



ASEAN TOURISM FORUM

15 - 21 January 2011
Phnom Penh • Kingdom of Cambodia
www.atf cambodia.com

ASEAN TOURISM FORUM 2011 FACT SHEET

(as at 10 January 2011)

EVENT

ASEAN Tourism Forum (ATF) 2011
15 – 21 January 2011 | TRAVEX Dates 19 – 21 January 2011
Diamond Island Convention and Exhibition Center • Phnom Penh

BACKGROUND

About ATF

ATF is a cooperative regional effort to promote the Association of Southeast Asian Nations (ASEAN) region as one tourist destination. This annual convention of ASEAN calls together national tourism leaders and decision-makers from all 10 member nations to confer, exchange ideas, review industry developments, and jointly formulate recommendations to further accelerate the growth of ASEAN tourism.

Each year, the hosting of ATF is rotated among the member countries. Cambodia will host ATF 2011 and is geared up to welcome over 1,600 delegates which includes 440 international buyers and 140 international media. ATF 2011 marks the 30th anniversary of this event since its inauguration in Malaysia in 1981.

About ATF TRAVEX

ATF TRAVEX is the longest-running annual ASEAN leisure travel trade event, showcasing the largest contingent of ASEAN sellers. Organised during ATF, this annual event involves all the tourism industry sectors of the 10 member nations: Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam. This year, ATF TRAVEX takes place from 19 to 21 January 2011.

A key component of ATF TRAVEX is the 3-day travel trade-only exhibition and business meetings – a dedicated platform for travel and tourism suppliers throughout ASEAN to explore business opportunities with international buyers, and vice versa.

Other highlights of the ATF TRAVEX include, pre-event city tours of Phnom Penh on 17 and 18 January 2011, Friendly Golf Game on 18 January 2011, the ASEAN Tourism Conference (ATC) on 19 January 2011, a host of luncheons, dinners and late night functions running from 18 to 21 January 2011, as well as post-event tours to Siem Reap and Sihanouk Province beginning on 22 January 2011 onwards.

Entry to ATF is by invitation only, and is extended to NTOs and exhibitors from ASEAN, international buyers and media.

FEATURES

- **For ATF TRAVEX Delegates:**
 - Complimentary City Tours
 - ATF Friendly Golf Game
 - ATF 2011 Opening Ceremony
 - ASEAN Tourism Conference (ATC)
 - Media Briefings by ASEAN NTOs
 - On-site Appointment Scheduling Session for Sellers and Buyers
 - Exhibition and Business appointments Between Sellers and Buyers
 - Luncheons, Dinners, Late Night Functions and Other Social Networking Activities
 - Closing Ceremony and Handing Over of ATF Flag To Indonesia
 - Post-Show Tours
 - Buyers and Media Hosting Programmes
- **Ministerial Activities:**
 - Meeting of ASEAN Tourism Ministers (M-ATM)
 - Meeting of GMS Tourism Ministers
 - Fish Releasing Ceremony (for Ministers only)
 - Meeting of ASEAN + 3 Tourism Ministers
 - Meeting of ASEAN Tourism Ministers + Russia
 - Meeting of ASEAN Tourism Ministers + India
 - Tourism Minister's Press Conference
 - Golf and Lunch for Ministers and Head of NTOs, Hosted by CNN
 - Honorable Visit of Samdech Akka Moha Sena Padei Techno Hun Sen, Prime Minister, accompanied by H.E. Dr. Sok An, Deputy Prime Minister and Chairman of ATF 2011 Organizing Committee, all Tourism Ministers and Heads of NTOs to TRAVEX



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- **Special Activities:**
 - Courtesy call on Samdech Akka Moha Sena Padei Techno Hun Sen, Prime Minister of the Kingdom of Cambodia (for All Minister Delegates)
 - Royal Audience with His Majesty Preah Bat Samdech Preah Boromneath Norodom Sihamoni, King of Cambodia (for All Minister Delegates)

- **NTO's and Other Activities:**
 - Meeting of the ASEAN National Tourism Organisations (NTOs)
 - Meeting of the ASEAN NTOs + 3
 - Meeting of ASEAN NTOs + Russia
 - Meeting of ASEAN NTOs + India
 - Meeting of the GMS NTOs
 - ASEAN Airlines Meeting
 - ASEAN Hotel and Restaurant Association (AHRA) Board Meeting and Annual General Meeting
 - Federation of ASEAN Travel Association (FATA) Board Meeting and Annual General Meeting
 - ASEANTA Board Meeting and Annual General Meeting
 - 2nd Working Group Meeting of Trail of Civilisation

ABOUT THE 2011 THEME

ASEAN – A World Of Wonders And Diversity

Southeast Asia comprises an eclectic mix of nations and cultures, a unique but captivating enigma drawing many to this corner of the globe which has produced many of the greatest civilizations in history. From pristine white beaches, farming villages, virgin rainforests and age-old traditions to sophisticated state-of-the-art buildings and world-class events, the ten ASEAN countries offer an unparalleled kaleidoscope of sights and sounds in their remarkable diversity of history and culture.

Many of the existing cultures today hail from between the 13th and 15th centuries and which had permeated throughout the region. Strong Buddhist and Hindu elements reign in several countries, with the Angkor Wat in Siem Reap, Cambodia, Borobudur in Central Java, Indonesia and the amazing pagodas which adorn Bagan, Myanmar being some of the most prominent epitomes. European and Muslim influences also extend throughout the region as evident in Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam. It is also in some of these countries that one can experience rustic tranquillity and simplicity - riverine communities, padi fields, long houses, hill tribes and much more. The graciousness and warmth exuded by the people in this region also adds to the allure of ASEAN, making it simply irresistible.

Cultural heritage aside, Southeast Asia also boasts of cosmopolitan and urban metropolises offering world-class creature comforts and delights. World-renowned golf courses and nightspots, luxuriant resort spas, ultra-chic shopping malls and restaurants abound and will please even the most discerning. A multitude of international events are also staged in the region, demonstrating sound and strong infrastructural capabilities. From the world's best airport, top diving spots and trekking sites to the tallest twin towers and the most exotic rainforests, a treasure trove of wonders await the eager tourist. With the ASEAN states committed to and bound by a common regional identity, the impetus to develop tourism in all aspects becomes even more profound. ASEAN is indeed well poised to scale new heights and offer the world a truly wondrous tourism paradise.

TRAVEX EXHIBITION HOURS

Day 1	Thursday	20 January 2011	0900 to 1800hrs
Day 2	Friday	21 January 2011	0900 to 1800hrs

Venue: Diamond Island Exhibition Hall

TRAVEX

TRAVEX DELEGATE STATISTICS

TOTAL: 1,623

- **Exhibitors:** 975
- **Buyers:** 442
- **Media:** 148
- **Others:** 58

Numbers exclude NTOs & Ministerial Meetings and other Official Events delegates.



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Exhibition area: 8,430 square metres

EXHIBITORS

434 Exhibiting Companies And 518 Exhibiting Booths From 10 Exhibiting ASEAN Countries: Brunei, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, The Philippines, Singapore, Thailand and Vietnam.

Booth Size By Exhibiting Countries:

Brunei: 7 booths	Myanmar: 3 booths	Corporate: 77 booths
Cambodia: 90 booths	The Philippines: 19 booths	
Indonesia: 71 booths	Singapore: 37 booths	
Lao PDR: 4 booths	Thailand: 101 booths	
Malaysia: 63 booths	Vietnam: 42 booths	

Type Of Exhibitors:

Adventure / Incentive Travel Suppliers	Dive Operators	Sightseeing / Guide Services Spas /
Airline / Airports	Ecotourism / Nature Tourism	Health Tourism
Attractions	Food / Banquet Facilities	Theme Parks / Tourist Attractions
Coach / Car / Train Operators	Golf Courses	Tour Operators / Destination Management
Convention / Meeting Facilities	Hotels and Resorts	Companies
Cruise Lines / Ferry Services	National / State Tourism Organisations	Visitor & Convention Bureaus
	Special Interest Operators	

BUYERS

442 Buyers From 54 Countries: Australia, Austria, Azerbaijan, Bangladesh, Belgium, Brazil, Brunei Darussalam, Cambodia, Canada, China PR, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hong Kong SAR, Hungary, India, Indonesia, Israel, Italy, Japan, Laos, Lithuania, Macedonia, Malaysia, Mexico, Morocco, Myanmar, Nepal, Netherlands, Norway, Pakistan, Philippines, Poland, Portugal, Romania, Russia, Saudi Arabia, Singapore, South Africa, South Korea, Spain, Sweden, Switzerland, Thailand, Turkey, Ukraine, United Arab Emirates, United Kingdom, United States of America, Vietnam.

Countries With 10 And More Buyer Delegates: Australia, France, Germany, India, Indonesia, Italy, Malaysia, Philippines, Russia, Singapore, Switzerland, Thailand, United Kingdom, United States of America.

Largest Number Of Buyers From: Thailand (9%), Singapore (8%), India (8%), Germany (7%), Malaysia (7%), United Kingdom (7%)

Breakdown By Region:

Asia-Pacific	54.8%
Europe	37.1%
Americas	6.3%
Middle East	1.1%
Others	0.7%

Type Of Buyers:

Adventure Travel	Hotel Reservation / Distribution System	Special Interest Tours
Airline	Incentive Organiser	Student Travel Operator
Airline Consolidator	Meeting Planner	Tour Operator / Travel Agent
Business Travel Agency	Online Travel Portal	Travel Consultant / Concierge
Convention / Exhibition Organiser	Retailer Travel	Travel Service Provider
Dive Tours	Spa & Wellness Travel	Wholesaler

MEDIA

148 Media From 32 Countries: Australia, Belgium, Cambodia, Canada, China PR, Czech Republic, Denmark, France, Germany, Greece, Hong Kong SAR, Hungary, India, Ireland, Italy, Japan, Jordan, New Zealand, Pakistan, Philippines, Poland, Russia, Singapore, South Korea, Sri Lanka, Sweden, Switzerland, Thailand, Turkey, United Kingdom, United States, Vietnam

Largest Number Of Media Delegates From: Cambodia (31%), Singapore (11%), India (7%), Australia (5%), Philippines (5%)

Breakdown By Region:

Asia-Pacific	72%
Europe	23%
Americas	3.5%
Middle East	1.5%



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ASEAN TOURISM CONFERENCE (ATC)

19 January 2011 (Wednesday)

0900 – 1200hrs

Hall B, Wedding Plaza 1 – Diamond Island Convention and Exhibition Center

Topics & Speakers

- 1) 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)
- 2) Archaeology, Heritage Sites and Tourism: Partnerships for the Future
Mr Gordon Grimwade, Adjunct Researcher, Atherton, Queensland
- 3) Promoting Sustainable Tourism Through a Global Common Language
Ms Erika Harms, Executive Director, Global Sustainable Tourism Council
- 4) Sustaining the Wonder and Diversity of Southeast Asia
Mr R.W (Bill) Carter, Associate Professor, Heritage Resource Management, Associate Director, Sustainability Research Centre, Co-editor, Australasian Journal of Environmental Management University of the Sunshine Coast

SOCIAL FUNCTIONS AND ACTIVITIES

1) ATF FRIENDLY GOLF (For All TRAVEX Delegates. Pre-registration required) Date: 18 January 2011, Tuesday Time: 0700 - 1400hrs Venue: Grand Phnom Penh Golf Club	6) LUNCH HOSTED BY BANGKOK AIRWAYS (For Buyers and Media Only) Date: 20 January 2011, Thursday Time: 1200 – 1400hrs Venue: Diamond Island Convention & Exhibition Center
2) ATF 2011 OPENING CEREMONY (Open to all delegates) Date: 18 January 2011, Tuesday Time: 1700 – 2100hrs Venue: Diamond Island Convention & Exhibition Center (Terrace)	7) DINNER HOSTED BY TOURISM MALAYSIA (For Buyers and Media Only) Date: 20 January 2011, Thursday Time: 1900 – 2100hrs Venue: Naga World
3) LUNCH HOSTED BY CAMBODIA ANGKOR AIR (For Buyers and Media Only) Date: 19 January 2011, Wednesday Time: 1230 – 1400hrs Venue: Diamond Island Convention & Exhibition Center	8) LATE-NIGHT FUNCTION BY CHONBURI PROVINCIAL ADMINISTRATIVE ORGANIZATION, SOFITEL WITH TTG (Open to all delegates) Date: 20 January 2011, Thursday Time: 2130 – 2400 hrs Venue: Sofitel Phnom Penh Phokeethra
4) DINNER HOSTED BY INDONESIA (INDONESIA NIGHT) (Open to all delegates) Date: 19 January 2011, Wednesday Time: 1900 – 2130hrs Venue: Sofitel Phnom Penh Phokeethra	9) LUNCH HOSTED BY MINISTRY OF TOURISM, CAMBODIA (MOT) (For Buyers and Media Only) Date: 21 January 2011, Friday Time: 1200 – 1400hrs Venue: Diamond Island Convention & Exhibition Center
5) LATE-NIGHT FUNCTION BY FAIRMONT, RAFFLES & SWISSOTEL, PANDAW RIVER CRUISES WITH TTG (Open to all delegates) Date: 19 January 2011, Wednesday Time: 2100 – 2300 hrs Venue: Sofitel Phnom Penh Phokeethra	10) CLOSING CEREMONY AND HANDING OVER OF ATF FLAG TO INDONESIA (Open to all delegates) Date: 21 January 2011, Friday Time: 1830 – 2130hrs Venue: Diamond Island Convention & Exhibition Center



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MEDIA BRIEFINGS

Venue: Diamond Island – Hall A, Wedding Plaza 1

19 January 2011 Wednesday		Contact Person
1500 – 1545	NTO Media Briefing: Indonesia Ministry of Culture and Tourism of the Republic of Indonesia	Anastasia Chris Miastuti (Ms) Deputy Director International Promotion for ASEAN <i>chris_miastuti@yahoo.co.id</i>
1600 – 1645	NTO Media Briefing: Myanmar Myanmar Tourism Promotion Board	Winnie Tin New Wynt (Ms) Public Relations Manager Myanmar Marketing Committee <i>pr.manager@tourismmyanmar.org; mmc-pr@tradersyangon.com.mm</i>
1700 – 1745	NTO Media Briefing: Singapore Singapore Tourism Board	Jane Lee Shiao Lin (Ms) Assistant Manager, Communications <i>jane_lee@stb.gov.sg</i>
20 January 2011 Thursday		Contact Person
0900 – 0945	NTO Media Briefing: Philippines Philippine Department of Tourism	Alex M. Macatuno (Mr) Officer-In-Charge, Policy Formulation and Evaluation division, Department of Tourism <i>ammacatuno@tourism.gov.ph</i>
1000 – 1045	NTO Media Briefing: Thailand Tourism Authority of Thailand	Phornmon Chansri (Ms) Public Relations Officer <i>prdiv3@tat.or.th</i>
1100 – 1145	NTO Media Briefing: Malaysia Tourism Malaysia	Ednie Rahma Ab. Rahim (Ms) Assistant Director <i>ednierahma@tourism.gov.my</i>
1500 – 1545	NTO Media Briefing: Cambodia Ministry of Tourism, Kingdom of Cambodia	Seila Hul (Mr) Deputy Director, Marketing & Promotion Dept. <i>hulseila@gmail.com</i>
1600 – 1645	NTO Media Briefing: Vietnam Viet Nam National Administration of Tourism	Nguyen Thi Thanh Huong (Mrs) Deputy Director of Tourism Marketing Department <i>n_thanhhuong@hotmail.com;</i> <i>n_thanhhuong@vietnamtourism.gov.vn</i>
21 January 2011 Friday		Contact Person
0900 – 0945	NTO Media Briefing: Laos Lao National Tourism Administration	Kettasone Peter Sundara (Mr) Director of Tourism Marketing Division <i>kettasone@live.com</i>
1000 – 1045	NTO Media Briefing: Brunei Brunei Tourism Board	Ak. Zulkhairi Pg Abdul Razak (Mr) Tourism Officer <i>Khairi.razak@bruneitourism.travel</i>



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TOURS

1) CITY TOURS

The Host Committee, Ministry of Tourism Cambodia, will be organising City Tours on:

Date	Time	Pick-Up Location
17 January 2011 (Mon)	0800 – 1700 hrs	Diamond Island Convention & Exhibition Center
18 January 2011 (Tue)	0800 - 1600 hrs	Diamond Island Convention & Exhibition Center

The City Tours are complimentary and open to all delegates attending ATF 2011. Registration is on a first-come-first-served basis.

2) POST SHOW TOURS (FULLY BOOKED)

ATF Buyers and Media have been invited to register for either of the post show tours below at subsidized rates.

Exhibitors who wish to participate in the tours may contact the relevant tour organisers for more details. Full tour rates apply for non-ATF buyers and media.

Programme 1 (Code: SRP1)

3D / 2N Siem Reap Province Tour

Dates : 22 to 24 January 2011

Cost: US\$100.00 per pax

Max: 70 pax

Programme 2 (Code: PSP2)

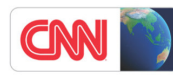
2D / 1N Preah Sihanouk Province Tour

Dates : 22 to 23 January 2011

Cost: US\$100.00 per pax

Max: 45 pax

SPONSORS



GO BEYOND BORDERS



Pandaw River Cruises



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OFFICIAL FREIGHT FORWARDER

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7 Toh Tuck Link Singapore 596227
Contact: Ms Thien Kai Xin
Tel: +65 6463 9837 / +65 6463 9868
Email: tkaixin@agilitylogistics.com

OFFICIAL HOTELS

- | | |
|----------------------------------|-----------------------------------|
| 1. Almond Hotel | 7. Raffles Hotel Le Royal |
| 2. Holiday Villa | 8. NagaWorld |
| 3. Hotel Cambodiana | 9. Phnom Penh Hotel |
| 4. Himawari Hotel Apartments | 10. Sunway Hotel Phnom Penh |
| 5. Imperial Garden Villa & Hotel | 11. Sofitel Phnom Penh Phokeethra |
| 6. Intercontinental Phnom Penh | 12. Sokha on Norodom |

MEDIA CENTRE

Hall A, Wedding Plaza 1 – Diamond Island Convention & Exhibition Center
Opening Hours:
18 – 21 January 2011 (Tuesday – Friday)
0830 – 1800hrs

REIMBURSEMENT OFFICE

Hall A, Wedding Plaza 1 – Diamond Island Convention & Exhibition Center
Opening Hours:

- | | | |
|------------------------|-------------------|--|
| • 17 – 19 January 2011 | 0900 to 1800 hrs: | Submission of Travel Documents ONLY |
| • 20 January 2011 | 0900 to 1200 hrs: | Submission of Travel Documents ONLY |
| • 21 January 2011 | 0900 to 1800 hrs: | Delegate Collection of Airfare Reimbursement |

CONTACTS

HOST COMMITTEE – MINISTRY OF TOURISM, CAMBODIA

MINISTRY OF TOURISM OF CAMBODIA
Lot 3A, St169, Veal Vong Commune
Prampi Makara District, Phnom Penh
Kingdom of Cambodia
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Website: www.mot.gov.kh

MEDIA CONTACT

Host Committee – Ministry of Tourism, Cambodia
Hul Seila (Mr)
Deputy Director – Marketing and Promotion Department
Ministry of Tourism Cambodia
Lot 3A, St169, Veal Vong Commune
Prampi Makara District, Phnom Penh
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TRAVEX SECRETARIAT (C/O: TTG ASIA MEDIA)

1 Science Park Road, #04-07 The Capricorn,
Singapore Science Park II, Singapore 117528
Tel: (65) 6395 7575
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MEDIA CONTACT

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