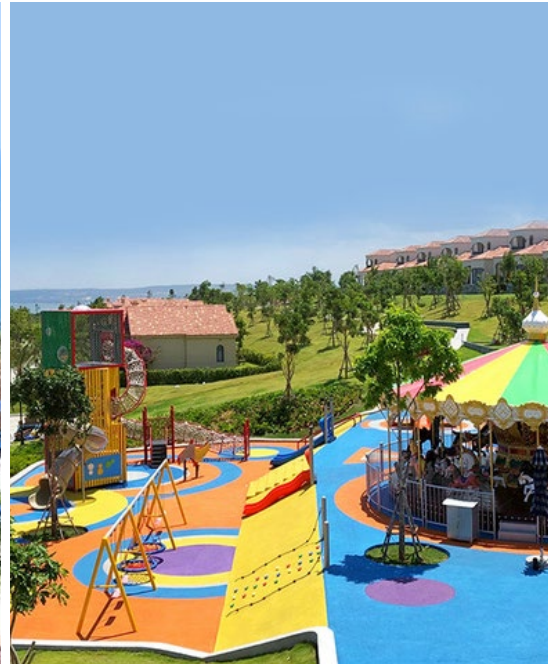




## Centara launches events package



## Europe strengthens ITB China ties



## Sarawak recruits tourism ambassadors



## Malaysia taps global meeting alliance



# Europe strengthens ITB China ties

The European Travel Commission (ETC) is strengthening ties with ITB China as a strategic partner in 2021.

ETC announced last week it would field a strong presence at this year's hybrid show, reflecting the optimism of Chinese tourism returning to Europe, maintaining close ties with Chinese agents & buyers and learning more about new market trends and changes in consumer behaviour.

ITB China 2021 will take place as a physical event in Shanghai from 24 to 26 November this year, with a virtual extension from early November until the end of December.

European Travel Commission executive director Eduardo Santander said: "The ETC is delighted to join ITB China 2021 as a Strategic Partner. We look forward to showcasing a multitude of European destinations

and experiences through our hybrid Europe Pavillion. As Europe is opening up for travel, we believe it is crucial to intensify dialogue between European and Chinese partners on the most pressing issues to finally embark on our common journey towards the recovery of tourism".

Confirmed European destinations exhibiting in the Europe Pavillion include Austria (Austrian National Tourist Office), Croatia (Croatian National Tourist Board), Czech Republic (CzechTourism), Denmark & Norway (Scandinavian Tourist Board), Germany (German National Tourist Board), Isle of Ireland (Tourism Ireland), Netherlands (Netherlands Board of Tourism & Conventions), Poland (Polish Tourism Organisation), Portugal (VisitPortugal), France (Atout France), and more.

ITB China reports bookings from major

European destinations, such as Finland (Visit Finland), Italy (ENIT – Italian National Tourist Board), Malta (Malta Tourism Authority), Spain (TOURSPAIN), Switzerland (Switzerland Tourism) and United Kingdom (VisitBritain).

According to Santander, the most important post-pandemic Chinese travel trend is the shift from group travel aiming at visiting as much countries at once as possible towards FIT and semi-customized travel focusing on more in-depth experiences. A new model of more conscious and slow travel is emerging.

Especially among young, tech-savvy and bilingual Chinese people travelling off the beaten path, self-driving and small private groups will become more and more popular. One trend has remained: Chinese tourists still value the safety of travel. At the same time, the flexibility

of travel bookings plays a much more crucial role than before.

Trip.com founder and executive chairman of the board, James Liang, said: "With the continuous improvement in global vaccination levels and the launch of the EU Digital COVID Certificate to facilitate safe free movement inside the EU during the COVID-19 pandemic, we are full of confidence in the recovery of international tourism. Trip.com's recent survey shows an encouraging trend. For example, the searching number of air tickets by Chinese mainland users from China to Europe has surged nearly four times recently. Europe has always been a popular destination for Chinese travellers, and Trip.com is preparing the relevant measures to promote European tourism, as well as work with our partners to drive global tourism."

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# Sarawak recruits tourism ambassadors



Another 1,000 Grab Malaysia drivers certified to become Sarawak Tourism Ambassadors.

Another 1,000 Grab Malaysia drivers have successfully completed the Sarawak Ambassadors Programme on E-learning for E-hailing Drivers.

Sarawak Tourism Board awarded certificates last Friday with 220 drivers out of 1,000, achieving a perfect 100% score.

The one-of-a-kind Sarawak Ambassadors Programme on E-learning for E-hailing Drivers was launched in October last year in collaboration with Grab Malaysia (GRAB) and is set to reach out to 5,000 Grab drivers in Kuching, Sib

Bintulu and Miri.

It is part of STB's continuous effort to raise awareness and boost the tourism industry in Sarawak by cultivating drivers to become Sarawak Tourism ambassadors by enriching their knowledge of Sarawak as a tourism destination. Since its launch, a total of 2,183 e-hailing Grab drivers have completed the tourism training modules.

Drivers were trained online through Grab Malaysia's 'Axonify', an e-learning platform under the Grab Academy. The modules for the e-learning are facilitated by SATT College to cover the southern, central and northern regions of Sarawak. The modules are available in English, Malay and Mandarin language.

STB Chief Executive Officer Sharzede Datu Haji Salleh Askor presented the 1,000 certificates and

Sarawak Ambassador car stickers to Grab Sarawak regional operations manager, Joyce Lee, who received them on behalf of the 1,000 drivers.

"Tourism is an inclusive sector, and we want more people to be tourism ambassadors who are equipped to welcome our visitors, rather than just a handful, once the borders reopen. That is when the whole industry will thrive further, not only in the hands of a few people. The multiplier effect will be even better," Sharzede said.

To further strengthen the tourism ecosystem, STB has initiated other campaigns to support the local tourism sector, such as the intra-state Sia Sitok Sarawak campaign, Sarawak Tourism Online Ecosystem Fund and the Visitors Incentive Package (VIP) incentives.

For more information, see Sarawak Tourism Board's website: <https://sarawaktourism.com>.







# Centara launches events package

Centara Mirage Resort Mui Ne in Vietnam presents unique indoor and outdoor venues for celebrations, meetings, and team building events.

Centara Hotels & Resorts, Thailand's leading hotel operator, launches an introductory events package for Centara Mirage Resort Mui Ne, a new fully integrated entertainment



resort poised to become the preferred MICE destination in southcentral Vietnam.

Conveniently located in the heart of one of Vietnam's most popular beach resort towns, Centara Mirage Resort Mui Ne is an ideal destination for standout meetings and events, thanks to its eight possible venues and dedicated events team.

Positioned to meet varied corporate needs, Oceano Ballroom fits 720 attendees in a classroom setting or 1,200 guests for cocktails, while the multi-functional Rio can welcome up to 300 guests. Both Oceano and Rio rooms can divide into two smaller rooms.

Ideal for unforgettable outdoor gatherings, the big grassy lawn and open space at the Amphitheatre can comfortably host team-building

exercises and cocktail events for up to 220 guests.

The resort offers plentiful accommodation inspired by voyages

activities and team building.

Mui Ne has attracted increased interest and infrastructure investment in recent years after



of discovery, with 984 rooms and one to three-bedroom pool villas nestled amongst flower gardens and along the tranquil coastline.

Extensive leisure facilities at Centara Mirage Resort Mui Ne offer attendees the opportunity to relax after a productive meeting or event, including a nautical adventure-themed waterpark featuring water slides, lazy river, cliff-jumping rock and pool. The resort is also home to an aerial obstacle course, bowling alley, karaoke rooms, and guests can climb up the 30m observation deck and enjoy panoramic views of the East Sea.

The waterpark resort's concept to inspire awe in its guests extends to its extensive culinary offerings at its 11 restaurants and bars, including home-style authentic Thai cuisine at Suan Bua and international favourites at Mundo.

The resort offers spacious outdoor venues for kind of fun

the area was earmarked to be developed as a National Tourism Site by 2025 with ambitious aims to become a leading destination in the Asia Pacific region within the decade.

The beach resort town of Mui Ne is well known for its white sandy beaches, kite surfing, water sports activities, and desert-like White Sand Dunes, rust-coloured Red Sand Dunes, and the Fairy Stream surrounded by colourful limestone formations. From Centara Mirage Beach Resort Mui Ne, guests can also visit Ta Cu Mountain or discover fishing villages, dragon fruit farms and Cham ruins – remnants of the ancient Champa Kingdom that once ruled south-central Vietnam.

For more information and reservation, please visit [www.centarahotelsresorts.com/centara/cmy](http://www.centarahotelsresorts.com/centara/cmy) or contact us directly at (+84) 2522222202



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# Malaysia taps global meeting alliance

Malaysia joins Hybrid City Alliance bring to the table convention players in four key cities in the country.

Malaysia Convention & Exhibition Bureau (MyCEB) has recruited four cities in Malaysia to join the Hybrid

is even more prepared to advance feasible digital solutions which will resonate well with our Malaysia Business Events Strategic Marketing Plan 2021-2030," said MyCEB chief executive officer Dato' Sri Abdul Khani Daud.

The objective of the Hybrid

and inspires the creation of unparalleled delegate experiences. We are delighted to have Penang, Sarawak and Sabah joining the alliance and giving commitment to this advancement," Dato' Sri Abdul Khani added.

"We are happy to welcome on board four Malaysian cities that decided to enhance the Hybrid City Alliance network that already spans across six continents. We are looking forward to our joint collaboration and hope it will help event organisers not only from the region of South East Asia to access new possibilities for their hybrid meetings worldwide," concludes Hybrid City Alliance communications & marketing co-chair Hana Krejbichová.

## About MyCEB

MyCEB was established in 2009 by the Ministry of Tourism, Arts and Culture, Malaysia, to further



City Alliance – a grouping that offers international event organisers multi-venue events.

MyCEB includes the convention bureaus in four cities — Kuala Lumpur, Penang, Kuching, Sarawak and Kota Kinabalu in Sabah in its membership of the international Hybrid City Alliance launched in December of 2020.

Founding members are the Hague Convention Bureau, Ottawa Tourism Business Events, Prague Convention Bureau, and Geneva Convention Bureau.

"MyCEB is thrilled to join the like-minded global convention bureaus in the Hybrid City Alliance, to work as a team for the recovery of the meetings industry... With this new international alliance, Malaysia's business events industry



City Alliance is to create a value proposition for clients that gives event planners a professional way to connect relevant cities together as staging posts for hybrid events.

"The combined knowledge and experience of the member cities remove barriers, offers solutions

strengthen Malaysia's business tourism brand and position for the international business events market. A non-profit organisation, MyCEB serves as a central hub to assist meeting and event planners in bidding and staging international business events in Malaysia.



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