

TRAVEL AND HOSPITALITY

Shangri-La, Singapore Airlines partner to promote Southeast Asia travel

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The partnership will offer deals and discounts on travel to a number of Southeast Asian countries. Image credit: Singapore Airlines

By DANNY PARISI

To celebrate the 50th anniversary of the founding of the Association of Southeast Asian Nations, an organization of countries including Singapore, Malaysia, Indonesia and others, Shangri-La Hotels & Resorts and Singapore Airlines are launching a months-long campaign to promote luxury travel in the region.

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The campaign is called "ASEAN is More First Stop Singapore" and will feature specially curated offers and promotions centered on traveling and exploring the countries of Southeast Asia. The campaign will last from the beginning of August to the end of October.

"We want to highlight the vibrant and colorful Southeast Asia region and its warm hospitality," said Cetin Sekercioglu, executive vice president of **Shangri-La Hotels and Resorts**, Singapore. "As a destination, Southeast Asia has so much to offer - art, culture, heritage, nature, culinary experiences and innovative events that attract and engage all kinds of travelers.

Shangri-La

As even a cursory glance at the movements of the luxury industry can tell, Asia is becoming a major player.

Chinese travelers are increasingly in the crosshairs of luxury marketers, and travel to and from Asia is a hot topic in many circles. But most of this focus has been on China and Japan.

That is why Shangri-La and Singapore Airlines have teamed up to help raise awareness for the bountiful luxury travel opportunities in Southeast Asia.

To celebrate the 50th year of ASEAN, which was created to help promote unity and prosperity among Southeast Asian countries, Shangri-La and Singapore Airlines have curated list of travel opportunities throughout the region.



Garden wing reception at Shangri-La Hotel, Singapore. Image courtesy of Shangri-La Hotels & Resorts

Some of these offers include free stays at Shangri-La resorts. For example, a contest will be hosted on a branded microsite asking customers to match photos of different ASEAN countries with their name, which will give customers the chance to win a free four-night stay at the Shangri-La Singapore, including round-trip air fare.

Additionally, throughout the months of August, September and October, Shangri-La and Singapore Airlines will be offering discounted prices to encourage more travelers to make their way to Southeast Asia.

The campaign also offers a family deal that encourages customers to bring their children, instilling a love for the region in young travelers as well as old.

Southeast Asia

This attempt at bringing in more international customers comes just a few months after Shangri-La hotels appointed American Oliver Bonke as its new president and chief operating officer.

Mr. Bonke joins Shangri-La from Loews Hotels, where he was most recently the chain's chief commercial officer. From Sept. 1, Mr. Bonke will report to Shangri-La Asia Limited's CEO Lim Beng Chee, working out of the company's headquarters in Hong Kong ([see story](#)).

Shangri-La has been working to make its customers' stays more stress-free, including an entire new package devoted to this cause.

Available at select locations, Shangri-La has introduced a new tier of guest services, the Suite Class. Hospitality brand image rests on amenities, programs and degree of service a guest receives with every stay, and quite often the level of personalized attention is the reason behind repeat and frequent stays with a hotelier, regardless of location ([see story](#)).



Shangri-La Suite Class video still. Image credit: Shangri-La Hotels & Resorts

This is also not the first time Singapore Airlines has partnered with a luxury brand to improve its customer service.

French lifestyle brand Lalique brought its crystal wares to new heights through an alliance with Singapore Airlines.

Through the partnership, the airline will retail co-branded in-flight products such as toiletries and glassware in its suites and first class cabins. For Lalique, this represents an opportunity to introduce its brand range to a captive audience of affluent travelers ([see story](#)).

Drawing in valuable Western travelers will be a key component in increasing the travel value of Southeast Asian countries. This partnership shows that Shangri-La and Singapore Airlines are committed to promoting the cultural value of the region.

"With SIA's home base of Singapore located in the heart of ASEAN and coupled with our wide global network, we are well-positioned to bring visitors across this beautiful region," said Campbell Wilson, Singapore Airlines senior vice president of sales and marketing.

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