

Singapore hosts ASEAN Tourism Forum 2017

Shaping our Tourism Journey Together



Singapore is proud to be the host for the 36th edition of the ASEAN Tourism Forum (ATF) which was held from 16 to 20 January 2017 at Marina Bay Sands, Sands Expo and Convention Centre. Themed “Shaping our Tourism Journey Together”, ATF 2017 also coincided with the 50th Anniversary of ASEAN.



A cooperative regional effort to promote the Association of the Southeast Asian Nations (ASEAN) region as one tourist destination, ATF is rotated among the 10 ASEAN member countries. 2017 marks the third time this event is hosted in Singapore.

Special Thanks to our Industry Partners

On behalf of the TRAVEX organisers, SHA would like to express our sincere appreciation to the following hotels for providing accommodation support to TRAVEX:

- Amara Singapore
- Concorde Hotel Singapore
- Fairmont Singapore
- Four Points by Sheraton Singapore, Riverview
- Grand Hyatt Singapore
- Grand Park Orchard
- Hilton Singapore
- Holiday Inn Singapore Atrium
- Hotel Jen Orchard Gateway Singapore
- Hotel Jen Tanglin Singapore
- ibis Singapore on Bencoolen
- JW Marriott Hotel Singapore South Beach
- M Social Singapore
- Mandarin Orchard Singapore
- Marina Mandarin Singapore
- Marina Bay Sands
- Orchard Hotel Singapore
- Orchard Parade Hotel
- Pan Pacific Orchard
- Peninsula.Excelsior Hotel
- Regent Singapore
- Rendezvous Hotel Singapore
- Raffles Hotel Singapore
- Royal Plaza on Scotts
- Swissôtel The Stamford Singapore
- The Elizabeth Hotel
- The St. Regis Singapore
- The Westin Singapore

TRAVEX (18-20 Jan 2017)



A key highlight of the ATF was a 3-day TRAVEX tradeshow held from 18 to 20 January 2017.

TRAVEX 2017 received the strong participation of 347 ASEAN exhibitors and attracted more than 320 international buyers. In total, the tradeshow registered close to 1,500 participants.

The opening ceremony for TRAVEX took place on 19 January 2017 and was officiated by Ms Low Yen Ling, Parliamentary Secretary, Ministry of Trade and Industry & Ministry of Education. Following the ceremony, Ms Low was also given a short tour of the exhibitor booths at TRAVEX.



Opening ceremony of TRAVEX 2017

(From left to right: Mr Chang Chee Pey, Assistant Chief Executive, International Group, Singapore Tourism Board, Mr Devinder Ohri, President, NATAS, Ms Low Yen Ling, Parliamentary Secretary, Ministry of Trade and Industry & Ministry of Education, Mr Albert Teo, President, SHA and Ms Margaret Heng, Executive Director, SHA)

ASEAN Tourism Conference on 17 Jan 2017

The ASEAN Tourism Conference was held on 17 January 2017 at Cassia Junior, Level 3, Sands Expo and Convention Centre from 2.00pm-5.30pm. The conference was highly successful and was fully subscribed with close to 300 participants.

Themed “Riding the Digital Wave – The Fourth Revolution”, the event was jointly organised by SHA and NATAS and supported by Workforce Singapore, with STR as our knowledge partner.



Keynote presentation on “How Digital Marketing is Shaping Tourism in ASEAN” by Tan Sri Dr Ong Hong Peng



Keynote presentation “Supply, Demand and Performance Trends across ASEAN and beyond” by Jesper Palmqvist, Area Director Asia Pacific, STR



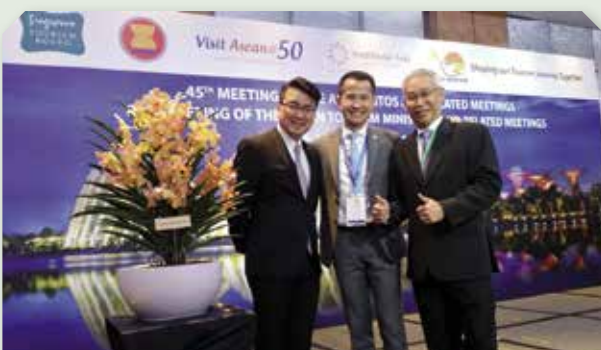
Panel discussion: Distribution perspective on smart technology in travel

(From left to right: Moderator Jesper Palmqvist, Area Director Asia Pacific, STR with panellists Aaron Hung, Senior Director, Partnerships APAC, TripAdvisor, Sebastien Gibergues, Global Customers, Leisure & Online Travel, Amadeus IT Group and James Marshall, Vice President, Transport Partner Services, Asia Pacific, Expedia)

ASEAN NTOs and Ministerial Meetings

The ASEAN NTOs and ministerial meetings were held from 16 to 20 January 2017 at Pan Pacific Singapore. The event was organised by Singapore Tourism Board.

Attendees included ASEAN Tourism Ministers from Brunei, Cambodia, Indonesia, Thailand and delegates from National Tourism Organisations (NTOs) from ASEAN countries, India, Japan, Korea, China and Russia.



(L-R) Mr Gino Tan, Area General Manager (Singapore) and General Manager, Pan Pacific Singapore
Mr Lionel Yeo, Chief Executive, Singapore Tourism Board
Mr Leong Yue Kheong, Assistant Chief Executive, Singapore Tourism Board with the Papilionanda ASEAN Golden Jubilee

ASEAN-Japan Cruise Tourism Promotion Seminar in Singapore on 20 Jan 2017

Organised by the Ministry of Land, Infrastructure, Transport and Tourism of Japan (MLIT of Japan), the ASEAN-Japan Cruise Tourism Promotion Seminar was well attended by more than 150 buyers.



Tech Hub @ TRAVEX 2017

A dedicated showcase on the latest innovation in hospitality products and services, the inaugural Tech Hub @ TRAVEX 2017 was held from 19-20 January 2017 at Hall A, Sands Expo and Convention Centre, Marina Bay Sands.

Tech Hub @ TRAVEX 2017 was supported by the Employment and Employability Institute (e2i), with the Hospitality Information Technology Association of Singapore (HITAS) as technology adviser.

For those who may have missed Tech Hub, below is a summary of the exhibitors:



Acentrix Pte Ltd

Acentrix is a Singapore-based company that brings forth dedication towards building relationships with business partners. Furthermore, we are also committed in forging a long-term and trusting relationship with customers, not only on our suite of infrastructure, security, focused solutions group and service response solutions, but also on our expertise and reliability.

Acentrix finds ways to use ICT to make our clients' business work better. We turn your ambitions into achievements. We don't just leverage on technology – we create value with it. Our innovations are meticulously developed with our customers in mind.

For more information, please visit www.acentrix.com.sg or contact Mr Gordon Goh at gordon@acentrix.com.sg.



ANTlabs Pte Ltd

As the Asia Pacific market leader for service gateways, ANTLabs provides award-winning technology solutions for the hospitality sector, large venue network operators, and telcos.

Since 1999, our end-to-end solutions have driven viable business models and faster ROI for service providers. Our market leadership is a product of our strong in-house R&D, which focuses on transparent, Vendor-neutral networking technologies while seamlessly integrating and reusing existing networks.

With more than 10 international patents in the US, Europe, Japan, China and Singapore, our technology leadership has been proven in large-scale Local Area Network and Metropolitan Area Network deployment over the years.

For more information, please visit www.antlabs.com or contact Mr Kelvin Poh at sales@antlabs.com.



Butler Tech Group

Butler Tech Group is a company dedicated to transforming travel and hospitality experiences through digital innovation. Headquartered in Singapore with operations in regional markets, we are the leading provider of virtual concierge applications for hotel properties.

ButlerPad aims to drive productivity within the hospitality industry, boost service efficiency for improved guest experience and provide a seamless guest journey through technology.

To complete our suite of solutions, CityButler serves as an in-app city guide curated to travellers' needs. The future of smart living has never been made this easy.

For more information, please visit www.butlertech.co or contact Mr Jeremy Goh at jeremy@butlertech.co.



FCS Computer Systems (S) Pte Ltd

Founded in 1982, FCS is known as a leading global provider of comprehensive hospitality guest services applications and solution design services for individual hotels, international chain hotels and integrated resorts. FCS has provided extensive solutions to more than 5,000 hotels with over 8,000 installations in 32 countries.

FCS has a network of 24x7 multi-language Global Support Centre to deliver the resources, knowledge and expertise – whenever and wherever our customers need them quickly to resolve any hotel's issues and queries for our solutions.

FCS Solution Suite consists of four main components: FCS Hotel Operation Management Applications (e-Solution), FCS Mobile Application, FCS Gateway Solutions and FCS Enterprise Reporting.

For more information, please visit <https://www.fcscs.com/> or contact Mr Vincent Lee at vincent.lee@planet1world.com.



LDR Technology Pte Ltd

LDR Technology is the dominant player in the design and development of location-based mobile solutions. Its vision is to enable anybody, anywhere in the world without programming knowledge to publish their own location-based trails to transform the way people interact with their own environment using smart phone devices hence the tagline, Discovery Redefined.

Its award-winning web-based mobile authoring platform, POCKET-TRIPS™ incorporates 3 location-based technologies (iBeacons, Image Recognition, GPS technologies) to enable visually appealing and engaging content to be pushed onto users' devices when they arrive on site of interests. To date, more than 200,000 participants have experienced LDR's technology.

For more information, please visit www.ldrtech.sg or contact Ms Christine Kong at christine@ldr.sg.



Prestige Solutions

Prestige Solutions Pte Ltd is a privately held company that provides integrated product and services for the hospitality industry that includes digital signage displays, video walls, interactive screens, media hubs, IPTV solutions, hotel telephones as well as mobile applications such as the iRiS mobile valet.

Our solutions have been approved by major hotel groups such as Marriott, Hilton and Starwood, and have exceeded their expectations. We take care of system integration with pre-sales support, project management and deployment. We offer our customers a single point of contact for all integration projects, from analysis to deployment and support of network infrastructures.

For more information, please visit www.prestigesolutions.com.sg or contact Mr Ben Zhang at sales@prestigesolutions.com.sg.



Pytheas

Since 2011, Pytheas has helped over 70 local travel agencies to automate with our product - TravelCloud. With an internet connection, a laptop and a few clicks, you could easily manage your business at home or overseas.

TravelCloud comes along with our dedicated services in design and consultation, which offers you a convenient way to quickly launch your online travel business and self-manage your retail business.

With that, get the advantage of added sales channels (web & mobile) to reach a growing pool of online audience. Expect cost savings of 29% in terms of personnel, hardware and physical storage space.

For more information, please visit pytheas.travel or contact Mr Jorim Fu at jorim@pytheas.travel.



Remora Networks Solutions Pte Ltd

We can provide network infrastructure hardware, software and solutions to the hospitality industry.

Eg: Hybrid PABX Solution, Endpoint Security, Network Infrastructure monitoring, Backup Storage Solution, Switches, Servers, Wireless Solution, etc.

For more information, please visit <http://remora-solutions.com> or contact Ms Michelle Lee at michelle@remora-solutions.com.



Rocket Entertainment Pte Ltd

We are Asia Pacific's first media entertainment company that provides the latest International blockbuster movie content to leading hotels across the region at no cost. Providing high quality entertainment for a premium audience, we thereby create a powerful platform for advertisers to reach, engage and connect with these highly sought-after audiences through a 90 second non-skippable ad slot before the movies.

Rocket Entertainment is here to revolutionise the in-room entertainment experience for hotel guests, redefine service standards for hotels and reconnect brands to effectively reach out to high-end customers. We believed we could maximise value to hotel guests delivering unprecedented choice and driving increase RevPAR.

For more information, please visit www.rocket.sg or contact Ms Lily Fong / Ms Rita Yam at lily@rocket.sg / rita@rocket.sg.

SAMSUNG

Samsung Asia Pte Ltd

Samsung offers scalable technology and integrated solutions to provide a connected and personalised in-room experience for the guests.

With Samsung hospitality display, Galaxy smart phones, tablets and Samsung Knox, hoteliers can put in place a comprehensive user experience for hotel guests and enhanced content management and deployment for operation efficiency.

For more information, please visit www.samsung.com/sg/business or contact Ms Yve Yuan at Yve.yuan@partner.samsung.com.