

MEDIA RELEASE

ATF 2019/ 01

FOR IMMEDIATE RELEASE

Viet Nam Gears Up to Create a Major Impact

Ha Long, Viet Nam, 21 December 2018 – Viet Nam, the Host Country of the 38th ASEAN Tourism Forum (ATF) to be held in Ha Long, is all ready to make a lasting impression on its 1500 delegates. They comprise of ministerial, NTO, official meeting delegates, as well as TRAVEX suppliers from across all 10 ASEAN member states, international buyers and media pools.

ATF TRAVEX, renowned for being the largest and most diverse showcase of ASEAN suppliers, will play witness to ASEAN travel trade industry exhibitors from Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Viet Nam, connecting with hosted buyers and media representatives from around the world.

The 3-day ATF TRAVEX 2019, which commences from 16 January till 18 January, will aggregate 75 official sessions with the Host Country organising a programme packed with numerous social activities that include, Pre-and Post-Show Tours, an Opening Ceremony, a Welcome Reception and Dinner, a Friendly Golf Game and a Farewell Party for all ATF delegates.

Major highlights for Exhibitors and Buyers include the 32 one-to-one business appointments, 100% of which can be scheduled prior to arriving in Ha Long, thus optimising business conversations at the event. Moreover, the on-site Buyers-Meet-Sellers (BMS) on the first day of TRAVEX provides the opportunity to fill any remaining slots.

Confirmed Buyers and Exhibitors alike are already looking forward to all the event has to offer. Buyer Agata Goscinska, CEO of **Viventum s.c. Poland**, is especially excited about Viet Nam's capabilities as a conference and incentive destination. "I have made valuable connections all over ASEAN, but I am looking to make new ones and explore fresh ideas, attractions, and activities by experiencing Viet Nam first-hand at ATF 2019."

Senior Vice-President (Sales & Marketing International) Chris Bailey of **Tour East Group**, an exhibitor from Singapore, is looking forward to broadening the reach of their DMC services globally as part of the destination ASEAN offering. "Tour East is committed to sustainable travel programming and management from its 14 operating countries. We also blend these activities with advanced technology tools to deliver business efficiencies to our industry partners."

Another anticipated ATF component is the ASEAN Tourism Conference, where major regional issues are presented and discussed by subject experts and thought leaders. In keeping with the aim of strengthening co-operation among the ASEAN tourism industry's various sectors, this knowledge platform promotes discussion, exchange of ideas and valuable perspectives to motivate progress among ASEAN stakeholders.

It is also the aim of the Host Country that through its high hospitality and infrastructural standards, it will successfully demonstrate its capabilities and be recognised as one of ASEAN's most attractive destinations, complete with world-class facilities and services to make an even greater impact on its already impressive touristic appeal.

In that vein, Viet Nam spared no cost in giving all delegates a generous opportunity to experience Ha Long, the Quang Ninh province and other destination gems with a total of 15 pre- and post-ATF tours held over 4 days. Itineraries include cruises of Ha Long Bay, Lan Ha Bay, Hai Phong City, as well as trips to Yen Tu Mountain and Ninh Binh.

Minister of Culture, Sports and Tourism of Viet Nam, H.E. Nguyen Ngoc Thien, said in a statement, "The people of Quang Ninh province are ready to welcome delegates and guests. We are honoured to host ATF and look forward to inviting all visitors to experience the natural beauty and warmth of our people. We are ready to embrace all ASEAN states to drive connectivity and sustainable tourism to Viet Nam and the region as one."

For more information and programme updates for ATF 2019, visit www.atfvietnam2019.com

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ABOUT ATF 2019

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, the Philippines, Singapore, Thailand and Viet Nam.

Each year, the hosting of ATF is rotated among the member countries. Viet Nam will host ATF 2019 and is all geared up to welcome 1500 delegates. ATF 2019 marks the 38th anniversary of this event since its inauguration in Malaysia in 1981.



2019 TRAVEX Dates: 16 to 18 January 2019

Venue: Quang Ninh Exhibition of Planning and Expo Center, Ha Long, Viet Nam

TTG Events Is The TRAVEX Secretariat of ATF TRAVEX 2019 In Viet Nam

Appointed By Vietnam National Administration of Tourism

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