

TRAVEL HALL OF FAME

Phoenix Tours International



William Chang
Chairman
Phoenix Tours International

What is the most impressive achievement for your company this year?

Since Phoenix Tours was listed on the Taiwan stock market, we have distributed dividends to supportive shareholders for 22 consecutive years. Even in the face of the three-year pandemic, we have adjusted our operational strategies to meet the challenges and have dedicated ourselves to responding to shareholders' expectations. Our commitment has allowed us to fulfill the mission of operating the business.

It is often said that an organisation is only as strong as its people. What investments have your company made in talent development this year?

During the pandemic, we continued our education and training initiatives. In addition to enhancing our professional competencies, we also encouraged employees to pay attention to their physical and mental well-being by organising fitness classes and outdoor activities. As a result, once the pandemic concluded, we were able to restore our business operations and continue actively recruiting new talent to infuse fresh energy into the company.

What can your trade partners and customers look forward to in doing business with you in 2024?

After being tempered by the pandemic, Phoenix tours, now in a healthier state, has seized the opportunity for market recovery. In addition to solidifying its main market, we have also ventured into high-end tourism and the younger customer segment.

Working hand in hand with our partners, we are striving to innovate our products to meet the diverse needs of all travellers.

Sabre Asia Pacific



Brett Thorstad
Vice president, travel solutions, agency sales
Sabre Asia Pacific

What is the most impressive achievement for your company this year?

It's impossible to choose just one accomplishment this year as we've seen positive momentum across all our key business segments. We're thrilled to be increasingly harnessing the power of Artificial Intelligence (AI), with Sabre Travel AI; developed through our innovation partnership with Google. Airlines are enhancing revenue opportunities through our Retail Intelligence suite of solutions, and we've now turned the AI-lens onto travel agencies. Our new Lodging AI solution helps travel agencies increase revenue and provide travellers with more personalised options. From an agency perspective, we're also thrilled to be helping increasing numbers of agencies with our automation tools so they can save time and money, while unlocking growth opportunities.

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Our people are our most important asset at Sabre, and we're continuously investing in our team members' well-being, training, and career advancement globally. Earlier this year, Sabre won Comparably's annual Best Global Company Culture award. We employ some of the world's top talent, and we're focused on creating an environment in which everyone can reach their full potential, helping us to reshape the global travel industry from the inside out.

What can your trade partners and customers look forward to in doing business with you in 2024?

We can't wait to build on our achievements of 2023 as we go into 2024. You can expect lots more innovation, with a laser-focus on generating revenue and adding value for our partners across the whole travel ecosystem. We'll be continuing to drive forward our NDC (New Distribution Capability) roadmap, and expanding the breadth of air and hotel content options available through our multi-source distribution platform. And you can expect an increased focus on Environmental, Social and Governance (ESG) as we strive to make positive change happen through our people and our technology.

Banyan Tree Resorts & Spas (Thailand)



Nopparat Aumpa
Senior assistant vice president & general manager
Banyan Tree Bangkok

What is the most impressive achievement for your company this year?

Some of our notable achievements this year include expanding Banyan Tree Wellbeing Sanctuary globally. To date, we have 17 Wellbeing Sanctuaries in our properties in China, Indonesia, Malaysia, Mexico, Thailand and Vietnam. We've also recalibrated the renowned Banyan Spa & Wellbeing Academy by transforming it to be guest-facing and developing more competencies to democratise well-being for a broader audience. Our Group RevPar increased to 64 per cent, extending post-pandemic recovery from 2022 to 2023.

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We have always believed that we can only look after our guests when we look after our associates. We implemented comprehensive training programmes to cater to both technical and soft skills so that our associates can enhance their expertise and grow within their department or even move to other roles. Mentorship initiatives were introduced, pairing experienced team members with newer ones to foster knowledge sharing and professional guidance. We also provided access to relevant industry conferences and workshops, enabling associates to stay updated with the latest trends and best practices.

What can your trade partners and customers look forward to in doing business with you in 2024?

We are looking forward to synchronise all 10 of our brands to express our Group's 8 Pillars of Wellbeing aligned with their own identity. For example, at Banyan Tree Veya, there is emphasis on journeying inwards to connect with self and others. At Banyan Tree Escape, guests are invited to rewild and reconnect with nature. At Garrya, it is all about finding one's balance and space to contemplate. At Homm, well-being is defined by communal interaction and the feeling of being at home. Consequently, expect to discover bespoke retreats and programmes tailored to each brand's expression of well-being. – **Ho Ren Yung, senior vice president, head of brand HQ / deputy managing director, hospitality management, Banyan Tree Group**



Hall of Fame 2023

Since 1957
(Security Code : 5706)



Phoenix Tours

The first listed travel agency on Stock Market of Taiwan.

The perfect combination of

- ★ Corporate Governance
- ★ Company Commitment
- ★ Social Responsibility



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