

# TTG

THE OFFICIAL  
**Show  
Daily**



Issue

# 1



ATF 2016  
January 19, 2016  
Manila, Philippines

# MY ARMS LOOKED FAT IN THE PHOTO.

Mt. Pulag, The Cordilleras  
[www.itsmorefuninthephilippines.com](http://www.itsmorefuninthephilippines.com)

Find any excuse  
to come back.





I DIDN'T GET  
THE NAME

Fort Santiago, Intramuros, Manila  
[www.itsmorefuninthephilippines.com](http://www.itsmorefuninthephilippines.com)

# E OF MY HORSE.



Find any excuse  
to come back.



VISIT THE  
PHILIPPINES

*again*

20  
16



ATF 2016  
January 19, 2016  
Manila, Philippines



## Tourism heads spell out hard truths of tourism progress

ASEAN Tourism Strategic Plan gets next-stage considerations

By TTG reporters

THE formal establishment of the ASEAN Economic Community (AEC) on December 31, 2015 marked a major milestone in the region, but several issues still need to be tackled for sustained growth for the 10 member states in the pursuit of a single market strategy in the decade ahead.

The ASEAN Tourism Strategic Plan (ATSP) 2016-2025 will be implemented as a continuation of the tourism road which started in 2011.

Assessing the performance of the ATSP 2011-2015, Benito C Bengzon, undersecretary for the Philippines' Department of Tourism (DoT), who was chairing the meeting, revealed 79 out of 87 measures have been satisfied so far in the previous plan.

Outstanding measures that need further work under the new ATSP include working with global bodies such as UNESCO and Asian Development Bank for heritage tourism and community-based tourism respectively; the regional development of products for health and wellness

tourism; monitoring and evaluating tourism activities related to climate change; developing a future work plan based on monitoring input; as well as developing and implementing a training tool box for travel agencies and tour operation.

Welcoming the progress achieved in the previous ATSP, Tint Thwin, director general of Myanmar's Ministry of Hotels and Tourism, said: "It will take time to see results (of the ATSP 2011-2015) because different countries are at different stages of development in terms of service quality, capacity building and infrastructure development.

"I believe for ATSP 2016-2025, human resources development is the most important because tourism is a service industry. Training is important to ensure that all member countries are on the same level playing field."

Eddy Krismeidi Soemawilaga, senior officer at ASEAN Secretariat, told the *Daily* that detailed plans for every two years of ATSP 2016-2025 will be drawn up and discussed during the ministerial meetings on January 21 and 22.

Lawrence Leong, Singapore

Tourism Board's assistant chief executive, said: "With ATSP, we want to promote ASEAN as a single destination. ASEAN countries have been stepping up on their marketing over the last few years, and we see a lot more packages promoting ASEAN as a region. We aim for longer stays for these travellers, to have them spend at least six to seven days in the whole region."

Meanwhile, I Gde Pitana, deputy minister for international tourism marketing development, Indonesia Ministry of Tourism, sees room for further quality improvement, especially in the competency of human resources.

Pitana also urged the trade to create multi-destination packages for travellers outside the region. "We can start with bilateral cooperation, like Thailand and Cambodia, or Indonesia, Singapore and Malaysia, and go on from there," he said.

However, an ASEAN common visa remains a pipe dream. Said Tint Thwin: "To promote ASEAN as a single destination is to show the ASEAN spirit. The lack of a single visa is an obstacle."

## Gearing up for the big 50

By Xinyi Liang-Pholsena

HAVING implemented the ASEAN Economic Community in December 2015, the regional bloc is now looking forward to commemorate yet another milestone – its 50<sup>th</sup> founding anniversary in 2017 – with plans being outlined for a major campaign to be launched next year.

Brunei, as the current chair of the ASEAN Tourism Marketing and Communication Working Group (MCWG), was tasked last year with drawing up a campaign proposal to mark the occasion.

During the 43<sup>rd</sup> meeting of the ASEAN NTOs at Sofitel Philippine Plaza Manila yesterday, Zulzalani

Osman, special duties officer at Brunei Ministry of Primary Resources & Tourism, revealed that the campaign title is tentatively conceived as ASEAN@50 – one that is short and catchy.

One of the key objectives for the ASEAN@50 campaign identified at yesterday's meeting is the 15 per cent increase in visitor arrivals and tourism receipts from 2014 to 2017, a more ambitious target than the original seven per cent.

Once the campaign receives ministerial endorsement at this year's ATF, it will be pre-

launched at the Thai pavilion during ITB in Berlin this March, in addition to being advertised and promoted at major trade-shows like China International Travel Mart in Shanghai before its official launch at ATF in Singapore next year.

An ad-hoc steering team comprising NTO representatives from each ASEAN member country will be set up by March this year to oversee the ASEAN@50 campaign, Zulzalani told the *Daily*. Campaign details, including its name, logo and budget, are expected to be firmed up by mid-2016, he added.

To commemorate the milestone, two product categories will be highlighted, namely ASEAN's 50 most unforgettable travel experiences as well as ASEAN's 50 best festivals and celebrations. Each ASEAN member country will spotlight five products to make up the group of 50, Zulzalani informed.

Various strategies have been outlined for the implementation of the campaign, including leveraging public-private partnerships, the preparation of official tour and travel packages as well as a list of highlighted products and calendar of major events and activities.



Zulzalani: aiming for greater arrivals

## A toast to Singapore-Japan ties

By Paige Lee Pei Qi

THE Japan National Tourism Organization (JNTO) and the Singapore Tourism Board (STB) freshly inked a Memorandum of Cooperation (MOC) yesterday to drive greater tourism traffic between the two countries.

This marks the first MOC between both organisations, which also commemorates the 50<sup>th</sup> anniversary of diplomatic relations between the two countries.

To kickstart the Singapore-Japan 50 (SJ50) partnership, a local food fair will be organised in both countries. A tourism logo has also been jointly developed, featuring characters *Hello Kitty* and *Dori-tan*, which symbolises friendship.

Ryoichi Matsuyama, JNTO president, said: "We hope to establish a deeper mutual cooperation and in the end, promote

stronger tourism bonds and partnerships between both nations."

Markus Tan, regional director, north asia, STB, said: "Previously, when the Japanese thought of Singapore, Sentosa always came to mind, (but now) Singapore is gaining traction as a destination that offers cultural experiences and local cuisine."

According to Chan Brothers Travel Singapore's spokesperson, Rebecca Chia, the number of travellers headed for Japan last year showed a year-on-year increase of 30 per cent.

Similarly, Dynasty Travel Singapore's spokesperson, Alicia Seah, said the company enjoyed a year-on-year increase of 25 per cent last year.

Both agencies agree that the favourable yen has helped stimulate travel to Japan.



## ASEAN NTO chiefs show there is power in numbers

ASEAN NTO chiefs and their teams converged in Manila for their first instalment of meetings this week to discuss new and improved ways of working together to better the tourism business in South-east Asia. The meetings yesterday kicked off ATF 2016, which will run from January 18 to 25 in the Philippine capital.

## News

# ASEAN open skies not quite open yet

Full air liberalisation impeded by limited landing slots

By Paige Lee Pei Qi and Rosa Ocampo

THE ASEAN community's dream of a single aviation market, which was expected to come true at the end of 2015, remains unfulfilled as not all signatures required to ratify the ASEAN Open Sky Policy are in.

Alan Tan, professor of aviation law at the National University of Singapore, told the *Daily* in an interview: "Indonesia has not opened up its secondary cities, and the Philippines and Laos have not done so for their capitals. The industry as well as governments, through the ASEAN Secretariat, should urge the remaining member states to complete the full ratification of the ASEAN instruments."

Tan added: "Once these are fully open, we will have full and unlimited third, fourth and fifth freedom rights for ASEAN carriers to fly from points in their home countries to all points in the other countries."

Two high-level industry personnel in the Philippines who spoke to the *Daily* on the con-



Tan: ASEAN governments need to fix airport infrastructure first

dition of anonymity, said the obstacle to obtaining Philippine support lies in protectionism sentiments.

One of the sources revealed that "Cebu Pacific is alright with (the) signing, but not Philippine Airlines which is protecting its turf".

The Philippine flag carrier is also reluctant about opening up Ninoy Aquino International Airport in Manila on grounds that the facility's runways and terminals are already congested

and no more slots for flights are available, the two sources shared.

However, they pointed out that Indonesia, which has also run out of slots for foreign carriers at its airports, had gone ahead to ratify the agreement.

Commenting on the issue, Centre for Asia-Pacific Aviation's chief analyst, Brendan Sobie, said further liberalisation would be meaningless if there were insufficient landing slots.

Sobie elaborated: "This is not a topic worth exploring at this point, given the limited or zero impact from the ASEAN Open Sky Policy on the South-east Asian market. Slot restrictions rather than traffic rights are the main impediment to further growth.

"The open skies policy means nothing unless you are able to secure a take-off or landing slot at both ends of the route."

Sharing similar sentiments, Tan said: "This is something the respective governments must address through building new infrastructure. The ASEAN Open Sky Policy cannot resolve that problem."

## Aiman Batang Ai gets new lease of life

By S Puvaneswary

Sarawak's Batang Ai Longhouse Resort, which has seen a change in management since the start of the year, is being transformed into an activity-driven property to encourage guests to stay on longer.

Planet Borneo Lodge Management, a subsidiary company of the Aiman Planet Borneo Group of Companies, has taken over the resort from Hilton, making it the company's first international-style property.

Now named Aiman Batang Ai Resort and Retreat, the property will honour contract rates signed with partners during the Hilton era until March 31, 2017 while new agencies will be accorded contracts from April 1 this year until March 31, 2017.

Speaking to the *Daily* in an interview, the resort's director of operations, Gracie Geikie, said: "We are very fortunate to have inherited a property that was managed by an international brand, which will allow us to continue (attracting) the international market."

Gracie added that Planet Borneo Lodge Management will conduct "extensive marketing activities" to position Aiman Batang Ai Resort and Retreat "as a newly refurbished resort retaining the ambience and settings that are catered to both the international and domestic markets as well as corporate businesses, associations and incentive houses".

To encourage guests to extend their stays, the resort will roll out a slew of new activities such as wellness, adventure sports, photography, frogging, fishing and upstream wildlife treks into the jungles where primates dwell

freely in their natural habitats. It is also securing international events on site, such as the Batang Ai Photography Challenge from October 14 to 16 this year. A 4x4 adventure tour and a mountain bike challenge are in the pipeline, while details and dates for the Batang Ai Triathlon are pending confirmation.

Resort infrastructure will be enhanced with new outdoor teambuilding facilities and cycling trails to come by 2H2016.

"From now and till March, we are improving the aesthetics and furnishings... (to give) the resort a much needed lift," Gracie said, adding that staff are being retrained and new hires are being made to boost manpower strength from 49 to 60.

Further changes to resort operations include the appointment of Keith Pointer as on-site general manager. Pointer has 37 years of hospitality experience, with 17 being spent in Malaysia managing properties in Kuala Lumpur, Sabah and Sarawak.

Commenting on the new features coming up at the 100-key resort, Saini Vermeulen, executive director of Kuala Lumpur-based Within Earth Holidays, said: "The upkeep is important to provide comfort to foreign incentive and leisure travellers to Batang Ai which is renowned for its traditional Iban longhouses. Travel specialists usually package a two- or three-night stay at the resort, and combine it with a day visit or a one- or two-night stay in a traditional longhouse."

According to Gracie, 60 per cent of the resort's main clients are from Europe, with Netherlands, Sweden, the UK, Italy, Germany and Spain being top source markets.



Gracie: extensive marketing needed

**TTG Publishing**  
Travel Trade

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

#### EDITORIAL

**Karen Yue** Group Editor  
**Xinyi Liang-Pholsena** Deputy Editor, TTG Asia & TTG India  
**Dannon Har** Assistant Editor, TTG Asia Online  
**Paige Lee Pei Qi** Assistant Editor  
**Rachel AJ Lee** Sub Editor  
**S Puvaneswary** Editor, Malaysia/Brunei  
**Mimi Hudoyo** Editor, Indonesia  
**Eugene Tang** Photographer  
**Redmond Sia, Goh Meng Yong** Creative Designers  
**Nadra Iwani** Editorial Intern  
**Lina Tan** Editorial Assistant

#### CONTRIBUTORS

**Prudence Lui, Rosa Ocampo, Michael Mackey, Sid Dhartha, Dave Fox**

#### SALES & MARKETING

**Michael Chow** Group Publisher  
**Shirley Tan** Senior Business Manager  
**Ingrid Chung** Business Manager  
**Cheryl Lim** Advertisement Administration Manager  
**Cheryl Tan** Corporate Marketing Manager  
**Stephanie Toh** Senior Marketing Executive

#### PUBLISHING SERVICES

**Tony Yeo** Division Manager  
**Kristy Lim** Publishing Services Executive  
**Lynn Lim** Web Executive  
**Katherine Leong** Circulation Executive

#### TTG ASIA MEDIA

**Darren Ng** Managing Director  
**Raini Hamdi** Senior Editor

### NUMBERS THAT MATTER

**1,000** The number of exhibitors at this year's ATF, with 467 exhibiting booths from 401 companies and properties

**457** The number of buyers attending ATF 2016, coming from 64 countries around the world. The largest

contingent is from Asia-Pacific (47 per cent), with Europe (40 per cent) trailing close behind

**155** The number of booths under the Philippine section, making it the largest country representation at ATF 2016. Thailand is a far second, with 68 booths

## Manila's SMX Convention Center spruces up for a good fight

By Rosa Ocampo

SMX Convention Center in the Philippine capital, where ATF 2016 is being held this week, is undergoing major renovations and adding more front-of-house staff to be in step with newer competitors.

Targeted for completion mid-year, works to the eight-year-old facility include repainting, refreshing of front entrances to the halls and function rooms, updating of all signages, landscaping the building's exterior and on the second floor, and overhauling of the 700m<sup>2</sup> loading bay area.

As well, 20 additional staff will

fulfill front-of-house allocations.

"No more can we do business and say 'I'm the venue'. We have to operate like a hotel," remarked Walid Wafik who joined three months ago as vice president-general manager of the four SMX convention centres and two SM trade halls around the country, owned and operated by SM Group of SM Prime Holdings.

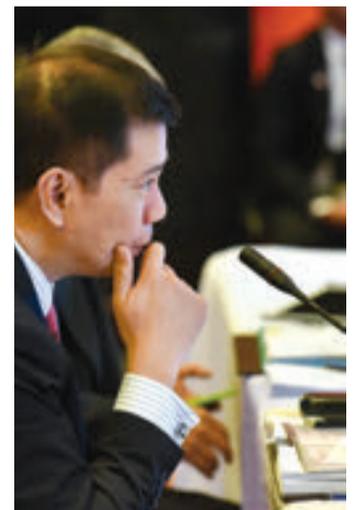
"Whether a hotel or a convention centre, the business is now about interaction with your clients and (how you) attend to their demands and needs, and that's what I'm trying to (do)," he explained.

"I don't want to give my competitors opportunities to say that (SMX Convention Center) is old. I will stand on value and compete," he added, referring to the recent emergence of convention centres and hotels with modern meeting facilities, particularly in metro Manila.

Wafik also disclosed that the 1,500m<sup>2</sup> Megatrade Hall at SM Megamall in Ortigas will be renovated beginning February. It will be a "more challenging" project, he said, because the venue is "always highly booked".

Renovation will thus be done in phases.

[www.ttgasia.com](http://www.ttgasia.com)



Log on to the above website to view more photographs of ATF 2016

# Number 1 in Convention Exclusivity

With the Numbers to Prove It

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



World-class facilities offered

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

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



Where Great Minds Meet

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

Member :



Award :



## Snapshots

# It's more fun to meet in Manila

By Eugene Tang



Go Asean Malaysia's Zefny Idris and Singapore Tourism Board's Leong Yue Kheong



Ministry of Tourism and Culture Malaysia's Ong Hong Peng, Ministry of Hotels and Tourism Myanmar's Tint Thwin, and Vietnam National Administration at Tourism's Tran Phu Cuong



Ministry of Information, Culture & Tourism Lao PRD's Somxay Sipasevth, Thailand Convention & Exhibition Bureau's Wiparat Tharateerapab, Ministry of Information Culture and Tourism International Cooperation Department Lao PDR's Khom Douangchantha and Thailand Convention & Exhibition Bureau's Pattanachai Singhavara



Ministry of Tourism Indonesia's Siti Zahrah Sariningrum and Muhammad Tidar Hetsaputra and Lokot Ahmad Enda



Tourism Promotions Board Philippines' Susana J Del Mundo and Mikaela Ayeera N Quisido

**JAYAKARTA HOTELS & RESORTS**  
Well Located and Friendly Hotels

The Jayakarta Suites Komodo Flores

**Come & Experience**  
\* Island Of God, Deep Blue Sea & Coral Reefs \*

Visit us at Booth B17

The Jayakarta Bali      The Jayakarta Lombok

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

Managed by  
Jayakarta Hotels & Resorts

Affiliated Hotels  
**J HOTEL**

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

[www.jayakartahotelsresorts.com](http://www.jayakartahotelsresorts.com)



Wonderful Indonesia's Wisnu Bawa Tarunajaya and Ministry of Foreign Affairs Indonesia's Palupi Sukiyantini Mustajab



Embassy of the Republic of Myanmar's Khine Kyaw and Than Phyo Thu Mining Myanmar's Myo Win Than



Ministry of Tourism Cambodia's Thok Sokhom, ASEAN Secretariat's Tran Don Phuong, Ministry of Information, Culture & Tourism Lao PDR's Phanith Rashbouth and Khom Douangchantha

Ministry of Foreign Affairs Indonesia's Mardy Farid, Embassy of the Republic of Indonesia, Manila's Presly Degona and Ministry of Tourism Indonesia's Aulia Chlordinany



# Where you can really dance with the stars.

SINGAPORE  
FLYER

ARTSCIENCE  
MUSEUM

FORMULA 1™

## BE IN SINGAPORE FOR THE ASEAN TOURISM FORUM 2017 16 TO 20 JANUARY 2017

### SHAPING OUR TOURISM JOURNEY TOGETHER

■ ASEAN TOURISM MEETINGS     ■ TRAVEX     ■ ASEAN TOURISM CONFERENCE

[www.atf2017.com](http://www.atf2017.com)

Organised by

Held in

Official TRAVEX 2017 Organisers



## Viewpoint

# A solid tourism game plan

The Philippines' Secretary of Tourism Ramon Jimenez dishes out information on ATF 2016, plans on how to leverage on the cruise market and what travellers can expect from the 7,107 islands

### What are the key points in promoting the Philippines for ATF 2016?

Playing host to the ASEAN Tourism Forum (ATF) for the fourth time is the perfect opportunity to show the new Philippines, which the international community alternatively calls, 'Asia's New Tiger', 'Asia's Bright Spot', and 'The Next Asian Miracle'.

The Philippines that first played host to ATF in 1987 and subsequently in 1998 and 2006 has gone far, and has now entered a new era marked by strong growth and potential.

ATF Philippines 2016 should also banner the many successes of our country's tourism, now one of the major industries in the Philippines under the Aquino administration. Its total value and size at 982.4 billion pesos (US\$21 billion) and 7.8 per cent share of the country's economy is unprecedented. Getting tourism recognised as one of the sectors at the top of the national economic agenda is certainly a huge feat.

Today, Philippines' tourism industry is the fifth growth driver of the country's economy. Since the entry of a national leadership that believes in tourism as key to inclusive growth, it has become an important pillar of this government administration's core objective of good governance.

On a micro level, ATF Philippines 2016 looks forward to the adoption of the ASEAN Tourism Strategic Plan 2016-2025 as spearheaded by the Philippines. On the same occasion, ASEAN Member States will unveil the South-east Asia Cruise Brand for 2016 and convene the biennial ASEAN Green Hotel Standards Award and the first ever ASEAN Homestay Award. The ATF Philippines 2016 is also very fortunate to have in attendance international organisations such as the World Tourism Organization, World Travel and Tourism Council and ASEAN Region Employer to tackle tourism careers in ASEAN.

### What can buyers expect during ATF 2016? How many buyers are you expecting at ATF 2016?

ATF 2016 is a major turning point for Philippine tourism by bringing focus on several 'treasure product' innovations to suit newer markets and target groups.

Buyers are expected to participate in two full days of one-to-one appointments with industry international and local buyers, conduct business, and provide networking opportunities based on their specific business objectives.

Four hundred international buyers from across the globe and 50 domestic buyers are expected to participate.

### In 2016, we believe that you will be continuing with the successful *Visit the Philippines Year* campaign. What will be different?

When the Philippine Department of Tourism (DoT) declared 2016 as *Visit the Philippines Year Again*, we only had one thing in mind: to cement the Philippines' reputation as a must-experience destination in Asia. And we are claiming it along with our promise of more fun as 2016 becomes our *Year of Agains*.

Travellers will not run out of reasons to visit the Philippines this year. They should choose the Philippines because we assure them that they are off to a complete travel experience in what media giants *Conde Nast Traveller*, *Travel+Leisure*, *Lonely Planet*, and *TripAdvisor.com* consider as "one of the most beautiful and most exciting places to visit" in the world.

Together with the Tourism Promotions Board of the Philippines, we have lined up many different activities. A full calendar of international events, which are all slated to happen in the country, awaits tourists in the Philippines. From festivals to musicals, to gastronomical, cultural and historical, there is no reason not to include the Philippines in one's bucket list.

For new visitors, we want them to experience a more visual Philippines. Experience the Philippines, not one way, not two ways, but as a multilevel destination.

From north to south, east to west, the Philippines is by itself a multi-city, multi-experience destination. We want travellers to have the best of both worlds – the urban experience in our pulsating cityscapes and the rustic charm of the countryside in less than three hours by road, a little more by plane, and a few hours by sea.

Also, we will feature special incentives for repeat visitors that offer discounts on flights, accommodations, tours, and other packages.

### How can the Philippines capture more of the cruise market, as this market has the strongest growth?

The DoT has geared up its promotion of the country as a destination for the once Europe-and-US-dominated lucrative cruise ship market, seeing strong interest from international cruise lines increasing their ports of call and expanding visits to more islands in the country.

Our country's proximity to major cruise source markets like China, Japan and Hong Kong positions us at a competitive and comparative advantage in the Asia-Pacific region. It is interesting to note that the number of cruise calls has increased from only 10 vessel calls in 2011 to a total of 54 in 2014. And this year, there are already 66 cruise calls scheduled.

The ongoing development of the Cruise Tourism Development Strategy seeks to provide a blueprint for positioning the Philippines as a major cruise destination in Asia and the Pacific. Interface with the Philippine Department of Transportation and Communication has already started, particularly in developing the country's major ports of entry.

Convergence with the Philippine Department of Foreign Affairs, Department of Justice, Bureau of Immigration, and the Bureau of Customs on the implementation of the API-PNR system in time for ASEAN 2015 is another step forward in our goal of capturing more of the cruise market. The API-PNR System aims to address passenger mobility, targeting a convenient and hassle-free tourist experience for travellers.

### How is the Philippines able to collaborate better with ASEAN to capture more visitors?

In addition to the Philippine participation

in travel fairs in ASEAN, the Philippines continues its collaboration with ASEAN-related marketing programmes and activities as well as product development and implementation of ASEAN programmes geared towards a strengthened regional tourism industry. In the end, it is the common goal of achieving sustainable tourism development through a responsible ASEAN economic community.

The Philippines has also initiated joint promotion of a particular local destination plus an ASEAN tourist attraction, as part of the larger goal of making ASEAN a single tourism destination. The country has likewise been actively involved in initiatives of the ASEAN Promotional Chapter on Tourism (APCT) in Australia and India. Among the continuing projects of APCT Australia are the production of a mini magazine on food; the management of Webjet, a digital platform to promote ASEAN destinations; and the National Tourism Industry Awards Night which gives distinction to National Tourism Organizations.

The Philippines certainly takes pride in hosting the 35<sup>th</sup> edition of ATF embracing the vision and mission of ASEAN with strong position in meeting the challenges of tourism. The Philippine government works together with various local government units and private sectors from different provinces, including committed tourism prime movers and shakers, to draw on potential assets and resources and assert the country's claims to be the rising tiger in the global tourism arena.

ATF 2016's theme, *One Community for Sustainability*, serves as a springboard for integration, solidarity, and unity as one single tourist destination and to build a strong competitive foothold in the global tourism market.

ATF 2016's theme, *One Community for Sustainability*, serves as a springboard for integration, solidarity, and unity as one single tourist destination and to build a strong competitive foothold in the global tourism market.





World of Wonder

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

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



[www.indonesia.travel](http://www.indonesia.travel)

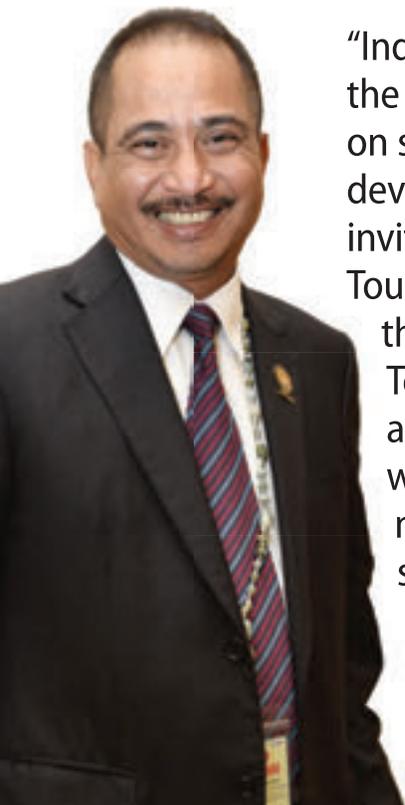
indonesia.travel

@indtravel

indonesia.travel

# Partnership menta

ASEAN tourism leaders share what's being done in unity to address environmental and sustainability issues that impact tourism in the region



“Indonesia is developing the national standard on sustainable tourism development, and we have invited UNWTO (World Tourism Organization) and the Global Sustainable Tourism Council to assist us in this. While we will start with the national standard, we see this as something that can eventually be developed in the ASEAN region.”

**Arief Yahya**  
Minister, Ministry of Tourism, Indonesia

“Through the ASEAN Tourism Strategic Plan (ATSP) for 2011-2015, all ASEAN members have agreed to work together to develop the region’s tourism sector while at the same time ensuring an increased quality of life and opportunities for residents through responsible and sustainable tourism development by working effectively with a wide range of stakeholders. NTOs in this region are now developing the ATSP 2016-2025 which will focus on making ASEAN a quality destination that offers a unique and diverse experience while being committed to responsible, inclusive and balanced tourism development.”

**Mohamed Nazri Abdul Aziz**  
Minister, Ministry of Tourism and Culture Malaysia



“Governments of the ten ASEAN member countries had signed the ASEAN Agreement on Transboundary Haze Pollution in 2002. Furthermore, in a recent statement, the Ministry of Foreign Affairs (Singapore) had affirmed that Singapore will continue to work closely with our ASEAN counterparts to fully operationalise the ASEAN haze monitoring system, and other cooperative initiatives.”

**Leong Yue Kheong**  
Assistant chief executive, International Group, Singapore Tourism Board



“There are several areas where ASEAN tourism ministries can work together to address environment and climate challenges to the tourism industry.

Ministries could encourage tourism stakeholders in the ASEAN region and at the national level to adopt best practices which are more responsive to climate change. For example, improving the management of tourism facilities and accommodation that are more eco-friendly.

Ministries can also encourage and adopt carbon friendly technologies, and cleaner production techniques in all tourism developments to reduce impact on the environment and to protect and preserve the environment for future tourism related activities.”

**Ali Apong**  
Minister of primary resources and tourism, Ministry of Industry and Primary Resources, Brunei Darussalam

lity



“In January 2014, the ASEAN tourism ministers adopted the Framework, Approaches, Parameters, and Measures for Climate Change and Tourism in ASEAN. It recognises the increasing incidence of forest fires or haze in Indonesia and Malaysia that affects not only the livelihood of many people in the region but also the health condition of many tourist destinations.

Accordingly, ASEAN ministers have agreed to work together to integrate and mainstream climate change approaches in existing tourism

competitiveness indexes or standards, as well as reduce the vulnerability of travel and tourism infrastructure, operations, services to natural hazards by enhancing their

adaptive capacities.

The ministers have also agreed to work together to promote low carbon tourism zones as well as enhance sharing of information and

best practices to assist ASEAN member states to mitigate, if not totally eliminate, the spread of haze to other countries.”

Ramon Jimenez Jr  
Secretary, The Department of Tourism,  
Philippines



Visit us at Hall 3 Booth N18

## YOUR GATEWAY to Asia Pacific

60 hotels across three brands in over 25 cities;  
our world is your playground.

Join *FURAMAfirst*, our loyalty programme,  
to enjoy exclusive rates for your next holiday

Visit [www.furama.com/furamafirst](http://www.furama.com/furamafirst)  
for more information.

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

[www.furama.com](http://www.furama.com)

Special report **Business outlook**

# Travel business outlook for 2016



Travel companies in Asia-Pacific are generally optimistic about their business prospects in 2016, with the outbound market expected to remain a bright spot

**SINGAPORE**

By Paige Lee Pei Qi

**Inbound**

**Jaclyn Yeoh**  
Managing director,  
Siam Express



I have recently engaged a new Europe and China representative, hence I am looking forward to having more sales from these two regions. I will be happy if we can maintain the sales revenue as in 2015. We also need to bundle Singapore with our regional countries to sell them as one package in order to improve market share and hopefully this new marketing strategy will improve the sales performance in 2016.

year-on-year increase in travel demand for 2016. While (evergreen) destinations such as China, Europe, Japan, Taiwan and regional cruises will remain popular, we also see a growing appetite for more exotic vacations to the Arctic Circle and South America.

We are implementing strategies to leverage technology to improve service, increase efficiency, broaden market reach and change our business model. Besides mainstream offerings, we are positioning the company as one reputed for alternative and exotic travels, a growing segment in the travel market. On the web, we are moving towards increasing our online presence to see growth regionally and worldwide.

**INDONESIA**

By Mimi Hudoyo

**Inbound**

**Umberto Cadamuro**  
COO inbound,  
PACTO

Having successfully weathered the



multiple challenges in 2015 and posted another excellent year in terms of profit, 2016 presents exciting and rich opportunities. With the strong demand for groups that not only cover 2016 but extends all the way to 2017, we feel we stand on solid ground.

Various challenges are afflicting our industry, yet we are able to keep expanding in new markets to maintain both profitability and a balanced market share. Our next stop is South America!

**Outbound**

**Willy Sihombing**  
Managing director, Sedona Holidays Tour and Travel Medan

My outbound business prospect for 2016 is positive. While the early part of 2015 saw slower business than in 2014, demand for incentives and FITs started to pick up towards the end of 2015. I am expecting this to continue into 2016.

The aggressive promotions by NTOs like Japan, Thailand and Malaysia have helped enticed (Indonesians) to travel. Overseas tour operators have come up with new ideas and programmes to at-

tract travellers by allowing agents like us to send two or three pax to join a sit-in-coach tour together with guests from other travel companies, etc. (The diverse tour options) make it easier for us to sell packages.

**THAILAND**

By Xinyi Liang-Pholsena

**Inbound**

**Pornthip Hirunkate**  
Deputy CEO  
and managing  
director, Thailand,  
Destination Asia



2016 will be a challenging year for Destination Asia due to various factors including economics and political matters that compound on our business.

We still continue to see positive signs from our clients from the UK, Northern Europe, the US and Latin America markets. To stay on top we have to be more creative with our products and activities.

A positive sign is that there are also more cruise lines calling at Phuket, Laem

**Outbound**

**Anthony Chan**  
Managing director,  
Chan Brothers  
Group

We are projecting  
five to 10 per cent





Tourism  
**SELANGOR**

Escape From The ordinary,  
Discover Selangor!

White Water Rafting,  
Selangor River, Kuala Kubu Bharu  
Hulu Selangor



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

Available on the  
**App Store**

ANDROID APP ON  
**Google play**

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

# Special report Business outlook

Chabang and Koh Samui in 2016, and we have seen positive growth within MICE groups from the US since last year which shows confidence is returning to the destination.

**Outbound**  
**Vorapong Muchaothai**  
Director of sales and marketing, Standard Tour

We are seeing growth for the outbound market due to more direct flights coming in and out of Chiang Mai, where we are based. According to Thai immigration figures, the number of Thai outbound travellers from Chiang Mai is around 80,000 in 2015, and is likely to exceed 100,000 in 2016, and we are also recording a stronger interest from northern Thais to travel overseas as Chiang Mai grows in flight connectivity.

We are promoting destinations farther afield such as Japan as well as Bali, Australia and New Zealand by partnering SilkAir on chartered services via Singapore.

**MALAYSIA**  
By S Puvaneswary

**Inbound**  
**Francis Cheong**  
Managing director, Apxara Travel & Events

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

**Outbound**  
**Adam Kamal**  
CEO, Olympik Holidays

Outbound business will be slow unless the ringgit strengthens. We are placing emphasis on outbound packages to Thailand, Indonesia and the Philippines as there are many LCCs flying to these destinations with affordable airfares, which is good for us.

**PHILIPPINES**  
By Rosa Ocampo

**Inbound**  
**Bernadette De Leon**

General manager, Amiable Intertours  
I used to have lots of inbound groups and families but they are hurt by (the bullet-planting scam at Ninoy Aquino International Airport) and peace and order concerns. And with a lot of ASEAN destinations offering cheaper fares, accommodations and tours, plus guaranteed security, (travellers) would rather visit Vietnam, Bali, Thailand and Malaysia and fly direct to those (destinations).

**Outbound**  
**Rowena Baltazar**  
Sales manager, Adam's Express Travel Group  
Outbound business will continue to boom in 2016 as

travel becomes even more affordable, with good rates for airfares, accommodations and tours abroad.

Japan will be the top draw as it has eased its visa requirements and its government is more active in promoting the destination.

Filipinos will troop around Asia especially to the emerging destinations of Bali, Borobudur and Vietnam, apart from old favourites of Hong Kong, Bangkok and Singapore.

(Demand for) France will ease a bit due to recent terrorist attack but Italy will pull religious trips as the Pope opened the Holy Door of the Vatican for the Year of the Poor.

**HONG KONG**  
By Prudence Lui

**Inbound**  
**Hazen Tang**  
Executive director, HS Travel

Given the current global economy and falling arrivals, I am worried about business (this year). Provided that there are no major disasters or accidents this year, the city may experience around 10 per cent drop of arrivals. It's vital for Hong Kong to develop more new products for tourism.

**Outbound**  
**Simon Wo**  
General manager, Premium Holidays

Foreseeable economic downturn may dampen the middle class's appetite to travel but not high-spending professionals who will continue to seek novel destinations. Indeed, we remain cautiously optimistic because travel has become a lifestyle for Hong Kongers and airlines may come up with discounts to drive traffic.

We will channel more resources to high-end products with emphasis on South America, the North Pole and South Pole in 2016.

**MACAU**  
By Prudence Lui

**Inbound**  
**Cooper Zhang**  
Manager, international department, CITS Macau

I hope it will be better than 2015 with the opening of new hotels and integrated resorts in 2016. These new offers may attract more tourists to Macau, especially from China. If the Chinese Central Government relaxes the travel permits for Chinese passport holders visiting Macau, it would definitely help.

**Outbound**  
**Sabrina long**  
General manager, EGL Tour (Macau)

The outbound traffic will be more or less the same as 2015 but this depends on the business environment and local gaming performance which affect the desire of travel. Moreover, Macanese are concerned about security when choosing a destination, so areas with terrorist attacks would be avoided. Overall speaking, we would be happy if we can maintain the same level of business achieved in 2015.

**CHINA**  
By Caroline Boey

**Inbound**  
**Sarah Keenlyside**  
Founder and CEO of The Bespoke Travel Company

China is poised to become the world's largest business travel destination in 2016, an increase we already saw last year. Many of our business travel clients are either adding sightseeing or integrating some form of cultural immersion/partner programme into their trip. We hope this uptick will continue, especially given the drop in inbound leisure and FIT travellers in 2015.

Continued improvement in the number and quality of hotels on offer in China's less-visited cities such as Kunming and Chengdu is also likely to encourage travellers to be a little braver with their trip planning.

**Outbound**  
**Lu Hao Shuo**  
Deputy general manager, inbound travel division, Kunming CITS

According to my demand from Yunnan will continue to increase in 2016. Travellers are still confident of China's economy and there is interest in visiting other parts of the world after having enjoyed domestic tours. Compared to the rising cost of domestic travel, outbound tour prices are also more stable.

South-east Asia, the Middle East and Europe are popular destinations during the peak holiday periods, and beach holidays are very attractive. But unrest and terrorist attacks are raising security concerns and have resulted in cancellations to the Middle East and Europe. Meanwhile, South Asia started picking up in 2014 at a rapid pace.

**JAPAN**  
By Julian Ryall

**Inbound**  
**Megumi Ueda**  
General manager, Ayabex

We have seen a tremendous increase in foreign tourists visiting Japan in 2015 and we expect that trend to continue into 2016 as well. We are anticipating more repeat customers – including FITs, groups and MICE clients – returning to Japan. That means that we need to identify new sightseeing spots and activities for them; it is up to us to provide them with interesting and exciting new destinations that meet their needs.

**Outbound**  
**Daisuke Watanabe**  
Senior manager, Micronesia division, JTB World Vacations

We think (business) this year will be about the same level as 2015 for outbound tourists from Japan to our destinations. That is in part because the number of flights to Guam from Japan, except for Tokyo, will be reduced from April 2. Like other agents focused on the islands of the Pacific, we plan to draw up package tours that utilise charter flights to boost our numbers.

**AUSTRALIA**  
By Rebecca Elliott

**Inbound**  
**Sujata Raman**  
Managing director, Abercrombie & Kent

In a word, excellent. The low Australian dollar undoubtedly had an impact, but so has the perceived safety of the destination as well as its clean and green image. Forward bookings are double the value that we had at the same time last year. All markets are strong into Australia including Asia, and in particular China.

**Outbound**  
**Tom Walley**  
Head of leisure travel, Flight Centre

Asia continues to be a big focus for us in 2016. We are gearing up for the return of our big Asia campaign that spotlights the diversity of experiences on offer with some of the hottest market deals, while travel packages to popular destinations will feature throughout the year. River cruising in Asia has emerged as a trend in 2015 and we expect this to continue, alongside the rise of youth specific tours, small group journeys and family-friendly packages.

**INDIA**  
By Rohit Kaul

**Inbound**  
**Arun Anand**  
Managing director, Midtown Travels

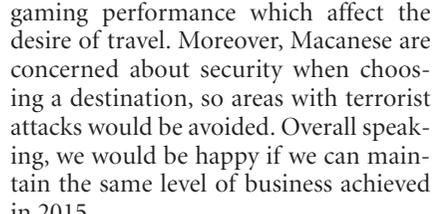
I expect 2016 will be a positive year for the Indian inbound industry. The e-visa scheme has now been extended to 113 countries, simplifying travel to India for majority of markets. The new year will see the e-visa facility gaining momentum and playing an instrumental role in the growth of inbound markets like the UK and the US.

The Indian prime minister travelled to many countries in 2015 and created a positive image of the country globally. This, coupled with the efforts of the Ministry of Tourism and private players, will help the inbound industry to make inroads in many traditional and new markets.

**Outbound**  
**Anil Kalsi**  
Joint managing director, Ambe World Travels

2016 looks very promising for the travel industry. I feel that many more countries will reciprocate the visa-on-arrival facility for Indian nationals, making impulsive outbound travel a reality.

We are a nation on the move and with today's work pressure, everyone needs more breaks to unwind. I see a huge upsurge in the honeymoon segment for which we now have a dedicated website. The luxury segment has also matured and Indians now want to experience the exclusivities of the world, so this segment too will see good demand.





# Somewin new is in the air



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

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

**...betterfly Royal Brunei**

Visit us at [www.flyroyalbrunei.com](http://www.flyroyalbrunei.com) today!

## Analysis

# Someone to watch over me

Singapore's industry leaders come forward to mentor young talent in a bid to retain them as staff shortage looms ahead. By Raini Hamdi

Saddled by the grave issue of attracting and retaining talent, Singapore hoteliers are taking the bull by the horn and going out in force to mentor students in a plan that is believed to be unprecedented in the global hotel industry.

The initiative sees the Singapore Hotel and Tourism & Education Centre (SHATEC) – which is owned by members of the Singapore Hotel Association (SHA), comprising virtually most hotels in the city – launching an Industry Mentorship Programme that matches an industry leader to a SHATEC student who is keen to rise in any of the five key areas of hotel operations, tourism, F&B, pastry & culinary, and sales, distribution & marketing.

This early, no fewer than 41 industry members have signed up to be a mentor and fulfil the obligations outlined in the structured programme. Leading by example, most are right from the top – general managers, departmental vice presidents, executive chefs, celebrity chefs and business owners. While most are from hotels, the programme has also been able to reach an industry-wide audience, including such companies as Google Asia-Pacific, Trafalgar Asia, Silversea Cruises, Suntec Singapore and Lo & Behold Group, which owns and runs upmarket restaurants in the city.

The programme is championed by two prominent veterans, Tan-Wee Wei Ling, executive director-asset management, Pan Pacific Hotels Group (PPHG), and Diana Ee-Tan, director of Far East Orchard and chairman of Mt Faber Leisure Group. They chair and co-chair respectively an eight-member SHATEC Mentorship Advisory Council that includes representatives from the four large chains, Accor Hotels, Hilton International, InterContinental Hotels Group (IHG) and Starwood Hotels & Resorts.

At the heart of the initiative is the industry's anxiety to develop the next generation of leaders. Tourism workforce has grown 5.5 per cent year-on-year since 2001, ahead of Singapore's workforce growth of 3.3 per cent per year in the past three decades, which is expected to slow to one to two per cent per year till 2020. Based on new rooms opening, a shortfall of 3,000 workers or 10 per cent of the sector's current workforce is looming.

In the region, it has been well-documented that Singapore particularly has a chronic issue of attracting talent to hotels, a problem that evades countries such as the Philippines or Thailand. Perceptions linger of long hours, and even longer ones to advance in what has been an industry charted and led by Westerners.

But Asian owners are viewing local talent with fresh eyes, said Tan-Wee. "There has been a sea change of heart. Asia is booming. Before we served Western high tea, now we serve Chinese high tea. Owners also see that many Asians have been appointed to senior roles overseas, so why not appoint them here?" she said.

PPHG in February last year appointed two locals, Gino Tan and Tina Sim, to



head its flagship Pan Pacific and Parkroyal hotels in Singapore respectively. Other homegrowns including the Park Hotel Group and Far East Orchard also have predominantly locals helming their hotels.

But what has mentorship to do with it? Both Tan-Wee and Ee-Tan said the value of guiding, coaching and inspiring a young person to achieve his/her true passion was key to retaining and developing local talent. Ee-Tan gave a recent example arising from the programme: a student has dreams to open a restaurant after graduating. Her mentor is a hotel F&B leader who gave her solid advice as to what the financials could look like and coached her on the areas she needed to focus on in her studies at SHATEC.

Said Ee-Tan: "Besides giving technical

knowledge guidance, support to mentees during their workplace internships, or when they begin their first jobs, mentors with their years of experience can provide priceless guidance to mentees on career planning and development and when the mentor-mentee relationship is well matched, it can extend beyond student days, as a mentee progresses along his or her career path."

For the inaugural launch, 23 students were matched with a mentor for a duration of one year. "As this is the first time we are rolling out the programme, we have deliberately kept the number small," said Margaret Heng, CEO of SHA and SHATEC.

The programme is open to all students who have completed at least one term of

studies in their respective courses. To ensure commitment, students must apply and the application requires a recommendation from course tutors, who look at attitude, conduct and passion in developing a career in the industry.

Unsurprisingly though, those who applied in the first batch were students who had better grades. "We are encouraging the SHATEC management to reach out widely, with the message that all students regardless of their grades will be welcomed wholeheartedly into the programme and the ones with lesser grades should not exclude themselves," said Ee-Tan.

Ideally, there should be a mentor for every student, but the champions of the programme would be just happy if, by the end of the first year, 25 per cent of a graduating cohort had a mentor.

That means developing a larger pool of mentors. Being the training arm of SHA, Heng is confident more will come forward. She said: "The mentors approached (thus far) were very gracious and accepted the invitation wholeheartedly. For example, upon attending the first Advisory Council meeting, of which she is a member, Tash Tobias (general manager of InterContinental Hotel Singapore), immediately recommended an additional five mentors from IHG, many of them at general manager and director level.

"As the programme matures and stabilises, we hope to broaden the network of mentors."

Mentors like Michael Tan, director F&B-west zone hotels and MICE of Resorts World Sentosa, just "want to give back to the industry and help to provide more opportunities for people who are passionate and deserving". Twenty-three years ago, he was given the opportunity to study at SHATEC by no other than PPHG's Tan-Wee herself.

"I believe we all have a part to play in building the next generation. As the saying goes, 'we rise by lifting others'; society as a whole will not progress unless we extend a helping hand.

"A structured mentorship programme is needed as it gives both the mentor and mentee a guideline to go by, and ensures that proper accordance and channels are in place to achieve the best outcome. This also helps to accredit the mentee, allowing him/her access to a wider range of platforms and programmes that they can pursue to further their career journey in their respective industries," said Tan.

Asked how they would measure the success of the programme, Tan-Wee and Ee-Tan gave three yardsticks: has the student's knowledge of their course and studies expanded with the coaching by their mentors?; has it helped de-mystify the hotel management hierarchies and create greater confidence in students to engage senior leaders?; and have opportunities to speak with and network with senior industry players and leaders helped them with internship at the workplace and with transition to the business or working environment?



(Mentors provide) priceless guidance on career planning...

**Diana Ee-Tan**  
Director, Far East Orchard and chairman, Mt Faber Leisure Group



There has been a sea change (for owners to employ local GMs).

**Tan-Wee Wei Ling**  
Executive director-asset management, Pan Pacific Hotels Group

celebrate:



VISIT  
PERAK  
MALAYSIA  
2017  
World of Wonders

# PERAK

*Themes park*

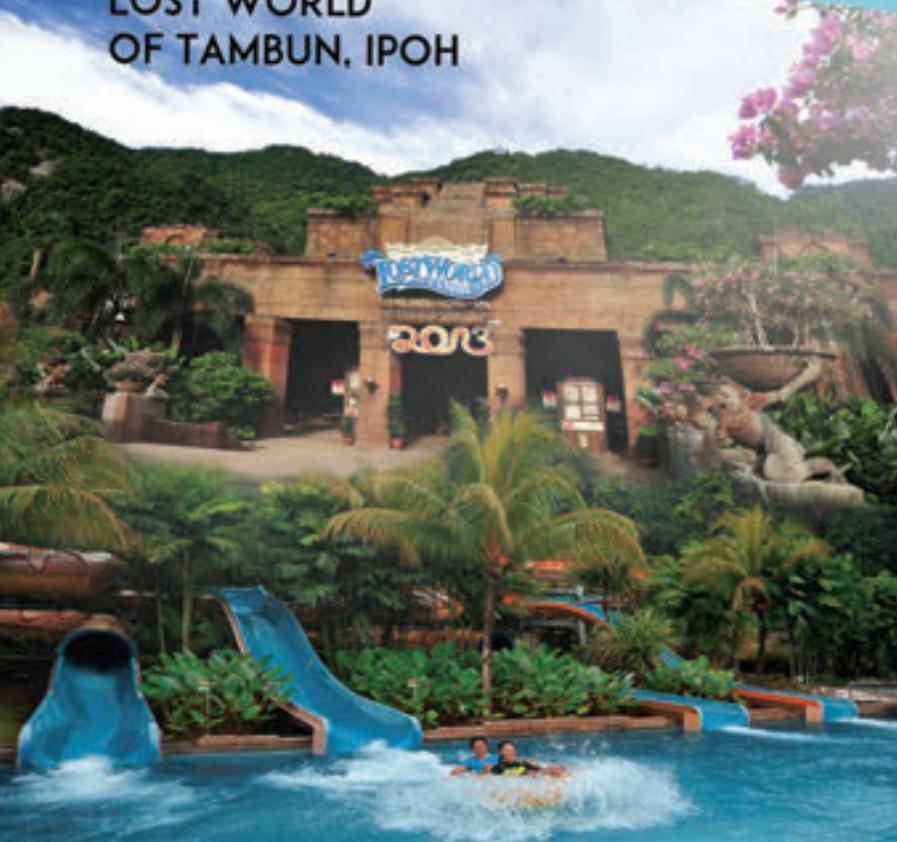
SUNGAI KLAH  
HOTSPRING, SUNGKAI



MAPS, IPOH  
MOTION ANIMATION PARKS STUDIOS



LOST WORLD  
OF TAMBUN, IPOH



BUKIT MERAH  
LAKETOWN RESORT, TAIPING



**tourism perak**  
MANAGEMENT BERHAD

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

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

Email [perak\\_tourism@yahoo.com](mailto:perak_tourism@yahoo.com)

[www.travelperak.com](http://www.travelperak.com)



tourismperak



@peraktourism



tourismperak



# Straddling the middle ground

South-east Asia's growing middle class is driving a surge of mid-tier hotel investment in the region, but do travel consultants face any challenges in securing rooms in this market segment? The *Daily* finds out

## SINGAPORE – Paige Lee Pei Qi

The continuous roll-out of midscale hotels in Singapore not only injects new supply into the industry, but also provides alternative options for travellers, travel consultants told the *Daily*.

According to CBRE Hotels (Asia-Pacific), executive director, Robert McIntosh, about 45 per cent of Singapore's upcoming hotel supply until end-2018 will belong to the midscale sector. "The current stock of

3.5- to four-star hotels amounts to about 31 per cent of the whole supply, which indicates that there will be a significant relative growth in this segment," he said.

"This shows the demand is growing strongly for such hotels that offer value for money, efficient service and simple, modern facilities," remarked McIntosh.

Highlighting the appeal of the mid-tier hotel segment, Judy Lum, group vice president sales & marketing of Tour East Singapore, said: "These hotels are less intimidating to Asian travellers who prefer a casual atmosphere, and our midscale

hotels here are pretty decent hotels with room amenities."

These hotels are largely popular among travellers from regional markets like China and Hong Kong, added Lum.

Likewise, for Luxury Tours & Travel, Chinese groups form the bulk of travellers that opt for midscale hotels, said Singapore director, Michael Lee. He said: "These travellers are simply looking for a comfortable stay without all those extra comfort items, so it is suitable for them."

Samson Tan, CEO of GTMC Travel, commented: "There is very good demand for these properties, especially from the Asian market because of its competitive offerings with affordable prices."

"I do not face any challenges in securing these rooms because I think the supply is more than the demand," he added.

CBRE's latest *Singapore Hotel MarketView* report revealed that "in light of the appreciating dollar, tourists have become more price-sensitive, thus increasing the demand for lower-tier hotels". The occupancy rates for midscale hotels rose 2.8 per cent year-on-year to

83.8 per cent, according to the report.

The first half of 2015 saw new midscale hotel openings like the 443-room Park Hotel Alexandra, 557-key Genting Hotel Jurong and the 488-room Hotel Chancellor@Orchard.

This year, Singapore is set to welcome mid-tier properties the likes of ibis Singapore on Stevens with 528 rooms and ibis Styles @ Macpherson with 298 rooms.



"I pick the four-star Park Hotel Clarke Quay for its good location, good service, and well-furnished rooms despite being only 24m<sup>2</sup> to 26m<sup>2</sup>. I have received good feedback on the hotel's service and cleanliness. They have also provided timely check-in for my clients and attentive service. It may only be a mid-tier hotel but with the right service culture, guests will keep coming back for the great experience."

**Judy Lum**  
Group vice president sales & marketing  
Tour East Singapore



Genting Hotel Jurong

**TTG** Show  
Daily

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



**ITB BERLIN**

Messe Berlin | Berlin, Germany

9 - 13 March 2016

Issue Dates: 9, 10 & 11 March

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

**LAST CHANCE TO ADVERTISE**, please contact

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

## JAKARTA – Mimi Hudoyo

According to inbound players in Indonesia, Jakarta has a good supply of midscale and upscale rooms with a variety of facilities and locations that meet the needs of visitors.

STR Global's data showed that in the first half of 2015, there were 186 hotels with a total 32,181 rooms in the "middle ground" category in Jakarta. Another 12 properties were expected to open by end-2015, adding 2,416 rooms to the city.

Ismail Ali, executive director of Marintur Indonesia, said: "Unlike Bali, whose tourism majority is inbound travel, leisure business to Jakarta is not that big. The majority of hotels in Jakarta set aside up to 15 per cent of room allotment to inbound leisure business (travellers).

"As a DMC (catering to European and Middle Eastern markets) there are sufficient rooms available so far. There is a good choice of international and national hotel chains which have the facilities and the service quality to meet travellers' demands," he added.

Jongky Adiyasa, executive director INA Leisure, agreed there were sufficient hotel rooms for his European, Middle East and Indian markets in the upscale and upper midscale categories.

However, this was not without its challenge, commented Adiyasa. Hotel rooms could be full during weekdays when there are big MICE events in Jakarta.

Anthony Johannes, senior manager of Fokus Indonesia Tours added that Jakarta has a good choice of hotels in the upscale category suitable for his Middle Eastern market, and many of these properties have been around for many years. They usually have spacious rooms equipped with today's standard facilities such as speedy Internet connections.

However, occupancy in the first half of 2015 in the upscale category was down more than 12 per cent, revealed STR Global's data.

Matt Gebbie, director Pacific Asia of Horwath HTL, said: "The decrease in government MICE demand, corporate budget tightening and the fasting month (from-mid June to mid-July) were contributing factors.

"Improvements are expected in the sec-

ond half of 2015. The government budget spending is up and meetings are being held in hotels again. While it is unlikely to reach 2014 levels, it will still be an improvement when compared to the first six months of the year."

Asked if Jakarta has enough hotel rooms in this category to cater for the next few years, Christy Megawati, business development manager of STR Global, said: "With Jakarta (still) developing its infra-

structure, the opportunity for business market is still positive. Also, if we take a look at the distribution pattern of hotel development, investors are not only looking at the city centre but also spreading out to (all corners) of the city."

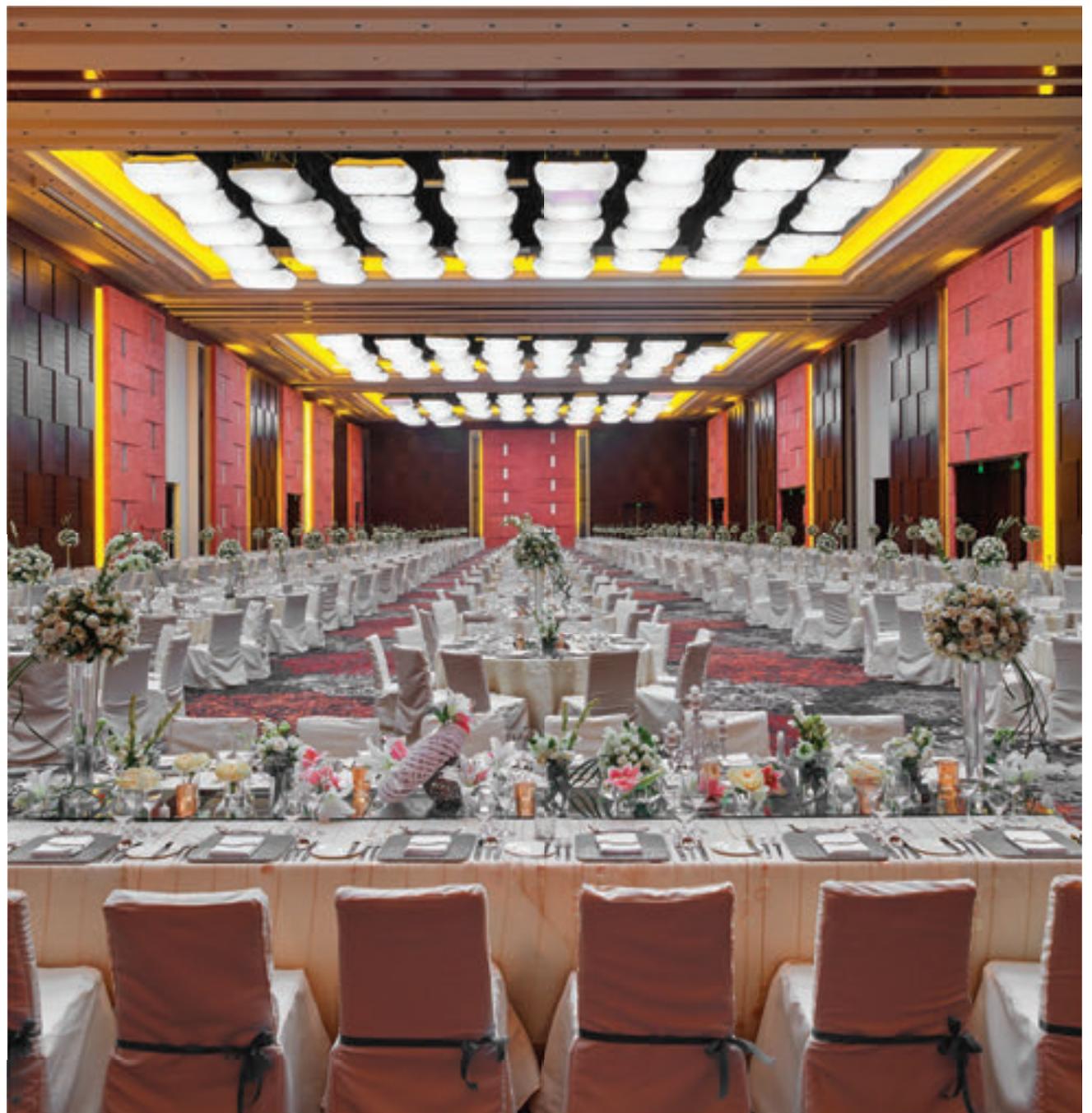


"As an international hotel group, AccorHotels has the system in place, the service

standard and well-trained staff.

Santika Indonesia is a home-grown hotel group which has been growing not only in number of properties, but also in implementing the standard of facilities and services that meet the expectations of international travellers."

**Ismail Ali**  
Executive director  
Marintur Indonesia



A THOUSAND CHEERS.  
WOULDN'T IT BE GRAND?

MARRIOTT GRAND BALLROOM NOW OPEN.

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

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

WWW.MANILAMARRIOTT.COM



  
MARRIOTT  
MANILA

With more business than leisure travellers, Jakarta's supply is tighter on weekdays than weekends



# Special report Midscale hotels

## KUALA LUMPUR – S Puvaneswary

The Malaysian capital has no shortage of mid-tier hotels but price parity and a lack of clear rating system continue to be some of the biggest gripes among inbound tour operators.

Aariana Hospitality International president & CEO, Reginald T Pereira, said: “Our intelligence indicates that there are sufficient mid and upscale hotels, and occupancies of these properties hover close to 70 per cent.

“The rates need to increase to regional levels in order for the hotels to be profitable and attract more investors,” he said. “Looking at the proposed new developments of hotels, there will continue to be sufficient hotel rooms in Kuala Lumpur.

“Moving forward, what has to be done is to increase the number of tourist arrivals and focus on attracting more MICE business in order to move rates and occupancy levels to higher levels,” added Pereira.

According to Arokia Das, senior manager at Luxury Tours Malaysia, most mid-scale hotels are reporting occupancy rates lower than 65 per cent so far this year due

to an oversupply, resulting in “very competitive rates”.

Das added: “Many hotels in this range look for immediate results, so very often there are tactical promotions. Some hoteliers, desperate to sell rooms, give OTAs better rates than the traditional consultants or offer better rates on their websites for last-minute tactical promotions.

“Clients will (then) demand to know why our quotes are more expensive and this situation looks set to continue (this year),” he remarked.

Like Pereira, Das urges the creation of more international MICE events in Kuala Lumpur to draw more arrivals and fill up rooms.

For some travel consultants, the lack of a unified hotel rating system in Malaysia makes it harder for them to sell rooms to their clients.

Ally Bhoonee, managing director of World Avenues, said: “One of the challenges we face is differences between the local hotel brands and the international hotel chains.

“Some local brands have been classified as five-star hotels by the Ministry of Tourism and Culture Malaysia as they have met the necessary criteria such as a



Vistana Kuala Lumpur Titiwangsa

minimum room size of 13m<sup>2</sup>, a beauty salon and spa, a swimming pool and 24-hour room service. Such properties are marketed as five-star but lack the appropriate service levels.

“As travel consultants, we have to professionally explain to our clients the difference between a super deluxe five-star and a deluxe five-star property as this will help them make an informed decision.

“Foreign guests who buy travel packages from tour operators overseas do not have an itemised bill, thus they do not know how much they have paid for the hotel. Hence, it is very important to brief our overseas partners, so that they in turn can brief their clients.”

In Kuala Lumpur, contract rates for

mid-tier hotels generally range between RM320 (US\$74.30) and RM350, sources told the *Daily*.



“Vistana Kuala Lumpur Titiwangsa – the staff are service oriented and the property is centrally located and easily accessible by public transportation. It is also a short drive to attractions such as Sunway Putra Mall and the Petronas Twin Towers. The surrounding area is also peaceful, yet near to the trendy Bukit Bintang area in Kuala Lumpur.”

**Nanda Kumar**  
Managing director  
Hidden Asia Travel & Tours

## Room supply continues to outpace demand in Bangkok



## BANGKOK – Michael Mackey

An oversupply of rooms in Bangkok has created opportunities for both inbound agencies and consumers in the midscale hotel market.

Bangkok has a surfeit of four- and five-star rooms as major international chains can be found in the city, usually in multiple locations. This has led to a severe downward pressure on rates as chains such as Hotel Ibis Bangkok Riverside cost just US\$50 per night with breakfast.

“Hotels in Bangkok have more challenges in filling rooms due to the oversupply,” said Zhang Yulin, China market manager for Asian Trails.

Moreover, there are still more hotels entering the oversaturated Bangkok market, which does nothing to ease the rate pressure.

“There are many new hotels which cater to the midscale budget business or leisure travellers seeking a value-for-money and conveniently located property,” said Hans van den Born, managing director of Diethelm Travel Thailand.

“There are so many new rooms coming online that you ask yourself (whether) these investors have done their due diligence,” said van den Born, who believes this situation will remain the same for the next five years.

“We don’t have any problems (securing rooms), not even in the high season,” he added.

Bill Barnett, managing director of C9 Hotelworks, noted that travellers seeking midscale hotels aim for the cheapest prices and sometimes move to get the desired rate – even on the same trip.

He added: “(There is a lot of) movement and little loyalty or in-house spend, (resulting in) a commodity war in this segment.”



“One recommendation would be the Aetas Bangkok. It has very spacious rooms, friendly and efficient staff, a small swimming pool, various F&B outlets – basically everything you need for a few days stay in the capital of Thailand.”

**Hans van den Born**  
Managing director  
Diethelm Travel Thailand

## MANILA – Rosa Ocampo

With Manila’s mid-range hotels varying greatly in rates and facilities, the Philippine trade opposes categorising hotels according to their rates and should instead be based on the standard of their facilities and amenities. A property with five-star facilities can be rated four-star and vice versa, resulting in a big gap between a hotel’s actual and OTA rates.

Metro Manila is also susceptible to wide rate fluctuations so it is not uncommon for a five-star hotel to downgrade to a four-star during the low season, and for a budget hotel to upgrade its prices to a four-star level during the high season.

The danger of categorising hotels based on pricing is that a property might not meet guests’ expectations and lead to disappointment, travel consultants opined.

Paul So, managing director, Great Sights Travel and Tours, remarked that in the midscale pricing category, facilities

and amenities are “not very clear cut” and often fail to meet consumer expectations. A common complaint is the lack of or slow Wi-Fi, which is an issue for the entire hotel industry in the Philippines and even luxury hotels are also not spared.

Some mid and upscale hotels drop their rates too low, while some lack basic amenities like having hot water for coffee or tea, further adding to the disparity of service and facility standards in the segment.

Categorising hotels based on rates is therefore not the best criteria, argued Perry Perez, team manager of Hana Tour, who said his company has its own standards in choosing hotels.

Manila generally has enough supply of mid and upscale hotels that range from 7,000 pesos (US\$150) to 8,000 pesos. But it can be tricky during the high season and convention months when supply becomes scarce, said Jerome Coronado, inbound supervisor, Swire Travel Philippines.

However, residences are growing in popularity in the metro area, offering a fitting alternative to mid and upscale hotels, said Coronado.

According to the Department of Tourism’s statistics, mid-market hotels currently comprise about 30 per cent of total supply in Manila. Most new and recent hotel developments are in the five-star bracket, augmenting their supply to about 60 per cent of the total hotel pie.

While Philippine brands like Henann, Linden and Crimson fill up the mid-market segment, international brands are noticeably lacking. However, that is about to change with the influx of mid-market hotels over the next few years, including boutique, local and international brands.



“New World Hotel Makati is reasonably priced for its level of services and facilities. It is considered five-star but the price is four-star. It offers quality in terms of services, amenities and food. It keeps upgrading and renovating.”

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



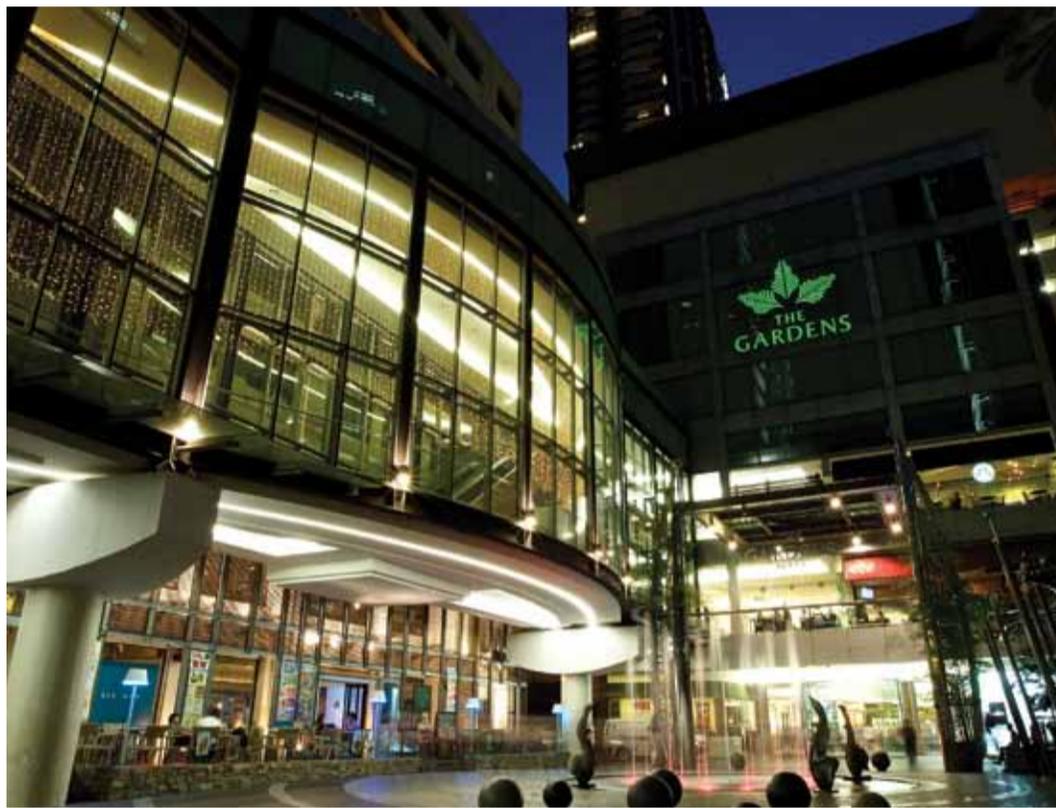
New World Hotel Makati

# GET YOUR SHOPPING FIX IN WONDROUS MALAYSIA

Aside from its eco-tourism attractions, cultural heritage, and culinary wonders, travellers to Malaysia often recognise it for one other thing – shopping. Having won prestigious awards such as the 4th Best Shopping City in the World (Kuala Lumpur – CNN, 2012/13), and 2nd Best Shopping Destination in Asia Pacific (Globe Shopper Index, 2012), Malaysia's shopping industry has become a major tourist attraction in itself.

Shopping in Malaysia is a diverse, and fulfilling, delight – those seeking luxury can easily walk into any one of the many prestigious shopping malls such as Pavilion Kuala Lumpur, KLCC, or Mid Valley Megamall, while those looking for a more rustic experience can visit the many street stalls, bazaars, and night markets in various parts of the country.

In terms of affordable luxury, several mega outlet stores have established themselves as excellent shopping destinations – the Johor Premium Outlet for example, is the first Premium Outlet Centre in Southeast Asia, housing 130 stores of branded luxury goods such as Salvatore Ferragamo, Polo, Ralph Lauren, Michael Kors, and Tumi to name a few, while the newly-opened Mitsui Outlet Park located near the Kuala Lumpur International Airport, spans over 25,000 square metres and houses 140 outlets.



Even in Melaka, the shopping industry is featuring an upgrade – the Freeport A'Famosa Outlet just opened its doors in December 2015. Its first phase carries more than 100 retail units, and features clothing and designer brands such as Nike, G2000, Forever 21 and many more spanning over 16,000 square metres. Watch out for phase 2 and 3, with a combined total area of 29,000 square metres, featuring even more designer labels, brands and shopping satisfaction.

These shopping centres are all complemented by three major shopping events held annually in the country – the 1Malaysia Grand Prix Sale, the 1Malaysia Mega Sale Carnival, and the 1Malaysia Year End Sale. During which, all stores and shopping malls offer unbeatable bargains along with exciting promotions. Coupled with a favourable exchange rate, Malaysia makes the perfect shopping destination for avid shoppers worldwide. For more information, please visit Tourism Malaysia's new website, [www.malaysia.travel](http://www.malaysia.travel).



## Analysis

# Reaching for the stars

The Philippines' new star grading system for hotels has led to more questions and confusion. By **Rosa Ocampo**

In an age where travellers heed user-generated online reviews and many travel agencies devise their own hotel rating schemes, are hotel star ratings still relevant or have they become obsolete?

This is the bone of contention when the Philippine Department of Tourism (DoT) adopted a new star rating to replace its previous system, which classified hotels as economy, standard, first class

or deluxe and resorts as A, AA or AAA.

The DoT wants a more consistent rating system nationwide, as the previous system was often mistaken as a judge of the quality of hotel rooms rather than the quality of the entire hotel.

Philippine tourism secretary Ramon Jimenez explained that the new system is meant "to establish an official, transparent and more objective hotel classification sys-

tem in the Philippines" so that "the travelling public can expect consistency in the standards of accommodation facilities and services throughout the country".

Before the star rating was conceived in 2012, "the Philippines was the only nation in Asia that did not use a similar star rating", said Jimenez. "Star rating is an internationally accepted classification system," he added.

However, the lack of a uniform global star rating process means that the ranking criteria varies from one awarding organisation to another and from country to country, pointed out industry sources.

DoT's controversial auditing process and objectivity of its evaluators have since come under fire. There are two main areas a hotel is rated for. Firstly, the state of the physical property; and secondly, things not related to the construct such as food quality, service standard and linen type, which can be highly subjective.

Questions too are being raised on the propriety of the DoT implementing a star rating programme for the private sector.

Apart from the issue of relevance, it also boils down to "who implements what," remarked Robert Lim Joseph, president of the Network of Independent Travel and Allied Services Philippines (NITAS).

Of over 6,000 properties in the Philippines, only about 700 have been audited for DoT's new star rating. Of this, an undisclosed number have been downgraded and the ability of DoT's star ratings to make or break a hotel remains a sore point for Philippine hoteliers.

Cebu-based Plantation Bay Resort & Spa, which has enjoyed one of the highest occupancy rates in the Philippines for the last two decades – achieved without the benefit of a chain affiliation and with near-zero expenditure on advertising and promotions – fell from grace when it was downgraded from five stars.

However, the downgrade came after the

property has been elevated by TripAdvisor to its Hall of Fame for earning a certificate of excellence for five consecutive years.

"These unwarranted damage to Plantation Bay's reputation and goodwill inevitably has caused, and will still cause, the diminution in the number of patrons or guests that would have otherwise been enticed by the prestige of a five-star hotel, which necessarily will result in substantially less revenues," stated Emmanuel Gonzalez, founder of Plantation Bay.

It has also "cast doubt upon the consistency ratings of Plantation Bay from reputable independent travel agency sites" and "strongly implies that existing Filipino hotels like Plantation Bay are lacking in quality", added Gonzalez, who has filed corruption charges against the NTO and its officials involved in the rating programme.

The Philippine Congress has initiated a hearing, with at least two congressmen calling to abolish the star rating system and to investigate alleged corruption involving the use of the US\$7.1 million grant from the Canadian International Development Agency (CIDA), which partially funded the star rating programme.

Questioning DoT's role in rating hotels, Gonzalez wrote in documents filed with the authorities that "Ireland is the only country in the world where the national government issues star ratings and participation is compulsory. All other national governments leave the rating and recommendation of hotels to private organisations and publications".

In Asia, "only in India is there a national government rating scheme and it is purely voluntary," he added.

Gonzalez had in 2012 called the DoT's attention to the "very subjective criteria and cumbersome checklist which would certainly lead to corruption".

He added: "Hotel rating systems in Canada, Europe and the US and other jurisdictions simply list objective requirements,



## HOW OTHER ASEAN NATIONS HANDLE HOTEL RATINGS



According to a Singapore Tourism Board (STB) spokesman, there is no hotel star

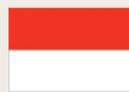
rating in Singapore as the sector comprises mostly international and regional brands that are well-known for their service level and range of facilities.

Visitors can also get a good sense of the quality of accommodation based on the range of room rates offered.

For planning and analysis purposes however, STB has developed a hotel tiering system to provide hoteliers, investors and other tourism stakeholders with information on the performance of each hotel tier so as to facilitate their business decisions.

This reference system categorises hotels based on several factors including average room rates, location and product type.

There are four tiers in this hotel tiering system, namely luxury, upscale, mid-tier and economy. – **Paige Lee Pei Qi**



Hotel rating in Indonesia is handled by the Tourism Business Certification Institutes, and divided into star (one to five) and non-star categories with certification valid for three years.

Johnnie Sugiarto, vice chairman of the Indonesia Hotel and Restaurant Association, said: "The classification is set by the tourism authority based on international and ASEAN standards. A traveller can expect to get a similar three-star hotel standard in Jakarta, Singapore or Australia, for example."

Apart from the physical criteria to meet a certain star rating, staff qualification also plays an important part in the certification.

According to Johnnie, the regulation stipulates that a minimum of 30 per cent of the staff – from the management to the frontliners – hold professional certificates while manpower performance weighs 40 per cent of the total assessment points. – **Mimi Hudoyo**



The hotel star rating system in Malaysia is designed by the Ministry of Tourism and

Culture Malaysia and properties are rated every three years.

Ratings are based on six criteria, with points ranging from one to 10 in each criteria. A five-star hotel has to score a minimum of nine points for each criteria, while a four-star hotel will have to score a minimum of seven points. Three-star hotels have to score a minimum of five points for each criteria.

The six criteria are: qualitative and aesthetic requirements; common areas; bedroom requirements; services; safety standards and hygiene; and staff.

Under qualitative and aesthetic requirements for instance, the property is checked on the use of space, colour schemes, design and ambiance, among others, while the staff criteria looks at qualification, language skills and staff facilities, etc. – **S Puvaneswary**



Hotel ratings in Thailand are set by the Thai Hotel Standard

Foundation which administers with support from other industry bodies, said Surapong Techaruvichit, vice president of the foundation and president of the Thai Hotels Association (THA).

Inspections are conducted by the Thai Hotel Standard Foundation in conjunction with THA, Association of Thai Travel Agents, Tourism Authority of Thailand, Ministry of Tourism & Sports and representatives from universities.

Standards are fairly broad. One-star hotels are clean and basic while two-star hotels offers additional business services. Three-star properties see the consideration of style, comfort and services such as on-site dining, pools and conference rooms. Four-star hotels offer full amenities while five-star establishments stress luxury and high service standards. – **Michael Mackey**



*Urban Boutique*

Today's connected traveler is looking for social engagement, technology integration and consistent service.



*Sub Urban Boutique*

Best Western Hotels & Resorts is creating a new standard for branded innovation and smart space utilization.



FIND YOUR BEST WESTERN LOCATIONS IN ASIA:

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

For reservations, Visit [www.bestwesternasia.com](http://www.bestwesternasia.com)



Facebook.com/BestWesternAsia |



For hotel development opportunities, please contact [asiadevelopment@bestwestern.com](mailto:asiadevelopment@bestwestern.com)

# PATA TRAVEL MART 2016

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

Visit us at  
**BOOTH L9**

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

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

For more information, visit [PATA.org/PTM-2016](http://PATA.org/PTM-2016) or email [events@PATA.org](mailto:events@PATA.org)

## WHY JOIN PTM?



### *Maximise business opportunities*

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



### *Meet the industry's A-list buyers*

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



### *Exciting side events for networking*

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



### *Cost effective*

Special airfare and accommodation rates are available to all participating delegates



### *We bring the world to you*

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



### *Learn something new*

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

# Analysis

(but DoT's criteria) are highly subjective. "No hotel rating system anywhere in the world is given the authority to rate matters such as service, quality of food, condition of lobby furniture, and so forth," Gonzalez elaborated.

Bill Barnett, managing director of C9 Hotelworks, said: "With the rise of TripAdvisor and OTAs, the rating system has become self-governing. In the case of reporting bodies, while government tourism bodies traditionally handled the certification and inspections, given the broad growth of tourism, the public sector has often turned to the private sector to assist as a manner of practicality."

Barnett opined that hotel rating systems "over the past decades have become increasingly obsolete, and in many notable cases, international hotels do not participate. Many key segments like boutique hotels and luxury pool villa resorts are also not covered."

"At the end of the day, the travel sector in broad terms is seeing the rating system substantially diminish in terms of its authority and relevance," he added.

Some industry players hence prefer their own hotel rating system. Said Marjorie Aquino, senior sales and marketing manager, Blue Horizons Travel & Tours: "We came up with our own star rating and our travel agents also have their own ratings. We do ocular inspection of hotels and we also consider travellers' reviews of the hotels."

On the other hand, Pedro Young, assis-

tant vice president for business and product development at Uni-Orient Travel, favours the star rating system so travellers, especially foreigners, have an idea of hotel quality.

Young also believes that online reviews can be manipulated so "you have to be discerning whether the person making the

services throughout the country.

"TripAdvisor, on the other hand, is a more personal type of rating system. It is based on the client's perception, influenced by their own experience of a particular service or facility. Although it is a good tool, this type of rating system can be biased and subjective, differing from one individual to another."

Sarah Mathews, TripAdvisor's head of destination marketing APAC, concurs that its bubble rating is completely different from the star ratings of local governments, and that they can complement but not substitute each other.

On its website, TripAdvisor distinguishes between the two, stating that its bubble rating is a summary of ratings from travellers displayed on a scale from one to five, where three is average and five is excellent. In contrast, a star rating is determined by a third party based on available facilities, staff and amenities.

Seasoned hotelier Arthur Lopez, president of Philippine Hotel Owners Association (PHOAI), also backed the star rating programme, citing the need for laws and regulation to protect consumers.

"When you say you're five-star, you have to be five-star. We have no problems with international brands because they have their criteria. But have you been to provinces and checked three-star hotels? It is important for laymen to understand and to know what they are paying for when they book hotels online," he said.

But with the star rating system under

fire, PHOAI has come up with solutions that the DoT has also agreed to during a meeting on October 6, 2015.

The minutes of that meeting prepared by the DoT noted that "PHOAI suggested the creation of an adjudication board that would consist of DoT and seven respected retired general managers not related to any existing hotels within the jurisdiction of DoT to address controversial issues.

Additionally, they will choose a chairman among them who will report to the board. The seven will render their independent and expert opinions, as well as recommendations based on international standards and practices. The board will also convene to look at complaints and issues concerning the star rating programme and finetune the criterias.

As of press time, it is not yet clear whether the DoT will implement the solutions agreed to with PHOAI.

If implemented, Lopez said that flexibility in the system will be important. For instance, some resorts deliberately omit Wi-Fi, TV and other electrical gadgets so that guests can unplug and unwind, yet deserving properties can still be classified as five star despite lacking such amenities.

As well, new-generation five-star hotels such as Grand Hyatt may have expansive 40-45m<sup>2</sup> rooms, but older properties with smaller rooms can still be classified as five star if the other criterias are met.

Lopez also indicated that the board will attempt to include in the evaluation guest reviews and comments from OTAs.

**We have no problems with international brands because they have their criteria. But have you been to provinces and checked three-star hotels?**

**Arthur Lopez**  
President  
Philippine Hotel Owners Association

review is sincere".

Asked how to reconcile DoT's star rating system with that of user-generated platforms like TripAdvisor, Jimenez said: "Through a star rating system, the travelling public can expect consistency in the standards of accommodation facilities and



**Santika Indonesia**  
HOTELS & RESORTS



**Hotel Santika**



**The Royal Collection**  
BOUTIQUE HOTELS AND VILLAS

## Embrace *the Wondrous* Archipelago

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



THE SAMAYA Thekayana

THE ANVAYA Santika dyandra Hotel Santika Hotel Santika amarishotel

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

www.santika.com | www.amarishotel.com

## EXCLUSIVE LIVING *for* DISCERNING GUESTS

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



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

RESERVATION CENTER  
Ph: (62-21) 270 0022 | Fax: (62-21) 270 0350  
E-mail: reservation@santika.com | Online Booking: www.santika.com

Santika Indonesia  
HOTELS & RESORTS

## A PARADISE *of* YOUR OWN

The Royal Collection is a unique brand of villa living, featuring three world-class properties: The Kayana, The Samaya Seminyak and The Samaya Ubud. Set within beautiful tropical gardens on Seminyak Beach and the Ayung River, each property combines a unique ambience with a touch of luxury in products and services. With a private plunge pool, spa and full butler service, these private boutique villas offer a secluded sanctuary for our most discerning guests.



THE SAMAYA

SAMAYA SEMINYAK - BALI  
Jl. Lakmana, Seminyak, Bali 80361, Bali-Indonesia  
Ph: (62-361) 731 1149, Fax: (62-361) 731203  
E-mail: info@thesamayabali.com

SAMAYA UBUD - BALI  
Banjar Baung, Desa Sayan, Ubud 80571, Bali-Indonesia  
Ph: (62-361) 973 606, Fax: (62-361) 973 610  
E-mail: info@thesamayabali.com  
www.thesamayabali.com

thekayana

KAYANA SEMINYAK - BALI  
Jl. Raya Petitenget, Kerobokan Kelod, Kuta Utara, Bali-Indonesia  
Ph: (62-361) 8476628, Fax: (62-361) 8476633  
E-mail: info@thekayana.com  
www.thekayana.com

A Company of KOMPAS GRAMEDIA

## Intelligence

# Where the wind blows

Compiled by traveller data intelligence company, **ForwardKeys**, this report – gleaned from travel agencies worldwide – analyses air passenger bookings for international arrivals into and departures from ASEAN for the year 2015

ASEAN is the leading destination in 2015 with an increase in international air arrivals of 8.4% from January 1 to December 16, according to ForwardKeys, whose database contains air reservations handled by more than 200,000 online and offline travel agencies worldwide.

Under the same parameters, Asia-Pacific, the Americas and Europe enjoyed +4.8%, +3.6%, and +1.7%, respectively, while Africa & Middle East suffered a decline of 1.9%.

The Americas		Europe		Africa & Middle East		Asia-Pacific		ASEAN	
Arrivals	Departures	Arrivals	Departures	Arrivals	Departures	Arrivals	Departures	Arrivals	Departures
+3.6%	+4.8%	+1.7%	+5.7%	-1.9%	+6.8%	+4.8%	+4.8%	+8.4%	+8.2%

Intra-ASEAN international arrivals accounted for 19% of the total arrivals in ASEAN destinations, while the rest of the Asia-Pacific region contributed 44%. The top 10 source countries were China, Hong Kong, the US, Australia, India, Japan, Singapore, Germany, the UK and Taiwan.

Thailand, ASEAN's leading destination, recorded a YTD growth of +22.7%, and has experienced a fast recovery in international air arrivals ever since December 2014. The bombing in Bangkok slowed down international bookings to Thailand, particularly among the neighbouring shorthaul source markets. Luckily, longhaul markets such as the US, the UK, and Scandinavian countries have kept up with forward bookings for arrivals in December 2015 and 1Q2016.

Malaysia, Singapore, and Vietnam have been winning Chinese tourists back. Both Malaysia and Singapore saw a 7% increase in Chinese arrivals 2015 year to date, though the recovery was clearly concentrated during the busy summer season (May to September). Vietnam was up 35% in Chinese arrivals when compared to 2014, which had a seven-month collapse staring June.

Cambodia, Laos, and Myanmar are still catching up in international air arrivals due to their limited international connections. The only non-Asia direct routes in 2015 and 1H2016 are Phnom Penh to Doha and Yangon to Doha, operated by Qatar Airways. Laos is connected to only six countries by direct flights, including South Korea and China.

Olivier Jager, CEO of ForwardKeys, commented: "ASEAN destinations have had an overall fruitful 2015, although the bombings in Bangkok had an immediately detrimental impact on Thailand in August. Outlook for the first half of 2016 for each ASEAN destination, except Thailand, is following their respective 2015YTD performance; Thailand will enter a steady period with a smaller growth rate compared to 2015, which was a fast recovery year from the 2014 chaos."

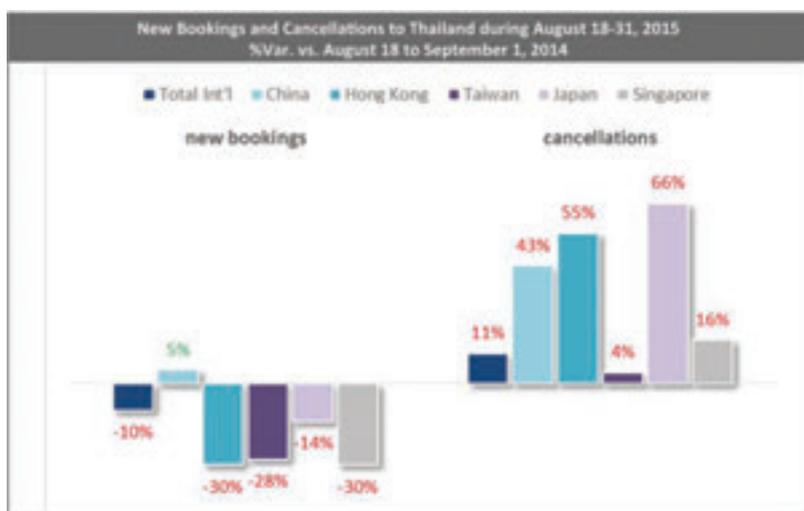
	Int'l Air Arrival Performance (Jan 1 to Dec 16, 2015)
	%Var. vs. Prev. Year (ForwardKeys)
Brunei	-11.2%
Cambodia	10.9%
Indonesia	1.8%
Laos	9.2%
Malaysia	-6.3%
Myanmar	-3.7%
Philippines	5.2%
Singapore	0.8%
Thailand	22.7%
Vietnam	8.1%

ForwardKeys analysis is based on air reservations that staying at least one night at the destination, therefore excluding transits, day trips or one-way trips that does not contain length of stay at the destination. ForwardKeys database contains reservations handled by more than 200,000 online and offline travel agencies worldwide. Database updated as of December 16, 2015.

### Impact of Bangkok bombing on international air reservations to Thailand

International air reservations to Thailand had risen 42% since the beginning of 2015 until August 17 when the bombing occurred in Bangkok.

During the remaining two weeks in August, new bookings decreased 10% and cancellations increased 11% compared to previous year, directly resulting in the moderate air arrival performance in September (+3%) and October (-0.3%).



Hong Kong and Japan are extremely sensitive source markets, responding quickly to emergencies with more cancellations than average.

China still saw a growth of 5% in new bookings, the majority of which were for trips to Thailand in mid-September and later; however, these new bookings could not compensate for the sharp increase of cancellations for trips in August.

### Vietnam welcoming Chinese back, while Malaysia and Singapore struggle

According to ForwardKeys air reservation data, Vietnam has recorded seven consecutive months of positive growth in monthly air arrivals from China, since May 2015. This is exactly one year since the anti-China protest happened in 2014.

Meanwhile, Malaysia and Singapore are seeing a calm-down in Chinese arrivals after the improved busy summer (May to September).



The ups and downs in Chinese air arrivals in Vietnam are directly related to air capacity development: the weekly air capacity from China to Vietnam was cut from over 19,000 seats in May 2014 to approximately 7,500 seats in June, and has only climbed back to 19,000 seats by July 2015. Total scheduled capacity for 1H2016 shows a 59% increase in total seats.

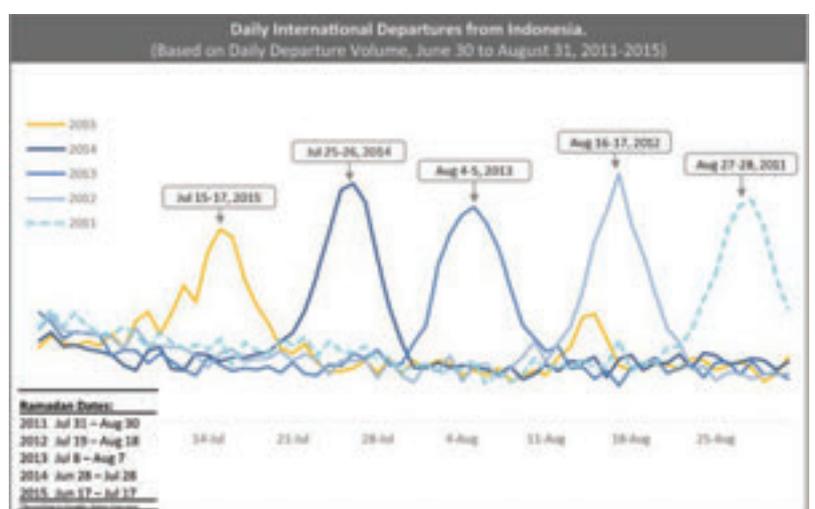
### 1H2016 scheduled total capacity from China to:

	Total Seats (thousand)	Growth
Vietnam	704	59%
Singapore	18,000	8%
Malaysia	12,000	11%

### Strong demand in holiday leisure international departures from ASEAN countries

Stronger demand was observed for all ASEAN countries during their respective important public holidays and school breaks. Departure crowds were seen during Songkran in Thailand, the Good Friday holiday in the Philippines, and Chinese New Year and Christmas in Malaysia.

Indonesia's biggest international departure wave happens for end-of-Ramadan travel every year. International air departures start picking up about one week before Ramadan ends, and the peak has appeared three days before the final date over the past five years.



While seasonality remains, the 2015 end-of-Ramadan season performed poorly. Total international departures by air was down 19% comparing July 11-17, 2015 to July 22-28, 2014, the last seven days of Ramadan.



Quest Hotel & Conference Center - Cebu

[cebu.questhotels.com](http://cebu.questhotels.com)



Crimson Resort & Spa Mactan  
Crimson Resort & Spa Boracay (2016)

[crimsonhotel.com](http://crimsonhotel.com)



Crimson Hotel Filinvest City Manila

[crimsonhotel.com](http://crimsonhotel.com)



Azure Beach Club Mactan  
Azure Beach Club Boracay (2017)

[azurebeachclubs.com](http://azurebeachclubs.com)

[F chromahospitality](#)

[T chromaleisure](#)

[in fhicareers](#)

5/F VECTOR ONE BUILDING, NORTHGATE CYBERZONE, FILINVEST CORPORATE CITY, ALABANG, MUNTINLUPA, PHILIPPINES.  
E [INFO@CHROMAHOSPITALITY.COM](mailto:INFO@CHROMAHOSPITALITY.COM)



**EXPERIENCE THAT LINGERS LONG AFTER YOUR STAY**

We make each stay a unique experience  
Designed to fulfill your heart's desires  
Providing memory so vivid, you still feel the warmth of your welcome

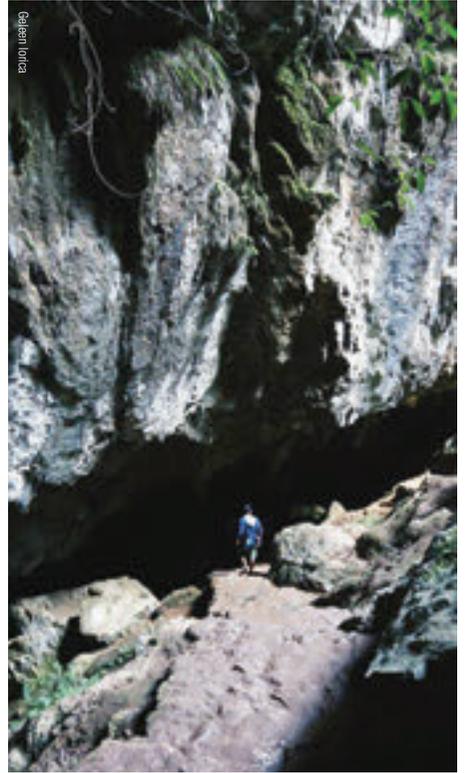
[crimsonhotel.com](http://crimsonhotel.com)

Seascapes Resort Town, Mactan Island, Lapu-Lapu City, Cebu 6015 Philippines  
reservations (+63 32) 401 9999 or (+63 32) 239 3900 | email [info.mactan@crimsonhotel.com](mailto:info.mactan@crimsonhotel.com)  
[T Crimson\\_Mactan](#) [f MactanCrimson](#) [i Crimson\\_Mactan](#)

A FILINVEST HOTEL | Driven by Chroma Hospitality



## Host city



Anti-clockwise from above: Sumaguing cave in Sagada; Taal volcano in Tagaytay; Mount Pulag in Benguet; El Nido Resorts Lagen Island

# My Philippines



Rosa Ocampo picks 10 places to visit in the Philippines

### Tagaytay

During my younger days, my brother and I would go to Tagaytay on most weekends for a cup of local coffee, called kape barako, at this nondescript shop. The drive there overlooks Taal Lake and was very relaxing.

Now, it is better to visit during weekdays when it is less crowded. There are also more reasons to frequent this cool mountain hideaway apart from the tiny coffeeshop that has since expanded. In Tagaytay also exists some of the country's finest restaurants, boutique hotels, wellness centres, retreat houses and the loveliest gardens.

### Batanes

I know I am in Batanes the moment I step out of the plane: the air smells pure and fresh, a rarity for Manila's urbanites. This small, northern Philippine province is great for sightseeing and getting away from the crowd with its ruggedly beautiful, dramatic landscapes, seascapes, sparse population, and serene vistas.

When I went there with an elderly aunt last year, our itinerary was limited to traversing crags and endless rolling mountains, pastures, rocky beaches, lighthouses and quaint churches.

I intend to return in December, to ride the local boat, faluwa, to Itbayat island, famously surrounded by cliffs instead of shorelines, and also to rural Sabtang, where indigenous Ivatan stonehouses stand fortified against frequent typhoons.

The possibility of my journey will depend on whether Batanes' notoriously high waves will allow me passage.

### Sagada

There is something mystical about Sagada in the landlocked Mountain Province. Maybe it is the near-pristine culture of the mountain people, or simply the cool air and arresting scenery. It also has unusual attractions, such as the coffins hanging from the side of a mountain and mysterious caves for spelunking and rappelling, such as the Lumiang Cave with coffins piled at its mouth.

Sagada is a destination often bundled with Banaue, Baguio or both. Banaue is home to the 2,000-year-old rice terraces carved into the mountains by the indigenous Ifugao people. Baguio, known as the summer capital, is a respite from the hot weather and for soaking up the arts and culture.

### Mount Pulag

Catching sunrise in the summit of Mount Pulag in Benguet, the third highest mountain in the Philippines, is an almost spiritual experience, being above a sea of clouds as far as the eye can see.

And as the dawn breaks, the sun rises in all its majesty, painting the endless clouds and the horizon with the colours of the rainbow. It is spectacular, something that even hardy mountaineers say they only experienced atop Mount Pulag.

When night falls, a blanket of bright stars hang overhead, and for those fortunate enough, a view of the Milky Way might even appear in the starlit heavens.

### Palawan

Contrary to popular belief that El Nido is catered for the wealthy, it is actually a destination also suitable for backpackers. During my visit, I stayed in a cheap but

spacious and comfy lodging by the sea, ate at roadside foodstalls, and hired a boatman that brought us to an uninhabited island and various snorkelling sites at affordable rates. We also managed to backpack to the Puerto Princesa Subterranean River National Park.

For my next trip there, I hope to catch a view of the dugongs in Busuanga and to explore the long stretches of white sand beaches at San Vicente.

### Siquijor

Be charmed by Siquijor, an unspoiled, laid-back little island in Central Visayas. I love that its white beaches and turquoise waters are almost devoid of tourists.

Marine activities abound here: Jump off the cliff into the sea, take a refreshing dip in the waterfalls, and drive along narrow roads flanked by tall trees, forests, ricefields and plantations. The historic churches and old houses are also worth a visit for a glimpse into Siquijor's past.

### Iloilo

Iloilo in the Visayas beckons with an eclectic mix of history, culture and sea activities.

It has a treasure trove of well-preserved, historic churches and colonial mansions while heritage buildings dot Calle Real street in the town centre.

Iloilo's wealth of culture is apparent in the thriving art of cloth handweaving and the annual Dinagyang Festival held every fourth weekend of January to commemorate Spain's gift of Christianity to the country.

The city is also the gateway to Gigantes Island, known for its white beaches, islets, and fishing grounds, and also to Guimaras Island, famous for its sweet mangoes and beaches. Further inland, tourists can visit other interesting destinations such as Capiz and Antique.

### Davao-Bukidnon Road

It is the journey, not the destination that is the main draw for this attraction. Davao-Bukidnon Road, locally known as Dabu, is the main artery that connects Davao to Bukidnon and Cagayan de Oro.

Dabu provides for spectacular scenery as the road meanders through verdant forests and green mountains. As you peer left and right, the road is flanked continually by dense trees and foliage of various hues, reminiscent of scenery in parts of Canada and Europe.

A Spanish missionary was the one who first informed me about Dabu, and since then, I have stopped travelling to Bukidnon by air, in favour of this scenic route, whether travelling alone or with company.

### Camiguin

Camiguin is as exotic as it sounds. I have been there several times yet I am still looking forward to my next trip to this little island surrounded by clear waters, white sand and blue skies.

It evokes memories of nights spent soaking in hot springs, afternoons spent taking a dip in the sea, feasts of fresh seafood and coconut and circling the entire island on foot. Be sure to take a boat trip to White Island for picturesque views and for drinks at Sand Bar.

Camiguin is packed with many other attractions including seven volcanoes, 16<sup>th</sup> century church ruins, waterfalls, cold and hot springs, nearby Mantigue Island for snorkeling and various water activities.

### Lake Sebu

Lake Sebu in South Cotabato is on this list due to three reasons. It is home to the indigenous T'Boli, Manobo and many other tribes that have managed to retain their cultures and traditions. Natives still don their traditional attire and T'nalak weavers still 'dream' up clothing designs.

The area also has three lakes, including Sebu, which is exceedingly beautiful when the lotus flowers come into full bloom.

For nature lovers, seven waterfalls and a vast rainforest surround Lake Sebu, while those more adventurous can try the zipline for a top-down view of these natural attractions.

An Official Late Night Function  
for all ATF 2016 Delegates

20 January 2016, Wednesday  
9.30pm – 12 am  
Chaos at City of Dreams

# CHILLIN' AT CHAOS

It's time to put on your dancing shoes and show off your hot moves.  
Come enjoy a couple of drinks and groove the night away as the mood swings  
from classic favorites to modern crowd-loving hits.

Whether you're into live-bands or DJ spinning beats, this fever-pitch party  
will be the perfect way to enjoy a chill-out in Manila.

Hosted by:

**TTG**  
TTG ASIA MEDIA

## Marketplace

### AVANI Sepang Goldcoast Resort, Malaysia

Blending tropical relaxation and real adventure, AVANI Sepang Goldcoast Resort is a beachfront and over-water getaway that offers lazy pool and spa days, beach games and water sports. The hotel offers guests a convenient base from which they can make easy trips to see rural villages, river life, elephants, cultural sites, and even the thrilling Formula 1 races.

There are 392 rooms and villas with the option of one, two and three bedrooms.

**Booth No: H11**



### Bali Garden Beach Resort, Indonesia

Experience the perfect seaside holiday at the Bali Garden Beach Resort. Located right on the beach, next to Discovery Shopping Mall, across the road from Waterbom Park and a short stroll to the Matahari Shopping Square and the Seni Art Market, the resort boasts a fantastic location.

Bali Garden Beach Resort offers affordable four-star accommodation in a beautiful tropical garden setting, boasting three swimming pools and the renowned Tari Spa.

With nine restaurants and five bars on site, guests are spoilt for choice.

**Booth No: C12**

### Borneo Eco Tours, Malaysia

Multi international tourism awards winner Borneo Eco Tours specialises in nature based tours with packages ranging from soft and easy, botanical, exotic cultures, bird watching tours, wildlife river safari, white-water rafting, jungle trekking to diving, among others. Its tour product brands include Best of Borneo, Journey through Borneo and Borneo Safari Club.

Set up in 1991, the company is headquartered in Kota Kinabalu and has offices in Sandakan and Sukau.

Borneo Eco Tours also operates the award winning 20-room ecolodge Sukau Rainforest Lodge in Sukau which played host to the delegates of the World Ecotourism Conference in 1999 for post conference tours, the WWF Annual Conference 1999 in Kota Kinabalu, the first Asia Pacific Ecotourism Conference or APeco2002 and Borneo Ecotourism Conference BEC2005.

**Booth No: G12**



### Bay Hotel Singapore

Perfectly located at the gateway to Sentosa island and opposite Singapore's largest shopping mall, Vivocity, the 333-room Bay Hotel is well-positioned as the largest executive boutique hotel in Singapore. Embraced by verdant, picturesque surroundings, the diamante Bay Hotel satiates urbane travellers with cosmopolitan chic and idyllic charm. Travellers will also appreciate the hotel's non-smoking policy.

**Booth No. L1**

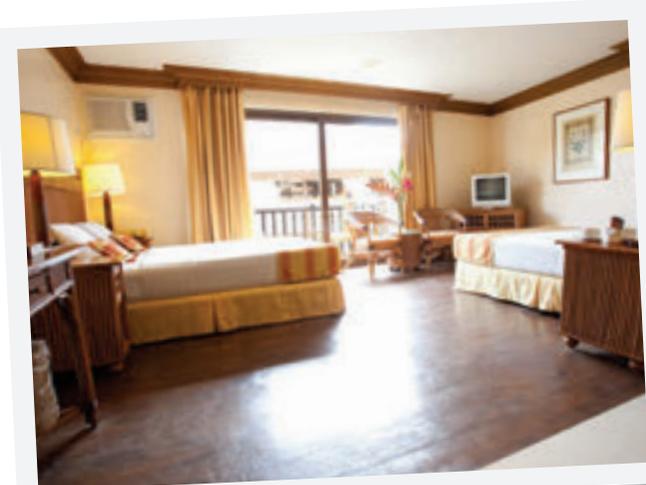
### Best Western Boracay Tropics, Philippines

Boasting Mediterranean and Asian-inspired architecture, the 64-room Best Western Boracay Tropics bears the rating of a five-star or a deluxe hotel.

Just a few steps from the beach, the resort is the perfect choice for travellers who want a peaceful stay away from the maddening crowd and noise of the beachfront yet still be close enough to the island's attractions.

Facilities at the hotel include TropiCafe Restaurant and Bar which offers a wide selection of Asian dishes, Oasis Spa and Nail Salon, funtion rooms/areas, a play room for children, and complimentary Wi-Fi connection, among others.

**Booth No: R15**



### Borneo Nature Tours, Malaysia

An inbound tour operator specialising in nature and adventure tour programmes in Sabah, Borneo Nature Tours has been in operations since 1996. It is a subsidiary of the Sabah Foundation (Yayasan Sabah) Group of Companies.

Borneo Nature Tours has offices in Lahad Datu and Kota Kinabalu to support operations on the eastern and western coasts of Sabah, and is supported by an inspiring team of staff that aims to exceed clients' expectation in service delivery, product innovation and professionalism.

Borneo Nature Tours also operates the award-winning Borneo Rainforest Lodge nestled in a magnificent setting alongside the Danum River which flows through Sabah's largest protected lowland rainforest – Danum Valley Conservation Area.

The lodge has 30 individual chalets with fans and en-suite bathrooms, accommodating up to 60 guests at any one time on a full-board basis.

From Borneo Rainforest Lodge, the company features adventure treks into the Maliau Basin Conservation Area which is deemed the "Lost World of Sabah".

Borneo Nature Tours also offers an exciting four-wheel drive tour filled with educational and cultural experiences. The tour is conducted in collaboration with designated local schools in the remote areas where guests are given the opportunity to interact with local people and participate in charitable community projects.

**Booth No: F9**



## Snapshots

# NTO chiefs: Meeting in progress

By Eugene Tang



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



## 1 Amazing Accessibility

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

## 2

## Brisk Walking on Bridges

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

## 3

## Trouble-free Transportation



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

## 4

## Prestigious Partners

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

## 5

## Huge Halls

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

## 6

## Flexible Function Rooms

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

## 7

## Modern Meeting Rooms

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

## 8

## Seamless Single-Stop Service

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

## 9

## Purposeful Packages

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



## Promising Properties

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





# Amazing Philippines

STARTS WITH US

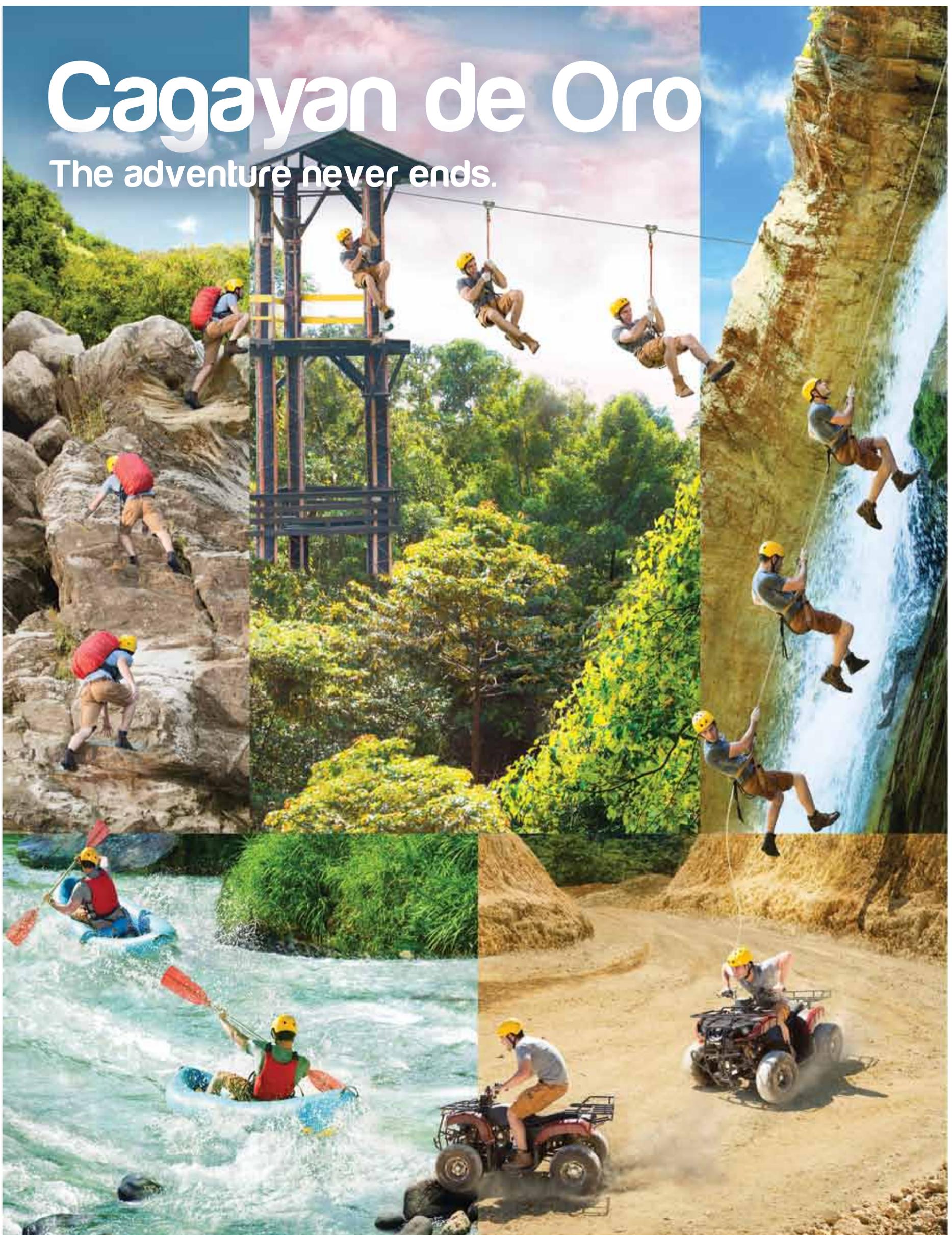
Travel with the airline that lets you feel the warmth of the Philippines.

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



# Cagayan de Oro

The adventure never ends.



Zip, paddle, trek and rappel your way through Cagayan de Oro's famous adventure parks. If you're looking for a holiday with more rush than relaxation, you've come to the right place.



**Getting There:**  
Accessible via air from Manila



**More Things to Do:**

- Commune with nature at the Malasag Eco-tourism Village and Gardens.
- Take in the local culture in the Museum of Three Cultures and Museo de Oro.
- Hit the green at the 18-hole Pueblo de Oro Golf Course.
- Sample the fresh local products. Bukidnon pineapples are among the best in the world.
- Shop for souvenirs and bargains at the Night Market in Divisoria.
- Treat yourself to a box of sweet pastels (cream-filled buns), a local favorite.

