



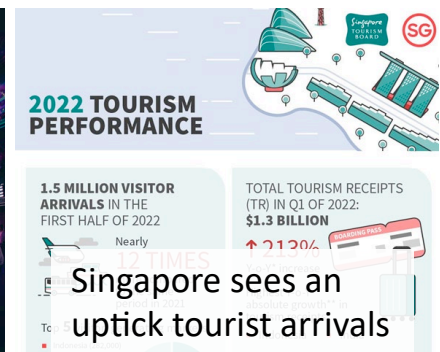
Princess flags summer sailings from LA



Outrigger's EVP wins HSMAI award



Summer showtime on Norwegian Prima



Singapore sees an uptick tourist arrivals



TCEB wins UFI Marketing Award 2022

Thailand Convention & Exhibition Bureau's project 'MICE Winnovation' won the UFI Marketing Award 2022, presented by the Global Association of the Exhibition Industry.

Three finalists, China, Spain and Thailand, presented projects to vie for the prestigious award...

Accor expands MGallery in Hong Kong

The MGallery Hotel Collection announced Monday the opening of its second hotel in Hong Kong – AKI Hong Kong – MGallery.

The 173-room AKI Hong Kong – MGallery follows the recently opened The Silveri Hong Kong – MGallery, an urban resort hotel on Lantau Island...

WorldHotels extends points promotion

WorldHotels Rewards is extending its 'Double Rewards Points on Every Stay' promotion for WHR members to continue earning double points at any participating WorldHotels location until 30 August 30, 2022.

"Travel continues to surge, and our guests are excited to once again explore the world and visit with family and friends," said WorldHotels president...

Cathay Pacific resumes more flights

Cathay Pacific's June traffic figures continued to reflect the positive impact following adjustments to travel restrictions and quarantine requirements in Hong Kong, notably the circuit-breaker mechanism, effective from 1 June...

TAT: 2023 visitor arrivals could pass 30 million

Based on the high scores Thailand achieves in the must-visit destination charts, the country is optimistically targeting 30 million tourists in 2023 or approximately 80% of the 39 million tourist arrivals recorded in 2019

The latest forecast on recovery came from the Tourism Authority of Thailand at the close of its...

ITB returns to in-person show format

Now in its 15th year, ITB Asia will again be held as an in-person event at the Sands Expo and Convention Centre in Marina Bay Sands, Singapore, from 19 to 21 October.

The leading trade fair for Asia's travel industry will bring together global leading brands and companies across MICE, Corporate, Leisure and Travel Technology, providing a unique...

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Philippines strengthens presence for global MICE; expands horizons in 2022 IMEX Frankfurt



In a bid to strengthen the Philippines' presence in the international MICE (Meetings, Incentive Travel, Conventions, and Exhibitions) scene, the Tourism Promotions Board (TPB) Philippines and the Department of Tourism (DOT) participated in the 2022 IMEX in Messe Frankfurt, Germany held from 31 May to 02 June 2022.

A major trade fair for events and incentive travel, IMEX brought together worldwide roster of top MICE suppliers and key tourism industry players for three-day educational sessions, networking functions, business appointments and exhibition showcases.



(L-R) Mr. Arnold T. Gonzales, MICE Department Manager, Tourism Promotions Board Philippines; Mr. Oliver Graue, Editor-in-Chief, FVW Biz Travel; Ms. Margarita Patricia R. Valdes, Tourism Attaché for Central and Eastern Europe, Philippine Department of Tourism

The Philippine delegation to the 2022 IMEX Frankfurt included exhibitors from hotels and resorts, convention venues, meetings and event management companies together with association buyers, destination management specialists, conference organizers, and incentive travel tour operators. This year's participation generated an estimated revenue of about Php 210 million.

As borders reopen and travel restrictions ease, the country looks forward to welcoming more foreign business travelers back to its borders, marking the end of the country's nearly two-year border closure due to the restrictions posed by the pandemic.

The MICE sector is poised to resume its dynamic business activities and rebuild its pre-pandemic vigor now that borders have reopened across the globe. As countries regain confidence in business travels, the Philippines has bolstered its MICE readiness efforts, coupled with government programs to ensure seamless and authentic travel experience to MICE organizers and business travelers.

Recently, the Philippines has set a standard for future MICE events with its successful hosting of the 21st World Travel & Tourism Council (WTTC) Global Summit wherein global industry leaders and professionals described the Philippines' hosting as an "impactful summit" and was also lauded for its "extraordinary Philippine welcome" and warm Filipino hospitality.

Government programs: a big boost to PH tourism recovery

Government-initiated promotional campaigns and incentive schemes pave the way to more collaborative and sustained efforts in regenerating the Philippine MICE industry. In 2021, the TPB Philippines rolled out the enhanced MICE Plus Program, a set of initiatives and privileges that the TPB offers to boost the MICE industry by encouraging local and foreign MICE organizers to stage events in the Philippines.

The program also allows the TPB to offer its expertise through a wide range of services and business solutions from technical assistance on event planning to post-event city tours. Additional incentives include venue rental support, event technology solutions (for virtual and hybrid events), and the provision of care kits for delegates.

Moreover, the Philippines also joins the ATA Carnet System which took effect on 17 April 2022. It is seen to benefit micro, small, and medium sized enterprises participating in international trade fairs and similar events as it grants relief from import duties and taxes of goods for one year and streamlines customs procedures for professional equipment and personal goods to be used in trade fairs, shows, and exhibitions. ATA Carnet System is recognized in 87 countries and territories worldwide.

Backed by government programs, the Philippine tourism industry has raised its game and recalibrated its efforts to cater to the shifting demands of the new normal. Now that borders have reopened with safety and health protocols in place, the Philippines is more than ready to welcome MICE organizers to its borders.



Ms. Sandra Zurek, Managing Director of MICE Tip Austria's dialogue with DOT and TPB officials

ABOUT TPB

An attached agency of the Department of Tourism, the Tourism Promotions Board (TPB) exists to market and promote the Philippines domestically and internationally as a world-class tourism and MICE destination, in strategic partnership with private and public stakeholders to deliver a unique high-value experience for visitors, significantly contributing to increased arrivals, receipts, and investments to the country. For more information, please visit www.tpb.gov.ph.



Outrigger's EVP wins HSMAI award

Sean Dee, Outrigger Hospitality Group's executive vice president and chief commercial officer, has been named Hospitality Sales and Marketing Association International (HSMAI) Marketing Professional of the Year for 2022.

The award honours the best of marketing in the hospitality industry during HSMAI's Marketing Strategy Conference in Florida this summer – where senior leaders in hotel marketing

and accommodation choices in Thailand, Mauritius, the Maldives, Fiji and Hawaii.



He currently serves as board chair for the Hawaii Visitors and Convention Bureau and board vice president for the Henry Kapono Foundation.

ABOUT OUTRIGGER HOSPITALITY GROUP

For nearly 75 years, Outrigger Hotels and Resorts has charted a journey of discovery – expanding from Hawaii to premier resort destinations including Fiji, Mauritius, Thailand and the Maldives. The privately held hospitality company invites guests to 'Escape Ordinary' with authentic Signature Experiences and the Outrigger DISCOVERY loyalty program. Outrigger's multi-branded portfolio includes Outrigger® Resorts, OHANA Hotels by Outrigger®, Hawaii Vacation Condos by Outrigger®, Kapalua Villas Maui and Honua Kai Resort & Spa Maui while also managing select properties from top international hotel brands including Embassy Suites by Hilton®, Best Western® and Hilton Grand Vacations®. Find out more at [Outrigger.com](https://www.outrigger.com) or visit @ [OutriggerResorts](https://www.facebook.com/OutriggerResorts) on Facebook, Instagram and Twitter.



John Washko, HSMAI chair; Sean Dee, Outrigger Hospitality Group EVP and chief commercial officer; and John Jimenez, HSMAI Marketing Advisory Board.

connect to discuss the most important strategic issues facing the industry.

The recognition is indicative of Dee's efforts to further position Outrigger Hospitality Group as the premier beach resort company in the world.

Dee is responsible for developing and deploying the marketing, brand, revenue management and sales strategies for Outrigger's global portfolio of 33 premier resorts



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Summer showtime on Norwegian Prima

Norwegian Cruise Line (NCL), the innovator in global cruise travel with a 55-year history of breaking boundaries, pulled back the curtain today to announce the cast of its highly-anticipated headlining show, "Summer: The Donna Summer Musical," premiering aboard the all-new Norwegian Prima this August.

The Tony Award®-nominated musical narrates the story of Donna Summer's prolific rise to fame, showing the Queen of Disco at three of the most pivotal stages of her career: Diva Donna, Disco Donna and Duckling Donna. The Brand has announced the cast who will take on the mantle of Donna Summer through her most memorable moments in life:

- Beloved "American Idol" season two finalist, Kimberly Locke, takes on her first theatre project at sea and will star in the breakout role of Diva Donna, playing Summer as she reaches the height of her career. Fans will be able to see the same charisma that

got Locke to the final three contestants on her season of "American Idol" in this role. Locke is also well known for her work on television and Broadway, where she most recently performed in Kristin Chenoweth's one-woman show, "For The Girls."

- *Taking on the role of Disco Donna is Valerie Curlingford, an extraordinary talent from the Netherlands. Curlingford will play Summer in her late teens and early twenties as she first finds success in the iconic 1970s disco era.*
- *Duckling Donna will show Summer as she grows up in Boston in the 1960s. The role will be played by D'Nasya Jordan, who most recently starred as Little Inez in "Hairspray."*

"It is an incredible honour to play Donna Summer along with a very talented cast in this highly-rated musical," said Locke. "Donna Summer's inspirational story and pioneering talent led

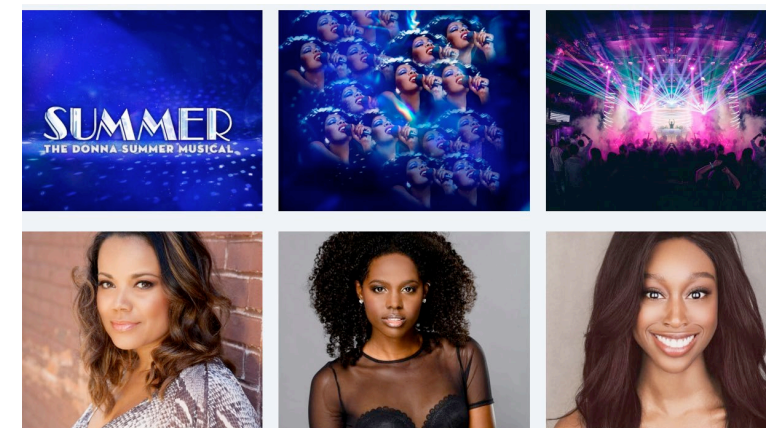
the way for many of today's brightest vocalists. She has left an immeasurable impact on music and culture, and I am excited to bring her story to guests worldwide aboard the beautiful Norwegian Prima."

The show-stopping production will feature more than 20 of Summer's mega-hits, including "Bad Girls," "Last Dance," and "Hot Stuff." It will also give viewers a deeper understanding of the inspiration behind some of Summer's most memorable songs. The 85-minute musical will be a first at sea, where the Prima Theatre itself transforms into a full disco, allowing guests to become part of the show and live out their on-stage dreams as they dance to Summer's greatest melodies.

"The legendary Donna Summer is an inspiration to many, and we cast performers who would honour her and match the same level of star power and talent," said Richard Ambrose, senior vice president of Entertainment and Cruise

Programs for Norwegian Cruise Line Holdings Ltd. "We continue to bring Broadway-level entertainment and world-class talent to our fleet, and we are excited for guests to be able to watch a musical they actually get to be part of. The new Prima Theater allows for a truly exciting show, and we know guests will find themselves enthralled with Donna Summer's moving life story and timeless music."

Norwegian Cruise Line is known for its unwavering commitment to bringing Broadway-caliber entertainment to the high seas, having previously debuted "Kinky Boots," "Six," "Jersey Boys," "Footloose", and more across its



"Choir of Man," NCL's best-rated entertainment show currently residing on Norwegian Encore and Norwegian Escape.

As part of the additional entertainment offerings on Norwegian Prima, the Brand

LIVE", and "Press Your Luck LIVE." The ship also features "Sensoria" — a Vegas-style nightclub party presenting a journey through... Coachella, Woodstock and Burning Man, all in one. Plus, guests will be able to experience



current 17-ship fleet, and this latest addition to the Company's lineup is another first for the cruise industry.

"Summer: The Donna Summer Musical" is just one of the captivating shows available aboard Norwegian Prima. Also sharing a residency at the Prima Theater will be "Noise Boys!" an original, award-winning beatboxing experience produced by Nic Doodson, creator of

will also debut live game show experiences that allow the audience to be part of the show and have an opportunity to win incredible grand prizes. These immersive productions take the Prima Theatre and Nightclub and transform it into a larger-than-life production set where guests can be participants in some of the world's most iconic game shows, including "The Price is Right LIVE," "Supermarket Sweep

the first "Improv @ Sea" Comedy Club, the guest-popular "Syd Norman's Pour House", and so much more.

For more information about NCL's award-winning 17-ship fleet and worldwide itineraries, or to book a cruise, please contact a travel professional, call Hong Kong on +852 2165 6000 and Southeast Asia on +65 3165 1680 or visit www.ncl.com.

Princess flags summer sailings from LA



Princess Cruises offers a brand-new summer season of cruises roundtrip from Los Angeles in 2023.

This will mark the line's first-ever summer season to Mexico, Hawaii, and the California Coast, with Emerald Princess sailing on a series of voyages ranging from five- to 16-days between May and August 2023.

The summer sailings are perfect for those looking for convenient cruise vacations for the whole family. The 3,080-guest Princess MedallionClass cruise ship

features nearly 700 balconies, world-class dining, and dazzling entertainment. Plus, guests can choose from a variety of curated shore excursions in every port to soak up the local sights, culture, and cuisine.

Emerald Princess itineraries include:

- *Mexican Riviera with La Paz – seven-day cruises with stops in Cabo San Lucas, La Paz and Ensenada. Departure dates: 24 June 2023 and 29 July 2023*
- *Hawaiian Islands – 16-day*

cruises with stops in Hilo, Honolulu, Maui (Lahaina), Kauai (Nawiliwili), and Ensenada. Departure dates: 4 May 2023, 1 June 2023, 6 July 2023, and 5 August 2023.

- *Classic California Coast – seven-day cruises including an overnight in San Francisco with San Diego and Ensenada. Departure dates: 20 May 2023, 17 June 2023, and 22 July 2023.*
- *Cabo San Lucas Getaway – five-day cruise with an overnight in Cabo San Lucas. Departure date: 27 May 2023.*

- *West Coast Getaway with San Francisco – a five-day cruise that features San Francisco and Ensenada. Departure date: 1 July 2023.*

Emerald Princess offers an abundance of fresh restaurant choices and dining options onboard. From revitalised top deck venues like Salty Dog Grill, Slice Pizzeria and Coffee & Cones to brand new casual restaurants Steamers Seafood and Planks BBQ, there's something for every palate. Let the kids play, explore, huddle and create at the newly re-imagined Camp Discovery Youth & Teen Centers and unwind at the refreshed Sanctuary, a tranquil haven reserved for adults.

Princess delivers Princess MedallionClass Vacations which begins with the Medallion wearable, a quarter-sized device that enables everything from expedited contactless boarding to locating loved ones anywhere on the ship, as well as enhanced service like having whatever guests need to be delivered directly to them, wherever they are on the ship. In addition, guests can share their favourite cruise moments using MedallionNet, the best Wi-Fi at sea, stay connected with friends and family back home, work



remotely anywhere on the ship, quickly post content and stream favourite movies and shows.

through a professional travel advisor by calling 65-6922 6788 or visiting the company's website at <http://www.princess.com>.

Additional information about Princess Cruises is available



Green means Go for hotels in the Philippines

The concept of Sustainable Development has been around since its introduction in the 1987 Brundtland Commission Report by the United Nations and its eventual adaptation to the 17 Sustainable Development Goals in 2015.

The grand design of Sustainable Development is to allow economies to grow without compromising the robustness of the environment. Consequently, this expanded the ambit of this generation's "Woke Era" from promoting social and political justice to championing the "Green Movement" to combat the furtherance of irreversible damage to ecological resources due to its misuse and abuse.

The menu for curating the right sustainable approach in the

tourism industry is extensive and widely practised, from energy and waste management and water conservation to heritage and culture preservation.

Sustainable efforts in tourism inadvertently became the buy-in for travellers over time, choosing destinations that campaign for the "Greener Good" through their operations, products, and services.

During the 21st World Travel and Tourism Council (WTTC) Global Summit in Manila, the WTTC launched the Hotel Sustainability Basics (HSB) to help jumpstart the global hotel industry's sustainability journey in an aligned and strategic manner. The HSB criteria, which are open-source and accessible to the hotel industry members, consist of 12 indicators divided

into three major categories: Efficiency, Planet, and People.

Hotel and property owners and operators are encouraged to adapt the HSB criteria and benchmark with each other through Greenview's Green Lodging Trends Report. They will have their hotels and properties validated and certified through the verification process to be launched by WTTC during the fourth quarter of 2022.

The Department of Tourism's landmark projects like the ANAHAW Certification for Sustainable Tourism (in collaboration with GRaT Center for Appropriate Technology through the Zero Carbon Resorts) developed foolproof measures that ensure hotels and resorts comply with the highest sustainability standards in their



day-to-day operations. Likewise, DOT's "Keep the Fun Going" campaign allows tourists to participate in the department's advocacy by raising awareness about responsible travel and reinforcing sustainable practices through gamified challenges.

The holistic approach to promoting sustainable tourism is front and centre not only for DOT but for its attached agencies as well. For example, the Tourism Promotions Board (DOT's marketing and promotional arm) supporting local community-based tourism sites and attractions has been a priority since 2018 through the sustainable community-based tourism (SCBT) project. The SCBT project includes the identification, assessment, and inclusion of a local community-based tourism site or attraction in the tourism circuits promoted by the agency to domestic and



international markets.

One of the emerging sustainable tourism sites in the country is the internationally recognised and multi-awarded Masungi Georeserve in Baras, Rizal, a geotourism site built on the principle of environmental and social conservation of the area.

Masungi Georeserve Foundation managing trustee



Ann Adeline Dumaliang shared what sustainable tourism means to her as an advocate.

"Sustainable tourism, for me, is about understanding and taking transformative action

Masungi Georeserve is poised to be a sustainable tourist destination, Dumaliang explained that "Masungi Georeserve is transformative and regenerative in its approach. Our experiences are about the importance of the karst landscape we are moving in with a focus on quality instead of quantity as a success metric.

"We have an environmental carrying capacity which we respect, and we have decisively opted for low-impact engineering approaches instead of traditional development and take our role seriously as stewards of the area for the long haul. Most importantly, we have already restored the area we have been moving in for two decades now and further use our returns to lead the restoration and protection of some 2000 more hectares of land, some of which constitute the Upper Marikina Watershed – an area critical to the safety of 20 million Filipinos all the way downstream in Metro Manila, and one that has suffered a continuous decline in its forest cover (from 19% in 2011 to 11% in 2018) despite being declared a protected ...

[Full story.](#)

Further, when asked if the

Singapore sees an uptick tourist arrivals

With global travel picking up pace, Singapore expects to receive between 4 and 6 million visitors in 2022, according to the Singapore Tourism Board (STB) latest forecast for international visitor arrivals (IVA) released late last week.

numbers, STB believes that tourism flows will recover to pre-Covid levels by the mid-2020s.

Singapore Tourism Board chief executive Keith Tan said: "The encouraging growth in visitor arrivals and tourism receipts signals strong pent-up demand

continue to attract visitors for the rest of 2022 and beyond."

International Visitor Arrivals (IVA)

Indonesia (282,000), India (219,000), Malaysia (139,000), Australia (125,000) and the Philippines (81,000) were Singapore's top five international visitor-generating markets, accounting for 56% of total IVA from January to June 2022.

Indonesia (+268,000, +1996%), India (+204,000, +1344%) and Malaysia (+132,000, +2000%), registered the largest absolute year-on-year growth.

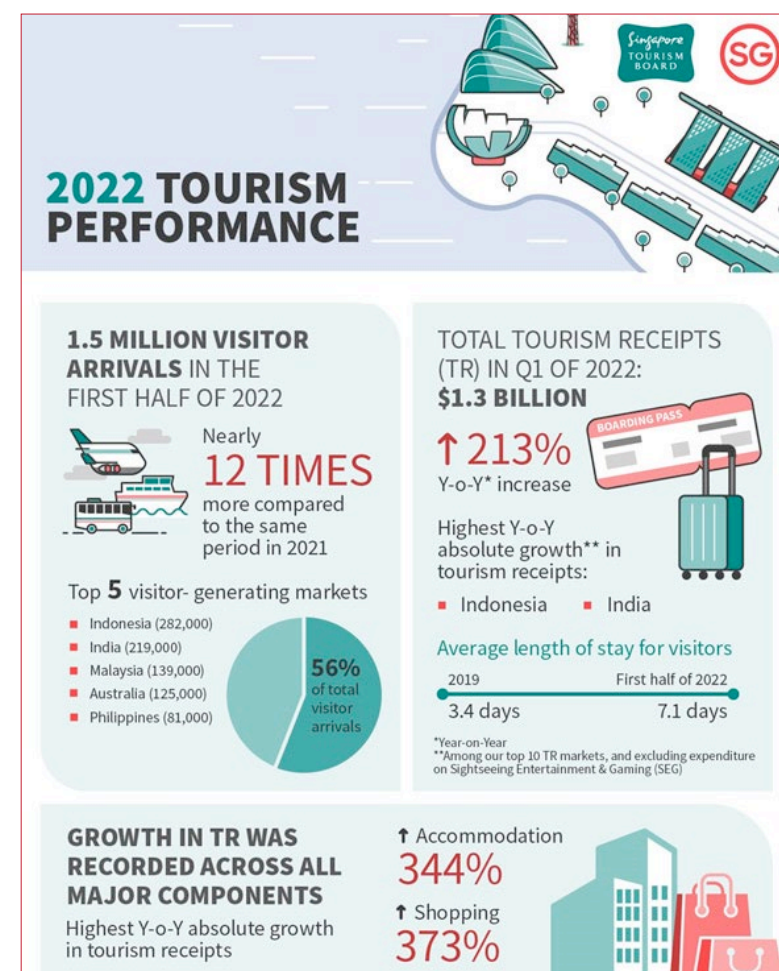
Notably, the average length of stay for visitors more than doubled in the first half of 2022 – approximately 7.1 days compared to 3.4 days in 2019.

Tourism Receipts

During the first quarter of 2022, tourist receipts (TR) reached SGD1.3 billion, a 213% year-on-year increase over the same period last year.

Tourist Receipts By Markets

Excluding expenditure on Sightseeing Entertainment & Gaming (SEG), Indonesia, India, and China were the top three TR-generating markets in Q1 2022, contributing 32% of TR (excluding SEG). Among the top 10 TR markets, Indonesia (+SGD95 million, +187%), and India (+SGD97 million, +376%) registered the highest year-on-year absolute growth in TR (excluding SEG).



In the first half of 2022, Singapore clocked 1.5 million visitor arrivals, nearly 12 times more than in 2021 (119,000). Tourism receipts (TR) reached an estimated SGD1.3 billion in the year's first quarter. While IVA and TR remain a fraction of Singapore's pre-pandemic

and underscores Singapore's continued appeal as a vibrant and attractive destination for leisure and business travellers. While the pandemic is certainly not over yet, we are confident that Singapore's very rich calendar of events and new and refreshed tourism offerings will



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