

AIRLINK



CONTENTS - JULY 2019

Airport Talk

| | |
|--|----|
| Airport CEO Speaks | 53 |
| Malaysia at the Forefront in Healthcare & Retirement | 54 |

Aviation News

| | |
|---|----|
| Qatar Airways' Qsuite On Kuala Lumpur Route | 57 |
| Etihad Airways Unveiled Customisable Economy Experience | 58 |

| | |
|--|----|
| ZIPAIR Tokyo Established, Unveiled Aircraft and Uniform Design | 59 |
| Cebu Pacific's WiFi Kit Keeps Passengers Connected | 59 |
| Batik Air Operates Daily Flights Between Jakarta and Penang | 60 |
| Air Busan Operates Two Direct Connections to Kota Kinabalu | 61 |
| Malaysia Airlines and Japan Airlines Enhance Cooperation | 62 |
| Airbus Celebrates 50-Year Milestone | 62 |

Aviation Shopping

| | |
|---|----|
| Foodie Couple from Korea Serves Soul Food | 63 |
| Wincaa Wins Travellers Hearts | 63 |

Aviation Interview

| | |
|--|----|
| Aviation Interview with Johnson Francis - Executive Director of Oscar Holidays | 64 |
|--|----|



REATHE EASY



ISS THE SKY



NDULGE

MORE THAN NATURAL WONDERS, A GATEWAY TO EPIC EXPEDITIONS.

KOTA KINABALU INTERNATIONAL AIRPORT, THE GATEWAY TO GETAWAYS

It all begins at Kota Kinabalu International Airport (BKI). Make an aquatic friend, conquer Mount Kinabalu, and discover a world so exotic with more than 6,000 plant species, even the first season of reality TV show Survivor was filmed there. Plan your route to countless new adventures.



Airport 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 his optimism on the growing demand for domestic and international air travel into Malaysia, backed not only by its own data but also recent findings from the International Air Transport Association (IATA) on the global aviation sector.

I am happy to note that our latest May passenger traffic figure for the group's network of airports continues to record growth of 3.8% to 135.1 million on a 12-month basis. The passenger movements performance in our Malaysian airports in particular show "uniquely positive" results for both domestic and international air travel despite the month of Ramadhan.

As indicated by our recently released first quarter results for 2019, the group's revenue rose by 3% to RM1,252.3 million due to higher passenger growth, of which the Malaysia operations contributed RM931.7 million in revenue.

While our Malaysia's traffic growth has been driven by the domestic sector, our international traffic movements has also been improving, thanks to continued efforts to add new airlines and routes.

Although IATA recently downgraded its 2019 outlook for the global air transport industry to achieve US\$28 billion profit instead of its earlier US\$35.5 billion forecast in December 2018, IATA said the routes served by the aviation sector is expected to grow to over 58,000 this year while the global commercial fleet will increase by 3.67% to over 30,697 aircraft.

Airlines are also expected to take delivery of more than 1,770 new aircraft in 2019 to replace older and less fuel-efficient aircraft while global spend on tourism enabled by air transport will increase by 7.8% to US\$909 billion.

On the home front, Malaysia's tourism industry has shown positive growth of 16.9% to RM21.4 billion in terms of tourist expenditure during the first quarter of 2019 while its arrival figures showed 2.7% increase to 6,696,230 tourists. All this augurs well for the aviation sector as we work very closely with the tourism stakeholders and airlines to achieve the numbers and raise the awareness of Malaysia as a top destination, including for health and wellness tourism as well as for meetings, incentives, conference and events.

This is also in line with our goal to be the preferred airport for the region. As such, we are constantly on our toes to improve the experience at our airports not only for our passengers but also for other users including the airlines' crew. Our Operational Readiness, Activation and Transition exercise for the new dedicated processing centre for departing airline crew at klia2 has been successfully carried out.

This new integrated centre will reduce the processing time of departing crew to reach the boarding gates by 60% for domestic and 44% for international respectively. We believe in improving the operational efficiency for our airline partners so that they can enjoy enhanced business processes and prudent cost management.



A Monthly Publication Of MALAYSIA AIRPORTS © Airline Marketing Division

Advisor
YM Raja Azmi Raja Nazuddin

Managing Editor
Mohamed Sallauddin Hj. Mat Sah

Editorial & Concept
Octagon Creative
melisa.fly@octagon.com.my

Advertising & Production
Noor Hafiza Ruslan
hafiza@malaysiaairports.com.my

Mohd Faizal Md Haris
faizalmd@malaysiaairports.com.my

Design & Distribution
Mediate Communications Sdn. Bhd.

MALAYSIA AIRPORTS HOLDINGS BERHAD (487092-W)
Airline Marketing Division
Level 3, Arrival Hall (Domestic)
Main Terminal Building
KL International Airport
64000 Sepang
Selangor Darul Ehsan, Malaysia
Tel : 603-8776 4949
Fax : 603-8776 4040
Email : marketing@malaysiaairports.com.my

Malaysia at the Forefront in Healthcare & Retirement



In February, Malaysia made headline news when it was announced that the International Living's 2019 Global Retirement Index had championed our country as the most ideal country for healthcare.

In detail, it revealed the advantage that Malaysia's healthcare industry have over her peers. Among them cited were affordability, well-qualified medical staff, ease of communication and state-of-the-art infrastructure. Overall, Malaysia has scored 95 out of 100 points in the healthcare category of the index.

Additionally, according to the Joint Commission International (JCI) - a US based healthcare accreditation organisation considered to be the gold standard in healthcare assessment around the globe, there are 13 hospitals in Malaysia, which are endorsed by them. In general, Malaysian hospitals excel at cardiology, oncology, fertility, orthopaedics and cosmetic surgery.

In the overall index of the world's best place to retire in 2019, Malaysia ranked fifth out of 25 countries as well as ranking among the top

three in the categories of visa and residence, renting and healthy lifestyle.

The accolades continue to pile up as Malaysia has been recognised as the 'Health and Medical Tourism: Destination of the Year' for three consecutive years from 2015 to last year by the International Medical Travel Journal (IMTJ).

Martin, from the United Kingdom came to Malaysia in light of hearing many great things about its healthcare and this is what he had to say, "I required a hernia operation a few years ago which I chose to have at the Tropicana Medical Centre (now known as Thomson Hospital Kota Damansara), in Petaling Jaya. The whole process from beginning to end was efficient and very professional. I had confidence in the consultant from the moment I walked through the door because he was authoritative and reassuring. We talked through different options and the consultant explained the whole procedure in just enough detail. The best thing of all was the consultant making the effort to contact my wife after his ward rounds at 10pm on the day of the operation to explain how I was doing. The post-op nursing care was very good and the nurses were attentive when I needed them. All in all, it was a good experience".

And we are still just scratching the surface of Malaysia's achievements in the healthcare industry. It was in October 2018, when the World Health Organisation (WHO) stated that Malaysia became the first country in the WHO Western Pacific Region to be certified as eliminated mother-to-child transmission of HIV and syphilis. This huge feat was stated by Dr Shin Young-soo, WHO Regional Director for the Western Pacific, "this could not have been achieved without Malaysia's strong commitment to ensuring access to quality and affordable health services for all women, children and families". This programme is worthy of national pride and places Malaysia at the forefront of the global effort to protect future generations, ensuring that every child has a fresh start in their lives.

The question now beckons: how did our healthcare industry progress so far?

In 2005, the Ministry of Health Malaysia (MOH) established a small unit to strengthen the country's fledgling medical tourism industry. As the industry grew, so did the government's acknowledgment of the need for a facilitating agency to drive the development of the industry, leading to the launch of the Malaysia Healthcare Travel Council (MHTC) in July 2009. Since then, MHTC has spearheaded Malaysia's exponential ascent by curating and streamlining industry players and service

providers to a more focused developmental strategy to raise Malaysia's profile in the global medical tourism industry.

The impact of MHTC's developmental strategy has seen the total number of healthcare travellers increase from 643,000 to over 1.2 million from 2011 to 2018. From 2015 to 2018, Malaysia's medical tourism industry has been growing at a compound annual growth rate of 17% in comparison to the Asia Pacific performance of 15% in the same period. At the moment, MHTC places Malaysia as the Asian hub for fertility and cardiology, as well as the leading global destination for healthcare travel.

From the 1.2 million healthcare travellers that visited Malaysia, our economy achieved close to RM1.5 billion in revenue; this translates to almost RM3-4 billion to the country's GDP (this calculation is based on a multiplier effect of 2.24* times of hospital receipt which factors in out-of-hospital spending such as wellness, transportation, accommodation, as well as including touristic activities). The increase in these travellers implies increased revenue for Malaysian airports and the airlines that call Klia and klia2 home. At the moment, Indonesians consist of 60% of the medical tourists, while the remaining are from China, Myanmar, Vietnam and the Middle East region.

In fact, Doctor Zarul Azham Mohd. Zulkifli, a gynaecologist and the head of Putra Medical Centre in Sungai Buloh has observed that Malaysian doctors especially from the states of Penang, Melaka, Johor Bahru and Kuala Lumpur have been reaping the benefits of this exponential rise in medical tourists. In the recent years, waves of medical tourists from Thailand have been entering Penang; Indonesian tourists have generally been going to Johor; meanwhile Singaporeans have been making their way to Kuala Lumpur as well as the state of Johor, because of the state's proximity to the neighbouring country.

MHTC commends Malaysia Airports Holdings Berhad (MAHB) for a successful partnership in providing a unique 'end-to-end' service for medical travellers that come through Malaysian airports. This service provides a smooth experience for patients from arrival at the airport to the doorsteps of the hospital.

Dedicated personnel greet the healthcare traveller at their arrival gate and assist them all the way through immigration and luggage claim. As a result of a fruitful partnership between MHTC and MAHB, healthcare lounges in KL International Airport (Klia and klia2) and Penang International Airport have been set up to service both incoming and outgoing healthcare travellers, from when they land until they return home.



Mohamed Sallauddin Hj Mat Sah, Malaysia Airports' general manager of Airline Marketing Division, is a strong supporter of the effective tripartite synergy when airports, airlines and tourism organisations or partners such as MHTC work together, because he believes it is ultimately the ordinary traveller who benefits.

"I am thoroughly convinced of the key role that airports play in the tourism-mix", he says. "People fly for various reasons. Business, studies, family visits, health, training-courses, special events... The list grows, as air-travel becomes a commonplace. However, it is tourism, specifically health tourism that brings the vital volume in traffic, both for the airports and for the countries involved. In some ways, tourism is the life-blood of modern commercial aviation".

"One of the reasons we are happy to work very closely with MHTC is because of the enlightened vision and dynamism of its leadership. It is extremely encouraging to see the synergy work so effectively, as we can see from the statistic that the total number of healthcare travellers has increased from 643,000 to over 1.2 million from 2011 to 2018".

"I have always been a keen supporter in ensuring a continuous and consistent relationship with our tourism partners in complementing airport-tourism communication, as we look at strengthening the connectivity in 2019 and the anticipation of increased tourism arrivals for Visit Malaysia 2020".

On the other hand, a working relationship with the Immigration Department of Malaysia has resulted in the all-new eVISA (Medical) platform. eVISA (Medical) is an electronic visa that facilitates the entry

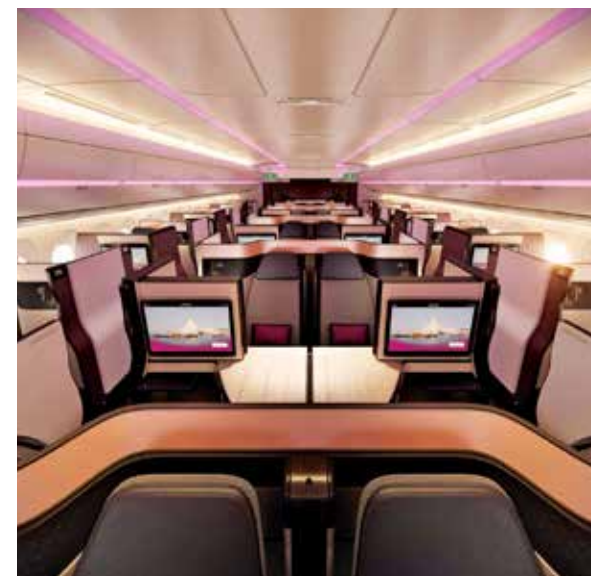
of healthcare travellers seeking medical treatment in Malaysia's private hospitals. This meant that medical travellers are able to enter our country on multiple entries without the hassle of re-applying for a visa.

There is even better news for medical travellers that are considering Malaysia for their retirement. According to the Mercer Quality of Living Ranking 2019 survey, Kuala Lumpur is placed second spot in Southeast Asia behind Singapore. Moreover, Bloomberg has placed Kuala Lumpur as the least expensive city in Asia for opulent living. Which brings us to the aspect of retirement tourism as medical tourists often consider Malaysia as a retirement destination.

Maybank Kim Eng Holding Ltd regional economist Dr Chua Hak Bin points out that Malaysia My Second Home Program (MM2H) has made it very convenient for medical tourists and foreigners in general to acquire long-term stay visas in Malaysia. Consequently, Malaysia outperforms its ASEAN neighbours in terms of retirement tourism as well. Chua also pointed out that Penang comes highly recommended by the International Living Magazine, which ranks Malaysia among the world's top five best countries to retire in. Retirement village such as Eden-on-the-Park in Kuching, Sarawak, and The Green Leaf in Sepang, Selangor are also seeing exponential foreign demand.

Essentially, this means that Malaysia is increasingly gaining international prestige as an ideal country for medical care and retirement; bringing more than just volume and revenue through our airports, but also a shining example of an international-class healthcare industry that also benefit its own citizens.

Qatar Airways' Qsuite On Kuala Lumpur Route



Qatar Airways' Business Class passengers flying between Kuala Lumpur and Doha will experience a significant upgrade as the airline will introduce their A350-900 aircraft for the route.

The award-winning Qsuite Business Class Seat features the industry's first-ever double bed available in Business Class. It also offers privacy panels that stow away, which enable passengers to create their own private space, making it easier for families, business partners or other groups to socialise with each other more personally, setting a new standard for luxury travel in the aviation industry.

Other features include 21.5-inch entertainment monitors with touchscreen controls and over 4,000 menu options, and the media panel that comes with an all-access power port, with USB, HDMI and NFC capabilities.

Qsuite seats are thoughtfully dressed in the latest and finest fabrics and the cabin interiors are designed in Qatar Airways' signature colours of burgundy and grey, enhanced with elegant and warm rose gold detailing. They also offer ambient mood lighting and generous storage space.

Marwan Koleilat, Qatar Airways Senior Vice President Asia Pacific said: "We are delighted to introduce our Qsuite Business Class experience to our travellers in Kuala Lumpur. We have certainly brought a whole new meaning to business and luxury travel with Qsuite, which has set a benchmark in the aviation industry. The availability of Qsuite on Kuala Lumpur flights will definitely enhance the way people travel to and from the nation's capital".

He added, "The addition of Qsuite to the Kuala Lumpur route highlights our continuous commitment to providing the highest quality and service to our valued customers. We want to ensure that their travel experience is one that is luxurious, sophisticated and uniquely tailored to their needs".

Earlier in April, the airline announced additional services to Malaysia with direct flights to Langkawi which will begin later this year. The flights to Langkawi will operate four-times weekly via Penang from Doha starting 15 October 2019. The service will subsequently increase to five-times weekly from 27 October 2019.

The award-winning airline first launched service to Malaysia in December 2001, and currently operates a triple-daily service to Kuala



Lumpur. It then launched its service to its second Malaysian destination, Penang, in February 2018 and flies there four-times weekly.

Qatar Airways currently flies to more than 160 destinations worldwide while operating a modern fleet of 250 aircraft through its hub, Hamad International Airport (HIA). In March 2019, the airline celebrated the arrival of its 250th aircraft in its ever-growing fleet of passenger, cargo and executive aircraft.

For more information, please call 03 - 2118 6100



At the Arabian Travel Market in Dubai in April, Etihad Airways unveiled a major transformation programme to enhance Economy experience.

It starts with cabin upgrade and refurbishment of their 23 narrow-body Airbus A320 and A321 aircraft. The retrofit programme, which includes new personalised wireless streaming entertainment to smartphone and tablet devices, is scheduled for completion in August this year.

Malaysian travellers would be delighted to know that the airline is also introducing a new and improved Economy dining concept on all its flights as part of a wider programme of enhancements to its inflight catering.

Tony Douglas, Group Chief Executive Officer, Etihad Aviation Group, said: "Etihad has always been a challenger brand, shaping the future of travel as the market constantly changes. We are bringing the leadership and innovation to Economy travel which we have long established in our award-winning Business, First and The Residence cabins".

"As part of our 'Choose Well' promise, we are empowering our guests with more control of their travel experiences, through onboard digital transformation, improved choice and redesigned cabins and products".

He continued, "As a leading full-service airline,



Etihad is adapting to meet the specific needs and requirements of all travellers, providing more of what they really want to enjoy inflight. This not only delivers greater choice and personalisation, it also ensures we continue to provide a superior, commercially wise and sustainable service offering".

Etihad is progressively upgrading the Economy cabins of its narrow-body fleet of Airbus A320 and A321 aircraft. The first stage of enhancements to the Economy experience began in 2017 with new seating options such as Neighbour-Free Seats, Economy Space, and Preferred Seats introduced on the wide-body fleet.

Etihad has also launched a redesigned and enhanced complimentary dining concept on all its flights. On journeys of

over three hours, the main course of the core complimentary dining service is now a larger, contemporary bistro-style meal which is higher in quality, with a focus on fresh seasonal ingredients and more destination focussed choices.

As part of the new dining sequence, delightful dessert items will be served separately with the after-meal coffee and tea service, reducing clutter on the tray during the main meal. On shorter flights, dessert will be served with the main meal.

Etihad is also refreshing soft products including new blankets, pillows and headrest covers to further enhance inflight comfort and ambience.

For more information, please call 03 - 2687 2222

ZIPAIR Tokyo Established, Unveiled Aircraft and Uniform Design

ZIPAIR

In March, T.B.L. Co. Ltd. Representative Director and President Shingo Nishida announced the name of Japan's first medium to long-haul low-cost carrier as ZIPAIR. The new carrier is being prepared for launch during the summer of 2020.

'ZIPAIR Tokyo' is derived from the word ZIP, which connotes speed, analogising how fast time passes by on a unique airline. In addition, the brand name incorporates the idea of travelling to destinations in various ZIP codes while encompassing the originality and



ingenuity of Japanese culture. The word Tokyo is added to the name as the airline will be based in Tokyo.

In April, ZIPAIR Tokyo Inc. unveiled the design of its aircraft and uniforms to be worn by flight crew, flight attendants and ground staff for the launch in 2020. The uniforms worn by flight crew, cabin attendants and ground staff were designed by fashion designer Taro Horiuchi, who works for the popular fashion

brand 'Taro Horiuchi' based on the concept of 'coordination and unity'.

On the aircraft, the vertical tail fin will feature the corporate symbol on a grey background. Also, a thin green line stretches on the side of the fuselage, which denote the aircraft flying straight toward the destination like an arrow.

For more information, please call 03 - 2287 6888

Cebu Pacific's WiFi Kit Keeps Passengers Connected



Passengers departing from Ninoy Aquino International Airport with Cebu Pacific can now have web access throughout their journey by renting the CEB WiFi Kit at the airport.

The kit is a rentable, portable hotspot, for those who need roaming and web access services throughout their trip. In partnership with Big Sky Nation, the CEB WiFi Kit allows travellers to enjoy unlimited data roaming with up to 4G/LTE speeds in over

100 countries. It can connect to up to five devices and can also function as a power bank.

The CEB WiFi Kit is available for flights departing at the Ninoy Aquino International Airport Terminal 3. Passengers may rent devices at the CEB WiFi Kit booth located before the boarding gates at the NAIA Terminal 3, up to one hour before the scheduled time of departure. Upon returning to Manila, CEB WiFi kit renters can return the device and claim their deposit at the Arrival Hall of the NAIA Terminal 3.

Candice Iyog, Cebu Pacific Vice President for Marketing and Distribution said, "Staying connected is now a must-have in every traveller's journey. With this in mind, we have looked into how we may delight our



passengers further and make more moments happen on their travels. The CEB WiFi Kit is a cost-efficient and convenient alternative to buying temporary SIM cards or renting WiFi kits at foreign destinations".

For more information, please visit www.cebupacificair.com.



Batik Air Operates Daily Flights Between Jakarta and Penang

On 30 May, Batik Air made its inaugural flight from Soekarno-Hatta International Airport, Jakarta to Penang International Airport.

Batik Air was warmly welcomed by Penang International Airport Senior Manager, Mohd Nadzim Hashim; Chief Executive Officer of Penang Global Tourism, Mr Ooi Chok Yan, and Malindo Air Government Relations Director, Raja Sa'adi Raja Amrin.

Group CEO of Malaysia Airports, Raja Azmi Raja Nazuddin said, "The new Batik Air route will benefit both countries well. We are pleased to see that Penang International Airport can attract another airline to strengthen its regional connectivity. Our aim is to create greater value for Malaysia by operating from airports other than Kuala Lumpur. From January to April 2019, Penang International Airport recorded 1.2 million international passenger traffic movements, a 10.4% growth compared to the same period last year. Batik Air is the third airline that offers Jakarta - Penang route. This will provide more choices for business travellers and tourists, including medical tourists that Penang is known for, as it is a centre for medical tourism".

Capt. Achmad Luthfie, Chief Executive Officer of Batik Air said, "On behalf of the



management, we are very proud to introduce Penang as Batik Air's new destination. Batik Air would like to express its highest appreciation and thanks for the support and cooperation of regulators, airport managers, air traffic controllers, and those who have been involved with the preparation of the event".

With the new route, passengers from various cities in Indonesia can transit at Soekarno-Hatta, then continue with their journey to Penang and likewise for travellers from Penang to the various parts of Indonesia.

From Soekarno-Hatta, Batik Air flies to Banda Aceh, Medan, Padang, Pekanbaru,

Batam, Jambi, Palembang, Lubuk Linggau, Tanjung Pandan, Lampung, Semarang, Yogyakarta, Surabaya, Denpasar, Lombok, Kupang, Pontianak, Banjarmasin, Makassar, Kendari, Palu, Manado, Gorontalo, Ambon, Ternate, Sorong, Manokwari, Jayapura and Merauke.

Batik Air operates the Boeing 737-800NG aircraft for the Soekarno-Hatta - Penang route. The aircraft has a capacity of 12 business class and 150 economy class seats.

For more information, please visit www.batikair.com

Air Busan Operates Two Direct Connections to Kota Kinabalu



Sabah has become more accessible to South Koreans than ever.

On 15 May, Air Busan began a four times weekly flights between Daegu, South Korea and Kota Kinabalu, flying every Monday, Thursday, Friday and Saturday.

The carrier also commenced its second connection between Busan, South Korea and Kota Kinabalu on a daily basis from 22 May.

At the announcement in Kota Kinabalu on 9 May, YB Datuk Christina Liew, Sabah Deputy Chief Minister and Minister of Tourism, Culture, and Environment said, "Thank you to Air Busan for this good news. New airlines flying from a new destination is part of our on-going efforts to make Sabah easily accessible from international destinations".

She added, "I would like to congratulate Air Busan for commencing two routes from South Korea in just less than 2 weeks. It shows that they have strong confidence in our destination and tourism products".

With the additional connectivity, Sabah will be receiving a total of 48 weekly direct flights from South Korea.

Raja Azmi Raja Nazuddin, Malaysia Airports' Group Chief Executive Officer said, "Malaysia Airports is delighted to welcome Air Busan to Kota Kinabalu International Airport (BKI).



Currently, four airlines from South Korea are operating at BKI - Jeju Air, Eastar Jet, Jin Air and Air Seoul, with a significant increase of 6.8% of traffic growth between South Korea and BKI in 2018 as compared to the year before. Therefore, we see massive potential for both Daegu-Kota Kinabalu and Busan-Kota Kinabalu routes. We are confident that the airline is poised to gain by operating these two sectors".

Raja Azmi added that Malaysia Airports is committed towards building a strong and mutually beneficial relationship with Air Busan to support its growth and make the airline's operation a continuous success. "We are also thankful to the Ministry of Transport Malaysia and Sabah Tourism Board for their support in facilitating the commencement of Air Busan into Kota Kinabalu," he said.

At a press conference, Air Busan general manager for Kota Kinabalu, Jung Sang-bong said Koreans love coming to Sabah and that more than half of their travellers choose the state as their favourite destination.

He added, "Koreans love the sunset and the oceans and are looking forward to sightseeing and travelling via Sabah's old rail transport".

Up to March, Sabah has received more than 1 million total visitors, an increase of 9.1% compared to the same period last year. From the total arrivals, 82,074 are from South Korea.

For more information, please visit www.airbusan.com

Malaysia Airlines and Japan Airlines Enhance Cooperation

Malaysia Airlines Berhad (MAB) and Japan Airlines (JAL) announced the signing of a memorandum of understanding to pursue a joint business agreement to enhance the quality of services provided by both carriers on flights between Malaysia and Japan.

The cooperation marks a new chapter which will provide even more value to customers.

MAB and JAL will also seek to extend cooperation by exchanging best practices, exploring collaboration in other operational areas such as cargo and jointly develop tourism in both Japanese and Malaysian markets.

Captain Izham Ismail, Group Chief Executive Officer of Malaysia Airlines said, "Japan Airlines has always had strong commercial links with the national carrier and we are delighted to have taken this next important step with our close oneworld partner. This partnership will provide better efficiencies and a more comprehensive network for our



customers whilst also playing a key role in further strengthening trade ties between Malaysia and Japan, increasing tourism and promoting Kuala Lumpur International Airport as an air hub".

Subject to the relevant approvals, Malaysia Airlines and Japan Airlines intend to start the joint business in 2020 to coincide with the Tokyo Olympics.

For more information, please visit www.malaysiaairlines.com.

Airbus Celebrates 50-Year Milestone



In May, Airbus began celebrating the company's 50-year anniversary, showcasing key moments of pioneering progress throughout the past five decades.

At the launch of the campaign in Toulouse, Guillaume Faury, CEO of Airbus said, "Airbus' story is one of ambition and progress, and has



been a showcase of European integration. Over five decades, we have brought together civil and defence aviation businesses from throughout the continent. For 50 years, we have pioneered many firsts through our passion and innovation, transforming the industry and helping to move society forward. Airbus is a story of incredible men and women, a story of great achievements in the past and, above all, in the future".

Running from 29 May to 17 July, the campaign has brought new, engaging content published across Airbus channels, with new stories released each day for 50 consecutive days.

The campaign highlighted ground-breaking innovations and showed many aspects of the Airbus business, including commercial aircraft, helicopters, space and defence, as well as programmes and initiatives.

The 50th anniversary campaign also looked to the future, exploring how Airbus continued to shape the industry with pioneering innovations that addressed some of society's most critical issues, including pioneering electric flight to reduce emissions, digitising aerospace design, or developing new urban air mobility options.

For more information, please visit www.airbus.com.

Foodie Couple from Korea Serves Soul Food

The couple from Seoul, Han Hyodong and Kim Hoon, opened their business in klia2 in 2018 to share the unique taste of their fried chicken recipe. The foodie couple has crafted a menu of different varieties of fried chicken, which includes signature dishes Spicy Ramyeon, Soy Garlic Fried Chicken, Soul Chicken Burger, and the iconic Korean Crispy Fried Chicken.

Han and Kim's passion for cooking their homeland's cuisine has resulted in very scrumptious flavours distinct from the average fried chicken found in fast food franchises. They explained that one of the most essential parts of their recipe is the oil. Soul Chicken exclusively uses sunflower seed oil, which has



a significantly higher boiling point than palm oil, which is better for deep-frying. This means that the chicken will never be cooked until its brown (an indication of the chicken being burnt).

The chicken meat is never frozen while only premium grade chicken is used. This in turn will allow the chicken to retain much of its juiciness, enhancing the flavour for customers to enjoy.



Thus far, Soul Chicken has been well received by travellers from all walks of life. Part of their success is because many Korean travellers pass through klia2 and they firmly believe that the endorsement of their food from their fellow compatriots is the best 'seal of approval' that they could ask for.

Soul Chicken is located at Lot No. S2-3-L39, Level 3, Sector 2, Terminal klia2.

Wincaa Wins Travellers Hearts

Designed with a "grab-to-go" concept, Wincaa presents itself as the preferred place to go for a "value-for-money" meal served with milk tea. With "Win" meaning happy and to succeed and "caa" derived from the Chinese word meaning "tea", the outlet is designed precisely to cater for travellers with Asian tastes.

Wincaa imports their ingredients to ensure authenticity and taste for customers; for example, the bubbles are sourced from Taiwan and tea leaves are imported from Thailand. While the rest are made from local ingredients, the recipes are completely their own. Some of the concoctions that have been made are a result of customer trend research: Bandung Tea, Thai Milk Tea, Taiwanese Milk Tea and Brown Sugar Milk Tea.

Onn Cheng Yoke, Group Operations Manager of Wincaa stated, "Our intricately curated menu of food and teas have successfully tailored to the tastes of our customers that come through klia2; this is reflected by our yearly revenue which has more than doubled since the launch of Wincaa in March, 2018. We are constantly striving to explore new recipes and marketing strategies to attract customers to give Wincaa a try".

The owner, Tan T. L. of Wincaa stated, "Our decision to have an outlet in klia2 comes from our passion to serve Asian travellers and other people from all walks of life that love Asian cuisine. We have been successful in our business thus far, and I believe it is because we are placed strategically near to the departure hall check-in counters, S, T and U which promotes traffic to the aisles where our shop is located. And because of our grab-to-go concept, many travellers drop by for a quick drink and bite before their flight".



Wincaa is located at Lot No. S2-3-L06, Level 3, Sector 2, Terminal klia2.

AVIATION INTERVIEW WITH JOHNSON FRANCIS

Executive Director of Oscar Holidays

Johnson Francis comes from humble beginnings but now runs a company with the prestigious position of being the General Sales Agent (GSA) for airlines such as SriLankan Airlines, Kenya Airways and Air Arabia. A gentle and visionary man, Johnson envisions Oscar Holidays to be one of the leading travel companies who would play a significant part of boosting the tourism and aviation industry in Malaysia. Johnson speaks to Airlink about his journey leading Oscar Holidays and why he sees his company continuing its success streak.

AirArabia

Please tell us more about Oscar Holidays and the company's history in the tourism and aviation industry.

We were founded in 2008; at the very beginning we focused on being as diverse as possible, this meant Oscar Holidays has been equipped with all the services and skills necessary to provide all the segments of the tourism business. A full-fledged travel agency for example would provide services for inbound and outbound travel, airline ticketing, ground transportation, online travel services, airline representation, as well as arranging business-related travels such as MICE (Meetings, Incentives, Conference and Exhibitions).

In 2016, a big milestone came when SriLankan Airlines & Mihin Lanka appointed us to represent them (Mihin Lanka Airways was later merged and absorbed into SriLankan Airlines). 6 months after, we gained another airline when we won the bid to represent Kenya Airways. And finally in December 2018, we won the bid to represent Air Arabia as their GSA in Malaysia, marking our most recent achievement and milestone.

As Executive Director, what are your plans and vision for Oscar Holidays in the upcoming years?

Our vision for the next few years is to become one of the leading travel companies in Malaysia and to continue to contribute to the industry and the nation. To do this, we must continue to maintain our diversity, which is our trump card for success. We also pride ourselves in strategic planning for the increase of sales for the airlines that we represent.

For example, when we were appointed by Air Arabia, the initial plan was to launch the inaugural flight from Sharjah to Kuala Lumpur in November this year. However, during the summer holidays, Malaysia sees as much as 180 Arab travellers per flight from the 42 Middle Eastern cities where Air Arabia operates.

Furthermore, on average, travellers from the UAE spend not less than seven nights in Malaysia. It would have been a significant loss of a good opportunity should we have carried out the initial plans. Instead, we now have the first inaugural flight coming in from Sharjah on the 1st of July. Therefore, we are expecting this seasonal performance to bring significant contribution to the Malaysian economy.

Recently, the overall global economy for aviation seems to indicate some difficulty. What are the initiatives that you are implementing to overcome this?

In all the vicissitudes of business, there will always be trying times; however we have consistently increased our revenue with every passing year since our inception. For example, in 2017, we grew our revenue by 10%. And in 2018, we grew our revenue by 15%. This year, we expect to record a similar growth rate of 16%. This indicates that our approach to garner sales is able to offset the current economic circumstances and bring in significant profit for our partners.

One of the primary factors that contribute to our success is that our services are very personalised. This means that we always maintain open communication with our partners and customers. In contrast to the usual airlines business, the personalised touch that we work hard to provide gives us a better grip on the market. Additionally, we ensure that our pricing strategies are on point. In other words, we always make sure that we sell the airline tickets at the right place based on demand and supply.

All in all, we are always in search of business opportunities; despite any form of complications, we are always determined and forward-striving.

What are your market strategies to promote sales and to achieve targets set by the airlines you represent?

There are two main aspects that an airline requires from their GSA: cost efficiency and good sales. Thus, what we do to realise these objectives is to execute cost-effective yet competitive business strategies and personalising our marketing campaigns. Additionally, we tailor our initiatives based on market intelligence reports; by doing this we are able to find the most appropriate action to

increase our sales according to market trends.

Furthermore, we achieve our targets by widening our distribution channel. At Oscar Holidays, we are very open to engaging as many travel agencies as possible. To increase awareness, we often advertise that travellers can buy directly from their preferred travel agent or airline website. Our goal is to make the airlines we represent as accessible as possible to potential customers.

Please tell us more about your experience with Air Arabia.

Besides the premium planes that Air Arabia possesses, I can personally testify to the efficiency that this airlines has. During the bidding process of obtaining our appointment, the process only took over a month to complete. An open tender at this scale, often requires multiple stages, as the airline had to filter through the potential companies that they invited for the process. We also had to fly into the UAE to participate in the interview after being shortlisted. Within a few weeks, we received the call of our successful appointment.

Since then, their efficiency and communication has been exceptional. Whenever we required approval for our marketing campaigns, they always responded within two to three hours.

The city of Sharjah is the central hub for Air Arabia; what are the exciting destinations in Sharjah that would be of interest to Malaysian travellers?

A city in the UAE on the Arabian Gulf, Sharjah is considered the nation's cultural capital and is only 30 minutes drive away from the city centre of Dubai. The city contains a 'Heritage Area' filled with restored homes and museums devoted to Emirati customs. Additionally, it's home to Sharjah Fort, a 19th century royal residence turned into a local history museum. On the other hand, there's an 'Arts Area' that includes the Sharjah Art Museum, displaying contemporary Arabian and 18th century Orientalist works. For shopping enthusiasts, the massive, blue-tiled Central Market is the perfect destination with more than 600 stores.

For families, the Sharjah Aquarium, the Corniche waterfront promenade, and the Eye of Emirates (a 60m tall observation wheel) are ideal places for Malaysians to experience the UAE.

What do you think about the unique selling points of Air Arabia?

I believe Air Arabia is one of the best low-cost airlines to come to Malaysian shores from the Middle East. Air Arabia has for example, a large connectivity network of 170 cities in more than 50 countries and that they possess long-range planes in their fleet such as the Airbus A321LR that are able to fly beyond the 7-hour mark. This is not to mention that the A321LR has 32 inches of leg space and that Air Arabia offers 30kg of complimentary baggage allowance and 10kg hand-carry allowance even though their prices are very competitive.

For example, a traveller can book a flight to Dubai at the cost of RM1,700 and below. Also, Air Arabia does not compete directly with the other airlines that we represent. This is why we believe that we cannot go wrong with the current business model that we and our partner airlines share.

What is it about the aviation industry that drives your passion for it?

As the aviation industry is an international sphere, it is the perfect launching point for a company into the global arena. In Malaysia, there are over 5000 travel agencies, but only less than 30 have been appointed by airlines as GSAs. This means, being one of the travel companies that has reached this level is a prestigious position to be in. Currently, we are representing two national carriers: Kenya Airways and SriLankan Airlines. The appointment by airlines of their stature is a wonderful endorsement of recognition for Oscar Holidays.

On the other hand, we have also signed a partnership with Lidl – a German global discount supermarket chain. This contract will allow us to promote Malaysia as an attractive travel destination to European customers within their stores. This will also significantly increase sales and visitor volume to Malaysia. Additionally, this is also a very cost effective method for our airline partners in increasing their exposure to other markets.

Thus, the honour of having achieved this for my company is a pleasure in itself and is a powerful drive for me to keep striving for excellence.



P

LAY

E

XPLORE

N

IBBLE

MORE THAN AN ISLAND, A GATEWAY TO LIVING HERITAGE.

PENANG INTERNATIONAL AIRPORT, THE GATEWAY TO GETAWAYS

It all begins at Penang International Airport (PEN). Modern street art interweaving with old world architecture. Cuisines both fancy and rustic, found nowhere else. Home to a heritage of 500 years. Plan your route to a UNESCO World Heritage City.



Powered by

