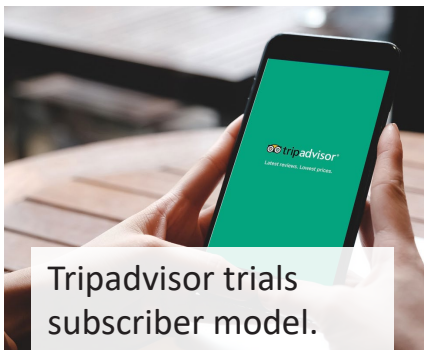
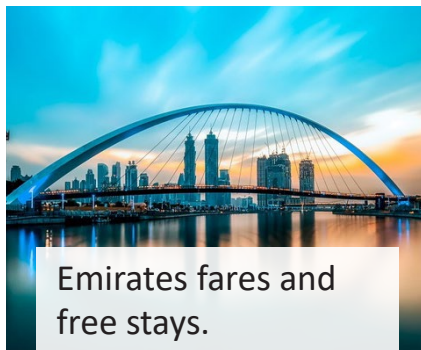




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**Staying up-to-date with Thailand's tourism industry  
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# Tripadvisor trials subscriber model

Tripadvisor Plus enables hotels to participate directly in a travel membership programme for the first time with zero fees.

Tripadvisor announced Monday a new paid membership programme for travellers branded Tripadvisor Plus that allows hotels and B&B to post deals with zero commissions and no up-front fees.

Following a trial run in the US, the Tripadvisor Plus rollout in the Asia Pacific region will begin in stages later in the year.

Travellers will pay an annual fee of USD99 to join Tripadvisor Plus that unlocks insider savings, personal service, benefits and perks (such as a free bottle of wine upon check-in, room upgrades when available or spa credits). The deals badged 'Tripadvisor Plus' are visible to all Tripadvisor browsers, but only Tripadvisor plus

subscribers can book them. Hotels continue post rates for both Tripadvisor browsers

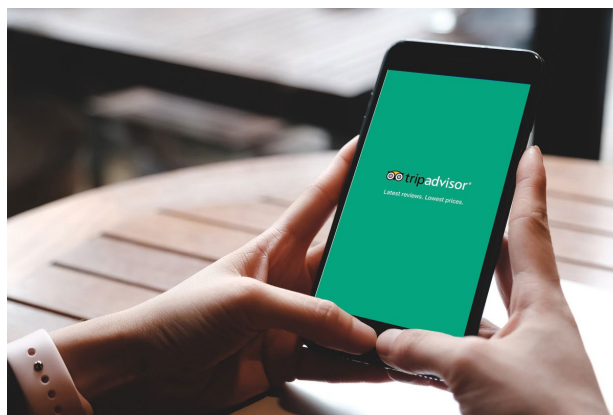
competition and increase bookings at a lower cost than traditional channels. The programme is free

by Tripadvisor Plus subscribers, ensuring those rates are not widely available on the open internet, thereby preserving a hotel's rate integrity.

By participating directly in the programme, Tripadvisor Plus hotels get full access to all of the customer information from each reservation.

"Tripadvisor Plus is a game-changer for both travellers and hoteliers," said Tripadvisor chief commercial officer Kanika Soni. "Travellers get to enjoy special perks and discounts – and hotels have a brand new way to attract valuable guests while avoiding hefty third-party commissions."

A beta version of Tripadvisor Plus launched in December 2020 to a small slice of Tripadvisor's traffic in the US and will soon become available to all US travellers with additional markets to follow later.



and Tripadvisor Plus subscribers.

According to Tripadvisor's sale pitch, hotels and B&Bs can expand their visibility and reach "a ready-to-book, high spend traveller audience by participating directly in Tripadvisor Plus".

Hotels receive special badging and increased visibility on the Tripadvisor platform, helping them to stand out from the

for hotels to join, with no upfront costs and zero commission rates, which could save up to 30% per booking on commission fees while significantly reducing third party costs.

Tripadvisor is counting on them passing on some of those savings to guests via discounts and perks.

Discounted room rates available via Tripadvisor Plus can only be viewed by Tripadvisor members and can only be booked

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# Emirates fares and free stays

Special deals on Emirates fares and complimentary stays in Dubai.

Emirates offers special fares and free additional 10 kg baggage allowance and even complimentary stays in Dubai to kickstart travel bookings

Passengers travelling to Dubai will also receive up to three complimentary nights at the five-star JW Marriott Marquis Dubai from 15 March to 30 June 2021\*.



The airline is also bundling fares with flexible booking options and free multi-risk travel insurance with Covid-19 cover.

Travellers who book return economy class tickets to Dubai from 8 to 28 March 2021 for travel between 15 March and 30 June 2021 are eligible for a complimentary two-night stay at the JW Marriot Marquis; while business class and first-class passengers who book flights during the same period can enjoy three complimentary nights' visit from the day of arrival.

Promotional return fares to Dubai start from THB14,999 in economy class, THB34,999 in business class and THB79,999 in first class. Emirates also adds 10kg free baggage to the allowance when travelling back to Thailand from Dubai, leaving even more room for shopping.

Emirates has gradually restarted operations across its network as travel restrictions eased in Dubai

since last July. It was one of the world's first cities to obtain Safe Travels stamp from the World Travel and Tourism Council (WTTC) – which endorses Dubai's comprehensive and effective measures to ensure guest health and safety.

## ***Flexibility and assurance***

Customers who purchase an Emirates ticket for travel on or before 30 September 2021 enjoy generous rebooking terms and options if they have to change their travel plans. Customers have options to change their travel dates or extend their ticket validity for two years.

## ***Travel with confidence***

All Emirates customers can travel with confidence and peace of mind with the airline industry's first, multi-risk travel insurance and Covid-19 cover. This cover is offered by Emirates on all tickets purchased on or from 1 December 2020, at no cost to customers.

In addition to Covid-19 medical cover, the airline also provides provisions for personal accidents during travel, winter sports cover, loss of personal belongings, and trip disruptions due to unexpected air space closure, travel recommendations or advisories, similar to other multi-risk travel insurance products. Some limitations and exclusions apply — policy details and more information here.

## ***Health and safety***

Customers can look forward to a safe and stress-free travel experience as Emirates has prioritised customer health and safety with a comprehensive

set of measures at every step of the customer journey. For more information on these measures and the services available on each flight, visit: [www.emirates.com/yoursafety](http://www.emirates.com/yoursafety)

## ***PCR Testing***

To make travel planning easier, Emirates has partnered with medical groups in Thailand to extend special rates on Covid-19 PCR tests. Emirates passengers will benefit from a discounted rate at select hospitals simply by presenting their flight booking from the airline. Partner medical groups include Bangkok Hospital, Bangpakok9 International Hospital, Bumrungrad Hospital, Kasemrad Hospital Prachachuen, Phyathai1 Hospital, Phyathai2 Hospital, Piyavate Hospital, Princ Hospital Suvarnabhumi Hospital, Sukumvit Hospital, and VFS Thailand. Tests should be taken not more than 96 hours before the flight.

## ***My Emirates Pass***

The exclusive offer that turns the Emirates boarding pass into a membership card is also back and has been extended this year, giving customers even more chances to explore UAE for less. Emirates' customers flying to and through Dubai from now to 30 September 2021 can take advantage of the exclusive offers by simply presenting their Emirates boarding pass and a valid form of identification at any of the participating outlets. The offer includes discounts in over 300 restaurants across the country and in over 35 spas in world-class hotels. It also unlocks offers at many tourist attractions, including Atlantis Aquaventure and At the Top Burj Khalifa. Visit [www.emirates.com/th](http://www.emirates.com/th).



# Phuket: Even breakfast shouts WOW

When you wake up in Phuket in your favourite hotel, surprise yourself and step out to explore breakfast like a true islander.

Forget your hotel breakfast buffet; experiment and explore your dining options in Phuket, starting with the

is the preferred way to kick start the day. Kanom Jeen is said to have its origins in the heritage cuisine of Mon people. Today, the Thai style rice noodles dish is an everyday meal enjoyed in different parts of Thailand with diverse local recipes.

Local Kanom Jeen shops in

MuuWaan (caramelized pork), would be perfect accompaniments to help absorb the fiery taste of Gaeng Tai Pla.

Some local people prefer to enjoy Kanom Jeen with a mix of curries. Some like to eat Kanom Jeen with HorMok (steamed curry



morning pick-me-up meal.

You'll find that Thailand's largest island off the Andaman Sea coast is not only a beach paradise but also a food paradise, and the food fun starts at sunrise.

You can experience local cuisine that delivers exotic and distinctive flavours, with an authentic taste that reflects the multicultural background of the southern tourist island.

First, check if you're prepared for a tingle of heat with the pleasure – hot and spicy flavours to satisfy your appetite. Spicy Kanom Jeen for breakfast may sound like a bold idea for visitors, but for Phuket locals, the extra-hot-and-spicy dish

Phuket offer choices of "Gaeng" or curry to go to accompany the Kanom Jeen. Most of these curries deliver authentic flavours with no compromise on taste.

Top choices for locals include Kanom Jeen Nam Ya Pu or Nam YaPla (rice noodles with crab or fish curry) and Kanom JeenGaeng Tai Pla, a traditional southern Thai curry made with fermented fish entrails and a salty sauce. The burning sensation from spices in Gaeng Tai Pla, might feel more like a punch in the mouth, but it adds depth and character to the locals' favourite recipe. But for those who hesitate, side dishes such as fresh vegetables, boiled eggs, or



fish custard), deep-fried fish cakes, deep-fried chicken, or Patongo (deep-fried dough stick).

For those who are not quite sure about stepping out of their comfort zone, 'Siew Boi' or Dim Sum breakfast might be a safer culinary option to taste Phuket's local experience. Dim Sum shops in



Phuket are part of the local's daily life and a venue to enjoy morning coffee council for locals.

Some of the original Dim Sum shops in Phuket have been in business for a century or more. Visitors can enjoy a wide variety of steamed dim sum menus that deliver Chinese Hokkien culinary heritage flavours. Dim Sum sauce at these local Dim Sum places offers mixed flavours of sour, sweet, and a bit of spicy taste, making Phuket's Dim Sum meal a unique experience.

Another local favourite is Roti with gaeng or curry. The tasty Muslim Massaman curry, whether with beef, chicken, or fish, goes very



well with soft and somewhat crispy Roti. Locals love to add fried eggs as a side dish or a Roti topping. Here, the locals also have a special code to order their Roti with fried eggs. If you go to Roti shops in Phuket and ask for "2:1", you will get two pieces of Roti and one fried egg. The savoury Roti meal also goes well with Thai milk tea, a refreshingly sweet drink. Roti can also be enjoyed as a dessert. For those who have a sweet tooth, the crunchy flatbread topped with sweetened condensed milk and sugar. Locals firmly believe it is a sound source of energy to sustain you through a busy day.

Apart from Roti, if you ask the

locals for Phuket's signature dessert, the answer would be **"O-Aew"**. The name refers to jelly cubes made from seeds of the O-Aew plant and banana starch. O-Aew is served with shaved ice and syrup, while locals prefer to add different toppings to enjoy this O-Aew in different ways. The original recipe was introduced to Phuket by Hokkien immigrants during the tin mining era, dated back to the mid-19 centuries. Today, O-Aew is among the locals' favourite desserts, and it is said that, in Thailand, you can only find this type of dessert in Phuket town.

Other local recipes reflect the multicultural background of Phuket such as MeeHokkien (stir-fried egg

noodles with red pork, prawns, squids and vegetables), Bee Hoon (rice vermicelli with fried shallots), Lo Ba (deep-fried stewed pig's head, ears, tongue and entrails served with sweet and sour sauce), O-Taw (fried oyster with flour, taro, and crispy pork), to name a few.

Phuket is listed among UNESCO's City of Gastronomy, and the people of Phuket are proud of their town's culinary heritage and continue to keep their food history alive and kicking. The mix of Thai, Chinese, Malay, Indian, and European food cultures is a significant part of Phuket's heritage. Add to the mix fresh seafood ingredients, and you have the perfect blend of dining options that make Phuket a destination for food lovers. To follow the trends, see the Michelin Guide, check out local food festival schedules, or simply forego the hotel buffet breakfast and explore Phuket's old town for a Good Morning Phuket meal.

# Dreaming of travel and ready to book

American Express 2021 Global Travel Trends Report reveals key trends indicating pent-up demand for travel and a readiness to book now.

Strong pent up demand for travel, a readiness to plan future trips and the advent of the digital nomad are the keynotes in the latest American Express Travel: Global Travel Trends Report released Wednesday.

The survey covers seven countries – the US, Australia, India, Canada, Mexico, Japan and the UK, demonstrating that consumers are looking forward to travelling again and planning for future trips.

## Top insights

**Strong Pent-Up Demand for Travel:** 87% of people surveyed said that



having a trip planned in the future gives them something to look forward to, 76% of respondents are creating their destination wish list for future travel even though they might not be able to travel yet and 63% of respondents said that they are saving their credit card points so they can go on a vacation once they feel comfortable travelling.



**Ready to Book Now:** 56% of respondents said that they miss travelling so much that they are willing to book a trip now even if they might have to cancel it in the future.

**Rise of The Digital Nomad:** 54% of respondents said that the freedom and flexibility of being able to live and work while travelling

the globe are more appealing now than it was prior to the pandemic.

**Safety is a Priority:** 65% of respondents said they plan to travel after they and their family members have received a vaccine for COVID-19.

**Privacy is the New Ultimate**

**Luxury:** 75% said experiences that offer ultimate privacy are becoming a key sought-after feature of luxury travel.

**Increase in Sustainable Travel:** 68% of respondents agree they are trying to be more aware of sustainability-friendly travel brands to support.

**Travel to Uplift Health &**

**Wellness:** 78% of respondents indicate wanting to travel in 2021 to relieve the stresses from 2020.

**Culinary Tourism is Here to Stay:** 62% of respondents say that eating is the top activity they are interested in doing while travelling.

**Luxury Travel:** The pandemic has changed peoples' perception of luxury travel with personalized experiences (82%), high cleanliness standards (81%) and privacy (79%) being the most desirable luxury amenities among respondents<sup>1</sup>. 59% indicate that they want to use a travel agent to help plan and customize their next trip, and 80% indicate they are willing to travel to destinations during the offseason so that it's less crowded.

**The surge in 'Second-City' Destinations:** 69% of respondents are interested in visiting lesser-known destinations, and American Express Travel booking data reinforces this trend, showing a rise in reservations for second-city destinations.

**Backing Local Communities:** 72% of respondents agree that they are passionate about travelling to destinations to help boost tourism revenue and the local economy.

**Supporting Travel Brands that Prioritize Diversity & Inclusion:** 69% of respondents agree that they want to choose an airline/hotel that values diversity and inclusion reflecting a diverse customer base. <https://www.americanexpress.com/en-us/travel/fine-hotels-resorts/get-inspired/global-travel-trends>



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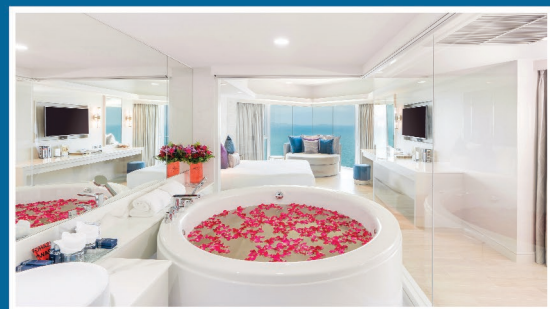


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