

ASEAN NEWSLETTER

- A WORLD OF WONDERS AND DIVERSITY

Treasure trove of cultures and heritage in a multi-faceted single destination



CAMBODIA
Kingdom of Wonders



ASEAN TOURISM FORUM

15 - 21 January 2011

Phnom Penh • Kingdom of Cambodia

www.atfcambodia.com

A Newsletter for **ASEAN Tourism Forum 2011** | Issue 02 | December 2010

Cambodia Geared To Host An Unforgettable Event

ASEAN Tourism Forum (ATF) 2011 TRAVEX Sold Out



ASEAN Tourism Forum (ATF) TRAVEX (Travel Exchange) 2011 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

ASEAN Tourism Conference Programme

Date: 19 January 2011, Wednesday | Time: 9.00am to 12.25pm

09.00 – 09.35 am:

Unleashing the Power of Ecotourism in the ASEAN Region

Dr. Lee Choon Loong

CEO, Discovery MICE Sdn Bhd

An affiliate member, United Nations World Tourism Organization (UNWTO)

09.35 – 10.10 am:

Archaeology, Heritage Sites and Tourism: Partnerships for the Future

Mr. Gordon Grimwade

Adjunct Researcher, Atherton, Queensland

10.10 – 10.25 am: Coffee-Break

About Our Speakers



Dr. Lee Choon Loong

CEO, Discovery MICE Sdn Bhd

An affiliate member, United Nations World Tourism Organization (UNWTO)

Established in 2004 by Dr. Lee Choon Loong, Discovery MICE Sdn Bhd is an international consultancy focused on

producing and planning international meetings, global conferences and events in the Asia Pacific region. Discovery MICE is firmly committed to implementing new and innovative solutions in the development of vibrant tourism nations. Through their global conferences and information technology, they achieve capacity building and education. This brings about new tourism policies that have impact on sustainable tourism development, natural and cultural conservation as well as responsible tourism.



Mr. Gordon Grimwade

Adjunct Researcher, Atherton, Queensland

Gordon Grimwade has extensive experience in cultural heritage management and site presentation in remote and tropical Australia. His approach focuses on practical, cost effective

solutions. Gordon has participated in, and led, numerous hands-on, multi-disciplinary projects involving remote area development, planning, and cross-cultural liaison associated with managing significant cultural heritage places. Gordon's work in cultural heritage tourism and on Australasian Chinese heritage is internationally recognised. In 2006 he was invited, by the Guangdong Provincial Government, to China to extend his research on Chinese settlement in Australia. Gordon is an expert member of the International Cultural Heritage Tourism Committee of the International Council of Monuments and Sites (ICOMOS) and a Chartered Geographer. He has been a Member of the Queensland Heritage Council since 2008.

10.25 – 11.00am:

Promoting Sustainable Tourism through a Global Common Language

Ms. Erika Harms

Executive Director, Global Sustainable Tourism Council

11.00 - 11.35am:

Sustaining the Wonder and Diversity of Southeast Asia

Mr. R.W. (Bill) Carter

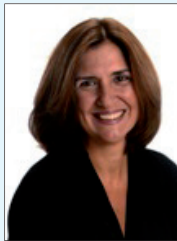
Associate Professor, Heritage Resource Management

Associate Director, Sustainability Research Center

Co-editor, Australasian Journal of Environmental Management

University of the Sunshine Coast

11.35 am – 12.25 pm: Panel Discussion



Ms. Erika Harms

Executive Director, Global Sustainable Tourism Council

Erika Harms also serves as the Senior Advisor on Tourism at the United Nations Foundation. She has focused on creating platforms to bring together the private and public sector in support of the United Nations' conservation priorities, and has spearheaded initiatives such as the World Heritage Alliance for Sustainable Tourism and the Partnership for Global Sustainable Tourism Criteria. She joined the UN Foundation in 2001, previously serving as the Executive Director for the Sustainable Development Program. In 2008, Conde Nast Traveler recognized Ms. Harms as a "Trail Blazer" in Sustainable Tourism.



Mr. R.W. (Bill) Carter

Associate Professor, Heritage Resource Management

Associate Director, Sustainability Research Center

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

Assoc Prof. Bill Carter is the founding director of Brisbane Forest Park. After 16 years in park management, Bill established a consulting business offering ecological impact assessment, and tourism, park and interpretive planning advice to the public and private sectors throughout Australia. He has undertaken tourism and conservation planning consultancies throughout the Asia Pacific Region and South Africa. Bill has been responsible for course development in Environmental Problem Solving, Recreation Resource Management, Ecotourism, Tourism Planning and Contemporary Case Studies, to name a few, at both undergraduate and post-graduate levels.

Explore The Kingdom of Wonders and Diversity

Pre-Show City Tour Of Phnom Penh

Open to: All Buyers, Hosted Media Delegates and Accompanying Persons Only

17 January 2011, Monday



Visit these city icons:

The Royal Palace is also known as the Royal abode of the King of Cambodia. The buildings with beautiful towering spires are a great example of classic Khmer architecture found in Cambodia today. Explore the

compound including the Khemarin Palace, the Throne Hall (Preah Tineang Tevea Vinichhay) where coronations and official ceremonies take place, the Temple of the Emerald Buddha (Wat Preah Keo Morakot), Stupas (Chedei), a Royal Dining Hall, the Chan Chhaya Pavilion and a French-style building that was a gift from Napoleon III.

National Museum of Cambodia is the country's leading historical and archaeological museum. It houses more than 14,000 items and is home to the world's largest collection of Khmer art, including sculpture, ceramics, bronzes, and ethnographic objects dating from prehistoric times to periods before, during, and after the Khmer Empire. The Museum also archives a collection of important Buddhist and Hindu sculptures including a Post-Angkorian Buddha supported by UNESCO.

Toul Sleng Museum (S-21 Prison) was used as a prison by Pol Pot's security forces. More than 17,000 people were held at this former school before they were taken to the extermination camp at Choeng Ek to be executed.

Toul Tum Pong Market (Russian Market) is so named because of its popularity among Russian expatriates during the 1980s. It is popular among collectors of genuine antiques as well as those looking for good reproductions. This is probably the best place to find branded factory past season items.

Wat Phnom (Wat Phnom Daun Penh) is the most significant of all the temples in Phnom Penh. Its iconic massive stupa enshrines the ashes of King Ponhea Yat who in 1434, arrived and built the city of Phnom Penh. Wat Phnom has become a central attraction in the city and is a 'must visit' when in Phnom Penh.

18 January 2011, Tuesday



Same as above, except that **Toul Tum Pong Market (Russian Market)** and **Wat Phnom (Wat Phnom Daun Penh)** are replaced with a visit to:

Pshar Thmey (Central Market) is a unique building built in 1937.

This landmark literally means 'New Market'. Its architecture is one of the market's highlights as an attraction. It boasts stylish Art Decor rotunda with wings extending in four different directions. The dome is said to be among the largest in the world. The market sells almost anything from fresh produce to souvenirs and clothes.

Itinerary Details And Registration Forms May Be Downloaded Online at www.atfcambodia.com (under Programmes >> City & Post Show Tours)

Post-Show Tours

Open to: All Buyers, Hosted Media Delegates and Accompanying Persons Only

After a rewarding ATF 2011, treat yourself to some leisure time and explore the sights and sounds of cities outside of Phnom Penh. With three carefully planned post-show city tours to choose from, you are bound to find an exciting itinerary that best suit your curiosity.

Programme 1 | Code SRP1 3D/2N Heritage of Humanity and World Wonder (Siem Reap)

22 to 24 January 2011



Tour Highlights and Attractions:

- Ancient and majestic Angkor Wat temple
- Phnom Bakheng

- Banteaysrei Temple
- Ta Prohm Temple
- Bayon Temple and Terrace of Elephant
- Shopping (Night Market)

Programme 2 | Code PSP2 2D/1N Fabulous Beaches (Preah Sihanouk Province)

22 to 23 January 2011



Tour Highlights and Attractions:

- Preah Sihanouk International

- Sea-port
- Angkor Beer Factory
- Swimming at Sok Kha Beach
- Shopping

Programme 3 | Code KKP3 2D/1N Eco-Tourism (Koh Kong Province)

22 to 23 January 2011



Tour Highlights and Attractions:

- Koh Kong Safari World
- Beach

- Mangrove Forest
- Ta Tai Resort

Notes: A subsidized tour rate of USD 100 fee is payable for all confirmed hosted tour delegates. Separate rates may apply for non-hosted media and other guests. Exhibitors who wish to participate in the tours may contact the relevant tour organizers for the full tour rates. There is a capacity of 45 people per tour. Availability is on a first-come-first-serve basis. Priority will be given to eligible delegates.

Rest, Relax and Network

Latest TRAVEX
and
Media Programme
Available at
www.atfcambodia.com

It's Tee Time!

Come enjoy a game of golf with industry peers just before business days begin. Tee-off on a course set among rice paddies and coconut palms that will both challenge and reward. Take this opportunity to network and simply bask in the fine company of like-minded golf enthusiasts.



This event is open to: ALL ATF 2011 registered delegates.

Limited spaces available. Availability is on a first-come-first-serve basis.

Date : 18 January 2011, Tuesday

Tee-Off : 7.45am

Lunch and Prize Presentation: 12.30 to 2.30pm

Venue : Royal Cambodia Phnom Penh Golf Course

Transportation : Two-way transportation will be provided from and to Official / Supporting hotels.

Please download the registration form at www.atfcambodia.com (under Programmes >> Friendly Golf) and fax the completed form to (65) 6536 1276. Slots are limited, so do secure your place NOW!

Let Your Hair Down and Party!

ATF 2011 presents not 1, not 2, but 3 late night functions for all delegates to relax, network and enjoy the fine company of their hosts and industry colleagues.



18 January 2011, Tuesday at Nagaworld

Hosted by Nagaworld

19 January 2011, Wednesday at Raffles Hotel Le Royal

Jointly hosted by Fairmont, Raffles & Swissotel with TTG Asia

20 January 2011, Thursday at Sofitel Phnom Penh Phokeethra

"AMAZING PATTAYA CHONBURI NIGHT" - Jointly hosted by Chonburi Provincial Administrative Organization, Sofitel with TTG Asia

Reminders

Have You Booked Your Accommodation Yet?



The ATF TRAVEX Secretariat urges all delegates who have yet to secure your accommodation, to do so as soon as possible. Accommodation at several choice locations has already been fully booked. Book ONLINE at www.atfcambodia.com (Accommodation & Transportation section).

Don't Forget Your Visa



To ensure that you enjoy a hassle-free entry into Cambodia, do have all your necessary travel documents ready, especially your Visa.

Visit www.atfcambodia.com (Visa Requirements section) for details on Visa self-application and Visa-on-arrival application.



HOST COMMITTEE



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