

MEDIA RELEASE

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ASEAN Tourism Forum (ATF) 2011 TRAVEX Promises To Be A Sell-Out Event

With a 25% larger exhibition than last year

Phnom Penh, Cambodia, 6 September 2010 – ATF 2011 TRAVEX recorded strong interest and rapid take-up rate early in its registration process. To date, exhibitors have snapped up more booths than initially expected. This 2011 ASEAN leisure travel trade event showcasing the largest contingent of ASEAN destination products and services will also feature a larger show with 25% more booths space than last year.

More than 70% of the 450 available booth space has already been secured by some 240 exhibiting companies from across the 10 ASEAN countries - Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam. Buyer registrations have also been overwhelming with more than 600 applications received from across the world. Only 400 of the best buyers will be selected to attend the event under a privileged hosting programme.

With regards to the buoyant interest for ATF 2011, Dr. Thong Khon, Minister of Tourism, Cambodia and Permanent Vice-Chairman of ATF 2011 Organizing Committee explains, “Improving market optimism aside, a significant part of this year’s interest also has to do with the appeal of Cambodia as a destination. International delegates are motivated to experience the country’s rich cultural, natural and historical heritage.”

Ministry of Tourism, Cambodia believes that the country will be represented at the event in a big way this 2011. More than 800 participants from across Cambodia’s tourism industry gathered for the ATF 2011 event preview at Nagaworld in Phnom Penh on 31 August 2010. The purpose of the preview was to promote, increase awareness and encourage all Cambodian tourism stakeholders to participate at the upcoming ATF 2011. The event preview was presided by His Excellency Dr. Sok An, Deputy Prime Minister, Minister in Charge of the Office of the Council of Ministers and Chairman of ATF 2011 Organizing Committee. The guest list included the country’s movers and shakers such as top government officials from the various ministries and heads of foreign missions. A large number of hotel owners and general managers were also present.

Host country, Kingdom of Cambodia, began its marketing efforts to tantalise the industry’s travel professionals at the last ATF 2010 closing ceremony by pulling out all stops to deliver a sumptuous and entertaining evening complete with a gastronomic and cultural showcase. Delegates enjoyed a sneak preview of what they can look forward to at ATF 2011 in Phnom Penh.

Scheduled from 19 to 21 January 2011, the three-day ATF 2011 TRAVEX will be held at Phnom Penh’s Diamond Island Convention and Exhibition Center located along the Bassac River. Ministry of Tourism, Cambodia will host the event’s Opening and Closing Ceremony, which promises to be even more spectacular than its 2010 preview. Delegates will also be thrilled to network in the company of their fellow industry colleagues and wind down at the end of a business work day at not two but three late night social events organised by Nagaworld, Fairmont/Raffles/Swissotel/TTG Asia and Pattaya City/Sofitel/TTG Asia respectively.

More information on the event’s programme will be made available in the upcoming months. Registrations for exhibitors, buyers and media are still open online at www.atfcambodia.com. More information on ATF 2011 can also be found at the event website.

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 Center, Phnom Penh, Cambodia

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