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# SUTRA®

Issue 25 Apr - Jun 2014

Quarterly Travel Newsletter

by Sri Sutra Travel Sdn Bhd



**A REGAL  
OPENING**  
ANCASA ROYALE  
PEKAN, PAHANG

**CHICSPREE**  
ENJOY 60% OFF  
& TAX FREE SHOPPING

**BULA  
FIJI!**



international highlights

## Pretty Island Of The Pacific

06

# inside

### Domestic Highlight

09

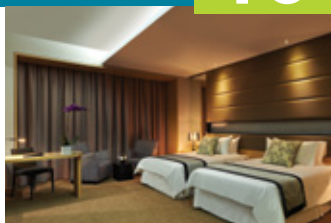
Come and discover Malaysia's East Coast cities like Kuantan, Kota Bharu and Mersing. These colourful and once backwater regions are springboards to interesting attractions and are now teeming with tourism developments to cater for visitors seeking for new adventures



### A Royal Opening

10

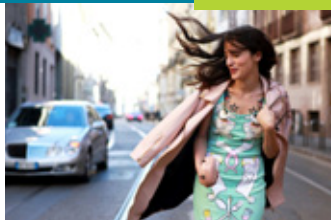
The Ancasa Royale, Pekan, Pahang is set to roll out its yellow carpet this May, welcoming esteemed guests with a touch of regal luxury. The property is located amidst fine attractions like a silk weaving centre, a watercraft gallery and scenic palaces and museum.



### Make It To Milan

12

Milan is long established as the capital of fashion and design. Famous for its café lifestyle, Milan is known, too, for its cuisine with signature dishes such as ossobuco. Sophisticated and cosmopolitan, Milan celebrates its business sense and cultural heritage at the same time. And some of its must-see sites hail from both these traditions.



### Getting To Know You

18

Adny Siswazie is Sutra's man in Melaka. As a franchisee travel operator in the state, his business has been developing in the right direction to suit the needs of the clientele there. He briefly shares with us his accomplishments and personal life in this interview session.



special highlights

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# ENJOY SAVINGS TO OVER 10 DESTINATIONS ACROSS ASIA



## AUSTRALIA

### SYDNEY

4D3N SYDNEY PLAY

from MYR **3859**  
per person

5D4N SYDNEY EXPERIENCE

from MYR **4799**  
per person

### MELBOURNE

4D3N MELBOURNE PLAY

from MYR **3479**  
per person

5D4N MELBOURNE EXPERIENCE

from MYR **3949**  
per person

### GOLD COAST-BRISBANE

4D3N GOLD COAST PLAY

from MYR **4059**  
per person

5D4N GOLD COAST THEME PARK  
DELIGHT

from MYR **4439**  
per person

## INDONESIA

### BALI

3D2N BALI FREE & EASY

from MYR **987**  
per person

3D2N BALI ESCAPE

from MYR **1156**  
per person

4D3N BALI EXPLORE

from MYR **1442**  
per person

### BANDUNG

4D3N BANDUNG TOUR &  
SHOPPING FULLBOARD

from MYR **1269**  
per person

5D4N BANDUNG TOUR &  
SHOPPING FULLBOARD

from MYR **1559**  
per person

### JAKARTA/BANDUNG

3D2N JAKARTA BANDUNG TOUR  
& SHOPPING FULLBOARD

from MYR **1029**  
per person

4D3N JAKARTA BANDUNG TOUR  
& SHOPPING FULLBOARD

from MYR **1249**  
per person

5D4N JAKARTA BANDUNG TOUR  
& SHOPPING FULLBOARD

from MYR **1469**  
per person

## THAILAND

### BANGKOK

3D2N BANGKOK FREE & EASY

from MYR **763**  
per person

3D2N BANGKOK/PATTAYA  
FREE & EASY

from MYR **783**  
per person

3D2N PATTAYA FREE & EASY

from MYR **793**  
per person

3D2N BANGKOK GRADE  
ESCAPE A

from MYR **853**  
per person

4D3N BANGKOK GRADE  
ESCAPE

from MYR **1083**  
per person

5D4N BANGKOK GRADE  
ESCAPE

from MYR **1293**  
per person

### PHUKET

3D2N PHUKET FREE & EASY

from MYR **776**  
per person

3D2N PHUKET SUPER SAVE

from MYR **776**  
per person

3D2N PHUKET DELIGHT

from MYR **856**  
per person

3D2N PHUKET PARADISE

from MYR **896**  
per person

4D3N PHUKET SUPER SAVE

from MYR **1106**  
per person

5D4N PHUKET AMAZING

from MYR **1256**  
per person

### KRABI

3D2N KRABI FREE & EASY

from MYR **685**  
per person

3D2N KRABI UNSEEN PARADISE

from MYR **935**  
per person

4D3N KRABI UNSEEN PARADISE

from MYR **1195**  
per person

4D3N KRABI PHUKET ESCAPE

from MYR **1305**  
per person

## VIETNAM

### HANOI

3D2N HANOI CITY TOUR

from MYR **1320**  
per person

4D3N HANOI HALONG TOUR

from MYR **1560**  
per person

5D4N HANOI HALONG TOUR

from MYR **1770**  
per person

### HO CHI MINH

3D2N HO CHI MINH CITY TOUR

from MYR **1113**  
per person

4D3N HO CHI MINH CITY TOUR

from MYR **1343**  
per person

5D4N HO CHI MINH CITY  
+ VUNG TAU TOUR

from MYR **1343**  
per person

5D4N HO CHI MINH SHOPPING

from MYR **1528**  
per person

## CHINA

### BEIJING

4D3N BEIJING CITY MUSLIM TOUR

from MYR **2156**  
per person

5D4N BEIJING MUSLIM CITY TOUR

from MYR **2376**  
per person

6D5N BEIJING MUSLIM CITY TOUR

from MYR **2596**  
per person

7D6N BEIJING MUSLIM CITY TOUR

from MYR **2666**  
per person

#### Remarks:

- Price for Malaysian Market
- Validity : 1 Apr – 30 June 2014

#### Price Including :

- Return International Airfare
- Accommodation with Daily Breakfast
- Meals & Tour as program
- Return airport transfer

#### Price Excluding :

- Domestic Airfare
- Travel Insurance
- Personal Expenses
- Tipping




**ACCOMMODATION  
EXTREME DEAL**

 from  
MYR

**40**

 per room/night  
onwards

**AIRFARES  
EXTREME DEAL**

 from  
MYR

**164**

 per person/return  
onwards

# Betawi's Urban Culture

Urbanization has made Jakarta more crowded, with new residents locals or otherwise seeking a better place to live in since the days of the country's independence.

In that flow of time, the natives of Jakarta, known as Betawi, are struggling to preserve their own local culture and identity to stay alive on the land of their ancestors. Elements of Betawi traditional culture, such as ondel-ondel, tanjidor and gambang kromong are becoming rare in Jakarta. Once a year, Jakarta's residents get to see these during Jakarta's anniversary celebration, but the performances can hardly be found throughout the rest of the year. They perform lenong on request and during Jakarta's anniversary celebrations.

Traditional music including tanjidor and gambang kromong are also performed by the group's members. Tanjidor is usually performed during Betawi wedding celebrations and the gambang kromong orchestra is performed to accompany the giant ondel-ondel puppet dance.

The gambang kromong orchestra consists of instruments such as suling (Betawi traditional flute), percussion including the gong, gendang, kecrek and string instruments such as sukong, tehyan and kohyan. Many gambang kromong orchestras played more modern Betawi songs, including those created by the late Betawi artist Benyamin S. Traditional songs such as "Centeng Manis", "Stambul Rusak" and "Jali-Jali" are more difficult to play and sing because of their intricate musical twists.

The importance of religion and pencak silat practice in preserving Betawi culture are intertwined. In fact the Islamic ritual of "ngaji" [Koran reading] and pencak silat are fundamental to Betawi culture as they serve as a means to manage our mind and emotions. Interestingly, humor can't be eliminated from Betawi culture. Betawi people are famed for being hospitable and humorous and they are known to infuse humor into their daily conversation. It is almost like the local way of mingling and to surviving life's stresses.

In order to preserve and develop Betawi art and culture, there are requests for the city's government to build more Betawi cultural centers and performance buildings.

The Betawi culture proponents lack many places to perform other than at Setu Babakan, Sawangan. Televisions and large theatre buildings require them to pay to perform, therefore it was no surprise when smaller Betawi cultural groups choose to perform on the street or collect money door-to-door as can be seen on the streets of Jakarta on a daily basis.

The people are hoping that more Betawi cultural centers can be built in Jakarta and that the Betawi cultural groups such as Si Pitung can perform more often, hopefully reviving Betawi culture even more.

By doing so, hopefully Jakartans will not have to wait until June to see the Betawi perform, and younger generations will get to learn about Betawi culture through experiences, not only by reading about it in school textbooks.



> Ondel-ondel, the puppet, is about 2.5 meters tall with ± 80 cm diameter, made of woven bamboo.



>The gambang kromong orchestra



>The pencak silat Betawi



# FIJI

## WORLD'S PARADISE FOUND

Fiji is a tropical island and lies in the heart of the Pacific. The country is blessed with 333 tropical islands that are home to happiness. Located on these islands are resorts and hotels offering affordable accommodation all the way through to exclusive 5 star resorts. Its population of about 837, 271 is made up of indigenous Fijians and a melting pot of different cultures: descendants of settlers from India, Europeans, people of mixed race, Chinese, and Pacific Islanders. The bulk of the population speak Fijian and Hindi as their first languages, but everyone is united by English. Most Fijians speak it, and everyone is fluent in helping visitors find their way around.

Fiji's location makes it the hub of the Pacific with a well-developed transport infrastructure, both sea and air connecting it to the world. This makes it easier for travellers to go to Fiji. Going to Fiji is as easy as catching a plane. You can catch one of the many scheduled flights operating on a regular basis from Malaysia through Hong Kong, Seoul, Sydney, Brisbane and Auckland to get to Fiji. You, as Fiji's welcome guest, are issued thirty-day tourist visa on arrival at Nadi International Airport.

Fiji is one of the leading tourism destination in the Pacific. Fiji's environment is a combination of serenity

and excitement, privacy and exclusivity that draws people from all over the world. With an unparalleled bliss and every amenity at your fingertips, it is easy to connect with nature, with the people you love and with yourself. Travellers have labelled Fiji as "paradise found". Some of the world's most influential executives and celebrities have found their bliss in Fiji's resorts; some also own resorts in Fiji like the red bull co-founder Dietrich Mateschitz who owns the exclusive Laucala Island Resort. Hollywood actor Mel Gibson also owns an island in Fiji.

The one word people hear pretty much everywhere when out and about in Fiji is bula. It's a universal greeting and it speaks volumes. It's a way to welcome someone when they arrive, say hello, hi there, g'day or cheers, wish someone good health and even ask 'how are you'? If there's one thing that's worth doing quickly when you arrive, it's picking up the habit of saying 'bula' - you'll find a friendly, smiling response is never far behind.

If you are a surfer you will find world class waves in the world renowned Cloudbreak on Tavarua Island Resort and in some other best surf spots. If you are a diving enthusiast, be prepared for an adventure in some of Fiji's great spots for scuba diving, reef snorkelling, and windsurfing, or you can fish, swim with the sharks, or go kayaking. There's almost no limit to what you can do if you love being out on the water.

Fiji is known as the "Soft Coral Capital of the World" and is also home to the "Great Astrolabe Reef". A network of brilliant coral reefs surrounds Fiji's 333 islands and atolls. With around 1000 species of fish and several hundred types of coral and sponges, Fiji offers a unique diving experience. It is simply out of this world. Perhaps because of this, Fiji is increasingly becoming one of the most sought after holiday destinations in the Pacific.

But if you're keen to stay on dry land, Fiji offers breathtaking hikes through its lush, tropical forests. Fiji has a range of national parks, offering everything from rainforest-covered trails to sand dunes and waterfalls. Fiji is world-renowned for being a land of action and adventure. In 2002 the international Eco-Challenge was held in Fiji, attracting athletes who raced through 500 kilometres of Fiji's roughest but most impressive terrain. And in 2006 a series of

Survivor was filmed on Fiji's second-largest island, Vanua Levu.

Tourism is Fiji's largest foreign exchange earner and source of employment. Most tourists go to Fiji to get married or enjoy their honeymoon. Fiji is famous for its beachside ceremonies, providing the ultimate backdrop of white sand, blue ocean and stunning green islands. If you've got a lot of people attending, getting married on the main island, Viti Levu, is the best option. But for something more intimate, there are countless alternatives on one of Fiji's offshore islands.

Fiji's magnificent, thick rainforests provide another perfect wedding spot, offering a background of waterfalls and green foliage amongst the sound of singing tropical birds. Or for something completely different, have your wedding on board a luxury yacht or cruise or even on Fiji's national carrier, Fiji Airways which started offering the service from 2013. Whatever your preference, there are endless options for your perfect Fijian wedding. If you do decide to get married in Fiji, you can relax in the knowledge everything is taken care of. Fiji has a number of professional wedding coordinators who can customise your ceremony to your needs. From photography, flowers and food to honeymoon destinations, you can have everything organised for you.

Make a trip of a lifetime, discover Fiji.



return airfare  
Ex-Kul to  
**FIJI**  
from MYR

**2413**  
per person

\* Price includes return airfare but exclude airport taxes fuel surcharges, insurance and other fees. Sutra terms & conditions apply





# AL-FATIHAH

## #prayforMH370

### White Night

Oh, I've not locked the door,  
I've not lit the candles,  
You know I'm too tired  
To think of sleep.

See, how the fields die down,  
In the sunset gloom of firs,  
And I'm drunk on the sound  
Of your voice, echoing here.

It's fine, that all's black,  
That life's - a cursed hell.  
O, that you'd come back -  
I was so certain, as well.

**Anna Akhmatova**



# OCTRAVES

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## T E C H N O L O G Y

OCTRAVES TECHNOLOGY SDN BHD is a full fledge software development company with Malaysia MSC status that develops, markets, and distributes the Travel Technology Products and Solutions. OCTRAVES TECHNOLOGY was incorporated in 2008 and is a subsidiary of Sutra Travel Management Group. Following are the major offerings of OCTRAVES TECHNOLOGY.



### TRAVEL TECHNOLOGY SOLUTIONS

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Internet Booking Engine

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Back-Office System

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Travel CRM

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Travel ERP

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### CUSTOM APPLICATION DEVELOPMENT

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Custom Travel Web Applications

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Mobile Applications

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Desktop Applications

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### CONSULTANCY SERVICES

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Accounting Services (Outsourcing)

---

Technology Management Services

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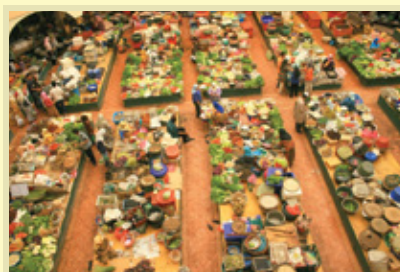
INNOVATIVE TRAVEL TECHNOLOGY SOLUTIONS



[octraves.com](http://octraves.com)



# MALAYSIAN EAST COAST GATEWAYS



Pasar Siti Khadijah, Kota Bharu



Club Med, Cherating



Mersing

Introducing

## Kota Bharu

Kota Bharu is located 456 kms away from Kuala Lumpur or just 6 and half hours drive and only 1 hour by flight.

As a mid-sized city on the north eastern part of the Malaysian East Coast, Kota Bharu is often overlooked by those eager to explore the islands or border towns. As a matter of fact the first time visitor can expect to see many unique attractions from markets to museums in an environment of friendly people, an array of good and inexpensive food, and a variety of accommodation options. Kota Bharu or "KB" as the locals address it, is also a good base for exploring Kelantan. The state's villages are within day-tripping distance, and its crafts and culture are present in the city itself.

The centre of town is a busy area northeast of the clock tower, bounded by Jln Pintu Pong, Jln Kebun Sultan/Jln Mahmud, Jln Hospital and Jln Temenggong. The central bus station is just off Jln Padang Garong, opposite the 25-storey Kota Bharu Trade Centre.

**ACCOMMODATION  
EXTREME  
DEAL** from MYR **50**  
per room/night  
onwards

Introducing

## Kuantan

With a population of over 600,000 people, Kuantan is the largest city on the East Coast of Peninsular Malaysia. The city is only 40 minutes away by flight from Kuala Lumpur and is connected to Singapore by flight services served by Firefly four times a day.

The East Coast Mall and Berjaya Mall are the most popular shopping centres here and the former is the largest found on the East Coast. There are many places of attractions to be explored in surprising Kuantan, and these include: Club Med in Cherating, Teluk Chempedak, Taman Gelora, Bukit Gambang Resort City, Beserah, Kuantan River cruise as well as a visit to Sungai Lembing town, where one of the world's largest underground tin mines (now closed) is situated.

As a coastal city, dining at the sea food restaurants here are a major attraction with the domestic and foreign tourists and one of the most popular "must try" menu being served include Patin and other river fish species. There are many good hotels to choose from chalets, budget class to deluxe accommodation.

**ACCOMMODATION  
EXTREME  
DEAL** from MYR **39**  
per room/night  
onwards

Introducing

## Mersing

Mersing Town is located on the east coast of the peninsular Malaysian state of Johor.

It is 136 Kilometres north east of the state capital Johor Bahru. It is a gateway to nature and traditional culture. But for most outsiders the small semi-tourist town is hardly more than a few-hours rest en route to Tioman Island. Mersing town is thus best known for its passenger boat jetty where boats depart daily for numerous offshore islands. The town's appeal lies rather in its out-of-doors, its slow-paced life and natural surroundings such as jungle reserves and unspoiled beaches, rocky coasts and offshore belongs for pleasure angling. Air Papan and Penyabung beaches are about 15 and 30 minutes drive north of the town respectively. There you can glimpse the remaining vestiges of traditional seaside Malay village life.

You can visit Mersing year round. But it can be wet and windy in December and January. Beaches are best between March to October.

**ACCOMMODATION  
EXTREME  
DEAL** from MYR **64**  
per room/night  
onwards



# ANCASA ROYALE

## PEKAN • PAHANG



Ancasa Royale Pekan, Pahang is a 7 story boutique hotels poised to be the jewel of the Ancasa Hotels & Resorts chain. Set out to offer its guests gracious Malaysia hospitality. Luxurious 4-star resort located in Kampung Peramu, Jalan Pekan, the main city Kuantan just half an hour away.

Incorporating the latest services and facilities, the distinctive Malay architectural design brings a unique heritage daily to the resort. The resort is surrounded by the Royal Family Residence, features of 133 rooms comprising 125 of Deluxe Premier room, 2 of Junior Suite room, 4 of Executive suite room and 2 of Presidential Suite.

Ancasa Royale town of Pahang will be fully open in April 2014. There are different types of rooms that are sold at affordable price.

The Saffron Brasserie restaurant with pool view has a seating capacity of 200 and presents a wide array of international and local cuisine to satisfy even the most discerning palate. Relish the delicate touch of Asian-inspired influence from experienced chefs.

The Japanese Restaurant, combines a subtle blend of Japanese aesthetics with a contemporary, minimal list design. The restaurant has a Sushi Bar, Teppanyaki Counter, main dining room and cozy lounge. Enjoy delicious taste of Japanese cuisine in a quiet and relaxing ambience at our Japanese Restaurant.

Ancasa Royale pekan Pahang will give a special discount to guests who stay here at our hotel and can enjoy the beautiful scenery in the town, Pahang itself. Prices start from RM300 ++. For further enquiries please contact us at 09-4246 600 or ring the toll free number at 1-300-880-032.

## ROOM TYPES

We have a variety of room types available which include :-

- Deluxe and Premier (king size) - 21 rooms
- Deluxe & Premier (twin) - 103 rooms
- Junior suites - 2 rooms
- Executive Suites - 4 rooms
- Presidential Suite - 1 room
- Royal Suite - 1 room

ANCASAROYALE  
PEKAN • PAHANG



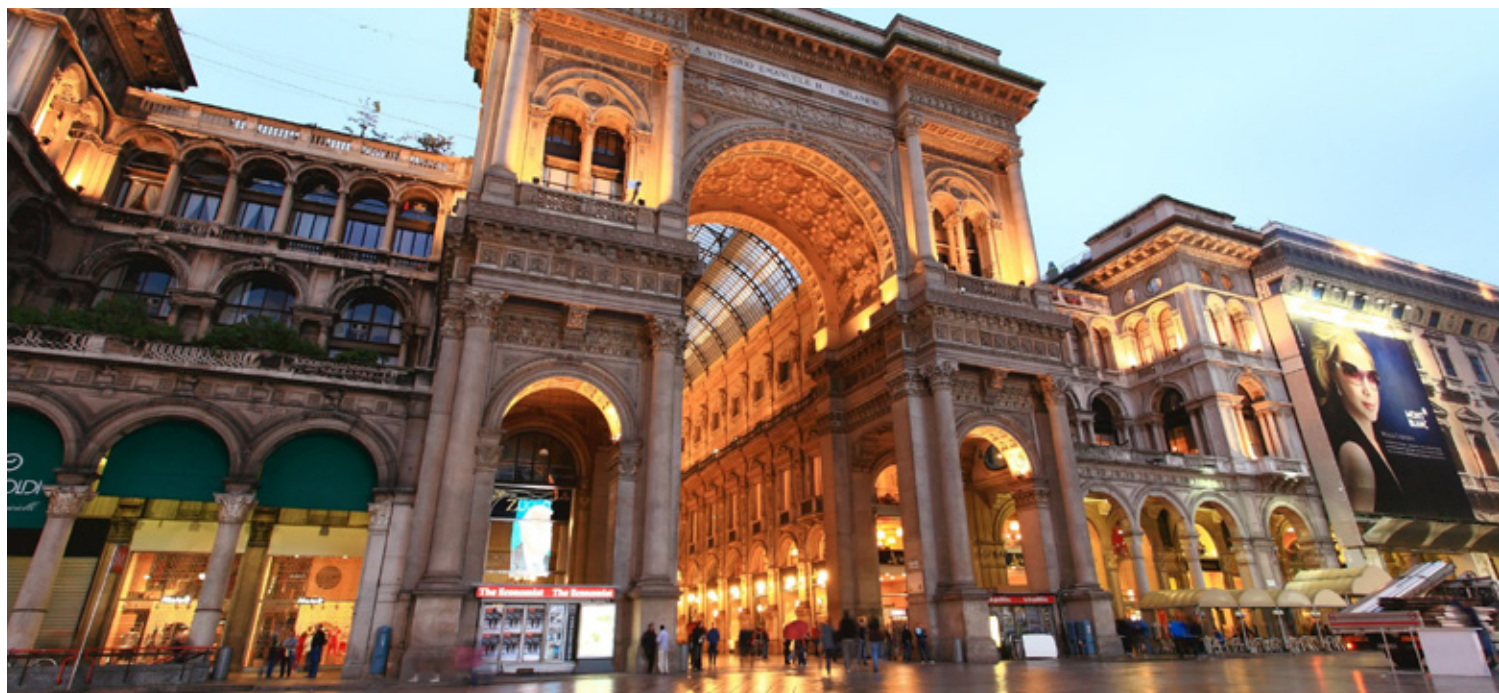




The Royal Town of Pahang Darul Makmur  
Pekan is the royal town of Pahang. It is located near the mouth of the Pahang River. It is a status declared when the Royal Family decided long time ago to choose the town as their residences. Located near the mouth of the Pahang River, Pekan is quite for much of the bursts into pomp and pageantry in October each year in celebration of the birthday of Sultan of Pahang.

There were several places that you can explore such as The Tun Abdul razak Memorial Hall, Royal Pahang Silk Weaving Centre, Watercraft gallery, The Sultan Abu Bakar Palace and Sultan Abu Bakar Museum.





# A MILANO TRIP MAKEOVER

From the twice-annual Fashion Week to April's annual Salone del Mobile(Furniture Fair), Milan is where you will find cutting-edge fashion, furniture and industrial design. Prada, Valentino, Gucci: all the great Italian couture houses have multiple shops lining the elegant streets of the Quadrilatero d'Oro (Golden Quad) and in the Neo-Classical, glass-domed Galleria Vittorio Emanuele II. "Even though Milan isn't the most beautiful of Italian cities, there's a lot to love," said Sara Schifano, a native Milanese arts writer. "You get to live and work at a stimulating rhythm, although it never becomes too stressful. And the city transforms itself during fashion and design weeks, but quickly goes back to its pace when they're over."

That pace might already be considered faster than the rest of the country, since Milan is home to the Borsa Italiana, Italy's stock market, its banking and publishing sectors, and two of international football's top teams: AC Milan and Inter. The city will host the sustainability- and food-themed Expo 2015 in Rho Pero, a former industrial area northwest of the city, adjacent to a high-speed rail link.

Even with towers designed by architects Zaha Hadid and Cesar Pelli, the white Gothic spires of the Duomo still dominate the heart of the city, and landmarks like the Teatro alla Scala and Leonardo da Vinci's fresco masterpiece, The Last Supper, are the foundation of the city's deep cultural heritage.

## Side trips

The Italian Lake District is just 45 minutes north of Milan by train, so strolling around Lake Como or Lake Garda is an easy day trip for the Milanese. In the summer, many residents head to holiday homes and resorts along the Ligurian coast about 125km to the south, while in winter, locals flock to ski resorts in , about 175km northwest of the city.

High-speed rail links Milan to other major Italian cities; it takes one hour and 40 minutes to reach Florence and just under three hours to get to Rome. The largest of Milan's three airports, Malpensa Airport, has flights to European and international destinations. A flight to London is less than two hours, as is Catania in Sicily; New York is more than eight hours away. "Milan is in a great location, it's as easy to go for a weekend in Sicily as it is to London or Paris," Schifano said.



return airfare  
Ex-Kul to  
**MILAN**  
from MYR  
**2275**  
per person

return airfare  
Ex-Kul to  
**VENICE**  
from MYR  
**1699**  
per person

return airfare  
Ex-Kul to  
**ROME**  
from MYR  
**2500**  
per person

\* Price includes return airfare but exclude airport taxes fuel surcharges, insurance and other fees. Sutra terms & conditions apply



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CHINA: SUZHOU  
(opening in the first half of 2014)

\*the recommended retail price. © Value Retail PLC 2013 10/13



# visit 2014

Truly Asia

## 3D PENANG 2N FREE & EASY

MIN 02



### Package Includes :-

- 02 nights accommodations on TWN sharing basis
- Daily hotel breakfast

from MYR **260**  
per person

## 3D KOTA KINABALU 2N FREE & EASY

MIN 02



### Package Includes :-

- 02 nights accommodations on TWN sharing basis
- Daily hotel breakfast
- Return airport transfer

from MYR **285**  
per person



## 3D TAMAN NEGARA 2N FULLBOARD

Start/End Jerantut (SELF DRIVE)

### Package Includes :

- 2 nights accommodation in Taman Negara,
- 07 x meals (02 Breakfast/03 Lunch/02 Dinner) at Floating Restaurant
- Return shuttle coach transfers (Jerantut/Kuala Tembeling Jetty)
- Return boat transfers (Kuala Tembeling Jetty/Kuala Tahan Jetty)
- All activities as per itinerary
- Experienced Local Nature Guide
- Park Entry Permit

from MYR **320**  
per person

## 3D TAMAN NEGARA 2N FULLBOARD

Start/End Kuala Lumpur

### Package Includes :

- 2 nights accommodation in Taman Negara
- 07 x meals (02 Breakfast/03 Lunch/02 Dinner) at Floating Restaurant
- Return shuttle coach transfers (KUL/Jerantut/Kuala Tembeling Jetty)
- Return boat transfers (Kuala Tembeling Jetty/Kuala Tahan Jetty)
- All activities as per itinerary
- Experienced Local Nature Guide
- Park Entry Permit

from MYR **370**  
per person



## 3D REDANG REEF 2N SNORKELING

### Package Includes :

- Accommodation at your selected room with air-cond and bathroom attached
- All meals (Breakfast, Lunch, Tea-break & Dinner/BBQ)
- 03 x Snorkeling trip (without equipment)
- Return ferry transfer (Shah Bandar Jetty/Resort/Shah Bandar Jetty)

from MYR **325**  
per person

## 3D REDANG PELANGI 2N SNORKELING

### Package Includes :

- Return boat transfer ex Merang Jetty
- Accommodation in air-conditioned room with bathroom attached
- Buffet halal meals (2 breakfast, 2 lunch, 2 afternoon tea, 1 dinner & 1 BBQ dinner)
- 3 snorkelling trips (2 in the open sea & 1 at Redang Marine Park Center)
- Free flow of hot drinks (coffee and tea) at the Canteen
- Use of Resort facilities e.g. beach volleyball, congkak, mahjong, board games etc.

from MYR **358**  
per person



# CHENNAI

## THE CLASSIC CONNECTION



**Chennai, formerly known as Madras, is famous for its lively theatrical scene and more importantly is the hub for the classical National Dance of India, Bharatanatyam.**

The name Chennai originates from the word Chennapattinam or Chennapattanam or even Chinnupattanam. It is named after Chinnu the Great town, which had developed near Fort St. George. The British built this fort in 1640.

Chennai is the fourth largest metropolitan city of India. It is both the commercial and cultural capital city of the south-eastern state of Tamil Nadu. The city is located on the Coromandel Coast of the Bay of Bengal. The British developed the city into a major urban centre along with a strong naval base in the 17th century. By the 20th century, it became an important administrative centre.

Chennai, rightly known as an exotic state, is famous for its cutworks in the temples, coconut fringes, and silk sarees. This 350 year old city is surrounded by the green environment and gifted by the rich traditional charm of art and culture. In 1639, the British took over the place and made it the capital of the British presidency. It used to be the centre of conflict for the supremacy of the British and the French. In 1612 the Dutch East India Company built a settlement in Pulicat further north.

Chennai is divided into North, South, Central and West parts. The North side is primarily an industrial area whereas the Central part is the commercial heart of the city which also includes Parry's Corner, an important business district. Comparatively, South Chennai and West Chennai used to be residential areas. Though, now they are becoming commercial regions with many information technology firms, financial companies and call centres.

The Guindy National Park is one of the few parks which are lodged up within the limit of the city. Chennai is one of the few cities in the world that accommodates a national park, within its limits.

Today, the city is developing rapidly and has become a fast growing city in India. Currently there are many major industries in the field like automobile, Hardware manufacture, technology, health and education. It is ranked as a second major exporter of IT and is also well-known as the automobile capital of India.

Beside these major industries, it is also top in sports and includes a number of stadiums in order to promote it. Chennai is blessed with art and literature so it is also famous for its Film Industry known as 'Kollywood'. It is the main centre for film of Tamil Nadu so there is a major impact of movie stars and their role in society. A visit to this capital city will definitely assist one to understand more about the rich historical legacy of the country.



return airfare  
Ex-Kul to  
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from  
MYR  
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per person

\* Price includes return airfare but exclude airport taxes fuel surcharges, insurance and other fees. Sutra terms & conditions apply

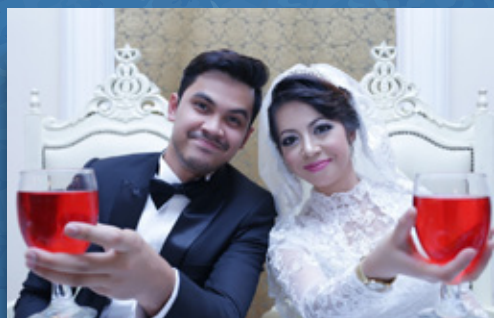






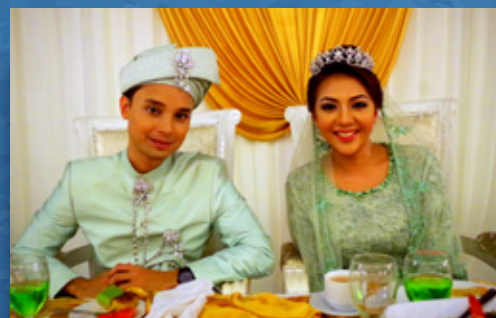
## Seminar Produk Pelancongan Kelantan Renaissance Kota Bharu Wednesday, 26 March 2014

The messy and "brutal" effects of fighting one's opponent in an indoor field at Puncak Alam in Selangor recently using dyes and rubber bullets are just some tactical fun activities organized for the Sutra Active Club members in 2013. Using protective gears, the members get to experience the military style attacks as well as playing a role in riot response, and non-lethal suppression of dangerous suspects. The game lasted for 4 hours leaving the participants high and dry, bruised and "painted" but never tired.



## Wedding Belles of Sutra !

Two of our colleagues namely Siti Nadzirah Zonkifle and Sharifah Nafisah, who happens to be cousin sisters from their mothers' side exchanged wedding vows with their loved ones on 22 March and January 2014 respectively. Incidentally too, both couples had their wedding reception held at Kampung Pengantin in Setapak, Kuala Lumpur. We wish the couples with many anniversaries to come and hoping for their eternal happiness always.



## Capital Tv News Interview With Dato Syed Razif

Recently, the Chief Editor of Capital TV, Mr Roslan Abdul Rahman invited Dato Syed Razif to share his views in a television show broadcasted over cable TV company Hypp TV about MH 370's tragic disappearance. The programme was televised nationwide on the 28 March 2014.





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At one glance, Adny Siswazie bin Dato Hj Lugiman, portrays a young man who would be working in a corporate world environment like most people do in Melaka.

# MEET OUR MAN IN MELAKA



His interest in cooking and vested hobby in football will still hide that true background of his real job all amidst his youthful looks even at the age of 38. But from a demanding hotel sales job and embarking into managing his own travel business is just another way of riding the waves of success as it proves to be now. That is why learning the tricks of the trade through a Franchisee business agreement with Sri Sutra Travel Sdn Bhd to venture into the travel and tourism assuming the position as its Managing Director looks like a breezing prescription for him.

Adny Siswazie 's primary objective of jumping into the tourism bandwagon was mostly his personal dream of making it big into what he has seen by the success of the Franchisor's leader himself, YB Dato Syed Razif, whom he regard as his "MENTOR". Adny sees in Dato Syed what many Bumiputera businessmen is not equipped with, that is the vigour and determination of hardwork and personal commitment towards one's business operations. Adny forsees that his strong sales background will help him lay the foundation of his new found passion in the travel business career.

Working from the office located at Melaka's well known MITC hub, the outfit registered as Kaizen Travel & Tours Sdn Bhd, has been serving mainly the vast clientele from the various government and manufacturing industries in the state since 2012. Adny believes that as a Franchisor brand, Sri Sutra will help him achieve the same success rate as the main business operator in the next few years of

operations despite facing stiff competition from many other travel agents in Melaka. He wants to instill his past experience and knowledge to build up his business and career and his devotional "Umrah" groups totaling 6 departures in 2013 and the Melaka Heritage International Amateur Golf competition are but two notable glowing testimonies of his remarkable achievement in a short period of time. He is eyeing into more incentive group travel business as well as organizing more tourism related events with the government agencies and department specializing in the heritage and historical trails elements.

During weekends, while enjoying the day off with his beloved wife, Adny likes to take up position as the adorable househusband, cooking his favorite hot and spicy 'asam pedas' dish as well as rolling out his pet westerns, like pasta and soups which he picked up during his hotel days at Cherating.

As the Secretary General of the Malaysian Official Manchester United Football Club (MUFC) Fan Club, Adny finds time to enjoy his soccer moments with the world's famous Red Devils team get-together events held locally in the country. He has plans to organize trips to Old Trafford for the diehard fans and is very confident that he will be getting a lot of support from them.

The Sutra Family wish Adny every success in his worthy endeavors,



# INBOX

## First letter

Dear Ms Winnie,

I am very pleased with your Lombok honeymoon package arrangements which I bought from your travel agency recently.

My husband and I truly enjoyed our stay at the Black Penny Resort Hotel. We visited many places especially the islands around Lombok where the water was clear and warm. The food we experienced was superbly tasteful and inexpensive.

Our most memorable attraction was Mount Rijani which could be seen from any place on the island.

We would like to thank you for recommending the Lombok honeymoon destination and hope to return there for our anniversary next year.

Your grateful wedding couple,

Maria & Hazman

## Second letter

Dear Ms Azura,

We want to express our thanks and sincere appreciation for taking care of our foreign guests who bought a round island tour trip at Langkawi recently.

Even though they did not speak English well, your tour guide has done a good job in providing unrelenting assistance for the slightly physically handicapped husband.

He has requested me to convey their utmost satisfaction through this email and made a vow to buy a little souvenir for all of you when they reached home in Tokyo.

Warmest regards

Madam Saadiah Ali

## Third letter

Assalam Tuan Haji Munir !

Saya Ahmad Kamil dari Kajang ingin mengucapkan ribuan terima kasih diatas keperihatinan Tuan di dalam mengendalikan urusan percutian kami ke Jordan tempoh hari.

Keluarga kami sungguh gembira dan berpuas hati dengan layanan kami dengan Penerbangan Royal Jordanian. Pelayaran kami ke Kota Amman tidak mengalami apa apa masalah, hanya cuma tidak dapat mengambil masa yang lebih untuk menziarahi tempat tempat menarik yang kami lawati.

Kami juga suka dengan makanan makanan yang terdapat di Kota Amman apa lagi dengan acara "shopping" yang sungguh memuaskan, lebih lebih lagi untuk isterii dan anak anak saya yang tercinta.

Sila hantar lagi kepada saya apa apa maklumat yang ada pada masa akan datang. Kami bercadang mahu ke Sepanyol pula pada tahun hadapan !

Terima Kasih dari kami,

Haji Ahmad Kamil





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