

MEDIA RELEASE

ATF 2011/ 04

FOR IMMEDIATE RELEASE

All Eyes on ATF 2012 at Manado, Indonesia

Indonesia Night on 19 January 2011 has delegates looking forward to ATF 2012

Phnom Penh, Cambodia, 20 January 2011 – Last evening, 19 January, was the much awaited Indonesia Night, hosted by the Ministry of Culture and Tourism, Indonesia, at the beautiful Sofitel Phnom Penh at Phokeethra. The evening was a delightful cultural experience that gave the almost 2000 ATF 2011 delegates a sneak peek into magnificent Manado, the venue for ATF 2012.

Highlights of the night included the handing over of the ATF flag and plaque. Amidst traditional performances was the ceremonial passing of the mantle of Host Committee from His Excellency Dr. Thong Khon, Minister of Tourism, Cambodia to His Excellency Jero Wacik, Minister of Culture and Tourism, Indonesia. Mr. Wacik then warmly welcomed all TRAVEX delegates to experience the hospitality and warmth of Indonesia in 2012.

The national motto of Indonesia, “Bhinneka Tunggal Ika” literally means, ‘Many, yet One’. This motto perfectly epitomizes the spirit of ASEAN Tourism Forum 2012. The theme for ATF 2012 is ‘ASEAN Tourism for a Global Community of Nations.’ Mirroring Indonesia as a community of islands that forms a single beautiful nation, the theme reflects that ASEAN is also a single multifaceted destination for the global community of travellers.

Indonesia has been celebrated for its beautiful beaches in Bali, exciting nightlife in Jakarta and the cultural heritage sites of Sumatra. Now, at ATF 2012, Indonesia is keen to introduce to the world, the many delights of Manado.

In a statement to the TRAVEX Secretariat, His Excellency Jero Wacik remarked, “Manado is famous as a diver’s paradise, but also offers wonderful hospitality infrastructure, and diverse and stunning landscapes. The people of Manado and the rest of Indonesia are all keen to give you a taste of the famed Indonesian hospitality during ATF 2012.” Indonesia has also gained respect for its many initiatives to promote Eco Tourism and Sustainable Development, while also protecting and developing the local communities.

Delegates are already expressing interest and excitement to be part of ATF 2012.

“Everything was smooth in ATF 2011, and I’m looking forward to ATF 2012, in Manado, Indonesia” remarked Mr. Risto Honakanen, the General Manager of Best Western Phanganburi Resort.

Mr. Tran Vinh Loc. Jonathan, the Executive Director of Lac Hong Voyager Co. Ltd. agreed; “ATF is a good venue to source for new products and contacts, and most importantly, for networking; I am now looking forward to seeing them all in ATF 2012 in Manado, Indonesia.”



Editor Ted Davis of Canadian Travel Press is excited about destination Manado and said, “Indonesia is a big country, and it is an opportunity for her to showcase Manado and its rich culture, new sights and natural attractions....I’m sure it will draw many delegates to attend ATF 2012 in Manado, Indonesia.”

For more details on Indonesia Night and other activities taking place at ATF 2011, visit www.atfcambodia.com. Online registration for Exhibitors, Buyers and Media for ATF 2012 at Manado, Indonesia is already open at www.atfindonesia.com. Event details are also available at the website.

About ATF 2012

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. Indonesia will host ATF 2012 in Manado, North Sulawesi.

2012 TRAVEX Dates: 13 to 15 January 2012
Venue: Golden Kawanua Convention Centre, Manado, Indonesia
Event Website: www.atfindonesia.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 tradeshow 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 tradeshow and publications provide the best marketing access to Asia- Pacific's travel marketplace, influencers and deciders.

TTG Asia Media is a member company of China.com Inc. which views Internet services as its core business and operates principally in China. It is listed on the Growth Market Enterprise (GEM) of the Stock Exchange of Hong Kong (Stock Code: 8006). For more information on TTG Asia Media, visit www.ttgasiamedia.com.

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