



PROPERTY AND PERSONS ASSESSED.

Queen's aides finalising Sussex 'exit deal' as Meghan greets her pilates pal in Vancouver

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Although Harry to see on the year.

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Palit Big Alam











The Future

ADVENTURE TRAVEL

Status Today. Where is it Going?









QUESTIONS?

Kuala Lumpur



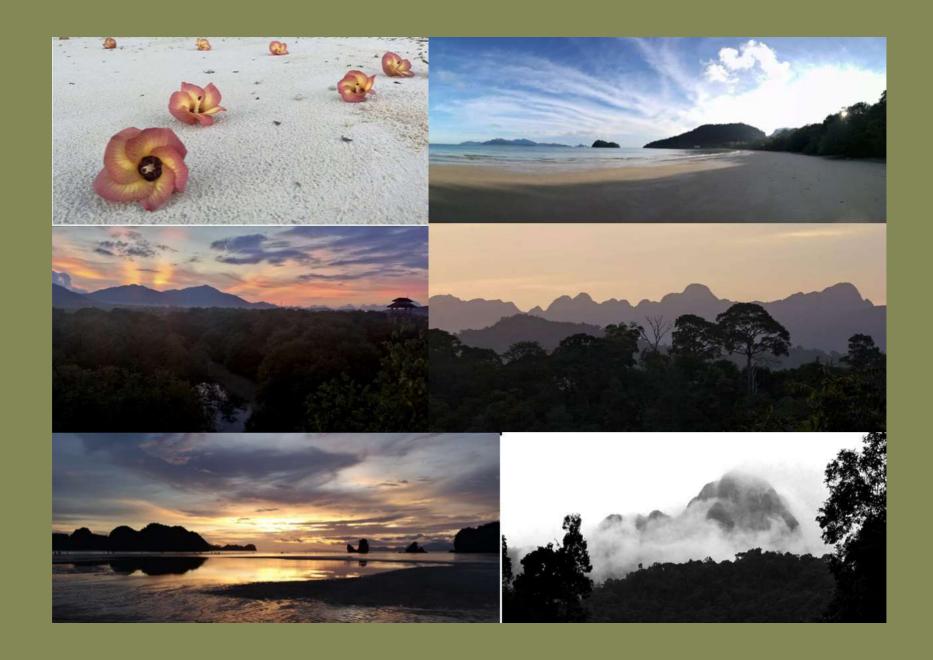




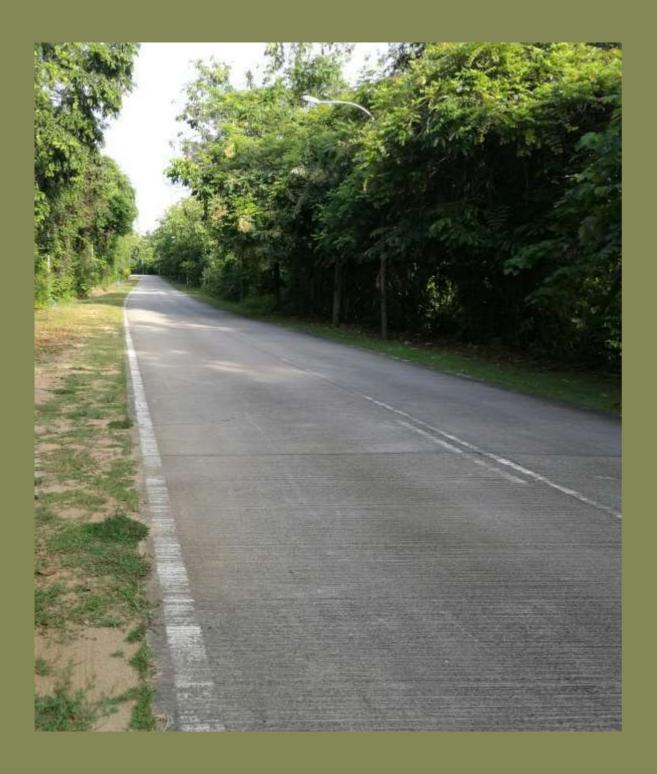
Morning blues

Vibrant Night Life

Pulau Langkawi

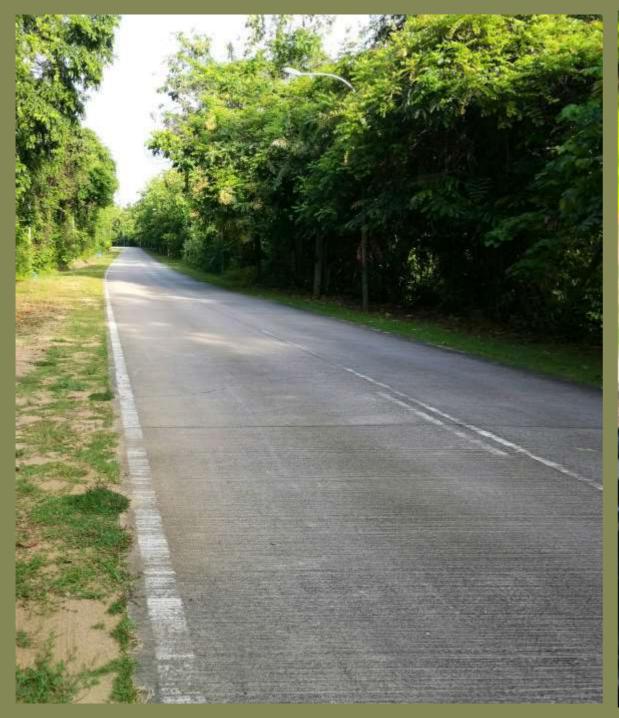


This is my drive to work



This is my drive to work

pendant l'heure de pointe...





The Datai Langkawi



the walk to my office



My office

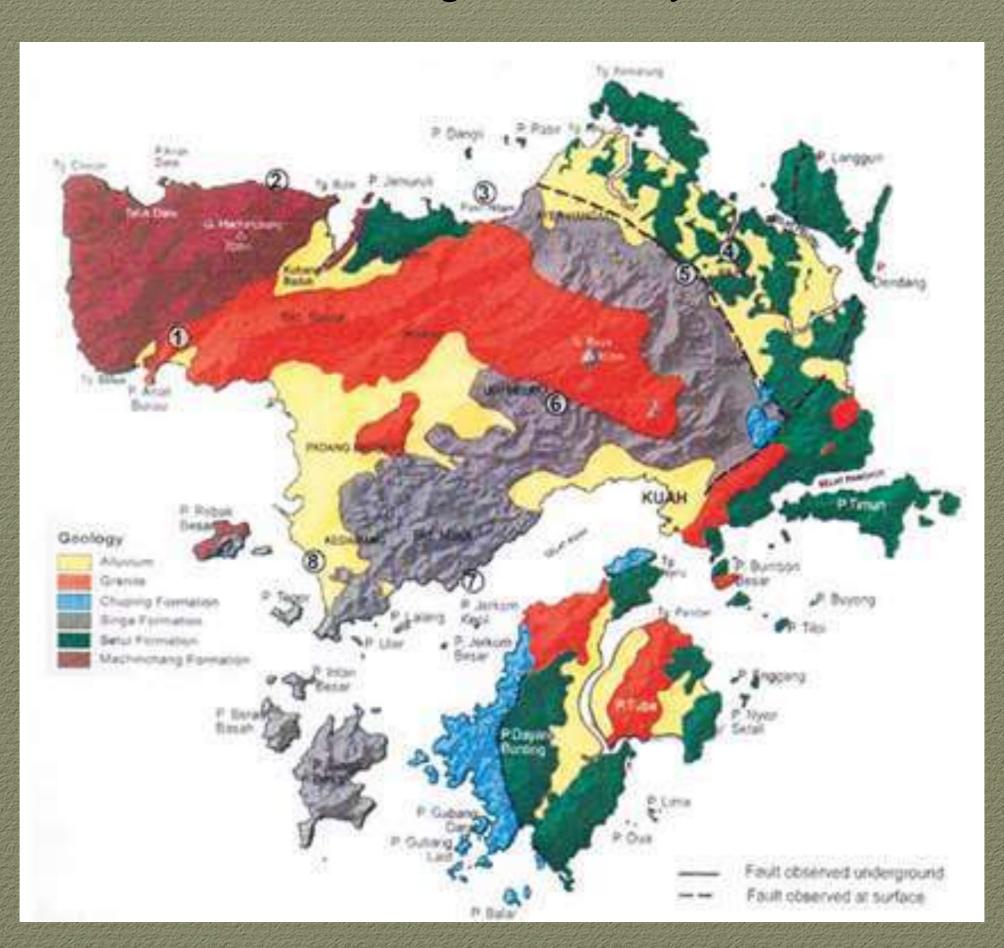


the view



Pulau Langkawi

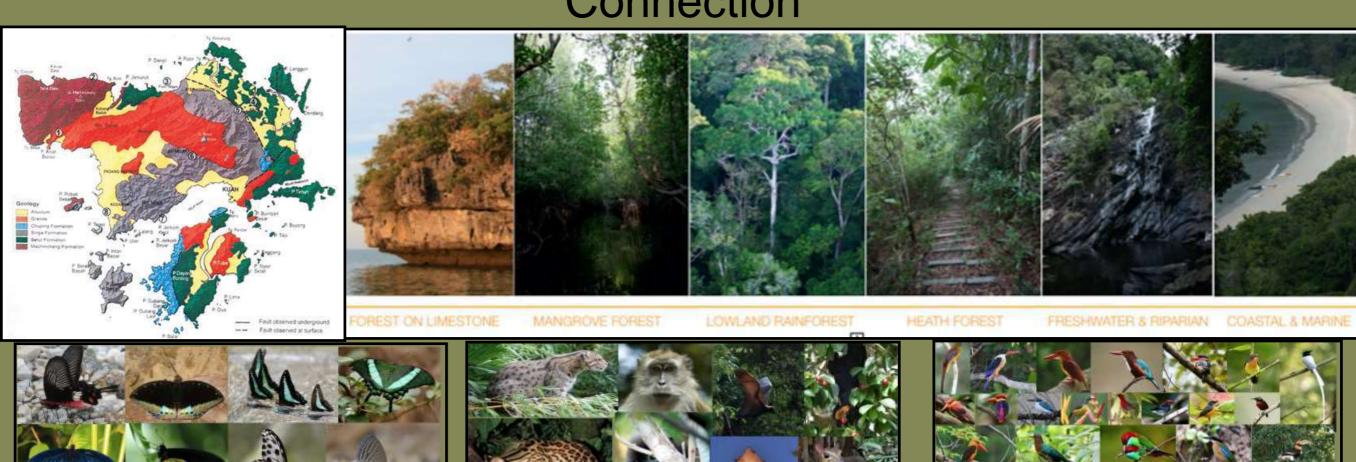
Geological History



Landscape and Seascapes



Geological - Flora - Fauna Connection





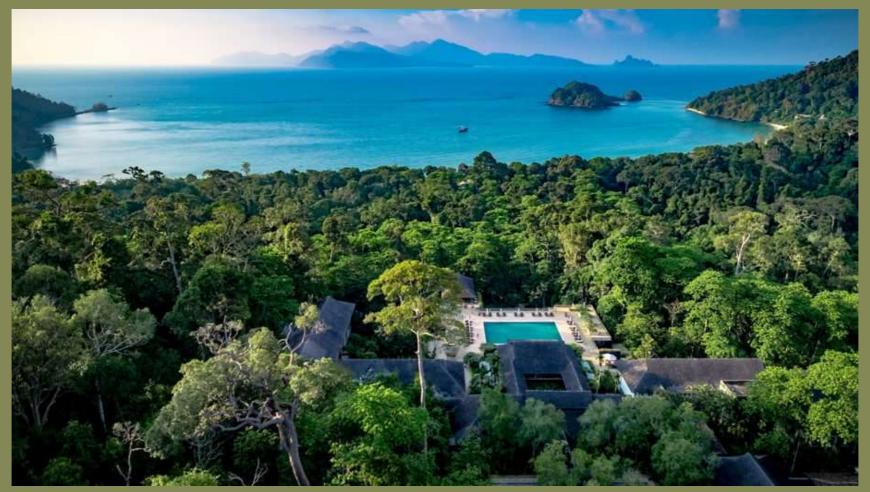








The Datai







Eric Martin

The Datai Langkawi

Langkawi, Malaysia







This grande-dame hotel, which first opened in 1993, has always been sought after for its remote location, pristine





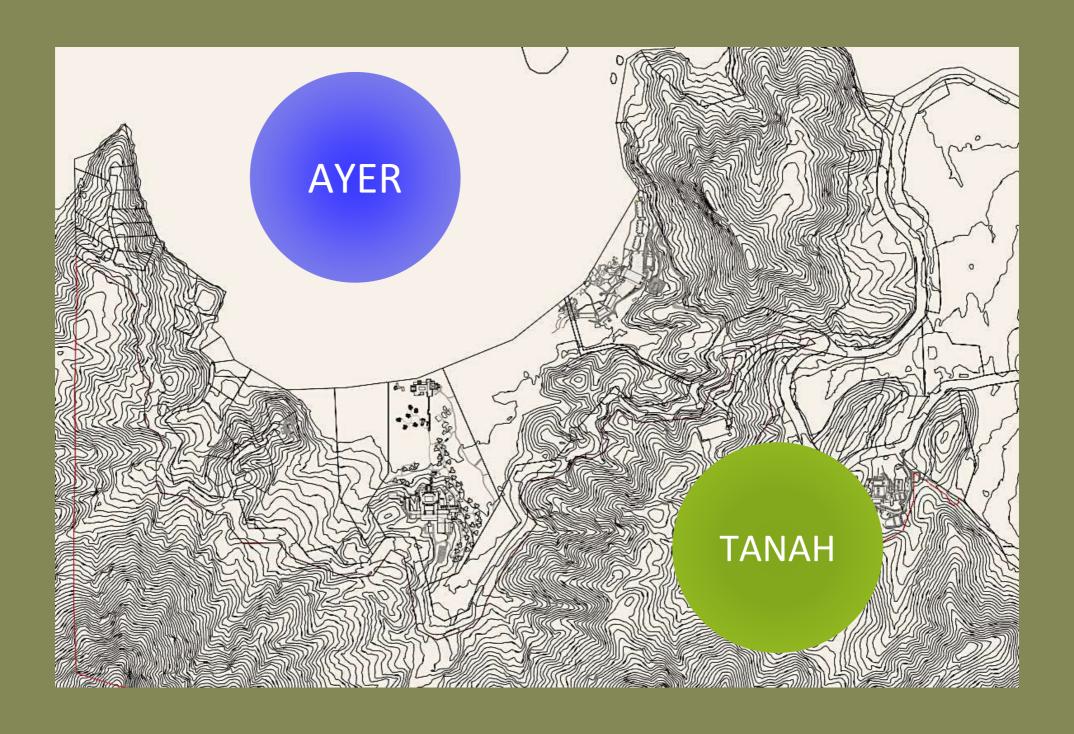
Ð







Activities



TANAH: LAND BASED ACTIVITIES

Rainforest

Awakening

Rainforest

AfterDark

Forest Therapy

Birdwatching

Journey through the Forest

Trek to Crystal Creek

Butterfly Garden Walk



AYER: WATER BASED ACTIVITIES

Beach Walk

Wonders of the Drifting World





Be a Dolphin Researcher







It's a Coral Culture & Adopt a Coral





Coral Reef Discovery









Water Detective















JUNGLE KIDS



Young Explorers



Nature Inside



Botanical Wonders



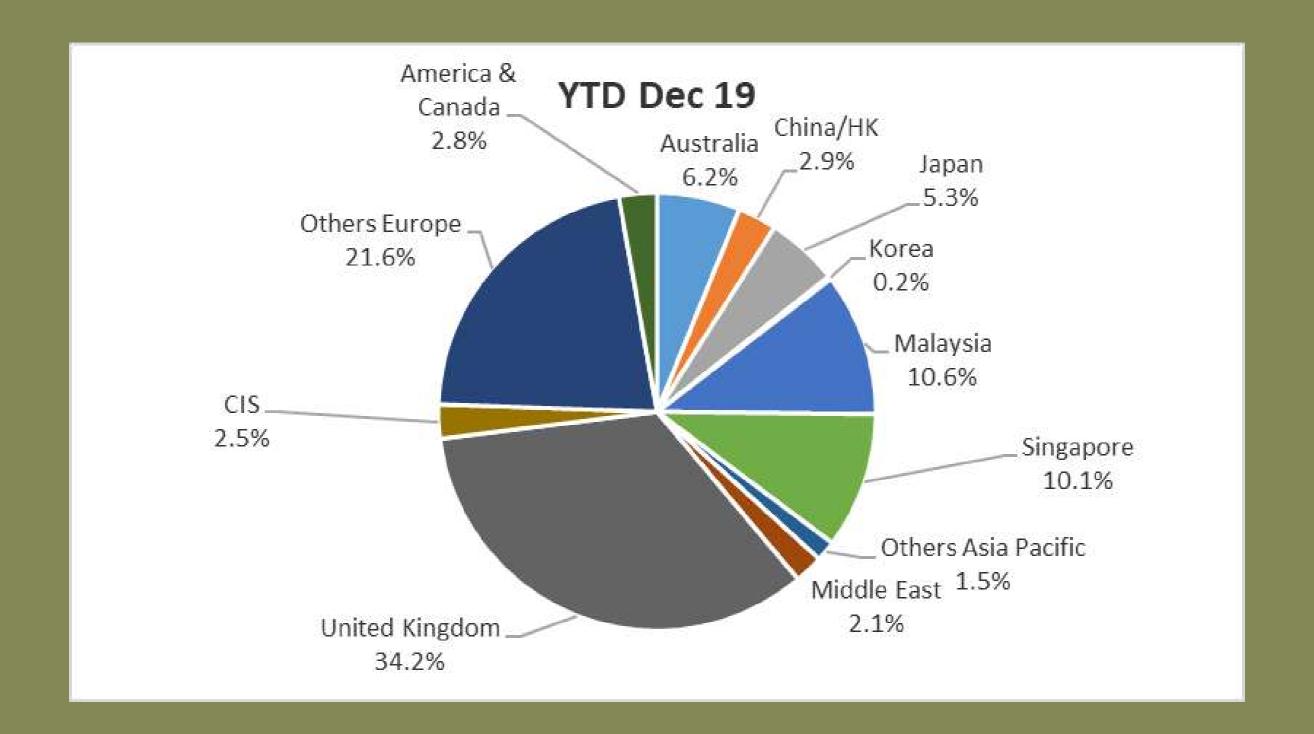
Night Pow Wow



Mini Beast Discovery



Fishing for Tomorrow



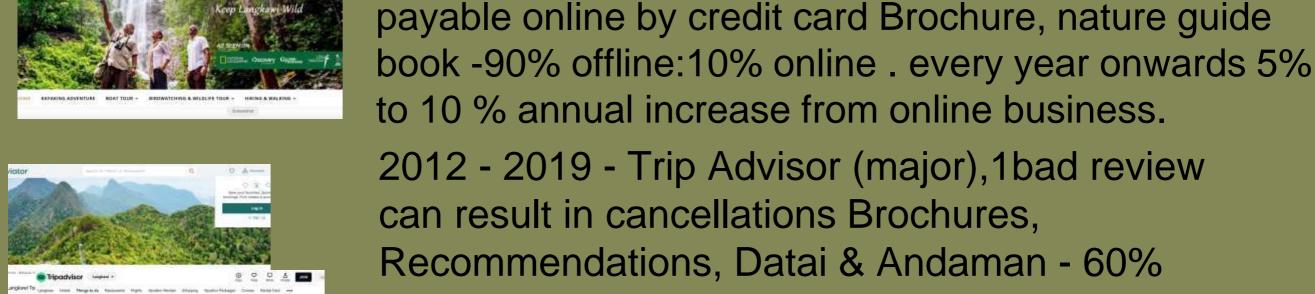
Junglewalla

1994-2005 - Offline - Datai & Andaman no brochure.word of mouth, recommendations

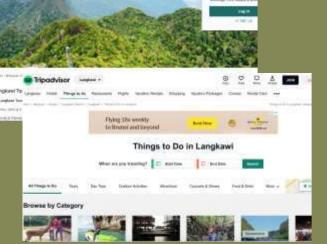


2002 - One page website - Does nothing





OTA



note. Europeans asking for discounts, less china, and asia.

Online: 40% Offline. Competition from non licence

2005 - 2012 - Website presence www.junglewalla.com.

















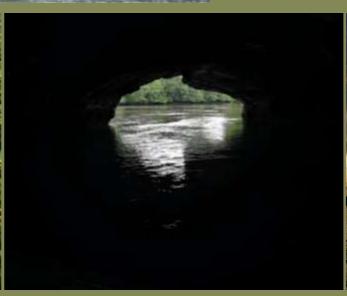






























Rainforest Awakening



















Rainforest Afterdark























Mangrove Unesco Geopark Cruise







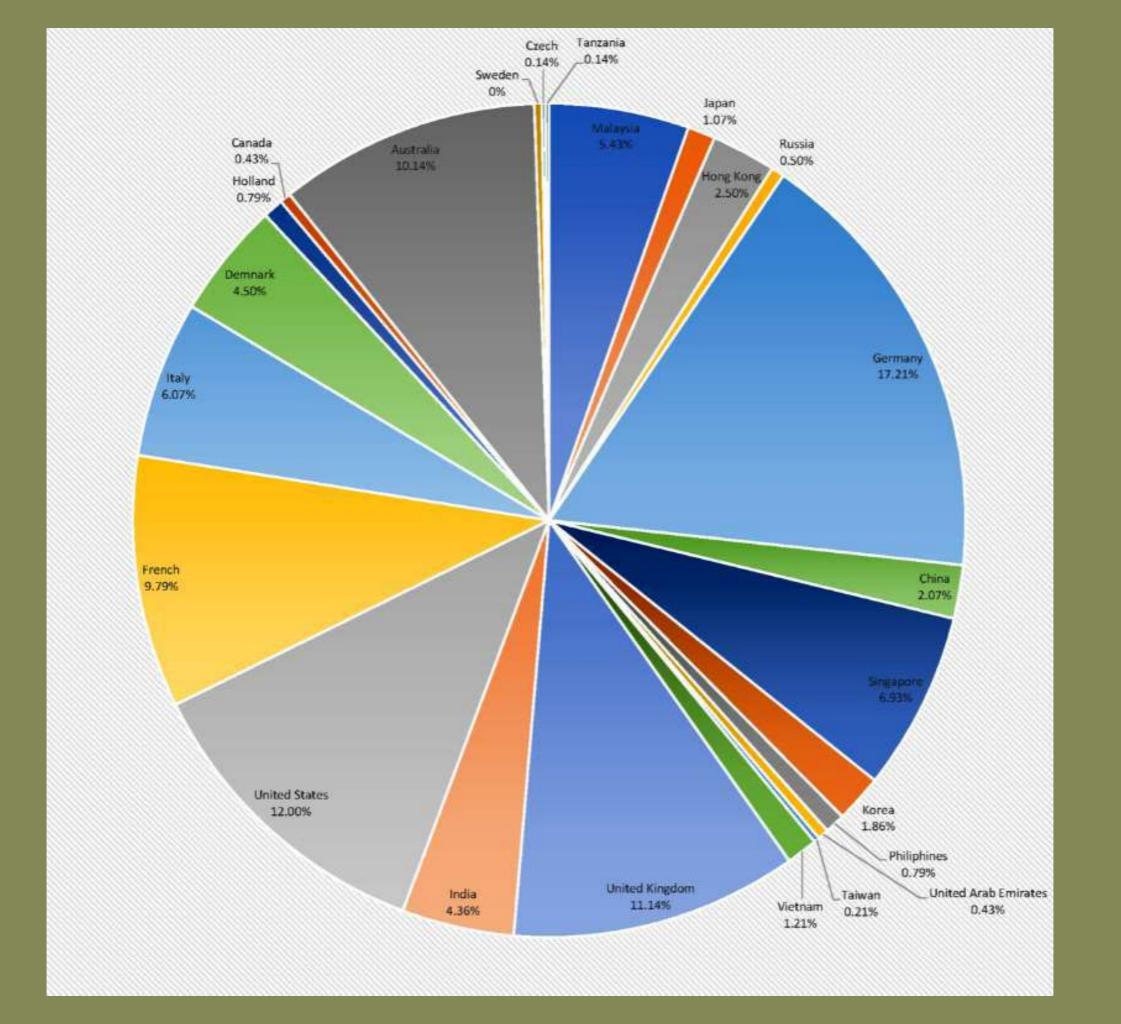












Umgawa





BIG WATERFALL ADVENTURE TOUR

Full Experience Tour (2.5 hours)

12 ziplines

3 skybridges

1 honeymoon zipline

1 thrilling abseil

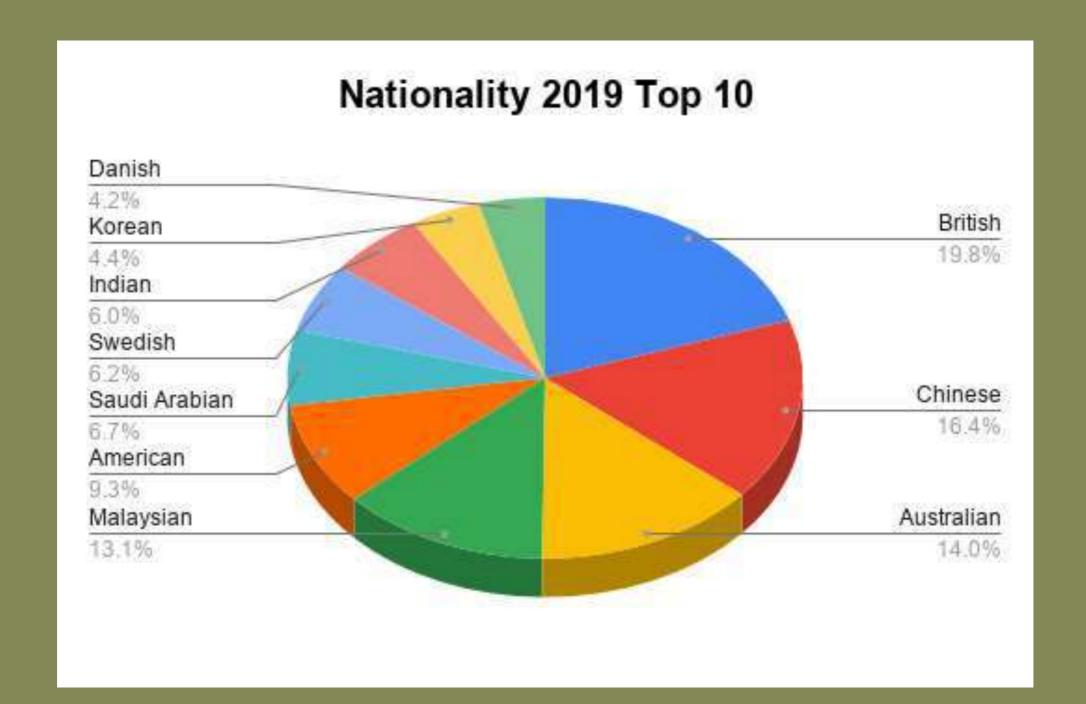
JUNGLE FLIGHT TOUR

Half Experience Tour (1 hour)

6 ziplines

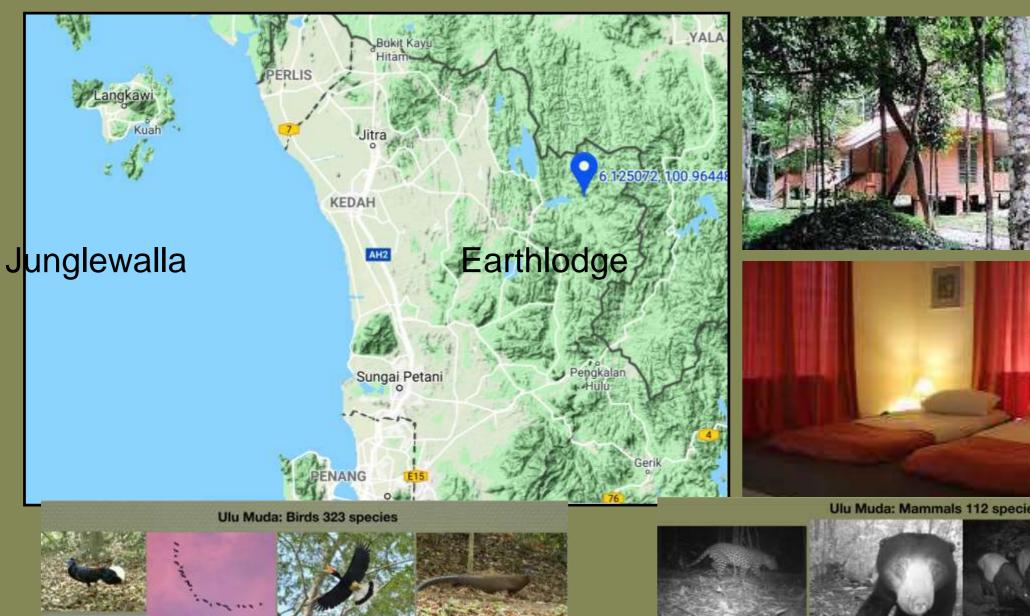
1 skybridge

1 thrilling abseil



Ulu Muda

Earthlodge Field Research Station & Lodge





Arrival Experience@ Mada Jetty boat journey to sites









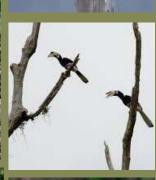
















Location and Activities









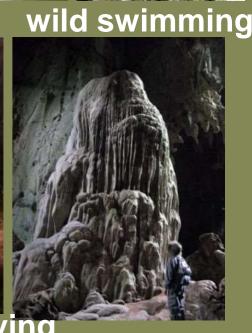


wildlife spoting river cruise









Saltlick

Tubing

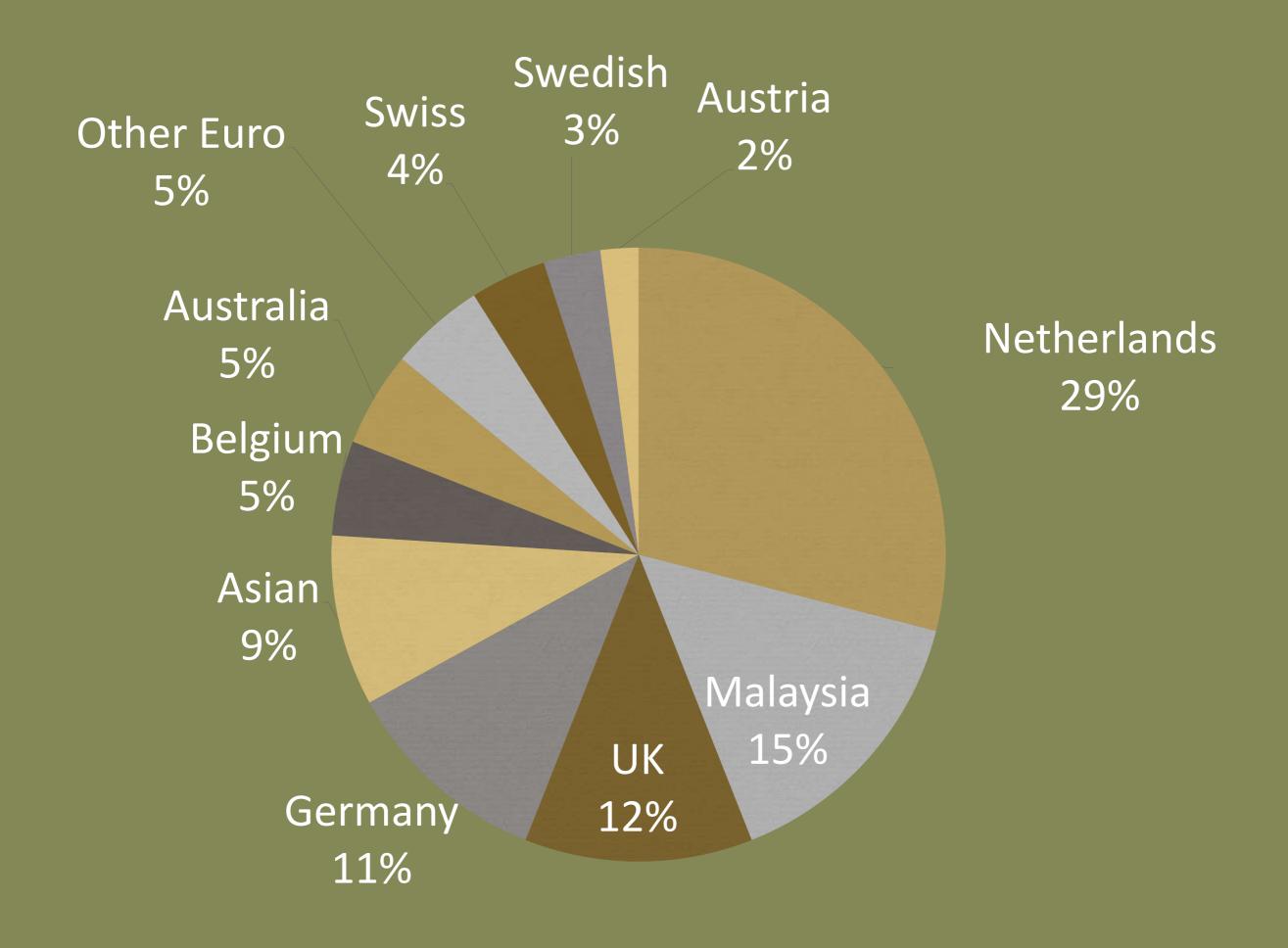
Caving

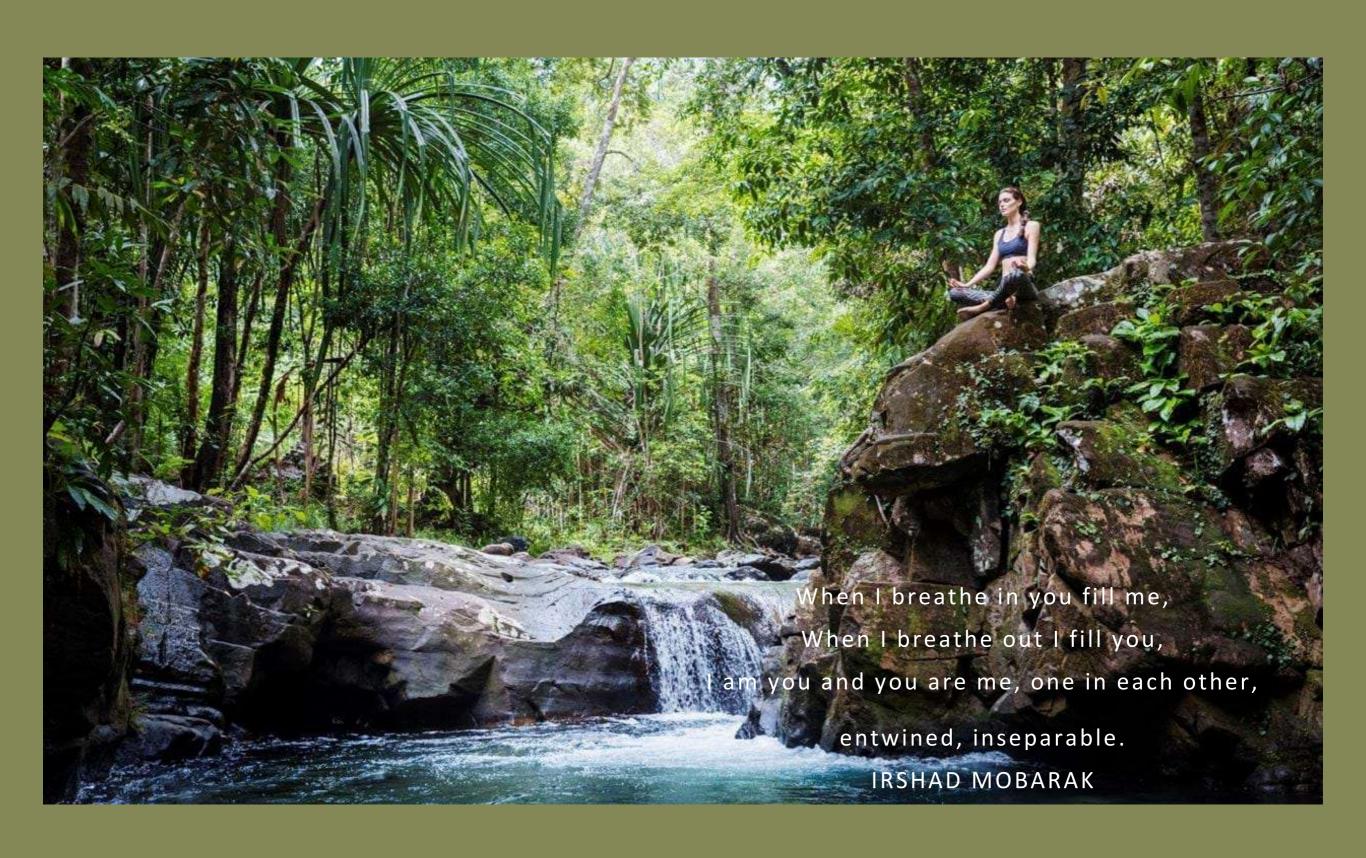
Highlights: Elephants & Hornbills



Potential Niche: Fly Fishing (Catch & Release)











Our culture, nature and people.

It is everything we stand for.

And that's the way we've been welcoming the world to our doorstep.

Proudly flying our people since 1947.

We carry it proudly wherever we go.

This is our pride.

This is Malaysia Airlines.





We are your HOST to Malaysia

When it comes to hospitality, it's as much as where it's from as who it's for.

And our country is unlike any other. The richness of our diverse cultures make our service uniquely ours.

As the airline that proudly embodies every aspect of our country, the experience of Malaysia comes alive the moment you step onboard.

Experience Malaysia, Fly Malaysia



Adventure travel on the rise, claims research



Travel Weekly UK

- Adventure travel has increased in popularity by 65% in four years, according to new figures.
- Adventure Travel Association (Atta) back up the findings, stating that families opting for activity-filled holidays in exotic destinations increased by 65% in the four years between 2009 and 2013.
- Atta's study also found that 80% of tourism boards now consider adventure travel a standalone sector compared to 40% eight years ago with its estimated worth now \$263bn in the US and Europe.



MH aligning the demand of the future adventure travel



Micro-adventures

Travelers are now embracing smaller-scale, achievable adventures right here at home or in other destinations.

Travel sustainably

Adventure travel experiences used to prioritize personal challenges and individual thrills, with little thought of the impact on the surrounding communities and environment. Today, there's a **real thirst for sustainable adventure**, concerns including **supporting local businesses**, **plastic consumption**, **community outreach** and **cultural sensitivity**.

Transformative adventure

The desire for adventures of a 'transformative' nature — eye-opening trips that reinvigorate, jolt us out of a benumbed state and send us home as improved versions of ourselves.

Solo Adventure

The appeal of unaccompanied travel is manifold. It brings the freedom to dictate your own plans, for a start. It can also bolster self-confidence in a way that few other solo activities can match. The great beyond becomes not just more exciting, but more accessible.



Adventure Tours in Malaysia



- Consumers are increasingly seeking 'experiences'
- Malaysia is an ideal adventure destination for those customers seeking experiences – nature, culture, food, sea, mountains activities etc
- tour operators feature 'soft' and more 'extreme' adventure activities in Malaysia
- Borneo and the orang-utans feature heavily in adventure tourism to Malaysia



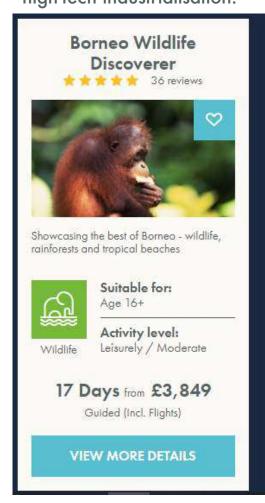


UNITED KINGDOM

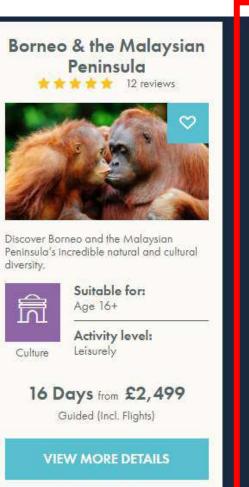


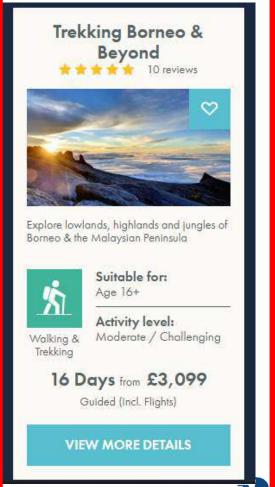
Example Exodus adventure tours to Malaysia

With holidays to Malaysia you're spoilt for choice when it comes to adventure. There are paradise beaches, deep diving waters and wildlife-packed jungles, and Malaysia trips effortlessly combine ancient culture with high-tech industrialisation.









JAPAN







TAIWAN



Winter fun

China Mainland Japan

America, Europe, New Zealand and Australia

Freedom

Treasure Island Taiwan

Member Login



Current position: / Home / Southeast Asia-Malaysia / Kuala Lumpur, Malacca, Penang, Sabah, Sarawak

Explore the ecology of Sabah! 8-day hiking tour in the Amazon rainforest in Sandakan, visiting orangutans, proboscis monkeys, cute Malay bears, Shenshan National Park, and five-star Magellan Resort Kota Kinabalu









CHINA





浮羅交怡+吉隆坡

浮羅交怡+吉隆坡消遙度假5天團AMLGKO5U/Y

浮羅交怡(紅樹林自然生態之旅、海島遊、

「360度環迴觀景台」、3D立體視覺美術館)、

吉隆坡(吉隆坡塔、三井Outlet Park)





AMLGK05U/Y

Day 1 香港+吉隆坡+浮羅交怡

Day 4

Day 5

Day 2 浮羅交怡一(乘船)一紅樹林自然生態之旅(暢遊紅樹林、老鷹集中區、孕婦島、白沙島) 一浮羅交怡一神鷹廣場一*馬碃岭「360度環迴觀景台」

*如遇觀景台纜車停止服務・未能參觀「360度環迴觀景台」・將改爲前往參觀海底世界

Day 3 浮羅交怡一(全日自由享受陽光海灘·專業領隊可代安排自費前往巴雅島國立自然海洋公園)

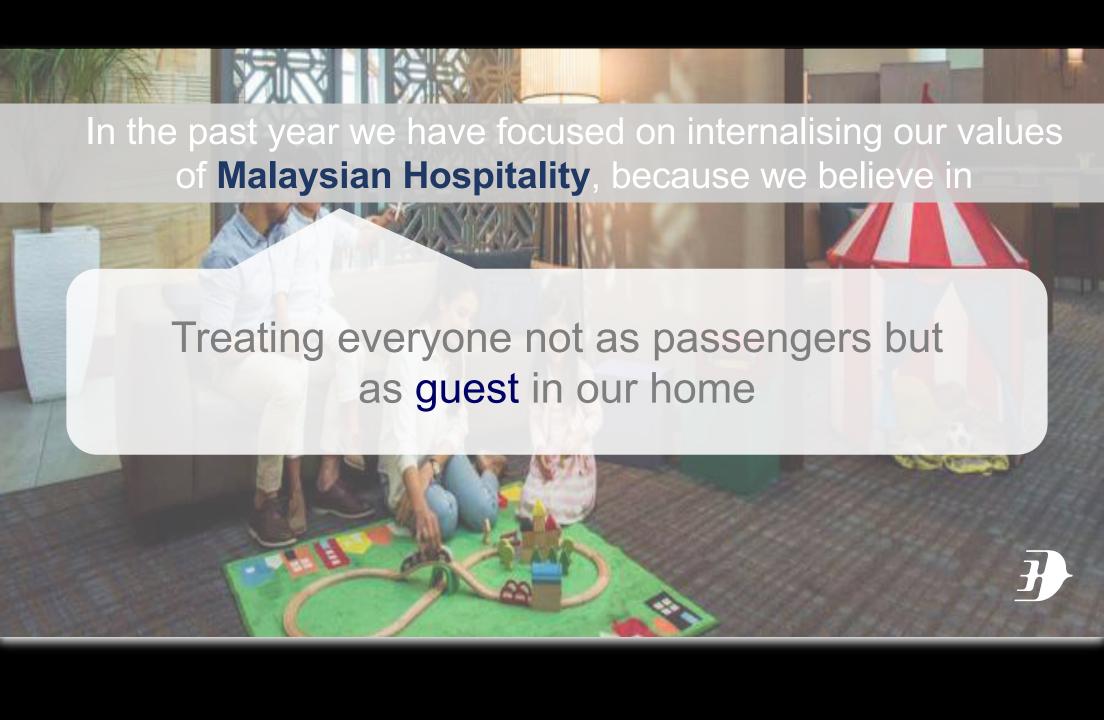
全日於浮雜交恰自由活動,您可以盡情享受日光浴,騙於潔白幼細的沙灘上,靜聽浪濤聲,輕鬆寫意,或於岩緣的海中與色彩繽紛的魚兒一起暢泳,或一嘗垂釣樂趣,盡情享受悠閒的一天。

浮羅交怡一[#]3D立體視覺美術館(包入場)一(內陸機)→吉隆坡一吉隆坡塔(安排登塔)— 乳膠專賣店一星光大道—Pavilion購物廣場 #如調3D☆體視覺美術館休館・則改寫前往海底世界水族館代替・敬請留意。

吉隆坡一南洋土特産專門店一咖啡專門店一太子城(數碼港)一布得拉回教寺(水上回教寺) 一布得拉橋一首相府(遠眺)一千禧紀念碑一三井Outlet Park(集合了多個海外高級品牌、 潮流服飾、童裝、休閒服裝、運動服裝,以及潮流生活雜貨等等)→香港

广州-吉隆坡: MH377 14:40-18:50 吉隆坡-广州 MH376 09:25-13:35







This has seen us do better in everything.





OTP

(On-Time Performance)









CSI



(Customer Satisfaction Index)

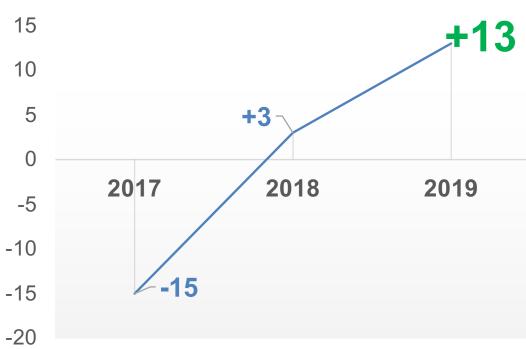






NPS (Net Promoter Score)









The "Best of Malaysia" series offers our passengers the opportunity to experience the traditional flavours and mouth-watering cuisine for which Malaysia is famous for

Nasi Lemak



Nasi Goreng with Satay



Hainanese Chicken Rice



Oriental Stir Fry Noodles





Chef on Call

Online booking

- Best-in-class Malaysian and International cuisine
- Integrated in the online booking flow























MHexplorer

FULLY DIGITALISED PROGRAMME



CHECK-IN BAGGAGE



FREQUENT FLYER PROGRAMME



COMPLIMENTARY DATE CHANGE



FRIENDS & FAMILY PROMO



FLIGHT DISCOUNTS



FLEXIBILITY AT ITS BEST!

Fly Now, Pay Later











Elephants are an ethical concern for the tourism industry.

The rapid growth in tourism's demand for interaction with elephants across Asia coupled with inadequate government regulations has resulted in poor treatment in many elephant facilities.









Other facilities however are working in compliance with the best achievable practices in close partnership with elephant

experts and universities.















"...TAT's goal to improve education and engagement about elephants across Thailand, providing a platform to start a discussion about the current situation and how we can, collectively, move forward towards more sustainable solutions for elephant-based tourism in Thailand and worldwide,"

Mrs. Srisuda Wanapinyosak, TAT Deputy Governor for International Marketing – Europe, Africa, Middle

East and Americas



Pakkanut Bansiddhi, DVM, MSc, PhD, Lecturer, Department of Companion Animals and Wildlife Clinics, Faculty of Veterinary Medicine, Chiang Mai University

Theerapat Trungprakan, President, Thai Elephant Alliance
Association









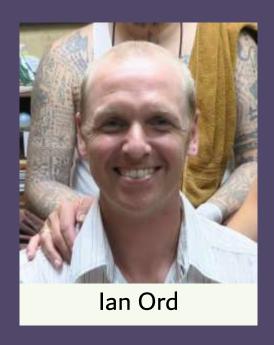
STARTING SMALL:

How To Integrate Adventure Elements Into Your Tour











STARTING SMALL:

How To Integrate Adventure Elements Into Your Tour







PANDION'S SERVICES:

- Connect tour operators and outfitters to destination and industry resources
- Assist destinations with tourism and community development
- Provide best-practice training in Adventure, Eco, and Cultural travel

Pandion Consulting & Facilitation

dan@pandion.biz - 206.709.0286 - www.pandion.biz - @DintyDan



STARTING SMALL: How To Integrate Adventure Elements Into Your Tour

- **Key Concepts**
- **Small Group Discussion**
- 3. What Are Your Goals?





INTERNATIONAL ADVENTURE MARKET SIZE



Adventure Travel Compared to Other Global Industries



Cruise Industry \$119B



Global Textile

Mills Market

\$667B



Adventure Adventure

Market: \$683B



Global

Prescription Drug
Sales

\$774B

WHAT IS ADVENTURE TRAVEL?

Market:

Four in Ten
 Travelers Choose
 Adventure

 Adventure Tourism Market Study (ATTA, George Washington University)



THE FUTURE OF TOURISM?



THE FUTURE OF TOURISM?



WHAT IS ADVENTURE TRAVEL?

Adventure Ethos

- Collaboration
- Community
- Sustainability



WHAT IS ADVENTURE TRAVEL?



THREE COMPONENTS OF ADVENTURE TRAVEL



PHYSICAL ACTIVITY



CULTURAL EXCHANGE



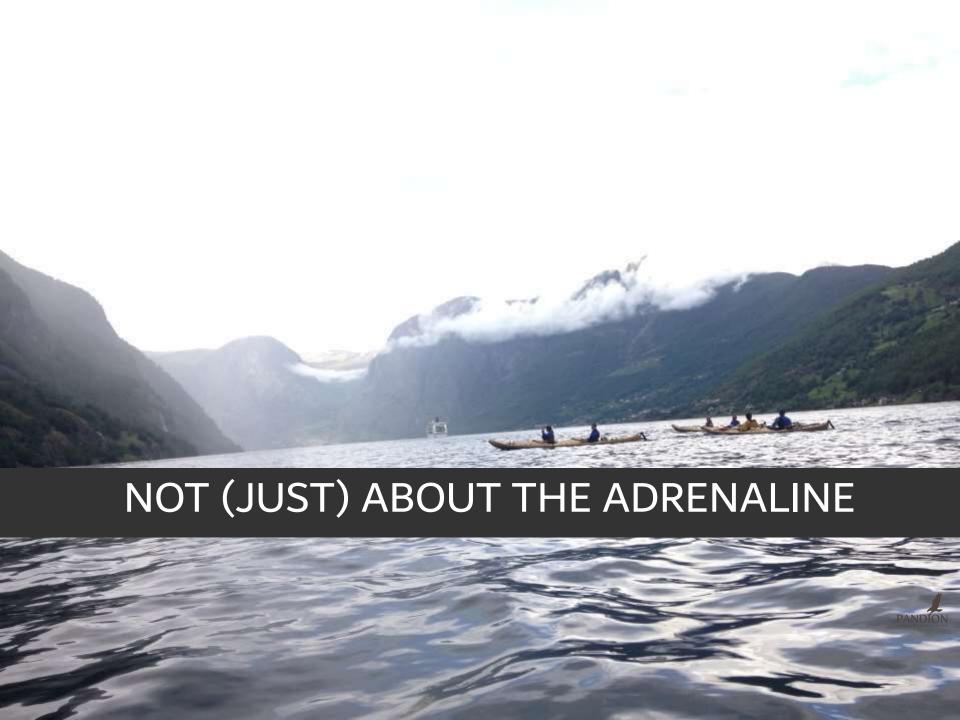
INTERACTION WITH THE ENVIRONMENT



THREE COMPONENTS OF ADVENTURE TRAVEL



ADVENTURE TRAVEL DOES NOT HAVE TO BE



ADVENTURE



Adventure Is Relative

- One person's "soft" is another person's "hard" adventure
- Authentic Is More Important Than Extreme
- Soft Adventure Is Majority



ADVENTURE





Homepage » ATTA News » Research Reveals Adventure Travelers Primarily Motivated by Transformation

Research Reveals Adventure Travelers Primarily Motivated by Transformation

January 31, 2017



Written By: CHRISTINA BECKMANN

LATEST FROM THE ATTA

2018 WORLD SUMMIT THEME,



"Life-changing Experience"









JOSEPH CAMPBELL

The Hero's Journey







ADVENTURE





CONNECT TO DESTINATION



 Slower pace of activities means you see more



- Slower pace of activities means you see more
- More immersive
 - You feel the rain, smell the air, touch the earth



- Slower pace of activities means you see more
- More immersive
 - You feel the rain, smell the air, touch the earth
- More likely to encounter people
 - Get out from behind the glass



- Slower pace of activities means you see more
- More immersive
 - You feel the rain, smell the air, touch the earth
- More likely to encounter people
 - Get out from behind the glass
- Showcase your culture





EXAMPLES OF AUTHENTICITY





CYCLING AND CONNECTION









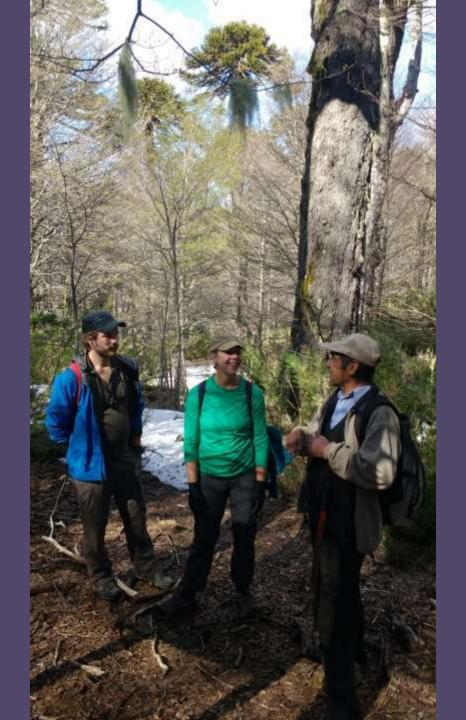






TREKKING AND CONNECTION



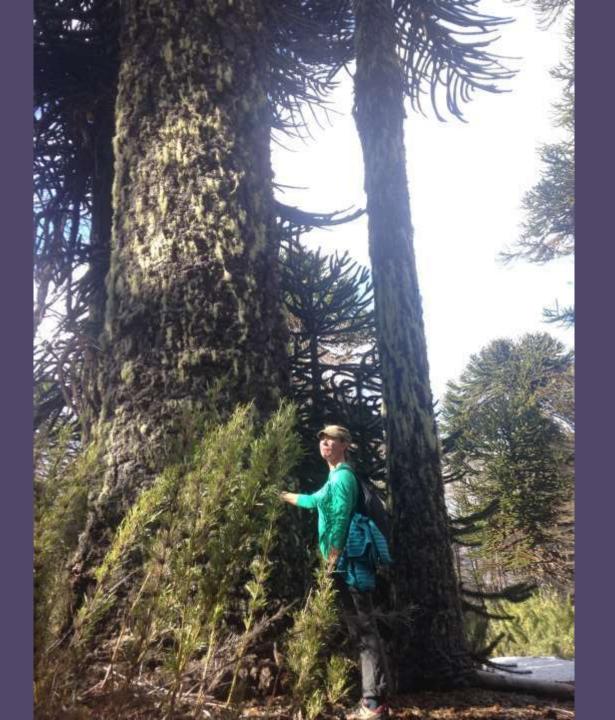














ACTIVITY:

Step 1: Think about a travel experience where you have had personal transformation OR Where the activity helped you better connect to the destination Step 2: Share your experience with a neighbor Step 3: Be prepared to share with the whole group Gudvangen

Vossevangen



USE STORIES

Effective Communication:

- Stories touch our emotions
- More intimate
- Better retention



USE STORIES

Effective Communication:

- Stories touch our emotions
- More intimate
- Better retention

Showcase you and your company:

- Way to share your ethos
- Differentiation from competition



ICY STRAIT POINT, ALASKA



USE STORYTELLING

- Large cruise terminal in Southeast Alaska
- 100% Indigenous owned
- All tours incorporate local stories from Tlinkit people
- Stories all used with permission and vetted by elders



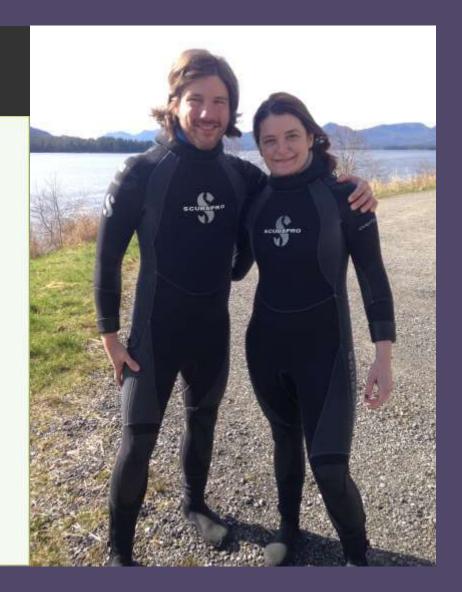


KETCHIKAN, ALASKA



IMMERSIVE ACTIVITY

- Snorkeling in 3-degree water!
- Learn about wildlife
 - Rain or shine
- Go to the other side of the glass and immerse in the elements





LEAD UP TO THE TRIP

The Journey Begins at Home

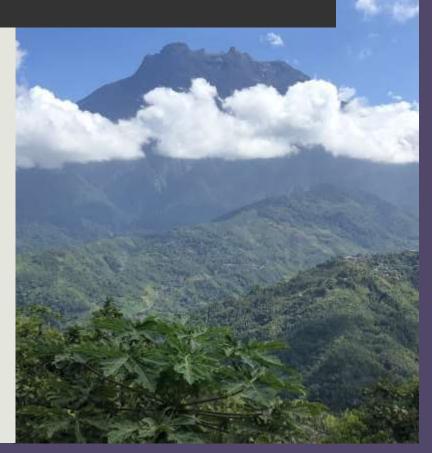
- Prepare guests for what is to come
- Begin the storytelling before departure



DESIGN IN A PEAK EXPERIENCE

What will be the climax of the trip?

- Allude to this part while leading up to it
- Refer back to experience afterwards
- Success shouldn't always mean "reaching the summit"
 - Plan on what failure looks like



PUTTING IT ALL TOGETHER



PUTTING IT ALL TOGETHER



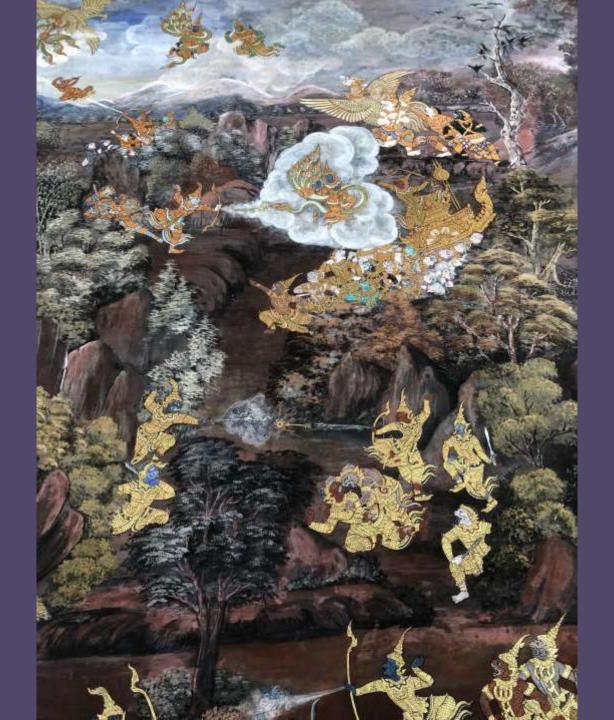




















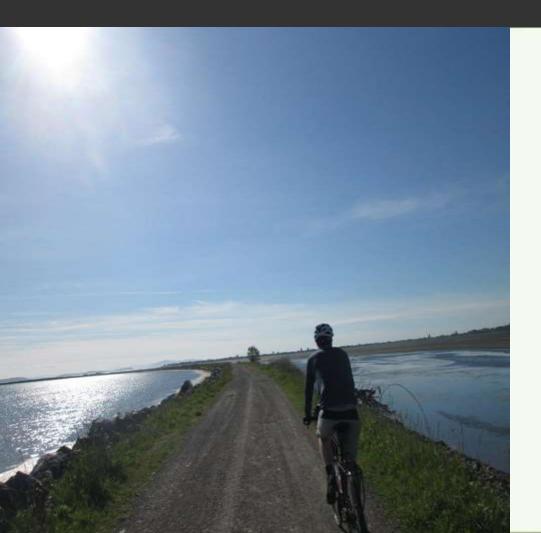




ACTIVITY:

- Step 1: Work with the people at your table
- Step 2: Choose a tour or experience offered by someone in your group
- Step 3: Incorporate these concepts into the tourStorytelling, immersion, tranformation
- Step 4: Be prepared to share with the whole group

Next Steps



Now What?

Stay Connected!



FACEBOOK GROUP











adventure tourism

soft hard



journey of adventure travelers

beginning



maturity

Appreciation of nature

Transformative

Sustainability

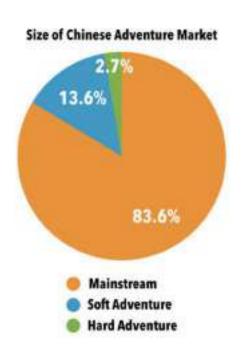
Unique

Authentic

Responsibility

Climate change

Fast-changing landscapes of Chinese travelers



China is expected to become a global driving force within the adventure travel sector with adventure travel as a travel category that appeals most strongly to young Chinese born in the 1980s and 1990s.

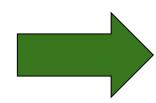
- ITB China Travel Trends 2019 report

- Bannikin China Adventure Tourism Report 2019

Fast-changing landscapes of Chinese travelers

<u>Traditional packaged-group</u>

Shopping
Hotel accommodation
Dining
3S (sun, sea, sand)



Customised group tours & FIT travelers

Unique & authentic experiences
Landscapes & sceneries
Interaction with locals

"Nearly 1 in 2 Singaporeans are adventurous travelers"

CNA lifestyle January 2019



Slow, leisurely trips

Short, micro getaways

Off-the-beaten holiday destinations

- Skyscanner online survey 2019, published in APAC Travel Trends 2020



Destinations must tailor approaches to match the preferences of key target adventure market

zoom in on concept of 'see-feel-interact'

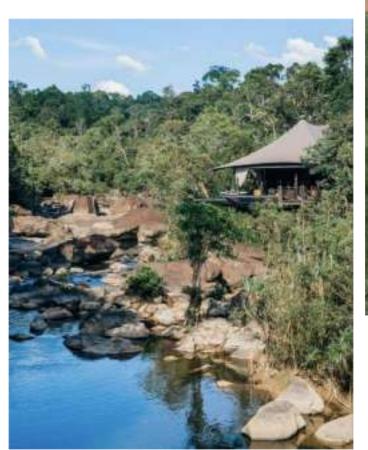
Key elements of adventure travel

nature rural areas (delicate environment) (local communities)



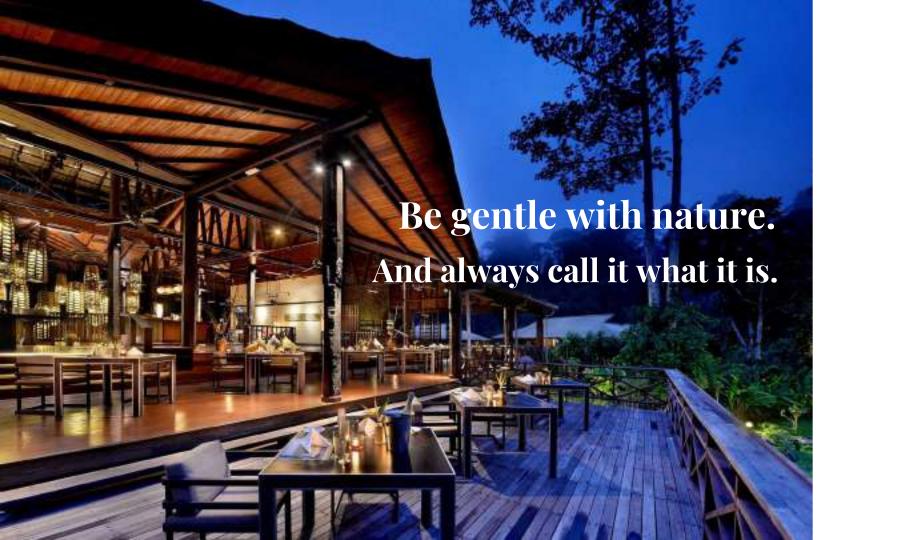








Be a travel changemaker, be bold - raise the bar











Rural communities have a lot to offer, if only we look closer.



create career opportunities

elevate industry practices

prioritise local talent



