon, with options for fine dining, Vietnamese food with a southern twist and casual Vietnamese cuisine, respectively.







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Marketplace

New hotel openings

TTG Show Daily presents a selection of interesting options now available to corporate travellers and event planners in China's key and secondary cities



New DoubleTree by Hilton rises in Huidong

The DoubleTree by Hilton Huidong Resort, north-east of Shenzhen, features 309 rooms, including 27 suites, with garden or sea views. Each room is outfitted with floor-to-ceiling windows and a private balcony, as well as a 50-inch HDTV, open-plan bathroom with separate tub and rainshower, plus Crabtree & Evelyn bath products.

Aside from the three F&B venues, there is also a 24-hour fitness centre, an outdoor pool, and an entertainment zone offering console games, karaoke, mahjong and a play zone with electronic games. Event planners can make use of 1,740m² of indoor meeting space spanning eight function rooms and an outdoor terrace.

Radisson marks entry into Ningbo city

The opening of the Radisson Ningbo Beilun marks the hotel group's entry into the port city of Ningbo in Zhejiang province. The 21-storey new-build offers 230 guestrooms and suites with ample work space and complimentary Wi-Fi. Guests are also offered a choice of dining options, with two restaurants, a lobby lounge and an executive lounge. There are also two 800m² ballrooms equipped with state-of-the-art audiovisual technology for functions.



Novotel debuts in Hainan's capital city

Novotel has made its debut in Haikou, the capital city of China's Hainan province.

The U-shaped hotel located on Xinbu Island features 141 guestrooms, 15 of which are Deluxe Rooms that come with sea-facing

Dining options include Square with its local and international buffet spread, and a la carte menu choices that span traditional Cantonese, Sichuan and Iocal Hainan cuisine. The restaurant has six private rooms for small gatherings and business meetings.

Other function spaces include a lobby lounge, three meeting rooms, comprising the 800m² pillarless ballroom that can hold up to 600 guests, and an outdoor terrace. Recreational facilities include a fitness centre, an outdoor swimming pool and a tennis court.

The property is a 40-minute drive from the Haikou Meilan International Airport, and 90 minutes by high speed train to Sanya.



Capella Sanya throws open its doors

Capella Hotel Group has opened the Capella Sanya - styled by architects Jean-Michel Gathy and Bill Bensley - on China's tropical island of Hainan.

The beachfront resort has 190 rooms, suites and villas. Room sizes range from the 88m² oceanfront or garden rooms, to the one- to-four bedroom pool villas measuring between 170m² and 816m².

Health and wellness facilities on-site include a gym with its own private 125m² heated lap pool, two tennis courts, and a 4,020m² Auriga Wellness spa complex complete with Hainan's first Moroccan bath and Snow Cabin

The hotel has four dining options, including the Chinese fine dining restaurant Lan Ting and the tropical pool and beach restaurant The Dempsey

For events and meetings, the resort offers over 2,000m² of meeting and function facilities, including a 646m² ballroom that can accommodate up to 520 guests. There are also several indoor and outdoor venues such as the 255m² Romance Lawn.

InterContinental Shanghai goes underground in former quarry pit

Built into the side wall of an abandoned quarry in south-western Shanghai is the chain's 200th InterContinental-branded hotel, the InterContinental Shanghai Wonderland. Located at Sheshan Mountain Range, the mostly subterranean property offers 336 rooms and suites - and includes a two-storey underwater loft. In addition, all rooms on the bottom floor are provided with around-the-clock butler service. Facilities include four F&B venues, a business centre, four meeting rooms and a 900m² Grand Ballroom.



The Langham adds Hefei property to portfolio

Langham Hospitality Group has launched the Langham Hefei in the largest city of Anhui province. The hotel's 339 guestrooms and suites range from the 45m² Deluxe Rooms to the 247m² Presidential Suite.

For meeting and event spaces, the Grand Ballroom spans 1,380m² and can accommodate up to 910 guests, while individual meeting and function rooms range from 33m² up to 450m².

The hotel offers four unique dining concepts: the Seasons all-day restaurant, T'ang Court for Cantonese cuisine and local delicacies, Palm Court for afternoon tea and The Bar. In addition to the signature spa, the hotel also features fitness facilities at the health club and a 25.8m-long swimming pool.

First international chain hotel for Foshan

Grand Mercure Foshan Country Garden is the first international hotel in Jinshazhou, an island metropolis jointly administered by Guangzhou and Foshan.

Recreational facilities at he 219-guestroom property include an outdoor swimming pool and fitness centre, a lobby lounge and an all-day dining restaurant and bar that comes with its own private dining room. In addition, the hotel offers more than 700m² of event space across a ballroom and five multifunctional rooms.



Oakwood opens outpost in Yangzhou

The first international serviced apartment brand to open in Yizheng, Yangzhou, 275km north of Shanghai, has 144 keys. The 17-storey Oakwood Apartments Yangzhou comprises studios to three-bedroom units with fully-equipped kitchens, household appliances and complimentary Wi-Fi.

Guests will be able to enjoy a host of facilities such as a fitness centre, resident's lounge, an F&B outlet, meeting rooms and bilingual concierge support.



Xuzhou welcomes a Hyatt Regency

The new Hyatt Regency Xuzhou, 583km north of Shanghai, is located in the 14 uppermost levels of the 266m-tall International Finance Center in the heart of the CBD. There are 344 guestrooms, including 25 suites, four executive suites and a presidential suite.

Rooms feature panoramic Yunlong Lake or city views, and come equipped with complimentary Wi-Fi, a coffee machine and a 65-inch Smart TV. The on-site amenities include four F&B options, a 25m-long indoor pool and a fitness centre. Event planners can make use of the 2,445m² of event space on the fifth floor, the largest being the 1,100m² Regency Ballroom, or nine meeting rooms for smaller gatherings.



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45 Views of the future

45 Industry trendsetters to watch

45 Most innovative tourism products

45 Ways that hotel chains and groups are making a difference in the industry

45 Things we didn't know about cruises in Asia

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All ready to talk business By Bidi Ji





Memories Group Myanmar's Raymond

Taiwan Strait Tourism Association Shanghai Office's David Su; Meet Taiwan's Nina Lin; Taipei Department of Information and Tourism, Taipei City Government's Serene Yu; Taiwan **Strait Tourism Association's Keng-Ping Lin; and Taiwan Convention Exhibition** Association's Paul C F Wang



Sofitel Hotels & Resorts China's Carina Toh; Fairmont Chengdu's Cecilia Yang; Pullman Suzhou Zhonghui's Rocky Wu; Pullman/Novotel/Mercure Nanchang Sunac's Thierry Douet and Christy Huang; Pullman Zhuhai's Karen Fan; and Pullman Beijing South's Salena Huang



Thailand Convention & Exhibition Bureau's (TCEB) Varaporn Akanisanant; Thailand Incentive and Convention Association's Kun Kitikun; TCEB's Duangdej Yuaikwarmdee; and True Icon Hall Thailand's Kritsana Janyasakulwong



ECO Meridian Malaysia's Shelly Loo; and S P Setia Property Services Malaysia's Vivienne Ng Ker Sze

Qingdao City Shinan District Culture & Tourism Bureau China's Sun Jing; and Qingdao Municipal Commission of Tourism **Development China's Zhang Jun**



Malaysia Tourism Promotion Board **China's Mohd Ashrul Ashraf Mohd Noor: Malaysia Convention & Exhibition** Bureau's Mohammad Isa Bin Abdul Halim; and Malaysia Tourism Promotion **Board China's Zarina Dolah Judin**



Chimelong Zhuhai's Sincere Liu; Guangdong Chimelong Group's Crystal Shim and







Tourism Australia China's LC Tan

Hong Kong Tourism Board China's Rebecca Zhu and Zoe Lo



Macao Trade and Investment Promotion Institute's Teresa Lao and Vitor Lam

Theme Park

广州新长隆迈向3.0 目标年接待5千万人

■张广文=采访报道

据了解,长隆过去在广州打造 的是1.0的版本,在珠海横琴打造 的是2.0版本,未来长隆将在广 州打造3.0的版本。广州新长隆已 经开始新一轮的建设。同时,与 澳门一河之隔的珠海横琴长隆, 也在加快二期建设进程,未来将 推出世界上最大、最好的海洋科 学馆。另外,超大型海洋冒险乐 园、室内海洋世界、山顶公园、横 琴长隆轻轨站配套交通工程等, 也在紧锣密鼓计划中,建成后预 计每年接待游客超过5,000万人 次。

长隆集团董事长苏志刚透露,

粤港澳大湾区建设将给旅游业发 展带来全新机遇和挑战。未来长 隆会紧抓粤港澳大湾区建设的重 大机遇, 做好广州、珠海等板块, 并加大对文化、创意等相关产业 的投入。土生土长的长隆集团,

以「扎根广州、面向全国、走向世 界」的发展战略,聚焦广州城市 旅游,推进珠海长隆、清远长隆 与广州长隆的联动, 布局粤港澳 一个半小时经济圈,向全球游客 展示中国旅游和文化的力量。

目前长隆计划新增投资200亿 元,将形成「一心五园」的全新格 局, 五大主题乐园包括室内卡通 乐园、野生动物园、水上乐园、欢 乐世界和全新大马戏。其中,室内 卡通乐园和大马戏属全新打造项 目,另外三大主题乐园也将进行 升级改造。除了五大乐园外,广 州长隆还计划提升服务配套,包

一、打造一万间房的超级酒店 群,由八大主题酒店组成,使其 成为旅游度假新标杆;

二、产业结构升级,除了将在 地铁上新建旅游文创综合体,还 将打造长隆文化特色小镇,以文

创产业为主导,商业、办公、居住 等功能高度融合的开放式特色 小镇。沿番禺大道构建五星商旅 带,使广州美食文化广场地块成 为广州国际美食节永久举办地, 也成为长隆旅游度假区美食文化 功能的组成部分;

三、生态环境升级,保留主要 树林,增加园区绿化、实现70% 绿化覆盖率,三星级生态建筑 标准, 打造国际化生态旅游示范 区、广州南部生态旅游核心。

让人期待的是,长隆集团的世 界顶级创新项目从来没有停步, 不断创新和自我超越已经是长隆 独特的基因,创新的血液持续流 动。2017年长隆野生动物世界迈 入20周年之际推出两大全新的世 界级项目, 就是最好的证明; 从最 初观赏动物单纯的1.0模式,到后 来创新性的自驾观赏2.0模式,全 亚洲首创720度空中观赏野生动 物模式的空中缆车和熊猫乐园则 标志着3.0时代的到来。

过去20年来,长隆集团努力做 「民族旅游品牌扛旗者」,并努 力成为广州旅游城市的一张名 片。在全球同行业综合排名中, 长隆名列第七。其中广州长隆旅 游度假区位于番禺区汉溪大道以 北,现有野生动物世界、欢乐世 界、水上乐园、飞鸟乐园、广州大 马戏几大游乐板块, 年客流量超 1,600万人次。

随着企业的快速成长,长隆集 团广州园区作为集团的总部园 区,目前游乐、酒店等相关设施规 模严重不足。在这种情形下,长隆 确定了立足广州园区, 打造世界 级的广州新长隆及全新长隆集团 总部的新蓝图, 力求打造世界级 旅游民族品牌,实现年旅游客流 量由1,600万人次提升至3,000万人 次的跨越式发展。

增幅13.6% 年游客量高居全球第6

据广州旅游局资料统计,2017 年全市接待游客2.04亿人次,旅 游总收入达3,614.21亿元,同比增 长12.35%。当中,广州长隆度假 区,连续三年稳坐全市营收NO.1 的宝座。美国TEA与AECOM 联合发布的全球主题公园调查 报告显示,2017年,长隆集团以 3,100万的年游客量位居全球第 6, 甚至以13.6%的增幅, 再次超 过迪士尼。自2014年强势进入全 球TOP10榜单以后,长隆集团连 续3年排名攀升,客流量几乎翻了 两倍。

随着长隆200亿扩建计划获 批,未来它之于广州的地位,还将 继续攀升, 甚至在全球旅游大时 代下,成为广州第三张文化名片。

值得注意的是,广州长隆度假 区欢乐世界, 在单个景区排名中, 位居全球第12位, 去年客流量达 418万,多项娱乐项目创下吉尼斯 纪录, 尖叫指数爆棚; 水上乐园, 去年客流量也达到269万之多。

Myanmar

缅甸Memories集团提供整合式会奖独特体验

■刘霈芯=采访报道

来自缅甸的Memories集团首次 亮相中国IT&CM展会,希望借日 前缅甸开放中国游客落地签证利 好政策, 向更多中国休闲游客和



会奖旅游游客 宣传自身旅游资 源。

Memories集 团首席执行官

Cyrus Pun表示,Memories集团 是一家新加坡上市的旅游公司, 旅游服务范围很广, 主要专注于 缅甸的酒店、DMC服务和旅游体 验。集团在缅甸运营着一个「综 合旅游平台」,它将所有业务联合 起来,提供无缝、独一无二的体

验,旨在创造持久的回忆。集团 的战略是利用自身先发优势,进 一步确立其作为该国领先旅游公 司的地位。

他接着说到,企业会议和奖励 旅游是集团为中国游客提供服 务的一个非常重要组成部分。 最 关键的是集团提供独特的、异国 情调的豪华体验,这对中国的高 端MICE客人很重要。下一步集团 准备为中国游客提供各种体验, 从无与伦比的婚前婚纱摄影旅游 或蜜月游,到团队大型活动,及在 掸邦 (Shan State) 的乡村之旅、在 蒲甘(Bagan) 知名寺庙和佛塔的 高空热气球飞行体验假。

一个很好的例子是集团旗下最

新运营的酒店Awei Metta, 最近 开放了46间客房的城市高尔夫度 假酒店。Awei Metta酒店位于离 仰光国际机场不远的地方, 地理 位置优越,可以满足会奖游客的 需求。除了现代化的设施,入住 Awei Metta的客人就有机会优先 进入由Gary Player设计的18洞球 场打高尔夫球。

他进一步表示,现在缅甸和国 内包括北京、广州、深圳、重庆、 成都、杭州、昆明、南宁和西安 等城市有直达航班。再加上最近 缅甸放宽对中国人签证限制,为 中国游客到访缅甸做出了巨大贡 献,前往缅甸的中国游客数量大 幅增加。根据缅甸酒店和旅游部 统计资料,2018年来自中国的人 数增加了40%,与2019年1月更大 幅增长了102%。对集团在中国市 场的发展前景来说,这是一个非 常积极的信号,这些有直飞航线 的中国城市自然也是目前集团的 重点发展方向。

Memories集团的核心酒店业 务目前包括三个不同的酒店品 牌: "Awei" 是针对高端和奢侈 品市场,"Keinnara"提供精品体 验和 "Suggati" 针对商务旅客。 这些酒店坐落在缅甸划船区,提 供帆船假期、客舱包租和Mergui Archipelago的私人游轮以及气 球业务,包括蒲甘热气球之旅 (Balloons Over Bagan)、茵莱湖

热气球 (Balloons Over Inle) 和南 掸邦的气球之旅 (Balloon Safaris in Southern Shan State)。此外, 集 团旗下还有一家Memories Travel 旅游公司,今年3月推出为高端个 人、团体和会展旅行者提供定制 行程规划。

Cyrus Pun补充说道,「集团旗 下酒店和旅游公司提供的服务也 可以很好地结合起来,并为客人 提供完全可定制的体验,形成一 条龙服务。举例来说,客人从入 住酒店后,在缅甸的户外体验项 目和活动策划都能通过Memories 旅游公司承接,包括乘坐热气 球飞越古老的寺庙和蒲甘的佛 塔、在Gary Player设计的Pun Hlaing高尔夫俱乐部打高尔夫 球、在Mergui Archipelago 潜水 或者豪华帆船和划船等水上活动

Korea

韩国观光公社提高外国游客人权保障水平

据了解,韩国观光公社日前对 犯问题。 外表示,将协同国家人权委员会

南韩联合新闻通讯社指出, 根据 签署关于提高外国游客人权保 协定, 赴韩外国游客如因国籍、肤 游客人权如遭侵犯,两部门将携 助热线 (1330) 咨询,如有必要,可

韩国观光公社表示, 如果外国人 访韩时遭到歧视,不仅会严重影响 障水平的合作协定, 赴韩的外国 色等理由而受到歧视, 可先拨打援 游客对南韩的旅游满意度, 还会对 国家形象带来负面影响。韩国观光 手为其提供咨询服务并处理侵 拨打人权咨询中心热线 (1331) 申 公社将同国家人权委员会加强合 各地方城市,方便游客走遍韩国。

作,致力于保护外国游客的人权, 确保他们在韩愉快旅游。

韩国日前还面向外国游客举办为 期43天的购物盛典 [2019韩国购 票; 活动期间购物超过10万韩元 物季」(KOREA GRAND SALE)。 据委员会介绍,本次活动共设旅游 客也有机会获得最高200万韩元 (Travel)、美食(Taste)、触感(Touch) 的航空、住宿和购物旅游券。 三大主题,推荐「30大优惠」和各 种主题优惠活动,加大促销力度。 除了首尔,委员会还大力宣传全国

「30大优惠」活动中,济州航 空和真航空以最大二折至一五折 巨惠推出飞往韩国的国际线机 (约合人民币600元)的外国游

此外,位于首尔清溪广场的主 活动中心向游客提供中英日等 外语翻译、手机充电、免费网路 和饮料等服务。

News

槟城开启全新旅游推广 积极争取更多直航

■张广文=采访报道

槟城2019全新旅游推广活动-「体验槟城2020」正式开启,旨 在向中国市场推广当地令人惊叹 的多元文化、历史古迹、艺术、美 食、购物体验,还有美丽沙滩和 壮丽青山。现代都会与亚洲传统 风情,以及建全的酒店设施,也 使它成为会奖旅游的绝佳目的 地。

马来西亚槟城州政府旅游发 展、艺术、文化及古迹部长杨顺 兴(Yeoh Soon Hin)表示,「体验 槟城2020」活动以「缤纷亚洲」为 口号,包含了不同各种元素的美 景、娱乐、乐园, 不但惊险刺激, 且主打当地一年四季都适合每一 个年龄层到访游玩。日前首次到 访北京举办推介活动, 未来期望 借由旅游,带动两边的交流与合 作关系,同时,待大兴机场落成, 也将积极争取直飞航班往返两 地。

谈到中国市场, 槟城环球旅游

机構总执行长黄茁原(Ooi Chok Yan)指出,中国客源目前是马来 西亚槟城的第三大客源, 仅次干 喜爱医疗旅游的印尼市场,以及 隔壁地区可享汇率高性价比的新 加坡市场。目前中国客源团队和 自由行旅客各占一半,不过,自由 行旅客增长速度较快,这也是未 来中国市场发展的大方向。

平均来看,中国游客到访一般 停留三至五日, 行程中往往选择 两天在海边、两天逛古城。在古 城游览的优势,除了语言上没障 碍,很多当地人都会说中文,也可 以深度交流。班次而言, 虽然槟 城目前仅和广州、香港、武汉、昆 明有直飞航班往返,但是吉隆玻 每周往返槟城三百趟,等于每小 时都有班次往返,还是很方便。 签证方面,也在在和移民局商量 有关落地签、多次签证、电子签证 的事宜,期待带给中国游客更多

近期槟城积极增加新景点以吸 引更多游客,新加入的「岩谷豪华 露营」正适合想体验露营、又不 想失去现代设施便利的访客,而 升旗山的The Habitat最近刚开放 一个包含了五道高空滑索、一道 降索及一条空中索桥的户外冒险 设施。在姓氏桥上则有间民宿变 身小型剧场,而「桥之事」每天都 在上演着姓周桥的历史与桥民的

另外, 峇都交湾中央公园现在 为访客提供在城市中心亲近大自 然的机会,公园内美丽的人造湖 与迷人的花海隧道都是最夯打卡 点。槟岛海滩还将增添更多样的 水上活动与设施,以期在2020年 之后吸引更多游客前来。

槟城向来是沙滩阳光假期的最 佳旅游目的地。2008年, 槟城州 首府乔治市因拥有马来西亚保留 最完好的老建筑、活化的历史古

迹,并传承了多元文化遗产与艺 术,而名列世界文化遗产城市。自 此, 槟城迎来了大量的游客, 街道 上的各种精品酒店、主题咖啡馆 和标志性的壁画如雨后春笋, 标 志性的槟城美食更是深受青睐。 来自世界各地的游客涌入槟城体 验这里的多元文化,品尝世界级 的街头美食、热闹的节庆活动、 缤纷的文化与历史古迹、缅怀旧 风情、享受现代化的设施、刺激 的水上活动,以及美丽的大自然 生态。

正兴建国际级会展中心

就会展而言, 正在筹备中的槟 城海滨会展中心(PWCC)和槟 州世界城 (PWC) 会展中心, 计划 建于槟岛上的东南区。其实, 槟 城独有的现代都会与亚洲传统风 情,以及建全的酒店设施,使它 成为会奖旅游的绝佳目的地。同 时, 当地多个独特的场所, 包括了

历史建筑、地标性建筑与生态公 园,为企业会奖旅游提供令人难 忘的完美场所。

槟城为商务游客提供最先进 的会议场所,即槟城国际会展中 心 (SPICE) 和海峡港口会展中心 (SQCC)。可容纳1万3千人的槟 城国际会展中心,是世界首个混 合式太阳能系统会展中心;海峡 港口会展中心可容纳2,500人,同 时坐拥绝美的海景风光。

为预热2020年「马中文化旅游 年」,2月22日,槟城旅游局还在 深圳、成都、北京举办了「打卡槟 城」短视频挑战赛线下发布会, 宣布将借助抖音平台及短视频形 式全方位立体化地展示槟城的旅 游魅力,实现全民记录、全民分 享、全民参与, 吸引更多中国游客 到槟城打卡。接下来, 槟城旅游 局还将聚焦大自然与户外冒险、 邮轮旅行、医疗旅行, 吸引中国游 客的目光。

Hotel

雅高收购14个新品牌 2018新开业、已签约酒店数创记录

过去一年对雅高酒店集团具有 里程碑意义,不仅新开业和已签 约酒店数量创下历史记录,并且 在生活方式领域的发展也强势增 速,这主要得益于新收购的14个 品牌,显著强化了集团在该领域 的酒店网路。

2018年,雅高集团新增客房达 10万间,其中包括有机增长和收 购的成果。通过旗下实力雄厚、 相辅互补的酒店品牌,集团在迅 速发展的市场中巩固了其全球影 响力及领军优势,能够充分满足 顾客和业主的期待。

2018年雅高发展势头强劲,业 绩创下历史记录,签约近500家酒 店,比2017年超出110多家。

雅高集团全球首席发展官郭 普善(Gaurav Bhushan)表示, 2018年,雅高的开业酒店数量创 下历史记录,集团在生活方式领 域的地位也显著增强。在很短的 时间内,团队就成功地在这个市 场组建起强大且全方位的品牌组 合,涵盖经济型至奢华型酒店,从 而充分满足所有细分市场的旺盛 需求。

10个生活方式品牌 全球拓展、个性鲜明

现今, 旅行者往往偏爱个性鲜 明、别具一格的酒店品牌, 既提 供都市工作环境, 也提供理想的 社交场所,带来全新体验。欣赏 艺术作品、品尝原创美食和鸡尾 酒、感受花束芬芳和精油芳香、 触摸精美的木饰和触控式萤幕-一生活方式市场持续蓬勃发展, 是行业的重要增长点, 因此雅高

力求通过锐意创新的体验唤醒所 有感官,营造难忘回忆。

雅高旗下品牌个性鲜明、与众 不同。旗下十个品牌提供生活方 式体验,涵盖经济型到奢华型酒 店,包括: Delano、SLS、SO/、The House of Originals, Mondrian, 25 Hours, Hyde, Mama Shelter、Tribe和Jo&Joe。 汇聚100 家酒店,共计20,000间客房(现有 网路与在建项目) ——集团现致 力于成为生活方式领域的全球先

SO/品牌取得了瞩目发展,计划 新开13家酒店,加上2018年已开 业的8家酒店,到2023年SO/品牌 的开业酒店将达到20余家,共计 3.700间客房。

在很短的时间内, 雅高酒店集

团就成功地在这个市场组建起 强大且全方位的品牌组合,涵盖 经济型至奢华型酒店,从而充分 满足所有细分市场的顾客需求。 2018年,雅高收购了14个知名品 牌,成功保持强劲的增长势头, 并计划促进各品牌的全球业务发 展,巩固雅高在关键市场和细分 市场的领军优势,进一步扩大全 球版图。

雅高集团全球首席发展官郭普 善 (Gaurav Bhushan) 表示, 2018 年签约的酒店必将在各个市场创 下开业数量记录,特别是将在美 国开设首家酒店的莱佛士品牌、 将在多个旅游胜地建立知名度 的SO/品牌,以及新开业的一些中 端和经济型酒店。

■张广文=采访报道

主打美食和文化 澳门聚焦女性、亲子与银发族群

同的魅力。

澳门旅游局公关顾问首席顾

近日, 澳门旅游局积极聚焦 他城市的交通有更多元的选择, 业 场不容小觑, 因此针对逐渐成长的 女性、亲子与银发族群,主打当 者在规划产品时也能更弹性运用 银发族群,澳门旅游局也将扩大宣 头处理个案。同时,澳门和内地政 上存在一定困难,澳门旅游局需 地独特的美食和文化元素,期望 澳门和香港的运能。澳门旅游局与 传,并于2019年的上半年以乐龄族 吸引更多游客到访澳门,游览古 旅游业者将会开发更多元的一程 喜爱的文化元素为产品特色,推出 迹、品尝美食,感受澳门与众不 多站主题旅游产品,带动旅客前往 澳门与江门的世遗文化之旅。

另一方面,根据统计资料显示, 问梁吴蓓琳表示,随着港珠澳大 澳门旅游局在女性与亲子族群的 门旅游局局长文绮华表示,调查后 文绮华回应到,澳门旅游局已经和 的防范性措施,但更多的工作仍

不断的成长,以及女性在旅游消费 市场的影响力,女性与亲子两大族 群仍是推广澳门旅游持续拓展的 目标。更由于台湾乐龄族的旅游市

面对近期港珠澳大桥开通后港 澳都怀疑出现无牌带队的现象, 澳 桥的开通,让澳门往返珠三角其 推广颇具成效,面对家庭旅游市场 发现牵涉的多数不属于正式旅行 警方展开合作。对于非旅是否刑 在进一步调查中。

团, 而是内地的社团或公司组织成 员来澳旅游,带队的人亦非导游。 至今并未检控和处罚任何人,但已 加强巡查,以及增加与警方和劳工 局联合行动的次数。澳门旅游局已 经与广东省和珠海市政府商讨应 对,各自加强在管辖区执法,从源 府部门亦会加强宣传,而且旅游局 要更多时间处理。人手方面存在 将加强与业界保持沟通,广东省方 一定压力。针对万国华庭一单位 面则会向旅行社发出指引,要求遵 发生的一宗伤人案,澳门旅游局 照法律法规出团。

而近日非法旅馆接连出现问题,

事化问题,还需要进一步综合分 析,但是澳门旅游局在打击非法 旅馆的立场并无改变。澳门旅游 局一直都有做巡查工作,并且会 跨部门合作巡查,未来也会进一 步加强巡查工作。现时非法旅馆 越趋隐蔽, 打击非法旅馆在执法 认定它有非常大的证据是非法 住宿单位,已对其实施断水断电



HAVE A LOOK AT SOME OF TAIWAN'S NEW MICE VENUES!

Taipei Nangang Exhibition Center, Hall 2

Taipei Nangang Exhibition Center, Hall 2 (TaiNEx 2), a new venue funded by the Ministry of Economic Affairs (MOEA) and operated by the Taipei World Trade Center (TWTC), had its grand opening on March 4, 2019. Combined with the space already available in Taipei Nangang Exhibition Center, Hall 1 (TaiNEx 1), the total capacity will soon hold more than 5,000 booths and 38 meeting rooms.

Hall 1 and Hall 2 are expected to become the core venues of Taiwan's MICE industry, in addition to being a major convention and exhibition center in the Asian region.

TaiNEX 2 Features

- The first exhibition hall in Taiwan to receive the Green Building Label (Gold Level).
- Convenient transportation: 2 metro lines, 3 railways, 4 highways.
- Easy shopping and accommodation within

- 15 minutes by metro, 45 hotels with 11,500 rooms in Taipei.
- High-ceilinged exhibition halls: 12 meters on the 1st floor and 9 meters on the 4th, adding space for 2,360 new booths.
- A 9-meter multi-functional conference hall on the 7th floor with 14 convertible meeting rooms and maximum capacity of 3,600 persons.
- 6,100 sgm unique sky garden on the top floor.
- Free Wi-Fi.

Kaohsiung Center for the Arts (Weiwuying)



Kaohsiung Center for the Arts (Weiwuying)

The Kaohsiung Center for the Arts (Weiwuying), opened in October 2018, is the world's largest performing arts center under one roof. Weiwuying sits on the 47-hectare Weiwuying Metropolitan Park. Surrounded by lush green vegetation and inspired by the lush banyan trees in the park, the architect created the design to resemble tree trunks and

the Banyan Plaza. People from near and afar can access the building freely to experience an intimate connection between theatre and life. In addition to the Playhouse, Opera House, Recital Hall, and Concert Hall, there is a Lecture Hall and Exhibition Center which are suitable for meeting events up to 500 attendees. An additional feature is an outdoor theater that can handle up to 20,000 attendees.

Dali Art Plaza, **Taichung Software Park**

The Ministry of Economic Affairs (MOEA) unveiled the Taichung Software Park in central Taiwan on December 2018. Dali Art Plaza, within the park, houses an array of art exhibitions and creative cultural products from Taiwan and around the world, covering 150 cultural creative shops and restaurants. Moreover, there are two exhibition halls (more than 1.4 thousand square meters each), one multifunctional auditorium (374 seats), and seven small meeting rooms. It is an ideal location for corporate meetings and events in central Taiwan.



Dali Art Plaza, Taichung Software Park

Hot Air Balloon Adventure in Taiwan's Southeast

Taitung County hosts an annual Taiwan International Balloon Festival from June to August. Experience an unforgettable summer and breath-taking views while visiting the lofty and scenic Luye Plateau, where a hot air balloon is the best way to view Taiwan's East





About MEET TAIWAN

Since 2009, the Bureau of Foreign Trade (BOFT) under the Ministry of Economic Affairs (MOEA) has been dedicated to improving Taiwan's MICE industry. Continuing its industry investment, the Taiwan's MICE Promotion Program (MEET TAIWAN) is steering Taiwan's MICE industry towards the global stage. The Taiwan External Trade Development Council (TAITRA) is the BOFT-authorized organizer of the MEET TAIWAN program.

Taiwan Incentive Travel Cloud



Taiwan Incentive Travel Cloud is a new service platform established by MEET TAIWAN in 2018 to integrate information about corporate meetings and incentive travel

in Taiwan, such as Taiwan suppliers, itinerary suggestions, venues, festivals, and the like. Combined with its chatbot function, Taiwan Incentive Travel Cloud offers services without the boundaries of distance and time zones.