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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 rejoices how Malaysia Airports' partnership with Malaysia Airlines Berhad has taken off ground to draw more tourists to the legendary island of Langkawi following the launch in March of the RM5 million Langkawi International Tourism Promotional Fund (LITPF) which also includes working with travel agents, tour operators and destination marketing companies.

I believe our strategic partnership with Malaysia Airlines' Discover Langkawi Campaign will enable us to gain greater traction in enhancing the economic value of our tourism pie based on the multiplier effect of undertaking promotions and sustainable marketing with key industry players.

I would like to thank my airline marketing team which initiated this collaboration with our national carrier. The six-month long contest under this campaign is open to passengers travelling to Langkawi from all the airline's network from 1 July 2019 until 31 January 2020 where they write a slogan on why they would like to discover Langkawi in less than 30 words on Malaysia Airlines' website.

Apart from the five monthly winners for flight tickets to domestic or ASEAN destinations, three grand prize winners will each walk away with a business class ticket for two to Langkawi and a five-day/four-night holiday package at a prestigious hotel.

The double-digit growth by Langkawi International Airport last year, which saw almost 30% of international traffic movement, clearly shows how aggressive promotion of the island has paid off. I envision working with more potential partners and airlines in the months to come on the RM2.5 million budgeted for 2019 under LITPF with another similar amount for 2020.

Currently, we have six airlines flying into Langkawi to international destinations such as Singapore, Guangzhou, Phuket, Kunming and Chengdu besides the domestic routes. We look forward to welcome Qatar Airways' inaugural flight from Doha to Langkawi in October.

We also welcome the special RM5 million Galakan Melancong Malaysia or Gamelan Malaysia fund in short for this year recently announced by the Minister of Tourism, Arts and Culture to support the local tourism industry players' promotional efforts, which will help to boost more domestic and international arrivals into the country.

Our latest statistics show that the total network of airports managed by us, including Istanbul SGIA, grew in June over the previous corresponding period to 12.1 million passenger movements. This is the second highest passenger movements handled by us for a month after December 2018. On the last-twelve-month basis, we recorded the highest passenger movements of 136 million for our network of airports.

Let us all work more closely together and tap into the available funds and resources in the run-up to Visit Malaysia 2020. The recently announced January-May tourist arrivals by Tourism Malaysia showed 4.8% growth to 10,954,014 while the first half figures for 2019 at our airports in Malaysia monitored by us registered 4.7% growth to 51.1 million passenger movements. It is indeed heartening to know that we are all working towards the same goal of making Malaysia the preferred and ultimate destination.



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Malaysia's Top Three Markets Remain Steadfast with its Growth

Singapore, Indonesia and China continue as the top three source markets for Malaysia for the first five months of 2019, contributing to a combined share of 7,177,777 foreign tourists from Malaysia's total arrivals of 10,954,014, which was up 4.8% from the same corresponding period last year.

The country's short-haul market from the Association of Southeast Asia Nations (ASEAN) region maintained its lead as the biggest contributor of international tourists with 69.2% share.

The figure rose by 4.7% to 7,584,128 tourists for January to May, fuelled by growth from Indonesia, up 14.3% to 1,476,625 Singapore (+4% to 4,364,315) and Thailand (+2.5% to 829,787).

Malaysia's medium-haul market made up 21.4% share of the pie followed by its long-haul market (9.4%). The former, which saw 7.6% rise in arrivals, was driven mainly by growth in East Asia (such as China, South Korea and Japan) and South Asia (such as India and Pakistan) which rose 6.7% and 11% respectively compared to the same period last year.

The long-haul market, however, saw a slight 0.2% drop in arrivals to 1,021,228 tourists due to falling numbers from West Asia, Africa and several European countries such as France, Spain, Sweden and the Netherlands, which were impacted by insufficient direct flights serving these markets.

On how the United Kingdom (UK) market is faring, Tourism Malaysia Senior Director of Domestic and Events Division Dato' Dr Ammar Abd Ghapar, who is also the Head of Secretariat for Visit Truly Asia Malaysia 2020, said in an exclusive interview with Airlink that tourists from this market are still coming but there is no growth due to connectivity issues.

Tourist arrivals from the UK for Jan-May stood at 151,558, according to the latest statistics from Tourism Malaysia website, mytourismdata.tourism.gov.my.

Dato' Dr Ammar remarked, "Malaysia Airlines still flies to London but is now using a smaller aircraft (Airbus A350 with 286 seats) compared to before when the carrier was using the A380."

With five more months to go before Visit Truly Asia Malaysia 2020, he believes it is imperative that Malaysia Tourism Promotion Board or Tourism Malaysia as it is known in short, seriously look into their plans for the long-haul market.

He stressed that there must be an alternative for the tourism industry to address possibilities like what if tourist arrivals from China suddenly drops and identify which emerging markets would hold potential for Malaysia.

Last year, Singapore (10,615,986), Indonesia (3,777,689) and China (2,944,133) made up the three largest source markets with a combined share of 65.2% from the country's total arrivals of 25.83 million foreign tourists in 2018.

Although Malaysia's total foreign tourist figures fell by 0.4% last year with major markets such as Singapore and Brunei leading the downtrend, its overall decline was minimised by the sturdy growth of markets such as Indonesia, China, Thailand, South Korea and India.

Commenting on the 14.7% decline last year in Singapore tourist arrivals from 12,441,713 in 2017, Dato' Dr Ammar considered the number of arrivals from our close neighbour still huge given that their population stands at 5,871,757 as at 2019.

He said a committee, which included representatives from the Customs, Immigration and Traffic departments, had been set up to look into easing the congestion at the Johor-Singapore causeway.

Tapping into the Singapore market

"We received many tourists from China via Singapore and are exploring other alternative means of travel such as rail into Malaysia besides by air and road.



"We have to capitalise on the flight connectivity to Singapore and need to have more integrated efforts to do promotional campaigns and come up with good packages. If you know where your tourists are coming, you tap on that market.

"We have done aggressive radio campaigns when the flights are there, offering the sun, sea and sand to the Singaporeans," he added.

According to Malaysia Tourists Profile 2018 By Selected Markets, the expenditure from the Singapore tourists are mainly on shopping followed by accommodation and food and beverages. They are mainly on holiday, visiting friends and relatives (although this has dropped to 33.2% last year from 45.1% in 2017), and shopping due to Malaysia's attractive foreign currency exchange.

The majority of them (97%) make independent travel arrangements and are high repeat visitors. Almost 60% of them travel with their spouse, family or relatives while close to 17% of them travel alone. The states most visited by them are Johor, Sarawak, Kuala Lumpur/Selangor.

On the Indonesian market, Dato' Dr Ammar observed that 70 to 80% of the private hospitals in Kuching, for instance, are filled with Indonesians.

The annual Malaysia Tourists Profile 2018 By Selected Markets report showed that 40% of the Indonesians were in Malaysia last year for their holidays while 27.7% were here for health treatment and 18% to visit their friends and relatives.

Describing the China market to be very massive given its huge population size of 1.43

billion, Dato' Dr Ammar felt that there is a need to look into its yield.

According to Knight Frank's 13th edition of The Wealth Report 2019, there were 1,535,473 millionaires living in the Chinese Mainland in 2018. This number is expected to increase to 2,017,514 by 2023.

He added, "With everyone is looking at this market, we cannot afford to neglect it. Our strategy must be right and the visa issues addressed."

More VOA Facilities

The Home Affairs Ministry had announced on July 19 that more visa-on-arrival (VOA) facilities would be granted to tourists from China and India who enter Malaysia via Brunei, Indonesia, Singapore and Thailand.

The VOA facilities would be available at the arrival gates of the country's main airports, including the Langkawi International Airport, Sultan Abdul Aziz Shah Airport and Miri Airport.

Other locations where such facilities are expanded include the Bukit Kayu Hitam Immigration, Customs, Quarantine and Security (ICQS) Complex in Kedah, the Sungai Tujoh ICQS in Sarawak and the Labuan Ferry Terminal.

The ministry also extended the period of stay from seven to 15 days and reduced the VOA fees from RM300 to RM200.

Dato' Dr Ammar, who used to look after the Russian market, said Tourism Malaysia is also eyeing this market, which is also noted for its high-network individuals. The Wealth Report 2019 listed the 163,176 millionaires living

in Russia in 2018 to grow to 198,524 by 2023.

Currently, there are no direct flights from Moscow to Kuala Lumpur although the former is connected directly to Bangkok and Singapore.

He quipped, "We have thus to work closely with Singapore since doing mono destination promotion would not be of much help," adding that "We cannot depend on the markets we have now. We need more quality and long-staying tourists who are able to spend."

Last year, the average length of stay from foreign tourists was 6.5 nights or 0.8 night longer than 2017. They were from West Asia such as Saudi Arabia, Kuwait and United Arab Emirates as well as the European countries like the UK, Denmark and the Netherlands.

With the domestic market under Dato' Dr Ammar's responsibility as well, he disclosed that SKS Airways plans to mount flights to several tourist destinations in the country.

Pahang state government has reportedly received an application from the new airline, a subsidiary of the property developer SKS Group, to start scheduled flights in September to Pulau Tioman and Taman Negara from Singapore, Subang and KL International Airport.



“ We cannot depend on the markets we have now. We need more quality and long-staying tourists who are able to spend. ”

DATO' DR. AMMAR A. GHAPAR
Senior Director, Domestic & Events
Tourism Malaysia

Kuala Lumpur to Seychelles with Air Mauritius

Travellers from Malaysia now have the option to fly to Seychelles from Kuala Lumpur with Air Mauritius, with a stopover in Mauritius.

Air Mauritius, the flag carrier of Mauritius, has started twice weekly flights between the island nation and Seychelles on 2 July by operating the Airbus A319 aircraft, offering 16 Business class and 108 Economy class seats.

Air Mauritius currently operates thrice weekly flights between Kuala Lumpur and Mauritius.

CEO of Air Mauritius, Somas Appavou said at the launch of the operation to Seychelles, "This new destination will reinforce our regional service and provide enhanced connectivity onto our global network. Our two countries are world class tourist destinations but as islands



we also share similar challenges like the size of our home markets and our geographical remoteness. Bringing our islands closer through better air connectivity is key to overcoming such challenges."

Didier Dogley, the Minister for Tourism Civil Aviation, Ports and Marine of Seychelles said "As a country that depends greatly on tourism, trade, and investment, a new airline

coming into the country is always a plus for Seychelles. This helps tourism in general as now people will be able to come on twin holidays where they can spend several days in Mauritius and several days in Seychelles."

For more information, please call 03 – 2142 9161 or email infokul@airmauritius.com

ERL Leads the Way with Cashless Ticketing on Public Transport

The Minister of Transport, YB Anthony Loke launched the "Go Cashless on Public Transport" Campaign which was organised by Express Rail Link Sdn Bhd (ERL) at KL Sentral last month.

ERL's strategic partners in the campaign are Boost e-wallet, GrabPay, Mastercard, Maybank, Touch 'n Go, UnionPay and Visa.

Executive Chairman of ERL, Tan Sri Mohd Nadzmi Mohd Salleh said, "We are using innovative technology to improve our customer experience. ERL has been at the forefront of the cashless movement on public transport since 2010 by working with strategic partners to promote the awareness and usage of cashless transactions. Besides online ticketing, we encourage the usage of contactless cards at the gate, self-ticketing at self-service kiosks and mobile wallets to reduce cash transactions and ease congestion at the counter".



Loke said, "I am truly happy to witness the fruits of cooperation between ERL and its partners. When it comes to public transport, a progressive approach towards a fully cashless system is preferred, starting with educating the public on the benefits of going cashless. In this respect, the government would like to urge rail

operators to play their part in ensuring benefits are felt by the people. Offering value deals to commuters such as unlimited access card and discounted monthly passes can certainly ease the rakyat's burden. Joint promotion with partners who share a common goal can also benefit the travelling public".

Air Arabia Debuts Flight to KL International Airport



Air Arabia, the Middle East and North Africa's first and largest low-cost carrier (LCC), inaugurated its direct flight between Kuala Lumpur and Sharjah on the 3 July 2019. Located only thirty minutes from Dubai, the city of Sharjah to which the flight departed is a seven-hour flight between the two cities. Air Arabia brings the first direct flight by a low-cost carrier connecting Malaysia with the Gulf Cooperation Council (GCC) region.

The inaugural flight landed at KL International Airport (KUL) at 8.50am in the morning local time and was received by official delegation consisting of YB Datuk Mohamaddin bin Ketapi, Minister of Tourism, Arts & Culture Malaysia; YM Raja Azmi Raja Nazuddin, Group Chief Executive Officer Malaysia Airports; Mr. Adel Al Ali, Air Arabia Group Chief Executive Officer, Senior Management of Malaysia Airports, Air Arabia, UAE Embassy & Tourism Malaysia in addition to the press. The welcome function was followed by a press conference held upon the arrival of the flight in KLIA.

Commenting on the inaugural flight of the route, Adel Al Ali, Group Chief Executive Officer of Air Arabia stated, "We are delighted to be the first low cost airline to connect Kuala Lumpur with the UAE and GCC. We are confident this new service linking the two cities will further strengthen the trade and tourism ties between both nations, while providing our customers with a great value-for-money option to travel between both countries and beyond. We thank Malaysia Airports & Tourism Malaysia for their warm welcome and continuous support".

Brimming with hope, YB Datuk Mohamaddin bin Ketapi said, "This year, our target is to have 337,100 tourists from West Asia region, and I believe that the establishment of Air Arabia's Sharjah-Kuala Lumpur route will certainly help with increasing tourist arrivals from this region. The flight could not have come at a better time as we are also aggressively promoting Malaysia in the run-up to our Visit Malaysia 2020 campaign".

Raja Azmi congratulated Air Arabia for being the 75th airline to operate from KUL. He points out, "Malaysia Airports is very pleased to welcome Air Arabia, an international airline from the United Arab Emirates (UAE). The airline is touted to be the largest low-cost airline in Central Asia and North Africa connecting over 170 destinations across Asia, Africa and Europe. This vast connectivity will

be very beneficial to our passengers. At the same time, we are also proud to partner Air Arabia in promoting Malaysia as a preferred holiday destination for the Emiratis and the global community".

Flights on Mondays, Wednesdays, Fridays and Sundays depart KUL at 3.35am local time arriving Sharjah International Airport at 6.50am local time. The return flight departs Sharjah International Airport at 2.55pm arriving in KUL at 2.25am local time.

Flights operating on Tuesday, Thursday, and Saturdays depart KUL at 9.55am local time arriving at Sharjah International Airport at 1.10pm local time. The return flight departs Sharjah International Airport at 9.20pm in Kuala Lumpur at 8.50am local time.

The flights operate with the brand new Airbus A321 Long Range aircraft with a capacity of 215 passengers on each flight.

Air Arabia currently operates flights to more than 170 routes across the globe from four hubs located in the Middle East and North Africa.

In Malaysia, Oscar Holidays is the General Sales Agents for Air Arabia.

For more information, please call 03 – 2694 4803

Malaysia Airports and Malaysia Airlines Launch Discover Langkawi Campaign



Malaysia Airports in partnership with Malaysia Airlines launched the all-new Discover Langkawi Campaign.

Between 1 July 2019 and January 2020, Malaysia Airlines passengers from all of its networks travelling to Langkawi can participate by completing the sentence, "Tell us why you would like to discover Langkawi" on the Malaysia Airlines' website in less than 30 words. There will be 5 winners each month based on the best captions and they will win flight tickets to domestic or ASEAN destinations. At the end of the contest, there will be 3 grand prize winners who will each walk away with business class tickets for two to Langkawi and a 5 days 4 nights holiday package at a prestigious hotel worth more than RM100,000.

The campaign is supported by the Langkawi International Tourism Promotional Fund (LITPF) that was launched earlier this year for airlines, travel agents and destination marketing companies to market and attract more international tourists to the beautiful island that is known as the Jewel of Malaysia.

Present at the launch ceremony of the campaign were Deputy Minister of Tourism,

Arts and Culture Malaysia, YB Tuan Muhammad Bakhtiar Wan Chik; the Secretary General Ministry of Transport Malaysia, Datuk Mohd Khairul Adib Abd Rahman; the Secretary General Ministry of Tourism, Arts and Culture Malaysia, Datuk Isham Ishak; the Group Chief Executive Officer of Malaysia Airports, Raja Azmi Raja Nazuddin and Malaysia Airlines Group Chief Revenue Officer, Ignatius Ong.

Raja Azmi shared his delight that Malaysia Airlines has decided to be the first to make use of the LITPF and to partner with Malaysia Airports to attract more tourists to Langkawi. He continued that, "The double-digit growth at our Langkawi International Airport last year comprised almost 30% of international traffic movement and it was definitely the result of aggressive promotion of Langkawi as an attractive destination. Therefore, we hope to see a further increase in traffic movement with the launch of the Discover Langkawi Campaign."



Ignatius Ong said, "It is only fitting that we work together with Malaysia Airports in promoting the country to the world as we are both the first point of contact for any tourist that arrives in Malaysia. Under this partnership, our airline and its frequent flyer programme, Enrich will be working closely with Malaysia Airports on various marketing and promotional activities to attract more visitors to Langkawi. Langkawi has always been a popular holiday destination for many Malaysians as the island is home to beautiful landscapes and pristine beaches. With our six daily flights, we wish to connect more visitors to this beautiful island for a quick getaway from the city."

Finnair brings Nordic delights on Singapore-Helsinki Route

From 6 June to 5 September 2019, passengers flying the Singapore-Helsinki route will get to experience the airline's new summer menu, created in consultation with their signature chef, Tommy Myllymäki, who has been nominated chef of the year in Sweden.

The special dish will be served on Finnair's Midnight Menu as a starter course – a salmon tartar, served with marinated mushrooms, fresh trout roe sprinkled with fried onion.

Alongside this dish, mains of pan-seared perch with chilli-lemongrass sauce, bok choy in Balinese sauce and rice with sweet potatoes; and braised beef cheek with red wine sauce and mashed potatoes with truffle, carrots and pearl onions will be served. Kikorangi blue cheese and Brie will accompany the courses,

and a choice between ice cream, petit fours or fresh fruits are offered as dessert options.

Maarit Keränen, Head of Category (F&B) who oversees Finnair's long-haul flight food concepts said, "Food plays a key role in the customer experience, and we are delighted to offer a little piece of the Nordics to our customers, who fly with us every day from Singapore to Helsinki".

With APAC travellers venturing further into Europe and to less trodden destinations, Finnair, which flies the short Northern route between Europe and Asia, provides enhanced connectivity for APAC travellers to over 100 destinations in Europe.

From Finnair's Helsinki hub, they fly to 11 other destinations in Finland and nine other cities across the Nordics. Finnair is the most dominant European carrier to Scandinavia with seamless connections to Oslo, Stockholm, Copenhagen, Reykjavik, Amsterdam and



Prague. Earlier this year, new routes to Bologna, Bordeaux and Porto were added to further connect Asian travellers with authentic food and wine experiences.

Passengers travelling from Malaysia can opt for KL International Airport – Singapore's Changi International Airport on Malaysia Airlines' flight which is code shared with Finnair, to connect with Finnair's Singapore-Helsinki flight.

For more information, please call 03 – 2145 1155

Malindo Air New Route to Sydney



Malindo Air will begin its new service from Kuala Lumpur to Sydney, Australia, via Denpasar (Bali), Indonesia, from 14 August 2019.

The service is available daily from Kuala Lumpur International Airport (KLIA). Flight OD171 will depart at 6:25pm and arrive at Ngurah Rai International Airport (Bali) at 9:35pm. With a stopover for an hour, the

flight will depart from Bali at 10:35pm and arriving at Sydney Airport at 6:40am the next morning.

The returning flight, OD0172 from Sydney will depart at 12:00pm and arrive in Bali at 4:50pm. At 6:00pm the flight will continue and arrive in Kuala Lumpur at 9:10pm.

A Boeing 737-900 aircraft, comprising 12 Business Class and 168 Economy Class seats will be deployed for the flight.

Chandran Rama Muthy, CEO of Malindo Air said, "We are thrilled to have the much anticipated harbour city, Sydney as the 5th addition to our Australia network, after Perth, Brisbane, Melbourne and Adelaide. We believe this connection will attract both business and leisure travellers and support greater passengers' traffic and promote local economy and tourism".

For more information, please call 03 – 7841 5388

Royal Air Maroc and Jazeera Airways Fly to ISGIA



In June, Royal Air Maroc, the national flag carrier of Morocco and Jazeera Airways, the leading Kuwaiti added Istanbul Sabiha Gökçen International Airport (ISGIA) to their destinations. Royal Air Maroc is operating the Boeing 737-800 aircraft for daily return flights between Casablanca and ISGIA, while Jazeera Airways is operating three weekly flights with A320 aircraft between Kuwait and ISGIA.



Royal Air Maroc became the third airline after Pegasus and Air Arabia to offer scheduled flights between ISGIA and Casablanca, Morocco. Royal Air Maroc is expected to be an official Oneworld alliance member by year end, making it the second Oneworld alliance member to operate into ISGIA.

Jazeera Airways became the fourth airline to fly to Kuwait from ISGIA along with Pegasus Airways, Turkish Airlines and Kuwait Airways. With the addition of Jazeera Airways, the number of weekly flights from ISGIA to Kuwait rose to 34.

Separate welcome ceremonies were held at ISGIA for the landing of the two airlines, with the traditional water salute and the cabin crews were welcomed with flowers.

Royal Air Maroc's ceremony was attended by the Vice Governor of Istanbul and ISGIA executives as well as the Moroccan Consul General to Istanbul. Royal Air Maroc was represented by Abdelhamid Khalil, VP Europe and Patras Hachem, Regional Director, Turkey & Greece.

A traditional cake cutting ceremony was followed by an exchange of gifts. Before the cocktail reception, the passengers were also served Turkish Delight.

The reception to welcome Jazeera Airways' inaugural landing was attended by ISGIA executives and senior officials from Maple Aviation and Jazeera Airways. At the ceremony, Dato Azmi Murad of ISGIA presented a gift to Bernard Matta, AVP Sales / Regional Airports Manager - Levant & Europe at Jazeera Airways to commemorate the first flight.

Superior Transit Options with Korean Air

Korean Air and Delta Air Lines have collaborated with Incheon International Airport Corporation (IIAC) recently in holding a special information workshop for local travel businesses in Kuala Lumpur. The aim of this workshop between Korean Air, Delta and IIAC is to increase the awareness of Malaysian passenger's transit options at Incheon International Airport.



Since launching their joint venture in May 2018, Korean Air and Delta have been operating faster and more convenient routes to 80 destinations in Asia and 290 destinations in North and South America on the strength of their extensive networks centred on IIAC.

Coincidentally, the month of May also marks the anniversary of the trans-Pacific Joint Venture between Korean Air and Delta. The JV between these two airlines is currently positioned as a No. 1 trans-Pacific JV. This partnership is focused on building the most comprehensive and reliable network in the trans-Pacific, where customers can benefit from unsurpassed access to over 80 destinations in Asia and more than 290 in the US.

Through this strategic initiative, Delta will offer the fastest and most customer-friendly connecting experience in Asia, vis-à-vis Incheon Terminal 2, which is home to the JV of these two airlines since its opening. This JV has resulted in full reciprocal codesharing across the two airline's respective networks to over 200 new markets, improved reciprocity across both airline's loyalty programs and a thorough collaboration to improve all customer experience across the Pacific.

According to Steven Sear, President of Delta Air & International and Executive Vice President of Global Sales, "We've also heard great feedback from our customers about on-board meals created in partnership with Michelin two-star chef Kwon WooJoong, which are featured in all classes of Delta service to and from Korea. We're also rolling out award winning products, including Delta One Suites and Delta Premium Select available on our new aircraft, including the Airbus A350 and A330-900neo, and expanding to our Boeing 777 fleet as it is refurbished. Our customers have also responded enthusiastically to

Korean Air's high service standards and premium products, including their First Class and Prestige class. In all regions where Delta flies, we have a laser focus on delivering an outstanding experience for our global customers. This growth is a testament to the strong potential of the Delta/Korean Air Joint Venture and a clear sign of our partnership's bright future. It's been gratifying to see what the Delta and Korean Air teams have been able to accomplish together, and there's a lot more to come".

On the other hand, Jeon Young Do, Regional Manager of Korean Air proudly stated, "We are delighted with our partnership with Delta. This partnership brings more comfort to customers flying between the Americas and Asia, including Kuala Lumpur. With the relocation to Terminal 2 at Incheon Airport alongside with Delta, we are able to provide seamless service to our customers. Korean Air is providing extensive support to develop a successful partnership with Delta". The expansive network formed by this partnership gives Delta and Korean Air's shared customers seamless access, connecting Malaysians to more than 290 destinations in the Americas.

Hyeongil Kim, Director of Airline Marketing at Incheon Airport says, "Incheon International Airport has been providing transfer passengers with the highest quality service in cooperation with Korean Air and Delta Air Lines. We are hoping that more travellers from Malaysia will come and enjoy a unique experience while making transfers at Incheon Airport".

Korean Air currently operates daily flights between Kuala Lumpur and Incheon.

For more information, please visit www.koreanair.com

Scoot Operates Direct Flights to Kota Bharu from Singapore



In July, Scoot commenced its first direct flight to Kota Bharu from Singapore, making it the seventh destination for the airline in Malaysia after Ipoh, Kuala Lumpur, Kuantan, Kuching, Langkawi and Penang.

With this operation, customers from Kota Bharu can now save over two hours of travel time by flying directly to Singapore without having to layover in Kuala Lumpur.

From Singapore, Scoot's network connects customers to over 60 destinations across 17 countries including Athens, Berlin, Gold Coast, Jeddah, Sydney and newly launched destinations such as Trivandrum, Wuhan and Kunming among others.

Scoot's Acting Chief Commercial Officer Mr Calvin Chan said, "At Scoot, we make every effort to provide affordable travel to new destinations for our customers through our extensive network and attractive airfares. We are excited to be the only international operator to offer direct flights between Kota Bharu and Singapore, it is a showcase of our commitment to the Malaysian market. The capital city of Kelantan was chosen as our latest destination in Malaysia for its old-world charm and natural beauty, and we are

confident that travellers will enjoy exploring the rustic fishing villages, palm-fringed beaches and sprawling paddy fields that Kelantan has to offer. Additionally, we hope that this new addition to Scoot's network will help boost local tourism and provide more options for people to explore the world."

Group Chief Executive Officer of Malaysia Airports, Raja Azmi Raja Nazuddin said, "We are proud to welcome Scoot as the new airline partner at our Kota Bharu Airport (KBR). This is the airline's second destination in the east coast with the first being Kuantan Airport whereby its flight route began in February 2018. This Singapore-Kota Bharu route will not only provide more business opportunities to bloom, but it will also allow a good growth of tourism in the state that is well known for its delectable local delicacies and colourful range of cultural offerings. Scoot will be the fifth airline to operate at KBR and we are confident that this partnership will further boost the connectivity for the region in the long run."

Scoot is the low-cost arm of Singapore Airlines Group. In Malaysia, AVIAREPS is the General Sales Agents for Scoot.

For more information, please call 03 – 2148 8033 or email Flyscoot.Kul@aviareps.com

Qantas Overhaul Frequent Flyers Program

Qantas Frequent Flyers are benefiting from a major overhaul to the airline's loyalty program and are now paying significantly less fees for international reward flights.

Representing a \$25 million investment, the changes will improve how members are recognized and rewarded as well as how they earn and redeem points.

The program overhaul started in June and is being rolled out to Qantas Frequent Flyer members over 12 months. The major initiatives include adding more than 1 million extra reward seats available annually on Qantas and new partner airlines.

Carrier charges – the additional costs associated with flights booked with Points – are also slashed by up to 50 per cent on international bookings.

Changes are made to the points required for reward seats on domestic flights within Australia and international services, including an up to 10 per cent reduction in the number of points required for international economy Classic Reward seats.

Points required for upgrades and Classic Reward seats in premium cabins are increased to better reflect the value of this premium experience and a new tiered Points Club program is created to better reward members who earn most of their points through on-the-ground transactions.

Changes also include introducing a new Lifetime Platinum status, the ultimate recognition for the airline's most loyal flyers.

Qantas Group CEO Alan Joyce said, "The Qantas Frequent Flyer program has always been about rewarding customers for their loyalty. These changes are about making it easier for members to access those rewards and help to keep them highly engaged, which in turn is good news for our business as a whole."

Joyce continued, "We know the majority of our members want to use their points to take a dream trip overseas, so we are adding more reward seats including First, Business and Premium Economy, to places like London, Los Angeles, Tokyo and Singapore as well as slashing carrier charges".

Joyce said the program overhaul would ensure Qantas' loyalty program remained one of the most attractive and successful in the world.

Members are also given more choice when travelling to destinations across Europe, New Zealand and South East Asia through Qantas' new frequent flyer agreements with Air New Zealand, China Airlines, Bangkok Airways, Air France and KLM Royal Dutch Airlines.

In Malaysia, H Travel Sdn Bhd is the General Sales Agent (GSA) for Qantas Airways.

For more information, please call 03 – 2713 3911

FREQUENT FLYER – KEY FACTS

- 12.7 million members
- More than 300 program partners
- 5 million Reward seats available on Qantas every year
- Four flight redemptions made every minute
- 60 upgrades confirmed every hour
- Two-thirds of all points earned are generated by on the ground transactions
- 35% of all credit card spend in Australia is on a Qantas or Qantas Frequent Flyer co-branded credit card

* On Qantas and Jetstar Classic Flight Rewards excluding direct flights to and from New Zealand and select South Pacific locations that are classified as domestic zones due to proximity to Australia.



AVIATION INTERVIEW WITH DR NOORLINAH G MOHD

Director of Malaysia Aviation Academy (MAvA)

Dr Noorlinah G Mohd, a geology honours degree holder from Universiti Kebangsaan Malaysia, stumbled into aviation 32 years ago. She never imagined this career path would become her passion. As a regulator for this industry in her capacity as an inspectorate officer before, she understands the training requirements when it comes to churning out the country's supply of air traffic controllers (ATCs).



MAvA is Malaysia's most important entity for training competent ATCs and ultimately ensuring the safety of Malaysian skies. How did it reach its current level since its establishment?

MAvA's humble beginnings as a training centre dates back to the 1960s when direct on-the-job training of new controllers was no longer practicable. Malaysia's earliest civil aviation training centre in Subang was known as Civil Aviation College (CAC) in 1981.

Malaysia Technical Cooperation Programme (MTCP) trainees have been attending courses since then at CAC whose four wooden blocks linked to each other became known as "Kolej Kayu".

Around 1996, CAC operated a "side campus" in Taman SEA, Petaling Jaya to accommodate a large number of trainings in preparation for the opening of the KL International Airport and the restructuring of the airspace. CAC's wooden building operated until circa 2004 when concerns for health and safety forced the Department of Civil Aviation, now called the Civil Aviation Authority of Malaysia (CAAM) to temporarily move the training of ATCs to the Air Traffic Control Centre Complex.

MAvA started operations at this present location in 2009, providing training to local and international participants. Its expansion has always been associated with the density of airspace usage, number of air traffic and complexity of airspace structure.

MAvA primarily caters to CAAM's human resources' (HR) demand but when slots are available, it offers courses to international trainees as well. Since 2009 to 2018, it has conducted 359 training courses participated by 4,357 Malaysians and 316 foreigners from 80 countries, including those from the ASEAN region, Asia, the Middle East and South Africa.

MAvA officially became an International Civil Aviation Organisation (ICAO) TRAINAIR PLUS Associate Member in 2015 and was awarded full membership in 2016. Please share how MAvA attained that position and what it means to be a TRAINAIR PLUS member.



The process to be enlisted as an ICAO TRAINAIR PLUS programme member is stringent given that it is evaluated by qualified TRAINAIR assessors. During the assessment, we need to show MAvA's capabilities on HR, its training and office facilities, quality management system, record keeping, examination procedures and administrative processes.

The membership fee is renewable every three years with a recurring audit and a renewal fee. MAvA was awarded full membership when we successfully developed a Standardised Training Package (STP).

TRAINAIR PLUS Members have access to TRAINAIR STPs which could be hosted or conducted in their premises by qualified instructors. MAvA runs three home-developed and TRAINAIR certified STPs for CAAM and foreign participants. The hosting of such training courses and selling of STPs are great opportunities for us to generate revenue as well.

What are your views on the current quality of ATC training offered by MAvA? How do you plan to improve MAvA?

MAvA is well-respected. It offers training at a reasonable price in comfortable and friendly environment conducted by qualified and experienced instructors using up-to-date training facilities.

I am focused on strengthening the HR, particularly the instructors' pool so that MAvA

will have the best qualified and capable trainers. The successful and efficient delivery of knowledge and skills at MAvA will significantly impact the service excellence offered by ATCs.

I will be retiring next year when I reach 60 following my transfer to MAvA on 2 January 2018. It is perhaps not long enough to see the fruits of my labour but I hope the seeds for excellence sown will continue to be nurtured by its personnel. I believe in motivating MAvA instructors, trainees and administrative personnel to not only do things right but also do the right things.

What are the pressing matters facing MAvA and how are they circumvented?

The run-down state of the 10-year old MAvA complex requires maintenance. Some of the repairs are on-going. We try to ensure the training courses are run with minimal disruptions. Since it involves cost and budget, we have prioritised the critical repairs to lessen the financial impact. With good governance and financial support from CAAM, I hope to see further improvements in the training environment.

Is the current supply of ATCs sustainable? What advice would you give to get people interested in considering this profession?

Yes, it is sustainable. According to the Air Traffic Management Division, there is no shortage of candidates each time an advertisement for ATCs is broadcasted.

The selection process is quite strict. My advice would be, ask yourself if you have the passion for aviation. It is a demanding job, stressful but exciting and rewarding as well. I have no regrets joining this field as the learning process never ends and there are opportunities to travel abroad to attend international meetings, conferences or seminars.

I encourage those who like challenges, are highly spirited and disciplined to go for it. A good command of the English language is a must. You also have to be reasonably fit as this is a licensing requirement along with the ATC Ratings.

Please tell us more about the different courses that MAvA offers.

Courses such as ab-initio or Primary ATC are attended by new intakes for the job. Trainees passing the ab-initio course will progress to the ATC course. Upon successful completion, they will qualify for appointment. Before their three-year probation ends, they need to pass another ATC course for job confirmation.

Courses like Aerodrome Control, Area Non-radar Control, Area Radar Control, Approach Non-radar Control and Approach Radar Control are also associated with ATC licensing. Other additional enhancement and enrichment courses include Search and Rescue, On-Job-Training Instructor, ATC Examiner, Performance Based Navigation and Safety Management System.



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