

Travnews

NATAS
NATIONAL ASSOCIATION OF
TRAVEL AGENTS SINGAPORE

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- + TRANSFORMATION TAKES CENTRE STAGE AT TAIF
- + NATAS CHARITY GOLF RAISES FUNDS FOR AWWA
- + DISCOVERING ANCIENT CULTURE AND ADVENTURE IN ETHIOPIA

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2016/2018

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SAY HELLO TO OUR NEW MEMBERS!

NATAS welcomes the following companies as new members.

BKK Travel Pte Ltd
We take great pleasure and pride to provide passengers with safe luxurious transport, complimented together with caring and friendly staffs' service. This business has been built upon the foundation of service oriented and we take pride of our reliable and spacious continental coaches synonymous with luxurious interior and guaranteed comfort of passengers. We only engage experience local drivers that know the roads in Singapore well because the passengers expect good professional drivers from our organisation with commendation from the traffic police for not getting traffic notices.

Long Vacation (S) Pte Ltd
Long Vacation (S) Pte Ltd will be mainly dealing with inbound tourists from China. This is a fast-growing market with a lot of potential. Long Vacation (S) will be designing interesting and creative itineraries for inbound tourists. Our unique selling point is that we focus on the niche upscale market of educational and MICE tours, not only on the crowded mass market. With 10 years of experience, I am confident of using my established connections to quickly achieve market share in the travel market of Singapore and contribute to the prosperity of the Singapore economy.

SCC Travel Services Pte Ltd
SCC Travel Services Pte Ltd is a wholly owned subsidiary of Singapore Cruise Centre Pte Ltd (SCCPL); the region's leading cruise and ferry port operator. SCCPL, incorporated in 2003, is an independent company under the Temasek Investment Group. SCC Travel Services Pte Ltd is a Singapore licensed Travel Agent, which manages WowGetaways.com, the one-stop online portal for travel discovery and bookings of accommodations, ferry tickets, tours/activities, transfer, attraction tickets, events space and activities in destinations connected to Tanah Merah Ferry Terminal and Harbourfront Ferry Terminal.

Sinyo Holidays (Singapore) Pte Ltd
SINYO HOLIDAYS is a new incorporated private limited company that commits to develop overseas' customers for Singapore tourism. Our main business is engaged in the introduction of overseas individual or group visitors to Singapore for tour and sightseeing, or participating in student holiday camps and trainings, health check-ups and medical treatments, golf games, commercial exhibition activities etc. We are in charge of travel consultancies and the arrangements for inbound visitors' land transportation, accommodation, catering, sightseeing, school training, clinic and hospital appointment, golf course, business convention and exhibition venues, and so on. Our main customers are from mainland China, we will also constantly develop other areas, such as Hong Kong, Macao, Taiwan, Australia, America and Europe customers. We will provide satisfied services to our customers and bring about more commercial opportunities for Singapore tourism.

WAon Pte Ltd
WAon Pte Ltd was established in 1998 as Singapore's leading Japanese media group. The company has two main publications; WAttention and Mangosteen Club. WAttention is a quarterly English magazine which seeks to bring more attention and link the best of Japan to Japan-lovers around the world through print and digital outlets. Our aim is to connect Japan and Singapore by establishing a deeper understanding of each other's cultures by regularly hosting relevant events for the community as well. Mangosteen Club is a monthly Japanese magazine for Japanese residents living in Singapore.

APPROVED MEMBERSHIPS

Company	Classification	Approval Date
BKK Travel Pte Ltd	Ordinary Member	Oct 2017
Long Vacation (S) Pte Ltd	Ordinary Member	Nov 2017
SCC Travel Services Pte Ltd	Ordinary Member	Nov 2017
Sinyo Holidays (Singapore) Pte Ltd	Ordinary Member	Nov 2017
WAon Pte Ltd	Associate Member	Dec 2017

The total number of NATAS members as at 3 January 2018
Ordinary Members: 327 • Associate Members: 66 • Honorary Life Members: 5



NATAS Golf
Tournament Makes
a Return as Charity
Golf 2017

6

Promoting Positive
Shifts in the Travel
Industry

2



Ethiopia – the land
of discovery

18



NATAS EVENTS

- 2 Promoting Positive Shifts in the Travel Industry
- 6 NATAS Golf Tournament Makes a Return as Charity Golf 2017
- 9 CITM 2017
A Magical Floral Christmas
- 10 Familiarisation Visits
- 11 Meeting with Rio Convention & Visitors Bureau, Brazil
NATA Welcomes the President of the Polish Tourism Organisation
- 14 Cruiseworld Asia Conference & Ship Inspection
Norwegian Air Product Sharing and Networking Event
- 16 Dialogue Session with Gardens by the Bay
A Magical Floral Christmas

FOOD FOR THOUGHT

- 17 Who are These Asian Millennials Travellers (AMTs)?

FEATURED DESTINATION

- 18 Ethiopia – the land of discovery

WORD ON THE STREET

- 21 New Service between Warsaw and Singapore

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PROMOTING POSITIVE SHIFTS IN THE TRAVEL INDUSTRY



The STB-NATAS Travel Agent Industry Forum (TAIF) 2017 took place on 15 November 2017 at the Suntec Singapore Convention and Exhibition Centre. The Guest-of-Honour was Ms Sim Ann, Senior Minister of State, Ministry of Trade and Industry, and Ministry of Culture, Community and Youth. It shed light on a host of initiatives that aim to transform the travel industry in the face of new technology challenges, stiffer competition, manpower issues and the changing demands of travellers.

These initiatives have been triggered by the recent amendments to the Travel Agents Act, which aims to foster greater innovation, reduce regulatory burden and raise industry standards by strengthening safeguards against travel agent malpractice.



In his opening address, NATAS President, Mr Steven Ler, stressed the importance of upgrading the professionalism and capabilities of the travel industry for its continued growth and profitability.

“While online distribution and technology innovation are critical to travel agents today, it is its people that lie at the heart of travel,” he said. “Our industry is one that requires a high degree of the human touch. As travel agents, it is our

responsibility to ensure we have capable staff – professional, personable and experts at curating the perfect holiday.”

The following are the initiatives introduced at the forum:

Business Transformation Playbook & Through-Train Programme

One such initiative launched during the Forum was the Business Transformation Playbook, a resource to help travel agents adopt new business models



in a changing business landscape. Having selected their new business models, travel agents may apply for the Business Transformation Through-Train Programme, designed to help them identify gaps and opportunities in their business and implement shifts to remain competitive. The pilot programme will launch this year.

Tackling Manpower Challenges

The e-Onboarding Guide and Internship Guide were also launched. These aim to ease new hires into their jobs and to encourage travel agents to improve their internship programmes to promote talent attraction and retention.

In a bid to improve processes and skills within the industry, a new talent development platform will be launched this year to match travel agents looking for talent with job seekers looking for positions, and to promote courses that job seekers would need to attend to upgrade their skills.



STB has also launched an annual Tourism Innovation Challenge for Travel Agents, which crowdsources technology solutions. This year, five solutions were selected, including customer service chatbots and data analytics.

Offline-to-online Portal

A new offline-to-online (o2o) platform will also be launched this year and will feature themed travel fairs throughout the year. This is a plug-and-play service for travel agents who are not currently online and will run in addition to NATAS Travel Fairs.



Supporting the Quicker Adoption of Technology

STB is pushing for quicker adoption of technology among travel agents through the Green Lane Programme, and will pre-qualify solutions for funding approval to support travel agents in basic functions such as making quotations and reservations and simplifying backend processes.



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in new levels of privacy,
with the divider up

Space to share
in a forward-facing double
bed, with the divider down

Space for more
with in-seat stowage
for your cabin luggage



NATAS GOLF TOURNAMENT

Makes a Return as Charity Golf 2017



forward to the dinner, though we would have loved to continue playing as we were doing especially well!"

The players and invited guests later gathered for a dinner banquet and an evening of music, a silent auction and lucky draw prizes donated by a wide array of sponsors from the industry.



NATAS' adopted charity AWWA was the deserving beneficiary of the inaugural NATAS Charity Golf 2017, a twist on the annual NATAS Golf Tournament, which was last run in 2014.



Held at the Orchid Country Club on 20 November 2017, the game brought together over 130 golfers and partners from the Tourism and Hospitality sectors. They raised more than \$30,000 for AWWA, which has been touching the lives of children, youths, the elderly and families since 1970. These funds will help the charity grow its services and benefit more than 6,000 clients.



Some 90 players and their supporters took to the fairway for their flights. Even the inclement weather failed to dampen spirits.

Asked about their game, Carl and Sami enthused: "It was absolutely wonderful, just disappointing with the rain! Looking



Mr Steven Ler, President of NATAS, took to the stage to thank participants for their "shared goodwill and passion to give back to the vulnerable in society" while Guest-of-Honour Mr Lionel Yeo, Chief Executive of Singapore Tourism Board, commended NATAS for efforts "in driving corporate social responsibility and championing capability development and professionalism for the industry."

Mun Tien Shoong was just one of the many participants impressed with the organisation of the event: "Impressive organisation and prizes! The event was smooth sailing and efficient."

Thank you to all who participated in NATAS Charity Golf 2017 and a special word of thanks to all our generous sponsors: MasterCard (Platinum Sponsor), Singapore Airlines Limited (Gold Sponsor), Emirates (Silver Sponsor), Ark Industries, Avis Budget Group, Big S' Holiday Pte Ltd, Cityneon Events Pte Ltd, Concepts Golf Management Pte Ltd, Golf Asia, Jumbo Group Limited, Philippines Tourism Promotions Board, Ramada And Days Hotels Singapore at Zhongshan Park, Satguru Travels & Tours and Shivam General Trading Pte Ltd, Taiwan Tourism Board, Team Concur representing Prudential Singapore, Thai Airways International, Turkish Airlines and United Airlines.

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Hello Tomorrow



EXPLORE AND ENJOY CORON

Coron is famous for its stunning geological features and dive sites filled with wildlife and sunken shipwrecks. Explore and enjoy Coron's beaches and lagoons by island-hopping. Coron is also famous for its brackish lakes. Kayangan Lake is considered to be the cleanest Lake in the Philippines, and can be accessed after a 10-minute climb. Unlike with Palawan's other attractions, Barracuda Lake does not have brimming marine creatures. Its allure is with its thermocline- cold fresh water on the first 4 meters and warm to hot saltwater as you go deeper into the lake.

Kayangan Lake, Palawan

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#tpbgovph #itsmorefuninthephilippines

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CITM 2017

The Singapore Pavilion, representing some 18 Singapore companies from the travel industry, including NATAS and Changi Airport Group and four attractions, commanded a strong presence at the China International Travel Mart 2017, held at the Kunming Dianchi International Convention and Exhibition Center from 17 to 19 November 2017.



The 117 sq. m. Singapore Pavilion booth also hosted the Singapore Tourism Board Experiential Hour on the first day. The event kicked off at 2 pm with a reception, followed by a speech by the regional director of Northern and Southern China. Participants were then treated to the launch of the new brand video and a performance by Singaporean band Yin Harmony, as well as some interactive activities before taking part in the networking event that closed the hour.



The event was a major success with 85% of exhibitors feeding back that their objectives in attending CITM had been met.

The collaborative and concerted efforts of all stakeholders involved in the Singapore Pavilion were recognised on 8 December 2017 with the Excellent Booth Award and Excellent Organisation Award.



The Singapore Pavilion participating companies:

- Changi Airport Group
- Singapore Tourism Board
- National Association of Travel Agents Singapore
- Easy-Fly Travel Pte Ltd
- Hong Thai Travel Services (S) Pte Ltd
- Jetwings International Pte Ltd
- Lex Travel Pte Ltd
- Luxury Tours Pte Ltd
- Nanyang Travel (S) Pte Ltd
- NTUC Club (D'Resort, Wild Wild Wet)
- Resorts World at Sentosa Pte Ltd
- Science Centre Singapore
- Sentosa Development Corporation
- Singapore Alive Pte Ltd
- Six Stars Tours and Services Pte Ltd
- Summer Holidays Pte Ltd
- Timesworld Travel & Educational Tours Pte Ltd
- Travcoach Pte Ltd

FAMILIARISATION VISITS

INTERCONTINENTAL SINGAPORE ROBERTSON QUAY 4 OCTOBER 2017

Located in the centre of Robertson Quay's trendy dining belt along the Singapore River, and in close proximity to Orchard Road, Marina Bay and other city attractions, this 225-room hotel offers a mix of international wine-and-dine options.



COURTYARD MARRIOTT NOVENA 31 OCTOBER 2017



The first Courtyard branded property by Marriott International in Singapore, this 250-room hotel is a great choice for trailblazing business and leisure travellers looking for alternative accommodation options at the fringe of the city. Features include all-day dining restaurant Sky22 and the 33rd floor Urbana rooftop bar as well as a 20-metre outdoor rooftop infinity pool, fitness centre and two meeting rooms.

YOTEL SINGAPORE 24 NOVEMBER 2017

Uncompromisingly designed around guests, YOTEL features the essential elements of a luxury stay at the heart of Orchard Road, and delivers a sense of community with areas for co-working, social gatherings and exercise, all packed into smaller smart spaces, without the hefty price tag.



NATAS Travel 2018

23-25 March 2018 (Fri-Sun)
Singapore Expo Halls 4 & 5A

www.natastravelfair.travel

More information on events details, lucky draw and special packages will be announced soon!



Meeting with Rio Convention & Visitors Bureau, Brazil

24 OCTOBER 2017

NATAS met with four delegates from the Rio Convention & Visitors Bureau while they were in Singapore for ITB Singapore to better understand how a collaborative partnership could be formed with NATAS Inbound and Outbound travel agents. As a result of the talks, Rio Convention & Visitors Bureau plans to organise a familiarisation tour for Singapore's outbound travel agents in 2018.



NATAS Welcomes the President of the Polish Tourism Organisation

13 DECEMBER 2017

The visit was primarily to introduce Dr Robert Andrzejczyk to NATAS. The meeting followed the launch announcement on 11 December 2017 of the return of LOT Polish Airways direct flights between Warsaw and Singapore. Held at the So Sofitel Hotel, the launch was attended by a number of NATAS members including Mr Samtani and Mr Wong. LOT Polish Airlines will operate three flights weekly, with the inaugural flight arriving into Singapore on 15 May 2018. Frequency will be increased to four flights weekly from July 2018.

Discussions centred on the bilateral co-operation between NATAS and the PTO in promoting outbound traffic from Singapore to Poland and vice versa. Plans included PTO's

participation in the upcoming NATAS Travel Fair and a familiarisation visit for key outbound tour operators to Poland and vice versa. In addition, NATAS will work with PTO, through the Embassy, to organise destination and product updates. Concurrently, NATAS will also engage and connect Singapore inbound tour operators handling the Eastern European market with outbound tour operators from Poland.

Arising from the meeting and as a step forward, PTO and LOT are quite certain to participate in the upcoming NATAS Travel 2018 to be held in March 2018 as a launch pad to introduce Poland as a destination of choice.

NATAS looks forward to this mutually beneficial collaboration.



The newly appointed President of the Polish Tourism Organisation, Dr Robert Andrzejczyk, PhD visited NATAS on 13 December 2017. He was accompanied by Ms Dorota Wojciechowska, Chief Marketing Officer of the Polish Tourism Organisation (PTO) and Ms Joanna Doperala-Konkolowicz, Counsellor at the Economic Section of the Embassy of the Republic of Poland to Singapore. Representing NATAS were Mr Ram Samtani - General Manager, Ramesh Travel Services and NATAS Secretary General, Mr Wong Yew Hoong - Director, EU Holidays Pte Ltd, and Mr Mohamed Ismail Hussain - General Manager, NATAS.

Sun Moon Lake, Nantou
The pristine waters of Sun Moon Lake lap
at the shores of tiny Lalu Island



A TTB advertisement

The Heart of Nature

Dive into Taiwan

At first sight of its crystalline lakes and lush gorges, it's abundantly clear why Portuguese explorers called Taiwan 'Formosa', or 'beautiful island'. Two-thirds cloaked by verdant mountains, its eight national parks offer a stunningly diverse landscape to explore, from climbable cliffs and volcanic craters to white coral beaches and tropical forests. On land or on water, it's time to discover one of nature's least-known playgrounds in Taiwan.



Little Liuqiu, Dapeng Bay

This spectacular coral islet boasts azure waters and shell-strewn sandy shores.

www.taiwan.net.tw

Taiwan

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20
YEARS

Cruiseworld Asia Conference & Ship Inspection

30 NOVEMBER – 1 DECEMBER 2017



4 out of 10 Asian cruise passengers are under 40 years of age, and 9 out of 10 of them don't travel beyond Asia. They also learned that, due to increased demand for cruise holidays, passenger capacity has almost quadrupled to 4.24 million since 2013, with passengers from China accounting for nearly 70% of the market.

Following the successful conference, participants were treated to a ship inspection the following day at Marina Bay Cruise Centre to round off the experience.

CruiseWorld, a premier gathering conference for travel retailers and suppliers from all sectors of the travel industry, has been around in North America for a decade, managed by parent company, Northstar Travel Group. The Cruiseworld Asia Conference, held at Raffles City Convention Centre on 30 November

2017, gave NATAS members a chance to network with cruise travel professionals and suppliers and play their part in supporting the growth of cruise tourism in Asia.

Attendees were privy to some eye-opening stats on the cruise industry in Asia. They discovered, for example, that



NORWEGIAN AIR PRODUCT SHARING AND NETWORKING EVENT

PARKROYAL IN PICKERING, 29 NOVEMBER 2017

Norwegian Air has been awarded the World's Best Low-cost Long-haul Airline for two consecutive years at the SkyTrax World Airline Awards. Participants got to find out about Norwegian Air's longest low-cost flight between London Gatwick and Singapore Changi Airport, which launched in September 2017. The route runs four times per week and features the Boeing 787-9 Dreamliner.





RUSSIA

PACKAGES
JUNE-JULY
2018

2018 Packages

7N/8D, 6N/9D or 14N/15D

Russia, June-July 2018



We realize that the perfect experience involves seeing & feeling the atmosphere. Our 2018 packages are your chance to guarantee your spot to witness your favorite destination. We'll take care of everything, from hotel accommodation to inter-Russia air travel to airport transfers. Of course, you'll also have access to our experienced onsite hosts throughout your journey to help you with anything you may need while in Russia. Customize and add to your trip so that you can experience more adventures, private tours and all the best that this wonderful country has to offer. Space is limited. Contact us to secure your spot.

2018 Packages Includes:

- 7N/8D nights stay at your choice of accommodation in two cities.
- Transportation and transfers between cities.
- Half-day city tour in each city.
- Daily breakfast served at the hotel.
- On-site staff for assistance.
- Round-trip airport shuttle transportation in both cities.
- All taxes and service charges.
- Book your package with a 50% deposit. Final payment due on March 15, 2018.



2018 Packages

3 NIGHTS 4 DAYS

Moscow, Russia, June-July 2018

Moscow is one of the fastest growing tourist destinations in the world. The awe-inspiring capital of Russia is a city full of experiences waiting with energy. Feel its creative side yourself by taking our exclusive tailor-made packages.

2018 Packages Includes:

- 3 nights stay at your choice of accommodation in one city.
- Half-day city tour.
- Daily breakfast served at the hotel.
- On-site staff for assistance.
- Round-trip airport shuttle transportation.
- All taxes and service charges.
- Book your package with a 50% deposit. Final payment due on March 15, 2018.



2018 Packages

5 Nights 6 Days

Moscow, Russia, June-July 2018

Join us to get an experience of the spectacular Moscow as a base. Our packages also include a day trip to one of four adjoining Russian host cities.



2018 Packages Includes:

- 5 nights stay at your choice of accommodation.
- Transportation and transfers.
- Half-day city tour.
- Daily breakfast served at the hotel.
- On-site staff for assistance.
- Round-trip airport shuttle transportation in both cities.
- All taxes and service charges.
- Book your package with a 50% deposit. Final payment due on March 15, 2018.



2018 Packages

7 NIGHTS 8 DAYS

Moscow, Russia, June-July 2018

If you are looking for an incredible vacation in Russia full of discovery and memorable experiences, we are here to offer you our handpicked tour specially designed to bring out the best in the country of memorable events.

2018 Packages Includes:

- 7 night stay at your choice of accommodation in Moscow for 2018 Packages.
- Half-day city tour.
- Daily breakfast served at the hotel.
- On-site staff for assistance.
- Round-trip airport shuttle transportation.
- All taxes and service charges.
- Book your package with a 50% deposit. Final payment due on March 15, 2018.



Dialogue Session with Gardens by the Bay

3 NOVEMBER 2017



NATAS members attended a product update hosted by Ms Peggy Chong (DCEO) and Mr Felix Loh (COO) in the Waterview Room, Gardens by the Bay. Attendees learned about the attraction's events and programmes planned for 2018 and had the opportunity to share their feedback to better improve attractions for visitors. They were also treated to a guided tour of the newly revamped Cloud Forest Theatre and Cloud Forest Gallery after the dialogue session.



A Magical Floral Christmas



Tourism Industry Night 2017 returned with a flourish on 30 November 2017 at Gardens by the Bay, Flower Field Hall.

Jointly organised by NATAS, Association of Singapore Attractions (ASA), Pacific Asia Travel Association (PATA) Singapore Chapter and Singapore Hotel Association



(SHA), the event served as the perfect platform for industry players and partners to renew old acquaintances and forge new alliances.

Participants were treated to a magical night of entertainment amidst a Christmas floral display of frosty white poinsettias and hydrangeas.

WHO ARE THESE ASIAN MILLENNIALS TRAVELLERS (AMTs)?

Contributed by GfK



Generally, those who were born from 1981 are considered to be Millennials. This generation, armed with higher education, better jobs, larger income and an explosion of cheaper worldwide travel options, are changing the landscape in the travel industry.

Millennials were brought up in a different world, where the worldwide web was at an infancy and the digital revolution started. With extensive exposure to new ideas and a wealth of information easily available, Millennials' consumption behaviours have evolved, according to a GfK study on Asian Millennial travellers (AMTs) in Singapore, Malaysia, Indonesia, China, Japan and Australia.

Sixty-one per cent of AMTs said they want a customisable experience when sight-seeing against only 38 per cent who prefer a packaged or group-led tour. Eighty per cent said they want to visit somewhere they have not visited before, and 77 per cent say they would choose destinations where they can do new activities and

gain new experiences. In the study, surprisingly, top travel destinations included Hong Kong, Singapore and Tokyo. Understanding the behavioural patterns of these young AMTs is crucial, given the clout they wield now and definitely in the future.

AMTs thrive on gathering as much information as possible when making decisions. With travel, the choice of sources of information used by the AMTs depends on their comfort and trust levels (e.g., whether the source was recommended by a close family member or by an unknown online reviewer) as well as their knowledge and level of sophistication, especially in terms of technology (e.g., use of online and mobile applications). AMTs refer to online sources as well as travel review and social networking sites. AMTs, surprisingly, still rely heavily (and, indeed, more so than the non-millennial travellers – Generation X and Baby Boomers) on traditional sources such as magazines, newspapers and travel agents. This need to compare

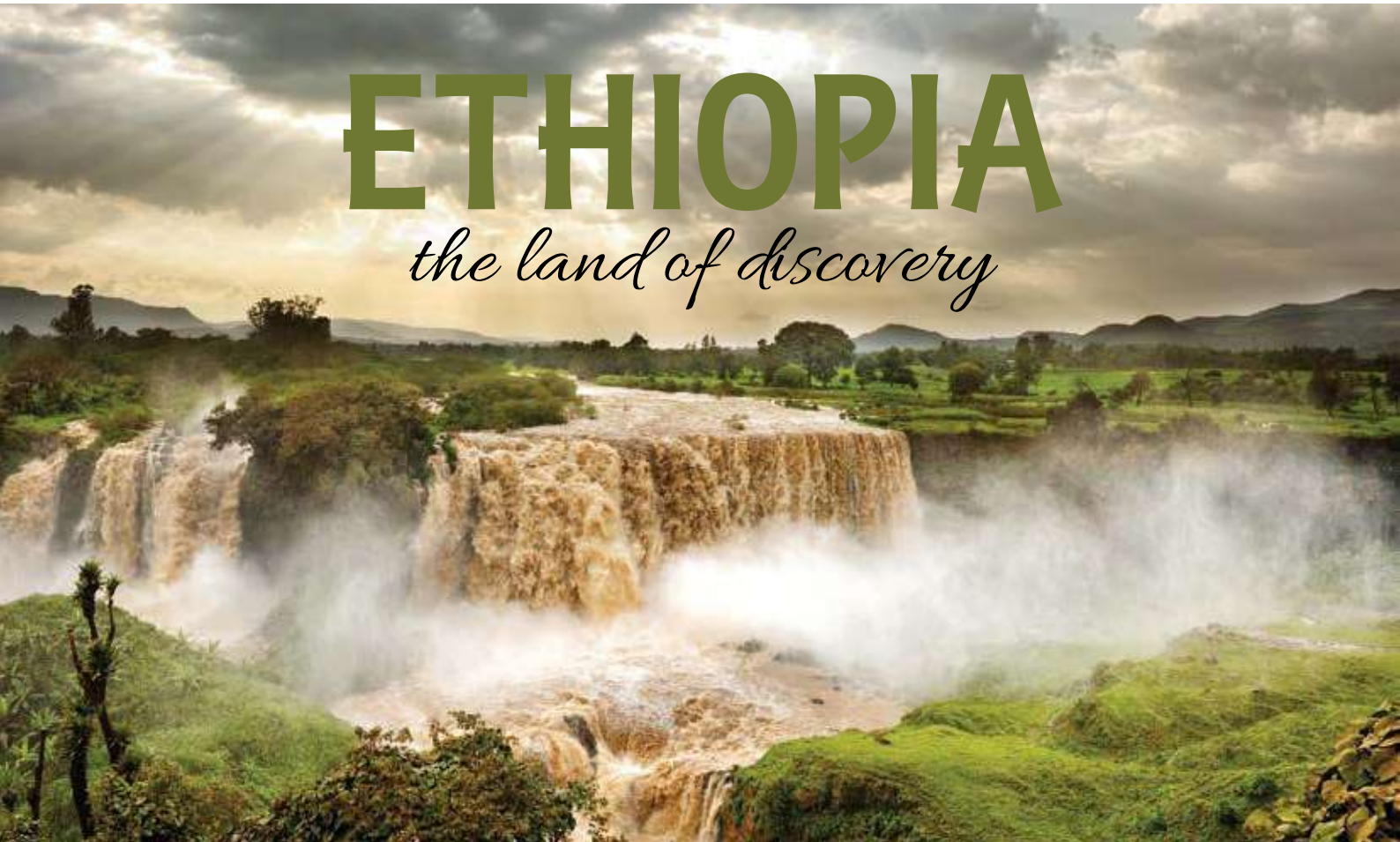
multiple sources appears to be mostly necessitated by a paucity of good quality sources.

Although brand awareness of travel service providers appears to be high in Asia, airlines and hotels have largely been unable to persuade AMTs to exhibit any amount of brand loyalty. In part, this could also be due to the fact that the traditional value proposition of brands in offering familiarity and reliability has been diminished by a world overflowing with user reviews. For AMTs, price, opportuneness, fresh experience and other such considerations play a far more important role in determining travel options. Given that Millennials are highly brand conscious and engaged in other consumer goods sectors, it appears that much more can be done to capture the hearts and minds of the AMTs, who make up almost 40 per cent of travellers in the APAC region. New experiences like digital payment and virtual reality could be critical new ways of building hooks and consistency in product offerings.



ETHIOPIA

the land of discovery



Mention Ethiopia and perhaps tourism doesn't spring immediately to mind. But those who've travelled this incredible country have found it a land of discovery with its rich, ancient culture, beautiful natural wonders, historic sites, ancient ruins, museums, monuments, churches and cathedrals. Its language, Amharic, is one of the oldest written languages in the world and, truth be told, Ethiopia is one of the most affordable places to travel in Africa.

So take a look below at just some of the riches of Ethiopia that you could be offering your customers as an alternative to the path more widely travelled.

ADDIS ABABA

For a convenient snapshot of Ethiopia in one location, look no further than the capital city of Addis Ababa. Here you'll find the largest market in Africa but also gorgeous churches, cathedrals and mosques. Be sure to visit the museum that houses Lucy, the oldest humanoid in the world.

Experiencing the local cuisine is highly recommended. While Western cuisine is available, do try the *injera*, the local bread, with various meat, vegetables, and *wot* stews. *Ful*, a hearty dish made with fava beans, eggs, tomatoes, onions



and peppers, makes for a good breakfast, and do try *Fetira*, a flaky, pancake-like pastry filled with vegetables, meat, fruit, or eggs, almost always served with honey. Of course, the local coffee is a must. After all, Ethiopia is where coffee as a drink originated.

The city also offers some excellent nightlife. Ethiopia is home to a surprising number of breweries, and the country boasts some very good beers. While Ethiopian wine may be a bit sweet, you should definitely try *tej*, a home-made honey wine found throughout the country.

There's something for everyone.

But Ethiopia has so much more to offer across its rich, diverse land ...

HISTORICAL ATTRACTIONS

Axum

The supposed location of the Ark of the Covenant, Axum is one of the oldest cities in Africa and home of the ancient Aksumite Empire. Located in northern Ethiopia, it is now a tourist town and religious centre best known for its antiquities. Some 126 granite obelisks stand or lie broken in the central square.



Gondar

About 700 kilometres north of Addis Ababa, at the foothills of the Semien Mountains, Gondar was the capital of Ethiopia for nearly 200 years. Explore the five castle compounds and the many palace buildings. The oldest castle, the Castle of Fasiledes, looks out on a breathtaking view of Lake Tana on a clear day.



Harar

The walled city of Harar, some 500 kilometres east of Addis Ababa, has a rich and colourful history. It features exciting market places, and, with its 99 mosques, is the fourth holiest city for Muslims, after Makka, Madina and Jerusalem. While you are there, don't miss a chance to feed the hyenas!

Lalibela

A must-see destination while in Ethiopia, Lalibela was built to be the second Jerusalem. It is home a variety of monasteries as well as many churches that are carved out of stone, including the famous St. Georges Cathedral.



NATURAL ATTRACTIONS

Simien Mountains

This area is a UNESCO World Heritage site, and is often referred to as God's playground because of the unique formations of the mountains. Be sure to catch a trek into the national park, one of many in Ethiopia, for an incredible view of unique animals and unforgettable landscapes.



The Blue Nile Falls

Ethiopia's third-largest city, Bahar Dar, is where you can find some of the country's oldest monasteries. But the very scenic Blue Nile Falls is the sight not to be missed here. Known locally as Tis Isat - 'Smoke of Fire', this misty deluge produces rainbows, shimmering across the gorge and a small perennial rainforest of lush green vegetation. A rewarding trek is to walk along the east bank all the way to the back of the falls, crossing the river by papyrus boat



known as Tankwa. Keep your cameras at the ready to capture shots of the many monkeys and multi-coloured birds with the magnificent falls in the backdrop.

The Great Rift Valley

The Great Rift Valley extends from the Middle East to Mozambique, passing right through Ethiopia. Following the valley, you'll experience diverse landscapes from hot, dry and barren places to beautiful picturesque lakes and hot springs.



Sof Omar

At Sof Omar, a tiny Muslim village in Bale in southeast Ethiopia, an amazing complex of natural caves awaits. Make your way underground, far into the bowels of the earth, and discover by torchlight an extraordinary number of arched portals, high eroded ceilings and deep echoing chambers.

So, if your customers have a hankering for adventure, an appreciation of ancient artefacts, historical monuments and breath-taking landscapes, and a palette for great cuisine and home-grown beers, think Ethiopia.



WSQ Higher Certificate in Tour & Travel Services

Introduction

The WSQ Higher Certificate in Tour & Travel Services is a qualification developed within a national framework that equips learners with skills and knowledge to become a competent staff in the fast-changing tourism industry. Learners are required to complete a variation of modules ranging from professional correspondence, technology, promoting Singapore, customer service, tour consultancy, cruise and GDS.

UNITS

- Conduct Professional Correspondence (16 hours)
- Assist Visitors through Use of Technology (12 hours)
- Promote Singapore as Tourist Destination (20 hours)
- Provide Safety and Security (12 hours)
- Create Customer Experience (20 hours)
- Provide Tour Consultancy (20 hours)
- Handle Cruise Packages (20 hours)
- Handle Reservation and Ticketing using Global Distribution System (GDS) (30 hours)
- Advise Corporate Travel Options (24 hours)

Course Duration

Full Time: 3 months
Part Time: 6 months

Mode of Instruction

Lectures, group discussions, assessments, case-studies, exercises and activities

Entry Requirement

- GCE 'N' Level with minimum credit in English and Mathematics OR
- WSQ ES Workplace Literacy & Numeracy Level 4

Certification

Upon successful completion of the course, participants will receive a WSQ Higher Certificate in Tour & Travel Services certificate.

Up to 95% funding from SSG*
Absentee Payroll of \$4.50/hr Eligible*

**Terms and conditions apply*



New Service between **WARSAW AND SINGAPORE**



LOT Polish Airlines has announced a new non-stop service between Warsaw and Singapore starting 15 May 2018. The new route will be operated three times a week initially before increasing to four times a week.

This was announced at a pre-launch event hosted in Singapore and organised by the Embassy of Poland in Singapore and the Polish Tourism Organization, at which Mr Calvin Phua, Deputy Secretary of Singapore Ministry of Transport, was Guest of Honour.

The new service is a great opportunity for Southeast Asian passengers to travel comfortably to Poland and Europe as it will link travellers to 70 European destinations from Chopin Airport.

The new connection between Singapore and Warsaw will be operated exclusively by the Boeing 787 Dreamliner. Each aircraft will feature three travel classes – LOT Business Class with seats which recline to the position of a flat bed and a galley akin to one at a top-class

restaurant; LOT Premium Economy Class with larger personal space, comfortable seats with footrests, thigh support, cocktail tables and a rich menu, as well as LOT Economy Class with modern seats with personal in-flight entertainment screens and USB sockets, and fresh and diverse meals served during flights. Also present on board will be products containing regional elements, such as a Singapore-style menu.

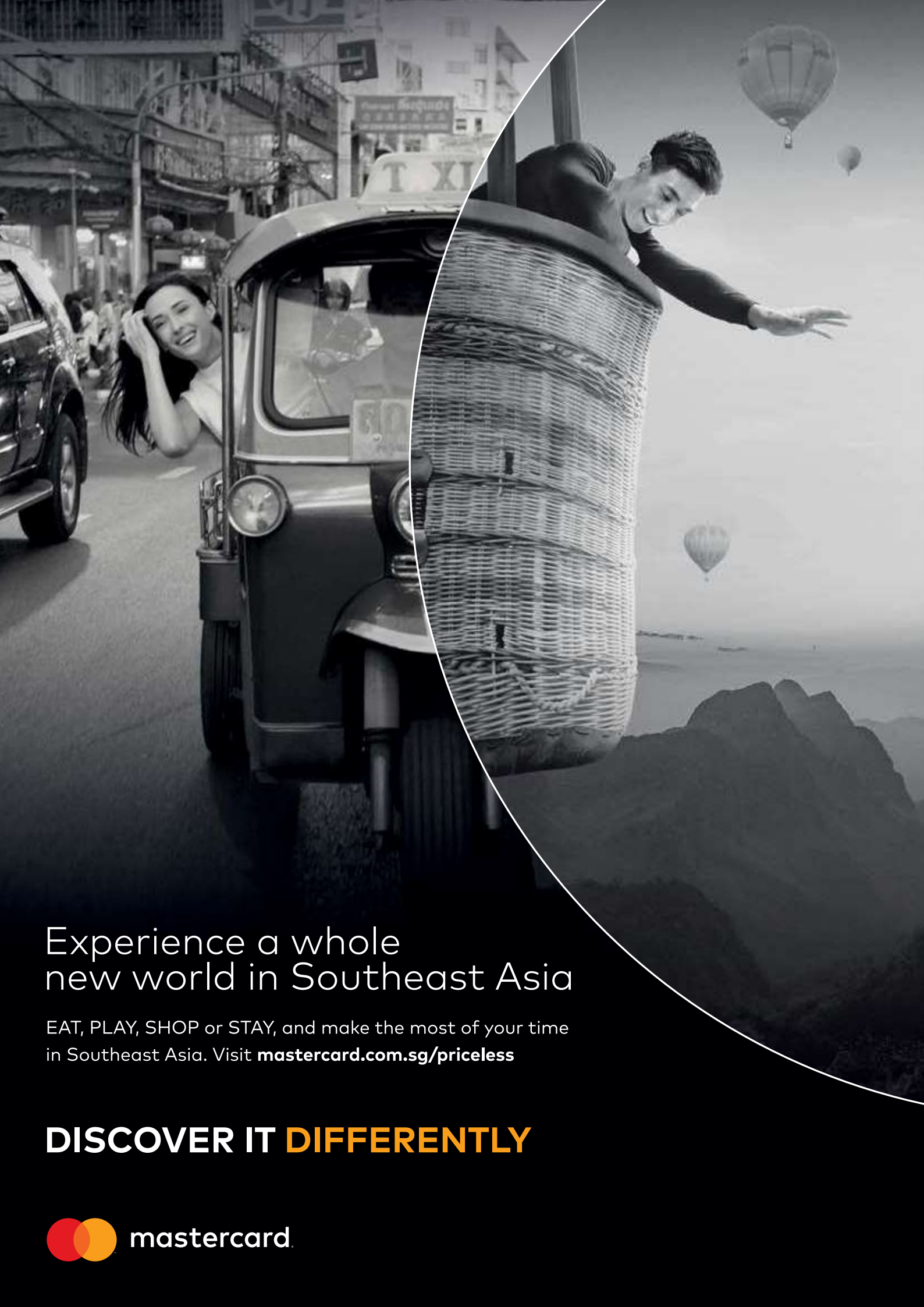
The launch of the connection from Warsaw to Singapore is part of the profitable growth strategy which has been implementing by LOT since the beginning of 2016. In 2019, flights to Singapore will be operated ultimately by B787-8 and new B787-9 Dreamliners.



The flight schedules will be as follows:

LO-67 WAW 23:00 – 17:15+1 SIN Tuesday, Thursday, Saturday (plus Monday, effective July 2018)

LO-68 SIN 00:05 – 06:15 WAW Monday, Thursday, Saturday (plus Wednesday, effective July 2018)



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