



Song Wat: A Canvas of Time



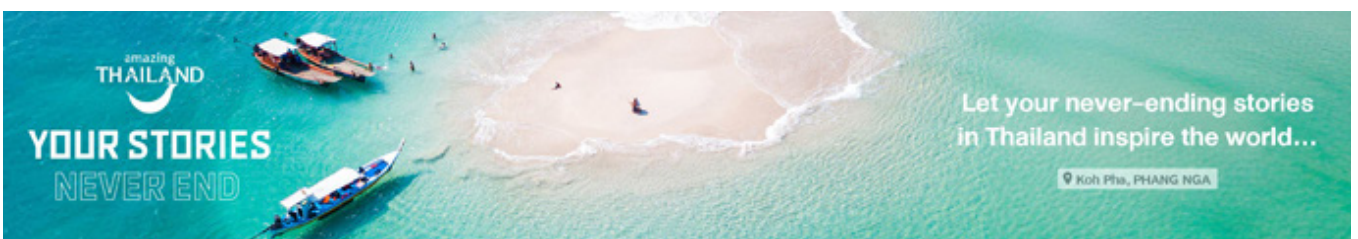
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Sarawak and Sabah duo to shine at MATTA Fair

Sabah and Sarawak's One Borneo initiative wins recognition as Malaysia's Favourite Destinations for the upcoming MATTA Fair, the Malaysian Association of Tour and Travel Agents (MATTA) reports this week

The MATTA Fair will be held from 6 to 8 September 2024 at the Malaysia International...

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Emirates will deploy newly retrofitted Boeing 777s to two more cities, Zurich and Riyadh, starting 1 October 2024*.

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MATTA Fair reaffirms RHB backing

The Malaysian Association of Tour & Travel Agents (MATTA) confirms that RHB Banking Group (RHB) will continue as the Exclusive Platinum Sponsor of the MATTA Fair, which will be held from 6 to 8 September 2024 at the Malaysia International Trade and Exhibition Centre, Kuala Lumpur (MITEC).

RHB's role as the 'Exclusive Platinum Sponsor' reinforces its commitment to supporting...

Air France-KLM Group completes SAS stake

Air France-KLM Group confirmed Wednesday it has completed the acquisition of a 19.9% non-controlling stake in SAS's share capital, opening the door to extensive commercial cooperation, which will begin on 1 September...

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Song Wat: A Canvas of Time

Song Wat Street owes its name to King Rama V. In 1906, after a catastrophic fire ravaged Sampheng, the king personally sketched out a new road, stretching straight from the Ratchawong River pier along the Chao Phraya River to Charoen Krung Road, to improve the area's layout. This 1.2-kilometre thoroughfare, Song Wat, meaning “drawn by the king”, is a tangible testament to His Majesty the King's urban planning foresight.

Once a vital link to steamship piers and a hub for distributing goods, Song Wat Street played a pivotal role in international trade, handling diverse products from seeds and flours to herbs, soaps, seafood, and even gemstones. This rich commercial history fostered the growth of numerous corporations and firms. The street is home to the historic “Chia Tai” seed shop, today's Charoen Pokphand Group.

Two decades ago, as the city expanded, a ban on 10-wheeler trucks was implemented in the city centre. Song Wat Street underwent a significant transformation. As businesses struggled with distribution, some adapted while others left, leaving behind empty shophouses. This shift turned the street into a wholesale district for plastics and toys.

Song Wat gained renewed attention around 2016 when it became a canvas for international street artists. A mural featuring two colossal elephants in a playful pose on a building, one of the



art exhibition's highlights, has become a familiar symbol of the street. The infusion of art into the once-forgotten neighbourhood's fabric has begun to transform Song Wat, attracting those with an interest in arts and lifestyle. New businesses, including cafes, art galleries, and hostels, have emerged, contributing to Song Wat's evolution into the vibrant place it is today.

Kiattiwat Srichanwanpen, founder of the art gallery PLAY Arthouse and a lifelong resident of Song Wat, has witnessed the neighbourhood's evolution through three distinct phases. He succinctly captures Song Wat's essence in three words: "Old Meets New." A testament to this spirit, Kiattiwat and his wife, Patcharin, transformed his father's former shoe warehouse into an art gallery. Now one of the icons of Song

Wat's transformation, the gallery's striking blue exterior is a familiar sight on the street.

"Song Wat has a magnetic pull for the passionate. It's as if the street invites those genuinely wanting to share their art, craft, or

heritage. Drawing on the neighbourhood's unique energy, these individuals integrate their passions into its expression. PLAY arthouse, founded a few years back, is among examples, born from a vision to showcase art and provide a creative space for all."

In the post-COVID-19 era, Kiattiwat partnered with young entrepreneurs to form 'Made in Song Wat'. Together, they organized a small arts and crafts event to revitalize the area. Their efforts successfully drew visitors' attention. The group also collaborated on creating a guidebook and social media campaign to introduce the area as a destination. By working closely with long-time residents and shop owners and drawing on his deep understanding of the neighbourhood as a resident himself, they established a model for community-driven destinations.

Today, Song Wat is a living canvas where people and time have painted their strokes. The street illustrates its ability to evoke a sense of nostalgia while embracing the future. Beyond the trendy cafés, art galleries...

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BESarawak leads a team to EventXpo



Sarawaj grabbed the spotlight with an impressive delegation of business event entrepreneurs attending Malaysia's inaugural EventXpo 2024, held at the Kuala Lumpur Convention Centre from 19 to 21 August.

Organised by MACEOS and co-organised by Malaysia Convention & Exhibition Bureau MyCEB, the three-day event was the newest component of the annual Malaysia Business Events Week.

Team Sarawak comprised 14 business events specialist companies and organisations. They delivered their sales pitch at the inaugural EventXpo 2024, headlining the importance of this new specialised show established to position Malaysia as the premier business events destination in the region.

BESarawak team at EventXpo 2024

1. Borneo Convention Centre Kuching (BCKK)
2. Business Events Sarawak
3. The Official Page of Grand Margherita Hotel Kuching
4. Hilton Kuching
5. Imperial Hotel, Miri – New Wing
6. Deckworks Events & Entertainment
7. Place Borneo
8. Pullman Kuching
9. Pullman Miri Waterfront
10. RH Hotel Sibu Sarawak
11. The Official Page of Riverside Majestic Hotel Kuching
12. Sheraton Kuching Hotel
13. Techno Expo
14. The Waterfront Hotel

In a video interview, the EventXpo 2024 chair, Francia

Lee, recognised the role of Myceb and MACEOS in bringing 50 hosted business event buyers and establishing the show with 100 exhibitors and between 200 to 300 delegates who attended a two-day conference on the sidelines of the main event.

BESarawak commented:

“EventXpo 2024 provides a new platform for business event players in Malaysia to connect and explore new business markets. MACEOS President Datuk Dr M Gandhi and his team visited the Sarawak pavilion to meet with the 14 exhibitors from Sarawak supporting the inaugural event. Congratulations to MACEOS for organising the first EventXpo. We are so proud to be part of it.”

The Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS) was established in 1990 to develop and raise the standards of the business events industry nationwide. MACEOS organised EventXpo 2024 to provide a new platform for business event players in Malaysia to connect and explore new markets.

MACEOS president Datuk Dr M Gandhi told Bernama news agency the association is encouraging its members to focus on bringing in relevant technologies and exhibitors from abroad, ensuring these contributions align with Malaysia's economic and nation-building goals.

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TAT curates a green tourism journey



Promoting sustainable tourism starts by ensuring consumers and communities understand its benefits and impacts so they can make the right choices to avoid the pitfalls of ‘overtourism’.

That’s the new story the Tourism Authority of Thailand (TAT) is headlining. After successfully promoting Thailand, the agency now emphasises tourism’s positive contributions to society and the economy while recognising the tourism industry’s need to balance economic growth with environmental preservation and take on board community considerations.

Last week, from 15 to 18 August, the Tourism Authority of Thailand (TAT) tested its strategy by collaborating with The Cloud to organise the Amazing Green Fest 2024. It supported partners who practice socially and environmentally responsible tourism while sourcing business opportunities.

The event, which attracted over 200 vendors, inspired and invigorated Thailand’s sustainable tourism movement. They featured six dynamic zones: Green Tourism, Green Business, Green Learning, Green Food, Green Playground, and The Cloud Sharing Space.

TAT said the event marked two new milestones in its sustainable tourism story. First, TAT embossed a heart-shaped leaf on the Amazing Thailand logo, signifying





While revenue is a crucial metric, we must also consider the significant consumption of resources. We must avoid depleting our assets and demonstrate a commitment to collective responsibility,” Numphon concluded.

Meanwhile, the TAT leveraged the event as a platform to connect with tourism suppliers committed to sustainable practices. They included 200 exhibitors with diverse offerings.

its strong commitment to the sustainability triangle, focusing on society, economy, culture, and environment. Second, the Amazing Green Festival was declared TAT’s first ‘Carbon Neutral Event’ accredited by the Thailand Greenhouse Gas Management Organization (TGO).

TAT Governor Thapanee Kiatphaibool said: “Sustainability is the cornerstone of a thriving tourism industry and the key to Thailand’s future. “We need to become less reliant on the number of tourists and prioritise more on quality tourists with high purchasing power, long-stay preferences, and environmental responsibility. Additionally, we need to shape supplies, elevate sustainability standards, and promote Hidden Gems destinations to better balance the distribution of tourism income across the length and breadth of the country.”

At the event, TAT showcased its commitment to sustainable tourism through 12 initiatives highlighting eco-friendly destinations, accommodations, and local lifestyles. The agency is now intensifying its efforts to advocate for responsible tourism while



maintaining Thailand’s position as a premier destination. Cultivating a consumer base that understands sustainable practices is crucial, as consumer choices significantly impact the industry’s Sustainability.

TAT Deputy Governor for Policy and Planning Numphon Boonyawat commented: “Tourism should serve as a narrative. TAT has excelled in introducing Thailand to the global stage. Now, it must adapt and become a marketing organisation that can showcase the positive impacts of tourism on society, particularly in fostering a knowledge-based society.

“The tourism industry is highly resource intensive.

Sustainable tourism

experiences: Immerse in the charm of Mae Ta Community, Chiang Mai, and Bang Rong, Phuket.

Local products: Savour artisan natural honey from Bamrungsuk Farm or discover unique, eco-friendly chicken statue amulets from Bonban.

Eco-friendly accommodations: Unwind at Nern Jamsai, a renovated rice barn in Chiang Mai, or experience the harmony of nature at Koh Munnork Private Island.

Other operators highlighted initiatives that empower future generations and support responsible agricultural...

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Royal Cliff Hotels awarded five stars

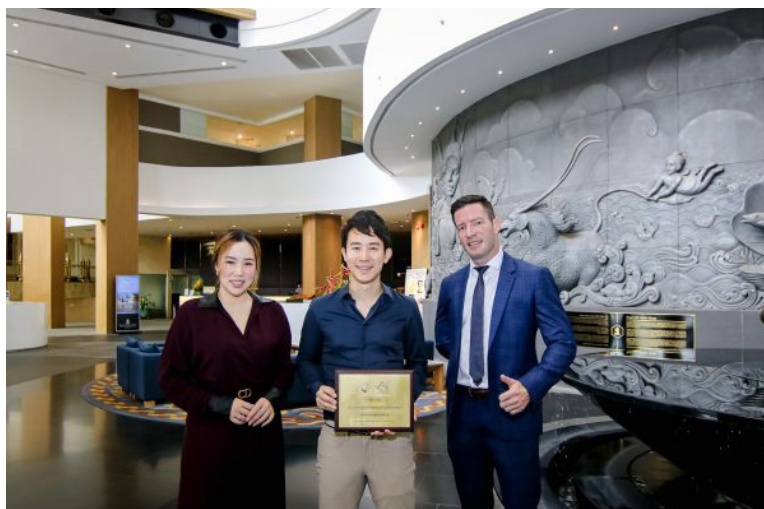
Four Royal Cliff Hotels Group hotels have been awarded the prestigious Accommodation Standard for Tourism 2024 – 2027 in the 5-star resort category by the Department of

Standard for Tourism Plaque.

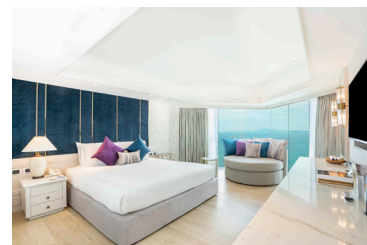
This certification highlights the group's excellence in management, covering key aspects such as service, accommodation, facilities,

contribute to elevating Thailand's tourism industry. By enhancing competitiveness and building confidence among tourists worldwide, this initiative supports Thailand's vision of becoming a leading tourism hub.

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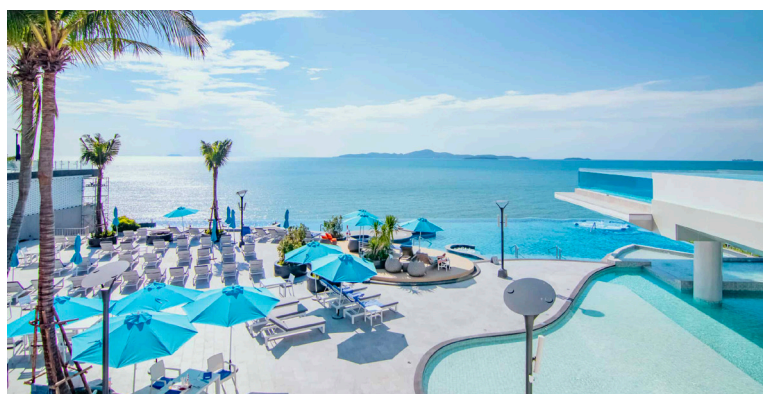
Vitanart Vathanakul, CEO (middle), along with Thibault Sellier, Hotels Group Manager (right), and Vankamon Athikomkhunchai, Marketing and PR Manager (left) of the Royal Cliff Hotels Group, receive the Five Star Accommodation Standard for Tourism Plaque.



Tourism, Ministry of Tourism and Sports, and the Thailand Hotel Standard Foundation.

The certified hotels — Royal Cliff Beach Hotel, Royal Cliff Beach Terrace, Royal Cliff Grand Hotel, and Royal Wing Suites & Spa — successfully passed the assessment based on an internationally recognised quality system.

Vitanart Vathanakul, CEO (middle), along with Thibault Sellier, Hotels Group Manager (right), and Vankamon Athikomkhunchai, Marketing and PR Manager (left) of the Royal Cliff Hotels Group, receive the Five Star Accommodation



cleanliness, safety, and the exceptional relaxation experience provided to all guests.

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