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10 top trends in Sabre's 2025 survey

What matters to travellers when planning their leisure trips in 2025? And, what insights can the travel industry gain?

Sabre, a travel technology innovator, surveyed its global team members for the second consecutive year to identify the top trends shaping how we will travel this year.

1. Multi-tripping: Most survey respondents plan to...

Hong Kong Airlines flies to Australia's Gold Coast

Hong Kong Airlines launches seasonal flights between Hong Kong and Australia's Gold Coast for the Lunar New Year, 17 January to 5 February and resumed flights to Vancouver in Canada effective 18 January.

The airline returns to the Hong Kong-Gold Coast...

Chinese booking early for CNY holiday

DidaTravel, a tech-driven global travel distribution company, has unveiled key traveller trends during the 2025 Chinese New Year period.

This year, the Chinese New Year, which marks the Year of the Snake, spans an eightday holiday from Tuesday, 28 January to Tuesday...

China agents forecast recovery in 2025

Take your pick. Dragon
Trail International's latest
Sentiments Report says 22%
of Chinese travel agents
interviewed reckoned China's
outbound travel market would
make a full recovery during the
first half of 2025, 35% hazarded
a guess it would be during the
second half, and another 22%
thought it was more likely to...

ITE Hong Kong gains mega status

Trip.com Group's latest data indicates hotel and flight bookings have grown by over 60% year-on-year, reflecting robust global demand, according to the group's presentation at its annual summit in Abu Dhabi last week.

The Asia-Pacific region demonstrated a robust performance, with a more than 70% year-on-year increase...

Vietnam Airlines schedules Milan flights

Vietnam Airlines will launch direct flights between Hanoi, the Vietnamese capital and Milan in northern Italy on 1 July, making it the first airline home-based in Vietnam to offer nonstop service to Italy.

The airline has scheduled three weekly flights (Tuesday, Friday and Saturday)...







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• ROUKH KIRI KHAOYAI





Incentive trips head for Mulu Caves

Entrepreneurs' Organisation Malaysia explores one of the biggest and most mystical cave systems in the world. The EO Malaysia Mulu Caves Expedition is the latest incentive trip idea supported by BESarawak.

Posted on YouTube, the video presents the Mulu Caves

Mulu Caves Expedition brought to you by @ eomalaysia.

The Mulu Caves in Sarawak, Malaysia, are renowned for their sheer scale and breathtaking beauty. Here are some of their key attractions and significance: Canopy Walk: A 450-metrelong walkway suspended high above the rainforest, offering stunning views of the surrounding landscape.

Mulu Caves story

UNESCO World Heritage Site: The Mulu Caves are part of Gunung Mulu National Park, a UNESCO World Heritage Site





in Sarawak, which are credited with being among the world's most significant cave systems. The caves are an epicentre for adventurers and those seeking an otherworldly experience shrouded in mystery.

EO Malaysia (Entrepreneurs' Organisation) recently whisked their regional members on an expedition to the UNESCO World Heritage Site of Mulu Caves. From a hair-raising cave showcase and the bat exodus to a tribal feast in the jungle, it promises to be a popular incentive trip idea for groups to explore what's inside this mysterious adventure spot.

Sarawak Chamber: The world's largest known cave chamber, measuring 600 metres long, 415 metres wide, and 80 metres high. It's a truly awe-inspiring sight.

Deer Cave: Home to millions of bats, which create a spectacular sight as they emerge at dusk.

Lang Cave: A beautiful cave with stunning rock formations, including the "Cathedral" and "Pagoda."

Wind Cave: Known for its strong winds.

recognised for its outstanding natural beauty and biodiversity.

Geological Wonders: The caves showcase the incredible power of nature in shaping the landscape over millions of years.

Biodiversity Hotspot: The park is home to various plant and animal species, including many found nowhere else on Earth

Cultural Heritage: Humans have inhabited the caves for thousands of years, and their walls are adorned with ancient rock art.

GATEWAY TO BORNEO

Explore the unique charm of Sarawak, where nature, culture, and adventure come together in harmony. Discover the enchanting Three Sisters Keluan Waterfall, a symbol of natural beauty and serenity. Nestled deep in the forests of Miri, this cascading wonder invites you to immerse yourself in the tranquillity of Sarawak's pristine landscapes. Find peace and wonder in the heart of nature's embrace.

📍 Three Sisters Keluan Waterfall, Long San, Miri

www.sarawaktourism.com







Emirates' A350 spreads its wings in India





Emirates' A350 debuted in India on 26 January, flying to Mumbai and Ahmedabad. The Airbus A350 now serves five destinations in the airline's network.

The rollout of Emirates'
A350 aircraft to India, featuring
the airline's latest interiors,
industry-first technologies
and innovations, reinforces
Emirates' commitment to

customers in India and beyond and offers exceptional levels of comfort onboard.

Emirates' A350 services to both Mumbai and Ahmedabad operates daily as follows (all times are local):

Mumbai: Emirates' A350 operates the route daily on EK502 and EK503. EK502 departs Dubai at 1315, arriving in Mumbai at 1750. The return flight, EK503 leaves Mumbai at 1920, arriving in Dubai at 2105.

Ahmedabad: Emirates'
A350 operates the route
daily on EK538 and EK539.
EK538 departs Dubai at 2250,
arriving in Ahmedabad at 0255
(next day). EK539 departs

Ahmedabad at 0425 arriving back in Dubai at 0615.

The launch of Emirates'
A350 services to the two Indian
points follows the launch
of operations to Edinburgh,
Kuwait and Bahrain.

Emirates also serves Mumbai and Bangalore with daily services on its flagship A380 aircraft, offering customers four cabin classes, including the signature Premium Economy experience. With 167 flights per week, Emirates serves nine points in India.

For more information or to book tickets, visit <u>emirates.com</u>. Tickets can also be booked on Emirates App, Emirates Retail stores, Emirates contact centre, or via travel agents.



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Langkawi hosts ASEAN Summit 2025

Malaysia's popular holiday island Langkawi will host the ASEAN Summit 2025 this month, attracting 1,000 delegates to three conferences for leaders of the ASEAN 10-nation bloc.

The Langkawi Development

scheduled from 14 to 15 January on Langkawi Island. Representatives from three East Asian countries, China, South Korea and Japan, will join delegations from the 10-member countries of ASEAN.



LADA Chief Executive Officer Dato' Haslina Binti Abdul Hamid (centre) launched the Visit Kedah Year 2025 campaign last week, welcoming tourists on New Year's Day.

Authority (LADA) Board of Directors co-chairman, Datuk Zamzuri Abdul Aziz, presented details of the three ASEAN events that will convene at the island's international convention centre, reported by the New Strait Times.

LADA Chief Executive Officer Dato' Haslina Binti Abdul Hamid (centre) launched the Visit Kedah Year 2025 campaign last week, welcoming tourists on New Year's Day.

The ASEAN Sumit agenda starts with the ASEAN+3 Meeting (Financial Track) Two other meetings — the ASEAN Foreign Ministers' Retreat from 18 to 19 January and the Special Meeting of ASEAN Senior Officials on Energy from 21 to 23 January — will conclude the summit agenda.

Meanwhile, LADA Chief Executive Officer Dato' Haslina Binti Abdul Hamid launched the Visit Kedah Year 2025 campaign last week, spotlighting 132 calendar events in the year, including the 21st Langkawi International Regatta scheduled from 13 to 16 February at the island's Royal Langkawi Yacht Club and the 17th Lima (Langkawi International Maritime and Aerospace Exhibition) from 20 to 24 May 2025

Visit Kedah Year 2025 will headline arts, culture, sports, promotions, community, and geoparks, key elements of Langkawi's identity.

New Straits Times quoted Dato' Haslina saying that of the 132 planned events, 36 are dedicated to sports and culture, 17 to international promotions, 10 to domestic promotions, and 26 to community programmes.

"In addition, there are 24 investment mission programmes and 19 geopark events, all aimed at achieving the target of 3.5 million tourist arrivals by year-end," she told NST.

Langkawi played a key role in the Visit Kedah Year 2025 initiative, hosting a welcome reception for the travellers arriving at the island's airport and ferry cruise ship terminal. LADA was joined in the celebratory welcome by Tourism Malaysia, Malaysia Airports, Malaysia Marine Department and Langkawi Port officials.

LADA said it was committed to making Langkawi the destination of choice throughout the Visit Kedah Year 2025 campaign as a forerunner to the nationwide Visit Malaysia Year 2026 campaign launch.























BWH opens its third hotel in Pakistan

BWH Hotels, a leading global hospitality network comprising WorldHotels, Best Western Hotels & Resorts, and SureStay Hotels, announces the opening of Best Western Hotel Rawalpindi Central. This marks its debut in one of Pakistan's most prestigious areas, the twin cities of Rawalpindi and Islamabad.

Conveniently located close to the Soan River and only 38 km from Islamabad International Airport, this contemporary property will become one of the first internationally branded hotels in Rawalpindi, a principal city of more than 2.4 million people in Pakistan's Punjab province.



leisure travellers. The 100 stylish rooms are spacious and fully equipped with modern amenities, including complimentary Wi-Fi and cable TV channels. Guests can enjoy

"Rawalpindi is a captivating travel destination that blends historical, cultural, and natural attractions. We want to provide travellers in one of Pakistan's key destinations with outstanding properties to meet their needs for business, leisure, and events. We look forward to welcoming our visitors to this hotel, including our esteemed local guests, a new generation of global explorers, and Best Western Rewards® members who may be discovering the wonders of Pakistan for the first time," said BWH Hotels Vice President -APAC Olivier Berrivin.

Best Western Hotel
Rawalpindi Central is BWH
Hotels' third property in
Pakistan, following its existing
Best Western Premier branded
hotels in Lahore and Islamabad.
With several more properties
scheduled to open in the
coming months, BWH Hotels
is set to become one of the
leading international hotel
operators in this key South
Asian nation.



Retail malls, businesses, and educational centres surround the hotel. The UNESCO World Heritage-listed ancient city of Taxila and the government offices of Islamabad, Pakistan's capital, are just a short drive away.

Best Western Hotel Rawalpindi Central provides exceptional accommodations and facilities for business and daily breakfast and all-day local and international cuisine at the stylish onsite restaurant.

The hotel is set to become a popular venue for corporate meetings and special events, including weddings. Its function spaces can host up to 200 people and are supported by the latest audiovisual technology, catering, and other professional services.





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