

AIRLINK

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Acting Group CEO Speaks

A leading corporate leader with strong financial background and extensive experience in various fields, he is currently steering Malaysia Airports to greater heights.

This month, Raja Azmi Raja Nazuddin shares how well Malaysia Airports has performed for the third quarter of 2018, particularly in terms of passenger traffic and how it played the perfect host to the 160 delegates of the Airport Council International Asia Pacific Small & Emerging Airports Seminar (ACI APAC SEAS) 2018 held for the first time at the duty-free tropical island of Langkawi.

I am extremely elated that our network of airports posted 3.1% passenger traffic growth for the third quarter of 2018 (3Q18) with 34.5 million passengers, the highest passenger movements ever recorded for a quarter. This is supported by our international passenger movements which rose by 4.1% to 16.4 million passengers while our domestic passenger movements increased by 2.3% to 18 million passengers.

Passenger movements from Northeast Asia, Southeast Asia and Africa continued to show positive growth in 3Q18 over the third quarter of 2017. Correspondingly, our total aircraft movements was also up by 1.8% for the 3Q18.

As we enter into the final quarter of 2018, we are honoured with yet another opportunity to showcase our newly completed Langkawi International Airport (LGK) to the ACI APAC SEAS delegates, who had also the opportunity to experience our country's warm hospitality, diverse culture, varied cuisine and tourist attractions.

Three times winner of the ASQ Awards for 2013, 2014 and 2016, LGK registered 2.7 million passenger traffic in 2017 and a promising 38% growth in international traffic during the first nine months of 2018. You can say that it has "emerged" from being a small airport following the recent completion of its capacity expansion. More commercial offerings and the opening of new brands such as Costa Coffee can be expected in the coming months.

There has also been increasing interest by foreign airlines to operate directly to this popular holiday destination. Currently, we have six airlines flying from LGK to four domestic destinations and five international destinations, with combined weekly frequencies of 238 flights. With our airline incentive programmes at the airport level and jointly with the government, we hope to help achieve the targets set out in the Langkawi Tourism Blueprint 2.0.

In today's increasingly globalised environment, we are acutely aware of the challenges of providing security and safety to the passengers at our airports. These, together with cybersecurity and capacity building, were among the topics discussed at the two-day ACI APAC SEAS, where Malaysia Airports played host.

As an airport operator, uppermost on our thoughts is to meet the growing needs of the various airports that we manage. We have taken steps to address some of them. For instance, at the Penang International Airport, we have started construction of a new car park building that can house 1,720 parking bays. This building is expected to be completed next year.

Lastly, I would like to add that we are fortunate to be in Asia Pacific region, which has been forecast to experience one of the highest aviation growths in the coming years.



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Challenges and Opportunities Faced by Small and Emerging Airports in APAC

The recently concluded Airports Council International Asia Pacific Small and Emerging Airports Seminar (ACI APAC SEAS) 2018 saw a cross fertilisation of ideas pertaining to best practices that were shared by its speakers not only in operational efficiencies and airline marketing but also how the airports and its stakeholders are coping in today's fast changing digitalised environment.

The 160 delegates, who attended the two-day seminar held for the first time in Langkawi, also received the warm Malaysian hospitality from transport minister Anthony Loke Siew Fook and Malaysia Airports acting group chief executive officer (CEO) Raja Azmi Raja Nazuddin. The duo also seized the opportunity to promote Langkawi as a duty-free holiday destination and Langkawi International Airport, which was recently given a facelift after completing its year-long refurbishment.

The minister remarked, "We want to encourage more direct flights and see more international destinations connected to Langkawi as well." As pointed out by Loke, the new government is "resetting" Malaysia's future and direction.

"We hope to learn from best practices and experiences from others in order for us to chart a better course and put in place better policies."

With airports nationwide being the engine of economic growth for Malaysia, he sees the importance of the small and emerging airports in providing the mobility of passengers and cargo. Owing to their location and size, Loke envisaged them serving as a vital bridge in their local economies linking them directly to the main hubs and globally.

Valuing their socio-economic contribution, he said the government has a separate privileged treatment for these airports where the rural airports enjoy free passenger service charges and no sales tax for the flight tickets. Loke added that his ministry will work with all stakeholders, be it the airport operators, airlines, ground handlers and associations, including those related to tourism, in order to be more efficient.

As reiterated earlier to Malaysia Airports' management, Loke said his ministry is keen to have efficient airports in the country with good facilities and are customers friendly. "We are looking at a new model on how to expand the airports as the capital expenditure has always come from the government previously."

The government is currently renegotiating its 25-year operating agreement with Malaysia Airports, which was last signed in 2009, to include private sector's investment in airport expansion projects in the country. Loke explained that the government could not wait until it has the capacity before it can develop the airports.

"We hope to create a win-win situation between the government and private investors," adding that there are lots of growth potential in Sandakan and Tawau in Sabah as well as Sarawak.

ACI APAC secretary treasurer Sheikh Aimen Ahmed Sultan Al Hosni, also noted the tremendous growth, especially in emerging markets, whose economies grew by 10.3% last year and where 85% of the world's population resides.

He said among the top 10 fastest growing countries, nine were from Asia Pacific and the Middle East. They are namely China, India, Indonesia, Iran, Saudi Arabia, United Arab Emirates, Vietnam, Malaysia and the Philippines, which are expected to account for over 60% of the world's passenger traffic by 2040.





With the way people travel changing drastically, Sheikh Aimen who is also Oman Airports Management Company CEO, suggested that airports should also change accordingly.

“To meet the fast growth demands, we need to have a good understanding for new trends and to be smarter and more efficient than the larger airports.”

While all airports, irrespective of size, needs an uplift for safety and security in its operations, he felt that it was imperative that small and emerging airports seek to provide quality facilities for its customers besides maintaining a sustainable business operation. Raja Azmi could not agree more with him, saying that regardless of an airport’s capacity, size or geographical location, the business of running an airport comes with a set of similar challenges in terms of safety, security, regulations, capacity, congestion and the environment.

“On top of these challenges, the aspect of business sustainability and profitability remain in our uppermost thoughts.”

Sheikh Aimen said ACI, which has Airport Excellence (APEX) programmes on safety and security, recently launched one on the environment. These initiatives are in line with the International Civil Aviation Organisation standards and best practices of ACI, which also offers dedicated assistance to small and emerging member airports.

He added that ACI’s developing nations airport (DNA) assistance programme has been providing support to qualified airports by way of subsidised and specialised training. Yearly, ACI endeavours to conduct five DNA seminars within APAC.

“We would like to say there is no one size that fits all. Each airport has its unique circumstances and resources constraint.” Meanwhile, Malaysia Aviation Commission (MAVCOM) chief operating officer Azmir Zain, who delivered his keynote address on Regulatory Framework of Malaysia: Promoting a Resilient Civil Aviation Industry to Support Malaysia’s Economic Growth, expects the country to cross its 100 million passenger traffic this year.

He cited that Malaysia’s passenger traffic volume tripled from about 13 million in 1997 to almost 100 million last year, giving an admirable compounded annual growth rate of 6.15%, which is above the global average 5.16% growth based on World Bank’s data.

“The last 20 years has been eventful for the Malaysian aviation sector, who is to say it would not be more eventful for the next 20 years with what is happening in the industry,” asked Azmir.

Malaysia Airlines Berhad group chief marketing officer Arved von zur Muehlen also expressed confidence that the national carrier can make Malaysians proud again with what is being done to re-establish the Malaysian hospitality that has been its pride and via its digitalisation efforts.

With that, hopefully we will see the return of flights from Paris and Frankfurt to Malaysia, he said as he ended his special address on Rebuilding and Refreshing the Brand.

Overall, the ACI APAC SEAS 2018, hosted by Malaysia Airports, has put together a rich programme on topics that capture the game changers affecting the industry, changing passenger profiles in relation to airport’s commercial operations, regulatory compliance and how to maximise operational standards, and ways to enhance our airport’s network and connectivity.

“ On top of these challenges, the aspect of business sustainability and profitability remain in our uppermost thoughts. ”

YM RAJA AZMI RAJA NAZUDDIN
Acting Group CEO
Malaysia Airports Holdings Berhad



Shanghai Airlines Gets Its First 787 Dreamliner and 100th Boeing

In September, Shanghai Airlines celebrated the delivery of its first Boeing 787-9 Dreamliner, which also marked its 100th Boeing airplane. The new airplane has the numeral '100' painted on its fuselage to mark the occasion.

Shanghai Airlines, a wholly owned subsidiary of China Eastern Airlines, is set to receive additional 787-9s in the coming years. The airline plans to fly their initial 787s on popular domestic routes such as Shanghai to Chengdu and Beijing, as well as regional routes from Shanghai to Japan and Korea. As the carrier's 787 fleet grows, it plans to take advantage of the aircraft's long range capabilities and fuel efficiency to open new, international routes. Shanghai Airlines operates daily flights from Kuala Lumpur to Shanghai, and Malaysian travellers transiting at Shanghai to other

destinations with the airline may get the opportunity to experience the new aircraft.

On receiving the new 787-9 Dreamliner, Li Yangmin, vice president of China Eastern Group said, "We are so excited to take delivery of the very first Dreamliner for Shanghai Airlines, as well as China Eastern Group. With the introduction of these new airplanes, China Eastern Group will also officially launch the global leading new generation Passenger Service System. We are confident that all these efforts will help us significantly upgrade our services and we know our passengers will love it".

Ihssane Mounir, senior vice president of Commercial Sales & Marketing for the Boeing Company said, "We are thrilled to expand our long-standing partnership with Shanghai Airlines and China Eastern Group. The 787-9 Dreamliner's unmatched performance, operating economics and comfort make it the perfect airplane for Shanghai Airlines to expand and enhance their international network".



The 787-9 is the second member of the Dreamliner family, which offers 20 to 25 percent better fuel efficiency per seat and lower emissions than the airplanes they replace. Since 2013, more than 60 Dreamliners have entered service across China, flying more than 22 million people on more than 75 routes while saving an estimated one million tons of fuel compared to other aircraft.

For more information, please call 03 – 2161 1666



SAUDIA New Dining Experience for Economy Class

In August, Saudi Arabian Airlines (SAUDIA) launched a new dining concept for its Guest Class (Economy) service on flights from Jeddah to London, Paris and Manchester called, 'Bistro by SAUDIA'. Further routes for the new 'Bistro Dining' concept will be rolled out gradually.

The new menu is a fusion of global and signature Middle Eastern cuisine, delivered in a tray-less service. Further menus and branding for 'Bistro by SAUDIA' are currently being designed for Business and First Class passengers.

As SAUDIA operates daily between Kuala Lumpur and Jeddah, Malaysian passengers making connections from Jeddah to these routes will get to experience the new dining concept.

The 'Bistro Dining' concept onboard is similar to a restaurant dining experience, where multi-course meals are served in stages, starting with an appetiser, followed by main course and dessert. For the first time the new meal service is uniquely delivered tray-less.

Guests will be presented with a selection of choices for appetiser, a selection from three main courses, as well as snacks and desserts. In addition, for the first time in Guest Class (Economy), the airline will offer traditional Arabic coffee and dates.

The new menus were developed in kitchens from across the globe with SAUDIA collaborating with chefs from Saudi Arabia, London and Paris, in order to introduce signature gourmet with a global touch.

Examples of the range of menu items includes options such as Greek yogurt with dried fruit, poached pears in almond custard; egg shakshouka, spinach ricotta frittata, caprese lasagna, chocolate date ganache, guava and mango juice; pure mint tea, and much more.



Saudi Arabian Airlines Vice President Corporate Communications, Fahad Bahdailah said, "Throughout the airline's transformation journey since the July 2015 launch of the SV Transformation Plan 2020, our continued focus has been on providing a guest experience that is memorable, personable, and comfortable. Each new initiative introduced onboard is a reflection of SAUDIA's commitment to ensuring every guest has a pleasant journey".

Mr Bahdailah continued: "SAUDIA has introduced a range of both metropolitan and traditional dining options onboard, delivered with a unique flair and service touch, reflecting the essence of Saudi hospitality. Bistro by SAUDIA is

aligned with the global traveller. It is a service that is focused on choice, flexibility and an enjoyable dining experience".

For more information, please call 03 – 2166 4488



Malaysian Tourism Sector Receives a German Touch

TUI Group, founded almost 100 years ago, is one of the oldest tour operators in the world. Recently, they have made a milestone for themselves as well as for tourism industry in Malaysia as they set up their first Southeast Asian office in October 2018.

On 8 October 2018, Dato’ Sri Abdul Khani Daud, Deputy Director General (Promotion) attended the press conference at the Malaysia Tourism Centre (MaTiC) on behalf of YB Datuk Mohamaddin bin Ketapi, Minister of Tourism, Arts and Culture to present the tour operating license to TUI Group. The TUI Group camp was represented by the Head of Public Policy at TUI Group Corporate & External Affairs, Frank Puttmann.

The Deputy Director General, on behalf of the Minister read, “The Malaysian tourism sector is delighted to work closely with TUI Group. The Ministry of Tourism, Arts and Culture is confident that TUI Group will succeed with their operations and will contribute to the increase of tourist arrivals to Malaysia”.

With the German-based company now given the green light, they are now allowed to operate inbound, outbound, and ticketing activities in Malaysia as TUI International Holiday (Malaysia) Sdn Bhd (BRN NO.: 1275784-T) at B-26-6, SOHO Suites@KLCC, No. 20, Jalan Perak, Kuala Lumpur.

TUI Group’s prime initiative consists of rolling out a Fly & Cruise package to Malaysia during the winter in Europe, which means that over 7,000 passengers will embark to Langkawi from London, Birmingham or Manchester for a 7 day/6 night cruise in Southeast Asian waters. During the voyage, Langkawi will



be the homeport as the ship will be travelling back and forth to Singapore and Thailand. This initiative will certainly place Langkawi under the tourist spotlight. In addition, Malaysia is also included on the routes with TUI’s other cruise ship companies including Hapag Lloyd Cruises and Marella Cruises, increasing TUI’s contribution to tourism development domestically.

With that in mind, the European market would be pleased to know that Tourism Malaysia has been awarded the Preferred Destination Partner of the European Travel Agents’ and Tour Operators’ Association in 2018 and as Official Partner Country for ITB 2019. Meanwhile, in 2016 as well as 2017, TUI was awarded The Best Tour Operator in Europe by the Ministry of Tourism, Arts and Culture Malaysia.

In a separate statement, the Ambassador of Malaysia to Germany, H.E. Sarah Albakri Devadason stated, “Malaysia welcomes strong partnerships to stimulate tourism. This is why



Malaysia has been working closely with TUI for 45 years. In the near future, we will take our relationship to an even higher level with closer collaboration, particularly through the establishment of a TUI office in Malaysia and the new licenses that have been granted to TUI. We look forward to more tourist arrivals from Europe to Malaysia and vice versa. This will encourage cultural exchange and benefit Malaysia, its people and economy”.

Royal Brunei's New A320neo Aircraft



In September, Royal Brunei (RB) launched its new A320neo fleet at Brunei International Airport. The new aircraft is one of the world's most advanced and fuel-efficient single-aisle aircraft family. The aircraft is notable for its large, fuel-saving wingtip devices known as Sharklets that offers significant fuel burn reduction over long distances.

The A320neo forms the remaining part of RB's modernisation programme and Malaysian passengers on future RB's flights may get to experience the new aircraft. By November there will be seven A320s in RBs fleet.

Karam Chand, RB CEO said, "The introduction of our A320neo aircraft is the remaining part of our modernisation programme and opens up a new phase to pursue further regional growth. We will have all the seven Airbus A320neos in our fleet by November 2018, making RB the owner of one of the youngest

fleet in the world with an average age of two years. This is something that we as the national airline of Brunei Darussalam are extremely proud of".

He added, "The new fleet's cabin features especially the inflight entertainment have exceeded guest expectations and has been applauded as 'best in class' and five star for Regional Services. The new fleet will also play a vital role in maintaining and improving our operational reliability which is extremely important as we have a national role to play and provide close to eighty per cent of all seats to/from Brunei".

Mr Chand added further, "Our guests on the RB A320neo are enjoying unmatched levels of in-flight entertainment on the new aircraft, being the world's first single-aisle aircraft fitted with Thales AVANT (Gen 5) in-flight entertainment system. Equipped with a Personal in-flight entertainment system, there are more than 1,000 movies, TV shows and audio entertainment content to enjoy on demand at every seat on all our short/medium haul flights".

Jean-Francois Laval, Airbus EVP Asia said, "With the A320neo in its fleet Royal Brunei is now operating the world's most modern, comfortable and fuel-efficient single aisle aircraft. We are proud to see the A320neo flying in the colours of Royal Brunei and wish the airline every success with its new fleet".

RB announced several developments over the past few months, with the introduction of non-stop flight to London from Brunei which is scheduled to begin at the end of October, and the introduction of Nanning, Hangzhou and Taipei and its new network.

Karam Chand also announced the commencement of twice weekly Haikou services from 30th October and twice weekly flights to Changsha from December, taking off from Brunei International Airport. RB further announced that it will be flying to Tokyo – Narita from March 2019.

For more information, please call 03 – 2070 7166

British Airways' 7,000 Summer Items



Amidst the bustle of activities on the daily British Airways (BA) flight between Kuala Lumpur and London, do Malaysian passengers wonder about the inventory that the plane carries on the flight? The airline's own study shed some light on the puzzle.

During the full swing of this year's summer holidays, British Airways released data of one of its typical 850 daily flights revealing exactly what and who was on the flight. Other than that, the flight, a Boeing 747 operating from Heathrow to JFK, New York, was also loaded with over 7,000 items, many of which had to be unloaded and reloaded before each flight.

Included in the inventory were 101 full bottles and 388 quarter bottles of wine, 293 headrest covers, 350 bags of pretzels, 78 toilet rolls, five first aid kits and up to around 800 items of bedding, including the new Club World White Company bedding, which had been introduced as part of BA's £600 million investment in its long-haul business class.

The study also looked at how people fly. In an average year, one in two (47 per cent) are solo travellers, while 27 per cent travel as a pair. Around 70 per cent are travelling for leisure, while 28 per cent are flying for business.

For those who wondered what is flying in the hold beneath them besides their suitcases, BA's sister company IAG Cargo revealed that in 2018, 26 per cent of cargo flying in the hold were made up of priority goods such as fashion products, the latest smartphones, or tablets. Five per cent of the cargo were specialised cargo like live animals or high value artworks, four per cent were perishable produce such as raspberries from Kenya or lettuces from the US and three per cent of the cargo was temperature controlled pharmaceuticals and lifesaving vaccines.

Some of the year's most interesting shipments included Cognac from Bordeaux to Kuala Lumpur, emergency lettuce from Los Angeles in response to the UK's heatwave vegetable shortage and royal wedding special magazines from the UK to the US.

Carolina Martinoli, British Airways' Director of Brand and Customer Experience said, "Many of our customers are curious about flying and want to know who or what else is on their aircraft. With more than 800 flights each day all over the world it takes a lot of planning, from loading cargo to wine, to toilet rolls, and first aid kits".

New champagnes and English sparkling wines for customers travelling in First Class and Club World have also been added to the list of items onboard as part of the airline's £4.5 billion investment for customers over the next five years. The investment is also driving the installation of the best quality Wi-Fi and power in every seat, the fitting of 128 long-haul aircraft with new interiors and the delivery of 72 new aircraft.

For more information, please call 03 -7712 4747



Biman Bangladesh Reaches Milestone with Boeing 787-8 Dreamliner



On 19 August, Biman Bangladesh reached a significant milestone when it celebrated the delivery of its first Boeing 787-8 Dreamliner when the plane arrived in Dhaka from Paine Field (PAE) after a 14 hours and 42 minutes flight.

At the celebration, the airline announced that the first commercial flight with the new Dreamliner will be Dhaka - Kuala Lumpur on 1 September. The airline's spokesman, Shakil Meraj confirmed that the plane will operate flights between Dhaka and Kuala Lumpur, as well as to Singapore during its introductory phase.

He added that Biman Bangladesh has trained 14 pilots in Singapore as well as 11 technicians in the airline's engineering department to maintain the aircraft. Equally, the cabin crews have been prepared for the commencement of services on 1 September.

For its Business Class, Biman has opted for a 2-2-2 arrangement with the Stelia Aerospace's Equinox 3D seats. There are a total of 24 seats spread across four rows between Door 1 and Door 2. Window-seat passengers have a great view through the Dreamliner's electronic-dimming windows. The seats can recline downwards and become fully flat to become beds.

For its Economy Class, Biman has two large economy cabins for the 787-8, with seats in a standard 3-3-3 arrangement. The seats are large and comfortable and more than suffice for the four-hour flights to Kuala Lumpur and Singapore. Each seat has an on-demand entertainment system, an improvement from Biman's other planes.

Having only retired its DC-10s and Airbus A310 in 2014 & 2015, the airline turned a new leaf with newer advanced aircraft, culminating with the Dreamliner, which is one of the world's most advanced passenger

jets. The DC-10s were replaced with Boeing 777-300ER aircraft, all delivered new from Boeing. Additionally, 777-200s were acquired and the company were looking at options to replace its A310s with another plane in the 250-280 passenger range.

The Dreamliner features 271 seats across two-class configuration, having 24 seats in its Business Class and 241 seats in Economy Class. It was the first of a large \$2.1 billion order for 10 aircraft that was signed between Biman Bangladesh and Boeing in 2008.

With the introduction of the 787-8, Biman Bangladesh now has a fleet of 12 aircraft, including four 737-800s, four 777-300ERs, and three Bombardier Q400s. The second brand new Boeing 787 Dreamliner will join Biman fleet in November 2018. Biman will also acquire another two Boeing 737-800 in December 2018.

For more information, please call 03 - 2164 6270



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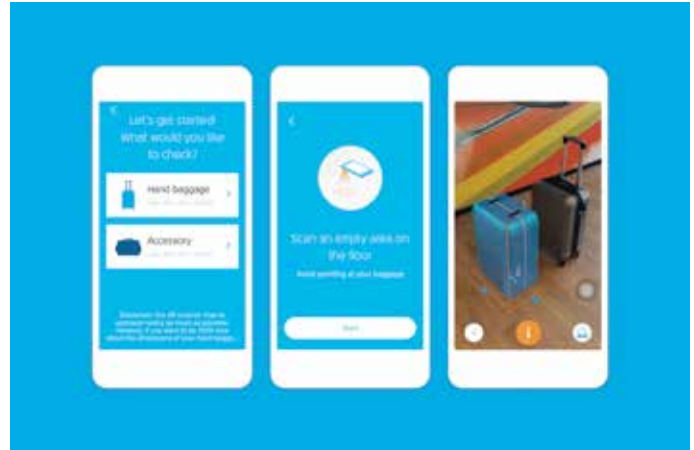
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KLM Provides Augmented Reality for Hand Baggage Check

As of September, KLM passengers using their smartphone camera are able to check the size of their baggage with the use of Augmented Reality (AR). The hand baggage check is available in the KLM App for iOS users.

AR technology makes it possible for a virtual image to be placed in reality and to be used interactively. It makes it possible for a passenger to check at home whether their hand baggage is within the permissible size range. Through AR, the virtual KLM suitcase indicates the permitted dimensions.

KLM is one of a group of leading companies that use Apple's Augmented Reality technology to provide customer services in the KLM App. At the forefront of digital technological application among the airlines, KLM keeps abreast with the latest AR technology.



Pieter Groeneveld, Senior Vice President Digital Air France-KLM said, "By harnessing the potential of AR, KLM is taking the next step in terms of digital service provision. With the AR hand baggage check, passengers can now see at a glance whether their hand baggage is the correct size. By offering this service, we are placing the needs of our customers first. We also continue to be pioneers of innovation in our passengers' best interests".

For more information, please call 03 – 7712 4555

Gulf Air the First Middle East National Carrier to Fly A320neo

In August, Gulf Air, the flag carrier of the Kingdom of Bahrain took delivery of its first A320neo, making it the first national carrier to fly the aircraft in the Middle East.

The aircraft features the widest single-aisle cabin in the sky and incorporates the latest technology, including new generation engines and sharklets, which combined together deliver at least 15 per cent fuel savings at delivery and 20 per cent by 2050.

The aircraft is powered by CFM LEAP-1A engines. The sharklet blended wingtip device offers a 3.5 per cent fuel burn reduction on flights over 2,800 km.

Malaysian passengers flying in the Middle East with Gulf Air would be experiencing the improved narrow bodied aircraft. More of the aircraft will soon take to the skies as Airbus received over 6,100 orders from over 100 customers for the aircraft and delivered 318 as of May 2018. The A320neo Family has captured nearly 60 per cent share of the market.

Gulf Air currently operates 28 Airbus aircraft. The new addition complements the new airline's existing fleet and with Airbus' overall fleet commonality, the airline will benefit from low operating costs, optimum fuel efficiency and seamless, best-in-class passenger comfort of any single-aisle aircraft.

Abadi Aviation Sdn Bhd is the General Sales Agent for Gulf Air in Malaysia.

For more information, please call 03 – 2141 2676



New Stores Launched at Mitsui Outlet Park KLIA, Sepang



In the endeavor to expand the diversity of the stores available in the Mitsui Outlet Park KLIA Sepang (MOP KLIA), 21 brand new stores were launched at the beginning of October 2018. This includes services, a restaurant, fashion, and lifestyle stores. In addition, new stores will continue to roll out over the next few months. Meanwhile, shops such as Skechers and Tomaz have augmented their product line; Bonia and Salomon have relocated to better facilitate shoppers.



As a result of this move, MOP KLIA has become an outlet shopping mall that offers the most fashion and lifestyle brands within the Klang Valley area. The array of offerings in its entirety includes branded fashion apparel and accessories, cosmetics and fragrances, sports and outdoor gear, kids wear, household, luggage, personal care as well as specialty stores. Among the shops, the only ones that are unique to MOP KLIA are Lè Ten Modern Asian Dining, Yome and Kappa. On the other hand, stores such as The Beauty Laboratory by Shiseido and Sacoor One launched their first store in Malaysia here.



Furthermore, with the opening of Phase 2 earlier this year, MOP KLIA now measures a total gross floor area of 56,530 sqm. Mr TJ Cheah, Deputy Managing Director, MFMA Development said, "MOP KLIA is a shopping mall of a branded fashion outlet concept which is ideal for anyone looking for great bargains for brand names whether you are a fashion enthusiast, a homemaker who is shopping for essential items for your family or a food enthusiast who would like to just enjoy some good food. Our offerings here are very comprehensive and there are many branded goods at a perpetual discounted rate to be found here".



Besides the availability of shopping and dining opportunities, MOP KLIA will also host events and activities to complete shopper's experience such as Fashion Week, Sports Week, Cash Back Promotion, artistes' performances, and MotoGP Fair. The Fashion Week ran from 28th September until 9th October, meanwhile the Sports Week ran from the 10th to 21st October. The first 300 customers who shopped at two of the relevant stores i.e. fashion outlets during Fashion Week or sports outlets during Sports Week was entitled to a RM10 F&B voucher which could be used immediately.



Moreover, Cash Back Promotion also took the limelight, offering greater savings on top of the discounts. The promotion took place from September 28th, 29th and 30th and weekends of October – 6th and 7th, 13th and 14th, 20th and 21st. In addition to the cash back that shoppers received with a minimum spending of RM200, they were also treated to a lucky draw during the period.





Sama-Sama Hotel KLIA Celebrated Patriotism Month with Art



‘Patriotism month’ is marked with the combination of Independence Day (Merdeka) on the 31st August and Malaysia Day on the 16th September. For this year’s ‘patriotism month’, Sama-Sama Hotel KLIA celebrated it with art by hosting an art exhibition entitled, ‘Sayangi Malaysia – Apa Yang Aku Rasa’ (Loving Malaysia – What I Feel).

Sundra Kulendra, Acting General Manager, Sama-Sama Hotel KLIA said the art exhibition offered a unique interpretation of different perspectives in Malaysia’s journey as an independent nation, accentuating the beauty of the country.

Guests were given the opportunity to contribute to the needy with every purchase of the artworks. Sundra said, “15% of the proceeds gained from individual artwork sales will be donated to charitable causes around our business area”.

Guests who visited the hotel during the exhibition period (6 August till 16 September) browsed through the paintings which were exhibited at the grand lobby area. The artworks were open for purchase.

Artist Johari Ibrahim, whose works anchored the exhibition said he felt blessed by Malaysia’s natural heritage and the natural beauty should be further exposed.

He further said, “To me, art can always bring people closer to the community and unify the country. Same goes for the Malaysian culture and the beauty of our nature itself is an irreplaceable treasure”.

Johari Ibrahim is a self-taught artist. He is a member of Kumpulan Pelukis Negeri Melaka (KPNM), PERUPA Malaysia, Angkatan Pelukis Semenanjung (APS) as well as a member of the Gabungan Angkatan Pelukis Semenanjung (GAPS).

Recently, one of his artworks from the ‘Unplugged’ series was selected by the National Art Gallery and displayed as one of its permanent collections.

He owns a gallery at Taman Melaka Raya and his past exhibitions include, Pameran Solo ‘Unplugged’ at the National Art Gallery in 2016, Pameran Gerak Rasa Tenaga with Ramli Sarip at the NSTP Gallery in 2015 and Pameran Tanahairku with Usman Awang at Galeri Petronas in 2014.



Interview with Sharzede Datu Salleh Askor

Chief Executive Officer, Sarawak Tourism Board (STB)

Sharzede, who hails from Kuching and is now back in her home state to contribute to its tourism growth, gave an "Oooha" welcome that is truly becoming of a Sarawakian, wowing the audience at Visit Sarawak Campaign (VSC) logo's launch in Kuala Lumpur recently.

The newly minted CEO will be spearheading the promotional activities with her team leading to Visit Sarawak starting in 2019. She remains very passionate about tourism and her state, and does not view it as a job.

She says she is fortunate to be backed by a great team in STB, whom she views as her extended family. They are energetic, dedicated and hardworking she feels. "I always say to them, it is all about us working together because by doing so, we can move mountains. Thus, we cannot work in silos."

Currently pursuing her Doctorate in Business Administration, with a focus on tourism, she reveals that at STB, her team's focus will be on responsible tourism as they believe that is the way to go.

Prior to joining STB, she had accumulated over 32 years of experience working with corporations. Most previously, she had led the group brand marketing and communications division of a leading Malaysian conglomerate.

Please share a bit about yourself and an overview of your professional background.

I worked as soon as I graduated from Indiana State University with my Masters in Business Administration in 1986. I was in the corporate and hospitality industry for the past 32 years and was very much involved in Visit Malaysia Year 2007 as a consultant.

How has your previous work experiences equipped you for your current post?

My exposure in destination branding, hospitality and tourism enables me to join the dotted lines and bring everything together. It is my hope that with my experience, I can add value to the STB team since I have been on the other side, so together we can move the needle for Sarawak.

Following your appointment in September 2018, what are some of your plans to spur STB forward?

All of us at STB have been very busy in the last one-and-a-half months with the Ministry of Tourism, Arts, Culture, Youth and Sports Sarawak as we are conducting the Visit Sarawak roadshows to meet trade and media partners, which will be followed by the official launch of Visit Sarawak on 31 December in Kuching. We have introduced the logo and met with stakeholders in West Malaysia and Singapore, which are two of our key markets. We will be doing the same in Shenzhen and London soon.

We are also looking into some of the challenges, one of it being connectivity, which we are continuously looking to improve as it is vital for us. In terms of products, the team is working with stakeholders across the state to explore various ways of promoting Sarawak.

We are also looking to intensify our digital marketing efforts to promote Sarawak as some 70% of travellers are now online. If we do not have a strong digital presence, we will miss the boat. Going online does not mean we neglect the traditional way of engaging with our visitors. It is a matter of deciding on the most suitable ratio.

The Sarawak state government recently invited several airlines from China to encourage them to fly direct from the mainland. What's the outcome of these talks in resolving air connectivity into Sarawak?

While we have direct flights from Shenzhen to Kuching now, we are also looking to work closely with charterers and airlines to have more flights from China's southern region. I am as excited as there are plenty of opportunities to bring even more tourists from China.

Tourism is an important income generating sector for Sarawak. Are there plans to increase the size of STB staff strength to meet the challenges ahead?

We are definitely going to increase the size of our team to accomplish our goals. With Visit Sarawak coming up, we have been given the approval to add more talents to ensure its smooth running.

What is Sarawak's targeted arrivals for 2018?

Up to September, we have reached over three million. We are confident the numbers will increase because of the festive period and school holidays at the end of the year. As such, we expect to achieve five million visitors this year as announced by Sarawak Minister of Tourism, Arts, Culture, Youth and Sports, Datuk Abdul Karim Rahman Hamzah.

How did STB fare in your recent overseas promotions?

The marketing team collected over 100 appointments at ITB Asia and had many positive buyers discussing new business prospects. The team was there with Borneo Convention Centre Kuching, Straits Central Travel & Tours, Kuching Holidays and Car Rental, Pullman Miri Waterfront and Pullman Kuching, Greatown Travel Sibul and CPH Travel Agency.

We also sent a delegation to the Travel Industry Expo in Sydney and partnered with three travel agents resulting in our first visitors to Central Sarawak from Australia in March. We had earlier gone on a roadshow in Germany to five states and we will be welcoming our first flight on Condor Airlines in November to KL International Airport, with vast opportunities for connection to Sarawak.

How do you relax and rejuvenate yourself?

I always believe you must love what you do, enjoy it, and at the same time treat your body well. I love massages, going to the spas and doing all the things that can improve my well-being. They include trekking around Sarawak to reconnect with myself and to understand our tourism products better.





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