

MEDIA RELEASE

ATF 2011 / 02

FOR IMMEDIATE RELEASE

Cambodia Geared To Host An Unforgettable Event

ASEAN Tourism Forum (ATF) 2011 TRAVEX Sold Out

Phnom Penh, Cambodia, 13 December 2010 –ASEAN Tourism Forum (ATF) TRAVEX (Travel Exchange) 2011 has registered an overwhelming response, with over 500 exhibition booths fully sold by end October 2010. All ten member-nations will be well-represented at this annual leisure travel trade event which showcases the largest contingent of ASEAN destination products and services.

While some 1,000 buyers have registered their interest to source at the event, only 400 have been selected to attend under a privileged hosting programme. Buyer profile this year includes delegates from Asia-Pacific (55 per cent), Europe (37 per cent) and the rest of the world.

A total of 1,600 delegates are expected at this year's ATF 2011. His Excellency So Mara, Secretary of State, Ministry of Tourism, Cambodia remarked, "ASEAN is one of the few regions in the world that offers a lot of tourism value in the international market. Demand for ASEAN will continue to grow and we can see that in the increasing interest of international buyers and proliferation of ASEAN products and services at the upcoming ATF."

ATF 2011 marks the event's 30th anniversary. ASEAN member-nation Cambodia, will host ATF 2011 in Phnom Penh from 15 to 21 January. ATF TRAVEX, the 3-day travel trade mart component of the event will take place from 19 to 21 January at the Diamond Island Convention & Exhibition Centre. His Excellency Dr. Thong Khon, Minister of Tourism, Cambodia and Chairman of ATF 2011 Host Committee, said "This year's theme 'A World of Wonders and Diversity' embodies everything that Cambodia has to offer as a compelling destination. We look forward to welcoming all ATF participants and international delegates to the Kingdom of Cambodia. We have taken great pride to create plenty of opportunities for them to discover our country's rich cultural, natural and historical heritage."

Business appointments and meetings which encompass the majority of delegates' schedules over the 3-days are just some of the many highlights that ATF 2011 will offer. ASEAN Tourism Conference (ATC) – the educational front of ATF – will feature topics such as Ecotourism and Sustainable tourism in the ASEAN region as well as managing tourism in destinations which are home to Heritage Sites. Invited speakers hail from global institutions such as United Nations World Tourism Organisation (UNWTO) and Global Sustainable Tourism Council and will engage the audience through thought-provoking sessions and interactive panel discussions on key issues in ASEAN tourism today.

ATF 2011 is also poised as an event with bountiful networking opportunities, teeing off with the ever-popular game of golf at the Royal Cambodia Phnom Penh Golf Course.

Hosted by The Ministry of Tourism, Cambodia, the ATF 2011 Opening Ceremony is set to be a spectacular event featuring some 500 local and foreign performers in traditional and contemporary performances. The Ministry is also pulling out all stops to ensure a feast for the senses with a strong play on the latest pyrotechnics and sound effects technology. Delegates can also look forward to a stunning 30 minutes fireworks highlight.

Over the 3 days, delegates can wine, dine and enjoy the company of their peers at several hosted luncheons, dinners as well as at 3 late night functions at Nagaworld, Raffles Hotel Le Royal and Sofitel Phnom Penh Phokeethra.

Pre-show city tours of Phnom Penh and post-show tours to popular Cambodian destinations such as Siem Reap, Preah Sihanouk and Koh Kong are also available to hosted buyers and media delegates. For full details of ATF 2011 and regular programme updates, visit www.atfcambodia.com

About ATC Invited Speakers and Topics

Unleashing the Power of Ecotourism in the ASEAN Region

Dr. Lee Choon Loong

CEO, Discovery MICE Sdn Bhd

Affiliate member, United Nations World Tourism Organisation (UNWTO)

Archaeology, Heritage Sites and Tourism: Partnerships for the Future

Mr. Gordon Grimwade

Adjunct Researcher of Atherton, Queensland

Promoting Sustainable Tourism through a Global Common Language

Ms. Erika Harms

Executive Director of Global Sustainable Tourism Council

Sustaining the Wonder and Diversity of Southeast Asia

Mr. R.W. (Bill) Carter

Assoc Professor, Heritage Resource Management

Associate Director, Sustainability Research Centre

Co-editor, Australasian Journal of Environmental Management University of the Sunshine Coast

About ATF 2011

ASEAN Tourism Forum (ATF) is a cooperative regional effort to promote the Association of Southeast Asian Nations (ASEAN) region as one tourist destination. ATF TRAVEX is the longest-running annual ASEAN leisure travel trade event, showcasing the largest contingent of ASEAN sellers. This annual event involves all the tourism industry sectors of the 10 ASEAN member nations: Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam.

Each year, the hosting of ATF is rotated among the member countries. Cambodia will host ATF 2011 and is all geared up to welcome over 1,600 delegates which includes 400 international buyers and 100 international media. ATF 2011 marks the 30th anniversary of this event since its inauguration in Malaysia in 1981.

2011 TRAVEX Dates: 19 to 21 January 2011
Venue: Diamond Island Convention and Exhibition Centre, Phnom Penh, Cambodia
Event Website: www.atfcambodia.com

About ATF 2011 TRAVEX Secretariat

TTG Asia Media Pte Ltd is the region's leading travel and tourism business information and access provider. With extensive industry involvement through a wide range of media products including publications, exhibitions, database management and the Internet, the company provides its partners with integrated marketing solutions and effective platforms to showcase their products and services to the industry.

TTG Asia Media is also a leading organiser and event manager of travel tradeshows in Asia, including IT&CMA (Incentive Travel & Conventions, Meetings Asia), CTW (Corporate Travel World) Asia- Pacific, ITS (International Travel Show) Thailand 2004 and 2005, Thailand Travel Mart (TTM) Plus 2005 and ASEAN Tourism Forum (ATF) 1998, 2001, 2003, 2006, 2009, 2010 and 2011.

It also publishes four titles targeted at distinct sectors of the travel trade: TTG Asia, TTG China, TTGmice and TTGBTmice China. These tradeshows and publications provide the best marketing access to Asia- Pacific's travel marketplace, influencers and deciders.

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Media Contact

Cheryl Tan (Ms.)
Marketing Manager
Email: cheryl.tan@ttgasia.com

Sheetal Menezes (Ms.)
Senior Marketing Executive
Email: sheetal.menezes@ttgasia.com

TTG Asia Media Pte Ltd
1 Science Park Road, #04-07, The Capricorn
Singapore Science Park II, Singapore 117528
Tel: (65) 6395 7575
Fax: (65) 6536 0896
Web: www.ttgasiamedia.com