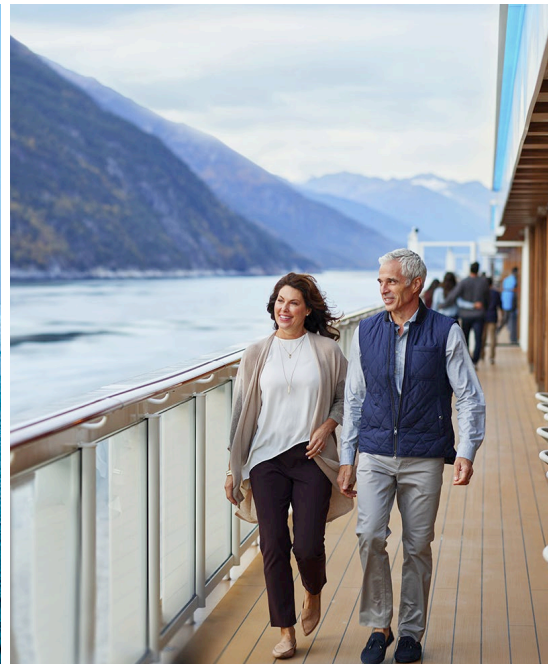




NCL to triple ships in the Asia Pacific



LADA unveils Geopark Packages



Ex-PATA CEO claims colonialism thrives



Sarawak revives travel agency ties



Tokyo hotel rates racing ahead

The reopening of Japan's international border several months ago, along with the National Travel Support campaign, helped boost Tokyo's hotel average daily rate (ADR) beyond pre-pandemic comparables for two straight months, according to STR....

Cruise line says Hello Hong Kong

Resorts World One commenced her maiden voyage, sailing from the Kai Tak Cruise Terminal Friday, 10 March, for a weekend high-seas cruise.

The 13-deck Resorts World One is the first cruise ship to restart cruises in Hong Kong with a year-round homeport deployment....

Sabah promotes culture and adventure

Malaysia Airlines London and Sabah Tourism Board hosted 14 UK travel agents to Sabah on a familiarisation tour focusing on wildlife and cultural adventure.

Welcoming the group, which arrived in Sandakan last week, State Minister of Tourism, Culture and Environment Datuk Christina Liew said...

Centara signals anniversary expansion

Centara Hotels & Resorts, Thailand's leading hotel operator, has embarked on a milestone year that will see it celebrate its 40th anniversary, add multiple hotels to its global portfolio and pursue a sustainable growth strategy as it bids to become one of the world's leading hospitality companies within five years...

Q&A: MTCO chief's take on gender equality

To mark International Women's Day (IWD) on 8 March 2023, Asia's largest international hotel operator, Accor, grasped the opportunity to reiterate its commitment to ensuring gender equality, wage parity and protecting women's rights.

But the challenges of gender inequality in the workplace...

High fares fail to deter China recovery

With more than 166 million international trips booked by Chinese travellers in 2019, contributing over USD245 billion to global tourism, it is no wonder that the world has been watching and waiting for China to reopen its borders after nearly three years of Covid-19 closure.

Now that China is easing travel restrictions, Sabre has sifted through its shopping and booking data to examine the impact of the reopening...

Follow us on:



TTR Weekly is a reliable source of news for Asia's travel planners. Established in 1978, TTR Weekly is the property of Ross Publishing Co Ltd registered in Bangkok, Thailand. TTRW is an abbreviation of the original name Travel Trade Report.

Managing editor: Don Ross: donr@ttrweekly.com

EDITORIAL: news@rossttr.com
Editor: Don Ross

MARKETING: sales@ttrweekly.com
Content editor: Danai Stephen Ross
Publishing director: Lars Magnusson

PRODUCTION:
Creative director: Danai Stephen Ross
Graphics: Kamolapat Srivirawan

BE THE FIRST TO LIVE IT UP

NORWEGIAN
PRIMA
AUGUST 2022

NORWEGIAN
VIVA
JUNE 2023



Meet our newest dream team at sea, Norwegian Prima and Norwegian Viva – the first two ships in a brand-new class designed to elevate every expectation. Stay connected to the ocean with experiences that bring you closer to the horizon. Stretch out, way out, in our most spacious accommodation to date. And look forward to first-rate service so you can enjoy every second. Discover an all-new experience at sea in Northern Europe and the Mediterranean on board NCL's newest ships.

NCL NORWEGIAN *Feel Free*[™]
CRUISE LINE®

THE HAVEN SUNDECK



INDULGE OUTDOOR LOUNGE



UNPARALLELED ACCOMMODATION



BOOK ONLINE AT **NCL.COM**

CALL **INDIA** +91 22 7127 9333 | **SINGAPORE** +65 31 651 680

MALAYSIA +60 3 3099 2294 | **PHILIPPINES** +63 28 6263 209 | **MAINLAND CHINA** 400 842 8361

HONG KONG AND REST OF ASIA 800 901951 | OR **CONTACT YOUR TRAVEL PROFESSIONAL**

FLEXIBLE CANCELLATION POLICY | ENHANCED HEALTH & SAFETY PROTOCOLS

LADA unveils Geopark Packages

Langkawi Development Authority is back positioning the beautiful island of Langkawi on the world map at ITB Berlin 2023.

Held from 7 to 9 March 2023 at the Berlin ExpoCenter City (Messe Berlin), the B2B travel fair covers 190,000 m² of exhibition space comprising 27 halls.

LADA's top priority, along with Cable Car Langkawi, was

the UNESCO Global Geopark in Langkawi. We take pride in being the home to the first Global Geopark in Southeast Asia to be awarded UNESCO status. Tourists planning to step foot in Langkawi will not be disappointed. The combination of geological features, breathtaking views and exciting activities are not to be missed".

The Langkawi Geopark Green Package provides a unique and fascinating glimpse into the island's geological formation.

One way to do it is to ride a jet ski and witness the unique limestones and marble structures. The thrill of jet skiing is an added incentive as you enjoy the stunning views of the Dayang Bunting Marble Geoforest Park and Malaysia's second-largest island freshwater lake. An alternative method of admiring Langkawi would be to do so aerially. The Sky Cab Panoramic View provides just that. As the cable car

suitable for hosting several rare species of flora and fauna. Besides revelling in the unique environment, this package also comprises tourists planting one mangrove or native tree, allowing them to leave their mark in Langkawi. Meanwhile, the unique tidal river estuary of Kubang Badak BioGeo Trail is home to 13 interesting sites. Hop on a boat and get the chance to explore the mangrove or embark on a bird-watching trip to be on the lookout for shorebirds and mangrove birds.

Completing the package, learn to appreciate the tradition of rice ecosystems with the Laman Padi package. The massive 8.6-acre area presents a rustic and serene view of the paddy fields. Upon exploring the paddy field and gallery, tourists can relax at the pavilion, resting sheds or balconies at the complex, soaking in an overview of the open field. The package includes a Paddy Gallery Tour, Rice Field Tour, Herbs Garden Tour, Traditional Paddy Planting, Rice Grinder, Rice Threshing, Rice Winnowing, Coconut Grating, Food Demonstration, Catching Fish and Scarecrow Making.

"Statistics show that Germans are big fans of our beloved island. As of September 2022, Germany was listed as one of the top markets for Langkawi. We strongly believe we can reinforce and perhaps even strengthen that statistic in the coming years. We will continue developing our package deals to keep up with current demands and ensure all visitors feel satisfied when they step out of Langkawi," added Haji Ahmad Fuad.

to launch the Geopark Green Packages available for tourists visiting Langkawi.

Commenting on their participation, LADA's deputy chief executive officer Wan Kamarul Faisal Wan Kamardin said: "It is truly an honour to be given a platform to share the beauty of Langkawi with the world.

"We are excited to reveal a variety of new packages for

elevates to the peak of Mount Machinchang, visitors will be treated to a breathtaking view overlooking the Andaman Sea.

Nature lovers, too, can look forward to the newly unveiled package with the Mangrove Safari Tour of the Kilim Geoforest Park or Kubang Badak Bio Geo Trail. The Kilim Karst Geoforest is a karstic formation mangrove forest with an environment



Langkawi

99 Magical Islands

**YOU BRING YOUR FAMILY.
WE WILL DELIVER THE MAGIC.**

Langkawi is just perfect for family. With its shimmering waters, pristine beaches, fun adventures and explosions of flavour there's something to see, do or enjoy for everybody! So come make unforgettable memories together, here in Langkawi! Believe us, it's going to be magic!



NCL to triple ships in the Asia Pacific

Norwegian Cruise Line (NCL) will, for the first time, deploy three ships – Norwegian Spirit, Norwegian Sun and Norwegian Sky – to the Asia Pacific in 2024 and 2025, tripling NCL's offering in the region.

Norwegian Spirit will also return to Australia and New Zealand for her third consecutive season.

"Our expanded presence in the Asia Pacific is a testament to our long-term commitment to this region and its importance to our company as both a source market and a destination," said Ben Angell, MD and VP for NCL in APAC. "I'm thrilled that guests from all over the world will have more choice than ever to explore our stunning region and that more Asia guests will have the opportunity to experience the NCL difference while cruising from their very own doorstep."

Asia

Sister ships Norwegian Sun and Norwegian Sky will debut in Asia for the first time, offering an extensive eight-month season from October 2024 through May 2025. Both more intimate ships at 1,936 and 2,004 guest capacity, Norwegian Sun and Sky can access smaller ports, allowing port-rich and country-intensive itineraries that typically feature one or fewer sea days and overnight stays to maximise guests' time on the ground. They will be joined in the region by Norwegian Spirit, with one dedicated Asia sailing and a repositioning cruise from Australia to Asia. Norwegian Sky will make NCL's first port of call to Akita, Japan, in October 2024.

Highlights include:

- A collection of coveted Japanese spring cherry blossom

cruises aboard Norwegian Sky together with stunning Japanese autumn foliage cruises aboard Norwegian Sun.

- A suite of country-intensive Asia cruises aboard Norwegian Sky and Sun, taking guests deeper into captivating destinations in Japan, Malaysia, Indonesia and the Philippines.
- A 14-day Asia: Thailand, Vietnam & Indonesia cruise from Bali to Singapore in December 2024 via lesser-known Indonesian islands aboard Norwegian Spirit.
- A 17-Day Asia; Maldives, Thailand & Seychelles Extraordinary Journey from Mauritius to Singapore across the Indian Ocean.

Australia, New Zealand & South Pacific

Following her tremendously successful debut Down Under, Norwegian Spirit will return to Australian and New Zealand waters for her third consecutive season from October 2024 through March 2025, offering a brand-new sailing from Australia to Asia and her ever-popular 12-day open-jaw cruises between Sydney and Auckland. In addition, the ship will make NCL's first port of call to Rarotonga, Cook Islands, in November 2025.



Norwegian Spirit.

Highlights include:

- A 14-day Australia: Brisbane, Cairns, Lombok & Darwin cruise from Sydney to Bali in December 2024 via the remarkable Great Barrier Reef, including an extended overnight stay in Bali
- Two Extraordinary Voyages in the South Pacific between Sydney, Australia and Papeete, Tahiti, via the idyllic islands of French Polynesia, Samoa, New Caledonia and Vanuatu, departing November 2024 and March 2025
- Plus: A 16-day South Pacific: Fiji, Moorea & Samoa cruise from Papeete, Tahiti to Auckland, New Zealand in November 2025, including NCL's very first call to Rarotonga, Cook Islands

These sailings and more are now available to book. For more information about NCL's award-winning 18-ship fleet and worldwide itineraries, or to book a cruise, contact a travel professional, call Hong Kong on +852 800 901 951 and Southeast Asia on +65 3165 1680 or visit www.ncl.com.



Norwegian Sun.



Norwegian Sky.

Sabah's new tagline gains clicks

Sabah's diverse tourism experiences continue to entice vacationers from Western and European countries, Sabah Tourism Board reported at the close of last week's ITB Berlin.

Travel and tour agents attending the world's largest travel trade show told the Sabah Tourism Board (STB) they were optimistic that tours to Sabah, North Borneo, would grow dramatically as airline flight schedules are reinstated to Southeast Asia.

During ITB, 7 to 9 March, the Sabah Tourism team met with 33 travel agencies from Germany, the Netherlands, Switzerland, Denmark, the Czech Republic, the US, the United Kingdom, Sweden, and Australia.

STB chairman Datuk Joniston Bangkuai said most agents he met assured him that Sabah remained a promising holiday destination and that the STB's new tagline, 'Feel Sabah, North Borneo,' would help Sabah stand out as a unique and appealing destination on Borneo island.

"They like how the new tagline highlights the experiential aspect of visiting Sabah. I believe that having people live the experience of travelling while they are at their destination is an effective call to action," said Joniston.

He said STB was inspired to make important changes in the



Joniston meeting with Matt Midworth of National Geographic Traveller at the ITB Berlin 2023.

promotional strategy to ensure visitors would experience Sabah, North Borneo, personally and meaningfully.

Sabah's new tourism destination tagline was unveiled at the ITB Berlin on 7 March in the presence of Sabah Tourism, Culture and Environment Minister Datuk Christina Liew, who led a 10-member delegation.

Joniston also said Sabah's diverse tourism offerings had remained a pulling force, especially for Western and European tourists who appreciate adventure and exploring off the usual track.

"Sabah is the ideal getaway for

them since it has everything they enjoy – sea, sun, wildlife, and nature. These are the tourists we want to keep pursuing," said Joniston.

In addition, he mentioned that most travel agencies have indicated that Sabah is marketable since it connects to the rest of the world via Kuala Lumpur and Singapore, major transportation hubs in Southeast Asia.

Sabah industry players present at the ITB Berlin were Borneo Eco Tours; Borneo Nature Tours; Borneo Trails; Rustic Borneo; Sepilok Tropical Wildlife Adventure; and Tabin Wildlife Resort.

Your Sabah Bucket List

www.sabahtourism.com



Enchanting
SABAH
Malaysian Borneo

Sarawak revives travel agency ties

Sarawak's top tourism players returned to ITB Berlin 2023 last week, hosting an inaugural stand-alone pavilion to strengthen Sarawak's presence in the European market and position Sarawak as a leading eco-tourism

generate an estimated MYR10.5 million in revenue during 2023 and beyond.

Visitors to ITB Berlin tasted Sarawak's unique plethora of culture, adventure, nature, food and festivals, opening

Creative Industry and Performing Arts (MTCP) Dato Sri Abdul Karim Rahman Hamzah said the Sarawak Pavilion reflected the state's passion for driving tourism as one of the key contributors to securing economic growth in Sarawak.

The Minister shared: "This year, Sarawak has returned stronger – targeting 3 million visitor arrivals. Sarawak's tourism industry has established its image as a cultural destination, and tourism continues to recover from the Covid-19 pandemic. It was an optimistic comeback for Sarawak, with more than 800% growth in tourism receipts."

"Events and festivals are key to growing further. One such event is our internationally renowned Rainforest World Music Festival (RWMF) which will be held from 23 to 25 June this year. Recognising that festivals have a massive carbon footprint and that waste generated represents one of the most prominent environmental impacts, proactive measures have been taken towards creating and implementing a sustainable, eco-friendly festival," added the Minister.

Another significant highlight for Sarawak at ITB Berlin was the unveiling of its new destination video, "Sarawak...Now More Than Ever", as well as video presentations on Sarawak's adventure products such as cycling, trekking caving activities and promotion of the Rainforest World Music Festival (RWMF) 2023.

As the biggest state in Malaysia with a low-density [Full story.](#)



destination in the ASEAN region.

Participation at ITB Berlin makes Sarawak more visible in the Europe market, positioning itself as a unique and exotic destination.

During the three-day show, Sarawak Tourism Board (STB) and its trade partners managed to clinch 52 new leads to promote Sarawak. STB projects the leads will result in 20% growth in sales from Europe. Three days of intensive sales at the world's largest travel trade show should

new leads and creating strong interest in Sarawak. The pavilion also showcased various aspects of Sarawak's multi-ethnic communities, natural ecosystems, and diverse flora and fauna to ensure continuous 'Discovery of Sarawak'.

A significant agenda for Sarawak at ITB Berlin was the signing of a Memorandum of Understanding (MOU) between the Sarawak Tourism Board (STB) and Tischler Reisen AG as a collaborative effort to boost Sarawak's visibility towards becoming a preferred destination among the people of Germany and surrounding European markets both offline and online with the best travel agencies, involving some 600 agencies in Germany.

Sarawak's Minister of Tourism,



YOU HAVEN'T SEEN IT ALL UNTIL YOU SEE SARAWAK

A UNESCO World Heritage Site. A World
Craft City. PATA Gold awarded Sarawak
Cultural Village. And so much more
to see, to taste, to experience, to captivate.
Discover the many ways you can do more in
Sarawak, Borneo.

Sarawak
More to Discover

Ex-PATA CEO claims colonialism thrives

Thriving colonialism in Asia in the form of preferential treatment of western, usually white male executives, is a commonly accepted practice in Asia, says former Pacific Asia Travel

of traditional gender roles. Unfortunately, colonialism also reinforced patriarchal business cultures and created multi-layered, deep socio-economic power disparities."



Liz Ortiguera.

Association CEO Liz Ortiguera in a hard-hitting opinion column in Wednesday's Skift news edition.

Claiming colonialism has had a complex impact on Asian women's career progression, Ortiguera lists it as one of the biggest obstacles the Asian continent presents for women working in travel and tourism.

She made the comments just weeks after resigning from the PATA CEO post after completing just one year and 10 months of her three-year contract. She was the first female PATA CEO in the association's 72 years.

Featured in Skift's edition for International Women's Day, she asserted: "On one hand, colonial powers introduced Western education and corporate opportunities that allowed some women to pursue careers outside

Her guest column claimed colonialism contributed to white male executives favouring their own for promotions and assignments and the discrimination toward Asian female job seekers.

"This sense of entitlement can also enable the pursuit of corrupt self-interests. It also makes Asian women feel that leadership roles are not attainable."

She highlighted the plight of articulate Asian women who can suffer backlash and the label "disrespectful" when just voicing their opinion, asking a question and speaking as an equal.

Her column changes tack, honing in on the bias against short people. A study published in the Journal of Applied Psychology found that taller individuals were

perceived as having greater leadership potential than shorter individuals.

"In reality, aspects such as communication skills, experience and track record should factor more strongly. Look at the following leaders shorter than 5'5": Ruth Bader Ginsberg, Corazon Aquino, Angela Merkel, Jack Welch and Desmond Tutu.

"How many other great leaders might we have if this caveman-era bias weren't prevalent? The world needs more petite, rational leaders and less of the tall, angry, shouting version."

She rounds off her viewpoint by urging the tourism and travel industry to enact a zero-tolerance policy against sexual harassment and overt bias.

As for helping women in Asia overcome the challenges they face in landing executive roles in the travel industry," she leads off with a list of solutions; among them, "avoid man-els — all-male panels — and all-white panels in Asia."

For the full viewpoint, visit: <https://skift.com/2023/03/08/asia-presents-even-steeper-challenges-for-female-travel-leaders-today/>

Liz Ortiguera is the founder of Bridge Experiences, a marketing consultancy company. A veteran travel and corporate business executive, she's held roles at Merck and American Express Global Business Travel before joining PATA in May 2021 as its first female CEO.

THE PLACE TO BE

The world is yours to explore. Find your next adventure in the place you truly belong. Across Thailand, the Maldives, Vietnam, Sri Lanka, the Middle East or Japan, you can find a place you want to be. This is the essence of Centara Hotels & Resorts. Whether your clients are planning a family beach holiday, an immersive cultural experience or an exciting urban getaway, you can rest assured that they will be well taken care of from the moment they arrive.

Centara Sonrisa Residences & Suites Sriracha



CENTARA RESERVE

CENTARA
GRAND

CENTARA

Centara
Signature Collection

centra
by CENTARA

COSI

CENTARA
HOTELS & RESORTS

Visit our dedicated trade website centarahotelsresorts.com/b2b



Here, you can bask in the
warmth of tropical weather
and friendly smiles.

Find your home by the sea at Casa del Mar. The sand in your toes and the salt in your hair aren't only things that will put a twinkle in your eyes. There's also the thoughtful service to make you feel at ease. Small and intimate, our beachfront boutique resort has all the right touches to help you unwind, right down to the informal dress code. With your need well looked after, all you have to do is kick back and relax.

ENJOY A TRULY SPECIAL CASTAWAY
PICNIC ON AN UNINHABITED ISLAND

Casa del Mar
L A N G K A W I



Jalan Pantai Cenang, Mukim Kedawang, 07000 Langkawi, Kedah, Malaysia. Tel +604 955 2388 Fax +604 955 2388

casadelmar-langkawi.com

Managed by HPL Hotels & Resorts

THE LAKEHOUSE Cameron Highlands, Malaysia **CASA DEL MAR** Langkawi, Malaysia

CASA DEL RIO Melaka, Malaysia **THE BOATHOUSE** Phuket, Thailand