

Melia's Hippy Chic

Meliá Hotels International of Spain is developing a new global sub-brand and will base the concept on the only Sol Hotel in Bali. The concept of Sol Beach House is to provide guests with a feeling that they have their own house on the beach with hippie chic style that combines modernity with a vintage touch. The brand rejuvenation is aimed at boosting growth in key holiday destinations while improving their attractiveness and competitiveness. The Sol Beach House Benoa will provide a Mediterranean feel that could be used as a model for future growth in Asia and provide inspiration for the remodelling of the Palma Nova on Mallorca. Both hotels feature a lake-style swimming pool, beach club and activity programmes.

www.melia.com



Karl Lagerfeld So Sofitel

With a chic blend of culture and cuisine, art and architecture, Sofitel So Singapore has opened its doors in the heart of the Singapore CBD. Sofitel So Singapore offers guests a luxury hotel experience that is 'So Singapore', housed within an iconic heritage building built in 1927 on Robinson Road. Sofitel So is Accor's fashionable, urban designer hotel brand and the design reveals 134 exquisitely designed rooms located within a So Hip wing and a So Heritage wing.

Commissioned objects featuring Karl Lagerfeld's 'The Lion's Seal' emblem are included throughout the hotel including the BookKube, DoorKnockers on the So Heritage Wing and the bathrobe embroidery. An intimate La BibiloteK decked with a collection of Lagerfeld-curated books adjoins the Xperience Bar.

The hotel is housed within the iconic former telecommunications building and blends French styling with a chic and very Singaporean twist. Guestrooms are inspired by 19th century French decadence and dressed to impress. Guests staying in one of the nine opulent suites can enjoy hospitality from the moment they arrive, with a complimentary one-way transfer from the airport to whisk them in style from plane to suite.

Suite guests also enjoy a daily Champagne breakfast and late check-out. Complemented by regal balconies flanked by antiquated columns, the So Lofty suites overlook Singapore's bustling business district and are reminiscent of traditional Parisian apartments. The hotel is strategically located near Raffles Place in the heart of Singapore and just minutes away from most iconic landmarks.

www.sofitel.com



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Ibis Styles Opens In Malang

The first Ibis Styles in East Java, recently opened its doors in historic Malang. Ibis Styles is Accor's economy brand that offers comfort, full facilities and family-friendly services in a colourful, bright and energetic ambiance. It caters to the increasing demand for international-standard accommodation with premium facilities and services at an affordable price. With a rich history dating back to 17th century kingdoms, Malang is East Java's second-largest city and is an emerging gateway for travellers seeking cultural attractions. With 150 contemporary rooms, Ibis Styles Malang invites travellers to relax in one of three room types: standard double bed, standard twin bed, deluxe with three-seater sofa and deluxe suite. www.ibis.com



Malaysia's Four Points

Starwood Hotels and Resorts Worldwide Inc. recently signed an agreement with IOI Properties Group to manage two new hotels – Four Points by Sheraton Puchong and Le Méridien Putrajaya, slated to open in 2014 and 2015, respectively. These two new hotels will add 599 rooms to Starwood's Malaysian portfolio. Starwood's development in the fast growing districts of Puchong and Putrajaya will enable it to cater to Malaysia's increasing number of business and leisure travellers. Four Points by Sheraton Puchong is strategically located in

the heart of Puchong's new business district, Puchong Financial Corporate Centre (PFCC) at Bandar Puteri Puchong.

The hotel will be accessible by public transportation via a short walk from the LRT station due for completion in the first quarter of 2016. It will feature 249 guestrooms, including 12 executive suites, meeting space, pool, two food and beverage venues, gym and amenities such as free wi-fi. Le Méridien Putrajaya will offer 350 guestrooms, meeting and event space, two restaurants, gym, spa and a pool.

www.starwoodhotels.com

Waldorf Astoria Indonesian Expansion

Hilton Worldwide has signed a new management agreement with Putragaya Wahana for the Waldorf Astoria Jakarta, which is scheduled to open in 2018. The property will be located along Jalan MH Thamrin Road inside Jakarta's central business district and some 30km from Soekarno-Hatta International Airport. Waldorf Astoria Jakarta will be built as a 74-storey mixed-use development and feature an all-day dining restaurant, specialty restaurant, destination bar and signature Peacock Alley Lobby Lounge. An outdoor pool, health club plus spa and library lounge round up the hotel's facilities. www.hilton.com



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Architectural Innovation At Sheraton Huzhou

Sheraton Huzhou Hot Spring Resort is set to be one of the most architecturally innovative designs in Sheraton's portfolio. Its 101 individual hot spring pools and jacuzzis cover 20,000m² to make it one of China's largest hot spring resorts. Slated for full completion at the end of the year, Sheraton Huzhou is set to be one of the most architecturally innovative Sheraton Resorts with its ring-shaped exterior. Joining the two 27-storey towers underneath the lake is the resort's lower level, which houses a Shine Spa for Sheraton. Central to Mystic Spa is a large glass dome pool complex featuring 26 hot spring pools overlooking the resort's private lake as well as a hot spring waterfall.

Upon arrival, guests are greeted with a vista of cascading waterfalls running over large vertical stones from the famous Tai Mountain in Shandong Province. The water flows into the resort's largest hot spring pool where exotic flora and fauna provides a tropical jungle ambiance. Away from the main pool, other hot spring pools, such as the unique red wine pool with antioxidant properties, are located on different maze-like levels. Guests have access to 21 treatment rooms that focus on body and foot massages, as well as access to a health food restaurant. The resort is located at the southern point of Taihu Lake in Huzhou. www.sheraton.com



Qamar Paka Terengganu

Malaysia's RHR Hospitality recently re-branded the Residence Resort Paka as The Qamar Paka Terengganu. The Qamar is derived from the Malay word 'kamar', meaning bedroom. The property offers a blend of contemporary elements to enrich the travel experience. The Qamar is located on the east side of Kampung Cacar 20km from Dungun. It is a four star-hotel with 75 rooms of various categories and a bungalow fronting the South China Sea.

The Group has introduced two other signature brands; The Kahaani and RHR Hotel. The Kahaani, located in Ayer Keroh Melaka is a boutique luxury villa offering six suites. Residence Hotel at Universiti Tenaga Nasional (UNITEN) is to be re-branded as RHR Hotel @ UNITEN. www.theqamar.com

Accor's New Myanmar Hotels

Asia's first Sebel property has been announced with the signing of an agreement with Accor Hotels and Myanmar's Myat Min Company. The agreement covers three new Accor properties – Pullman Yangon Myat Min, The Sebel Yangon Myat Min and Novotel Inle Lake Myat Min. This partnership will enhance the capability to drive more international business through Accor's distribution channel and brands. The upscale Pullman Yangon Myat Min, to be completed in 2015 will be Myanmar's first Pullman.

The Sebel Yangon Myat Min will be a serviced apartment hotel with 100 rooms for long-stay guests. Novotel Inle Lake Myat Min is a mid-scale hotel with 121 rooms located beside Inle Lake and is scheduled to open in 2014. www.accor.com



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Lufthansa's new premium economy class offers more comfort with wider seats and more leg room.

Lufthansa To Roll Out Premium Economy

Lufthansa's ergonomic experts have waded through reams of market research and conducted countless workshops with its global sales partners in developing its new premium economy class. Installation of the new travel class will start this autumn and finish in summer 2015 offering its customers a brand new travel experience on long haul intercontinental sectors. Passengers will experience up to 50% more space than economy with the seats being a valuable 3cm wider with a wider arm rest between seats. Seat pitch will be 97cm with greater reclinability. Adjustable headrests will incorporate folded sides for extra support and comfort. Other features include 28cm to 30cm wide touch screen entertainment. Passengers will receive a welcome drink and in-flight amenities kit. Additional checked luggage is another feature of Lufthansa's premium economy which will appeal to the high-end leisure market and some business travellers.

Broome's Pearly Lustre

Broome is the birthplace of the Australian pearl industry and its Japanese and Chinese cemeteries provide an insight to the region's history. The Broome Golf Club is the best place to watch the sunrise and sunset over the course located in the far northwest of Western Australia. Couch grass ensures the fairways are ranked as some of Australia's best. Over the past years, 14 new greens have been established and planted out with couch grass with the result being firm greens that play medium to fast. Experienced golfers claim that playing straight on the par 72, 5,926m-long course is the best strategy.
www.broomegolfclub.com.au



Broome Golf Club



Darwin Golf Club

Top End Play

Designed by golfing luminary Peter Thompson, Darwin Golf Club is ranked the best course in Australia's 'top end' and is also home to the NT Open. It is a flat course with a length of 6,064m from the men's tee and this picturesque tropical course is lined with eucalypts, mahoganies and palm trees. The current course dates back to 1973 but the original course, started in 1930, was situated closer to town along Fannie Bay. Like many Australian courses, encounters with wildlife are common with goannas, magpie geese, ducks and even dingoes (at night) being spotted on the course.
www.darwingolfclub.com.au

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Landmark, iconic and legendary, The Datai is a haven for luxury seekers, catering to a culture of cognoscenti of travelers from around the world seeking utter seclusion and tranquility. Here, the ancient rainforest spills onto an endless strip of shoreline; lush, green-to-blue Elysium. Located on the northwestern tip of Langkawi, Malaysia, a mystical island of jungle-covered mountains, lake, caves and waterfalls, swathed with legends of romance and mystery, the property is just 30 minutes' drive from Langkawi International Airport.



Vintage Greg Norman

Play the greens of this Greg Norman designed course while enjoying the famous red and white wines of the Hunter Valley. This 18 hole, 6,242m course is the only public access Greg Norman-designed championship course in NSW. It is the most successful mixed use development in Australia and rated Australia's fifth best golf resort. Stay on-site in the Grand Mercure Apartments. www.thevintage.com.au

Aloft Over Dalian

Starwood Hotels and Resorts Worldwide has announced the debut of its sizzling Aloft brand in Dalian, the financial centre and leading port city of northeast China. Aloft Dalian is the sixth Aloft hotel for China and features 314 spacious, loft-like rooms, an urban design aesthetic, live music performances and an active social scene. It is in line with Chinese travellers becoming more style-conscious and more digitally and socially connected. They seek not only a room but also an experience that caters to their lifestyle. Aloft

Dalian is further expanding its ability to meet the demands of this rapidly expanding market segment.

Guestrooms feature expansive windows and signature amenities like ultra-comfortable beds, oversized walk-in showers and Bliss Spa products.

www.aloft-hotels.com



British Airways Returns To Malaysian Skies

British Airways will resume direct daily flights from Kuala Lumpur to London from May 27, 2015. It will be the only airline to offer premium economy seating between Kuala Lumpur and London, on its Boeing 777-200ER service. The flight's

early morning arrival into the award-winning Heathrow Terminal 5 will allow passengers a full day in the city or ample time to catch seamless and convenient connecting flights to other destinations in the United Kingdom and Europe. www.britishairways.com

Starwood Expands In Asia Pacific

Starwood Hotels and Resorts plans to expand in Australia and the Pacific with the opening of six new hotels and resorts in 2014. Reflecting strong demand, the growth will be led by Sheraton, Starwood's largest brand. The new properties include Sheraton Melbourne Hotel and Four Points by Sheraton Brisbane; Sheraton Resort and Spa, Tokoriki Island, Fiji; Sheraton New Caledonia Deva Resort and Spa; Sheraton Samoa Aggie Grey's Resort and Sheraton Samoa Aggie Grey's Hotel. By the end of 2014, the company expects to have 20 operating hotels and resorts in the region. Sheraton Melbourne will mark the Sheraton brand's return to the city after nearly a decade.

www.starwood-hotels.com



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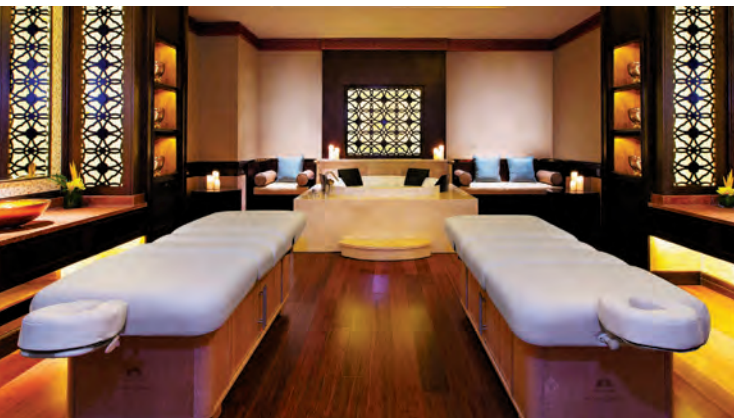
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Massage Of Many Hands

Mandara Spa is a well recognised name in the spa industry where patrons can be assured of the finest Balinese inspired therapies. Mandara Spa at the Sheraton Imperial Kuala Lumpur is an urban retreat located on the hotel's fifth floor with windows of the treatment rooms opening onto tranquil tropical landscaping. The spa's signature treatment incorporates two therapists working in unison. Other treatments include the Mococa Borneo Body Wrap and beauty treatments by French aroma-skincare specialist *Décleor*. Guests also have access to a jacuzzi, sauna, relaxation lounge and modern fitness centre. www.sheratonimperialkualalumpur.com



Sheraton Macao Shines

Not only is the Sheraton Macao Hotel Macau's biggest hotel and the world's biggest Sheraton, its spa is the region's largest. Shine Spa uses the Five Element Theory to balance elements of metal, water, wood, fire and earth. Treatments combine the best of traditional Western and Asian techniques with natural ingredients. The space resembles a classic Shanghainese home with wood, art deco lights and sand-coloured walls to provide a serene ambiance. Guests can enjoy a harmonising massage that, in the case of the metal therapy, uses 24-carat gold massage oil. Other therapies include reflexology, wraps, manicures, pedicures and waxing. Shine for two starts with a body scrub followed by a Champagne soak. It concludes with a massage and a bottle of Champagne. Facilities include a hair salon and 15 treatment rooms (five couple's). www.sheraton.com/macau



So Sofitel Spa Macau

Using cosmetology from the French house of L'Occitane So Sofitel Spa provides one of Macau's most soothing retreats. Secluded on the sixth floor of the Sofitel Macau at Ponte 16, So Sofitel Spa is lavishly but discretely decorated with contemporary spa facilities to offer many restorative therapies. Guests are analysed first and offered customised treatment room fragrances (relaxing or revitalising blends such as grapefruit, eucalyptus and mint), music (classical to Oriental), after treatment tea (purple, black or green), massage oil (Ytsara detox mandarin or L'Occitane lavender, geranium and tea tree) and massage pressure intensity (light, medium or firm). Relaxation rooms are luxuriously appointed with three quarter beds and warm covers for quiet reflection. www.sofitelmacau.com

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Macau On The Move

Just 60km from Hong Kong, Macau (Macao) is located in the west bank of the Pearl River Delta in southern China and is a city where two worlds merge Chinese and European heritage with modernity.

David Bowden checks in to check out five properties in this booming travel destination and former Portuguese colony



Executive Suite, Sofitel Macau at Ponte 16



Executive Suite, Sheraton Macao Hotel

Sofitel Macau at Ponte 16

French flair is the selling point for this 408 luxury room property located next to the historic Ponte 16 (Port Number 16) in the downtown waterfront district of Macau's main island. Architecturally, the hotel features classic Portuguese design with a subtle mix of traditional Chinese concepts and European style.

This alliance between French elegance and the best of Macanese culture is the very essence of Accor's Sofitel brand. Dine in signature restaurants of Privé (French) and Le Chinois (Cantonese) and enjoy the rejuvenative qualities of So Spa with L'Occitane.

VERDICT

Sophisticated, elegant rooms and facilities provide stylish surroundings in this hotel that overlooks the inner harbour and China. It is within walking distance of Central Macau's historic attractions. Asia's first Michael Jackson Gallery adjoins the hotel.

Sheraton Macao Hotel

With 3,896 rooms, the Sheraton Macao is the largest Sheraton in the world. Having only recently opened, all rooms are luxuriously appointed and equipped with the latest facilities. Rooms overlook the exciting Cotai Central strip.

Three signature restaurants of Bene (Italian), Feast (market-styled international buffets) and Xin (Asian hotpot and seafood) fuel hungry guests and an array of activities make the Sheraton a favourite with families. Shine Spa is an oasis for restorative therapies while guests also make use of the resort's extensive recreational facilities.

VERDICT

Macau's largest hotel proves that big can be beautiful especially for families who are especially catered for in this integrated property. Seeking out a Feng Shui inspired treatment at Shine Spa is a highlight of the Sheraton Macao.



The Blue Bedroom, Rocks Hotel



Room Pousada de Coloane Macau



Rock memorabilia, Hard Rock Hotel Macau

Rocks Hotel

It's hard to imagine a five-storey hotel of just 72 rooms overlooking Macau's outer harbour. Rocks Hotel is one such hotel and has one of the best locations in Macau. Rooms are classic in their styling, plush and opulent fixtures provide a warm and cosy ambiance.

Enjoy pre-dinner drinks in the SkyLounge and dine in Vic's. Fisherman's Wharf is just minutes from the Macau to Hong Ferry Terminal and new developments here are turning this superb location into one of the island's leading accommodation, entertainment and lifestyle venues.

VERDICT

Exciting things are happening along the Macau Fisherman's Wharf. This property which features classic styling and private verandahs enable some of the best immediate harbourside views in Macau.

Pousada de Coloane

Most of Macau's newest hotels adjoin casino/entertainment complexes to provide a one-stop experience for the family. Those who seek peace and quiet should head to the Pousada de Coloane, located on the tranquil, remote and semi-rural Coloane Island.

Guests at this 28-room property enjoy balcony views over Macau's Praia de Cheoc-Van Beach. Portuguese styling featuring blue and white tiles and wooden furniture dominate the guestrooms. Excellent Portuguese cuisine and wines are served on a terrace perched high above the beach.

VERDICT

Macau need not be all glitzy and glamour as the peaceful Pousada portrays. Relax around the compact pool, enjoy delicious home-cooked cuisine and to escape the hustle and bustle of new Macau.

Hard Rock Hotel Macau

Hard Rock Hotel is one of several hotels in the integrated City of Dreams and despite the music theme; deluxe rooms are suitable for all music fans. Rooms are funky and the artwork has a musical orientation.

Guests who choose a rock suite get a piano, round bed and a rock star spa bath. A pool and jacuzzi and Rock Spa complete the hotel's facilities. Guests have immediate access to designer shops in the City of Dreams, gaming facilities, clubs, bars and entertainment outlets.

VERDICT

You don't need to be a rock star to be impressed by the musical ambiance of this hipster hotel within the City of Dreams complex. Rooms feature contemporary style and walking access to all that the integrated City of Dreams complex has to offer. Enjoy the restaurants and bars in the just opened SOHO precinct.



BORDEAUX

Les Sources de Caudalie in Martillac Bordeaux is within the grounds of the famous Château Smith Haut Lafitte winery. Stay in luxurious surroundings, dine in its Michelin-star restaurant, attend cooking classes and enjoy vinotherapie treatments in the spa. www.sources-caudalie.com



NAPA VALLEY

Check into the Carneros Inn in California's famous Napa Valley to enjoy the region's legendary Cabernet Sauvignon and Zinfandel wines. Ride the famous Wine Train, play golf, dine in the resort's Boon Fly Café or relax by one of two pools after wine touring the valley. www.carnerosinnnapa.com



LA RIOJA

Noted American architect Frank Gehry has created a masterpiece of contorted architecture in Spain's famous La Rioja wine region. Stay in the hotel noted for its design, art, gastronomy and wines. Relax in the spa and dine in Bistró 1860. www.hotel-marquesderiscal.com



MENDOZA

Live in the lap of luxury amongst the vines of Entre Cielos Winery in Argentina's Mendoza region. The snow-capped Andes form a backdrop to the Luxury Wine Hotel and Spa and guests relax with wine treatments in the hammam and spa. Stay in wine lofts perched over the vines and dine in Katharina's Restaurant and enjoy the region's fine Malbecs. www.entrecielos.com

Wine Retreats

Wine touring is becoming increasingly important for many travellers. The opportunity to stay amongst the vines, drink the fruits of the land and lead an indulgent lifestyle provides a heady mix for those who enjoy discovering the world's great wine regions. Here are several wine retreats to check into on your next global getaway.



KAMPTAL

Loisium Wine and Spa Resort in Langenlois, Lower Austria is a design resort set amongst vines above a tributary of the Danube River. Stylish rooms, spa, restaurant, heated pool and 900-year old cellars maximise the wine experience. www.loisium.com



HAWKES BAY

Mangapapa Petit Hotel is an 1885 homestead and now a gracious guesthouse with breezy verandahs. Located in the famous Hawke's Bay region in New Zealand's North Island it offers 12 individual suites of understated luxury. Fine dining is a feature with famous local Merlot and Chardonnay wines as accompaniment. www.mangapapa.co.nz



CONSTANTIA

The Silvermine Mountains create a stunningly beautiful backdrop to Steenberg Winery in South Africa's Constantia region. Stay in the Steenberg Hotel, dine in Catharina's Restaurant and play golf on one of the world's most beautiful courses. www.steenberg-vineyards.co.za



BAROSSA VALLEY

The Barossa is home to Australia's great Shiraz wines and Novotel Barossa Valley Resort overlooking the vines of the valley is the ideal retreat. Stay in deluxe accommodation and wine and dine on superb local produce at Harry's Restaurant. www.novotelbarossa.com



SWAN VALLEY

Enjoy the Swan Valley's 180 years of wine making and stay at the Novotel Swan Valley Vines Resort and Country Club. Play golf on the adjoining 36 hole course and dine in Muscats Restaurant. www.novotel.com



PEBBLE BEACH, USA

Situated on Northern California's rugged Monterey Peninsula, 'Pebble' is widely considered to be the best public course in the States. Its reputation is further enhanced with its annual PGA Tour event and five US Opens. Travelling via the Big Sur Highway and exploring the Napa Valley are highly recommended. www.pebblebeach.com



ST. ANDREWS, SCOTLAND

This is where it all started and where every golfer should aspire to visit at least once in their lifetime. While The Old Course rightfully garners most attention, there are six other fantastic courses comprising the 'St. Andrew's Links'. The experience is enhanced by soaking up the local history and the local ales and whiskies. www.standrews.com



PINEHURST, USA

Known as the cradle of American golf, Pinehurst has been welcoming golfers since 1895. Among its nine courses, the No.2, a regular host of the US Open, is the most famous. Located in the North Carolina Sandhills there's more to Pinehurst than golf, with numerous leisure activities and soothing spas. www.pinehurst.com

Global Golf

Playing the 'best of the best' is every golfer's dream. With so many great golf courses around the world, the possibilities are endless. For those who are impatient, CityGolf KL makes it possible to 'play' a selection of the world's finest courses.



ELS CLUB, MALAYSIA

Langkawi's newly reopened Teluk Datal Course is Ernie Els's first foray into South East Asia and is poised to set a new standard of regional excellence. While the course may have the unique distinction of having no bunkers, its routing along the Andaman Sea and through Langkawi's rainforests provides more than enough natural hazards.

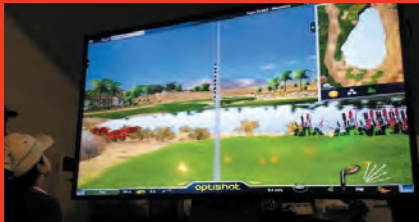
www.elsclubmalaysia.com



MISSION HILLS, CHINA

Opened in 1992, Mission Hills Shenzhen is China's oldest and largest golf complex. Jack Nicklaus, Nick Faldo and Ernie Els are some of the designers of its 12 courses, served by two clubhouses. Neighbouring Macau and Hong Kong provide the perfect opportunity for shopping, eating and gaming.

www.missionhillschina.com



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www.citygolf.com.my, www.fullswinggolf.com



ROYAL MELBOURNE, AUSTRALIA

Melbourne's southeast topography has spawned arguably the greatest concentration of outstanding courses in world golf. Collectively known as the 'Sandbelt' courses, the jewel in this crown is Royal Melbourne. Days off can be spent exploring Melbourne's fashion and coffee culture, the nearby Yarra Valley vineyards or the spectacular Great Ocean Road.

www.sandbeltgolf.com

Flying High

The aviation industry is one that has experienced huge changes over the past few decades. Consider the fact that one of the first airlines to fly into what was then Malaya was Imperial Airways (later to become BOAC and then British Airways), took an astonishing nine days to fly from London to Malaya.



On this incredible 1933 flight in an Armstrong Whitworth Atlanta, it made 22 stops before touching down in Malaya. In those days, the crew and passengers stopped to eat; you could imagine passengers calling from the back of the plane, “Fly me to Maxim’s, James!”

Now planes stay in the sky longer, they are bigger and can go further than ever before. While there is consolidation in airline ownership, new airlines start up almost everyday especially in the budget airline category. The current world record for a commercial flight is on Qantas (QF7) Airbus A380-800 from Sydney to Dallas, Texas. The flight takes 15.5 hours.

Hospitality Asia asked two leaders in the aviation industry for their insights on the past 20 years and the next 20 years.

The British Way

British Airways recently announced it will resume daily flights from London to Kuala Lumpur from May 2015. Jamie Cassidy, Area General Manager, Asia, Pacific, Middle East and Africa was in Kuala Lumpur to make the announcement. This aviation veteran of 36 years said that the industry had seen several major changes over the past two decades. The main ones were denationalisation, a focus on customer service, the growth in city states, the more commercialisation of the industry, the changing patterns of ticket sales, the growth in airline alliances and, the growth in low cost carriers.

“I don’t think anyone would have predicted that aviation hubs such as Singapore, Hong Kong, Abu Dhabi and Dubai would have developed as much as they have over the past few decades,” Cassidy claimed. He continued that these



understated elegance

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www.orizka.com

www.jalhotels.com

“ I don't think anyone would have predicted that aviation hubs such as Singapore, Hong Kong, Abu Dhabi and Dubai would have developed as much as they have over the past few decades. ”

destinations have far more traffic through them than would normally be supported by such low population bases. “Transferring and hubbing are vital for these destinations with some of them having becoming the busiest airports in the world,” he added.

“Customer service is now paramount and there is a greater understanding of the market segmentation with British Airways for example, offering four classes on some flights to cater to the various needs of each,” he stated. In contrast to this, low cost airlines have blossomed in response to the need for many passengers to travel more frequently for less money and with fewer frills. Cassidy stated that low cost carriers have done well on short haul sectors but few have cracked the more challenging operations required for long haul flights.

Jamie Cassidy,
Area General Manager,
Asia, Pacific,
Middle East and Africa,
British Airways



British Airways' Cabin crew,
dressed to impress



Denationalisation has also seen some national carriers having joined with other carriers to offer greater efficiency and a bigger network. Airline alliances such as One World and Star Alliance now enable airlines to work together to extend their global reach.

For Cassidy, it is the service orientation of airlines like British Airways that typify the most important change. “We are able to segment the market and offer each one exactly what they want when they fly be it value for money or, the most luxurious

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“ Customer service is now paramount and there is a greater understanding of the market segmentation. We are able to segment the market and offer each one exactly what they want, when they fly be it value for money or, the most luxurious service possible. ”

Clockwise from the top: Malaysia Airlines' new airbus takes flight; More legroom for Malaysia Airlines' Economy Class seating; Malaysia Airlines' Business Class layout.



service possible. Passengers have never had so much choice before and I expect this to become even more focused in the coming years,”

Cassidy commented. The way passengers purchase their tickets is a good example of the changes in the service levels offered by British Airways. “Now, 30% of our sales are generated from the internet and I expect this to grow in the coming years,” added Cassidy. Predicting the future is however, a bigger challenge for Cassidy. “I expect there

will be more consolidation and rationalisation among airlines. While there will be growth in low cost carriers, there will still be a differentiation in the services offered on long haul flights. There will always be passengers on such flights who will expect an enhanced level of service than the basics offered by budget carriers,” he predicted.

Cassidy concluded, “While there will always be a role for industry partners such as travel agents, online reservations will be stronger in the coming decades.”

BERJAYA TIMES SQUARE HOTEL, KUALA LUMPUR - A VANTAGE POINT

Towering over the skyline majestically in the heart of the city, Berjaya Times Square Hotel, Kuala Lumpur is in the hub of the entertainment and shopping district located merely 15 minutes away from the world famous Petronas Twin Towers Kuala Lumpur. Embodying the theme of New York, this hotel brings new meaning to the term 'urban living'.

With a total of 650 rooms and suites, the hotel at best provides guests with an impeccable experience of stay. Featuring six categories of rooms ranging from the modest Studio to the 2-Bedroom Suite, the hotel rooms are tastefully furnished along contemporary designs.

Each room is equipped with a spacious en suite bathroom with separate shower, a 29-inch flat screen television, a minibar, complimentary coffee/tea making facilities, IDD telephone line, individually-controlled air-conditioning, Wi-Fi connection in all rooms, laptop-size in-room safe in all rooms and hair dryer.

Fun activities are available at the rooftop Central Park on Level 15, built exclusively with a children's playground, swimming pool, steam and sauna room, fitness centre and two squash courts. A dip in the massive rooftop pool will present a magnificent view of the city. Make a stop at the Poolside Gazebo that serves assorted tropical beverages and enjoy a choice of snacks or Haagen Daasz ice-cream leisurely by the poolside.

For long-distance travellers wishing to banish those jet-lag blues, those aching muscles can be eased and pampered at the hotel's dedicated wellness centre. Bunga Raya Spa offers a list of selected treatments sure to rejuvenate the mind and body.

Alternatively, guests could always visit the Berjaya Times Square Shopping Mall located just next

An Excellent Setting Where
Business Complements Leisure



door featuring 14 major thrill rides in Berjaya Times Square Theme Park, 900 shopping outlets, 65 food and beverage outlets, nine Cineplex's and much more!

Berjaya Times Square Hotel, Kuala Lumpur caters to all flavours with three outlets that offer different styles of dining. Indulge in a range of local and International delights at Big Apple Restaurant on Level 14 or dine at Samplings On The Fourteenth Restaurant that offers fine Western Classic cuisine and a collection of vintage wines to suit discerning palates. If guests are just looking for a spot to relax and unwind with a glass of good wine, Broadway Lounge is the place to be.

Berjaya Times Square Hotel, Kuala Lumpur is geared to the needs of business travellers too and a whole range of business-skewed services is made available to corporate guests. The iconic pillarless Manhattan Ballroom (1,746 m²) is one of the city's largest ballrooms and can accommodate 2,000 persons for a theatre setting or 1,400 persons for a sit-down banquet dinner.

There are also 12 other function rooms including the newly refurbished Junior Manhattan Ballroom for smaller meetings, weddings, cocktail receptions or business lunches requiring more intimate settings. Tastefully appointed, each room is imbued with its own unique ambience and out of these 15 rooms, seven come with natural daylight.

Business facilities are made available for all professional needs with its fully equipped Business Centre and specifically trained staff who assist with these requirements and respond upon request with effective solutions.

Reinforcing the business services of the hotel are a team of meeting and events highly trained professionals who act as a point of contact to assist guests in planning and managing their events and ensure personalised services. Among the services offered are site inspections accompanied by members of senior management, superior technical support with first-rating state-of-the-art meeting and team building facilities and professional activity arrangement.

Accessing Berjaya Times Square Hotel, Kuala Lumpur is easy by most major transportation modes. It is a 45-minute drive from Kuala Lumpur International Airport (KLIA) and a 30-minute drive from Sultan Abdul Aziz Shah Airport (Skypark Terminal, Subang) to the hotel. By monorail to the hotel, it takes 6 minutes from KL Sentral and approximately 28 minutes from KL Sentral to KLIA by ERL Train.

HAVE YOU MADE YOUR RESERVATIONS?

Berjaya Times Square Hotel, Kuala Lumpur - Malaysia

managed by Berjaya Hotels & Resorts,
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www.berjayahotel.com





Clockwise from the top left: British Airways' Business Class dining; British Airways' First Lounge provides a warm and welcoming feel; Dean Dacko, Senior Vice President, Head of Marketing and Products, Malaysia Airlines.

A View of Aviation Back and Forward

For Dean Dacko, Senior Vice President, Head of Marketing and Products, Malaysia Airlines, a representation of the key elements depicting the aviation sector over the last ten years is captured primarily by the growth in the Low Cost Carrier segment, the massive re-engineering of the traditional legacy airline groups and the continued drive to increase non-ticket revenues from all industry players globally.

He continued, "The industry was focused on an insatiable drive to lower fixed operating costs, while exploring more and more ways to increase revenues from non-traditional sources in order to combat against a stagnant passenger market, increased fuel and labor costs, and declining yields from both corporate and leisure audiences."

For Dacko, the air travel consumer has been provided with greater avenues of choice, however at a cost of true differentiation in the on-board experience offered by competing brands. He concluded, "I believe that we will continue to see much of the same environment over the next couple of decades as we all continue to focus hard on how to produce sustainable airline profitability in an increasingly competitive market, driven by significant growth in global seat capacity, and more and more competition at all levels."

“ I expect there will be more consolidation and rationalisation among airlines. While there will always be a role for industry partners such as travel agents, online reservations will be stronger in the coming decades. **”**



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LAMBORGHINI HURACÁN LP 610-4

Automobili Lamborghini has taken a major step into the future with the newly developed Huracán LP 610-4. With its pure and absolute design, breathtaking dynamics and excellent quality, the Huracán delivers an unparalleled sports car experience. It unites mighty performance with a character perfectly suited to everyday use. Its wide-ranging new technologies work together in a fully integrated fashion. With the Huracán, Lamborghini is writing the next chapter in its great history. The Lamborghini Huracán LP 610-4 was unveiled at the 2014 Geneva Motor Show and was launched locally to the Malaysian media in August. First customer deliveries are expected in October 2014. www.lamborghini.com

GERMAN LUXURY ON WHEELS

The new Mercedes-Benz S-Class is synonymous with luxury but this car also delivers a stylish sportiness that is sure to impress even younger motorists. Safety has always been a hallmark of Mercedes and the S-Class includes 'Pre-Safe' functions that can assist in preventing collisions. Mercedes has also been a motoring pioneer and the new Mercedes is the first car in the world to dispense with light globes in favour of LED technology. An added bonus for Asian drivers is that it is the world's first car to be able to detect bumps in the road via a 'Road Surface Scan'. Two petrol models are available while there is one hybrid version (S 500, S63 AMG and the S 400 Hybrid). All feature fuel efficiency and up to 20% lower fuel consumption than the series models that it replaces. www.mercedes-benz.com



FORD ECOSPORT OFFERS SUV FLEXIBILITY

Launched in August 2014, the all-new Ford EcoSport is ideal for urban city drivers, offering the affordability and fuel efficiency of a compact passenger car coupled with the flexibility and style of an SUV. With a high ground clearance of 200mm and exceptional ability to cruise through 550mm of water, drivers won't have to worry about driving over speed bumps, potholes or flooded roads. The Titanium variant comes with an array of smart features. The rear seats can be reclined or folded down for additional cargo space, paired with 20 intelligent storage spaces, collectively totalling more than 21 litres. The EcoSport's driver assist systems such as electric-powered steering, traction control, and hill launch also assist adventurous drivers experience stress-free city-driving while enjoying an impressively quiet cabin. www.ford.com.my



LOTUS COUP

Lotus pulls off a great coup with its Lotus Exige S Roadster Coupé. Putting its entire horsepower to the test it travels from standing to 100km/hour in just 3.8 seconds. This convertible combines power and energy with the freedom of an open-air experience as this is the first Lotus Exige model to be offered with a factory-fitted soft top. It is lightweight and easy to put up and take down the soft top. Enthusiasts can expect a road-gripping smooth ride thanks to the car's finely-tuned suspension that enables agile handling. Its performance passes the test too through a supercharged 3.5 V6 engine equipped with race-derived technologies which delivers 345hp at 7,000rpm and 400Nm at 4,500rpm. This is a snappy little car that is designed to impress motoring enthusiasts. www.lotuscars.com