

# Travnews

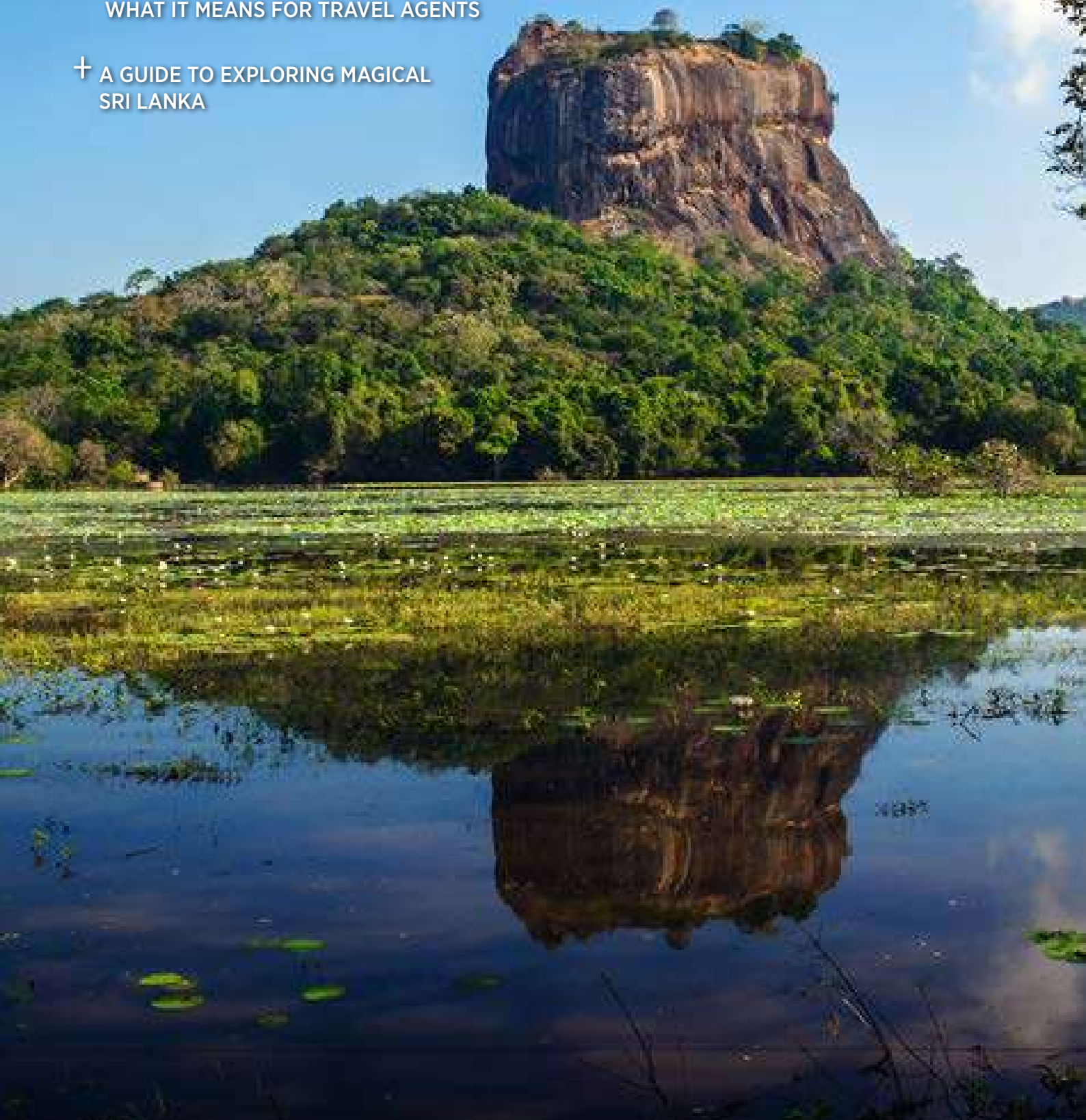
**NATAS**  
NATIONAL ASSOCIATION OF  
TRAVEL AGENTS SINGAPORE

Apr-Jun 2018 • ISSUE 46

† TRAVELLERS FIND #RealDealsatNATAS

† THE RISE OF CRUISE TRAVEL AND  
WHAT IT MEANS FOR TRAVEL AGENTS

† A GUIDE TO EXPLORING MAGICAL  
SRI LANKA



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2018-2020**

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**APPROVED MEMBERSHIPS**

Company	Classification	Approval Date
Accord Holidays Pte Ltd	Ordinary Member	Jan 2018
Avis Budget Group	Associate Member	Jan 2018
G K Travel Pte Ltd	Ordinary Member	Jan 2018
S.M.I Travel Singapore Pte Ltd	Ordinary Member	Jan 2018
Travel Wonder LLP	Ordinary Member	Jan 2018
Travelogix Pte Ltd	Ordinary Member	Feb 2018
Forecepts Pte Ltd	Associate Member	Mar 2018
Nanyang International Travel (Pte) Ltd	Ordinary Member	Mar 2018
AAE Travel Pte Ltd	Ordinary Member	Apr 2018
Alternative Travel & Tours Pte Ltd	Ordinary Member	Apr 2018
Jarta (S) Pte. Ltd	Ordinary Member	Apr 2018
Kingever Pte Ltd	Ordinary Member	Apr 2018
Tri-ways Tours & Travel Pte Ltd	Ordinary Member	Apr 2018

The total number of NATAS members as at 9 May 2018  
Ordinary Members: 318 • Associate Members: 63 • Honorary Life Members: 5

**SAY HELLO TO OUR NEW MEMBERS!**

**NATAS welcomes the following companies as new members.**

**AAE Travel Pte Ltd**

AAE Travel is the joint venture company between one of the world's leading online travel companies, Expedia Inc. and the world's best low-cost airline, AirAsia. Headquartered in Singapore, AAE operates both Expedia and AirAsiaGo businesses across Asia. A dynamic company primed for growth, AAE Travel is expanding rapidly across the region. It aims to transform the way consumers research, book, plan and share travel. Expedia currently operates full-service localised sites in India, Japan, Singapore, Thailand and Malaysia, helping travellers plan and book their travel by providing a personalised service, the latest technology, as well as a wide selection of flights, hotels and packages over 300,000 hotels and 400 airlines to suit their travelling needs. Expedia also has hotel-only sites operating in Indonesia, Philippines, Hong Kong, Taiwan and Korea.

**Accord Holidays Pte Ltd**

Accord Holidays Pte. Ltd. is one of the most reliable and reputable travel companies in Singapore in servicing both corporate and retail customers. At Accord Holidays, we have more than 15 years of experience in worldwide travel under our belt, offering an extensive range of travel products and services for both inbound and outbound. Including but not limited to ticket reservations with various airlines, cruise holidays, land vacations, accommodation, team-building programs (local and overseas), MICE events, school excursions, golf and sports packages as well as travel insurance.

**Alternative Travel & Tours Pte Ltd**

Alternative Travel & Tours Pte Ltd (Alternative), was set up in November 2001. Alternative's primary market is in the Golf, Corporate Incentive and as well

as the Christian Pilgrimage. Over the years Alternative had built up a loyal clientele who had experienced our personalised service and unique itinerary planned and executed for them. Alternative is a very small boutique travel agency that caters to niche market. We do not rely on mainstream advertising media for sales but got most of our customers through word of mouth and as well regular repeat customers.

**Avis Budget Group**

Avis Budget Group, Inc. is a leading global provider of mobility solutions, both through its Avis and Budget brands, which have more than 11,000 rental locations in approximately 180 countries around the world, and through its Zipcar brand, which is the world's leading car sharing network, with more than one million members. Avis Budget Group operates most of its car rental offices in North America, Europe, Australia, New Zealand and Singapore directly, and operates primarily through licensees in other parts of the world. Avis Budget Group has approximately 30,000 employees and is headquartered in Parsippany, New Jersey, USA.

**Forecepts Pte Ltd**

Forecepts Pte Ltd is a customised Web/APP application development company established since 2003. We started our journey in providing solution to travel industry since 2005 and became a long-term development partner with Sabre (Abacus International) since 2009. Forecepts owns 3 self-developed, proprietary products: Internet Booking Engine (for Leisure), Online Booking Tool (for Corporate Travel) and Hotel Booking Engine (for Hotelier); and currently embarking the process of developing OTA solution for travel agencies in the local market. We work closely with travel agencies to design solution together so to optimise the online channel and win customers together.

**G K Travel Pte Ltd**

Small establishment operating since November 2016, mainly dealing with inbound tour from mainland China. Company provide full travel experience include planning for local itinerary on visiting places of interest, schools etc. provide transport, accommodation, meals and tourist guide etc. Currently with a staff strength of seven, both local and foreign, and with plan to expand within 3 years to 20 staffs and a gross annual revenue of \$3m.

**Jarta (S) Pte. Ltd**

JARTA (S) PTE LTD was initiated by a group of spirited and seasoned experts from the tourism industry. After decades of experience in the industry, we have the best possible experience and skillset to deliver our services with the best possible results to our privileged customers and corporate partners.

**Kingever Pte Ltd**

The company was founded by Yu Fei in 2015 Feb 11. He is currently the managing director and head of Singapore operations. The company joined the Singapore Tourism board in August of 15 2017 and has evolved to become one of the biggest and most respected travel agencies in Singapore. The total number of employees in the company is 6 and expanding. The company has partnered with C.trip in CHINA on 2017 September 19.

**Nanyang International Travel (Pte) Ltd**

Nanyang International Travel (Pte) Ltd is a Singapore based travel agency providing inbound and outbound travel service. Inbound is targeting on tourists from mainland China. We are specialized in serving mid to high-end guests, from fully itinerary customization to luxury travel experience. Outbound is to sell oversea travel packages to local customers through online portal. Our services listed but not limited as: Sightseeing Tour, Free & Easy Package, Budgeted Tour, Luxury Tour, Hotel Booking, Attraction Tickets and Transport etc.

**S.M. I Travel Singapore Pte Ltd**

SMI Travel is established from 1984. Mainly doing Japanese market inbound tour. During 2016, we are starting outbound business to Japan. SMI Travel total with 16 staffs.

For Inbound market, we are promoting Singapore tourist attraction time by time. Here with our total person 20,000 handle during 01 Jan – 30 June 2017. For Outbound market, we are mainly arrange customized and private tour for Singapore market. Day tour, JR Train pass, theme park entrance ticket.

**Travel Wonder LLP**

Travel Wander LLP is conceptualized to offer Alternative Tourism, also commonly known as 'special interest' or 'responsible travel'. We curate experiences and trips that connect travellers with the outdoors. No matter what their interest is, cycling, hiking, running, walking, or an interest in conservation, culture or any genre associating with the outdoors, we offer a holiday or vacation that includes their interest. Our purpose hopes to inspire as many people to step out of their comfort zone, kick-start their own adventure in their own way and slow the pace to experience the world. At the same time, our desire is also to provide our members with authentic local cultural experiences yet minimising the negative social and environmental impacts that travel brings about. We hope to bring economic benefits to the host communities and preserve the cultural and natural resources of the destinations that we visit, in a sustainable and responsible way. Another of our travel expertise is in providing professional, high

quality and personalized travel consulting, customised travel arrangement, travel packages to any travellers seeking more in-depth visitor experiences and/or including their preferences and lifestyles into their holidays.

We aspire to become leaders in this upcoming niche tourism trends and inspire more travellers to come out of their usual comfort style of travel to kick start their own "adventure" vacation in their own way and thus achieve rejuvenation as what a holiday should bring to them.

**Travelogix Pte Ltd**

Looking for a travel partner with a great sense of planning? Travelogix is here to assist you. We are experts at customising itineraries for individual, small groups and corporate travel. As Trafalgar's preferred travel agent, Europe tours are also our specialisation. So whether you are seeing the world on your own or with family/friends, organising a company trip or MICE Travel, let us help take care of everything. We offer our clients an array of travel solutions tailored to individual needs. Let us, YOUR Travel Butler make your holiday journey a breeze!

**Tri-ways Tours & Travel Pte Ltd**

Tri-ways Tours & Travel Pte Ltd is a leading travel agency in Singapore with over 20 years of experience and specialized in Umrah and Hajj services for pilgrims residing in Singapore. We provided most memorable and satisfactory Umrah and Hajj services to all our clients in Singapore. We are very proud to announce that we have been awarded the Top and Leading travel agent for issuing highest number of Umrah visas in Singapore for 1438H and ranked by MOFA. We constantly delivered only the best services to our esteem customers by providing one-stop travel solution for very travel services available in the travel industry. We have deep passion for travel and customer service and extensive knowledge of customer expectation which given us great success. As a member of AMTAS (Association of Muslim Travel Agents Singapore) and STB (Singapore Tourism Board) we have earned the prestige of working with innumerable and high-end clients, winning their confidence, goodwill, honesty and reliability. We are known for offering an exclusive and customized Hajj & Umrah packages for the pilgrims in Singapore, we have a wealth of knowledge that incorporate flights, visas, travel and transfers with quality accommodation to make The Tri-Ways Tours and Travel management team has over 30 years of accumulated experiences in business development in the field of travel management services with unsurpassed expertise and worldwide network, to create a tailor-made solution for every customer. We are renowned for our excellent to provide best and most efficient travel management solution.





#RealDealsatNATAS  
Travel 2018!

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AGM 2018

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The Paradise of  
Sri Lanka

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**39<sup>TH</sup> NATAS ANNUAL GENERAL MEETING**



Held at PARKROYAL hotel on 25 May 2018, the 39th AGM saw 122 NATAS members come together to discuss the ups and downs of 2017, and hear NATAS President Mr Steven Ler share some major developments from the past year and for the year ahead. This included a round-up of NATAS Travel Fairs, which continue to be one of the pinnacles of every NATAS calendar year. The fairs' positive turnouts are a testament to how exciting and relevant they remain, even as travel turns digital. Mr Ler also acknowledged the hard work that went into numerous networking events for front and mid-office travel agent professionals last year, plus the innovative member solutions proposed as part of the Tourism Innovation Challenge 2017.



In line with NATAS' mission to strengthen the travel agent sector for sustainable growth and profitability, we launched several new Travel Agent Roadmap initiatives in 2017, such as the inaugural Business Transformation Series in April. This included an informative HR seminar, Travel Towkay Talk and Global Distribution System (GDS) Bootcamp. A strategic partnership with East Asia Institute of Management also saw us relocate our training arm, Tourism Management Institute of Singapore, to their cutting-edge campus. These



forward-thinking developments are set to continue in 2018, with upcoming initiatives including an online portal for NATAS travel fairs and a NATAS Talent Development Portal for improved job matching. Mr Ler covered all of this and more in his inspiring opening speech to attendees.

The event was also an opportunity to thank the departing members of Executive Committee, including Mr Ram



Samtani, who has held the office of Secretary General for several years. Mr Charles Tan was welcomed as Secretary General in his place, with Ms Javiny Lim taking over as Chairman of Manpower & Training.

Overall, 2017 was a ground-breaking year for NATAS in many ways. Working in collaboration with like-minded organisations, NATAS wishes to continue this success by spearheading new initiatives, adding value for our members and driving growth for the industry as a whole. This will mean the return of popular networking sessions, business seminars and social events in the coming months, so keep your eyes peeled for more updates!





# Introducing the NATAS Membership Privilege Card 2018



How would you like to enjoy discounts at your favourite spas, nail salons, restaurants, cafes, hotels, attractions and shops? Well, as a NATAS member, you will be able to do just that from 1 June 2018!

As a NATAS Membership Privilege Card holder, all NATAS member companies and their employees will be entitled to special privileges offered by participating merchants. The number of cards issued to each company will depend on the number of membership categories subscribed to. All cards will be valid until 31 December 2018 and will subsequently be renewed with your NATAS membership.

The privileges are for personal consumption and can only be transferred to your employees. They also do not apply to tour groups.

Don't see your favourite merchant listed as a participant? Check back on the NATAS website, as we'll be adding more merchants as time progresses!

To collect your card, please visit the NATAS office: 120 Lower Delta Road #03-16 Cendex Centre, Singapore  
Open Monday to Friday (excluding public holidays) from 9.30am to 11.30am and 2pm to 5.30pm

Please note that the offers below are subject to terms and conditions. For an updated list of merchants, as well as the detailed terms and conditions of each offer, please refer to our website: <http://www.natas.travel/Home/MenuItem.aspx?Mitem=6>.

## BEAUTY & WELLNESS



### Anthony Hair Boutique

- 20% off on Birthday Month for all hair services except products
- 10% off for all hair services excluding products

### Caring Skin

Singapore 1st Rainfall Facial-Nano Perceptor First Trial at \$88 nett inclusive of GST. (Usual price \$280)

### Ganbanyoku Hot Stone Therapy

60-minute Ganbanyoku session at \$15 nett

### HealSpa

- 30% off all ala-carte services for first time customers
- 10% off all ala-carte services for returning customers

### Liang Yi

Free TCM consultation by Physician

### Natureland

Membership rate for all services

### The Body Firm

Special rates and free perks for services including facials, Instant Fat Burning, Manicure & Pedicure and Swan Skin Tightening & Wrinkle Reduction

### The Nail Social

Complimentary Quickie Manicure with purchase of a Signature Pedicure

## FOOD & BEVERAGES



### & why ...

- 10% off total bill
- Birthday Treat: Enjoy a free dessert of your choice with a minimum spending of \$50

### Big Street and Kampong Café @ BM

- 10% discount
- Merlion Platter - S\$17.00 nett instead of usual price of S\$22.50
- 20% discount on birthday of member

### Cali

- 30% off discount total bill
- Spend \$100 in single receipt to enjoy complimentary bottle of red / white wine

### GoroGoro Steamboat & Korean Buffet

10% off Adult Buffet - All Day

### I am ...

- 10% off total bill
- Birthday Treat: Enjoy a free slice of Rainbow Cake with a minimum spending of \$50

### I'm Kim Junior (Korean BBQ & Army Stew Buffet)

10% off Adult Buffet - All Day

### I'm Kim Korean BBQ

10% off Adult Buffet - All Day

### Killiney Kopitiam

5% off

### KPO Café Bar

15% off regular priced items only

### Naomi Kitchen

- 10% off Birthday Cake Order
- 10% off Main Meals

### Nassim Hill Bakery Bistro Bar

15% off regular priced items only

### Paulaner Brauhaus Singapore

15% off total F&B bill (dine-in only, on level 1 & 2)

### Royal Palm @ Orchid Country Club

15% OFF Buffet at Royal Palm @ Orchid Country Club

### Sky22

20% off the total bill

### True Blue Cuisine & True Blue Space

10% discount on main course dishes

### The Landmark

15% OFF Buffet at The Landmark

### The Malayan Council

1 slice of cake free with a minimum spend of \$20 (nett)

### Urbana Rooftop Bar

20% off total bill

## HOTELS & ATTRACTIONS



### AdvenTOUR

- AdvenTOUR Kayaking to Kelong: 1 free pax for every 6 pax
- Yacht Charter: 1 additional hour free for every 3 hours

### Amara Sanctuary Resort Sentosa

Special rates for Deluxe Room, Courtyard Suite and Couple Suite

### Bintan Resort Ferries

Privilege rate of SGD50 per person for travel on Singapore-Bintan-Singapore only

### Courtyard by Marriott Singapore Novena

20% off Best Available Rate

### Crowne Plaza® Changi Airport

25% off at Azur, Lobby Lounge and Bar '75

### Grand Lagoi Hotel

Special rates for Deluxe Room and Grand Deluxe Room

### Let'em Play

Free all-in play climbing session for every sign-up of Robotics Class

### Majestic Fast Ferry

Special price of SGD 38 ticket for 2 way trip between Singapore and Batam

### Montigo Resort

50% off Best Available Rate from S\$223++ on Hillside Villa per villa per night for 2 persons on weekdays stay only

### National Gallery Singapore

- 25% off for NATAS Ordinary Members
- 10% off for NATAS Associate Members

### Nirwana Gardens

Special rates for Nirwana Resort Hotel (Nirwana Room, Nirwana Deluxe and Nirwana Premier) and Banyu Biru Villa (2-Bedroom Villa and 3-Bedroom Villa)

### Sentosa Merlion

20% off admission

### Singapore Cable Car

20% off Cable Car Sky Pass (Round Trip)

### Wild Wild Wet

20% off Wild Wild Wet Day Pass

### Wings of Time

20% off Wings of Time (Standard Seat)

### Valencia Yachts

10% off Charter Pricing for Weekdays only (Monday to Thursday)

### ZOV Singapore

Land ZOV + Laser Clay Shooting Combo (4 pax for the price of 3)

## RETAIL, SPORTS & LEISURE



### Equip Fitness

Special rates for class packages and gym membership

### GuavaPass

Special rates for 4/10/20 class packages and 3/6 months membership

### Lemongrass House

10% of total bill

### Outdoor Life

- 10% OFF Storewide
- 1 Year Outdoor Life membership free for any in-store purchases above \$500







# #RealDealsatNATAS TRAVEL 2018!

The 52<sup>nd</sup> edition of the NATAS Fair, NATAS Travel 2018, wowed over 83,000 visitors with the best travel deals in town when it was held at Singapore Expo from 23-25 March 2018.

Singapore's new and seasoned travellers were able to visit over 710 booths and gain information from 87 exhibitors consisting of travel agents, airlines, cruise operators, hotels, National Tourism Organisations and other travel-related companies to plan their perfect holiday. With everything under one roof, the travel fair provided a comprehensive one-stop shop for visitors planning their next dream getaway.

With many travel agencies celebrating major anniversaries, NATAS Travel 2018 saw extra discounts and special perks



on offer to the delight of consumers, bringing to reality the fair's official tagline, #RealDealsatNATAS.

Visitors were also drawn by the NATAS Grand Draw, which never fails to ignite excitement and eager anticipation. Every \$500 spent at NATAS Travel 2018 gave a chance to win the top prize of a pair of Singapore Airlines Business Class return

tickets to Sydney worth \$14,000. A 10-day trip to Prague, Vienna and Budapest, along with a European cruise, air tickets, staycations, vouchers and more were up for grabs too.

The event was opened by Guest-of-Honour, His Excellency Dr Ulrich A Sante, Ambassador of the Federal Republic of Germany to Singapore, and visitors were entertained by the carnival-like atmosphere with spectacular performances put on by various National



Tourist Organisations and travel agents. Highlights included Bavarian Music performed by Holledauer musicians and a Dirndl fashion show sponsored by Lufthansa Group, cultural performances from Indonesia and Uzbekistan, and destination talks introducing Caucasus, Morocco and Broome, Australia.

Here are just a few of the highlights:

### MASTERCARD® PROMOTIONS @ Booth 4H20

Mastercard® cardholders got double the chances at the NATAS Grand Draw. Plus, the top three winners who charged their travel purchases to Mastercard cards won a 3D2N Priceless Holiday in addition to the NATAS Grand Draw prize.



### AIG Travel Guard® @ Booth 4H47

AIG offered great discounts and a free gift to each visitor that bought AIG Travel Guard® Travel Insurance.

### Singapore Airlines and SilkAir

Visitors who purchased any Singapore Airlines or SilkAir package during the fair received a limited-edition Singapore Airlines and SilkAir expandable travel bag while stocks lasted.



### Etihad Airways @ Booth 4H08

Lucky visitors were able to grab discounted fares of up to 40% on travel up to 30 November 2018. Etihad Airways also promoted the new and exclusive US Customs and Border Protection (USCBP) facility at Abu Dhabi International Airport, making travelling to the United States easier than ever.

### Trafalgar @ Booth 4H41

Visitors that booked a Trafalgar European holiday saved 40% for the second traveller on selected itineraries.



### Holiday Showcases

Throughout the three days of the fair, informative talks and presentations were put on, showcasing unique destinations such as the mysterious Northern Lights and the exotic destination of Morocco, as well as emerging destinations such as Caucasus, located between the Black and Caspian Seas, and the Australian outback. Visitors were also to learn more about a different side of Japan, with talks encompassing Setouchi's Hidden Charms tour and travelling by the JR West Rail Pass.

If you missed out on the incredible deals on offer, be sure to catch the next NATAS Holidays 2018 fair when we return to Singapore Expo in August 2018.





# A Tribute to the Late Prem Paul Ohri



It is with sadness that we acknowledge the passing of Prem Paul Ohri on 2 February 2018 in New Delhi, aged 90 years. Prem Paul Ohri was owner of G.C. Nanda & Sons Pte Ltd and served as President of the Singapore Travel Agents Association and Association of Travel & Tourist Agents from 1967 to 1978, and subsequently as President of NATAS from 1982 to 1984.

He was essential in the formation and shaping of NATAS into the world-class association that it is today. His

contributions to the travel trade industry extended to a regional and international level as he served as President of ASTA's Singapore Chapter from 1994 to 1996 and President of ASEANTA from 1979 to 1980. His invaluable dedication will undoubtedly leave a lasting impact on the industry for generations to come.

He will be fondly remembered by NATAS and all whom he encountered and worked with.

## Uzbekistan Jewel of the Silk Road Roadshow

3 MAY 2018



Attendees got to learn about the tourism potential of Uzbekistan and hold B2B meetings with travel agents from Uzbekistan before networking over a buffet lunch.



The Embassy of the Republic of Uzbekistan held its Uzbekistan Jewel of the Silk Road Roadshow on 3 May 2018 at the Concorde Hotel in Singapore to provide a platform for partners in the Singapore tourism industry to engage with key inbound and outbound travel agencies from Uzbekistan.

## Uzbekistan Delegation Visitation

8 MAY 2018



A delegation of the Republic of Uzbekistan, headed by Mr Numon Mukhammadiev, Deputy Head of the Public Service Agency under the Ministry of Justice, visited Singapore from 7 to 8 May 2018 to study Singapore's experience in providing public services for individuals and entities.

During the visit, NATAS was honoured to host the delegation to a meeting together with the Singapore Tourism Board to share about the Travel Agent Licensing and Hotel Licensing policies in Singapore.



## FAMILIARISATION VISIT

### CROWNE PLAZA CHANGI AIRPORT

8 MARCH 2018



NATAS members took advantage of a planned fam visit to this iconic hotel that offers stylish and convenient accommodation with seamless connectivity to all terminals and Mass Rapid Transit. The hotel features 563 well-appointed guestrooms, a fitness centre, a beautiful outdoor pool, 24-hour business services and a variety of dining options. Conference or business meetings can be held in any of the hotel's eight meeting rooms or grand ballroom.

## Change Masterclass - "Managing the Human Side of Change for Change Leaders"

7 FEBRUARY 2018



This highly informative and experiential half-day workshop gave NATAS members insights into the necessary competencies and strategies needed to ensure successful implementation of organisational changes in the travel industry.

The workshop was conducted by Dr. Lim Peng Soon, President of Learning & Performance Systems and an expert in change management, leadership

development, team development and career coaching/development with over 25 years of corporate experience and over 15 years as an organisational training consultant.

Dr Lim coached attendees on the need to address the human side of change, and everyone walked away with valuable insights on change vs. transition, changing mindsets and cultivating a sustainable action plan for their business.



## Chongqing Delegation Visitation

23 APRIL 2018



A meeting took place between NATAS, Changi Airport Group, Chongqing Municipal Commission of Tourism Development and China-Singapore (Chongqing) Demonstration Initiative on Strategic Connectivity Administrative Bureau on 23 April 2018. The delegation, headed by Mr Peng Zhiming, Member of the Party Group & Deputy Director General, visited the NATAS office to discuss possible collaboration to develop and promote the tourism market in Singapore and other Southeast Asian countries.

## NATAS Temasek Polytechnic MOU Signing Ceremony and Pre-SIP Briefing

19 APRIL 2018

In conjunction with the Pre-Student Internship Programme (SIP) briefing for business students looking to start their internship in the Travel and Hospitality sector, an MOU was signed on 19 April 2018 between NATAS and Temasek Polytechnic (TP). This renewal of the MOU first signed in 2011 signifies the close partnership between NATAS and TP over the years.

The partnership provides TP students a common assemblage for networking and

professional development and seeks to attract and retain them through the list of collaborative activities between NATAS and TP. These include familiarising students with the industry through joint activities, providing a formal framework for the Student Internship Programme (SIP) and increasing collaborative opportunities between NATAS and TP.

At the event, Ms Mabel Cheang also shared inspiring personal experiences



since she joined the travel industry as a student intern to recently setting up her own business, Travel Wander, with a business partner - a clear example of the success of the NATAS/TP partnership.



## “Jewels of Romantic Europe” Workshop

12 MARCH 2018



In a continued promotion of Germany as a tourist destination, NATAS, in partnership with Lufthansa, held this fascinating workshop to enlighten travel agents on the new Lufthansa German Airlines A350 service from Singapore to Munich and the “Jewels of Romantic Europe” as a holiday and MICE destination.

Held at the Lufthansa German Airlines office in Orchard Road, the workshop took participants through the hospitality and traditions of Munich, Bavaria, Tirol and Salzburg, and how to sell the destination as a leisure travel and MICE destination. Attendees had the opportunity to meet partners from Lufthansa, Munich Airport, Munich Tourist Office, Salzburg Tourist Office, KulturGut, Zugspitze-Top of Germany, Swarovski Crystal World, Saltmine Berchtesgaden and Neuschwanstein Hotels & Events. Participants also had the chance to win a trip to Munich as well as exciting prizes from Swarovski, KulturGut and FC Bayern Munchen.

## United States (U.S.) Destination and Travel Policies Updates

15 MARCH 2018



NATAS members who missed the previous update were provided a second opportunity at this session held at the US Embassy. The event gave members a better understanding of what the US has to offer as a tourist destination, and also gave important updates on travel policies as well as on Electronic System for Travel Authorization (ESTA) and Global Entry (GE). Attendees were taken step-by-step through the application process for ESTA and the Visa Waiver Program, with directions to online platforms, portals and phone help desks for further information.

## Cyber Security Awareness

13 APRIL 2018



In an age when traditional anti-virus or firewall tools may no longer prevent SMEs from falling prey to cyber threats,

NATAS and Cyber Security Awareness jointly organised an informative talk on Cyber Security and its importance to businesses today.

Cyber threats are increasingly dynamic, silent, stealthy and lethal. This was the message impressed on attendees by guest speakers Mr Ken Soh, Group CIO, BH Global Corporation Limited and CEO, Athena Dynamics Pte Ltd, and Mr Lim

## Cruise Workshop

24 APRIL 2018



Jointly organised by NATAS and the Cruise Lines International Association (CLIA), this informative workshop attracted NATAS members keen to upgrade and fine-tune their expertise at selling cruise holidays. Held at the NATAS Conference Room, the workshop gave attendees strategies to implement so that they don't have to fall back on selling on price. Members left feeling empowered to sell cruise packages based on value and experience for the client.

Chee Keong, Senior Security Solution Engineer, Sophos. They shared real-life cyber threat experiences and solutions in a highly practical and down-to-earth manner that our non-technical NATAS members could relate to and easily understand. Members left knowing the actions they needed to put in place to protect their online businesses moving forward.

## NATAS Networking Event on WSG Programmes

1 MARCH 2018



P-MAX is all about maximising potential! The Place-and-Train programme is designed to help small and medium enterprises (SMEs) recruit, train, manage and retain professionals, managers, executives and technicians (PMETs) by matching job seekers with roles, conducting workshops, and completing post-training follow-up meetings. Last November, NATAS was appointed as a P-MAX sectoral outreach multiplier by Workforce Singapore (WSG).

In partnership with Singapore National Employers Federation (SNEF), we've since been working hard to administer the P-MAX programme to NATAS travel agents and encourage the recruitment of PMETs in the travel sector.

That's why we held a NATAS Briefing/Networking Event on 1 March 2018. Aimed towards local directors, business owners, general managers and HR



practitioners, the event helped agents to understand the benefits of P-MAX, including how it addresses manpower needs and contributes to the long-term sustainability of a business. With presentations from WSG and SNEF, and a sharing session by RFT Pte Ltd, who has completed the P-MAX programme, it was an informative and interesting session attended by several keen NATAS members.

## NATAS MEMBERS CO-CREATE HR PRACTICES OF TOMORROW

12 APRIL 2018

HR challenges are part and parcel of all businesses, and the travel industry is no exception. NATAS is committed to helping travel agencies overcome such challenges by equipping them with the awareness and skills to better address HR issues.

This was the aim of the recent Travel Agent HR Directors' Panel – Co-creating HR Practices of Tomorrow programme, held at Huone Events Hotel, TIME Room on 12 April 2018. The programme



adopted the tenets of Design Thinking to deliver a user-centred experience, and was divided into three clear sessions during the morning.

The first session focussed on generating an awareness and understanding of the challenges and initiatives while looking into usage experiences, exploring issues such as talent attraction and retention.

The second session was a sharing segment on the current initiatives available, as well as those upcoming.

Participants were also asked to reflect on why they had or had not adopted the various initiatives so far.

Participants worked in groups in the third session to co-create new initiatives using the Design Thinking methodology, and each group presented their ideas and final concepts to the room. Finally, the participants took some time for self-reflection and to write out a letter to commit to future actions before they adjourned for a networking lunch.





# NATAS Keeps it Cool at Udders Novena Ice Cream Making Workshop

10 APRIL 2018



on session. If that wasn't enough, a one-hour mystery box challenge saw frontliners working in teams to create the best ice cream flavour using a range of secret ingredients.

The final part of the day was the best part – an all-you-can-eat ice cream buffet! Frontliners indulged themselves while role model Mabel Cheang from



Travel Wander, shared her success stories, experiences and motivations from working in the travel industry. Concluding with a Q&A about career progression and challenges, the day proved to be a great way to enhance team and social interaction skills, while raising frontliners' awareness of possible career paths in the industry.

It was an afternoon of sweet treats on 10 April 2018, when NATAS held a fun ice cream making workshop for travel agent frontline staff at Udders Novena! Aiming to bring frontliners together for an afternoon of interaction, community building and engagement, the ice cream making workshop included a short introduction to the basics of ice cream making and a 40-minute hands-



Cruise travel amongst Singaporeans is on the rise, with passenger numbers from Singapore showing an increase of close to 20% between 2015 and 2016. The surge in cruises sailing out of Singapore is meeting the increased demand. The question is, are travel agents in Singapore equipped with in-depth cruise knowledge to cater to this growing segment of cruise travellers?

Australasia and Asia. "CLIA accredited agents undergo extensive training and have the expertise, and will, therefore, be able to provide the best cruise product advice. We urge agencies to reach out to CLIA and learn more about how to become a member."

able to recommend and then sell it. As a CLIA member, we are confident that our cruise team members will enhance their overall cruise sales skills and knowledge of Southeast Asia cruises, in particular, and other types of cruises to sell cruise vacations better."

"It is essential that our agents have the relevant opportunities to upgrade their skills and knowledge to improve and enhance their cruise selling experience. We believe CLIA is by far the most suitable platform for our agents to become cruise-educated on an ongoing basis," affirms Mr Albert Ho, Executive Director, Citystate Cruises.

"CLIA's Learning Academy is an eagerly anticipated platform for the cruise industry to elevate the skills and product knowledge of regional and international cruise sailings," added Mr Ricky Leong, Deputy Head of Chan Brothers Travel, Worldwide Cruise Centre. "Agents are now able to easily identify the type and the nature of our customer in order to find them the right cruise. As part of CLIA, a globally recognised association, we will be able to deliver a comprehensive booking experience for our guests."

Since Cruise Lines International Association (CLIA) established their Asia regional office in Singapore late last year, key agencies such as Chan Brothers Travels, Citystate Cruises and Dynasty Travel have come on board and joined CLIA. Travel agencies that join CLIA have access to CLIA's bespoke online Learning Academy, currently used by more than 25,000 cruise agents globally to enhance their cruise knowledge and be better equipped to sell cruise holidays.

Ms Alicia Seah, Director of Public Relations & Communications at Dynasty Travel, agrees: "There is a transformational change in cruise travel, from leisure luxury cruise liners to river cruises and expedition cruises catering to different segments of travellers, which now comprise the millennials to multigenerational clientele. Training is the bedrock on which Dynasty Travel builds our business. Knowing a product inside and out is the first step to being

CLIA is partnering the National Association of Travel Agents Singapore (NATAS) on a cruise workshop for our members in the upcoming months. Further information about CLIA's cruise training and accreditation programme for travel agents can be found at [www.cliaasia.org](http://www.cliaasia.org).

"Consumers, especially those planning for their first cruise holiday, are looking for expert advice from their travel agents – someone who can perfectly match them to their dream cruise vacation," said Mr Joel Katz, Managing Director for CLIA

## What's Next at NATAS?

25 APRIL 2018



As always, we're looking forwards and planning some exciting new events and initiatives for the future! On 25 April 2018, we sat down with some National Tourist Organisations (NTOs) to share all the up-and-coming news for the months ahead.



We're also excited to announce that one of the initiatives under the NATAS Travel Agent Roadmap, which launched in August 2016, will be a new offline-to-online (O2O) platform to introduce more travel agents to the online space. This innovative and revolutionary platform will feature themed travel fairs throughout the year, working alongside our physical NATAS Travel Fairs, to give



NATAS travel agents the resources and opportunity to go digital.

Event attendees, including representatives from Changi Airport Group, Tourism Australia and Embassy of the United States of America, heard all of this news firsthand on the day, before enjoying a Bavarian high tea, brewery tour and beer tasting at Paulaner Bräuhaus.



**NATAS HOLIDAYS 2018**  
 17 – 19 August 2018  
 Singapore Expo Halls 3 & 4  
[www.natastravelfair.travel](http://www.natastravelfair.travel)

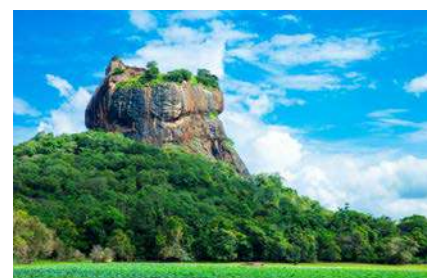




# THE PARADISE OF SRI LANKA

A small dot in a sea of blue, the little country of Sri Lanka may be affectionately referred to as the Teardrop of India, but there's much more to it than meets the eye. From golden beaches to vast national parks, ancient ruins to timeless temples, it can be hard to know where to start.

Here are just some of the magical Sri Lankan experiences you can share with your customers.



### SCALE LION ROCK

Hidden in the middle of lush green forest sits Lion Rock, or Sigiriya, a 660-foot rock formation that once served as a stronghold for an ancient king. The jagged-looking rock may be an unlikely spot for a fortress, but its breath-taking beauty is an absolute must-see on any Sri Lankan trip. Visitors will need to scale 1,200 steps if they want to explore the ruins of the 5th-century citadel as well as its gardens and multicoloured frescoes.

### VISIT A COLONIAL CITY

Founded by Portuguese colonists in the 16th century, Galle is a fortified city tucked away on the southwest coast of Sri Lanka. This UNESCO World Heritage Site is known for its Dutch-colonial architecture, majestic mansions, maze-like lanes and one-off boutiques, as well as the pervasive old-world charm ingrained in its gem-lined streets and stone walls.



### INDULGE YOUR INNER EPICUREAN

Rich flavours and aromatic spices are the hallmark of Sri Lankan cuisine. Look out for restaurants and markets selling local delights like sour fish curry, deep-fried roti, hoppers (crispy, thin pancakes), lamprais (banana-wrapped rice) and funky-smelling wood apple.



### EXPLORE YALA NATIONAL PARK

Visiting a national park is the most ethical way to experience Sri Lankan elephants in the wild. Yala is the largest national park in Sri Lanka and it's not only home to the elephant, but leopards, sloth bears, wild water buffalo, crocodiles and sea turtles as well. Traverse the 1,268 sqkm of arid scrubland, grass plains, rivers and coastline to catch a glimpse of these magnificent animals in their natural habitat.

### GET LOST IN THE DAMBULLA BUDDHA CAVES

This sprawling network of cave temples may be a sacred pilgrimage site, but its religious significance isn't the only reason to visit - these awe-inspiring caves feature five sanctuaries, 157

statues and over 1,500 mural paintings that make every turn of the corner a truly enchanting experience.



### TAKE A WORLD-FAMOUS TRAIN TRIP

Sri Lanka's scenery is some of the most spectacular in the world, and travelling



by rail is one of the best ways to see it. Hop on the four-hour train journey between Ella and Kandy to pass through dense forests, authentic villages and hilly tea plantations, where colourfully dressed tea pickers pepper the pops of green, and morning mist drifts over velvety mountains.

### SURF OR SUNBATHE AT GOLDEN BEACHES

With its palm-fringed beaches and crystal-clear seas, Sri Lanka's coastline is a popular destination with keen surfers and sun-seekers alike. From the majestic waves at Arugam Bay, Sri Lanka's most popular surfing spot, to the soft stretches of sand at beaches like Unawatuna, Bentota, Mirissa and Uppuveli, the country's coastal regions are rife with opportunities to laze around or learn a new skill.



### TREK TEA PLANTATIONS

You can't go to Sri Lanka without trying Ceylon tea! Head into the cooler hills of Kandy, Nuwara Eliya or Uda Pussellawa to sample delicately flavoured blends and tour rolling tiers of lush plants, where tea pickers gather leaves by hand. Looking for luxury? Five-star plantation hotels offer an out-of-this-world experience for true tea lovers.