

一生懸命
面糊



The Story of Apple

Since 1996

The Current

APPLE VACATIONS & CONVENTIONS

现在：蘋果旅游 创立于1996年



Lee San & Koh San in Japan,
1995



Lee San & Koh San in Annual Dinner,
2016

The Past

OUR STORY • The Apple Journey

过去：我们的故事 • 蘋果之旅

The story of Apple Vacations is one of determination, resilience and diligence.

From a humble travel agency dealing with inbound and outbound tour packages in 1996, Apple Vacations and Conventions has evolved into a formidable travel consultancy offering comprehensive travel services which include tour packages around the world, customised travel arrangements, chartered flights, MICE packages, Muslim holidays, hotels etc.

Driven by the fiery passion of its founders, Group Managing Director Dato' Sri Lee Ee Hoe, JP, and Deputy Group Managing Director Dato' Sri Koh Yock Heng, Apple Vacations proved itself to be a trailblazer in new destinations and unique experiences, setting itself apart as a reliable, value-for-money travel agent in Malaysia.

Apple Vacations at Plaza Berjaya, 2000



Lee San, 1989



Lee San, 2014



Applenian at MATTA Fair

Applenian at Wisma Mode Circle Office, 2007-2013





**Wisma Apple
since Nov 2013**





Apple Japan Booth @ Matta Fair (2013 ~ 2015)



Apple Vacations Japan Tour Products

APPLE MATTA FAIR
11 - 13 MARCH 2016
11am - 7pm, PAVILION KL
12am - 6pm, Wisma Atria KL
Pre & Post Match: 10 February - 13 March & 14 - 15 March, 10am - 6pm
Excludes: New, 1800 1232 1244 / 0316 1197 1232 (All Malaysia)

HOKKAIDO WHITE LOVE STORY
WORLD'S BEST DESTINATION 2014 / 2015
• Special Flight to Hokkaido
• All-in 10-day All-inclusive Package
• Exclusive Deluxe Hokkaido National
• Super Shopping Fun
Early Bird SAVE 500-2000
X'MAS CHARTER 5099
Premium Tour - 899,999
CNY CHARTER 7299
BRANDED TOUR GUIDE

HOKKAIDO LAVENDER
Lavender+Gourmet+Natural Green+Shopping Fun
A Special Day at "The Land of Nodori" - Nodori
Eat at you own - Nodori Table House
(Exclusively for Apple)
Early Bird SAVE 1600
LAVENDER TEMPTATION

FOCUS JAPAN
Discover Japan's Hidden Gems
• Deluxe Flight - Apple + Tokyo
• 10-day All-inclusive Package
• All-inclusive 10-day All-inclusive Package
Early Bird SAVE 500-2000
ALL JAPAN 2000KM
Nodori Table House + Nodori Table House
Early Bird SAVE 7699

JAPAN ALPS + Gassho Village
Discover Japan's Hidden Gems
• Deluxe Flight - Apple + Tokyo
• 10-day All-inclusive Package
• All-inclusive 10-day All-inclusive Package
Early Bird SAVE 5,699

FOCUS JAPAN 6,199
GOURMET SPECIAL
• Deluxe Flight - Apple + Tokyo
• 10-day All-inclusive Package
• All-inclusive 10-day All-inclusive Package
Early Bird SAVE 1000

NINJA VILLAGE 5,399
NINJA VILLAGE + NISE
• Deluxe Flight - Apple + Tokyo
• 10-day All-inclusive Package
• All-inclusive 10-day All-inclusive Package
Early Bird SAVE 1000

HOKKAIDO 6,499
HOKKAIDO LOVE STORY in Spring
• Deluxe Flight - Apple + Tokyo
• 10-day All-inclusive Package
• All-inclusive 10-day All-inclusive Package
Early Bird SAVE 1000

HOKKAIDO+TOKYO 7,299
HOKKAIDO LOVE STORY in Spring
• Deluxe Flight - Apple + Tokyo
• 10-day All-inclusive Package
• All-inclusive 10-day All-inclusive Package
Early Bird SAVE 1000

DISCOVER TOHOKU 5,899
NATURE CHARM OF TOHOKU
• Deluxe Flight - Apple + Tokyo
• 10-day All-inclusive Package
• All-inclusive 10-day All-inclusive Package
Early Bird SAVE 1000

TOTTORI + OKAYAMA 5,899
TOTTORI + OKAYAMA + KOBAYASHI
• Deluxe Flight - Apple + Tokyo
• 10-day All-inclusive Package
• All-inclusive 10-day All-inclusive Package
Early Bird SAVE 1000

FLORAL KANTO 6,199
FLORAL KANTO
• Deluxe Flight - Apple + Tokyo
• 10-day All-inclusive Package
• All-inclusive 10-day All-inclusive Package
Early Bird SAVE 1000

ROYAL KYUSHU 5,899
ROYAL KYUSHU
• Deluxe Flight - Apple + Tokyo
• 10-day All-inclusive Package
• All-inclusive 10-day All-inclusive Package
Early Bird SAVE 1000

Apple logo
THAI 03-2141 8250
appleholiday.com

We're jet setting to Sapporo
Since 2015

亞航 X 推出从吉隆坡飞往北海道路线，
现在人人都能真正飞北海道！

当年，让苹果旅游与亚航X全权代理北海道之旅！除了迷人的
自然风光，苹果旅游还为您安排了北海道最迷人的季节之旅——花季之旅！

AirAsia X expands route network with direct flights from
Kuala Lumpur to Sapporo, now everyone can
fly direct to Hokkaido!

This year, let Apple Vacations and AirAsia X expand every single season
season in Hokkaido with you! In addition to the beautiful natural, scenic
view, we'll help you to enjoy the famous delicious "Sapporo"!

Apple logo + AirAsia logo

Will bring you the very best of
Hokkaido's flower season!
与您一起探索北海道迷人的
花季之旅！

从吉隆坡直飞札幌 (KUL) 飞往日本札幌 - 新千叶机场 (CTS) 的航班
Flight Schedule for Kuala Lumpur, Malaysia (KUL) - Sapporo (CTS) - Japan (CTS)

Flight No.	From	To	Departure	Arrival	Flight Schedule
D7 550	KUL	CTS	11:30PM	8:10AM +1	Tue, Thurs, Sat, Sun
D7 551	CTS	KUL	9:20AM	5:00PM	Mon, Wed, Fri, Sun

THINK OF JAPAN, THINK OF APPLE appleholiday.com LET'S HAVE A CHAT! 03-2141 8250



Apple Vacations bring Malaysian Tourist to Japan All Season



Visitor Arrivals for Dec. 2015 (Preliminary figures byJNTO)

国・地域	Country/Area	総数 Total			総数 Total		
		2014 Dec	2015 Dec	伸率 (%)	2014 Jan～Dec	2015 Jan～Dec	伸率 (%)
総数	Grand Total	1,236,073	1,773,100	43.4	13,413,467	19,737,400	47.1
韓国	South Korea	270,903	415,700	53.4	2,755,313	4,002,100	45.3
中国	China	189,973	347,100	82.7	2,409,158	4,993,800	107.3
台湾	Taiwan	211,986	265,800	25.4	2,829,821	3,677,100	29.9
香港	Hong Kong	106,236	157,400	48.2	925,975	1,524,300	64.6
タイ	Thailand	76,264	93,500	22.6	657,570	796,700	21.2
シンガポール	Singapore	47,836	67,000	40.1	227,962	308,800	35.5
マレーシア	Malaysia	39,305	50,300	28.0	249,521	305,500	22.4
インドネシア	Indonesia	23,718	29,300	23.5	158,739	205,100	29.2
フィリピン	Philippines	21,793	32,700	50.0	184,204	268,300	45.7
ベトナム	Vietnam	7,943	10,300	29.7	124,266	185,400	49.2
インド	India	6,047	6,700	10.8	87,967	103,200	17.3
豪州	Australia	37,609	49,400	31.4	302,656	376,200	24.3
米国	U.S.A.	73,539	89,900	22.2	891,668	1,033,200	15.9
カナダ	Canada	17,692	22,000	24.3	182,865	231,400	26.5
英国	United Kingdom	16,912	19,400	14.7	220,060	258,500	17.5
フランス	France	12,977	14,300	10.2	178,570	214,300	20.0
ドイツ	Germany	8,935	10,200	14.2	140,254	162,600	15.9
イタリア	Italy	6,788	8,400	23.7	80,531	103,200	28.1
ロシア	Russia	3,924	3,900	-0.6	64,077	54,400	-15.1
スペイン	Spain	3,337	4,900	46.8	60,542	77,200	27.5
その他	Others	52,356	74,900	43.1	681,748	856,100	25.6

◆Note 1. If reproduced, your credit line to JAPAN NATIONAL TOURISM ORGANIZATION is mandatory.

◆Note 2. Visitor Arrivals are compiled by JNTO (source: Ministry of Justice).

◆Note 3. Above figures for 2014 are definitive, and for 2015 are preliminary.

Apple Vacations Milestone



**蘋果旅遊榮膺
“2014年全亞洲最佳標榜雇主”**

Apple Vacations was awarded
HR Asia Best Companies to Work for
in Asia 2014 Awards

“2014年全亞洲最佳標榜雇主”頒獎禮由亞洲最佳雇主與僑務區協會(WREA)舉行。頒獎禮由新加坡各傳媒代表、學者、記者和僑社單位代表等組成一個獨立評選團。

今年全區一共有220間公司參與此項賽選，最終只有40間公司晉身。蘋果旅遊也從中脫穎而出，成為今年最優秀的標榜雇主之一。而蘋果旅遊是今年唯一榮獲此殊榮的旅行社。

頒獎典禮於2014年8月20日於吉隆坡馬六甲街威爾斯酒店 (Sheraton Imperial Kuala Lumpur) 舉行。2014年亞洲HR Asia Best Companies to Work for in Asia 2014 Awards (HR Asia BEST COMPANIES TO WORK FOR IN ASIA)”。蘋果旅遊集團副董事兼董事會主席黃其于在頒獎禮上獲此殊榮。

該頒獎禮是於“標榜2014最佳”之一。該年最佳公司：

The Award was judged by an independent panel of industry experts, academics, journalists and government representatives, based on the Employee Input Survey (EIS) and Workplace and Employee Engagement Survey (WEEES) that was conducted recently. Out of a total of 220 Companies across Malaysia that responded to this survey, only 40 Companies were selected to receive this prestigious award and Apple was one of them.

Apple Deputy Group Managing Director, Dato' Sri Koh Yock Heng (Koh-seng) was invited to attend and receive the Award in person at the Official HR Asia Grand Awards Ceremony which was held on 20 August 2014 at the Sheraton Imperial Kuala Lumpur.

With this Award in hand, this brings us one step closer to achieving our APPLE VISION 2018, and that is to become the “Employer of Choice” in the Malaysian Tourism Industry.

HR Asia
BEST COMPANIES
TO WORK FOR
IN ASIA 2014

CERTIFICATE OF
ACHIEVEMENT

アップル旅行グループ社長

李益輝

リー・イーホエ

日本国天皇陛下より
旭日双光章
を受章しました

海外の観光業者として、
初めて叙勲を受けたことを
大変誇りに感じております

私にとって“日本”は、
単なる行き先ではなく、
人生の旅路そのものになりました

Apple Group of Companies Group Managing Director
Date: 1st

Lee Ee Hoe, JP
was being conferred the prestigious
Order of the Rising Sun,
Gold and Silver Rays
by the Emperor of Japan

Being the first and only
foreign tourism entrepreneur
to be conferred by
the grace of the Emperor of Japan,
is indeed a great honour

To me,
JAPAN is not just a destination,
but a lifelong journey

Lee San





Setting Up Apple Vacations in Japan,
With JETRO's Assistance



KUALA LUMPUR
吉隆坡



Tokyo
東京



Thank You !

