



View from the top

In the age of OTAs, sharing economy and new soft brands, Worldhotels' CEO Geoff Andrew tells **Raini Hamdi** why representation has a future and its philosophy remains unchanged

+

Maldives: a paradise on the cheap?

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ASEAN hotels just keep growing

In this special hotel guide, *TTG Asia* spotlights the dynamic hospitality market that is South-east Asia, and how it's fertile ground for homegrown brands and international chains alike

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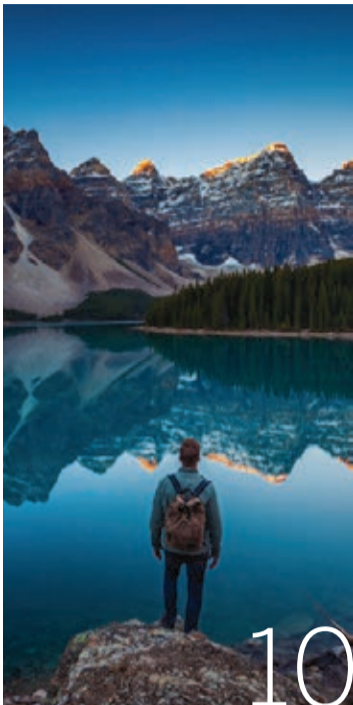
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Contents & editorial

Want to read us on the go?



Analysis 04
View from the top 09



Report:
Longhaul Travel



Destination:
Hong Kong



Destination:
Macau



ASEAN Hotels
Guide

The future of ASEAN hotel industry



But while the future spells growth, a more meaningful yardstick lies in how the industry will overcome the talent shortage in the region...

Last month on August 8, ASEAN turned 50. The ASEAN hotel industry without doubt, is one of its fascinating economic successes. Hotels, unlike office buildings and retail centres, can open up destinations or bring a whole new market segment to a country. Being labour intensive, they provide jobs, but can also change the destiny of thousands of locals by equipping them with lifelong skills that will take them far – and faraway. Hotels are an integral part of communities, bearing witness to weddings, birthdays, anniversaries and other important occasions. They are a personal choice; everyone has a say about them. It's the sector I love covering the most in travel & tourism. There's never a dull moment in the business. Hotel GMs love publicity – we knew a few who actually jostled to see who could get more photo airtime in *TTG*. ASEAN's hotel industry was also peopled with unforgettable characters who played a huge in shaping it. There were the educators such as Pakir Singh and Chanin Donavanik, who believed in local talent and built the first hotel schools in ASEAN; industry giants such as Adrian Zecha, who brought out the best of ASEAN's service culture and beautiful locations; or Ho Kwon Ping, who turned a tin mine into a hotel goldmine, long before the word 'sustainability' was bandied about in the industry. There were the first ladies such as Jennie Chua, the

first female GM in Singapore if not ASEAN, or Kamala Sukosol, the first and only female hotel owner who is at the same time, an accomplished jazz singer. But ASEAN's hotel industry wasn't shaped just by locals. In fact, in the early years, it was the Westerners, individuals or international chains that came and set new standards. Brands such as Holiday Inn, Novotel, Hilton, Four Seasons, Meliá, etc were earlier than others. Today, these major chains have hundreds of hotels in operation throughout ASEAN and with more to come. AccorHotels and Marriott International alone have 100 hotels each in the pipeline (see *ASEAN Hotels Guide* from page 19). But while the future spells growth, a more meaningful yardstick lies in how the industry will overcome the talent shortage in the region, how it will embrace sustainable development, and how it will address the changes technology will continue to bring on distribution, operations, alternative accommodations, among other key issues. The next five decades look set to be even more fascinating for the ASEAN hotel industry. What's there not to love about covering it! Raini Hamdi Senior Editor raini.hamdi@ttgasia.com twitter.com/rainihamdi



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Analysis

The prize and price of mobile

In an age of rapid digitisation, **Pamela Chow** examines why some agencies have successfully made strides into the mobile space while others prefer traditional means

As travel bookings on mobile continue to grow as a popular channel for consumers worldwide, Travelport projects that 76 per cent of the growth of online travel will originate from mobile apps by 2020.

Mobile is hence a space where brick-and-mortar travel agencies can carve a share in, advised Travelport president and CEO Gordon Wilson, especially as an ageing global population – which has a higher spending power, and values personal interaction and trust more – becomes a key market.

He told *TTG Asia*: “(Traditional) travel agencies are still growing. There is a market for cash-rich but time-poor people who want full service. (They may) want however, to experience engagement with the agency on their mobile. It can become a supplement to the traditional way of doing things.”

Costs a heavy burden

Despite the country's high Internet and mobile penetration levels, some travel agencies in Singapore remain reluctant to adopt mobile solutions, citing cost as the main deterrent.

“It’s definitely expensive. We dare not even think about it,” said Focal Travel’s founder and advisor Wilson Tee. Although his agency has established a website and social media presence, as well as partnerships with online travel platforms such as Tripzilla, Tee believes that the payoff from developing mobile solutions is not worth the “high cost”.

According to Travelport product manager Daniel Rowley, an agent would have to fork out at least A\$1-1.5 million (US\$0.8-1.2 million) to develop a travel app, excluding expertise and training.

The costs extend past the development and adoption stages. Travel Star, which had previously dipped its toes into mobile app, found constant upkeep a challenge.

“It was rather tedious to keep a mobile app updated. It required high maintenance, and we didn’t have an in-house IT team,” said marketing & HR manager Zheng Lingna. Travel Star has since shut down its app to focus on its website.

Tee also opined that spending more money in the digital space does not necessarily translate into higher visibility.

Instead, Focal Travel subscribes to the “bigger is better” approach to maximising its marketing budget. Tee explained: “If I have more advertising money, I’d rather spend it on print. My ad would be bigger and more prominent, and more people can see me.”

Also keeping faith in traditional media is CS Travel, which is limiting its digital



(Mobile engagement) can become a supplement to the traditional way of doing things.

Gordon Wilson
President and CEO, Travelport

engagement to just social media marketing, said assistant general manager Alice Lai. Besides Facebook, Instagram and WeChat, the agency does not see the urgency or have the “big budget” to go mobile yet.

“We may seem outdated, but a lot of travellers still consume traditional media such as newspapers and TV,” said Lai, who believes that consumer behaviour will eventually find a new normal that incorporates offline platforms.

The price is right

Once bitten by its mobile foray, Travel Star is not twice shy as it does not rule out developing an app again in the future if more government grants are introduced to encourage ventures into the mobile sphere, said Zheng.

The funds provided are currently channelled into maintaining the agency’s website, but it would take more for them to operate an effective app, she said.

Pegasus Travel Management’s managing director, Charles Tan, sees schemes such as the Singapore Tourism Board’s recent Marketing Innovation Programme as opportunities for agencies to venture into the mobile landscape.

For Pegasus, the time and cost saved from digitising its processes justifies the high price. Its backend system currently runs on Travelport SmartPoint, and it has contracted Travelport TripAssist to build a customised app.

“It’s very cost- and time-saving for us. Our workers don’t have to key inputs

manually, resulting in significant time savings,” said Pegasus Travel Management’s operations manager Kennix Hong.

What made the difference, explained Hong, was Travelport’s training and support, including education on how to effectively market the app to target users.

Going mobile has also created a wave among regional players such as Traveloka. Caesar Indra, senior vice president of business development, shared that bookings made on the Traveloka app account for 70 per cent of its online transactions.

“Consumers treat their mobiles as a part of their lives,” he noted, suggesting that apps are also a way for agents to go “beyond the transactional” to engage with the customer throughout their journey.

An example was introducing a feature for users to reschedule or refund their purchases on their mobile phones. This cut the processing time from 30 minutes – when done through a call centre or physical store – to just five minutes.

Indra added that the social aspect is especially important in Indonesia, where Traveloka incorporated WhatsApp as a function on its mobile app for users to share their itineraries on the popular messaging platform.

“This created a network effect, where people who didn’t use Traveloka learnt about us through their friends sharing their itineraries,” said Indra.

An agency’s mobile communication can be employed to also include ground staff such as tour providers and suppliers, advised Robin Yap, president, Asia, The Travel Corporation.

The company launched an app for its trip directors to interact with customers before their trip, allowing guides to learn about their customers’ interests, feedback and requests, in order to provide more personalised service.

“This mobile app is really critical to delivering a great customer experience,” said Yap.

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It was rather tedious to keep a mobile app updated. It required high maintenance, and we didn’t have an in-house IT team.

Zheng Lingna
Marketing & HR manager, Travel Star

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Analysis

The Maldives' exclusive island resort image is what made it into a premium destination on the international travel scene, but the entry of budget airlines, as well as a surge in budget accommodation options have put the atoll nation within reach of a larger group of travelling masses.

But that consequent rise in tourist arrivals hasn't eased the oversupply currently grappling the Maldives, which had 28,726 beds in 2016 compared with 25,221 beds in 2010, according to statistics from the Ministry of Tourism, Arts and Culture Maldives.

In 2009, tourist arrivals by air to the Maldives totalled 655,852 and average occupancy stood at 70.2 per cent while the average length of stay was 7.8 days. In 2016, tourist arrivals by air had doubled to 1.3 million but average occupancy rates dropped to 68 per cent; the average length of stay, meanwhile, declined to 5.6 days.

As a result, price wars have become inevitable as the Maldives grapples with a room glut.

Suresh Dissanayake, corporate general manager – sales & marketing, Adaaran Resorts in Maldives, said: "Two years ago, a room in a five-star property in Maldives was sold from US\$700 with breakfast. Now, five-star room rates start from US\$500."

Peter Gremes, general manager at Reethi Beach Resort on Fonimagoodhoo Island on Baa Atoll, added: "Christmas has traditionally been a peak season in

the Maldives and it was unheard of in the past for hotels to offer discounts. For this year, some five-star resorts are offering up to 20 per cent discounts... and four-star properties that maintain their rates now become more expensive."

Gremes expects even fiercer competition in 2018. "With more new properties coming up in Maldives, average room rates will drop further. There's also competition from guesthouses on local islands and from Airbnb," he said. "Then there's external competition – destinations such as Phuket, Bali, Hawaii and Mauritius, among others, are also vying for international tourists."

The government and private sector both realise that the way forward is to increase tourist arrivals to lessen the impacts of oversupply and bring up room rates. However, Shabeer Ahmed, founder of Sunland Group, warns that this must be done gradually instead of aiming at a high level in the short term.

At the Bank of Maldives Hotelier Summit, which was part of the inaugural Travel Trade Maldives event in July, Suresh opined that the Maldives should explore "organising international sporting events and entertainment events as well as using international celebrities" to promote the destination.

But that is easier said than done, countered Ibrahim Asim, director, Maldives Marketing & PR Corporation (MMPRC), largely due to the logistical challenges that organising large events would pose to



small islands like Malé. Island resorts also face constraints in limited hotel capacity and transport options to cope with large visitor influx.

To make the Maldives a top of mind destination for international visitors, MMPRC in February launched an integrated marketing campaign, *Story of Maldives*, for 2017 and 2018. The campaign focuses on emerging trends such as experiential travel, food, cultural tourism and ecotourism, placing a huge emphasis on utilising the Internet and social media to tech-savvy millennials.

The government has also embarked on an ambitious US\$800 million mega project to expand and upgrade the Maldives'

main entry point, Velana International Airport. The plans include the construction of a brand-new runway, which can accommodate the world's largest passenger airliner – the Airbus A380 – when it is operational by mid-2018.

"The runway will definitely be an incentive for bigger and more aircraft to use Velana. As of July 2017, there were 34 airlines flying to Velana," revealed Lionnel Maugis, chief development officer, Maldives Airports Company.

More domestic airports are being constructed at farther islands such as Kulhudhuffushi in Haa Dhaalu Atoll, Funadhoo in Shaviyani Atoll, Nilandhoo in Faafu Atoll, and Maavarulu and Faresmaathoda in

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When a luxury destination goes downmarket, will a broader audience and brand presence equate to a better bottom line? **S Puvaneswary** takes this question to the Maldives

Gaaf Dhaal Atoll. When these five airports are operational come October 2018, they will improve connectivity from Velana International Airport.

As well, new airlines flying into Malé's Velana International Airport in the coming months include Alitalia's thrice-weekly flights from Rome (commencing October 31, 2017) and Air France's twice-weekly services from Paris' Charles de Gaulle Airport (commencing November 1, 2017).

This is indeed good news for the Maldives as both Italy and France are major European markets and had contributed to 71,202 and 40,487 visitor arrivals respectively in 2016, taking up third and fourth places after Germany (106,381) and the

UK (101,843).

AirAsia Thailand recently commenced flights into Malé from Bangkok in July. Meanwhile, AirAsia Malaysia is looking at increasing its daily frequency in the near future due to the existing high passenger loads, Spencer Lee, head of commercial, AirAsia Malaysia, revealed in mid July.

The million-dollar question

But a bigger question surrounding the Maldives' branding persists.

The Maldives' accommodation scene was upended in 2009, when the government allowed locals to open their own guesthouses on local islands. This shift in policy opened new accommodation op-

tions as tourists were no longer limited to resort islands.

Then came the LCCs the likes of AirAsia, Tigerair, flydubai and SpiceJet flying into Male, when coupled with the shift in accommodation policy, started attracting middle and budget travellers as the destination becomes more affordable.

It also means the Maldives is losing its luxury shine, and opinions are now divided on whether the atoll nation should rethink its position as a luxury destination in light of the recent price wars.

Of the opinion that the Maldives should reassess its marketing strategy, Reethi Beach Resort's Gremes opined: "We should not concentrate exclusively on the luxury segment. We should also look at attracting the middle-income segment and budget travellers holidaying in the Maldives."

Mohamed Reza, director business development at Sunset Maldives, an inbound travel agency, added: "When (tourists) see the room rates at resorts and luxury brand names like Jumeirah, Four Seasons, St Regis and Shangri-La, they think this is a luxury destination. More needs to be done to promote affordable luxury in order to grow the budget and middle income segment of travellers."

Furthermore, the "affordable luxury" strategy has proven successful for Plumeria Maldives Hotel in attracting millennial and student travellers, especially the Asian markets as well as the growing price-sensitive markets from Eastern Europe, sales

executive Rial Hossain told *TTG Asia*.

On the contrary, Resort Life Travel's head of reservation Yves Laurrice Conti thinks that the destination should keep its luxury branding or risk diluting its image, which will be difficult to recover from.

She shared: "Some travel bloggers describe their experiences of staying in guesthouses on local islands as a luxury destination on a budget. This 'luxury destination on a budget' tagline should be promoted more for guesthouses on local islands but not for the four- and five-star island resorts. The luxury branding should be used to remind the market at all times what Maldives has to offer."

Teoh Leng Lan, executive director of Malaysia-based Sedunia Travel, contended: "The destination has to be remarketed in line with changing trends. Luxury and affordable luxury – why not keep both brands and have the best of both worlds?"

"You've got to differentiate the atoll islands from Malé and the local islands. The atoll islands must still be promoted as luxury because so much capital, time and effort had gone into developing the resort properties. It is not right to take away the luxury branding, but at the same time, you can still sell affordable luxury in Malé and the local islands."

"Now that rates on the atoll islands have dropped from a few years ago, don't you think it will attract more interest from visitors?" she questioned. "(How the Maldives is marketed) should trigger an interest to the destination."

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View from the top

Changing nature of representation

The nature of representation is changing but the philosophy behind it hasn't, says Geoff Andrew, CEO, Worldhotels, who tells **Raini Hamdi** why representation has a future despite the onslaught of OTAs, sharing economy and new soft brands

What is the future of representation?

When people talk of representation, it conjures up an old-fashioned way of doing business and some have made it their mission to reinvent the word. But I think it's exactly what we do. A hotel is under more competitive pressure right now with the chains getting bigger, OTAs getting a larger share and margins being squeezed as acquisitions outstrip room revenue growth. Hotels need representation more than ever.

Hotels need the sales reach into international markets which they could hardly afford and definitely can't now. The nature of sales however is changing. It's not the traditional us visiting the agents or getting RFPs; much of sales has moved online and we have had to move with it.

The idea of how you represent a hotel is also changing. We've become a hospitality services company. For example, we launched a Why? programme over a year ago. It forces hotels to answer a fundamental question: Why do you exist? Why should anyone stay with you versus the other hotel next door? One of the services we offer is helping a hotel to stand out in the crowd. We can also help them balance their distribution on OTAs versus their own websites.

So we put them through a whole workshop covering not just sales and marketing but all the way to service delivery. Hotels that have taken this see material changes in the way they are being reviewed online. They get higher rankings on TripAdvisor or Booking.com and this isn't just marketing but revenue. A Cornell research shows every point you gain on one of these sites is worth 5.5 per cent in terms of your ability to drive rate up without losing volume. You can't dismiss OTAs but if you're working with them, at least do the best you can and try to get your visibility up.

Then we work with them on how they can get more business directly, which involves a full audit of the hotel website, booking engine, strategy to improve traffic and conversion on the website. Online is so important that we're putting more resources in helping hotels in that area of sales. Worldhotels now has a digital account manager and experts who do the audits. We're trying to fill the need the hotel has in terms of competing. It's a tough world. The nature of representation is changing but the fundamental philosophy – how do we best represent your property and help you achieve the optimum in roomnights and at the right rate? – hasn't changed. I've been in the business for 30 years. I started with Utell, I know how it works, and that the philosophy hasn't changed.

What is the impact of hotel chains launching soft brands to get independ-

ent hotels into their fold?

We battle with owners who say we're going to Hilton, Hyatt, etc, whereas before they didn't necessarily want the big brands. But now those chains are offering soft brands – it's ridiculously expensive but hey they got them. And of course at the other end is to pick up a tech-and-plug and you have a channel manager; it is so simple to pick up OTA business these days. We still occupy the middle ground, from hard branding on the one end to simple plug-in on the other.

The battle is the quality of service you deliver. Some hotels think they've figured out the technology but often they haven't figured out the sales. It's great to have an engine, but if you aren't pushing business through that engine, you're doing only half the work.

Do you consider chains your competition now rather than the other representation companies?

There are still a number of us. There are opportunities for hotels to stay independent, so while the other representation companies are still competitors they are also partners. We are all trying to protect the individual ideal against the encroachment of the big boys.

It's going to be down to who's giving the best value at the right price. We think the combined organisation with ALHI (Associated Luxury Hotels International, whose parent Associated Luxury Hotels bought Worldhotels in February from Boston-based private equity firm Battery Ventures) is going to give us an edge in a number of areas that will sit well with some hotels. Relais & Chateaux for instance has a certain profile; they have an F&B niche. We have done well in city hotels, even though we have resorts. Our sweet spot is business travel although we also have a lot of leisure.

How is the new parent good for you and your members?

ALHI is a good fit as they also deal with independents and are hotel people (ALHI describes itself as a global sales organisation dedicated to the meeting and in-

centive marketplace, handling global sales services for over 250 luxury level hotels and resorts primarily in the US.) Battery Ventures was more technology focussed; they had sold Trust and Nexus to Sabre and we didn't fit in with their strategy.

Already, ALHI is generating leads for us. They have clients that they can't place in their own portfolio so they pass those leads to us. As well, ALHI has a programme called Global Luxury Alliance and we've picked 50 or so of our hotels that fit the criteria to join this alliance so they will now benefit from the resources and expertise of ALHI's sales team.

What's the criteria?

They have to be luxury, upper end members, and if they have meeting facilities and are in destinations ALHI believes has the demand, we put out an invitation to them.

But all this gets bigger than meetings and incentives. Between us, we have 150-odd sales people and 600 hotels.

One of the things we're looking at is what services can we add that will benefit both organisations and members? Within the parent group, we're evolving some ideas, for example, enlarging our loyalty programme Peak Points to potentially in-

10 NEED TO KNOW'S OF GEOFF ANDREW

■ **Who's in your family?** I'm married with three grown-up children – two sons and a daughter. They're old enough to not be bothered that Dad is never at home.

■ **What do you do for fun?** Ride off into the forest on my mountain bike or try out new craft gins – but not at the same time.

■ **Your ideal vacation?** Driving around the UK in my campervan... when you spend so much time in hotels it's good to have a change of scene.

■ **How do you book your own leisure trips?** Probably like everyone else... I research and book online using a variety of sites.

■ **What are you reading right now?** *Message: Send* by John Peters

■ **How do you stay healthy?** With great difficulty, I try to run or bike at least three times a week. Mostly I fail!

■ **Favorite food?** No clear winner... I just got back from China, so right now Chinese is top of the list.

■ **A bad habit you cannot kick?** Checking my phone for messages at inappropriate times! We all do it, don't we?

■ **Your pet peeve, something that never fails to annoy you?** Getting emails addressed to 'Dear Andrew'. It shouldn't be so difficult to get my name the right way round!

■ **Most people don't know that you...** Have a license to minister in the Church of England. I can't conduct weddings but I can do funerals!

clude ALHI hotels. We want to strengthen our proposition to give members more than what they were getting before, while ALHI is looking for a way to broaden their offerings to their hotels and their global footprint.

You were appointed CEO of Worldhotels last December. What is your mission?

To strengthen the brand. I see our World Luxury collection becoming a bigger element of what we do. I also see us developing a stronger meetings portfolio because of the opportunity we now have. I see our loyalty programme becoming a massive plus for our hotels.

Our mission has always been empowering true independence. So the question we always ask is what services do our hotels need in order to be successful? New services which we are not thinking of at the moment will emerge as we partner ALHI; the scale we have now will help us to accelerate this much faster than before.



Report Longhaul travel

Shout out to Alberta

It's Canada's 150th anniversary and, with free admission to national parks and historic sites, Alberta is the place to be, especially for Asian millennials, says **Raini Hamdi**

Star-gazing and northern lights viewing popular with Asians

It's the province Canada's charming prime minister Justin Trudeau forgot in his speech when he kicked off the country's 150th birthday celebrations on July 1, shouting out to all of Canada's 13 provinces and territories – except Alberta. Realising his gaffe, Trudeau, in the true style of a heart-throb, jumped back on stage, blew Alberta a kiss and proclaimed: "I love you, Alberta".

These days however, the western province of Canada is on the mind of Asian travellers, especially those from China, Japan and South Korea, where it's seeing "very promising tourism growth" thanks

to rising numbers of millennials, said Travel Alberta's vice president business development, Karen Soyka.

This generation seeks adventure, exploration and authenticity and Alberta's spell-bounding mountains and glaciers, national parks and wildlife, arts and culture, shopping and dining, make it a compelling package. Banff, Jasper and Lake Louise in the Canadian Rockies were packed with young Asian jet-setters (as this editor saw during a holiday there in mid-June), their excited voices showing a diverse Asian market. Aside from Chinese, Japanese and South Koreans, there were

many Indians and Indonesians.

There is even more reason to visit Alberta this year. In celebration of Canada's 150th anniversary, Parks Canada is offering free admission to Canada's national parks and historic sites across the country throughout 2017.

Canada has 16 UNESCO World Heritage sites and five are in Alberta, namely the Dinosaur Provincial Park, Canadian Rockies, Waterton Glacier International Peace Park, Wood Buffalo National Park and Head-Smashed-In Buffalo Jump.

China is Alberta's largest and fastest-growing Asian market, with 85,000 arrivals in 2015 (latest available data show). Japan is Alberta's second largest Asian market with 60,000 arrivals, followed by South Korea with 35,000 visitors.

New direct flights are helping to accelerate growth from these markets. Hainan Airlines just celebrated its first anniversary of non-stop services between Beijing and Calgary, a great jump-off point to Alberta's UNESCO Heritage Sites. "These flights operate three times a week, with an average load factor of 80 per cent, demonstrating continued interest from China in

Alberta tourism experiences," said Soyka.

There's also a direct flight on Air Canada between Narita and Calgary, and additional air capacity from Japan to Vancouver and Toronto.

Korean Air, meanwhile, flies daily to Vancouver and Toronto with connections to Alberta five times a week. Korean Air, Asiana Airlines and Delta Air Lines' daily flights from Seoul to Seattle help bring Korean travellers to Alberta. Alberta is the only Canadian province with an active Korean-based representative who promotes the destination to choose Alberta for their next overseas vacation, said Soyka.

The biggest challenge to increase its pie of the Asian market is to get more of the region's travellers to know what Alberta has to offer, she said. The province got a fillip last May when Calgary hosted Rendezvous Canada, with 1,800 delegates.

To capitalise on Canada's 150th anniversary, Travel Alberta is working with tour operators in Asia to develop special thematic itineraries such as RV (recreational vehicle) tours, marathon tours and photography tours that promote longer stays and more independent travel.

It is also developing 'hub-and-spoke' itineraries with Calgary and Edmonton as the 'home base', and daytrips from these cities to nearby hidden gem experiences in lesser-known regions of Alberta.

As Alberta forgives Trudeau for his slip-up, it can take heart in knowing it's not forgotten among young, gung-ho Asians seeking 'the real thing'.

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TRIED AND TESTED

Trump International Hotel & Tower, Vancouver

Raini Hamdi checks into the newest Trump hotel, owned by Malaysian-based TA Global, which opened in February

LOCATION Located in the heart of downtown Vancouver at West Georgia Street, the hotel is hard to miss, not only because it's the second tallest building in Vancouver (188m, 69-storey high) but because of its twisting shape, quite a statement made by Canadian architect Arthur Erickson. The link to Trump also draws attention as there are always passers-by who can't resist a photo of themselves with the name Trump behind them.

ROOM I expected a Trump hotel to be somewhat over the top. In fact, the lobby is small and simple. The hotel has well-trained young front office staff like Sarah, who light up my arrival with their youthful vigour, friendliness and efficiency.

My corner suite 1906 silences my prejudice about a Trump hotel being possibly outlandish. Perhaps it's the L-shape layout or the warm colours and sleek design, it certainly feels more like the residential unit of someone with very good taste than a standard hotel room. Floor-to-ceiling windows afford views of the city's gleaming buildings and a bit of the harbour. I love the wide and long balcony, the free-standing V+A bathtub, the Nublado Ital-

ian heated marble bathrooms. Quality never fails to shine through, I'm reminded. Then there's modern comfort – towel warming racks, Crestron touchpad controls for thermostats, lights, shades and blinds, although I wish the work table is a little bigger.

FACILITIES The hotel's Asian ownership brings to Vancouver the city's only fine-dining Chinese restaurant, the award-winning Mott 32 which originates in Hong Kong. The place is packed for dinner, and I'm astonished by the details employed by renowned Hong Kong interior designer Joyce Wang to mesh New York industrial style with Chinese imperial elements. The result is a contemporary East-meets-West fusion, which to me is in character for a destination such as Vancouver. The food, said to be based on traditional recipes passed down from generations, is simply delicious. My favourite is the crab leg pumpkin.

Another F&B concept at the hotel is Drai's, one of North America's largest nightlife brands. It is Vancouver's only poolside lounge and, by night, the indoor pool transforms into a dance floor and

there are two bars, an outdoor hot-tub and lounge.

Other facilities worth noting are a Trump Champagne Lounge Bar, The Spa by Ivanka Trump and 1,394 m² of meeting and event space, all of which are well-designed.

SERVICE The hotel employs people of many nationalities and picks youthful ones who seem to love interacting with guests. I'm impressed, for example, by a Chinese staff who happens to be cleaning the elevator, chats with me and recommends that I eat at Mott 32, which she says is very good. That's a great elevator pitch by a staff that's not from F&B!

VERDICT Neither twisted nor presidential, in fact, this Trump hotel is insanely chic and homely.

No of rooms 147

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Making South Africa a coveted destination

By Prudence Lui

With Asia accounting for 10.2 per cent of total traffic and a 30.3 per cent growth in 2016, South African Tourism is optimistic the upward trend will continue this year especially with additional marketing budget and new experiences introduced for the market.

Asia-Pacific president, Bradley Brouwer, said: “2015 was a bad year given the Ebola outbreak in West Africa but this year’s outlook looks good as our weakening economy and the depreciating rand make it cheaper to travel to South Africa.

“We see massive growth from South Korea (42 per cent) for the first five months of this year. Despite a slight drop, China still registered a 38 per cent

increase. Markets like Malaysia picked up while India is also strong,” he added.

“I believe South Africa will be the next hot destination for Asians given our aggressive promotions in Asia each year as well as the 12.7 per cent increase on marketing budget this year. We’ll (focus on) China a lot more due to its potential despite insufficient air access.”

According to Brouwer, Asia is seeing more flights connections to South Africa, Kenya and Ethiopia in recent years. For instance, Kenya Airways started Guangzhou-Nairobi (Kenya)-Livingstone (Zambia)-Cape Town service last July.

Amrho Tourism Aviation has introduced a charter service from China in 2016 and will double its Tokyo-Port Elizabeth charter services from two to four or eight in September/October to target the high-end FIT and group travel segments from Japan, said operations manager, Naseer Ismail.

In addition to established products like the Big Five and self-drive safari, South African Tourism has also rolled out a new ocean safari for the Asian market early this year, offering travellers opportunities to witness the world’s largest breeding colony of African penguins on St Croix Island or get up-close with thousands of bottlenose dolphins in Port Elizabeth in Nelson Mandela Bay. Another new experience is a tour to a mohair factory in Nelson Mandela Bay to see the production of the silk-like fabric spun from the hair of the Angora goat.



South Africa is getting more air connections from Asia; Table Mountain in Cape Town pictured



Seeing African penguins upclose is a new experience the NTO is promoting

For operators such as E Travel SA, niche tours like wild flower tours along the west coast are a way to attract the burgeoning China market. Operating executive Suki Wu told *TTG Asia*: “This product is rare for Asian travellers but very popular for the western market. Rather than doing mundane tours without character, we want to push something new.”

Last year, the NTO introduced additional languages such as Chinese, Japanese and Korea to its two online training courses launched three years ago. So far, 800 specialists have been trained in China and 300 in South Korea.

As well, two more visa facilitation centres will open in China’s Chongqing and Kunming by end-2017. Brouwer hopes the online visa application service will be ready within the two years to increase the ease of travel of Chinese nationals to South Africa.

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Germany: building a tourism stronghold

By Pamela Chow

Germany may be an economic stronghold in Europe but it holds considerably less sway as a stand-alone destination compared to its peers like France or the UK, said tour operators.

Singapore agency ASA Holidays' only Germany itinerary features the country as part of an eastern Europe package, comprising two days in Berlin and Munich.

"Other countries such as Finland and Iceland are more popular as stand-alone destinations," said director Ristanio Aripin.

He added that "more marketing and awareness about out-of-the-ordinary places" in Germany can increase traffic to the country.

And while Uniworld River Cruises registered a 123 per cent increase from 2015 to 2016 in South-east Asian demand for its Germany itineraries, other European destinations still reign higher on the popularity stakes.

What can accelerate Germany's popularity, opined Henry Yu, manager of Uniworld River Cruises, is improving its flight connections, transit hubs and language accessibility.

Seeing ASEAN's potential, the German National Tourism Board (GNTB) opened an office in Singapore in January 2017 to focus its South-east Asian marketing efforts on Singapore, Indonesia, Thailand and Malaysia.

Chun Hoy Yuen, director of marketing & sales for German National Tourism Office (GNTO) - Singapore (ASEAN), said that "many South-east Asian travellers start or end their journey in Germany", typically spending an average of three to five nights in the country according to agent feedback.

To encourage longer stays, GNTB aims to "extend the routes also towards the North and the German shoreline as well as focus on the beautiful scenery in the east of Germany", explained Chun.

"Germany-exclusive routes usually focus on the alpine region, the Black Forest region and the capital city of Berlin."

With South-east Asia's booming interest in offbeat destinations and self-drive routes, he stated that "the number of arrivals from Singapore, Indonesia, Thailand and Malaysia is projected to rise significantly".

Last year, the volume of arrivals from Singapore, Thailand and Malaysia rose 15.4, 15.5 and 16.1 per cent respectively from 2015.

To kick off its promotions, the board will host an ASEAN roadshow from October 16-20, comprising a week-long series of networking dinners with trade partners in Bangkok, Kuala Lumpur, Jakarta and Singapore.

These sessions will take on a "new concept" that goes beyond the usual supplier-meets-buyer workshops, described Chun.

GNTB is also boosting its digital marketing, with an emphasis on social media campaigns and collaborations. One of its key campaigns is the thematic *Destination Germany*, with 2018's themes set to be Culinary Germany, the 200th anniversary of Karl Marx's birth and the European Athletics Championships next August at The Olympiastadion Berlin.

With such efforts, the board projects overnight stays by visitors from Asia-Pacific will increase by 122.7 per cent by 2030.



Neuschwanstein Castle, in Bavaria, is one of the most visited attractions in Germany



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Destination **Hong Kong**

Growing to higher heights

A new crop of luxury properties is shaking up Hong Kong's hospitality scene, but the more crowded marketplace will also bring a mixed bag of benefits to the trade, finds **Prudence Lui**



When open in 2018, Rosewood Hong Kong will occupy a waterfront location by the Victoria Harbour

Land-scarce Hong Kong will embrace a new wave of luxury five-star hotels starting later this year when The Murray, Hong Kong, a Niccolo Hotel opens later this year with

336 rooms, followed by the 398-room Rosewood Hong Kong and the 129-room St Regis Hong Kong next year, and the 460-room Fullerton Hong Kong Hotel Ocean Park in 2020.

The industry is watching the new properties in anticipation, as the last year that saw a luxury hotel opening was in 2011, when the Ritz-Carlton Hong Kong was launched.

Without any new supply until the launch of Kerry Hotel, Hong Kong in April this year, the city now has 27 luxury hotels as of June 2017, up from 26 in 2014 and 19 in 2007, according to STR.

Four Seasons Hotel's general manager and regional vice president, Christoph Schmidinger, told *TTG Asia*: "After two years of stagnant growth, business from China is rebounding. The supply of luxury hotels will grow significantly in the months to come and we expect the demand to be buoyed by continued strong demand from business travel and increased travel from emerging markets and China."

While there isn't any threat of over-supply, Schmidinger believes occupancy growth in Hong Kong will be moderate until all new supply is absorbed. In the short term, he expects the city's rates might be affected but will return to current levels soon thereafter.

With the booming growth of new luxury hotels across Asia, Harbour Plaza 8 Degrees' general manager Christina Cheng thinks that the luxury hotel sector will come under pressure in terms of service and pricing strategy.

She said: "In Hong Kong, five-star guestrooms share 27 per cent of hotel supply YTD 2017 with average occupancy around 84 per cent, reflecting sufficient supply in the market. This new wave creates price competition that will spread from (within) same class hotels to lower ranking hotels, affecting the average rate over the whole industry."

She added: "Luxury hotels are recording lower average rate compared to the same period last year for the first five months, which explained why upscale hotels have been reducing their prices for optimum yield to maximise the market share... mid-range hotels are still benefiting from tourists with less spending power looking for affordable lodging."

With rates coming under pressure from the increase in luxury room supply, Swire Travel, managing director, Gloria Slethaug

Destination in numbers

77,555

The number of hotel rooms in Hong Kong as of May 2017, which is expected to reach 85,000 in 2019

27.8 million

The number of visitor arrivals Hong Kong received between 1H2017, a slight 2.4 per cent increase from 2016

20 per cent

The percentage decline in total arrivals from India in 1H2017 to 207,133, due to the implementation of the online pre-arrival registration for Indian nationals early this year.

already observed a 5.4 percent drop in average room rate for Jan-May 2017, welcome news as the competitive rates help travel agents to roll out more attractive offers for Hong Kong.

"(Greater competition) should drive luxury hotels to differentiate products and services and create additional value for customers e.g. some hotels have short three-hour itineraries for hotel guests seeking bleisure. In addition, agents can also use this opportunity to develop bleisure programmes.

"Like Bangkok and Singapore in the region, an ample number of luxury hotels will help to drive the meetings and incentives sector and make Hong Kong more competitive as a MICE destinations," she elaborated.

However, W Travel Services' managing director Wing Wong does not think the new luxury hotels will benefit leisure agents much.

He explained: "As I focus on groups and leisure business, the luxury hotels are too expensive for our clients. It's typical for VIP or high-end guests to book direct rather than via agents. Unless I am a corporate travel agent, I don't think our service is needed."

MY WAY



Charlotte Harris

Head of sales and marketing,
Charlotte Travel

What's the biggest challenge you face in Hong Kong's tourism business?

This issue is probably not unique to Hong Kong, but clients think they can do everything themselves and then call for help when they've made an error in their online bookings. Many travellers in Hong

Kong are falling behind (the global counterparts) because they still believe that doing things themselves will get them exactly what they want.

If I had my way to change things, I would...

encourage travel advisors to create a personality for themselves on social media so they can share their own personal travel experiences to connect with millennials and new clients.

Besides having a good online reputation, the ability to deliver and connect with clients offline is important for mil-

lennials. US research has shown that the use of travel advisors is highest among millennials, who are time-poor, crave insider knowledge and are willing to pay for expertise and more personalised holiday experiences.

A good travel advisor has relationships with decisionmakers at hotels, cruise lines and airlines, which can open doors to VIP treatment for guests. As well, when something goes wrong, you will always have someone who has more clout to assist you.

Viewpoints

Which segment is Hong Kong's hotel market most lacking in?

Christoph Schmidinger,
general manager
and regional vice
president, Four
Seasons Hotel

At the moment, more demand is needed to absorb the existing supply in the market. An increase in MICE business could benefit all categories of hotels. With more MICE business, there may then be a greater need for hotels to service large convention business.



Ivy Sung, CEO,
Faces of Hong
Kong

Hong Kong lacks high-quality luxury hotels. Many famed luxury brands chose to set up properties in the main cities in China and other parts of Asia instead of Hong Kong. This is perhaps due to shortages like land, labour supply, and qualified staff and management caused by high living standards in our city. We hope the government can help.



Issue of the day

Plugging the funding gap

Prudence Lui looks at how government aid and subsidies can go a long way to help travel trade members stay relevant in a fast-changing climate

As an industry among the most affected by the digital revolution, travel industry members are constantly under pressure to undergo training and renewal to keep up with the times.

Recognising the lack of resources that many travel agencies face in staff training, the Hong Kong government recently established the HK\$5 million (US\$639,000) Travel Industry Training Fund (TITF) while the Airport Authority Hong Kong (AA) pledged HK\$10 million for the Travel Industry Development Fund (TIDF) to enhance enhancement opportunities for industry members.

The TITF is largely allocated to subsidise training courses organised by training institutions, with a small portion reserved for direct subsidy of selected courses organised by the Travel Industry Council (TIC), which administers both funds.

Commenting on the differences be-

tween the two funds, TIC executive director Joseph Tung explained: "Trade practitioners are in dire need of training to stay competitive. The TITF aims to strengthen our training programmes.

"For instance, we subsidised and organised courses like Continuing Professional Development Scheme for Tourist Guides, as the city lacks English-speaking tour guides and course attendance wasn't good due to the high fees. With the fund, we are able to lower the fee or ensure smaller class sizes."

He added: "The TIDF focuses more on enhancing members' general knowledge on tourism and products. We will work with different tourism boards and arrange inspections if necessary. Members are also encouraged to take part in trade activities organised by Hong Kong Tourism Board."

Further details and frameworks of both funds will be announced later, he shared.

Welcoming the move, The Hong Kong

Association of Registered Tour Co-ordinators' chairman Wing Wong, said: "It really helps as the subsidies benefit frontline staff in agent operations like ticketing and not just tour guides. We'll definitely take advantage of it because our tour guide course on Hong Kong Geopark was very costly due to expenses like boat rental. Therefore, the fund enables us to lower the course fee.

"Moreover, our association organises various training courses every month so our members would not be discouraged by expensive fees," he continued.

CTS International Science-Technology & Culture Exchange, director, Ng Hi-on plans to ride on the subsidies to elevate service quality and standard of frontline staff. But with 1,700 travel agents in Hong Kong, he reckons that more than HK\$10 million should be allocated for the funds to effectively serve the trade.

Apart from software skill upgrade, since mid-2016 the government also set aside HK\$10 million for the Pilot Information Technology Development Matching Fund Scheme for Travel Agents, a matching fund with the ceiling set at HK\$100,000 for each application.

So far, more than HK\$6 million have been approved for qualified applications made by agents to upgrade their IT systems. Tung said that government has agreed to pump in additional resources once existing funds are exhausted.

NEWS IN A MINUTE

1 Penta Hotel Hong Kong opens

Opened in July, the 298-room Penta Hotel Hong Kong is converted from an industrial high-rise building that now sports a contemporary rustic decor fused with local cultural references. It is located just a three-minute walk from the Tuen Mun MTR - West Rail Terminal Station.

2 Direct HK-Melbourne links

Virgin Australia has inaugurated five-times weekly Hong Kong-Melbourne services from July 5, 2017, marking the airline's expansion into Greater China. The service is operated using an Airbus A330-200 aircraft, offering business class as well as 255 economy seats in a 2-4-2 configuration.

figuration.

Meanwhile, Sri Lankan Airlines also launched five-times weekly flights between Hong Kong and Colombo from July 15.

3 French fine dining with a view

Perched on the 101st floor in the International Commerce Centre, Le 39V by chef Frédéric Vardon opened in June to present neo-classical French cuisine against a backdrop of the Victoria Harbour. It is the first Asian outpost of Paris' Le 39V, which was awarded its first Michelin star in 2012.

4 Makeover for airport lounge

The Plaza Premium Lounge (East Hall) at Hong Kong International

Airport will be upgraded and expanded into a 16,000m² area that can accommodate a total of 410 guests. It will emerge as a Plaza Premium Lounge (PPL) with 202 seats and Plaza Premium First (PPF) Lounge with 208 seats, designed with different entrances.

5 HK icon to undergo revamp

The InterContinental Hong Kong is scheduled to close in 1Q2019 for an extensive renovation lasting 12-16 months. The transformation will span all rooms and suites, public areas, restaurants and event venues, and include a redesign of the building façade.

The hotel's restaurants and event venues are expected to reopen in the



evenings from late summer 2019, after approximately six months of renovation. Yan Toh Heen, InterContinental Hong Kong's two-Michelin-star Cantonese restaurant, will remain open for dinner throughout the renovation.



EAST, HONG KONG

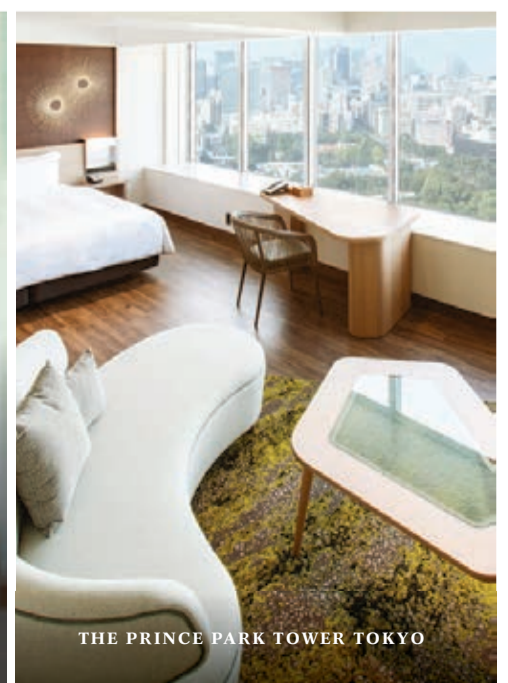


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Destination Macau

Good food pursuits

Swanky restaurants in integrated resorts have been luring international visitors to the territory. But to be positioned as a gastronomic capital, the destination must not forget its local cuisine. By **Prudence Lui**

fusion Ufufu Café (May 2017) in Broadway Macau.

Said assistant senior vice president Jit Hoong Ng: “We do not discount the fact that our customers also need diverse and authentic experiences.”

CITS Macau’s international department manager, Cooper Zhang, said: “We are getting more enquiries and requests for gourmet experiences from mid- to high-tier Hong Kong clients craving a Michelin-star (meal).”

Indeed, international haute cuisine is just one part of the equation as Macau seeks to appeal to travellers, as tour operators also want Macanese delicacies and offerings to be highlighted in Macau’s culinary pursuits.

Estoril Tours Travel’s director of sales Johnny Choi opined: “It’s vital to retain our own culinary character. A spate of F&B boutique outlets and cafés established by the young generation in recent years also offer different taste and experience.”

CITS Macau’s Zhang agreed that local delicacy is a strong pull factor. While the agency does not yet have a dedicated gourmet tour, “a special or local meal experience is always one of the elements in our packages.”

Institute for Tourism Studies, executive assistant manager, David Wong added: “In the old days, tourists from the mainland were very much focused on Macau’s casinos but with the number of high-end hotels, restaurants and the attraction of Portuguese and Macanese cuisine, people are staying here longer and increasingly enjoying the more cultural side of Macau, and that includes fine dining and good local eateries.”

Furthermore, local restaurants also make good dining venues for corporates in the lead-up to bigger events, pointed out MCI Macau’s business development and events director, Olinto Oliveira.

“These culinary experiences, in conjunction with the venue offerings and the experiences that agencies are crafting, create an overall package that validates the destination as a premier option for events.”

Destination in numbers

84.2%

Macau’s hotel occupancy rate in 1H2017, 4.9 percentage points higher than the same period last year

2.4 million

Visitor arrivals to Macau in 1H2017, up 0.9 per cent year-on-year. Overnight visitors were up 10.1 per cent, while same-day visitors decreased 9.1 per cent

US\$2.1 billion

Visitor expenditure (excluding gaming) in 1Q2017, up 20.9 per cent over the same period last year. Per capita visitor expenditure totalled US\$213.6, an increase of 10.5 per cent.

Viewpoints

What else is needed to sustain tourist interest in Macau’s F&B offerings in long run?

David Wong, executive assistant manager, Institute for Tourism Studies

Location, location, location! But what’s more important is good food, an interesting wine list and professional service at reasonable price. It doesn’t have to be at a fancy restaurant or a plush five-star hotel.



Olinto Oliveira, business development and events director, Macau office, MCI

Culinary talent, F&B staff and better promotion of Macau’s food are all important factors. It’s nice to see restaurants upping the ante with their offerings and the industry as a whole beginning to see what food means to the destination, as opposed to an afterthought.

Gourmet dining options aplenty: dish from 8½ Otto e Mezzo Bombana at Galaxy Macau pictured

As Macau’s integrated resorts (IRs) increasingly seek an edge through culinary offerings, travel agents say the time is ripe to position the city as a gastronomic capital for both its gourmet and local fare.

Since IRs came onto the scene a decade ago, bringing with them upscale international dining concepts, Macau’s culinary profile has been significantly raised on the world stage.

The Macao Government Tourism Office (MGTO) recently submitted an application to the UNESCO Creative Cities Network for Gastronomy, and is collaborating with government entities and local associations on culinary events such as Lusofonia Festival and Macau Food Festi-

val, a spokesperson told *TTG Asia*.

The HK\$26 billion (US\$3.3 billion), 1,390-room MGM Cotai, which will open in 4Q, is already dropping celebrity chef names to win travellers over.

Vice president of resort sales, Victoria Fuh, said: “We aim to impress our audience by offering versatile dining with four celebrity chefs (Mauro Colagreco, Mitsuharu Tsumura, Graham Elliot and Janice Wong) helming our restaurants.”

Over the last 12 months, Galaxy Entertainment Group (GEG) has been introducing new F&B concepts to answer demand for elevated gastronomic experiences, with additions such as oyster bar The Apron (December 2016) and luxury lifestyle cafe Cha Bei (January 2017) in Galaxy Macau; and Japanese-

MY WAY



Cody Cao

Project manager,
smallWorld Experience

What are the biggest challenges for Macau's tourism business?

We do not have sufficient manpower to support Macau's fast-paced tourism development. For example, we lack coach drivers, conference managers, and even tour guides proficient in some languages.

Despite the increasing number of tourism industry employees, there is still a focus on casinos and hotels, which offer attractive perks like high salaries and good working conditions.

The Macau government has strict standards on the (employment) of specialised non-resident workers

and skilled workers, including tourism professionals. So far, part of the labour supply is from overseas or mainland China, but this group lacks (job stability). Retention of experienced talents is also a challenge.

The lack of professionals impinges on competitiveness within the industry, creating a barrier to improving service standards.

If I had my way to change things, I would...

like to see a targeted policy to appeal to non-resident workers with professional tourism skills in the short term. A stable and fair policy for overseas labour (recruitment) would give them more confidence to work in Macau's tourism industry.

Overseas labour with professional skills can bring new perspectives and speed up the transfer of new technology to Macau. It's also vital to build a competitive (environment) to incentivise local employees.

For tourism employees, we should provide more support such as continuing education to learn new technology and skills. The establishment of a special scholarship foundation can help attract skilled professionals.

Additionally, (we can benefit from) increasing media coverage on Macau's tourism and (generating interest) in hospitality and tourism careers among young employees.

NEWS IN A MINUTE

1 Grand Lapa gets facelift

The 416-room Grand Lapa Hotel will complete its makeover in spring 2018. Renovation has begun in phases since autumn 2016 and so far, about 150 rooms have already been revamped. Renovations of public areas are expected to be completed this month, while landscaping and painting of the hotel's exterior will be carried out in winter.

2 Macau Roosevelt makes red carpet entrance

The Macau Roosevelt Hotel opened in July as a five-star, Old Hollywood-inspired urban retreat. It features 368 guestrooms, including the Marilyn Penthouse, a private cigar lounge, bar, restaurant, fitness centre and an infinity pool with a view of the Jockey Club.

The 12-storey hotel is located in Taipa Island, 10 minutes away from Macau International Airport.

3 Taxi fare hike

Following Uber's exit from Macau in late July, the Macau government has raised the taxi flag-down fare from MOP17 (US\$2.10) to MOP19.



Meanwhile, the original taxi fare of MOP2 per 260m rose to MOP2 per 240m, with an added surcharge of MOP5 for rides from taxi stands in Taipa Ferry Terminal and the University of Macao.

4 Free admission on Tuesdays

The Macao Museum extended its free admission offer to every Tuesday, instead of just the 15th of every month.

This is to promote the history of Macau and attract visitors to the two major attractions in the Historic Centre of Macau, the Ruins of St Paul's and Mount Fortress. The Macao Museum is open from 10:00 to 18.00 (ticket office closes at 17.30).

Issue of the day

A fighting chance

As mega resorts take over Macau, **Prudence Lui** looks at where this leaves the homegrown and boutique hotels

Cotai Strip has been a constant battleground for integrated resorts (IRs), with new developments like Studio City, The Parisian and Wynn Palace entering the territory while existing mega properties like Venetian Macao underwent refurbishments to stay in competition.

But even as international powerhouses fight it out, the homegrown and boutique hotel sectors are far from being at a stand still, local associations and agents say.

Macau Hotel and Inn Keeper Association, vice president, Kenneth Cheung, said: "Each city has different market segments and types of products – there isn't a single product that fits all tastes. Themed concepts can be a differentiator for traditional hotels and guesthouses in the face of competition from the big boys."

Cheung hopes that the government can lure diversified travel segments to drive demand for different type of hotels.

"These local premises should also

strengthen their sales network and distribution channels, including online ones, to showcase their products to consumers and build awareness," he suggested.

In central Macau, the 176-room Best Western Macau Hotel Sun Sun completed a full refurbishment in late 2015 to boast a nostalgic Macanese theme, with a neighbourhood map in the lobby highlighting nearby attractions such as local family-run bakeries and noodle shops which have been around for decades.

Meanwhile, the 20-room Pousada de Mong-Há, a boutique hotel run by students from the Institute for Tourism Studies, has received approval from the government to don a new look, with re-vamp scheduled to begin in late 2017. Apart from adding a lift for people with disabilities, there will be upgrades to help the property meet the 'green hotel' status.

Gray Line Tours' managing director, Andy Wu, said: "Though Cotai Strip (has an obvious draw), the Macau Peninsula has its own charm such as easy access.

"I don't think local hotels will be badly affected by the new hotels. I do however, foresee room rates would be on a downward trend given the (expanded) new room inventory."

With visitor arrivals on the mend and the length of stay increasing, the lower rates could further drive demand, he added.



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The rise and growth of hotels in South-East Asia

INTERNATIONAL HOTELS IN SOUTH-EAST ASIA

With 600 million people residing in South-east Asia and 121 million international arrivals expected in the region this year, it is no wonder that international hotel chains are vying to expand in the 10 member states. *TTG Asia* identifies the key international hotel chains present in South-east Asia and finds out what their ambitions are



Pullman Kuala Lumpur Bangsar

AccorHotels

BRANDS

- Luxury**
Raffles, Fairmont, Sofitel Legend, SO Sofitel, Sofitel, onefinestay, MGallery by Sofitel, Pullman and Swissôtel
- Midscale and boutique**
Novotel, Mercure, Mama Shelter and Adagio
- Economy**
ibis, ibis Styles and ibis budget
- Regional**
Grand Mercure, The Sebel and hotelF1

PRESENCE IN SOUTH-EAST ASIA

- Raffles**
Indonesia (one), Cambodia (two), Singapore (one), the Philippines (one)
- Fairmont**
Indonesia (two), Singapore (one), the Philippines (one)
- Sofitel**
Thailand (four), Vietnam (two), Laos (one), Indonesia (one), Cambodia (two), Singapore (two), the Philippines (one)
- MGallery by Sofitel**
Thailand (eight), Vietnam (five), Laos (one), Indonesia (four), Myanmar (one)
- Pullman**
Thailand (seven), Vietnam (four), Indonesia (three), Malaysia (five)
- Swissotel**
Thailand (three), Singapore (two)

- Grand Mercure**
Thailand (three), Vietnam (one), Indonesia (four), Singapore (one)
- Novotel**
Thailand (20), Vietnam (six), Indonesia (23), Myanmar (two), Singapore (one), the Philippines (one), Malaysia (two)
- Mercure**
Thailand (eight), Vietnam (three), Laos (one), Indonesia (18), Singapore (one), the Philippines (one), Malaysia (one)
- Ibis**
Thailand (10), Vietnam (two), Laos (one), Indonesia (20), Singapore (two)
- Ibis Styles**
Thailand (seven), Indonesia (19), Myanmar (one), Singapore (one), Malaysia (three)
- Ibis Budget**
Indonesia (10)

EXPANSION PLANS

AccorHotels is now strongly represented with hotels in all the countries in South-east Asia with the exception of Brunei. In the pipeline are over 110 hotels across South-east Asia with more than 50 of them in Indonesia. Across Asia Pacific, AccorHotels has over 345 hotels in development. Some of the flagship hotels coming up include the Sofitel Singapore City Centre, Sofitel Kuala Lumpur Damansara, Mercure Bangkok Sukhumvit 11 and Pullman Myanmar Mingalar.

DID YOU KNOW

- AccorHotels opened its first hotel in Asia in Singapore in 1982
- AccorHotels has more than 230 hotels in South-east Asia
- AccorHotels opens on average, at least one hotel per week in Asia Pacific on average
- AccorHotels has 760 hotels and 153,549 rooms currently, with a strong pipeline of over 345 hotels scheduled to open over the next five years
- AccorHotels is the largest hotel group in Singapore, with 12 hotels and more than 5400 rooms across the city



Hotel Royal Hanoi



Sofitel Singapore City Centre



Best Western Patong Beach



BluPhere Pattaya

Best Western Hotels & Resorts

BRANDS

Best Western, Best Western Plus, Best Western Premier, Executive Residency by Best Western, Vib, BW Premier Collection and Glo

PRESENCE IN SOUTH-EAST ASIA

Best Western

Indonesia (seven), Laos (one), Malaysia(two), Myanmar(three), Thailand (three), the Philippines (four)

Best Western Plus

Indonesia (three), Thailand (two), the Philippines (three)

Best Western Premier

Indonesia (five), Malaysia (one), Thailand (three)

EXPANSION PLANS

Best Western Hotels & Resorts continues to develop its portfolio of hotels across Asia. The Best Western Plus brand is looking to develop further in the Philippines. Meanwhile in Malaysia, a new Best Western Premier hotel is coming to the Genting Highlands and a Best Western Plus is rising in Kuching. The company is eyeing Cambodia, Vietnam and Laos for further development, as well as a potential return to Singapore.

DID YOU KNOW

- Best Western Hotels & Resorts operates 107 hotels in Asia
- Best Western's regional pipeline now stands at 49 hotels and nearly 10,316 keys
- Most recently Best Western unveiled SureStay, its revolutionary white label concept aimed at capturing the huge market of unbranded hotels
- Best Western has signed Vib projects in several key Asian cities, including Bangkok, Danang, Vientiane and Yangon
- In 2016, the company was named as Asia's Best Midscale Hotel Chain by TTG Asia Media's TTG Travel Awards

In 2016, the company was named Asia's Best Midscale Hotel Chain by TTG Asia Media

Carlson Rezidor Hotel Group

BRANDS

Quorvus Collection, Radisson Blu, Radisson, Radisson RED, Park Plaza, Park Inn by Radisson, Country Inns & Suites by Carlson

PRESENCE IN SOUTH-EAST ASIA

Radisson Blu

the Philippines (one)

Radisson

Brunei (one), Indonesia (one)

Park Inn by Radisson

the Philippines (two)

EXPANSION PLANS

Vietnam is a strong emerging market that the organisation has vested interest in, hence the company entered the market with the signing of Radisson Blu Cam Ranh Bay in 2015.

DID YOU KNOW

- Radisson Blu Plaza Bangkok has six F&B venues including multi-award winning Italian restaurant, Attico, and the recently opened highest rooftop craft beer bar, Brewski
- Radisson Suites Bangkok Sukhumvit features gourmet fine dining restaurant, Punjab Grill
- Overlooking the Gulf of Thailand, Radisson Blu Resort Hua Hin is a sophisticated beachfront resort for a holistic getaway. With a vineyard less than an hour's drive away, the hotel makes a perfect escapade



Radisson Blu Resort, Hua Hin

Four Seasons



Four Seasons Hotel Jakarta

PRESENCE IN SOUTH-EAST ASIA

Four Seasons

Indonesia (three), Malaysia (one), Singapore (two), Thailand (three), Vietnam (one)

EXPANSION PLANS

In early 2018, the chain will add Four Seasons Hotel Kuala Lumpur into their collection and is striving to continue growing the portfolio in South-east Asia. Among their next few openings include hotels in key locations such as Bangkok and Hanoi.

DID YOU KNOW

- Singapore was the entry point for Four Seasons Hotels and Resorts in Asia Pacific in 1982
- The latest South-east Asian addition is Four Seasons Resort The Nam Hai in Vietnam which opened in December 2016
- Four Seasons Tented Camp Golden Triangle, located on the banks of River Ruak, in Chiang Rai overlooks both Myanmar and Laos
- Indonesia has the most diverse collection of Four Seasons properties: a beach resort, a lush riverside resort and an urban hotel

Hilton

BRANDS

Hilton Hotels & Resorts, Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Canopy by Hilton, Curio – A Collection by Hilton, DoubleTree by Hilton, Tapestry Collection by Hilton, Embassy Suites by Hilton, Hilton Garden Inn, Hampton by Hilton, Tru by Hilton, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations

PRESENCE IN SOUTH-EAST ASIA

Hilton Hotels & Resorts
Indonesia (two), Malaysia (four), Myanmar (two), Singapore (one), Thailand (five), Vietnam (one)

DoubleTree by Hilton
Indonesia (one), Malaysia (two), Thailand (one)

Conrad Hotels & Resorts
Indonesia (one), the Philippines (one), Singapore (one), Thailand (two)

Hilton Garden Inn
Indonesia (one), Singapore (one), Vietnam (one)



Conrad, Koh Samui



Conrad, Manila

EXPANSION PLANS

There are currently nine Hilton Garden Inn properties in the pipeline for South-east Asia. The chain will also be introducing the ultra-luxury brand Waldorf Astoria to Thailand and Indonesia – marking the brand's debut in South-east Asia. Myanmar and Vietnam are also potential markets for the company.

DID YOU KNOW

- Hilton Singapore was the first hotel in Asia to achieve Marine Stewardship Council and Aquaculture Stewardship Council Chain of Custody certifications in 2015
- Hilton opened the first Hilton Vocational Training Centre at the Hilton Nay Pyi Taw in 2015, to groom local talent and train young people in Myanmar for international standard vocational education
- Since June 2014, Hilton Singapore and Conrad Centennial Singapore have started collecting used bars of soap from guest rooms, as part of its soap recycling programme in Singapore
- The first DoubleTree by Hilton property in South-east Asia was opened in Kuala Lumpur on 6 August 2010, and today, there are nine DoubleTree by Hilton properties in the pipeline in South-east Asia

Myanmar and Vietnam are potential markets for Hilton

InterContinental Hotels Group (IHG)

BRANDS

InterContinental Hotels & Resorts, Kimpton Hotels & Restaurants, Hotel Indigo, Even Hotels, Hualuxe Hotels and Resorts, Crowne Plaza Hotels & Resorts, Holiday Inn Hotels & Resorts, Holiday Inn Express, Staybridge Suites, Candlewood Suites, IHG Rewards Club

PRESENCE IN SOUTH-EAST ASIA

InterContinental Hotels & Resort
Cambodia (one), Indonesia (three), Malaysia (one), Singapore (one), Thailand (four), Vietnam (four)

Hotel Indigo
Singapore (one), Thailand (one)

Crowne Plaza Hotels & Resorts
Indonesia (three), Laos (one), Singapore (one), Thailand (two), Vietnam (two)

Holiday Inn Hotels & Resorts
Indonesia (seven), Malaysia (three), the Philippines (two), Singapore (two), Thailand (nine)

Holiday Inn Express
Indonesia (nine), Malaysia (one), Singapore (three), Thailand (five)

EXPANSION PLANS

Over the next three to five years, InterContinental Hotels Group (IHG) will double their presence in South-east Asia with 58 hotels in the development pipeline, including Indonesia, Thailand, Vietnam, Malaysia, Singapore, the Philippines, Laos, and Myanmar – marking the group's entry into the country. IHG is bringing the Hotel Indigo brand to more countries in South-east Asia, with nine hotels and resorts opening in the next three to five years in Indonesia, Malaysia and Thailand.

DID YOU KNOW

- Approximately three people check in to a Holiday Inn branded hotel or resort every second
- The first Holiday Inn Express in South-east Asia was the Holiday Inn Express Bangkok Siam, which opened in Bangkok, Thailand, in 2012
- IHG launched the Hotel Indigo brand in South-east Asia in 2015 with the Hotel Indigo Bangkok Wireless Road in Thailand
- In 2017, IHG introduced the Crowne Plaza brand to Laos, marking the group's entry into the country with the newly opened Crowne Plaza Vientiane
- Indonesia has IHG's largest development pipeline in South-east Asia, with 22 hotels and resorts due to open in the next three to five years



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Marriott International

BRANDS 
Bulgari, The Ritz-Carlton and The Ritz-Carlton Reserve, St. Regis, W, Edition, JW Marriott, The Luxury Collection, Marriott Hotels, Westin, Le Méridien, Renaissance Hotels, Sheraton, Delta Hotels by Marriott, Marriott Executive Apartments, Marriott Vacation Club, Autograph Collection Hotels, Tribute Portfolio, Design Hotels, Gaylord Hotels, Courtyard, Four Points by Sheraton, SpringHill Suites, Fairfield Inn & Suites, Residence Inn, TownePlace Suites, AC Hotels by Marriott, Aloft, Element, Moxy Hotels, and Protea Hotels by Marriott

PRESENCE IN SOUTH-EAST ASIA 
Aloft Hotels
Malaysia (one), Thailand (one)
Autograph Collection
Indonesia (one), Malaysia (two)
Bulgari Hotels & Resorts
Indonesia (two)
Courtyard by Marriott
Indonesia (two), Thailand (one)
Fairfield Inn by Marriott
Indonesia (one)
Four Points by Sheraton
Indonesia (eight), Malaysia (three), Singapore (one), Thailand (one)
JW Marriott
Indonesia (three), Malaysia (one), Singapore (one), Thailand (two), Vietnam (two)
Le Méridien
Cambodia (one), Indonesia (two), Malaysia (three), Singapore (one), Thailand (seven), Vietnam (one)
Marriott Executive Apartments
Indonesia (one), Thailand (four)

Marriott Hotels & Resorts
Malaysia (three), the Philippines (three), Singapore (one), Thailand (six)
Renaissance Hotels
Malaysia (three), Thailand (three), Vietnam (one)
Sheraton
Indonesia (seven), Malaysia (one), Singapore (one), Thailand (four), Vietnam (three)
St. Regis
Indonesia (one), Malaysia (two), Singapore (one), Thailand (one)
The Luxury Collection
Indonesia (two), Malaysia (one), Thailand (three)
The Ritz Carlton
Indonesia (five), Malaysia (one), Singapore (two), Thailand (one)
Tribute Portfolio
Indonesia (two), Singapore (one)
W Hotels
Indonesia (one), Singapore (one), Thailand (two)
Westin Hotels
Indonesia (two), Malaysia (two), Singapore (one), Thailand (two)

EXPANSION PLANS 
Marriott has nearly 100 hotels with nearly 25,000 rooms across 18 brands in the pipeline across eight markets in South-east Asia, including Cambodia, Indonesia, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam.

Marriott International is entering Myanmar in 2018 with the opening of Sheraton Yangon Hotel. In the near future, Marriott will debut Edition in Indonesia, Singapore and Thailand. Marriott’s edgiest affordable brand, Moxy Hotels will also make its debut in Indonesia.

DID YOU KNOW 
• Marriott has nearly 100 hotels with nearly 25,000 rooms under construction in South-east Asia
• Marriott International will debut its Sheraton brand in Yangon, Myanmar in 2018. This will be the company’s first hotel in Myanmar
• The new JW Marriott Phu Quoc Emerald Bay, located on Phu Quoc Island, has a truly unique design. Its design is inspired by the concept of an academy of learning, with each building and venue carrying the academic narrative
• The eco-conscious brand Element made its debut in South-east Asia when Element Kuala Lumpur opened n April this year
• The Dining Room at The House on Sathorn, part of W Bangkok, has recently been recognised as one of Asia’s Best 50 Restaurants

Meliá Hotels International

BRANDS 
Gran Meliá Hotels & Resorts, Me by Meliá, Paradisus by Meliá, Meliá Hotels & Resorts, Inside by Meliá, TRYP by Wyndham, Sol by Meliá (divided in other four brands: Sol Resorts, Sol Katmandu, Sol House and Sol Beach House) and Circle by Meliá

EXPANSION PLANS 
Meliá Hotels International will be consolidating the bleisure profile and in the years ahead they will expand the brands Gran Meliá Hotels & Resorts, Meliá Hotels & Resorts, and Sol House into South-east Asia.

DID YOU KNOW 
• Indonesia was the first international destination for Melia with the opening of Meliá Bali in 1985
• By 2020 they will have 35 hotels operating in Asia Pacific, 27 of which will be in South-east Asia
• Inside by Meliá is the new contemporary urban brand which marked its debut in South-east Asia when it opened in Indonesia this year

PRESENCE IN SOUTH-EAST ASIA 
Gran Meliá Hotels & Resorts
Indonesia (one)
Meliá Hotels & Resorts
Indonesia (three), Malaysia (two), Vietnam (three), Myanmar (two)
Sol Beach House
Indonesia (two), Thailand (one), Vietnam (one)
Sol House
Indonesia (one)
Inside by Meliá
Indonesia (one)




Hotel Melia, Bali



Wyndham Hotel Group

BRANDS 
Super 8, Days Inn, Howard Johnson, TRYP by Wyndham, Ramada Worldwide, Ramada Encore, Microtel Inn & Suites by Wyndham, Hawthorn Suites by Wyndham, Wingate by Wyndham, Travelodge, Knights Inn, Baymont Inn & Suites, Wyndham Garden, Wyndham Hotels and Resorts, Wyndham Grand, Dazzler Hotels, Esplendor Boutique Hotels, and Dolce Hotels and Resorts

PRESENCE IN SOUTH-EAST ASIA 
Wyndham Grand
Thailand (one)
Wyndham
Indonesia(two), Thailand(one), Vietnam(one)
Wyndham Garden
Indonesia (one)
Ramada
Indonesia (three), Malaysia(one), the Philippines(one), Singapore(one), Thailand (five)
TRYP by Wyndham
Myanmar (one)
Microtel Inn & Suites by Wyndham
the Philippines (13)
Days Inn
Indonesia(one), the Philippines(five), Singapore(one), Thailand (one)

EXPANSION PLANS 
Wyndham Grand Phuket Kalim Bay recently opened as the region’s first Wyndham Grand in Phuket. This brand is set to further expand in Myanmar with the opening of the 260-room Wyndham Grand Yangon Royal Lake in 2018.

The Wyndham brand has also been gaining traction in the region. Last year, they were the first international chain to enter Halong with a five-star hotel, Wyndham Legend Halong Bay. This year, they will be opening Wyndham Soleil Danang in phases.

Ramada is rapidly growing its footprint in Malaysia with three hotels in the pipeline for 2018. The brand entered South-east Asia this year with TRYP Yangon Hotel. There are also plans to introduce this brand into the Philippines.

DID YOU KNOW 
• Wyndham Soleil Danang will be the tallest building in the coastal city located in central Vietnam when it opens in 4Q 2017
• Since 2016, Wyndham Hotel Group has secured five managed hotels under the Days Inn, Ramada, Wyndham Garden and Wyndham brands in Indonesia’s key locations – Jakarta, Bali and Surabaya
• The Wyndham brand entered South-east Asia in 2015 with the opening of Wyndham Sea Pearl Resort Phuket in Thailand
• Wyndham is the largest hospitality company in the world with over 8,000 hotels. In China, they are the first global hospitality company to reach the 1000th hotel milestone in 2015

HOME-GROWN HOTEL CHAINS IN SOUTH-EAST ASIA

Home-grown hotel groups in South-east Asia has been strengthened over the past few decades. *TTG Asia* profiles the most prominent of them with growing presence in this region



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BRAND STRUCTURE
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Ariva Hotels,
Ariva Serviced Residences,
Super City by Ariva,
Hotel Football
Boutique mid-scale
by Ariva, Santa Grand

PRESENCE IN SOUTH-EAST ASIA
Santa Grand
Singapore (five)
Ariva Hotels
Indonesia (two)
by Ariva
Malaysia (two), Indonesia (one)
Ariva Serviced Residences
Malaysia (two), Singapore (one),
Thailand (two)

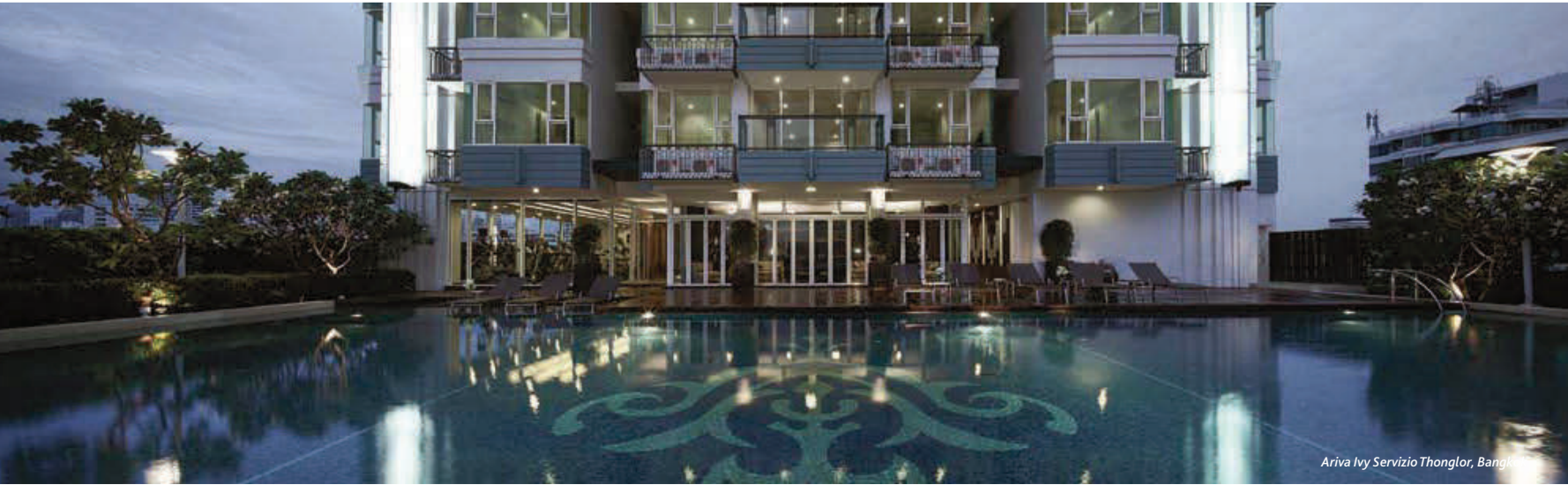
MISSION
We aspire to be the leading international hospitality company and partner of choice for our guests, colleagues and business partners.

KEY BACKGROUND
The chain was co-founded by Cameron and Jean-Claude in October 2008, and was later acquired as a subsidiary of Rowsley Ltd in February 2017.

- KEY MILESTONES**
- 2009 First management contract in Beijing, China – Ariva Beijing West Hotel & Serviced Apartment
 - 2010 Appointed to manage World Expo @ Shanghai
 - 2010 First property opens in Thailand – Ariva Ivy Servizio Thonglor Serviced Residences
 - 2011 First property opens in Malaysia – Ariva Gateway Kuching Serviced Residences
 - 2016 Appointed management for five Santa Grand Hotels in Singapore
 - 2017 Acquired by Rowsley Ltd
 - 2017 Signed master agreement with Angel Corporation for properties in Chiang Mai, Bangkok and Hwa Hin; with the first property opening in July 2017 – Ariva Prio Serviced Residences Chiang Mai
 - 2017 Launched a new brand – Super City by Ariva; first property opening in Shanghai in August



Ariva Prio Serviced Residences, Chiang Mai



Ariva Ivy Servizio Thonglor, Bangkok

WORLDWIDE LOCATIONS : AFRICA ASIA EUROPE LATIN AMERICA MIDDLE EAST NORTH AMERICA

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Deluxe Room



Flow18



Beach Road Kitchen

- ◆ Room rates start from \$300++ per room night for our Deluxe Room
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- ◆ Enjoy added value with rewards for your group meeting or event. Rewards include complimentary rooms, free upgrades, restaurant & bar credits, and more

For bookings and enquiries, please call +65 6818 1898 or email jw.sinjw.sales@marriott.com

Terms and conditions: Meetings or events must be confirmed by 31 December 2017. Added value rewards are subject to the number of rooms booked. Meetings or events must be held between 1 September 2017 and 31 December 2018. All prices are in Singapore dollars and subject to 10% service charge and prevailing government taxes.



Alila Hotels and Resorts

CORPORATE OFFICE:

15 Scotts Road #04-10,
Thong Teck building , Singapore 228218



alilahotels.com



(65) 6735 8300

BRAND STRUCTURE

Luxury

PRESENCE IN SOUTH-EAST ASIA

Indonesia (eight)

MISSION

Alila is a hospitality luxury boutique hotel brand, managed by a team that embraces the values of passion, innovation, authenticity, social responsibility and community engagement, to create, operate and deliver well- rounded, personalised management services to our shareholders and heartfelt experiences to guests.

BACKGROUND

Founded in 2001, the group is championing for green initiatives and community involvement projects in Asia. Alila Hotels & Resorts first launched with flagship properties in Indonesia before expanding globally in 2004 and establishing a hub in Singapore.

DID YOU KNOW

- Alila means "surprise" in Sanskrit, which suitably describes the refreshing character of Alila's properties and impression of their guests when they stay at any Alila property
- Alila Hotels and Resorts embrace Alila's spirit of giving back to the community through a "Gift-to-Share" programme, pledging to make donations to local causes with every booking
- In 2009, Alila Villas Uluwatu in Bali became the first hotel built to EarthCheck standards in Indonesia
- In 2015, Alila Hotels and Resorts joined Commune Hotels & Resorts making Alila, Commune's first top tier boutique hotel brand

Akaryn Hotel Group

CORPORATE OFFICE:

3 Ladprao Soi 95, Ladprao Road, Klongchaokhunsingh, Wangthonglang,
Bangkok 10310 Thailand



akaryngroup.com



(66) 0 2514 8112

BRAND STRUCTURE

Luxury

PRESENCE IN SOUTH-EAST ASIA

Thailand (five)
Laos (one)
Vietnam (one)

MISSION

Dedicated to providing rewarding lifestyles and destinations offering rejuvenation and fulfillment.

BACKGROUND

The first property Aleenta Hua Hin - Pranburi Resort & Spa opened in 2003 as Akaryn Hotel Group's pioneer project. The group has since expanded further and now owns and manages boutique luxury properties with distinguished styles.

KEY MILESTONES

- **2003** Opening of Aleenta Hua Hin - Pranburi Resort & Spa
- **2016** Opening of Aleenta Phuket - Phang Nga Resort & Spa
- **2010** Opening of Akyra Samui
- **2011** Opening of Akaryn Samui
- **2015** Opening of Akyra Manor Chiang Mai
- **2016** Opening of Akyra Thonglor Bangkok

The Ascott Limited

CORPORATE OFFICE:

#30-01, Capital Tower, 168 Robinson Road
Singapore 068912



the-ascott.com



(65) 6713 2888

BRAND STRUCTURE

The Ascott Limited operates the following brands – Ascott, Citadines and Somerset, along with The Crest Collection and lyf.

The premier Ascott The Residence brand provides refined luxurious living in elegant apartments. Citadines Apart'hotel offers independent travellers the flexibility to choose the services they require.

Somerset Serviced Residence is designed for families with young children. The Crest Collection is a prized selection of some of Ascott's most prestigious and unique luxury serviced residences. Designed by millennials for millennials, lyf is a new co-living concept that connects guests with like-minded travellers.

PRESENCE IN SOUTH-EAST ASIA

Ascott

Indonesia (four), Malaysia (two), the Philippines (two), Singapore (two), Thailand (one), Vietnam (one)

Citadines

Indonesia (six), Malaysia (six), the Philippines (six), Singapore (two), Thailand (eight), Vietnam (five)

Somerset

Indonesia (three), Malaysia (seven), the Philippines (six), Singapore (two), Thailand (seven), Vietnam (12), Myanmar (one), Laos (one), Cambodia (two)

The Crest Collection

Thailand (one)

lyf

Singapore (one)

MISSION

Our Customers

We create great customer value and experiences through high-quality products and services.

Our People

We develop high-performing people and teams through rewarding opportunities.

Our Investors

We deliver sustainable shareholder returns and build a strong global network of capital partners.

Our Communities

We care for and contribute to the economic, environmental and social development of communities.

BACKGROUND

The Ascott Limited is a Singapore company that has grown to be one of the leading international serviced residence owner-operators. It has over 30,000 operating serviced residence units in key cities of the Americas, Asia Pacific, Europe and the Middle East, as well as over 22,000 units which are under development, making a total of more than 52,000 units in over 300 properties.

Ascott pioneered Asia Pacific's first international-class serviced residence with the opening of The Ascott Singapore in 1984. In 2006, it established the world's first Pan-Asian serviced residence real estate investment trust, Ascott Residence Trust. Today, the company boasts over 30 years of industry track record and award-winning serviced residence brands that enjoy recognition worldwide.

KEY MILESTONES

- **2004** Ascott fully acquired the European Citadines Apart'hotel chain, expanding its suite of brands to three: Ascott, Citadines and Somerset
- **2006** Ascott established the world's first pan-Asian serviced residence real estate investment trust, the Ascott Residence Trust, which was listed on the Singapore Stock Exchange
- **2014** Ascott secured its first franchise agreements and entered Vientiane in Laos and Bali in Indonesia
- **2016** Ascott crossed 50,000 units globally with a record of over 10,000 units added in the year, placing it well on track to achieve its target of 80,000 units globally by 2020



Banyan Tree Bintan

Banyan Tree Hotels & Resorts

CORPORATE OFFICE:
211 Upper Bukit Timah Road
Singapore 588182
banyantree.com/en (65) 6849 5888

MISSION
We want to build globally recognised brands which, by inspiring exceptional experiences among our guests, instilling pride and integrity in our associates and enhancing both the physical and human environment in which we operate, will deliver attractive returns to our shareholders.

BRAND STRUCTURE
Luxury
Banyan Tree
Upper Upscale
Angsana
Midscale, extended stay sector
Cassia
Midscale
Dhawa

PRESENCE IN SOUTH-EAST ASIA
Banyan Tree
Indonesia (two), Thailand (five), Laos (one), Vietnam (one),
Angsana
Indonesia (one), Thailand (two), Laos (one), Vietnam (one)
Cassia
Thailand (one)

BACKGROUND
Banyan Tree Holdings Limited is a leading international hospitality brand that manages and develops premium resorts, hotels and spas. From a single boutique resort in Phuket that launched in 1994, Banyan Tree has grown into a multi-business operator globally.

- KEY MILESTONES**
- 1994 The Group’s flagship resort – Banyan Tree Phuket – was launched in Thailand’s Laguna Phuket
 - 2000 The Angsana brand was launched with the opening of Angsana Bintan, Indonesia
 - 2001 Banyan Tree Spa Academy is set up to train therapists and research new treatment recipes and techniques
 - 2014 Banyan tree celebrated its 20th anniversary and the group also launched its third brand, Cassia that year

Berjaya Hotels & Resorts

CORPORATE OFFICE:
Level 15, West Berjaya Times Square Hotel, Kuala Lumpur,
No. 1 Jalan Imbi, 55100 Wilayah Persekutuan Kuala Lumpur
berjahotel.com (03) 2142 9611

BRAND STRUCTURE
Mid-scale

BRAND PRESENCE IN SOUTH-EAST ASIA
Malaysia (seven)
the Philippines (one)

MISSION
We will continue to embrace our ‘never settle’ spirit and steadily forge ahead to expand our global footprint. Acquisition is part of our expansion plan, but our company’s core values and practices would be the yardsticks of our consideration for expansion.

DID YOU KNOW
As one of the leading hospitality groups in Malaysia, Berjaya Hotels & Resorts is all set to continue its ambitious expansion with the opening of Four Seasons Hotel Kyoto in Japan in December 2016

BACKGROUND
Berjaya Hotels & Resorts is a member of the Berjaya Corporation Group of Companies, a public listed Malaysian conglomerate. Presently, the group manages Berjaya properties in Malaysia, Asia Pacific and UK. From the exotic island resorts of Tioman, Langkawi and Redang to the city hotels of Kuala Lumpur, Johor Bahru and Penang, Berjaya Hotels & Resorts’ prominence in Malaysia is further enhanced by the establishment of international hotels and resorts in the Philippines, Seychelles, Sri Lanka, London and Vietnam.



Como Point Yamu, Phuket

Como Hotels and Resorts

CORPORATE OFFICE:
Como House, 6B Orange Grove Road,
Singapore 258332
comohotels.com (65) 6304 1488

BACKGROUND
Established in 1992 by Christina Ong with the launch of her first property Como The Halkin in London, Como Hotels and Resorts is currently celebrating its 25th anniversary of its founding by placing “Como” at the beginning of each property’s name.

DID YOU KNOW
The anti ‘cookie-cutter’ approach is what makes Como’s special events stand apart, from high-profile weddings on one of the private islands, to corporate event or incentive trips. Whatever the scale, Como obsesses about the detail, turning ambitious ideas into unforgettable, fuss-free occasions

BRAND STRUCTURE
Luxury and wellness

PRESENCE IN SOUTH-EAST ASIA
Indonesia (two), Thailand (two)

MISSION
Como Hotels and Resorts offers personalised luxury travel experiences at its urban hotels, island resorts, adventure retreats and wellness resorts through individualised service, commitment to holistic wellness and award-winning cuisine.

Dusit International

CORPORATE OFFICE:
Dusit Thani Building, 946 Rama IV Road, Bangkok,
Thailand 10500
dusit.com (66) 2200 9999

BRAND STRUCTURE
Upper midscale
DusitPrincess Hotels & Resorts
Upscale
dusitD2 Hotels & Resorts

Upper upscale
Dusit Thani Hotels & Resorts
Luxury
Dusit Devarana Hotels & Resorts

PRESENCE IN SOUTH-EAST ASIA
Dusit Thani Hotels & Resorts
Thailand (five), the Philippines (one)
dusitD2 Hotels & Resorts
Thailand (two)
DusitPrincess Hotels & Resorts
Thailand (six)

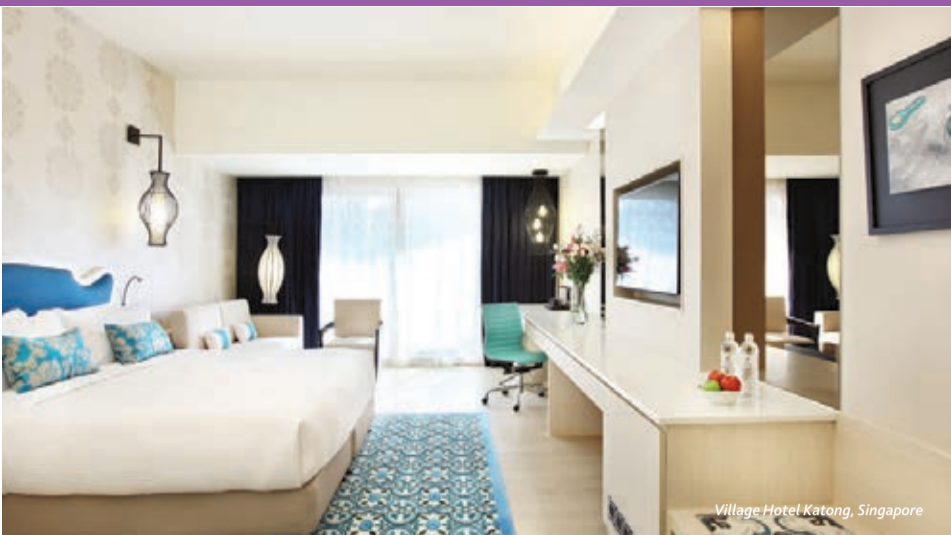
MISSION
Empowering our people to exceed expectations. Always to be the best we need to first look within. We recognise happy employees equate to happy guests, and we are proud to provide every member of the Dusit family with the skills and knowledge they need to deliver personalised service and extraordinary experiences.

BACKGROUND
Dusit International was founded in 1948 by Honorary Chairperson Thanpuying Chanut Piyaoui, whose first hotel was the Princess on Bangkok’s New Road. Today the company is a leader in hotel management and education and comprises a unique international portfolio of distinctive hotels and resorts.

DID YOU KNOW
The brand has a fast growing hospitality education division and in 2018, Dusit will open the pioneering Dusit Hospitality Management College, a unique fully integrated hospitality school and hotel in Manila, Philippines



Rendezvous Hotel, Singapore



Village Hotel Katong, Singapore

Far East Hospitality

CORPORATE OFFICE:

20 Havelock Road
Singapore 059765

stayfareast.com

(65) 6737 3279

BRAND STRUCTURE

Mid-scale

BRAND PRESENCE IN SOUTH-EAST ASIA

- Amoy**
Singapore (one)
- Far East Plaza Residences**
Singapore (one)
- Oasia**
Malaysia (one), Singapore (three)
- Orchard Parade Hotel**
Singapore (one)
- Orchard Parksuites**
Singapore (one)
- Orchard Scotts Residences**
Singapore (one)

- Quincy**
Singapore (one)
- Regency House**
Singapore (one)
- Rendezvous**
Singapore (one)
- Sri Tiara Residences**
Malaysia (one)
- The Elizabeth hotel**
Singapore (one)
- Village**
Singapore (eight)

MISSION

To extend our signature brand of Singapore-inspired hospitality to a new generation of mid-tier business and leisure travellers.

BACKGROUND

Far East Hospitality is an International hospitality owner and operator with a diverse portfolio of eight unique and complementary brands of hotels, serviced residences and apartment hotels. Far East Hospitality owns more than 10 hospitality assets and operates a combined portfolio of close to 14,000 rooms under its management across 90 hotels and services residences in seven countries – Australia, Denmark, Germany, Hungary, Malaysia, New Zealand and Singapore, with more in its development pipeline.

DID YOU KNOW

- Far East Hospitality Trust is the first and only Singapore-focused hotel and serviced residence hospitality trust listed on the SGX-ST
- Far East Hospitality segments its brands based on travellers’ profile
- Far East Hospitality was named Best Employer 2016 by Aon Hewitt
- Far East Hospitality successfully expanded the Oasia brand into Malaysia with its Oasia Suites Kuala Lumpur in 2016

Frasers Hospitality Group

CORPORATE OFFICE:

491B River Valley Road, Level 8 Valley Point
Singapore 248373

frasershospitality.com

(65) 6898 0800

BRAND STRUCTURE

- Upper scale**
Capri, Frasers
- Mid scale**
Modena

PRESENCE IN SOUTH-EAST ASIA

- Fraser Suites** Three (Singapore, Thailand, Vietnam)
- Fraser Place** Four (Indonesia, Malaysia, Singapore, the Philippines)
- Fraser Residence** Four (Malaysia, Singapore, Indonesia)
- Capri by Fraser** Three (Malaysia, Singapore, Vietnam)
- Modena by Fraser** One (Thailand)

MISSION

We aim to be a leading global hospitality group that anticipates and exceeds our customers’ evolving expectations through continuous innovation with intuitive service to deliver memorable experiences. We will be the preferred choice for our customers, employees and business partners.

BACKGROUND

Frasers Hospitality Group is a global hospitality operator with Gold-Standard serviced, hotel residences and boutique lifestyle hotels across North Asia, Southeast Asia, Australia, Europe, and the Middle-East. Since our inception in 1998, we have grown from an initial 412 residences in Singapore to 140 properties across 80 key gateway cities and more than 23,400 keys worldwide.

DID YOU KNOW

- Frasers Hospitality is recognised as World’s Leading’s Serviced Apartment Brand and Fraser Suites Singapore as Asia’s Leading Serviced Apartment Brand for three and two consecutive years respectively
- As part of their signature Fraser Difference, The Retreat – a place created with soft lighting, ambient sounds and massage chairs is very popular with guests
- Apart from ensuring a consistent level of service across all our properties, they have also introduced a unique diffused scent for each brand. In other words, regardless of which Fraser Suites or Fraser Residence you go to in the world, you would recognise the same familiar scent

HPL Hotels & Resorts

CORPORATE OFFICE:

50 Cuscaden Road #05-02 HPL House
Singapore 249724

hplhotels.com

(65) 6734 5250

BRAND STRUCTURE

- Midscale**
Concorde Hotel & Resorts
- Entertainment themed hotel**
Hard Rock Hotels & Resorts
- Boutique**
The Boutique Collection
- Luxury**
Gili Lankanfushi Maldives

PRESENCE IN SOUTH-EAST ASIA

- Concorde Hotel & Resorts**
Malaysia (two), Singapore (one)
- Hard Rock Hotels & Resorts**
Indonesia (one), Malaysia (one), Thailand (one)
- The Boutique Collection**
Malaysia (three), Thailand (one)



Hard Rock Hotel Bali

BACKGROUND

Berjaya Hotels & Resorts is a member of the Berjaya Corporation Group of Headquartered in Singapore, HPL Hotels & Resorts is a hospitality management company, operated and wholly-owned by a Singapore main-board listed company, Hotel Properties Limited (HPL).

While the company started with just two hotels back in 1991, HPL Hotels & Resorts currently has 11 properties in Asia-Pacific and the Indian Ocean, with a total of 2,586 rooms.



Amari Watergate Bangkok

Onyx Hospitality Group

BRAND STRUCTURE

Midscale
Ozo

Luxury
Oriental Residence

Upscale
Amari

Serviced apartment
Shama

PRESENCE IN SOUTH-EAST ASIA

Amari
Thailand (12), Malaysia (one)

Mosaic Collection
Laos (one), Thailand (12)

Oriental Residence
Thailand (one)

Ozo
Thailand (one)

Shama
Thailand (one)

CORPORATE OFFICE:
847 Petchburi Road, Bangkok 10400
Thailand

onyx-hospitality.com

(66) 0 2255 3767

MISSION

We strive to become the best mid-sized hospitality company in Asia through the right brands, network, standards, support and culture to create enriching experiences for guests.

BACKGROUND

With world-class standards and the warmth of Asian hospitality perfected over five decades, Onyx Hospitality Group now owns and manages a wide portfolio of properties across the region, and more being rapidly developed over the next few years. In March 2010, the Thailand-based group embarked on a multi-brand expansion plan, introducing Onyx as the parent company of several diverse, yet complementary, brands – Amari, Shama and OZO – each catering to the distinct requirements of business and leisure travellers.

DID YOU KNOW

- When Onyx was formed in 2010, there were only 15 hotels in Thailand under one brand. Today, Onyx is a multi-brand hospitality company with presence across seven countries including Thailand, China, Hong Kong, Sri Lanka, Maldives, Bangladesh and Qatar
- Onyx currently has a portfolio of 67 properties, including 42 properties in operation and 25 in development
- As part of its ongoing journey to become the best mid-sized hospitality company in Asia, Onyx Hospitality Group aims to achieve a portfolio of 99 properties by 2024
- In 2017, Onyx will welcome hotels in Malaysia, Vietnam and Laos

Pan Pacific Hotels Group

CORPORATE OFFICE:
7500A Beach Road, #03-301, The Plaza
Singapore 199591

pphg.com

(65) 6808 1180

BRAND STRUCTURE

Upper-upscale
Pan Pacific Hotels and Resorts

Upscale
Parkroyal Hotels & Resorts

PRESENCE IN SOUTH-EAST ASIA

Pan Pacific Hotels and Resorts
Indonesia (two), Malaysia (one), Myanmar (one), the Philippines (one), Singapore (four), Vietnam (one)

Parkroyal Hotels & Resorts
Malaysia (three), Myanmar (two), Singapore (four), Vietnam (one)

MISSION

Great brands, great hotels, great people and great relationships.

BACKGROUND

Pan Pacific Hotels Group is an international hotel management company with a global portfolio that spans over 30 hotels, resorts and serviced suites with more than 11,000 rooms including those under development in Asia, Oceania, North America and Europe. It was established in 2007 by UOL Group Limited, and is headquartered in Singapore. The Group comprises two acclaimed brands, Pan Pacific Hotels and Resorts and Parkroyal Hotels & Resorts.

DID YOU KNOW

- Pan Pacific Hotels Group has been named Best Regional Hotel Chain by TTG Asia Media, while Pan Pacific Hotels and Resorts has been ranked Top 25 Business Hotel Brands by Condé Nast Traveler
- Pan Pacific Hotels and Resorts is a founding member of the Global Hotel Alliance, the world’s largest alliance of 35 upscale and luxury hotels with over 110,000 rooms in 76 different countries
- More than 80 per cent of Pan Pacific Hotels Group’s properties are in Asia Pacific, the largest operating region
- Almost half of the properties in operation (15 out of 32) are ranked among the top 10 hotels in their markets, with another nine in the top 20 on TripAdvisor.com



Pan Pacific Serviced Suites, Malaysia

Park Hotel Group

CORPORATE OFFICE:
5 Magazine Road, #02-01
Singapore 059571

parkhotelgroup.com

(65) 6593 6999

BRAND STRUCTURE

Luxury
Grand Park

Upscale
Park Hotel

Midscale
Destination

PRESENCE IN SOUTH-EAST ASIA

Grand Park
Singapore (two)

Park Hotel
Indonesia (one), Malaysia (one), Singapore (three)

Destination
Singapore (one)

MISSION

With service at the heart of our hospitality, we seek to extend our service philosophy of providing 'Loving Hospitality' to all our guests, partners and associates. Wherever we are, we seek to create unique and memorable travel experiences that bring joy to our guests, while promoting the local culture as well as the betterment of the local community.

BACKGROUND

Established in 1961 and headquartered in Singapore, Park Hotel Group currently owns, develops and manages 16 hotels and resorts across eight countries and 11 cities, as well as over 20 restaurants, bars and meeting spaces across the Asia Pacific. Over the years, they have evolved their portfolio to build distinctive brands that cater to changing customer needs.

KEY MILESTONES

- **2004** The Law family acquired the well-known Park Hotel in Hong Kong with the ambition to grow it to a leading regional hospitality chain
- **2005** the chain acquired Crown Prince Hotel Singapore and shifted headquarters to Singapore
- **2012** The chain launched third party management services and announced the first hotel management partnership with Chip Eng Seng
- **2012** The group was named “Best Regional Hotel Chain” in the TTG Travel Awards, and has held onto that title for five consecutive years
- **2016** the group expands into resorts with the announcement of Park Hotel Nusa Dua in Bali and Grand Park Kodhipparu in Maldives



Seda BGC Hotel, Manila

Seda Hotels

CORPORATE OFFICE:
Seda BGC, 30th Street cor. 11th Avenue, Bonifacio Global City, Taguig City, Metro Manila 1634 Philippines
sedahotels.com (63) 2945 8888

BRAND STRUCTURE
Four-star

BRAND PRESENCE IN SOUTH-EAST ASIA
the Philippines (six)

MISSION
Genuine service from the heart.

BACKGROUND
The first and flagship hotel, Seda BGC, opened in December 2012. The chain is fully-owned and managed by Ayala Land Hotels and Resorts Corp.

- DID YOU KNOW**
- Seda was the first hotel brand in Asia to be certified as a Guest Service Property by the American Hotel and Lodging Educational Institute (AHLEI) in 2014, signifying its conformity and commitment to international standards of service
 - Seda is the Filipino word for “silk”, conveying its commitment to providing a seamless hospitality experience
 - Seda is set to operate 3,281 rooms around the Philippines by 2019, from its current room inventory of 1,255
 - Seda’s expansion will see it running hotels, serviced apartments and resorts in the next three years

Shangri-La Hotels and Resorts

CORPORATE OFFICE:
28/F Kerry Centre 683 King’s Road Quarry Bay Hong Kong
shangri-la.com (852) 2599 3000

BRAND STRUCTURE
Luxury

BRAND PRESENCE IN SOUTH-EAST ASIA
Cambodia (one), Indonesia (three), Malaysia (six), Myanmar (two), the Philippines (five), Singapore (three), Thailand (two)

MISSION
To delight our guests every time by creating engaging experiences straight from our hearts.

BACKGROUND
Shangri-La Hotel, Singapore was first established in in 1971. Today, the Hong Kong-based Shangri-La Hotels and Resorts is Asia Pacific’s leading luxury hotel group, owning and/or managing over 95 hotels and resorts throughout Asia Pacific, North America, the Middle East and Europe, with a room inventory of over 40,000.

- KEY MILESTONES**
- **1971** Shangri-La Hotel, Singapore was the very first hotel in the group and opened on 23 April 1971
 - **1982** Shangri-La International Hotel Management Ltd. is founded
 - **1984** First hotel in China opens in Hangzhou
 - **1989** First Traders hotel opens in Beijing
 - **2010** Shangri-La enters the European market with Shangri-La Hotel, Paris



Shangri-La Hotel Singapore

Sukosol Hotels

CORPORATE OFFICE:
477 Si Ayuthaya Rd., Phaya Thai, Bangkok 10400 Thailand
sukosolhotels.com (66) 0 2247 0123

BRAND STRUCTURE
Luxury

PRESENCE IN SOUTH-EAST ASIA
Thailand (five)

MISSION
To bring guests the best collection of soulful and bespoke hotels in Thailand.

BACKGROUND
Sukosol Hotels is owned and managed by the Sukosol family, led by Kamala Sukosol, a well-known jazz singer and philanthropist. The family are all art-lovers, so every hotel features many of the owner’s own arts and antiques on display for guests to view. Sukosol Hotels is not a chain, but a boutique collection of hotels, able to offer a uniquely Thai experience to all guests.

- DID YOU KNOW**
- The Sukosol in Bangkok used to be called Siam City Hotel, and has been completely renovated in the last five years
 - The Siam is already the number one rated hotel in Bangkok on TripAdvisor
 - The Siam is the only luxury hotel located in the historical Dusit area of Bangkok with all the palaces, temples and museums
 - Wave Hotel in Pattaya is inspired by the stunning artistic style of Miami’s South Beach and is also on Beach Road, with sea views in every room



Swiss-Garden Beach Resort Damai Laut



Swiss-Garden Beach Resort Kuantan

Swiss-Garden International Hotels, Resorts & Inns

BRAND STRUCTURE 
Upper upscale
Swiss-Grand Hotels & Residences,
Swiss-Garden Beach Resorts
Mid scale
Swiss-Inn

PRESENCE IN SOUTH-EAST ASIA 
Swiss-Garden Hotels & Residences
Malaysia (five)
Swiss-Garden Beach Resorts
Malaysia (two)
Swiss-Inn
Malaysia (three)


MISSION 
Swiss-Garden International Hotels, Resorts & Inns’ distinctive style of service is a reflection of our commitment to a refined travel experience. Our brand exudes the warm hospitality that makes us truly exceptional, attributed to our quest to attain service excellence.

BACKGROUND 
OSK Group’s hospitality business is spearheaded by Swiss-Garden International (SGI) and SGI Vacation Club (SGIVC). Swiss-Garden International was established in 1991 as a home-grown hospitality brand. They currently manage and operate 11 hotels and residences with an inventory of approximately 2,500 rooms across Malaysia, and one property in Australia.


CORPORATE OFFICE:
Level 4, South Tower, Swiss-Garden Residences, 2A, Jalan Galloway, 50150 Kuala Lumpur, Malaysia
 swissgarden.com  (60) 3 2725 1333

- KEY MILESTONES** 
- **2011** Opening of the Swiss-Garden Residences Kuala Lumpur
 - **2014** Opening of Swiss Garden Hotel & Residences Melaka and Swiss-Garden Resort Residences Kuantan
 - **2015** Opening of D’Majestic Place by Swiss-Garden
 - **2016** Opening of Swiss-Inn Johor Bahru



Tauzia Hotels

BRAND STRUCTURE 
Budget Midscale
Pop! Harris, Fox Harris
Economy Upscale
Yello Harris Vertu, Preference

PRESENCE IN SOUTH-EAST ASIA 
Pop!
Indonesia (21)
Yello
Indonesia (three)
Harris, Fox Harris
Indonesia (20)
Harris Vertu, Preference
Indonesia (two)

MISSION 
Create an innovative and personalised line of products for each specific market. To provide a cost effective service while maintaining quality and efficiency for customer satisfaction.


BACKGROUND 
Established in 2001, the brand pioneered with the idea to introduce hospitality concepts centered on the principle that it should be simple, unique and friendly.

CORPORATE OFFICE:
K-Link Tower 25th Fl. Suite B, Jl. Jend. Gatot Subroto Kav. 59A Jakarta 12950, Indonesia
 tauzia.com  (622) 1526 5223

- KEY MILESTONES** 
- **2001** Tauzia is established in 2001 in Jakarta, Indonesia
 - **2002** Launch of Harris Hotels
 - **2009** Launch of Preference Hotels
 - **2010** Launch of Pop! Hotels
 - **2011** Master franchise agreement with Worldhotels
 - **2012** Launch of Yello Hotels
 - **2017** Launch of Harris Vertu



YTL Hotels

BRAND STRUCTURE 
Luxury
PRESENCE IN SOUTH-EAST ASIA 
Indonesia (one), Malaysia (13), Thailand (two)

MISSION 
At YTL Hotels, we are committed to creating unique and differentiated experiences for guests staying at each at our properties. Our brand promise of Treasured Places, Treasured Moments means YTL Hotels holds itself to the highest standards, with first class service and operational excellence as our key drivers.

BACKGROUND 
YTL Hotels owns and manages a prestigious collection of award-winning resorts, hotels, boutique experiences and spa villages with a hospitality footprint across Malaysia, Thailand, Indonesia, China, Japan, Australia, France and the United Kingdom.

With each new experience that it presents, the company strives to embrace and highlight the natural essence of culture, character and tradition of its surroundings. YTL Hotels is the hospitality arm of YTL Corporation Berhad.

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- DID YOU KNOW** 
- Apart from hotels and resorts, YTL Hotels also owns the Eastern & Oriental Express, operated by Belmond Management Limited, that offers guests a one-of-a-kind luxury travel option when travelling between Singapore, KL and Bangkok
 - YTL Hotels owns four properties under Marriott International’s Autograph Collection, with two in KL, Malaysia, - The Majestic Hotel and Hotel Stripes – and two in the United Kingdom – The Glasshouse Hotel and The Threadneedles Hotel
 - YTL Hotels’ latest acquisition is The Threadneedles Hotel, their fifth property in the UK
 - In 2016, YTL Hotels acquired three properties in the UK – The Glasshouse Hotel in Edinburgh, The Academy Hotel in London, and Monkey Island in Berkshire
 - YTL Hotels advocates genuine sustainable practices, with sustainability initiatives at the core of their business

LUXURY LIVING IN THE HEART OF THE CITY

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