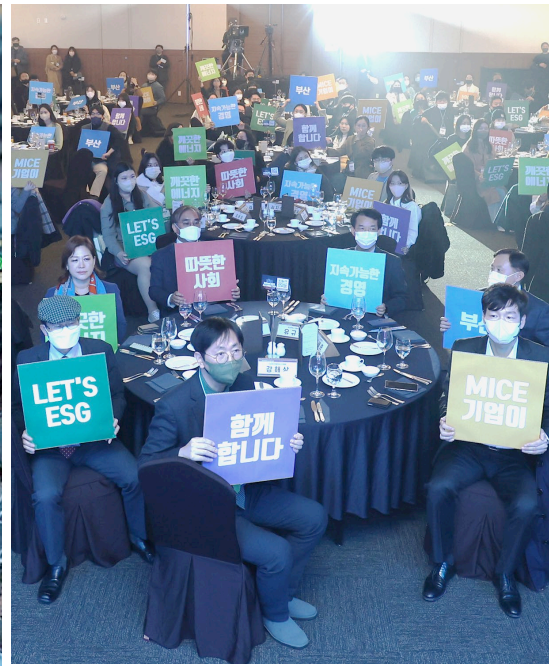
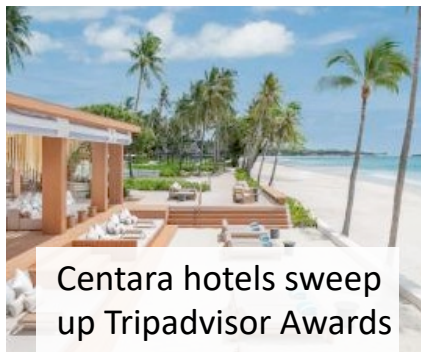




## Busan's A-Z Guideline for Sustainable MICE



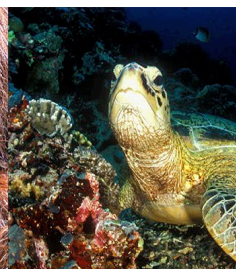
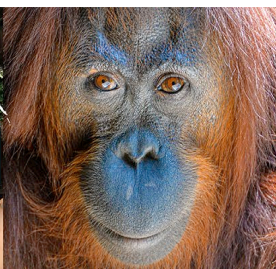
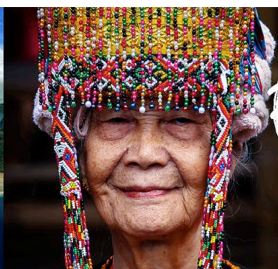
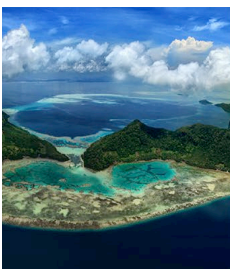
Sabah welcomes direct flights from Seoul



Centara hotels sweep up Tripadvisor Awards



Latin music star blesses Norwegian



## Vietjet flies to Brisbane

Vietjet has celebrated its maiden flights between Ho Chi Minh City and Brisbane, making it the first-ever carrier to fly directly between Vietnam and Queensland.

The new service completes Vietjet's network from Vietnam to the east coast of Australia, with eight weekly return flights now servicing Sydney, Melbourne, and Brisbane. Flights from Vietnam to Sydney and Melbourne will increase from September...

## Penang to host 45<sup>th</sup> IAA World Congress

Penang has won the bid to host the next International Advertising Association (IAA) World Congress, making it the first time the prestigious event visits Southeast Asia.

The event will be Scheduled from 6 to 8 March 2024, jointly hosted by IAA Malaysia, Penang State EXCO Office for Tourism...

## India's domestic passenger data recovers

Passengers carried by India's domestic airlines grew 36.10% from January to May 2023 and expanded 15.24% during May, a performance the Ministry of Civil Aviation described as impressive...

## New aviation hub planned for Chongqing

Yubei District of southwest China's Chongqing Municipality will embark on the construction of a new airport that will be part of a world-class airport cluster covering Chengdu and Chongqing.

Once completed, the new airport will accommodate 70 to 80 million passengers, supplementing the current Chongqing airport capacity...

## Summer worries: Travel delays and high fares

With the northern hemisphere summer travel rush around the corner, travel concerns around delayed flights, surging airfares, and congestion in the airport are not putting travellers off air travel.

Preliminary findings from the 2023 SITA Passenger IT Insights released Wednesday revealed that 32% of passengers...

## Booking.com tests AI Trip Planner

Booking.com has announced its new AI Trip Planner, introduced in beta to a selection of US travellers using the company's app effective 28 June.

Built upon the foundation of Booking.com's existing machine learning models that recommend destination and accommodation options to millions...

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# UNWTO and WTTC are on the same page

In a historic first, the world's two leading Travel & Tourism organisations representing the global public and private sectors have agreed to work together to achieve key objectives such as job creation and talent development.

public-private sector cooperation at the global level whilst promoting job creation, talent development and business opportunities around the world.

Together, WTTC and UNWTO will promote tourism in the global and national agendas

and inclusion and collaborate around crisis preparedness, management, and recovery, building on the lessons learned from the COVID-19 pandemic.

WTTC President & CEO Julia Simpson said: "Through signing a historic new MOU, WTTC and UNWTO embark on a new chapter of collaboration, uniting our expertise to pave the way for a prosperous future for the Travel & Tourism sector.

"Together, we can create a powerful synergy that will shape the global landscape, opening doors to endless opportunities and benefiting travellers, businesses, and destinations alike."

UNWTO Secretary-General Zurab Pololikashvili added: "We are only stronger if we work together to respond to the interconnected challenges facing our sector. Strong public-private partnerships are the foundation to transform tourism and build resilience, and consolidating our partnership with WTTC will achieve what we need – joining efforts to build a better future through tourism."

The MOU was signed by WTTC President & CEO Julia Simpson and UNWTO Secretary-General Zurab Pololikashvili, alongside representatives of the public and private sectors.



*UNWTO Secretary-General Zurab Pololikashvili and WTTC President & CEO Julia Simpson after signing the historic MoU.*

The Memorandum of Understanding, signed last week by the World Travel & Tourism Council (WTTC) and the World Tourism Organisation of the United Nations (UNWTO) at the G20 Ministerial meeting (Goa, India), focused on advancing

while working to progress skills, innovation, entrepreneurship, and investment and the transition towards a more sustainable and resilient Travel & Tourism sector.

The two parties will also foster community empowerment





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# Busan's A-Z Guideline for Sustainable MICE



The sustainable management strategy for businesses, known as Environmental, Social, and Governance (ESG) management, is spreading throughout the MICE industry. Along with the infrastructure, costs, and service levels, the application of ESG is gaining prominence as a key consideration when selecting MICE destinations. As a result, international organizations such as the United Nations Environment Assembly and the European Union, as well as governments around the world, are providing guidelines for sustainable MICE events. In line with this trend, Busan is actively taking steps to implement and expand ESG practices in the MICE industry.

## ***Moving Beyond Green to Sustainable MICE!***

Since 2020, Busan has been a leader in the implementation of environmental practices by aiming to reduce carbon emissions and enhance energy efficiency through its eco-friendly MICE campaigns. In 2022, Busan took a significant step towards sustainable management by announcing a joint ESG declaration with public and private entities, including the MICE industry. The goal of Busan's sustainable MICE approach is to prepare environmentally-responsible events, while maximizing community participation and



the overall impact. Fulfilling social responsibilities during MICE events and reporting the effectiveness of ESG at MICE events are also included in these objectives.

To achieve these goals, the Busan Tourism Organization (BTO) has developed the “Sustainable MICE Guidelines for Busan” that are tailored to the realities of the Busan MICE industry. These guidelines, which can be directly utilized by event organizers, PCOs, convention centers, hotels, and other relevant parties, have been distributed to those involved in the industry since the end of last year.

### **MICE Guidelines for Step-by-step Sustainability Assessments and Implementation**

The sustainable MICE guidelines developed by Busan, which are the first of their kind in the region, are designed to assess and implement every stage of MICE events in a sustainable manner, from the preparation and planning to the organization and operations, as well as



*Busan MICE Sustainable Management Declaration.*

monitoring and reporting on the ESG performance. The guidelines provide detailed examples and recommendations to assist companies that may encounter challenges in establishing the ESG strategies and goals for events, as well as assistance in preparing operational manuals. Furthermore, they are presented in a checklist format, listing the key considerations for sustainability practices tailored to those involved in events, thereby enhancing their usability. In addition, the guidelines provide detailed guidance on incorporating ESG principles into event planning

and different operational stages. This includes addressing aspects such as registration and entry procedures, integrating ESG into conference and exhibition programs, as well as planning for food, beverage and accommodation services.

The BTO has also conducted the “Training on ESG Management Guidelines for Busan” that is targeted industry professionals based on these guidelines. A range of initiatives is being promoted to expand ESG practices in the MICE industry, such as by organizing a relay of MOU signing ceremonies for ESG management practices with nine tourism and MICE organizations.

The implementation of the “Sustainable MICE Guidelines for Busan” is expected to further vitalize the planning and operation of sustainable MICE events in Busan. Through these efforts, Busan is aiming to evolve into a MICE-centric city that is in alignment with global trends.

Follow the link for more information: <https://bto.or.kr>



*Busan ESG management guidelines training.*



# Sabah welcomes direct flights from Seoul

A Korean-based low-cost airline, T'way Air, introduced its first-ever direct scheduled flight from Incheon to Kota Kinabalu.

The inaugural flight, which carried 188 passengers last Monday, 19 June, further strengthens links between South Korea and Sabah as the state continues to draw international visitors.

Assistant Minister of Tourism, Culture, and Environment cum Sabah Tourism Board chairman Datuk Joniston Bangkuai was at the Kota Kinabalu International Airport to warmly welcome the passengers.

Joniston emphasised the importance of enhancing international connectivity to Sabah, recognising its immense value to the region.

"Having more international direct flights creates a vital balance that not only benefits our tourism industry but also fuels economic growth in Sabah.

"By enhancing connectivity, we are opening doors for more visitors to experience the natural wonders and cultural heritage that Sabah offers while simultaneously generating employment opportunities and driving sustainable development," he said.

South Koreans have consistently shown a keen interest in exploring Sabah's natural wonders, evident in their dominant position as the top international visitors to the state.

The Sabah Tourism Board registered 68,685 South Korean

visitors between January and April this year compared to 720 arrivals in the same period last year.

its dedication to becoming a premier destination for nature enthusiasts and adventure seekers, added Joniston.



The debut of T'way Air's direct route is expected to accelerate this growing trend and build even deeper tourism linkages between the two destinations.

This surge in South Korean tourists underscores the growing popularity of Sabah as a preferred destination, fueled by its captivating natural wonders, cultural heritage, and renowned hospitality.

Sabah's islands, beaches, and golf courses are popular among Korean tourists. They are also interested in diving and birding.

The Sabah Tourism Board has strategically planned two notable events – the Asian Dive Expo (ADEX) and the Asian Bird Festival – that aim to attract international participants, including from South Korea.

Sabah's commitment to hosting these events underscores

T'way Air, which initially began as Hansung Airlines, underwent reorganisation and rebranding in 2010. As of 2019, it was the third-largest Korean low-cost carrier in the international market.

The regional manager of T'way Air Kota Kinabalu station Kim Minkeun expressed enthusiasm about connecting travellers to Sabah, saying: "Sabah has long been known for its captivating natural wonders, cultural heritage, and warm hospitality.

"As T'way Air spreads its wings to this remarkable destination, we aim to bring travellers closer to the magic of Sabah, creating memories that will last a lifetime," he said.

The collaboration between Sabah Tourism Board and various airlines underscores the joint efforts to unlock the full potential of Sabah's tourism industry.



# Your Sabah Bucket List

[www.sabahtourism.com](http://www.sabahtourism.com)



*Enchanting*  
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Malaysian Borneo



# Centara hotels sweep up Tripadvisor Awards

Centara Hotels & Resorts, Thailand's leading hotel operator, has been recognised by Tripadvisor as a 2023 Travellers' Choice award winner for 31 of its hotels and resorts worldwide. The coveted award celebrates accommodations, attractions and restaurants that

remained favourites this year, with 19 properties in Phuket, Samui, Hua Hin, Krabi, Pattaya, and Koh Chang receiving awards, including Centara Grand Beach Resort Phuket; Centara Reserve Samui; Centara Grand Beach Resort & Villas Hua Hin; Centara Ao Nang Beach Resort & Spa

overwhelming recognition from our valued guests, whose feedback and reviews have reaffirmed our commitment to delivering excellence in hospitality. The Travellers' Choice Awards acknowledge the exceptional quality and experiences provided by our hotels and resorts, and we couldn't be prouder of this achievement," said Thirayuth Chirathivat, Chief Executive Officer of Centara Hotels & Resorts. "This would not have been possible without the collective hard work and passion of every member of the Centara family and their commitment to delivering genuine Thai hospitality and gracious personalised service to our guests."

Overall, a total of 31 Centara hotels were recognised at the Traveller's Choice Awards 2023, an outstanding achievement for the Thailand-based international hotel group and proof that the travel market across Asia and around the world is bouncing back.

Centara welcomes guests to experience genuine warm Thai hospitality, world-class service and personalised details that have made the group a preferred choice for travellers. As the brand grows, Centara remains committed to raising the bar and setting new benchmarks in the hospitality industry, ensuring an unparalleled stay at each of its properties worldwide.

Winners of this year's annual Travellers' Choice Awards were calculated based on the quality and quantity of reviews, opinions and ratings collected on the world's largest travel platform.



have consistently received great traveller reviews on Tripadvisor over the last 12 months, placing these winners among the 10% of all listings on Tripadvisor globally.

This year, Centara Grand at Central Plaza Ladprao Bangkok and Centara Mirage Beach Resort Dubai received the Travellers' Choice Best of the Best award, an honour bestowed upon the top 1% of all listings on Tripadvisor, representing the most exceptional, highest-rated properties around the world.

Centara's seaside and beachfront properties in resort destinations across Thailand also

Krabi; Centara Grand Mirage Resort Pattaya; Centra by Centara Maris Resort Jomtien, and Centara Koh Chang Tropicana Resort.

The group's global hotels and resorts also fared well, with awards given to properties in Vietnam, Sri Lanka, the Maldives, and the Middle East, including Centara Mirage Resort Mui Ne; Centara Ceysands Resort Sri Lanka; Centara Grand Island Resort & Spa Maldives; Centara Ras Fushi Resort & Spa Maldives; and Centara Muscat Hotel Oman.

"We are humbled and grateful to have received such



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# Latin music star blesses Norwegian

Norwegian Cruise Line announced this week that GRAMMY® nominated and five-time Latin GRAMMY-winning singer, songwriter, musician and producer, Luis Fonsi, will serve as the godfather of its newest ship, Norwegian Viva, the second ship of the brand's groundbreaking Prima Class.

as we christen our newest ship," said Norwegian Cruise Line president David Herrera.

"Diverse cultures, including Latin culture and music, deeply influence our APAC markets. As a native Puerto Rican, who is also based in Miami, he brings people together from around the world with his energy, positivity and

Puerto Rico, upon arrival on 15 December 2023. It will offer a variety of seven-day Caribbean voyages through April 2024 with calls to Tortola, British Virgin Islands; St John's, Antigua; Bridgetown, Barbados; Castries, St. Lucia; Philipsburg, St. Maarten and St. Thomas, U.S. Virgin Islands, before returning for a summer season of cruises to Europe from Athens (Piraeus), Greece; Lisbon, Portugal; and Rome (Civitavecchia) and Venice (Trieste), Italy.

Norwegian Viva is the second of six vessels in the company's groundbreaking Prima Class and sister ship to the award-winning Norwegian Prima.

For more information about the company's award-winning 18-ship fleet and worldwide itineraries or to book a cruise,



This November, the ship will be officially blessed in Miami before homeporting in San Juan, Puerto Rico.

Best known for his extensive list of radio hits, including the award-winning, global Latin GRAMMY Award-winning and chart-topping hit, "Despacito," which was featured on Billboard's "Hot Latin Song" list for a record-breaking 56 consecutive weeks, Puerto Rican-born Fonsi will fulfil the longstanding maritime tradition of blessing and officially naming Norwegian Viva at the 28 November 2023 christening ceremony in Miami, the "Cruise Capital of the World."

"We are thrilled to welcome Latin music icon Luis Fonsi to the NCL family as Godfather of Norwegian Viva and to join us



music, making him the perfect complement to the vibrant energy of Norwegian Viva. We cannot wait for him to join us as we celebrate this milestone moment later this year."

After completing its christening voyage, Norwegian Viva will be the newest ship to homeport in San Juan,

please get in touch with a travel professional, call Hong Kong on +852 800 901 951 and Southeast Asia on +65 3165 1680 or visit [www.ncl.com](http://www.ncl.com)



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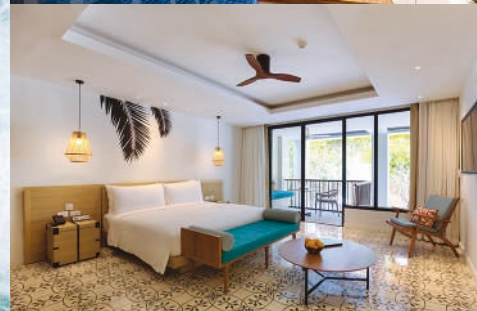
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