

ISSUE 149
DEC 2019



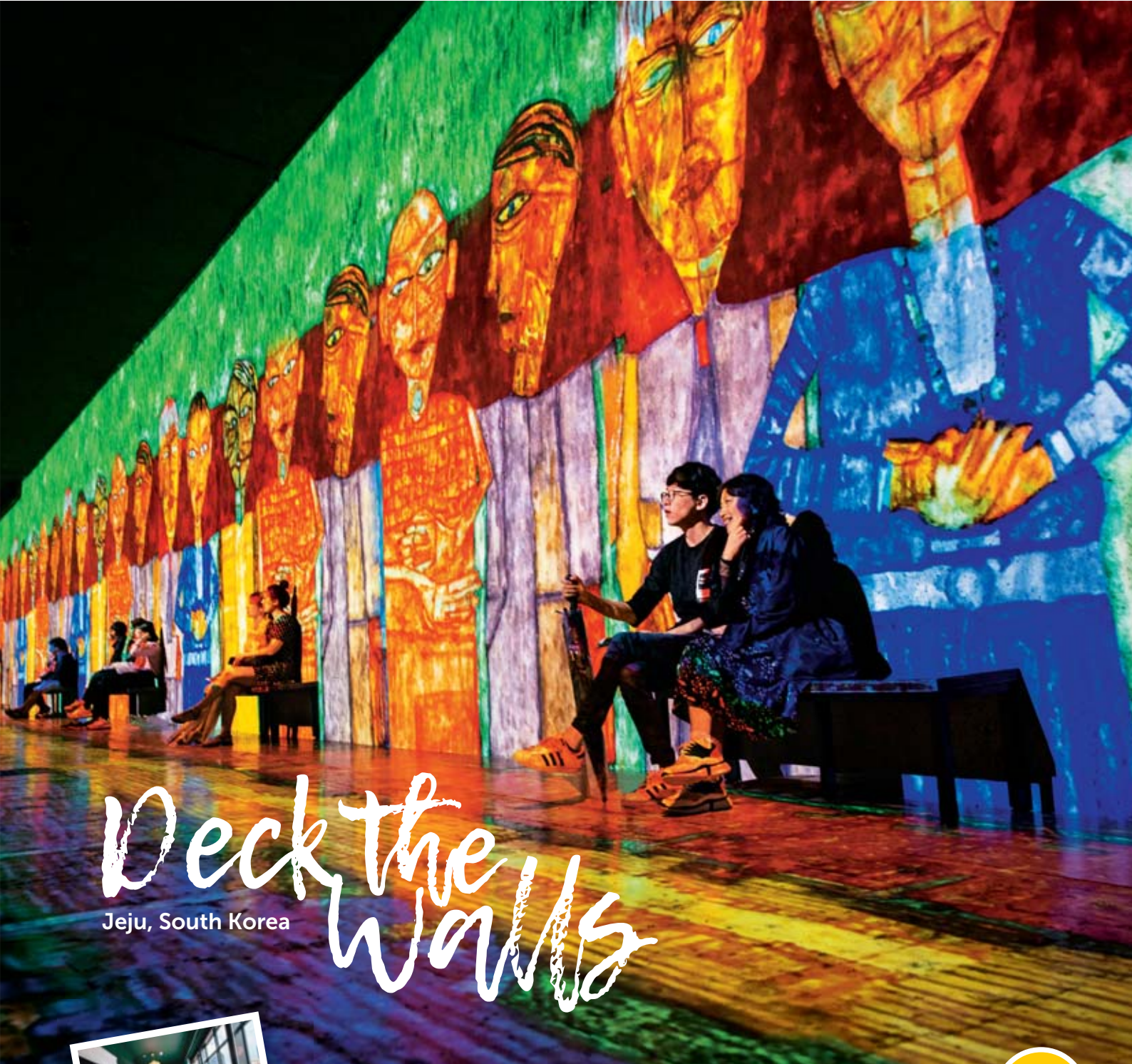
AIRASIA
BUREAU OF
CIRCULARS
MALAYSIA

Naughty or nice, these walls
have eyes. Read me on board,
online and on wifi.airasia.com

travel360.com

AirAsia Inflight Magazine

travel 360



Deck the Walls

Jeju, South Korea



Kuala Lumpur welcomes its first dual-brand design hotels by Ormond Group: The Chow Kit & MoMo's.

GO TO
PAGE 26 & 27
TO FIND OUT
MORE!

Top Tech Transformer

In October, AirAsia was named Asia Pacific Digital Transformer of the Year at the IDC Digital Transformation Awards (DXa) 2019, which recognises the company's discernible and measurable excellence in deploying innovative technologies, personalised products and services, optimisation of ancillary revenue and enhanced customer service. The IDC DXa honours organisations that have successfully digitalised one or multiple areas of their business through the application of digital and disruptive technologies. Beating more than 11,000 nominated companies, AirAsia bagged IDC DXa's top prize just weeks after being recognised for the same achievement at the Malaysia edition of the DXa. The company's new technologies include pricing optimisation through machine learning and facial recognition technology.



"Being named Digital Transformer of the Year for Malaysia is an achievement I am super proud of. To be recognised as the best in Asia-Pacific proves that our digitalisation programme is having a profound impact on our guests and the industry." ~ Tony Fernandes, CEO of AirAsia Group & CEO of airasia.com

Seven Strong

AirAsia bagged top honours at the World Travel Awards Asia and Oceania 2019 in October for the seventh year in a row, winning the Asia's Leading Low-Cost Airline and Asia's Leading Low-Cost Airline Cabin Crew titles. The World Travel Awards, globally recognised as the ultimate hallmark of industry excellence, acknowledges excellence across key sectors of travel, tourism and hospitality.



Good Deeds



1. Tony Fernandes, CEO of AirAsia Group & CEO of airasia.com, accepts the Asia Pacific Digital Transformer of the Year award from Eva Au, Managing Director of International Data Corporation (IDC) Asia/Pacific.
2. Riad Asmat, CEO of AirAsia Malaysia (right), celebrates the accolades with Graham Cooke, President and Founder of World Travel Awards, flanked by cabin crew, at the awards gala in Phu Quoc, Vietnam.
3. AirAsia Allstars from across Asean support the #AllstarsDoGood initiative in Hanoi, Vietnam.

Hammock Amok – AirAsia's recent #AllstarsDoGood volunteer initiative drew support from 40 Allstars (staff) from across Asean. The volunteers repurposed decommissioned fire hoses donated by Fire Rescue Department of Malaysia to create enrichment tools such as hammocks, climbing ropes, log sacks and feeders to enhance the welfare of rescued captive animals at Hanoi Wildlife Rescue Centre. Established in 1996, the centre rescues animals from the illegal wildlife trade and provides them rehabilitation support before releasing them into the wild.

App Anew



AirAsia recently announced enhancements to its mobile app for Android and iOS, which include innovative new features to improve guest experience, in addition to optimising existing features. Using a guest-centric approach, the mobile app has been redesigned for quicker performance and improved usability to offer guests a more seamless, personalised experience. The new features enable guests to save their mobile boarding pass onto their Apple e-wallet, allowing travellers without luggage to head straight to the boarding gate upon clearing immigration; and connect with fellow travellers on board the same flight via flight chat rooms once check-in opens 14 days prior to departure date.

DESTINATION:



Destination: GOOD

The AirAsia Foundation team talks shop about the people they meet and the ideas they come across as they travel the Asean region on their unique mission: to meet social entrepreneurs and explore ways to support their growth. airasiafoundation.com



Three Cheers for 2019

It has been quite a remarkable year for us at AirAsia Foundation. Other than our activities with social enterprises, our year was marked by three major milestones.

The first was the opening of our **Destination: GOOD** social enterprise shop in the historic heart of Kuala Lumpur. At REXKL on 80 Jalan Sultan, we are not just a shop but part of a community of small businesses, all striving to create a welcoming and engaging space for Malaysians and visitors alike. With this space, we have been able to increase our range of ethical products, giving us an opportunity to broaden our social enterprise network.

Next, we organised our very first Malaysia Day Festival with REXKL, titled *Made-in-Malaysia*, to celebrate the country's

multiculturalism through two days of cooking classes, talks, traditional craft workshops and performances. With the positive public reception, we are resolved to making it an annual event.

Third, we are also thrilled to have formed a close partnership with conceptual design house Projek Jahat in launching our joint label **GOOD/jahat/**. Our sizzling red collection, made from repurposed AirAsia aircraft materials, stole the show at KL Fashion Week 2019 and sparked off a creative collaboration that will see us come up with many more exciting projects.

To ensure you don't miss out on any of these upcoming activities, follow us on [f](#) and [@](#) or better still, visit us at Destination: GOOD.

What's 'Destination: GOOD'?

A movement to encourage people to shop and travel sustainably.

AirAsia Foundation is an ASEAN accredited civil society organisation.



Contact Us!



Yap Mun Ching, Executive Director of AirAsia Foundation, is always on the lookout for exciting new social enterprises. Write in to foundation@airasia.com

Word Up!

Yap Mun Ching closes 2019 filming the finale of #Destination GOOD Short Films Season 2.



Each December since 2017, we have released a #DestinationGOOD Short Film featuring one of our projects that conveys a message of hope and extraordinary resilience.

These stories are a little out of the ordinary. One year, we headed to a remote earthquake-hit village in Nepal to check on schools rebuilt with donations from AirAsia guests. Last year, we featured three Malaysian social enterprises that support the livelihood of refugees.

While the feedback we received has been overwhelmingly positive, there were some criticisms too – mostly from viewers who thought the subject matter was too sombre.

I make no apologies for that. This period is one that prompts many of us to reflect. What better time to spare a thought for others? So, on December 26, we release our year-end message on a social enterprise that helps rebuild livelihoods of survivors of the 2004 Asian Tsunami. Let us know what you think!

Animal Tales

In the recent #DestinationGOOD Short Film – *New Life for Wildlife* – we focus our lens on the colourful, majestic and beloved wildlife of Southeast Asia. See how social enterprise **APE Malaysia** – with a little help from AirAsia Allstars – gives rescued animals a better life. Watch on board at the AirAsia Foundation channel on wifi.airasia.com or at airasiafoundation.com or at [▶](#) this episode, visit us at Destination: GOOD shop.



BROUGHT TO YOU IN PARTNERSHIP WITH MINCONSULT



1. Datuk (Dr) Chef Wan, Food Ambassador for Tourism Malaysia, shares how Malaysia's multicultural roots inspired his career and life during the *Made-in-Malaysia* festival.
2. Mun Ching interviews social entrepreneur Zainal Abidin Suarja at the Baiturrahman Grand Mosque in Banda Aceh.
3. A Borneo pygmy elephant gets playful at Lok Kawi Wildlife Park in Kota Kinabalu, Sabah.