



新加坡品牌

SUPER BRAND SINGAPORE

让新加坡走向世界



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中欧航空旅游联盟有限公司

家喻户晓的品牌

如今回顧當初與旅遊業結緣之時，
仅仅以五百元作为股本创业，不料从此便
和旅游结下了不离不弃的情缘，见证了新
加坡及东南亚旅游业发展的辉煌与沧桑。
我要再一次的向广大旅游大众证明。。。

我在旅游行业半个世纪，以一个目
睹和参与者，经历了新、马、东南亚等国
旅游行业从初创、发展、提升以至成熟的
各个阶段。

半世纪旅游生涯



Joy to Travel Smart Lifestyle!
遨游世界 喜爱人生!



中欧航空旅游联盟有限公司 总裁/董事总经理 许炳辉
CEO / Managing Director of ASA Holidays - Albert See



"SAVOIR FAIRE"
IN THE TRAVEL
旅游品牌

半世纪旅游生涯

PASSION & DECADES OF EXPERIENCE THAT LAID FOUNDATION TO SINGAPORE'S TRAVEL ROADMAP

七、八十年代分行遍布各大洲 史无前例包机和超音速飞机

六十年代前，新加坡的旅游业的经营对象，多局限在殖民地高官往来上任或述职之需。在一九六二年进入旅游行业，开始发展新加坡普罗大众旅游事业。到了六十年代中期，已把旅游业行程扩大到中南半岛和香港，当时的主要往来工具以船舶往中南半岛的越南、柬埔寨和香港。上世纪七十年代，公司的业务与行程已遍迹全世界，也成为当时亚洲规模最大的旅行社。分行遍布各大洲。

时至七十年代末期，旅游业生涯进入了新的创业阶段，经过若干时日的奋斗与努力，在八十年代，建立了一家家喻户晓的大型旅行社。在新加坡的出境旅游业务占了很大的份额。同时更开拓了不少的史无前例的旅游项目，如环游世界；博览旅游；承包豪华邮轮；八十年代航空旅游的破天荒创举，包超音速两倍音速的协和超音速飞机，从英国伦敦起飞环绕大西洋一个半小时，给旅客经历超音速两倍的高空飞行乐趣。这一切促使新加坡的出境旅游呈现一片新气象。有人问我为何长期在旅游业中打滚而不厌。说实在旅游业对我来说是一种兴趣，也是一种执着，更是一种独乐乐不如众乐乐的理想，当我看到大批大批的旅游者，在我们的设计的旅程玩得开心，吃得满意，满载着愉快，高高兴兴地游历回来，感到莫大的欣慰。为旅客们提供一个愉快的旅程，在心灵的深处，感到无限的满足与自豪。这便是我和旅游行业结下永难舍弃的缘由。另一方面，我为了使旅客的足迹游遍地球的每一个角落，在上世纪七十年代末及八十年代初，曾经飞往地球的南极高空，观看南极洲各国的科学站及飞往格陵兰岛和挪威的北极圈，亲身体验二十四小时不夜天的地理奇观。“环游世界一周”是当年重要的行程，深受旅客们的欢迎，在推出此行程之前，曾五次作“环游世界五大洲”飞行，每一趟约花二十五至三十天不等，每飞往一个停留城市，都请航机机长在飞行证上签名留念。

1970s Became Asia's Biggest & Most Popular Model Tour Agency

Back in the 60s where Singapore's Travel were catered more to high ranking colonial officials for assuming office in foreign lands or business related trips. The notion of travel was almost impossible; not only was it expensive but also due to limited transportation means. With all these factors, I had a dream to make travel "available to all" I entered the travel industry in 1962. Looking back this dream kept my motivation going despite all the obstacles faced, with a final goal of giving all Singaporeans the "joy to travel". During the mid 60s, the main transportation tools were ships plying to Indo-China's Vietnam, Cambodia and Hong Kong, concurrently the business has successfully created holidays to these places. By the end of the decade, the business has grown exponentially in revenue and tour programs to worldwide destinations. The travel agency became Asia's biggest and most popular model tour agency, with retail outlets in America, Europe, Asia and naturally closer to home; South East Asia territory.

Charter Concorde Supersonic Breakthrough In Air Travel

End of the 70s marked a new era for travel; the hardships and efforts finally paid off with the establishment of another well-known outbound travel agency. Having attained the goals of travel and holidays "available to all", with exciting tour programs, I have decided to take this dream to the next step. By creating even more challenging and complex tour programs such as Round the World Tours, World Exposition Tours, Charter luxury cruises. In the 1980s came a breakthrough in air travel and that was the introduction of Concorde Supersonic, with a supersonic speed twice of sound. The impossible deemed possible as we charter this new creation bringing travelers to experience a one and a half hours flight from London to around the Atlantic Ocean. All these exciting tour programs combined with advancement on transportation allowed Singapore's outbound travel to turn a new chapter. My passion for travel thus grew even more allowing the next personal milestone for travel.

In order to achieve greater heights and customer satisfaction, I have proactively designed, participated all the tour programs. Be a vessel to allow all my customers in setting their own footprints on every part of the globe. The first was a daring attempt to fly over Antarctic towards end of 70s and early 80s. I still remembered excitement as the plane dips upon approaching this massive ice field to enable passengers an aerial view of various countries' scientific facilities that was built there. If it was possible to do it in the south, I know we could venture to the north as well. Off we flew to the Arctic Circle consisting of Greenland and Northern Norway, wondering at the 24 hours sunlight as there was no indication of night time. The most surreal was when I embarked on our "Around the World in 5 continents" tour 5 times up to 30 days duration each before introducing this itinerary. The "intensive" 5 times travelling paid off as this program became sought after. Customers were awarded a Flight certificate undersigned by the Captain; remembrances of this amazing feat.



British Airways Concorde



07/02/1981 百人乘协和包机伦敦/大西洋上空超音速飞行
7 Feb 1981, Concorde chartered flight London / Atlantic Ocean supersonic soaring in the air with 100 paxs



British Airways Concorde

presented to

Albert See

who flew supersonically on Concorde
Washington - London on 27 Aug 1976

27/08/1976 华盛顿/伦敦
Washington / London on 27 Aug 1976 – Albert See



AIR FRANCE CONCORDE
PARIS - CASABLANCA - PARIS
SSC AF 2015 26/01/1978

ALBERT SEE

26/01/1978 巴黎/卡萨布兰卡
Paris / Casablanca on 26 Jan 1978 – Albert See



01/11/80 SINGAPORE - LONDON
SINGAPORE AIRLINES SUPERSONIC CONCORDE
(LAST FLIGHT - ALBERT SEE)

01/11/80 新加坡/伦敦SIA
Singapore / London, Singapore Airlines
on 1 Nov 1980 – Albert See



"SAVOIR FAIRE"
IN THE TRAVEL
旅游品牌



百万元豪华汽车抽奖 并赞助电视节目

九十年代初期，与印尼巨商创建另一家跨国旅游公司，全面地开发新加坡、马来西亚往中国的旅游业务，在短短的三年内把它组建成一家往中国及世界旅游的旗舰公司。该公司在初创与发展阶段中，采取了密集式的宣传策略，为建立知名度与促进品牌效应，这期间共投下了数达三千多万元的宣传费用，从此为公司打下了坚实和丰厚的基础，为公司提供巨大的进一步发展潜能。为使宣传战更有效和突出，在此期间举办各种巨大的旅游业务宣传项目，如百万元豪华汽车抽奖，总共送出十多部豪华型奔驰汽车；以首席赞助商身份赞助<<江山万里行>>系列电视记录片有奖节目；北京人民大会堂千人宴，使普通旅客一尝试当国宾的滋味；承包客机飞往中国各大城市，使新马两地旅客往中国旅游更上一层楼；九十年代中最受人们注意的历史大事是香港回归，当时全世界唯一的一家率领千人旅行团往香港参加见证回归中国盛事。随后，更循美国总统克林顿访华的足迹，创造性地策划<<总统中国之旅>>，在西安举行盛大<<盛唐帝王入城大典>>，参加人数达一千人之多。比之美国总统克林顿的入城典礼，更为盛大和壮观，曾被人们戏称为：“你们比总统更了不起！”西安市市政主要领导均参与主持入城大典活动。当时的西安市长破格亲自接见该旅游团的主要负责人，在接见中指出：“在同一天里能组织这么巨大的旅游团造访西安及入城大典，尚属首次！”

"Million-dollar Luxury Car Draw" Prize • Sponsored Chinese Serial Travel Programmes

By the early '90s, I journeyed on to establish another multinational travel company with Indonesian business tycoons to further develop Singapore and Malaysia markets travel to China on a full-scale. This project took a short period of three years to create a premium company for travel business and leisure to the World especially China. In the development stage, the company had used intensive publicity of more than 30 million dollars on advertising and promotions for its branding. This enabled the company a solid foundation with great potential for further expansion. During those days we were the first to organize various large scale travel fairs and give away grand draw prizes like our "Million-dollar Luxury Car draw" till date with more than 10 Mercedes-Benz luxury saloons drawn. Among other initiatives, we sponsored Chinese serial travel programs like "Jiang Shan Wan Li Xing" to publicize Singapore's first Grand banquet held at Great Hall of the People with 1500 persons at every one time, a rare treat for customers to experience such as "National guest" would. This also brought about multiple chartered flights to large cities in China that made China "available to all" not only in Singapore but Malaysia as well. Another memorable project which I hold dearly, was the historic affair in 1997, the handover of Hong Kong to China. Once again we were the only travel agency to have the resources to lead more than thousand people to Hong Kong for the grand ceremony banquet to witness the handover to China.

It all started with a dream; travel "available to all". Always on the look-out for new ways to allow joy to travel, and be a leader in differentiated tour programmes. Came the next wave, experiencing and participating in global history worthy events for our customers. We launched the "President China Tour" to follow President Clinton's footsteps on his historic visit to China. In Xi'an we held a grand "Emperor of Flourish Tang Touring to Town Grand Ceremony", with more than a thousand participants. A joking remark was made by some of the tour participants: "You were really more terrific in comparison with the president." Main leaders of Xi'an City Council Government also joined and witness the grand ceremony. The then Mayor of Xi'an City had made a reception to honor the main officers-in-charge of the travel group. He pointed at the reception: "It is a first for such organization of large scale travel groups visiting Xi'an at the same day."

在五十年的旅游业生涯中，上世纪八十年代初是新加坡旅游业如日中天之时，为了扩展业务，我们在新加坡、马来西亚、文莱、泰国、香港、台湾、日本的东京、韩国的首尔、美国的纽约、夏威夷、旧金山、洛杉矶、欧洲的英国伦敦、法国的巴黎、大洋洲的澳大利亚悉尼、新西兰等国家和地区设立分行或旅游公司，使数百万旅客在足迹遍全球的同时，得到如同家外之家的旅游服务。此外，在建立公司及宣传上累积广告宣传费，粗略计算可达数亿元之巨。中欧航旅延续和继承了这深厚的基础，并积累了这数十年的环球旅游经营沉淀，更汇集了精英们高达百年的经验，再一次的在旅游行业的疆场上驰骋，创旅游业又一辉煌。

Winner of 2010 Grand Prize Mercedes-Benz



Winner of 2007
Grand Prize
Mercedes-Benz



Winner of 2009
Grand Prize Mercedes-Benz



"SAVOIR FAIRE"
IN THE TRAVEL
旅游品牌

Among the last 50 years of travel, the peak was reached during early 1980s where our travel business has expanded globally. We set up branches or companies in Singapore, Malaysia, Brunei, Thailand, Hong Kong, Taiwan, Tokyo, Seoul, New York, Hawaii, San Francisco, Los Angeles, London, Paris, Sydney, New Zealand etc, to let millions of tourists travel globally whilst getting travel services feel like home-service. The investment used for setting up of company and branding publicity in advertising and promotions were an estimate of several hundred millions of dollars. ASA Holidays is an extension and inheritance of the solid foundation accumulated over several decades of global travel business.

Entering into the 21st century, the main shareholders with no intention of continuing the business sold their shares to a Taiwanese. Being a small shareholder in this establishment, I have decided to relinquish my shares. Soon after the "Huan Wo Zhuangli Shanhe#" through a turbulent period, and with all the success since I started my humble business pooling more than 5 million, I have decided to bring back a team of key executives with together more than 100 years of experience. We continued to establish the present Air Sino-Euro Associates Travel Pte Ltd, with strong belief that I will not only allow travel "available to all" but at the same time inject a "Joy to Travel" as well. As travelers become more affluent and well-travelled, we wanted our customers to be part of any history-worthy global events in the making. While keeping true to my dream of making "Travel available to all" coupled with "joy to travel" we have made these history-worthy global events affordable to the masses. Among these events were Beijing Olympic Games 2008, Shanghai World Exposition 2010, Taipei International Flora Exposition 2010 & the coming Xi'an Int'l Horticultural Expo 2011 set to open in April 2011. It has become a tradition for us to charter flights over the Chinese New Year Spring Festival yearly to celebrate with different cultures in our world. Some of our most notable destination would be Northern Harbin Ice & Snow, Guizhou, Yunnan & Taiwan. Looking back I realized I have been in the travel industry for half century. I have not only witness but personally participated in the vicissitudes of travel business in Singapore, Malaysia, Southeast Asia etc. I was blessed with the opportunity to nurture a few startup businesses and watch it successfully mature into 'cash cows'. Reminiscing when I first started this dream with only five hundred dollars capital, although there were many challenges, there were also much joy, watching the expressions and happiness our customers showed when they first touch snow, or first time sitting on a plane. These are precious moments money can't buy and if I had to start all over again, I would not change a single thing. I shall not rest in my laurels and continue to pursue that one dream "Travel made available to all" and "Lifetime of Joy to travel" with Air Sino-Euro Associates Travel simply known as ASA Holidays. #: "Recovery of The Magnificent Motherland"

廿一世纪集资另组中欧航旅 再创旅游新天地

时间进入廿一世纪，公司的主要持股人，无意继续经营而转让给台湾人，作为一个小额持股人当然地功成身退了。随即在“还我壮丽山河”中经一番波折后，另集资五百多万元，汇集数十位旅游精英，组成累积百年经验的团队，另组航旅集团的**中欧航空旅游联盟有限公司**，以期在旅游业中再创一片新的天地。我们在每一个盛大历史事件，都使旅客有机会身历其境，成为历史的见证人，例如2008北京的奥运会；2010年上海世界博览会、同年于十一月开始的台北市国际花博会；2011年四月底揭幕的中国西安国际花卉园艺博览会。同时在每年的春节期间，一定实施多个包机，飞往当年最为热门的旅游点，以满足旅的春节出游。例如2011年便有东北冰雪包机、贵州包机、云南包机和台湾包机等等。总之，我在旅游行业半个世纪来，均以一个目睹和参与者，经历了新、马、东南亚等国旅游行业从初创、发展、提升以至成熟的各个阶段。如今回顾当初与旅游业结缘之时，仅仅以五百元作为股本创业，不料从此便和旅游结下了不离不弃的情缘，见证了新加坡及东南亚旅游业发展的辉煌与沧桑。我要再一次的向广大旅游大众证明：

家喻户晓的品牌 ★ 中欧航空旅游联盟有限公司
A Brand Known to Every Household ★ Air Sino-Euro Associates Travel Pte Ltd



Joy to Travel Smart Lifestyle!
遨游世界 智游人生®



"SAVOIR FAIRE"
IN THE TRAVEL
旅游晶牌

累积百年经验！筹建超越卅年
*Total travel experience
more than 100 years!*
Laid foundation over a quarter century!

创业小档案

Minor Archive of Establishment

创业日期：1962年
Date of Establishment of Career: 1962

初始资本：5百元股本
Commencement Capital: \$500

创业地点：新加坡
Place of Establishment: Singapore

从事行业：
旅游服务、航空运输、邮船业务
Business Lines:
Travel & Sightseeing Services, Air Transport & Cruising Business

现有员工：138位
Existing Number of employees: 138

现有办公室 / 店面面积：11,000 方尺
Present Office/Business Area Coverage: 11,000 sq. ft

主要服务：
世界及中国旅游、航空业、邮船旅游
Main Business:
Worldwide & China Travel, Aviation & Cruise Liner

市场占有：区域最大旅行社之一
Marketing Scope:
One of the Largest Regional Travel Agencies

联络方式 Contact Phone No.:
(65)6303 5303

企业网站 Website:
www.asaholiday.com

其他国家(特许经营):
印尼、马来西亚、泰国、中国
Other Countries Franchise:
Indonesia, Malaysia, Thailand, China



旅

曾
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湖
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海
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寰
瀛

许炳辉于八一年秋



中欧航旅，行政总部及办公室 -- 新加坡 珍珠坊3楼

ASA Holidays Office & Outlets - 3rd Floor People's Park Complex, Singapore



#03-57 & #03-58 People's Park Complex



#03-43



#03-38A



#03-56A (#03-36, #03-47A)



#04-51



"SAVOIR FAIRE"
IN THE TRAVEL
旅游品牌



中国华西村 - 天下第一村

中国现代农村 -- 天下第一村华西村，是一个颠覆农村的典范，它从一穷二白，贫穷破烂的农村，脱胎换骨地嬗变。茅寮、土坑、猪圈和茅厕全部现代化。取而代之的是林立的高楼豪宅、大街、商场、办公大厦。

2011年华西村建村五十周年大庆时，华西农民进住74层的层高大楼。华西村成为中国步入幸福社会主义农村的典型，这是广大中国农民的荣光，更是世界农村发展的楷模！

进入二十一世纪第二个十年之际，天下第一村的华西村已不再满足于作为中国的一座发达和现代化的中国农村，而是从农村步向企业化，首先在2010年11月16日村委宣布计划购置二十部飞机，目前已运抵两架直升机，以此全面提升该村的旅游产业。也使一个以耕种为主的农村，一步步地走向商业营运，工业生产，进而成为三位一体的综合企业，计划为全体村民创造更高的利润，并朝向世界最富裕的农村迈进。更祈望以此为例成为全中国以至全世界农村的发展楷模！！

Huaxi Village the World's No. 1 Village

China's Modern Village – "No.1 Village under Heaven" Huaxi Village, has become the Role-model village for all of China. From an impoverished and backward village that managed an amazing turnaround strategy into modernity. All the facilities within the village have been turned into what one would expect from a modern city. Under its reformation of open economy with democratic socialism ideology, the old, delapidated village has been transformed amazingly into a land full of skyscrapers, magnificent bungalows, residential condos, and shopping malls.

In 2011, the village will celebrate its 50th anniversary of establishment. Its villagers will have an opportunity to move into a 74 storey "Ariel new agricultural village" skyscraper. The first village in China or any part of the world to have achieved many of its feats including "Richest village in China" based on its ideology, has become the pride and joy of every village in China. It has become a worthy role model for Villages Worldwide to learn from.

Two decades into the 21st Century, Huaxi Village despite its wealth accumulation and modernized facilities, has decided to move into an era of commercialization for all enterprises. On the 16th November 2010, the Village Chief announced plans on purchasing a fleet of 20 air crafts (2 have arrived), raising the bar on its tourism. The ripple effect will also allow this mainly agricultural village to progress towards commercialization, industrialization leading to a varied & better balanced society, offering all villagers more benefits and wealth. Marching towards the goal of being the World's most prosperous village and leading role model for commercialization.



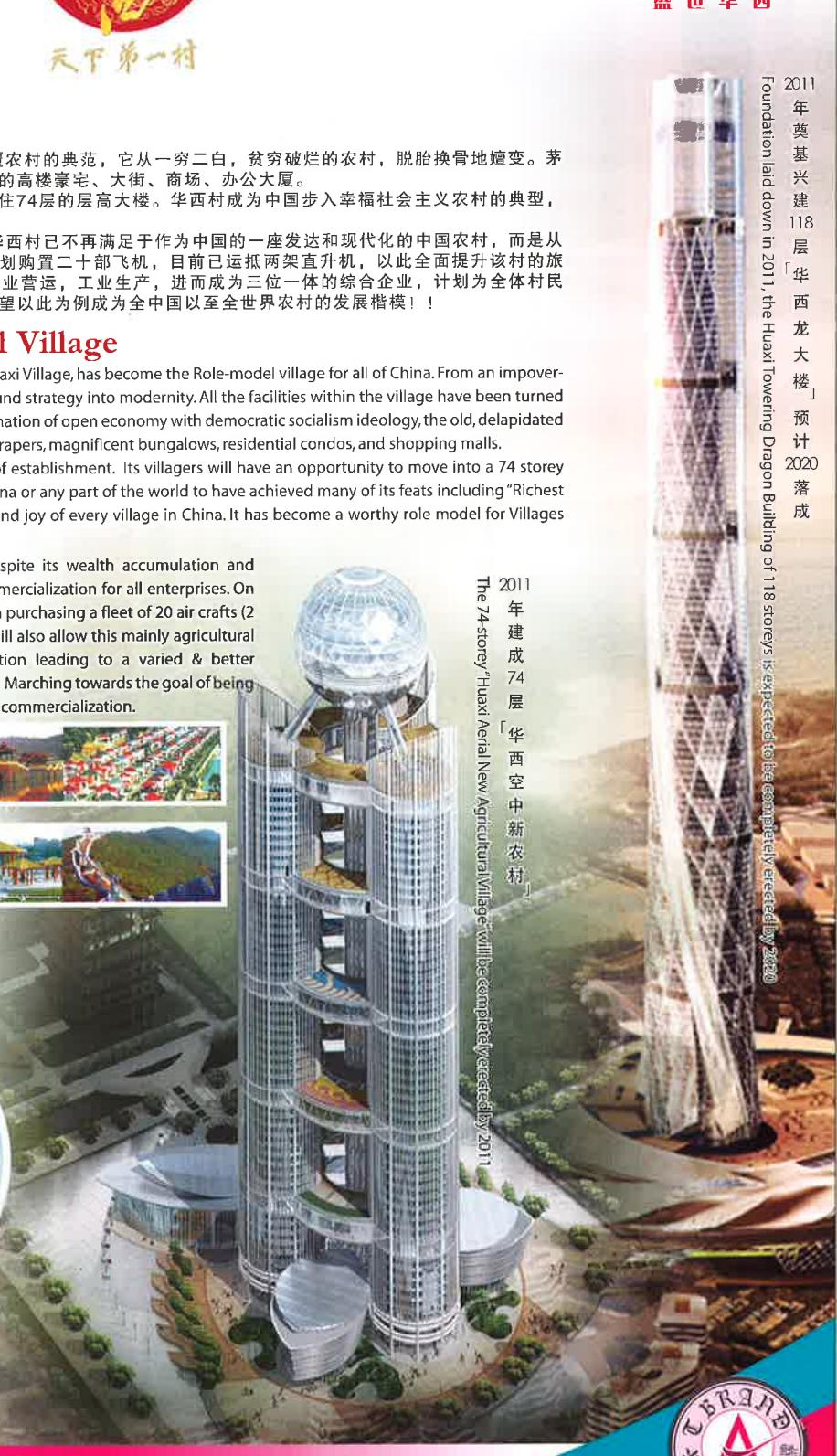
2011 年建成 74 层「华西空中新农村」
The 74-storey "Huaxi Ariel New Agricultural Village" will be completely erected by 2011

中国烹饪大师
吴协平 监制



天下第一碗
First Big Bowl Of Food Under Heaven

中国华西村，村委会及党、村、企总主任（老书记） 吴仁宝 ★
General office director of Huaxi village party, village, and enterprises-Wu Renbao
中欧航旅总裁及中国华西村 - 天下第一村 荣誉村民 许炳辉 ★
CEO of ASA Holidays & Honorable Villager of Huaxi Village, China - Albert See

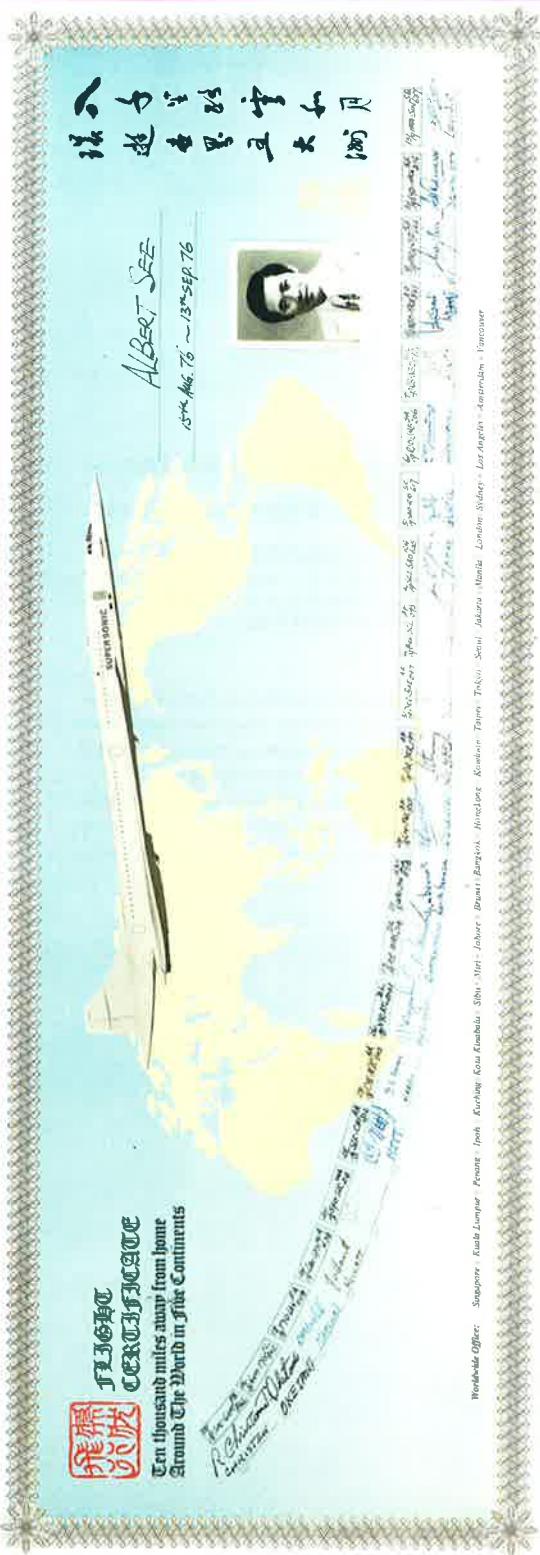


"SAVOIR FAIRE"
IN THE TRAVEL
旅游品牌

2011 年奠基兴建 118 层「华西龙大楼」预计 2020 落成
Foundation laid down in 2011, the Huaxi Towering Dragon Building of 118 stores is expected to be completely erected by 2020

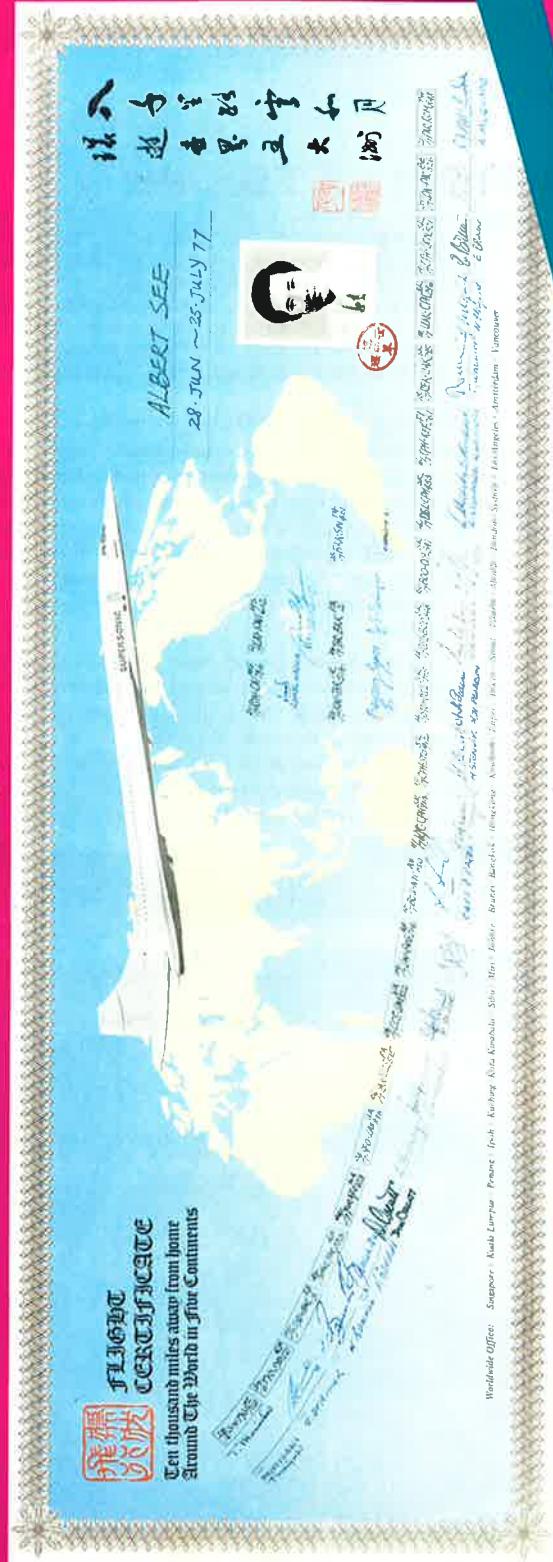


Around The World in Five Continents & Fly by Super Sonic Concorde



环游世界五大洲及乘超音协和机

15/8/1976 SIN-GUM-TYO-LAX-SFO-SLC-CHI-NYC-ATL-WAS-LON-PAR-DKR-BUE-SCL-SAO-RIO-JNB-MRU-MBO-SYD-HKG-SIN
13/9/1976 Every sector with Captain's signature (30 Days)



28/6/1977 SIN-TYO-SYD-HNL-YVR-SFO-LAX-CCS-LIM-BOG-NYC-CPH-STO-OSL-
BOO-OSL-CPH-REF-UAK-CPH-LON-PAR-ROM-CAI-KWI-THR-BKK-SIN
25/7/1977 Every sector with Captain's signature (28 Days)

“SAVOIR FAIRE”
IN THE TRAVEL
旅游品牌



As FILE 档案

中欧及 NATAS 旅游展盛况 ASA & NATAS TRAVEL FAIR



19/1/1978 SIN-CMB-BOM-DEL-PAR-CAS-PAR-CPH-LAX-LAS-LAX-PPT-AKL-
CHC-ZQN-MON-CHC-SYD-ANTARTICA-SYD-TYO-TPE-HKG-SIN
9/2/1978 Every sector with Captain's signature (22 Days)



"SAVOIR FAIRE"
IN THE TRAVEL
旅游品牌



中欧航旅独家行程 - ASA Holidays Exclusive Itineraries



中欧航旅独家行程 - ASA Holidays Exclusive Itineraries



"SAVOIR FAIRE"
IN THE TRAVEL
旅游品牌



"SAVOIR FAIRE"
IN THE TRAVEL
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The literal translation from the French for 'Savoir' is 'to know how' and 'Faire' is 'to do'.

Collectively, 'Savoir Faire' means the 'know how' in the travel industry.

A & T represents 'air' and 'travel' and as a Brand it signifies a mark of excellence in products and services provided. It is an attainment of leadership standing in all air and travel related businesses.

ASA Holidays is truly the 'Savoir Faire' in the travel industry with its solid foundation laid for over a quarter century and extensive travel experience accumulated for more than 100 years.

The team at ASA Holidays has been in the trade for over 3-4 decades; its expertise further accentuated by its key management boasting more than a quarter century of experience in worldwide travel. The same elite team also laid claims to many breakthroughs in Asia outbound travel scene.

"Savoir" 法文是指技能或本事。"Faire" 则表示处世或专业。

两个字缀合起来便是在旅游业里 " 办事的能力 "，即是旅游专家。

A&T 表示 " 航空 " 和 " 旅游 " 合成 A&T Brand 意味着品牌和优质服务的标志，并在航空和旅游业务成为领导者。

中欧航空旅游联盟秉承超过三四十年的坚实基础和累积高达百年的旅游经验，被旅游业界公认为佼佼者。

中欧航旅联盟的团队成员中，多数是有超越数十年经验和足迹遍布世界的经历，这使它在旅游专业上更胜一筹，堪称区域旅游业界中的精英，为亚洲地区旅游大众作出更大的贡献。

遨游世界 享受人生！®

