

BY MEI CHOO

THE Chateau Spa & Organic Wellness Resort, situated some 3,000 feet above sea level in Berjaya Hills, Pahang, was the beautiful venue for the gala event of the Malaysia Airlines Mega Million Agency Award Night last Saturday.

In a setting befitting the grand event tagged The Sky's the Limit, some 80 guests were feted to a sumptuous wine dinner at the resort's award-winning French fine-dining L'assiette restaurant.

Playing host that night was The Chateau's chief executive officer Teh Ming Wah.

The guest list comprised the airline's commercial division management heads, its representatives at its stations in Tokyo, Osaka, Seoul and Los Angeles from its North Asia and America sector, as well as Tourism Malaysia's deputy director general (promotion) Chong Yoke Har, deputy director International Promotion Division (North and East Asia) Abdul Haris Hadi and its officials based in those cities.

The special guests were the heads of the 10 top-selling agencies from each of those four cities, who had been invited for a four-day-three-night Malaysian experience.

According to Malaysia Airlines Commercial director Hugh Noel Dunleavy, this is the first time the groups from different stations were brought in together at the same time.

"It is a form of recognition of their efforts in promoting the airline as well as a chance for the agency heads to enjoy our Business Class comfort and know what MAS has to offer and what Malaysia has to offer."

Lee Poh Kait, the airline's regional senior vice president in charge of the sector, added that they decided to split the groups to different parts of the country and brought them



(left) The Chateau's Teh receiving the winning kite from MAS North America area manager Zainul Rizam Zawawi, together with the Los Angeles group, MAS' Dunleavy (far left) and its Commercial senior vice president and marketing & products head, Dian Dacko (centre).

(below, left) Hana Tour director Ryu Chang Ho from Seoul shows off his agency's award; and (bottom) Lee seated fourth from left with some of the guests.

Reaching for the sky

> The Malaysia Airlines Mega Million Agency Award Night was celebrated in the rarefied atmosphere of The Chateau Spa & Organic Wellness Resort last Saturday night

together for this gala dinner to talk about their experiences.

The Seoul group went up to Langkawi, the Los Angeles group to Malacca while the Tokyo and Osaka groups headed to Kuching and Kota Kinabalu respectively.

Each group was also expected to bring back a kite from the city it visited, in a nod to the Malaysia Airlines logo, with the kite from Malacca by the Los Angeles group winning a special prize. It was also fitting that these agencies received a crystal plaque in the shape of a kite for their top-selling effort.

Lee added that the trip has been a great success thanks in part to their

partners in the hotel industry, which supplied the accommodation, and the inbound tour agencies as well as tourism offices, which aided in the ground arrangements.

The Chateau CEO Teh said hosting the gala night and inviting the guests to spend the night to enjoy the ambience and facilities of the world's first organic spa and wellness resort is one way to introduce this wellness retreat to discerning clients.

"It's not unusual for our high-end guests to fly in on a helicopter or take a spin in our Rolls Royce for a night out," added Teh.

Among the biggest spenders are the Russians but they are hampered



by the lack of a direct flight from their homeland to Malaysia.

This is where Malaysia Airlines can come in and open new routes to bring these high-end guests into the country, said Teh.

It will be a win-win situation not only for the airline in terms of more passengers but also for the local tourism industry and resorts like The Chateau (above, right).

This award-winning resort, modelled after the 12th century Haut Koenigsbourg castle in Alsace France, offers 128 elegant rooms and suites as well as unprecedented organic gourmet dining experiences. It also boasts an 18-hole

championship golf course at Berjaya Hills Golf & Country Club, which is currently offering unlimited golf rounds the whole day, a salt pool, an adventure park, an organic farm and a wide range of outdoor activities such as horse riding and a kilometre-long zip line through lush greenery.

But the jewel in its crown is the La Sante organic wellness spa with its many spa facilities and treatments that combine the best of European spa expertise with renowned Asian hospitality.

For more, call +60(9) 223888 or email chateau@thechateau.com.my.