



**ASEAN TOURISM FORUM**

17 - 24 January 2013  
Vientiane • Lao PDR

# ATF 2013

# Media Briefing

## 7th June 2012

**TTG** | **Events** 

# ATF 2013

## HOST COMMITTEE



**Ministry of Information, Culture and Tourism (MICT), Lao PDR**

- Host of **32<sup>nd</sup> ATF** in 2013
- Previously hosted **ATF in 2004** (Jan 30 to Feb 7)

## Appointed ATF 2013 TRAVEX Secretariat



TTG Events is a business group of  
TTG Asia Media

### Longest-Running Secretariat Appointed for ATF

- 1998 (Philippines)
- 2001 (Brunei)
- 2003 (Cambodia)
- 2006 (Philippines)
- 2009 (Vietnam)
- 2010 (Brunei)
- 2011 (Cambodia)
- 2012 (Indonesia)



# Host City: Vientiane

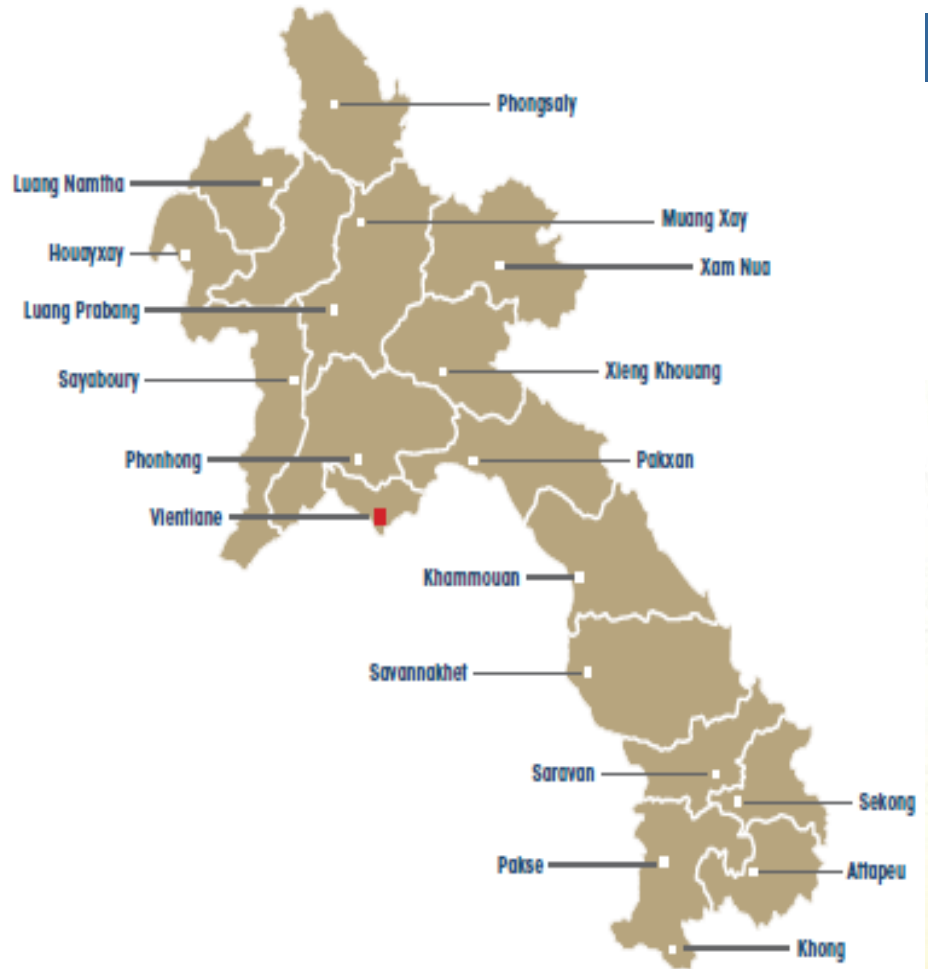


**Capital  
of Laos**

**Largest City  
of Laos**



**Population  
754,000**



# ATF 2013 Attendees

**1,600**  
Delegates

Tourism Ministers and Officials

**150**

ASEAN Exhibitors

**800**

International Buyers

**400**

International & Local Media

**150**

Trade Visitors

**100**

# ATF 2013 Components

## Association/Government Meetings

| 17 to 21 Jan 2013 | by Host Committee

## Opening Ceremony

| 21 Jan 2013 | by Host Committee

## ASEAN Tourism Conference (ATC)

Lao ITECC | 22 Jan 2013 | by Host Committee and TTG Asia Media **TTG** | Events 

## TRAVEX (Travel Exchange)

Lao ITECC | 22 to 24 Jan 2013 | by TTG Asia Media **TTG** | Events 

## City Tours

Lao City Tour | 20 & 21 Jan 2013 | by Host Committee

## Post Show Tours

Destinations TBA | 25 to 27 Jan 2013 | by Host Committee



# About ATF Official Meetings

## ASEAN Tourism Ministers' Meeting

The ASEAN Ministers of Tourism are scheduled to hold formal meetings on 20th and 21st January 2013. The attendance of the ASEAN Ministers, as well as their counterparts from China, Japan, Korea and India is an affirmation of each country's commitment to continued regional cooperation in the tourism sphere.

## ASEAN National Tourism Organisations (NTOs) Meetings

Officials of ASEAN NTOs, led by their respective Executive Heads and representatives will hold their meetings from 17th to 19th January 2013.

## Association Meetings

ASEAN travel trade associations, namely the ASEAN Tourism Association (ASEANTA), Federation of ASEAN Travel Association (FATA), the ASEAN Airlines Association (AAA) and the ASEAN Hotel and Restaurant Association (AHRA) will hold separate meetings on 19th January 2013.

# About TRAVEX



22 to 24 January 2013

- **3-day TRAVEL EXCHANGE**
- Platform for **selling, buying and promoting** regional and individual tourism products and services of ASEAN member countries.
- **Exhibitors (ASEAN)**
- **Buyers (International)**
- **Media (International and Local)**
- Comprehensive **business, education and networking** programme

# City & Post Show Tours For Buyers and Media

## City Tour

Complimentary city tour sessions will be held prior to the event for delegates to have an overview and experience of the city of Lao. The tours will take place on 20th and 21st Jan



## Post Show Tour

The Host Committee will arrange tours for delegates after the event, to other parts of Laos. This is an opportunity for international delegates to explore and experience the fascinating cities of Laos as a potential tourism destination



# TRAVEX Venue

## Lao International Trade Exhibition & Convention Center



### Events Held At Lao ITEEC

- ATF TRAVEX Exhibition
- ASEAN Tourism Conference
- NTOs Media Briefings

### SPECIFICATIONS

- Area: **30,000sqm**
- Exhibition Hall: **8,200sqm**
- **12 Conference & Banquet Halls:** can accommodate up to 2,000 persons

### FACILITIES

- Japanese Restaurant
- Other F&B Outlets
- Supermarket
- Bowling Alley
- Cinema



# Official Hotels



Angkham Hotel



Best Western  
Vientiane Hotel



Chanthapanya  
Hotel



Cheuang Van  
Na Vong 2 Hotel



City Inn  
Vientiane



D'Rose Hotel



Don Chan  
Palace Hotel



Green Park  
Boutique Hotel



Rashmi's Plaza  
Hotel



Lao Plaza  
Hotel

# Official Hotels



Leuxay Hotel



Mekong Hotel



Mercure  
Vientiane



Parkview  
Executive  
Suites



Ramayana  
Gallery Hotel



Salana  
Boutique  
Hotel



Sengtawan  
Riverside Hotel



Settha Palace



Vansana  
Riverside Hotel



Vientiane  
Plaza Hotel

# Where We Are To Date: Buyers & Media

**500**

Buyers & Media  
Expected



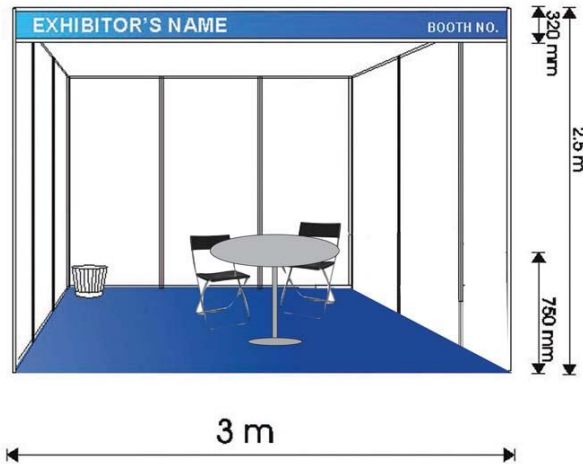
**456**

Buyer  
Registrations  
received to  
date

**116**

Media  
Registrations  
received to  
date

# Where We Are To Date: Exhibitors



**63% of Booth Spaces Sold**

**420**

**Booths Expected**

**266**

**Confirmed Booths  
to date**



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# Thank You – Q&A

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