



MEDIA RELEASE

ATF 2016/ 01

FOR IMMEDIATE RELEASE

Philippines Makes An Impression With New Highs At ATF 2016

Manila, Philippines, 19 January 2016 – Philippines, the host of the 35th ASEAN Tourism Forum (ATF) 2016 in Manila, is pulling out all stops to make an impression on its 2,620 delegates comprising of ministerial and NTO delegates, as well as TRAVEX suppliers from across ASEAN, international buyers and media.

ATF TRAVEX, that features the largest and most diverse collection of ASEAN suppliers, will see 1,000 exhibitors connect with 457 buyers from around the world, alongside 175 international and local media. A massive 500 of these delegates have been hosted to the event.

The 3-day ATF TRAVEX 2016 which commences from tomorrow till 22 January, will aggregate close to 70 official sessions with the host country setting new highs on several fronts – from one of its largest ATF TRAVEX exhibition showcases ever with 175 local exhibitors across the Philippines, to a generous line-up of social activities including the Pre-Show City Tours, Opening Ceremony, Welcome Reception and Dinner, and Farewell Party for all ATF delegates, as well as the Heavy Cocktails and exclusive Hosted Dinner for ASEAN NTO delegates. Through its Filipino hospitality and capability, the country is clearly demonstrating it has what it takes to be the fun destination of ASEAN. Complete with world-class infrastructure, facilities and services to make even greater headways in its tourism appeal.

One of the Philippine Host Committee's most anticipated highlights is its whopping 10 post-ATF tours that run from 23 to 26 January to celebrated spots in the Philippines. This possibly marks ATF's most extensive number of post-show tours in recent years. With a diverse range of itineraries including UNESCO sites and heritage tours, to islands hopping and highlands visits, there is a Philippine destination to suit every taste. The list of tours offered include Ilocos: UNESCO World Heritage Tour; Cordillera Heritage Tour, Southern Luzon's Heritage, Wellness, Culinary Trail; El Nido; Palawan: The Last Frontier; Northern Palawan's Eco Adventure; Bicol Express; The Visayan Charms; Negros Y Cebu and Islands to Highlands.

"Visit Philippines Year (VPY) 2015 was truly a huge success. This year, with Visit the Philippines Again (VPA) 2016, we are confident that it will be another spectacular year for the tourism industry, not just with the help of the government and private sector, but also with the heart of the Filipino people. With the Filipinos as our most important asset, VPA 2016 will surely captivate tourists even more as they return this year. We believe that this year's host committee has created ample opportunities for delegates to experience the appeal of The Philippines." said Susan del Mundo, Chairperson of ATF 2016 TRAVEX Sub-Committee.

True to ATF's objectives of promoting the 10 ASEAN regions as a single destination, the spotlight at this year's event is not only on the Philippines. Other ASEAN NTOs have displayed huge support and involvement in enhancing the 2016 ATF TRAVEX programme. In addition to their own showcase on the exhibition floor, countries like Malaysia, Singapore, Thailand and Indonesia will be showcasing their own destination's appeal and hospitality, while evidencing ASEAN's strength of diversified experiences amidst a unified community during hosted lunches, late night functions and cocktail bashes.

For more information and programme updates for ATF 2016, visit www.atfphilippines.com

#atf2016ph

About ATF 2016

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. Philippines will host ATF 2016 and is all geared up to welcome 2,620 delegates which includes 457 international buyers and 175 international media. ATF 2016 marks the 35th anniversary of this event since its inauguration in Malaysia in 1981.

2016 TRAVEX Dates: 20 to 22 January 2016
Venue: SMX Convention Center Manila, Philippines

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TTG Events Is The TRAVEX Secretariat of ATF TRAVEX 2016 In Philippines

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