

PATA ADVENTURE TOURISM TRAVEL CONFERENCE MART (ATCM) 2020, SABAH

with



Presented by:

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Head, Global Sales





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.

EXPERIENCE **MALAYSIA**
FLY **MALAYSIA**





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.

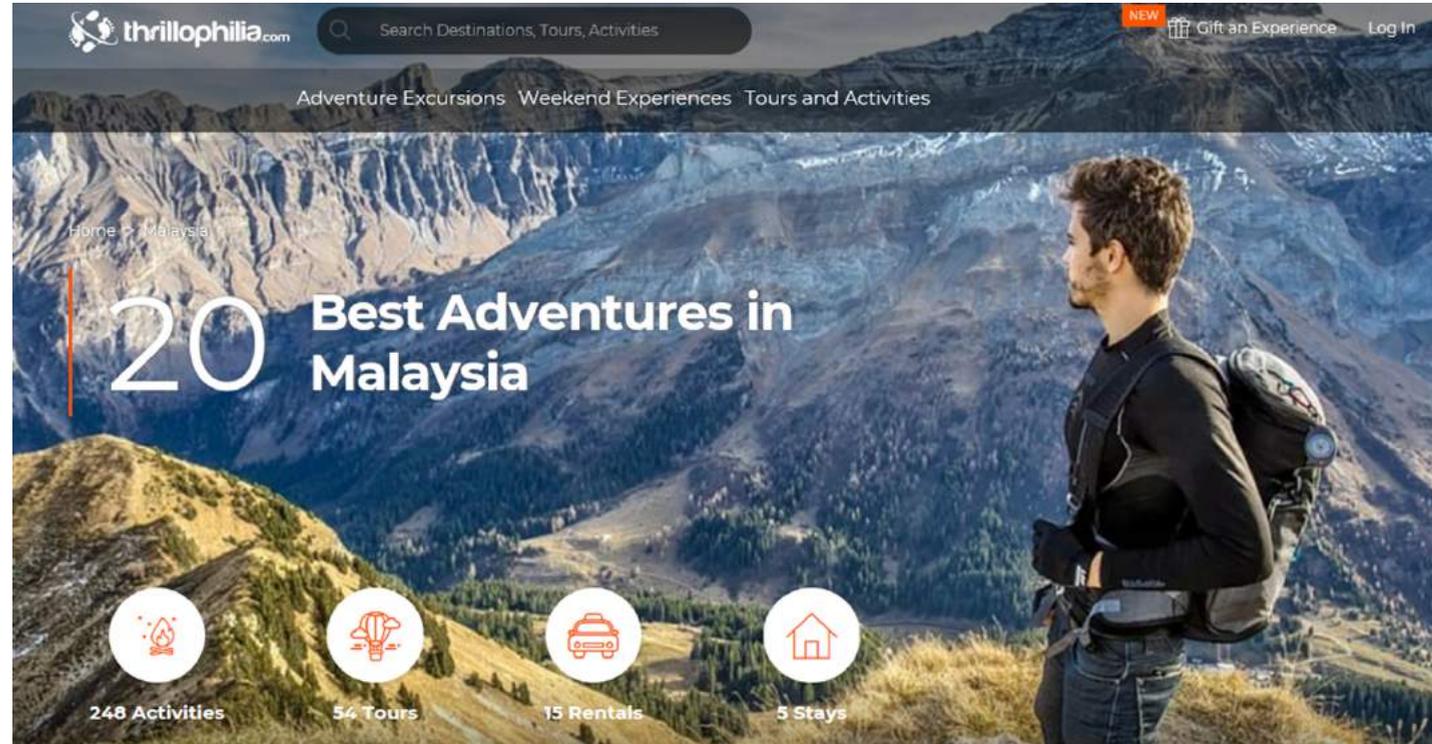
Solo Adventure

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.

<h3>Borneo Wildlife Discoverer</h3> <p>★★★★★ 36 reviews</p>  <p>Showcasing the best of Borneo - wildlife, rainforests and tropical beaches</p> <p>Suitable for: Age 16+</p> <p>Activity level: Leisurely / Moderate</p> <p>17 Days from £3,849 Guided (Incl. Flights)</p> <p>VIEW MORE DETAILS</p>	<h3>Borneo Wildlife Family Holiday</h3> <p>★★★★★ 6 reviews</p>  <p>Borneo's wonders of nature: apes, monkeys, birds, mini elephants & lush forests!</p> <p>Suitable for: Age 9+</p> <p>Activity level: Moderate</p> <p>13 Days from £2,449 Guided (Incl. Flights)</p> <p>VIEW MORE DETAILS</p>	<h3>Borneo & the Malaysian Peninsula</h3> <p>★★★★★ 12 reviews</p>  <p>Discover Borneo and the Malaysian Peninsula's incredible natural and cultural diversity.</p> <p>Suitable for: Age 16+</p> <p>Activity level: Leisurely</p> <p>16 Days from £2,499 Guided (Incl. Flights)</p> <p>VIEW MORE DETAILS</p>	<h3>Trekking Borneo & Beyond</h3> <p>★★★★★ 10 reviews</p>  <p>Explore lowlands, highlands and jungles of Borneo & the Malaysian Peninsula</p> <p>Suitable for: Age 16+</p> <p>Activity level: Moderate / Challenging</p> <p>16 Days from £3,099 Guided (Incl. Flights)</p> <p>VIEW MORE DETAILS</p>
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JAPAN



[HIS] 3 days and 2 nights Mount Kinabalu Climbing Challenge Kota Kinabalu (Malaysia) ...

首都圏版

top page

Change region

Frequently Asked Questions site map



My page

274 bases in 183 cities in 89 countries / 284 stores in Japan

海外

航空券

セットでお得

航空券
+ホテル

ホテル

ツアー

現地ツアー
レストラン

レンタカー
空港送迎

鉄道
クルーズ

国内

航空券

ツアー
(飛行機・鉄道)

バスツアー

ホテル/旅館
レンタカー
体験/レジャー

HIS Electric

HIS Mobile

Visa

credit card

Overseas travel insurance

Domestic travel insurance

Travel reserve

Wifi

Souvenir delivery and travel goods sales

Overseas travel home > Overseas optional tour > Asia > Malaysia > Kota Kinabalu > 3 days 2 nights Mount Kinabalu climbing challenge

See the selected product

Confirmation of reservation (non-member)

Browsing history

3 days 2 nights Mount Kinabalu climbing challenge

Print tour contents

★★★★★ 0

Reservation is possible from 1 person

1 night or more

64,850 yen ^{税別} (RM2355.00)



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

Travel 8 days and 7 nights

Itinerary Features

Flight reference

Daily itinerary

other instructions



Select departure

LANEW 關係企業
Lamigo
那米哥 國際旅行社

那米哥旅遊

千萬安心·千萬保障!



特別披保 20萬 海外突發疾病醫療健康保險



馬來西亞唯一位於赤道區的沙巴

因擁有廣大原始熱帶森林和珍稀動植物而聞名
且因其地理位置不曾受到風災肆虐
而有「風下之鄉」美名
山高海深的婆羅洲沙巴
擁有得天獨厚的大自然寶庫
吸引各地遊客前來



CHINA

A029/0109版

广州往返 5天4晚

天空之境



优质酒店

独家入住瓜拉雪兰莪小木屋
波德申五星水上屋
两晚国际5星酒店 (希尔顿或万豪)

不含签证小费



行程特色

瓜拉雪兰莪天空之境 | 云顶高原
水上清真寺 | 网咯塔 | 马来高脚屋
咖喱鱼头 | 马来港海鲜餐 | 奶油虾

3299

元/人

2月10/11/21/23日
3月4/11/25日
4月8/22日

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



浮羅交怡+吉隆坡

浮羅交怡+吉隆坡 逍遙度假5天團 AMLGK05U/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 2** 浮羅交怡—(乘船)—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)—浮羅交怡—神鷹廣場—*馬碇嶼「360度環迴觀景台」
*如遇觀景台截車停止服務，未能參觀「360度環迴觀景台」，將改為前往參觀海底世界。
- Day 3** 浮羅交怡—(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)
·全日於浮羅交怡自由活動，您可以盡情享受日光浴，躺於潔白幼細的沙灘上，靜聽浪濤聲，輕鬆寫意，或於碧綠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。
- Day 4** 浮羅交怡—#3D立體視覺美術館(包入場)—(內陸機)→吉隆坡—吉隆坡塔(安排登塔)—乳膠專賣店—星光大道—Pavilion購物廣場
#如遇3D立體視覺美術館休館，則改為前往海底世界水族館代替，敬請留意。
- Day 5** 吉隆坡—南洋土特產專門店—咖啡專門店—太子城(數碼港)—布得拉回教寺(水上回教寺)—布得拉橋—首相府(遠眺)—千禧紀念碑—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



Malaysian Hospitality Begins with Us



In the past year we have focused on internalising our values of **Malaysian Hospitality**, because we believe in

Treating everyone not as passengers but as **guest** in our home



This has seen us do better in everything.

OTP

CSI

NPS

OTP

(On-Time Performance)

Enrich

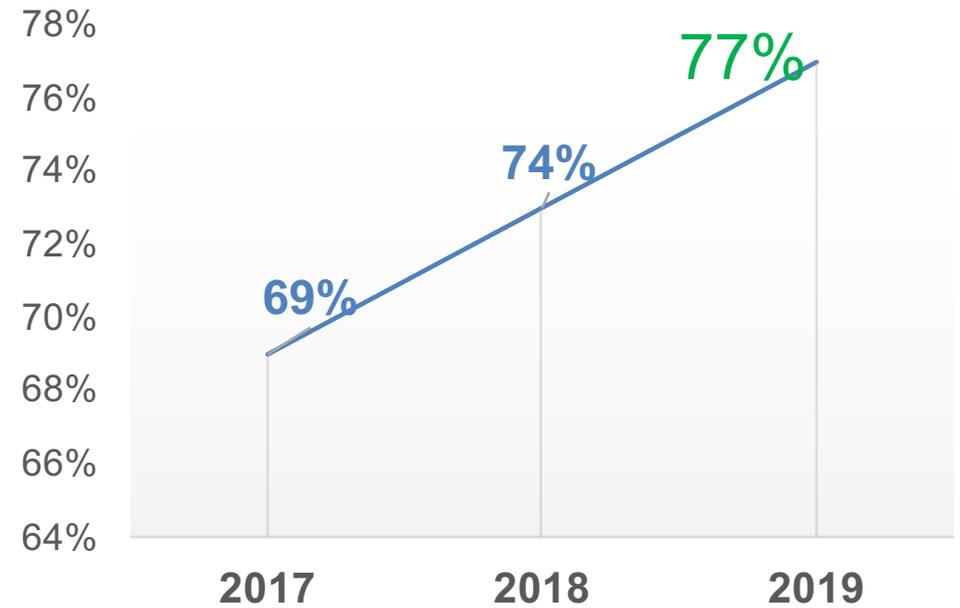




CSI

(Customer Satisfaction Index)

Enrich

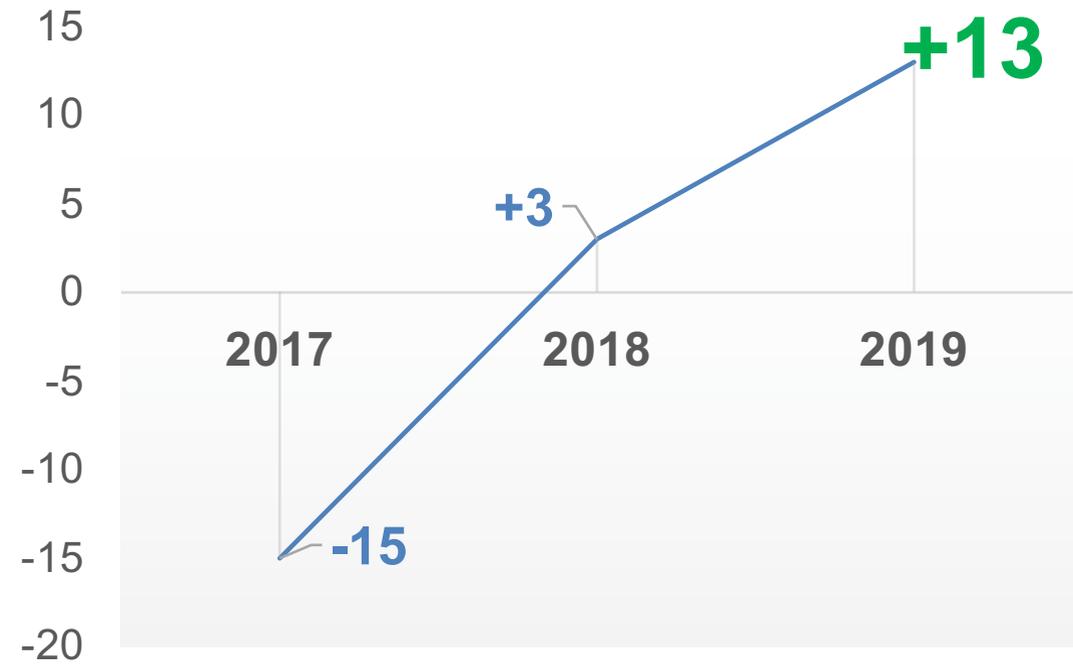




NPS

(Net Promoter Score)

Enrich



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



MHvoucher

The gift that brings you
a world of Malaysian Hospitality



Available on
MHAssistant





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



London **NOW,
PAY LATER**
WITH **0%** INTEREST

Maybank **PUBLIC BANK**

0% EZY PAY
EFFECTIVE RATE

Z.i.i.P 0%

Find out more on malaysiaairlines.com

T&C APPLY





Tokyo **NOW,
PAY LATER**
WITH **0%** INTEREST

Maybank **PUBLIC BANK**

0% EZY PAY
EFFECTIVE RATE

Z.i.i.P 0%

Find out more on malaysiaairlines.com

T&C APPLY





Sydney **NOW,
PAY LATER**
WITH **0%** INTEREST

Maybank **PUBLIC BANK**

0% EZY PAY
EFFECTIVE RATE

Z.i.i.P 0%

Find out more on malaysiaairlines.com

T&C APPLY







THANK YOU

