

MAKE A DIFFERENCE

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

Off the Beaten Track



In our quest to support innovative social enterprises, we have found ourselves in many incredible and less travelled parts of the region. For a meaningful adventure, here are some tips to enjoy the amazing locations featured in our #DestinationGOOD Short Films. Watch the films listed below on ROKKI.com or on youtube.com/airasiafoundation.

Coffee for the Trees Savvy holidaymakers head up Thailand's Muser mountains to enjoy the crisp mountain air and fresh produce. When in season, a box of avocados sets you back only THB100 (approx. USD3). Taste them the local way – halved and drizzled with condensed milk. From Chiang Mai, a drive to Doi Muser takes four hours.

The Spa of Sapa Sapa town has seen intense development of late, but you can still enjoy the charms of this Vietnamese hill station at the Sapanapro homestay. Detox with the Ly family by eating organic and ending each day with a soothing

soak overlooking green vistas. Sapa is an overnight train ride from Hanoi.

Selaka of Kotagede Yogyakarta is well-known as the home of the Borobudur and Prambanan monuments, but there is nothing like a stroll in the Old City of Kotagede to experience the richness of Javanese culture. Kotagede, just 6km from Yogyakarta's city centre, is also the home of traditional silversmiths.

To Nepal with Love If you're trekking up the Gorkha mountains, stop by the town of Kurintar on the banks of the Trisuli river, some three hours from Kathmandu, and stay at the Summit River Lodge. Arrange a car with the lodge to pick you up at the airport, but be prepared to hike 30min over gushing waters and past small villages in the final stretch to get to the resort. The memories of sunrise and sunset here will remain with you forever.

Watch
& Shop

If you have fallen in love with the silver earrings featured in our *Selaka of Kotagede* episode, you can now shop on board and have them delivered to your home. Log on to ROKKI.com and check out our **Destination: GOOD** shop for these and many more social enterprise products.

WORD UP!



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

In early 2017, during a review with my boss Tony Fernandes, I received some stark feedback: he loved the Foundation's work with social enterprises but felt that we were not communicating sufficiently what had been achieved. This set me on a story-telling mission.

One way I have tried addressing this is to be more active on social media, but a post here and there could simply not do justice to the extraordinary endeavours of the social entrepreneurs that I have had the privilege to work with. In many instances, our partnership had stretched over several years, growing organically and covering multiple areas. How could I distil years of work into a few snapshots and posts?

Fate intervened when I met one of Malaysia's top film directors, Tan Yew Leong, and told him of my predicament. Tan took up the challenge and over the past 12 months, created our heart-warming #DestinationGOOD Short Films. In these mini documentaries, he not only captures the essence of our mission but gives our partners a voice to communicate directly with AirAsia guests.

So log on to ROKKI.com, sit back, put on your earphones and let us take you into our world.

1. Film shoot in progress at Doi Muser 2. Tan Yew Leong (left) with Nir, our Gurkha driver