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SUTRA®

Issue 14 JULY - SEPTEMBER 2011

Quarterly Travel Newsletter

by Sri Sutra Travel Sdn Bhd



HEAVENLY *Cruise*

**No
Hassle!**

Experience the easiest
way to travel!

Transnasional and Sutra

Therapy

Enjoy the
excitement
of shopping

Success

Opportunity
to study in
travel line.

M.I.C.E. TRIP : 2010 PROTON TOP ACHIEVER'S INCENTIVES GROUP TO DUBAI

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Kick-start your holiday plan today!

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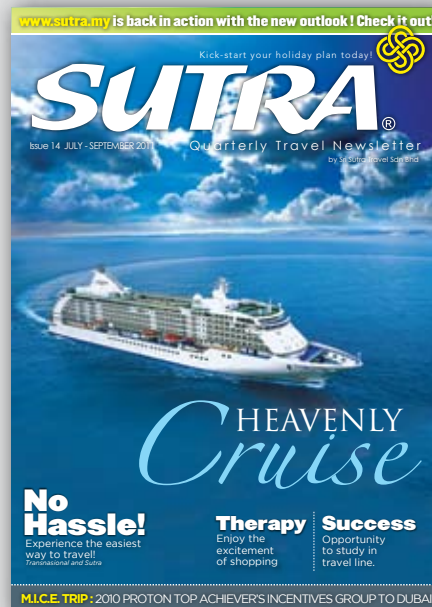
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on the cover :

Cover Image : Seven Sea Cruise

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What Our Clients Feel

Let us take you there...



Whether for Leisure or Business,
Sri Sutra Travel offers you the best in travel...

OUR PRODUCTS

- Over 10,000 Travel Products (Accommodation & Transportation)
- Travel Insurance

OUR SERVICES

- Worldwide Ticketing Reservation
- Worldwide Hotels Reservation
- Worldwide Ground Transportation
- Airport Transfer
- Visa Application
- + many others Travel Products and Travel Related Services.

Fully Licensed & Registered with

- Ministry of Tourism (KPL No: 1422)
- Ministry of Finance (No. KB 494/357-30701 JD2)
- Petroliaam Nasional Berhad (PETRONAS) (No. RVB/06 - 3134)
- Malaysia Franchise Association (MFA) (No. OFO-0608-04-TRV)
- Bumiputra Association of Tour and Travel Agent (BUMITRA) (No.083)
- Malaysian Association of Tour and Travel Agent (MATTA) (No.FT/M/0222)
- International Air Transport Association (IATA) (IATA Code : 2030339)

Tour, Travel and many more...!

The launch of Sutra.My will officially announce soon. It is an online hotel booking and travel website designed to bring the latest information and guides for booking flights, hotels and travel services worldwide.

Initially, this might seem like just another online travel website to add to thousands of currently existing travel websites out there - so finding a way to stand out was the most important aspect in the development of such a project. The use of new online technologies is one way to get ahead of the competition and to be in partnership with some of the biggest names in the travel industry is also an added bonus.

The new hotel and flight booking website aims to bring a wide range of services and will cater for large business groups, personal trips, family vacations and first time online travel bookers. It will also offer detailed and up-to-date hotel informa-

tion and travel guides to the cities and countries that are featured on the website. Visitors have to be given what they want in an instant, to easily navigate the system and to find exactly what they need without hassle. If the experience is a comfortable one, visitors will often share it with friends and come back to make bookings again in the future.

Visitors can find the destination country required and browse through the major hotel cities with the search engine, which all have detailed pages, hotel information, flight search and travel guides.

For more information on booking hotels, flight and car rentals, or to get a hotel featured on our website, please visit us at <http://www.sutra.my>.



Travel with **TRANSNASIONAL**



Transnasiona, a Malaysian icon and the leader of the express bus industry, is one of the most prominent and popular household brand names in Southeast Asia region, serving more than 200 destinations, covering all major cities and towns with 1,000 daily departures across Peninsular Malaysia and Singapore. Using the latest advancement in bus technologies, design and comfort, Transnasiona provides safe, enjoyable and affordable travel.

Having been in the express bus industry for over 3 decades, Transnasiona has led the industry by constantly innovating itself. The pioneer in the electronic ticketing system, Transnasiona has made the booking process much faster, accurate and efficient as it enables the passengers to plan their journey. Transnasiona was also the first to provide insurance coverage for passenger and baggage, whereby in the case of unfortunate event, the passengers are covered for medical expenses or loss of baggage. In addition to its regularly scheduled passenger service, Transnasiona also provides courier/delivery services, charter packages and bus advertising solutions. With so much to offer under one brand name, Transnasiona is certainly your preferred choice.

Sutra has agreed with Transnasiona for a partnership to increased more activities and varieties to consumers by using the platform of Transnasiona and Sutra. The main objective of the partnership is to encourage consumers to visit our domestic destination. Main big city in Malaysia has been chosen as a starting point. This will come with an affordable





SUTRA

MINIMUM
2
PAX

3 Days 2 Nights
Kuala Lumpur

From
RM288
per person

3 Days 2 Nights
Alor Setar

From
RM247
per person

3 Days 2 Nights
Georgetown

From
RM188
per person

3 Days 2 Nights
Kangar

From
RM283
per person

3 Days 2 Nights
Shah Alam

From
RM272
per person

3 Days 2 Nights
Ipoh

From
RM247
per person

3 Days 2 Nights
Seremban

From
RM248
per person

3 Days 2 Nights
Melaka

From
RM272
per person

3 Days 2 Nights
Kuantan

From
RM248
per person

3 Days 2 Nights
Johor Bahru

From
RM212
per person

3 Days 2 Nights
Kuala Terengganu

From
RM248
per person

3 Days 2 Nights
Kota Bharu

From
RM230
per person

*Tertakluk pada terma & syarat. Tertakluk pada perubahan.

your travel
designer

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GEMS of EAST MALAYSIA

SARAWAK

Sarawak a state blessed with Land of the Hornbills or known as Bumi Kenyalang, Malaysia prime rainforest and home species of tropical wildlife, flora and fauna. One would expect that a city tour of contrasts, experience the glorious heritage of a people whose origins are shrouded in the mists of time. Shuttle from the mystic of the great religions of the world to the boldness of a new age. Meet the warm and friendly people on the streets and be awed by the simplicity of fisher folks. Also get acquainted with the "Kuching".

The best place in Sarawak to view semi-wild orang utans, who have been rescued from captivity and trained to survive in the surrounding forest of the reserve. Thanks to the successful breeding programme at Semenggok, there is a good possibility of experiencing one of the most heart-warming sight in Borneo, an orang utan mother with a young baby. The Bidayuh, formerly known as the Land Dayaks, during the era of the Brookes' and British colonial rule, constitute the second largest of the 25 native tribes of Sarawak. Last but not least Ana Rais is one of these longhouses, where many families live under one roof. It will provide you an opportunity to observe at close hand the traditional and commu-



City of Kuching



Tanjung Aru Beach



Mount Kinabalu

nal way of life which is still largely untouched by modern civilization.

SABAH

Sabah unveils a spread of rich getaway experience for an inspiring and memorable travel adventures. From city merriments to island retreat , all wonders of destination are magically captured and bestowed upon you. Visit the Heritage Village and Museum for a closer look at Sabah's ethnic diversity. Drive by major landmarks such as the State and City Mosque, Tanjung Aru Beach and Kota Kinabalu's highest building, and Tun Mustapha Tower is the best experience in Kota Kinabalu. You'll get to enjoy some leisure time mingling with the local people at the handicraft market. The evening begins with a visit to the night market where you can sharpen your bargaining skills.

Later, enjoy a sumptuous dinner featuring an array of Malaysian cuisine and witness lively presentation of traditional music and dance. The colourful attire of different ethnic groups and the rhyme and beats of local musical instruments usually give a lasting impression of Borneo's rich cultural diversity.

Travel like you planned! At SUTRA we got you all covered from the every moment of setting foot to our premises to when you wave your goodbyes. Good memories with us will always be cherished never perished!!!!

TRAVEL RIGHT WITH BEST DEAL!

MIN 02 PAX
From RM **188**
per person



3D2N KUCHING

Package Includes

- 02 Nights Accommodation
- Return Transfer Airport / Hotel / Airport
- 12 Hours Air-conditioning
- Two (02) Towel with free Amenity Pack
- Entertainment Package -24 Hours Period (LCD TV)

Package Excludes

- Breakfast
- Tipping

Optional Tour

- Kuching City Tour
Adult (RM80) Child (RM50)
- Sarawak Culture Village
Adult (RM90) Child (RM60)
- Semenggong Orang Utan
Adult (RM80) Child (RM50)
- Annah Rais Bidayuh Longhouse
Adult (RM90) Child (RM60)



3D2N KOTA KINABALU

Package Includes

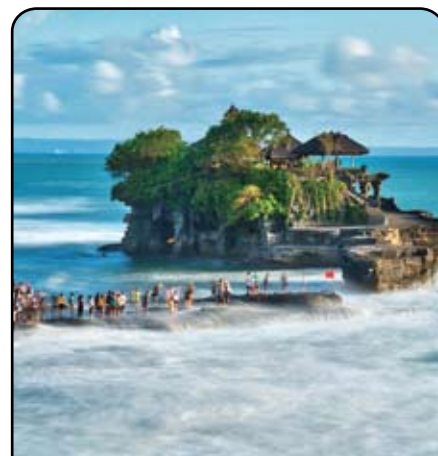
- 02 Nights Accommodation
- Return Transfer Airport / Hotel / Airport
- 12 Hours Air-conditioning
- Two (02) Towel with free Amenity Pack
- Entertainment Package -24 Hours Period (LCD TV)

Package Excludes

- Breakfast
- Tipping

Optional Tour

- Kota Kinabalu City Tour
Adult (RM78)
- Kota Kinabalu Cultural Night + Dinner
Adult (RM118)
- Mari Mari Cultural Village + Lunch or Dinner
Adult (RM148)
- Lok Kawi Wildlife Park
Adult (RM148)
- Mangore Cruise & Crab Catching Tour + Lunch
Adult (RM228)



3D2N BALI FREE & EASY

Package Includes

- 02 Nights Accommodation
- Return Transfer Airport / Hotel / Airport
- 12 Hours Air-conditioning
- Two (02) Towel with free Amenity Pack
- Entertainment Package -24 Hours Period (LCD TV)

Package Excludes

- Breakfast
- Tipping

Optional Tour

- Half Day Tanah Lot Hindu Temple + Mengwi Royal Temple Tour
Adult (RM58)
- Full Day Bedugul + Tanah Lot Tour + Lunch
Adult (RM98)
- Half Day Turtle Island Tour (Include Glass Bottom Boat)
Adult (RM58)
- 02 hours SPA @ Halo Bali Spa Centre + Transfer
Adult (RM108)
- White Water Rafting + Transfer + Lunch
Adult (RM158)

Remarks

Validity / Travel Period: 01 JULY – 30 DECEMBER 2011

Booking / Selling Period : 01 JULY – 30 OCTOBER 2011

Price quoted is based on: MINIMUM 2 TO GO! (Twin-Sharing)

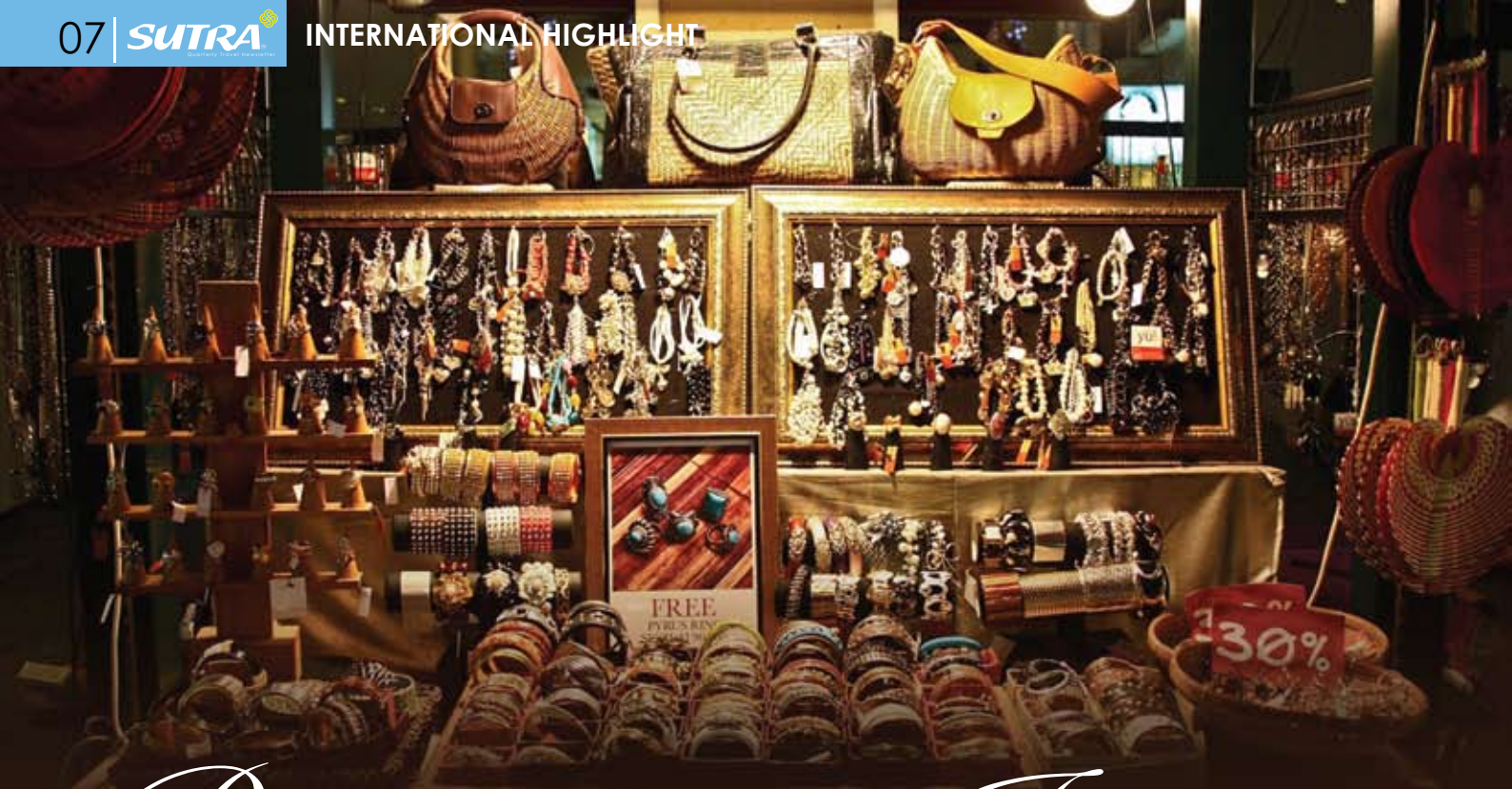
Hotel accommodation and flight tickets are subject to availability

Price quoted is subject to change due to currency fluctuation

Sri Sutra Travel Standard Terms & Conditions apply

CALL US NOW!

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FOR BOOKING



Paris van Java BANDUNG



Bandung is the capital of West Java province in Indonesia. It is the country's 3rd largest city and also the 2nd largest metropolitan area in Indonesia with the population of 7.4 million. Bandung located at 768m (2,500 ft) above sea level and has cooler temperatures year-round than most other Indonesian cities. The city lies in a river basin and surrounded by the volcanic mountains. After the Indonesian Independence Day on 1945, the city of Bandung experienced a rapid development and urbanization and transformed into a metropolitan area.

People can even see Paris in Bandung by go to this one mall, called Paris Van Jaya where the architecture are made based on European design. The Paris Van Jaya Mall was inaugurated in July 2006 and designed with the feel of open water and the natural scenery pigeons flying free ornamental. The uniqueness of Paris Van Jaya Mall, the existence of a large fish pond in front of the cafes that lined. Fish pond was only filled to about the year 2007, but now vacated. The pond was until a few moments ago, to be a place performances and festivals. As the new year Lunarago, the attraction of lion dance and dragon liong we can see in this pool.

Tourist also can go to Mount Parang. Mount Parang is a famous location for all the nature adventurers, especially for those who like cliff climbing. This is because the cliff structure is interesting and challenging. The climbers have usually climbed here to practice their skills. There was a saying that a cliffhanger is not yet a cliffhanger unless they have climbed Mount Parang. Another place for outdoor activities are, Tangkuban Perahu. Situated 25 kilometers north of Bandung in the direction of

Lembang is Bandung's most famous volcano. The name of the volcano itself means overturned boat. The active crater is called Kawah Ratu and one can travel by car to the rim of the crater. There is also another smaller and less active crater called Kawah Domas. Here there are sulphuric springs and one can boil an egg in these springs such is the heat generated. Most visitors do so to get an actual taste of the volcano and enterprising locals sell eggs here to facilitate the quest of the visitors.



Next nature attractions, tourist can go to Ciater Hot Spring Bandung. It's 30 minutes away from Tangkuban Perahu crater. They have small pools in which we can sit or swim. The streams and pools are fed by warm mineral springs, which are created by the heat from nearby volcanoes. If the tourist are animal's lover they can go to the Bandung Zoo. It is called Kebun Binatang Bandung or Botanic Zoo. It's located in the city of Bandung in West Java, Indonesia. It is one of the famous zoos in Southeast Asia and is one of the important destinations in Bandung. The Bandung Zoo has on display a number of exotic animals and birds, some of which are native to Indonesia. The Komodo dragon lizard, tigers from Java and Sumatera, monkeys and Orangutans and many varieties of birds can be seen at the Bandung Zoo.

Experience Tee-off in Bandung from only RM 868 per person*

3D2N GOLF Package

Includes

- Accommodation
- Daily Breakfast
- Transfer as per itinerary
- Return airport transfer
- Green Fees, Caddie Fees & Buggy

Excludes

- Air tickets
- Airport taxes
- Tipping
- Weekend / Peak season surcharges



Rejuvenate your Senses in Bandung

3D2N
SPA VACATION

Package Includes

- 02 Nights Accommodation
- Daily Breakfast
- Full Day Usage of Transport on day 02
- Return airport transfer

Package Excludes

- Air tickets
- Airport taxes
- Tipping
- Peak season / weekend surcharges

*MIN 4 TO GO

FROM RM **528***
per person

Whoever said money can't buy happiness
simply didn't know where to go shopping.

but WE DO!

3D2N BANDUNG SHOPPING TOUR

Package Includes

- 02 Nights Accommodation
- Meals as per itinerary
- Tours as per itinerary
- Return airport transfer

Package Excludes

- Air tickets
- Tipping
- Airport taxes
- Peak season / long weekends / school holidays surcharges
- Any relevant surcharge apply

from
RM **368***
per person
*min 2 to go!





Heavenly CRUISE EXPERIENCE



RADISSON
SEVEN SEAS CRUISES®

LUXURY GOES EXPLORING™

REGENT SEVEN SEAS CRUISES.

People will enjoy the most inclusive luxury cruise experience ever. This is cruising as it was meant to be. It is a world where everything is included, without exception and without compromise. Personal service soars into the sublime aboard the elegant ships, liberating people to follow their heart, fulfill their desires and explore exciting new places in complete and absolute comfort. Expect the gratifying luxuries. Anticipate the world's most exotic destinations. Indulge in world-class cuisine. Trust that the Regent Seven Seas Cruises voyage will be enlightening in ways that they never imagined.

*The Six-Star Luxury Fleet.

The Regent Seven Seas Cruises provide distinctions with Mid-sized ships with maximum capacity for only 490 or 700 guests. They have all-suite accommodations and 97% with private balconies. For restaurant they provide up to four gourmet restaurants including the iconic new steakhouse prime 7 and signatures featuring Le Cordon Bleu, inspired cuisine, Compass Rose, La Veranda, plus the al fresco Pool Grill. The Regent Seven Seas Cruises also provide butler service in Penthouse and higher, including complimentary in-suite mini-bar

setup and iPod at docking station and Canyon Ranch SpaClub. The cruises also provide wireless internet access throughout the ship, the interactive flat screen television in each suite with extensive media library and complimentary movies-on-demand and they have elegant casual dress code. Formal and semi-formal attire optional on sailings of 16 nights or longer.

The exotic and provocative destinations in and of themselves, Seven Seas Voyager, Seven Seas Mariner and Seven Seas Navigator are expressions of nautical perfection, personifications of elegance and grace. The accommodations are all suites, 97% boasting private balconies. Being mid-sized, with space for only 490 or 700 pampered guests. Our ships offer ideal settings for impeccable personalized service, remarkable dining and generous included amenities. There are only a few of the advantages of sailing our six-star mid-sized ships, where almost everything imaginable is included in the value-packed cruise fare. Guests will also enjoy new enhancements to our onboard lifestyle and the famed Canyon Ranch Spa Club. Indeed our luxurious ships are the ultimate way to cruise the world.



Mediterranean Tapestry (ATHENS – BARCELONA)

10 nights onboard MARINA May 02 & RIVIERA May 26

Athens • Santorini • Ephesus (Kusadasi) • Taormina (Sicily) • Amalfi / Positano • Rome (Civitavecchia) • Florence / Pisa (Livorno) Overnight • Provence (Marseille) • Barcelona

PRICE FROM :

Inside	USD 2,000	Outside	USD 2,800
Balcony	USD 3,300	Penthouse	USD 5,100



Ship Profile – Marina / Riviera

Tonnage: 68000

Passenger: 1258

Crew: 800

6 Open-Seating Restaurants
Country-club casual Ambiance
Luxury Amenities
Best Food at Sea
Gracious service
Best Value for money



Accent on Italy (VENICE – ROME)

10 nights onboard Riviera sailing August 13

Venice (Overnight) • Dubrovnik • Nauplion • Kotor • Corfu • Taormina (Sicily) • Amalfi / Positano • Olbia / Porto Cervo (Sardinia) • Florence / Pisa (Livorno) • Monte Carlo • Rome (Civitavecchia)

PRICE FROM :

Inside	USD 2,550	Outside	USD 3,350
Balcony	USD 3,850	Penthouse	USD 5,650
Port Tax	USD 299	Offer : 10 + 1 FOC	



Legacies of Istanbul to Athens

12 nights onboard Marina sailing October 21 2011

Rome (Civitavecchia), IT • Florence (Livorno), IT • Bonifacio (Corsica), FR • Cagliari (Sardinia), IT • Sorrento / Capri, IT • Palermo (Sicily), IT • Valletta, Malta • Cruising Mediterranean • Athens (Piraeus), GR • Volos, GR • Ephesus (Kusadasi), TK • Istanbul, TK

PRICE FROM :

Inside cabin	USD 2,230	Balcony cabin	USD 3,530
Concierge Veranda	USD 4,030	Penthouse suite	USD 5,330
Port / Misc. taxes	USD 349		



DEAL-O-FARES!

We got lot's of choices that suit your trip!



Asia

Ex-KL fly to	From RM
PHUKET	166
JAKARTA	210
COLOMBO	298
HO CHI MING	349
DENPASAR	454
HONG KONG	486
CHIANGMAI	547
SHANGHAI	694
BEIJING	694
BOMBAY	810
DELHI	810
TAIPEI	887
KOREA	1050

Australasia

Ex-KL fly to	From RM
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BRISBANE	1368
MELBOURNE	1368
SYDNEY	1368
ADELAIDE	1368
GOLD COAST	1526

Middle East

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DUBAI	1660
MUSCAT	1842
CAIRO	1894
RIYADH	1894

Europe

Ex-KL fly to	From RM
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LONDON	1630
PARIS	1630
FRANKFURT	1630
GENEVA	1630
ROME	1736
ISTANBUL	1894
ATHEN	2105

USA

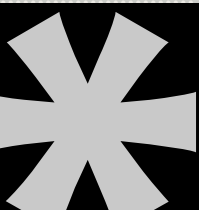
Ex-KL fly to	From RM
LOS ANGELES	2000

Africa

Ex-KL fly to	From RM
MAURITIUS	1410

- Price includes RETURN AIRFARE but exclude airport taxes, fuel surcharges, insurance and other fees.
- Terms and conditions apply

CALL US NOW FOR BOOKING +603 4026 6600



BOLD LADY

Known as Myra and started working with Sri Sutra Travel Sdn. Bhd. in year 2008. Since the day one, when I started my career I knew that my passion is meeting people even though I am a diploma holder in Banking and Bachelor Degree major in Marketing but with my character and personality I believe Banking line doesn't fit me.

During my campus life, I love to organized an event for my clubs and faculties. I can feel the inner part of me and the creativity just came naturally when I need one. The sweetest moments that I can still remembered until today is when I been given a chance to participate in Fashion Show that organized by my faculties. The impact on the meeting with one of the Sales manager who handling the event make me realized that I love meeting different kind and background of people therefore I would love to do sales as my profession.

My career started when I was been called for an interview and accepted to work at Sri Sutra Travel Sdn Bhd for my 1st professional profession. I've been appointed as a Sales Executive at Sri Sutra Travel in February 2008. I'm glad working here and gain lots of experience in handling GLC's and Corporate clients. Doing sales is so challenging where you have to be fit internally and externally. Every day I am eager to see my clients sharing the thoughts and their various experiences after using our services that consists of travel and tour. Each of the feedback act as a guideline for us to improve our services towards our clients needs and satisfaction. At Sri Sutra we always take all the positives and negatives feedback as a benchmark.

On the other hand, working at Sri Sutra gives me such an opportunity to visit abroad. As a sales person being a Tour Leader is falls under my job scope. I need to lead the group and make them happy and satisfy with our product and services. This had gave me a valuable experienced. Besides that I would not hesitate to grab a new business opportunity to enhance our profit and my networking as to promote Sri Sutra Travel.

Last but not least thing that putting smile on my face is when my clients satisfied and compliments us and the most that really make my day is when I manage to achieve our sales target.

*"I can't change the direction of the wind,
but I can adjust my sails to always reach my destination."*
Jimmy Dean

**Sharifah Samirah
Syed Hood Barakbah**

Sales Executive
GLC's Unit

Tel : 03-4026 6644
E-mail : myra@sutra.my



KPTM established as a private higher educational institution under the Private Higher Educational Institutions Act 1996 in September 2003. KPTM has grown to be among the biggest Bumiputra private educational institution with more than 12,500 full time students spreading over 7 campuses in Malaysia. KPTM is proud of its history and solid foundation that has brought continuous educational growth into the future. In recent times, we are able to extend our affordable quality programmes to many individuals in the effort to enhance knowledge and skills. It has become our absolute commitment to provide every opportunity to individuals gaining easy access to education, besides providing holistic approach to education and training, thus assuring students a career and life enhancing investment for the future.

Introduction

SUTRA UTAMA (subsidiary Sutra Tourism Academy) is committed to extending its educational offerings to Malaysian students. We are proud to collaborate with KPTM to bring the SUTRA's experience to the local business community. Our smart partnership programme provides students the opportunity to engage with SUTRA Group of Companies or its network of companies (Bumiputra Travel and Tour Association).

Philosophy

Fundamental to our training design is our belief that for any course to be worthwhile, the content has to be relevant, practical and completely up-to-date. Our team is made up of elite specialists who are experts in their field, with years of practical experience in the travel and tour industry. Our training and participant materials are designed so that every aspect will provide a practical output for advisers to take back to the workplace. Theory is important, but practical application is essential.

Promoting Corporate Social Responsibility

This programme promotes an understanding and addressing social issues that could have long-term implications for their own viability. It has demonstrated in our companies that promoting employees motivation and productivity will be increased when they find meaning to through their work. The same applies to our methodology for students undertaking our study programmes.

SUTRA/KPTM has developed the curriculum, generating new and relevant entrepreneurial business skills, training local students and a system ready to be used in this new tech environment.

TWINNING

for better success



Explore the best education experience
to fulfill your dreams...



INDUSTRY SUPPORTS STRENGTHEN CURRICULUM

It's no secret that this industry is facing challenging times with issues like the economy, foreign competition and attracting new talent. Fortunately, SUTRA is doing its part by offering a three month practical tourism programme that boost modern techniques, knowledgeable instructors and a successful employment rate.

The programme was initially started as the result of local demand for employers. "We SUTRA have embraced the new technologies but continue to stress the fundamentals. We know we are preparing the students for entry-level jobs".

All the programme instructors with a combination of KPTM & SUTRA are industry and academically qualified from areas of department specializations in the tourism industry for many years. "We all have different strengths and together we make a great team and the students are exposed to a well rounded education experience".

One of the things we have been blessed with in Malaysia and the world is that tourism industry is very strong and most being the main income earner for many countries. That has been a huge benefit to our programme. We had tremendous industry supports from great employers in this country.

One of the keys programme is that we work hand-in-hand with KPTM, various ministries, employers to make sure the right student gets the right company that was why many practical students keeps coming back to us.

Name of Programme:

Certification in Tour and Travel Operations

Duration:

3 months (2 months theory & 1 month practical)

Fees:

RM2,850.00 per student

Venue of course:

KPTM

Intake Date:

October 2011

Enroll now!
CALL US
@
4026 6511



2010 Finale Achiever's Incentive Trip to Dubai

DUBAI...The words 'first, largest, tallest, deepest, most expensive, lavish, outlandish' could have been created for this city. It's been a long time for me to get this opportunity stepping my feet on the ground of Dubai again as one of the tour leaders in charged for this incentive group. My last visit was in 2006 and during the time, Dubai is developing aggressively to become one of the top tourist destinations in the world.

Day 01, April 19, 2011 – MH162 departed on time at 02.00pm from KLIA for 07 hours flight to the land which also known as 'Pearl of the Persian Gulf' and arrived at Dubai International Airport at 05.00pm (Dubai Local Time). We were transferred by our representative to JAL Tower Hotel (5 Star rating) which took us only 10 minutes to hotel from airport. After checking-in, we had our first night private dinner in the hotel, which served varieties of international buffet menus.

Day 2, April 20, 2011 – We started our tour with the Old Dubai City Tour which covers popular landmarks including photo stops at Dubai Creek with the view of the Old City, visits the Bastakiya Heritage Village and Dubai Museum. We then enjoy a ride across the famed Dubai Creek in a local water taxi called "Abra" to see the bustling activities on the waterfront and move to the Deira side of Dubai, followed by a visit to the aromatic spice souq and the extensive gold souq. We ended our tour in the afternoon with buffet lunch at the Arabian Courtyard Hotel. Our program continues at night for the Dhow Cruise Dinner which has been arranged on a traditional Arabic vessel, cruising down along panoramic view of the glittering Dubai city skyline by night and the freshness of the sea breeze, while enjoying the choice of food with a variety of BBQ cuisine on board an illuminated, decorated dhow.

Day 3, April 21, 2011 – Our program today continues with 1½ hours journey to the Emirate's Capital City – Abu Dhabi, passing by some of the iconic buildings, Dubai Free Zone and Jabel Ali Port, which is one of the largest man-made ports. We then visited the Sheikh Zayed Grand Mosque Abu Dhabi, the largest mosque in the United Arab Emirates and the eighth largest mosque in the world. Then we drive past the 'Emirates Palace', second seven-star hotel in the world, next to Burj Al Arab in Dubai before we stopped at Hilton Baynunah Tower Hotel, Abu Dhabi for lunch. We continue our tour with a drive along the beautiful Corniche (beach), Al Hisn Fort and the Breakwater Island. Our tour comes to an end with a visit to the Ferrari World of Abu Dhabi in Yas Island, the world's first and largest Ferrari theme park which has an intense multi-sensory experience and a must-visit for families, fans and enthusiasts. We then headed straight to Dubai to have our dinner at the Floral Grand Hotel before going back to our hotel for overnight.

Day 4, April 22, 2011 – Our tour in morning took us to some of Dubai's beautiful landmarks such as the magnificent Jumeirah Mosque, Burj Al Arab – the most luxurious and number one tower hotel in the world, passing by Dubai Golf & Racing Club and Sheikh's Palace. Then we visit Burj Khalifa, the world's tallest building which is surrounded by hotels, shopping malls and a world of entertainment options. We went to the observation deck on 124th floor called "AT THE TOP" of Burj Khalifa to experience a breath-taking and superb unobstructed 360-degree view of the Dubai city, desert and ocean. After that, we proceeded to have our lunch at Riveira Hotel before finishing our tour in the afternoon. Evening, we were picked up by a group of 4 wheel drivers for the Dune Desert Safari tour. This off-road Arabian adventure took us to the desert of golden sand dunes. Once reaching the desert, the Arabian roller coaster ride known as dune bashing (desert driving) will begin, where you will shriek and laugh with excitement as the car goes up and down the dunes. As the sun descends into the horizon, we then stop at on top of the fading desert dunes for our group and individual photo shoots. Our group then arrived at the camp-site which is set in a serene enclave and especially decorated to give it an authentic Arabian ambience.

Here, we relax in the tranquility and silence of desert, surrounded by majestic sand dunes which seem to glow by the light of the setting sun. A sumptuous Arabian style BBQ of various succulent fresh meats and salads are served in buffet style while enjoying the dancing of a belly dancer with the traditional and modern Arabic music before we headed back to our hotel for overnight.

Day 5, April 23, 2011 – Today we visited the largest man-made palm tree shaped-island, The Palm Jumeirah. Our group spent their day at the Atlantis, a resort that offers relaxation and thrills for everyone, including unique marine habitats (The Lost Chambers & Dolphin Bay), an exhilarating water park (Aquaventure), pristine white beaches (Royal Beach), world-class cuisine, indulgent spa and cosmopolitan boutiques (The Avenues & Plato's Walk). Lunch was arranged at one of the very best restaurants in the resort, The Kaleidoscope. According to some of the participants, this is the best buffet meals they ever had in Dubai and did not realized that we did spend our lunch time almost 2½ hour there! After lunch, its time for our group to depart from the Palm Island and continue with our next program...SHOPPING!!! Our group was transferred to Deira City Centre, the first large-scale, mixed-use shopping destination, complete with retail outlets with a reasonable price range items, restaurants, entertainment facilities and a hotel. We end our tour of the day with a group dinner at the local restaurant and went back to hotel for overnight.

Day 6, April 24, 2011 – DO BUY, DUBAI! Another shopping spree trip. We departed to the first shopping area – "Meena Bazaar", which is located in Bur Dubai. The bazaar bustles with hundreds of textile, jewellery (and imitation jewellery) and Indian clothing shops, as well as eateries and watch repair shops. After our lunch at the nearby hotel, we proceeded to the next shopping area. Karama Center is known well for its goods – especially clothes for kids, men and women – at cheap prices. The shops in Karama Center sell a huge variety of goods from toys to souvenirs to heritage articles. Most items that you get there are branded but it is only imitation or fake ones. But no one knows even you are buying it...After the shopping tour, we were then transferred to a Chinese Restaurant for our group dinner.

Day 7, April 25, 2011 – We checked-out from the hotel at 09.30am for our last day tour in Dubai. We went to the Mall of Emirates to do the last minute shopping and also to experience SKI DUBAI - the first indoor ski resort in the Middle East. Also known as the Mini Switzerland, Ski Dubai is a unique mountain-themed attraction that offers you the opportunity to enjoy real snow, skiing, snowboarding and tobogganing in Dubai all year round. Group lunch was arranged at restaurants inside the mall, serving an international set menu. We then depart to the airport to catch our flight back to Kuala Lumpur at 06.35pm.

Day 8, April 26, 2011 – Our group safely arrived at Kuala Lumpur International Airport at 08.35am after the flight was delayed almost 2 hours in Dubai Airport.

Overall, everyone in this group was very satisfied with what they had in Dubai although at the beginning, some of the participants are very skeptical about the tour programs. But after they experienced it, they would recommend Dubai to others to go with Sri Sutra.

Catch you with another issue of other Trip X-Perience – FAIRUZ RAFIEE

GROUP NAME	: PROTON 2010 FINALE ACHIEVER'S INCENTIVE TRIP
LOCATION	: DUBAI, UNITED ARAB EMIRATES
TRAVEL DATE	: 19 – 25 APRIL 2011
DURATION	: 8 DAYS 6 NIGHTS
GROUP SIZE	: 36 PERSONS + 02 TOUR LEADERS
TOUR LEADER 1	: MR. AZHAM
TOUR LEADER 2	: MR. FAIRUZ

SUTRA MICE AND EVENTS

After taking a huge hit when the Great Recession virtually shut down business and leisure travel, SUTRA MICE business is starting to recover. Travel and tourism is the No.2 industry in Malaysia behind manufacturing. There are a lot of assets in place to accommodate people and those are assets that benefit both the visitor and the local resident. So that's a big part of what we are. Our identity is actually tied to our tourism products.

SUTRA MICE is a lodging provider that consists of transportation and accommodation company based in Kuala Lumpur, Malaysia. The company was founded with one goal in mind: to provide the most comprehensive and personalized service in the industry. The company's growth has been spurred by this customer-focused approach. The service and respect shown to our clients is evidenced by their ongoing loyalty through repeat business. SUTRA MICE current client list includes government agencies, national corporations and corporations, universities and government link companies (GLCs) from across Malaysia.

At SUTRA MICE we understand that for any event to be successful, all the proper elements have to be in place. These days, "spare time" seems more like a distant dream than a reality. That's why our company is here to help you.

The team at SUTRA MICE takes pride in being flexible, responsible and organised. We'll be sure to help you iron out every detail of your plan so that you can host an event that will make you proud.

LISTING OF CLIENT SERVICES

PRE MICE AND EVENTS

- As for new clients, checking on customer background and existing or repeat clients need to improve quality of the services and communicate frequently.
- Meeting with a new client attach of Company profile should be submitted during the first meeting.
- To get costing from local operator, advised choice of Airlines and must completed within 3 working days after request from clients.
- Tour proposal with detailed itinerary that consists of flight planner, hotel information, airlines information, theme dinner, menu terms and terms & condition.
- Presentation if required and designing brochures of hotel, restaurant and sightseeing.
- Send out travelling kit. Must received 10 days before tour departure.

DURING MICE AND EVENT

- **Check inn at the airport on departure day. Project owner has to be as the check staff at the airport. This is to create PR, introduce organizer to Tour Manager, and assist Tour Manager for check in procedure & custom clearance. If any passenger NO SHOW send text message to advance team for big group to inform them for any last minute changes.**

- **Registration – VIPs** – Coordinate all VIP activities – conference registration, hotel room reservations, and transportation to and from event.
- **Registration** – Name Badge Preparation.
- **Exhibitor Coordination** – To include exhibitor mailings, exhibitor confirmations, booth assignments, exhibit hall layout and design, selection of decorating company, and communication with decorating company on exhibitor needs.
- **Meeting and Room Arrangements** – Communicate all of the client's specifications for meeting room setups, audiovisual requirements, and any other client specific needs for the conference. Handle development and review of all banquet event orders.
- **Food and Beverage Arrangements** – Communicate all client's specifications for food and beverage functions to include: menu selection, room setup, room decoration/theme, VIP and general seating.
- **On-Site Representation** – Coordinate all activities during the meeting to include the following: registration, pre-convention meeting, coordinate with hotel staff of all meeting rooms, food and beverage functions, audiovisual requirements, VIP requirements, post convention meeting, and all

client requested items during the meeting.

- **Off-Site Events** – Research options and provide recommendations for any off-site event that may take place during the conference.
- **Conflict resolution** – Act on behalf of client to resolve any issues that may occur between the client and hotel or conference facility. This is a "catch-all" category which may include such items as: room attrition, food and beverage minimums, and unsatisfactory service provided by hotel or conference facility.
- **Tracking of History** – Provide client with history of meetings to include: final hotel sleeping rooms utilized during conference, total volume of food and beverage consumed during conference, and other expenditures incurred by client during the event.

Obtain feedback from POST EVENT

- Client and Tour Manager within 2 days
- Conduct an in house post mortem together with Operation, Sales and Tour Manager

Royale Ramadan Bazaar

AT WARISAN CAFE

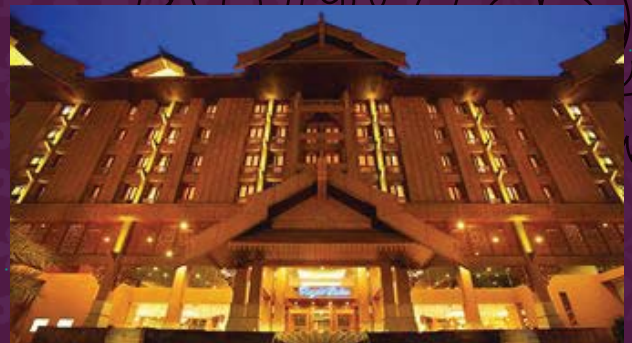
Warisan Cafe features an open kitchen and buffet dining that highlight flavors of the world. A buffet is served up for lunch and dinner with a wide selection of Malaysian specialties, Japanese, Italian and gastronomy from around the world. Also serving Hi-Tea on weekends, Warisan Cafe spread outshines the most popular of all-day dining outlets in the city.

"Royale Ramadan Bazaar" at Warisan Cafe

During the Ramadan month, Buka Puasa buffet are made available by most hotels/restaurants. It's such a treat for the Muslims to break fast with unlimited choices of yummy food. Upon walking in, you can truly feel the atmosphere of Raya - with Malay stalls serving different eatery at the open area outside the cafe. On the actual days, there will also be ghazal music played by Chark Khun Chak. There were so much choices, of up to 800 local and international dishes, ranging from Malay, Japanese, local, appetizer, kuih, dessert etc.

During this holy season, our award winning chef is set to outdo themselves for Iftar (breaking fast). Featuring the freshest ingredients brought together in an exciting display of over a thousand palate pleasing flavours. You are all invited to dine at this Royale Ramadan Bazaar Buffet for just RM99 nett per person, while RM49 nett per person for senior citizen and 7-12 years old. While you can enjoy fine dining of RM89 per person at their Bunga Emas Restaurant. So drop by and check out this great meaningful Ramadhan dining! The Royale Chulan Kuala Lumpur Hotel
No 6, Jalan Conlay, 50450 Kuala Lumpur

THE

Royale Chulan
KUALA LUMPUR

**Buka Puasa
Promotion!**
FROM RM **99++**
per person

INBOX

First letter

Dear En Ismail,

We really enjoyed our holiday in Kuching recently. The arrangement by your company especially with regards to the lodging and tour guide were excellent. We really appreciate the services rendered by our personal tour guide, Mr Andrew Chin. He really take care of my family throughout our stay in Kuching. I would definitely recommend your company services to my friends and relatives.

Thank you for the job well done.

Sincerely,

Haji Mohamad Taib and family.

Second letter

Dear Elena

Thank you for organising our recent trip to Gold Coast Australia. We had a wonderful time and enjoyed our stay at the apartment. My boss would like a quotation for a trip above anytime in December this year for his family consisting of 2 adults, one senior citizen and three children all above 2 years and below 12 years old.

Do you have any packages available for flights other than the budget airlines? Trip is to Hong Kong Disneyland only. No city tour required.

Thanks and best regards

Aniz

Third letter

Salam Elene,

Thank you very much for your efforts in arranging my family trip to Europe (31 may-13 June) everything went on smoothly as planned and we really enjoyed the trip. The hotel that we stayed gave us a good services. It is located strategically near shopping area. The most that we treasure is Sutra had provided us tasty halal food that we enjoyed the most. Last for nor least we hope that SUTRA can serve us in future for our next family vacation.

Thanks again.

From Sarah Abd Wahab.

LET'S TRAVEL

with

TRANSNASIONAL



FROM RM
188
PER PERSON

MINIMUM
2
PAX

*Tertakluk pada terma & syarat. Tertakluk pada perubahan.

your travel
designer

SRI SUTRA TRAVEL SDN BHD (93312-P)

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