



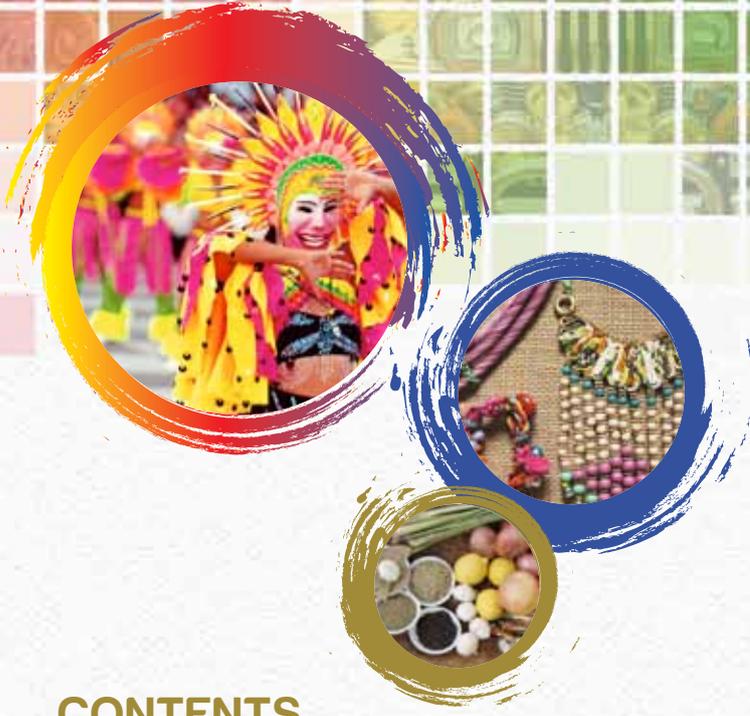
ASEAN TOURISM FORUM

18 - 25 January 2016
Manila • Philippines

www.atfphilippines.com



COMMUNITY
For Sustainability



CONTENTS

Message from Philippines Department of Tourism	03
Theme for ATF 2016: One Community For Sustainability	04
ATF Objectives and Components	05
Philippines • Host Country of ATF 2016	06
About Manila • Philippines Fast Facts	07
Tentative Programme • Official Meetings	08-09
Selection of Official Hotels	10-11
TRAVEX 2016	12
Exhibitor Registration and Payment Guidelines	13-14
Buyer and Media Registration	15



ATF 2016 is hosted by The Philippines

The Philippines is an irresistible package of old-world charm and modernity, with its world-class facilities interwoven into long-standing cultural and historical traditions. Surrounded by the warm waters of the West Philippine Sea and the Pacific Ocean, the country boasts of countless attractions - from sun-drenched, white-sand beaches fringed with swaying coconut palm trees, to cascading waterfalls and thrilling rapids; and from sophisticated entertainment in its five-star facilities, to its gracious centuries-old culture, where the fiesta reigns supreme. This festive archipelago of 7,107 delightful islands is home to one of the most fun-loving peoples on earth, whose traditions of warm hospitality welcomes visitors to a rich diverse nation where color, beauty and excitement are never far away.



MESSAGE FROM PHILIPPINES DEPARTMENT OF TOURISM



Ramon R. Jimenez, Jr.
Secretary of Tourism

A cooperative effort of promoting the Association of Southeast Asian Nations (ASEAN) region as a single tourist destination, the ASEAN Tourism Forum (ATF) is an annual gathering that brings together the member countries of the ASEAN to discuss innovations, trends, and developments in the tourism industry and facilitate joint policy formulations to accelerate the growth of the region's tourism.

Most people describe the countries in our region as "fiercely competitive." But upon closer look, one realizes that the more the countries of ASEAN compete, the more that we all tend to gravitate towards growth. Our region is characterized by cooptation—a cooperative, collaborative decision by all players to compete with each other so that the world will choose the region before choosing the country. Our countries become, in very real terms, each other's value extension—we become each other's developing markets. And to make this development last for our children, we have to make certain that we are mindful of the social and environmental context that our region's growth exists in.

The Department of Tourism (DOT) is, therefore, honored and proud of the Philippines' hosting of ATF 2016. With the theme, One Community for Sustainability, the 35th edition of this forum will launch the new ASEAN Tourism Strategic Plan (ATSP) 2016 – 2020, which will work towards not only the development and growth of the region's tourism, but also in ensuring that this growth is grounded on responsible, sustainable, and inclusive tourism.

To all the delegates, we welcome you to our home, the Philippines. We hope that, beyond the conference walls of this meeting, you experience our country in different ways—from our diverse natural wonders to our rich cultural heritage and the warmth of the Filipino people. And while this forum will allow for the exchange of ideas for the progress of our economies, we also hope that these meetings will build stronger friendships between our nations.

Thank you, and Mabuhay!



Ramon R. Jimenez, Jr.
Secretary of Tourism





ONE COMMUNITY For Sustainability

ASEAN (Association of Southeast Asian Nations) embodies unity in diversity and is a colourful and vibrant tropical 10-in-one paradise like no other. Its great outdoors and rich culture unique to each country, bands the 10-member nations as a one regional destination in tourism.

With tourism being a vital foothold in the economic and social growth of the region and its countries, ASEAN is committed to strive towards delivering a quality destination experience for each and every visitor, an endeavor that is centered on responsibility, sustainability and inclusive tourism development.

With the 10-member states collaborating and striving towards sustainable tourism, the star that is Southeast Asia promises

to shine bright as the destinations achieve a flourishing balance of growth and preservation, a formula that will benefit the local population and elevate poverty.

The beauty of Southeast Asia lies in its enchanting DNA of warm and hospitable people, culture, language, religion, architecture, cuisine and geography, where old centuries meet the 21st century. ASEAN has since captivated every spectrum of today's traveller – from adventure seekers, backpackers, businessmen, families, to photography enthusiasts, those seeking sun, sand and sea, trekkers, and more.

Whether for business or for pleasure, Southeast Asia wants to continue maintaining a high level of tourist satisfaction, ensuring a meaningful experience to its tourists while raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them.

To capture a piece of the past, to take advantage of the present, and to secure a return in the future to relive the wondrous experience all over again – ASEAN seeks to realise its tourism ambitions with sustainability that respects the local people, the traveller, its cultural heritage and the environment.

ASEAN is an exciting and educational journey. ASEAN is 'One Community for Sustainability'.



ATF OBJECTIVES AND COMPONENTS

The ASEAN Tourism Forum (ATF) is a cooperative regional effort to promote the Association of the Southeast Asian Nations (ASEAN) region as one tourist destination. This annual event involves all the tourism industry sectors of the 10 member nations of ASEAN: Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Vietnam.

Each year, the hosting of ATF is rotated among the member countries. ATF 2016 marks the 35th anniversary of this event since its inauguration in Malaysia in 1981.

ATF aims to:

- **Project ASEAN as an attractive, multi-faceted single destination**
- **Create and increase awareness of ASEAN as a highly competitive regional tourist destination in the Asia Pacific**
- **Attract more tourists to ASEAN member countries**
- **Promote intra-ASEAN travel**
- **Strengthen cooperation among the various sectors of the ASEAN tourism industry**

As the annual convention of the ASEAN tourism industry, ATF promotes the exchange of ideas, review of industry developments and joint formulation of recommendations to further accelerate the growth of ASEAN tourism.

ATF TRAVEX

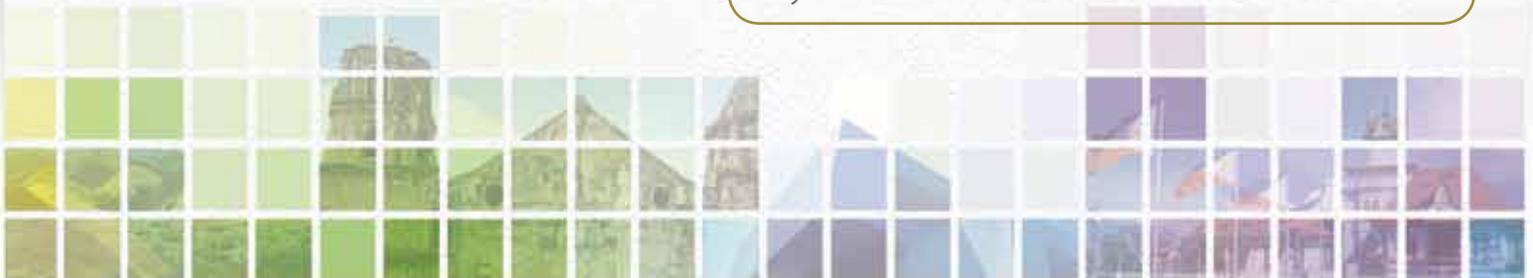
ATF also provides a platform for the selling and buying of regional and individual tourism products of ASEAN member countries, through the 3-day TRAVEX event.

The unique and specialized ATF TRAVEX makes it easy and convenient for suppliers of ASEAN tourism products and services and international buyers to conduct business and meet quality participants. Both parties can maximize their participation through flexible one-to-one pre-scheduled meetings to explore, negotiate and ink deals with each other.

Log on now to www.atfphilippines.com to apply as an Exhibitor, Buyer or Media

- Please see page 11 for details on **Exhibitor Registration**
- Please see page 13 for details on **Buyer and Media Registration**. Hosting programme available*.

**Please note that submission of application is not a confirmation of hosting. All registrations have to be validated by the Host Committee and TRAVEX Secretariat*





Philippines

HOST COUNTRY OF ATF 2016



It's more fun in the Philippines

Which country is an archipelago of 7,107 islands and often described as a glittering necklace of emeralds in the Pacific? Answer: The Philippines. Endowed with tropical weather all-year round, tropical foliage bloom and share its perennial beauty in this country. A hundred volcanoes dot the islands including the Philippines in the Ring of Fire, to which it owes its rich, fertile landscape and perhaps the world's greatest biodiversity.

To its north, crossing the Luzon Strait is Taiwan, while Vietnam is on the west across the West Philippine Sea. Beyond the Sulu Sea is Borneo in the southwest, and to the south, the Celebes Sea separates it from Indonesia. To the east, it is bounded by the Philippine Sea and the island-nation of Palau.

The Philippines' three largest islands of Luzon, Visayas and Mindanao separate the Filipinos into more than 78 ethnolinguistic groups speaking more than 150 languages. The national language is Filipino but have no fear, English is widely spoken.

Language aside, getting to or trading with the Philippines is a breeze with 10 international airports scattered all over, serving passengers and cargo alike. Produce such as the sweetest mangoes and bananas, delectable pineapples and the versatile coconut oil are main exports, but major non-agricultural export products include electronic products, transport equipment, garments, copper, and petroleum products.

Almost every day of the year, in countless communities and towns, and in more than 500 cities and 81 provinces, there is a colorful, flavorful and exciting fiesta or festival happening. The Filipinos love to celebrate and they show it with their love of food. With Spanish, Malay, Chinese and Indian influences, Philippine cuisine is as vivid and vibrant as the changing colors of the sky at dusk. Mix good food with gregarious and fun-loving people, and you get a country where foreigners make their home almost instantly.

Pristine beaches or crashing waves, bountiful lakes or serene lagoons, magnificent mountains or challenging volcanoes, idyllic country sides or highly developed cities and urban centers, the Philippines has it all. Best of which is the highlight of each trip one takes, the fascinatingly captivating, warm and hospitable smile of a people who welcomes every traveler with guiding hands and stories to tell.



NATURAL WONDERS TO DISCOVER

Boracay

Out of all the islands in the world, Travel+Leisure Magazine chose to name this as its Best Overall Island of 2012 and Asia's #1 Island. A postcard-sized tropical paradise with fine powder-white sand beaches; it is just seven kilometers long, and less than a kilometer wide at its narrowest point. Enjoy water activities and parties from sun up to sundown on this 24/7 island.

Vigan

Filled with cobblestone walkways, horse-drawn carriages, and mansions of yester-years, this place is one of the few remaining 16th century towns in the Philippines. A UNESCO World Heritage Site and one of the New 7 Wonder Cities, travelers frequent this romantic destination as they gallivant through time.

Bohol

This human heart-shaped island-province has hills that look like mounds of chocolate, primates so small they fit in the palm of your hand, restaurants that float gently down a river and centuries-old churches and ruins. Completing the package are secluded white beaches that are meters away from spectacular underwater scenery.



Banaue

In the northern part of the country, the cool highlands of the largest mountain range in the Philippines boasts of another UNESCO World Heritage Site. Distinct ethnic groups and cultures surround the Banaue Rice Terraces which were carved by hand 2,000 years ago. To get the best view, try catching the grandest stairways to the sky during harvest time.

Palawan

Home of the longest navigable underground river, limestone cliffs, historical underwater wrecks, copious varieties of plants, trees, birds, mammals, reptiles, and bat species. Often called the last frontier, Palawan will surprise with picture-perfect angles all around.

Davao

The largest city in the country is a destination that offers diverse travel experiences set in lush natural landscapes — from fine white sand beaches to highlands with refreshing cool climates. A melting pot of various cultures, including minority groups, get a taste of things you won't find anywhere else, such as scaling the highest peak in the Philippines, admiring rare flora and fauna up-close, or even sampling creative dishes that incorporate the smelly but well-loved durian.

Iloilo

The old and the new are intertwined in this province as the Iloilo river winds its way through the city, passing by historical structures alongside modern landscapes. With the newly-built Iloilo Convention Center, it is also an emerging Meetings, Incentives, Conventions and Exhibitions (MICE) destination with a full range of attractions plus numerous mouth-watering delicacies.

Cebu

The first Spanish settlement in the Philippines is a diverse destination complete with some of the country's most iconic heritage spots. Culture, sports, business and entertainment can all be had in the city. But all that can be a side trip to make way for the country's biggest festival – Sinulog, a wild, colorful street party attracting revelers from around the Philippines and the world every January.

Rice fields, rice terraces, fish ponds and fish pens, villages, cities, highways and bridges tell stories of a people's journey through history. Philippine offerings are as diverse as the languages the Filipinos speak, but as united in beauty and charm as a widening horizon, bringing you the promise of an exciting and amazing relationship no matter what your purpose is for visiting.

MANILA • PHILIPPINES FAST FACTS

The gateway to the rest of the country is the capital of fun-Manila. The premier city of Luzon island is a cosmopolitan and bustling megapolis boasting posh hotels, upscale

shopping centers and entertainment venues that shows its more dynamic side at night. In the midst of all the hustling and bustling of this city of 11.5 million fun-loving people, are centers for arts and crafts, museums, historical landmarks and centuries old churches- a clear indication of the country's link to its Hispanic past.



Philippines Fast Facts

Land Area	: 300,780km ²
Total population	: 101 million
Capital	: Manila
Religion	: Predominantly Roman Catholic, other religious groups include Protestants, Muslims and Buddhists
Language	: Filipino is the national language but English is widely spoken
Currency	: Philippine Peso (PHP)
Weather	: Cool from November to February, hot and dry from March to May and rainy from June to October





TENTATIVE PROGRAMME • OFFICIAL MEETINGS CORRECT AS AT 7 SEPTEMBER 2015

Day 1 | **Monday 18 January 2016**

- 0900 – 1200 Meeting of the ASEAN NTOs
- 0900 – 1700 ASEAN Airlines Association (AAA) 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
- 0900 – 1800 Complimentary City Tours *(For all delegates – pre-registration required)*
- 0900 – 2100 TRAVEX Booth set-up *(Official Contractor & Special Design Contractors Only)*
- 1200 – 1330 Lunch*
- 1330 – 1700 Meeting of the ASEAN NTOs
- 1900 – 2200 Dinner*

Day 2 | **Tuesday 19 January 2016**

- 0700 – 1400 Friendly Golf Game *(For all delegates – pre-registration required)*
- 0900 – 1200 Meeting of the ASEAN NTOs
- 0900 – 1700 ASEANTA Board: Meeting and Annual General Meeting
- 0900 – 1800 Complimentary City Tours *(For all delegates – pre-registration required)*
- 0900 – 2100 TRAVEX Booth set-up *(Official Contractor & Special Design Contractors Only)*
- 1200 – 1330 Lunch*
- 1330 – 1500 Meeting of the ASEAN NTOs + India
- 1500 – 1700 Meeting of the ASEAN NTOs + Russia
- 1900 – 2200 Dinner*

Day 3 | **Wednesday 20 January 2016** | **TRAVEX Day 1**

- 0900 – 1200 Meeting of the ASEAN NTOs + China, Japan and Korea
- 0900 – 1200 TRAVEX Booth Set-up
- 0900 – 1800 Registration for TRAVEX
- 1200 – 1400 Lunch
- 1430 – 1700 ASEAN NTOs Media Briefing
- 1530 – 1600 TRAVEX Briefing
- 1630 – 1800 Buyers Meet Sellers (BMS) On-site Appointment Scheduling Session
- 1830 – 2200 ATF 2016 Opening Ceremony
- 2200 – 2400 Late Night Function

Day 4 | **Thursday 21 January 2016** | **TRAVEX Day 2**

- 0900 – 1200 Meeting of the ASEAN Tourism Ministers
- 0900 – 1700 ASEAN Tourism Conference (ATC)
- 0900 – 1700 ASEAN NTOs Media Briefing
- 0900 – 1200 TRAVEX Appointment Session I
- 1200 – 1330 Lunch

1330 – 1700	Meeting of the ASEAN Tourism Ministers
● 1400 – 1800	TRAVEX Appointment Session II
● 1830 – 2130	Dinner
● 2130 – 2300	Late Night Function

Day 5 | Friday 22 January 2016 | TRAVEX Day 3

0900 – 1200	Meeting of the ASEAN Tourism Ministers + China, Japan and Korea
● 0900 – 1200	ASEAN NTOs Media Briefing
● 0900 – 1200	TRAVEX Appointment Session III
● 1200 – 1330	Lunch
1330 – 1500	Meeting of the ASEAN Tourism Ministers + India
● 1400 – 1800	TRAVEX Appointment Session IV
1530 – 1630	Tourism Minister's Press Conference
1630 – 1730	ASEANTA Awards
● 1830	Closing Ceremony

Day 6 | Saturday 23 January 2016

0700 – 1400	Golf Programme for Ministers and Heads of NTOs
	Post Show Tours

Day 7 | Sunday 24 January 2016

	Post Show Tours
--	-----------------

Day 8 | Monday 25 January 2016

	Post Show Tours
--	-----------------

Note: Lunch* / Dinner* - For NTO / ASEANTA / Official Meetings delegates
Events in blue ● are part of the TRAVEX programme

OFFICIAL MEETINGS

ASEAN National Tourism Organizations (NTOs) Meetings

Officials of ASEAN NTOs, led by their respective Executive Heads, and representatives from China, Japan, Korea, India and Russia will hold their meetings from 18 to 20 January 2016.

ASEAN Tourism Ministers' Meeting

The ASEAN Ministers of Tourism are scheduled to hold formal meetings on 21 and 22 January 2016. 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.

Association Meetings

The four 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 20 January 2016.

Press and Publicity

Representatives from leading regional and international media organisations come to cover ATF 2016. The media will play an important role in promoting not only ATF 2016 but also the entire ASEAN tourism industry as well. Participation details on page 13.





SELECTION OF OFFICIAL HOTELS

LIST OF HOTELS IS CORRECT AS AT 11 AUGUST 2015.

Please visit www.atfphilippines.com/hotels for a complete list of participating hotels.

De Luxe Class



Ascott Makati

www.the-ascott.com/en/philippines/manila/ascott_makati.html

Indulge in one of Manila's most luxurious serviced apartments designed exclusively for international executives and their families. Conveniently located within Makati's prime business district and surrounded by restaurants, entertainment and shopping complexes, relax and recharge in the exclusive Ascott lifestyle amidst the vivacious culture of this dynamic city.



Century Park Hotel

www.centurypark.com

Situated in the heart of Manila's business, cultural, shopping and entertainment district, is one of the most renowned and finest hotels in the metropolis. Only seven kilometres away from the Ninoy Aquino International Airport, Century Park Hotel – the premier hotel in Manila, is also an ideal airport hotel for busy executives.



Diamond Hotel Philippines

www.diamondhotel.com

Set against the magnificent golden sunset of the Manila Bay is the luxurious Diamond Hotel Philippines. A home away from home, guests are guaranteed a wonderful experience of comfort, luxury, and impeccable service. Experience the world-renowned Diamond Service from the efficient and courteous staff of Diamond Hotel Philippines.



Dusit Thani Manila

www.dusit.com/dusitthani/manila

Dusit Thani Manila offers timeless Thai style and hospitality in the heart of Manila. Boasting easy access to a wealth of business, entertainment and recreational options, each of the rooms and suites envelop guests in a cocoon of calm and relaxation, punctuated by Thai accents in exquisite furnishings and unique décor.



New World Manila Bay Hotel

www.manilabay.newworldhotels.com/en

Enjoy the convenience of easy access to the international airport, business district, the largest shopping center in the city, and popular entertainment destinations. Business and leisure guests will appreciate New World Manila Bay Hotel's calm atmosphere, efficient service, and personal attention that are paid to their comfort and well-being.



Pan Pacific Manila

www.panpacific.com/en/hotels-resorts/philippines/manila.html

The calm, modern elegance of our Pan Pacific hotel in Manila eases the mind and refreshes the senses. Famed for personal and effortless service, Pan Pacific Hotel in Manila is a place where tradition meets modernity. Expect a memorable luxury experience when you stay at our delightful hotel.



The Manila Hotel
www.manila-hotel.com.ph

The Manila Hotel maintains to be the choice hotel of the most distinguished clientele, continuously providing the best services and amenities for a truly memorable experience. The Manila Hotel is committed to maintain the elegance of its history while constantly striving to exceed the expectations of its modern clientele.



The Peninsula Manila
www.manila.peninsula.com/en

For over 38 years, The Peninsula Manila has set the benchmark for luxury and sophistication, and is known affectionately as the “Jewel in the Capital’s Crown”. A luxurious haven of comfort, quality service and fine cuisine, the hotel is as much a favorite with discerning locals as it is with visitors.

First Class



Hotel Jen Manila
www.hoteljen.com/manila/roxasboulevard

Hotel Jen Manila is located on Roxas Boulevard. Just next door are the country’s premier conference and exhibition facilities: the Cultural Center of the Philippines, Philippine International Convention Center, World Trade Center and SMX Convention Center. Malate, the entertainment district is only a short walk away.



The Heritage Hotel Manila
www.millenniumhotels.com/heritagemanila

The Heritage Hotel Manila’s elegantly appointed 450 rooms exude a soothing and contemporary ambience complemented with modern abstract artworks of the renowned visual artist Nestor Olarte Vinluan. The exceptional hotel is situated at the crossroads of Roxas Boulevard and EDSA, Metro Manila’s central and main thoroughfares.



Somerset Olympia Makati
www.somerset.com/en/philippines/manila/somerset_olympia_makati.html

Strategically located in Makati, these stylish serviced apartments in Manila offer unparalleled comfort, security and convenience in the heart of the city’s Central Business District. Each serviced residence has been meticulously designed to meet the needs of the discerning executive and international family on business travel, leisure vacation, extended stay or relocation.

Standard Class



Citadines Salcedo Makati
www.citadines.com/en/philippines/manila/salcedo_makati.html

Citadines Salcedo Makati offers Studio to Two-Bedroom apartments of stylish interiors and modern amenities. Thoughtfully designed, the apartments feature local touches with lighting fixtures accented by capiz shells and works of contemporary Filipino artists on display. Recreational facilities include a fitness centre and swimming pool ideal for leisure periods spent indoors.





TRAVEX 2016

20 to 22 January 2016: Manila, Philippines

The Event

ATF TRAVEX (Travel Exchange) is the longest-running annual ASEAN leisure travel trade event, showcasing the largest contingent of ASEAN sellers. A significant component of the ATF programme, ATF TRAVEX centers on a trade-only mart, designed to offer opportunities for ASEAN travel products suppliers to meet qualified buyers from around the world through scheduled appointments.

It is also an ideal forum for international buyers and media to gather the latest information on ASEAN tourism products and services, establish new business contacts and learn about tourism trade in the region.

Each year, ATF TRAVEX welcomes some 1,600 delegates which include more than 450 international buyers and 150 international media.



SMX CONVENTION CENTER, MANILA



Photos courtesy of www.smxconventioncenter.com

The Venue

SMX is the premier venue for meetings, conventions, exhibitions, and corporate events in the Philippines. With a green sensibility incorporated into the design philosophy, SMX is also one of the most environment-friendly convention centers in the country. Complementing the facility's functionality and flexibility is its highly-trained and dedicated event professionals. The SMX Event Services and Banquet Teams are committed to deliver premium service, guaranteeing your event's success.

SMX Convention Center Manila is one of the flagship establishments of the MICE industry in the Philippines.

Boasting a 46,647sqm facility, SMX offers four purpose-built halls, five luxurious function rooms, and fourteen plush meeting rooms. The rooms may be adjusted to accommodate any type of event: from a meeting of 10 persons, to a convention of 18,000 delegates, to an expo of 2,500 exhibit booths.

SMX is conveniently located beside the SM Mall of Asia, the World's 4th largest shopping mall, and within close proximity to the international airport, prestigious hotels, and key public transportation systems.

EXHIBITORS REGISTRATION AND PAYMENT GUIDELINES

All registrations to be submitted online at www.atfphilippines.com

Fees and Charges

ATF 2016 rates for TRAVEX booths and delegates are as follows:

Sellers*	Early Bird Rates <i>Valid Till 15 September 2015</i>	Usual Rate
Member		
• TRAVEX Booth (6sqm)	US\$2,408	US\$2,475
TRAVEX Seller		
- Full Delegate	US\$674	US\$693
- Co-Delegate	US\$482	US\$495
Non-Member		
• TRAVEX Booth (6sqm)	US\$2,943	US\$3,025
TRAVEX Seller		
- Full Delegate	US\$824	US\$847
- Co-Delegate	US\$685	US\$704
Accompanying Person		
• Administrative Fee	US\$236	US\$242

*Seller Registration Notes:

- Minimum order of 1 TRAVEX Booth and 1 Full Delegate is required.
- Full Delegate registration fee applies to the first applicant of the participating organisation and Co-Delegate fee applies to the subsequent registered person. Both are allowed to register any number of accompanying persons although such persons will not be allowed access to the TRAVEX area.
- "Member" refers to any of the following:-
 - Officials and staff of ASEAN NTOs.
 - Member of Travel Agents Associations: ASITA, ATAB, ATTA, CATA, LATA, MATTA, NATAS, PTAA, UMTA and VITA
 - Member of Hotel Associations: BAH, CHA, HRAP, PHRI, LHRA, MAH, MHA, SHA, THA, VHA.
 - Official and staff of ASEANTA- member airlines namely Philippines Airlines, Garuda Indonesia, Royal Brunei Airlines, Cambodia Angkor Air, Malaysia Airlines, Lao Airlines, Singapore Airlines, Thai Airways International and Vietnam Airlines, as well as other national carriers of ASEAN member countries.

Fee Exemption

The following participants are exempted from paying registration fees:

- Designated leaders and members of ASEAN NTO delegations who are attending the meetings of NTOs.
- Elected members of the ASEANTA Board of Directors or their duly designated proxies.
- Speakers, ASEAN Officials and other guests specially invited to attend ATF 2016.
- Invited members of the press.
- Each ASEAN NTO is entitled to one complimentary booth, with one seller delegate exempted from the registration fee.

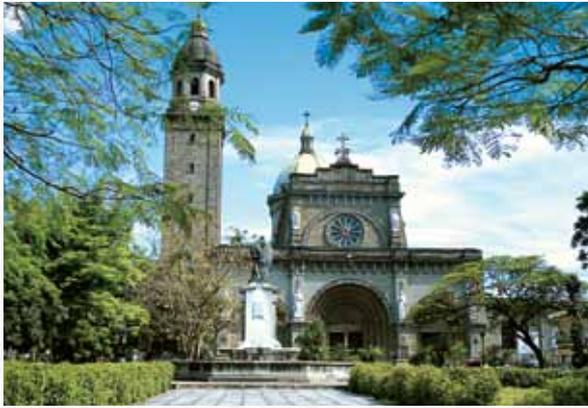
Late Fee

A late fee of US\$145 will be applied to each TRAVEX booth application and Full Delegate registration after **8 October 2015**.

Cancellation, Substitution and Refund

- The ATF 2016 TRAVEX Secretariat must be notified in writing by letter, facsimile or email of any cancellation or delegate substitution.
- An administrative fee of US\$170 will be levied for cancellation of each TRAVEX booth postmarked on or before **8 October 2015**.
- 100% of the invoiced amount will be levied for cancellations of TRAVEX booths postmarked after **8 October 2015**.
- An administrative fee of US\$85 will be levied for cancellation of each Full Delegate/ Co-Delegate postmarked on or before **8 October 2015**.
- Cancellation of any Full Delegate and/or Co-Delegate after **8 October 2015** will be charged the full amount of the respective badge price.
- No refund will be granted for any cancellations after **8 October 2015**. All refunds will only be remitted after the close of ATF 2016.
- An administrative fee of US\$60 will be levied for every substitution made for a Full Delegate or Co-Delegate after **8 October 2015**.
- Lost badges will only be replaced upon payment of an administrative fee of US\$15. The detailed rules and regulations can be found on the Online Registration Form for Seller Delegates.





Standard 6sqm Shell Scheme Booth

The booth entitlements for ONE booth are as follows:

- 1 standard power point socket
- 2 fluorescent lights
- 1 round table
- 1 wastepaper bin
- 2 foldable chairs
- 1 fascia board inscription

Entitlements

- Only duly registered TRAVEX Buyers and Sellers are allowed to participate in TRAVEX. Admissions to TRAVEX will be strictly on the basis of TRAVEX name badges. All Buyers and Sellers are required to wear their badges at all times, and in proper business attire in the TRAVEX area.
- TRAVEX delegates are entitled to attend all activities scheduled in the official ATF 2016 Programme on the basis of name badges, with the exception of:
 - Heads of National Tourism Organisations (NTOs) Meetings
 - AAA/AHRA/FATA/ASEANTA Board of Directors Meetings
 - NTO-hosted luncheons for which specific invitations will be issued for access.
- Accompanying Persons are automatically entitled to attend the following activities on the basis of name badges:-
 - Opening and Closing Ceremonies
 - Welcome and Farewell Dinners
 - Complimentary Tours
- Specific invitations are required for access to all other events or functions in the Official ATF 2016 Programme.
- All registered delegates and accompanying persons arriving between 18 to 19 January 2016 will be welcomed at the airport. Transfers to and from Official Hotels will be provided for arrivals between 18 to 20 January 2016 and departures from 22 to 23 January 2016.

- Daily shuttle services for all registered delegates and accompanying persons will be provided to all functions and activities included in the ATF 2016 Official Programme.

Payment

All fees are to be paid in US Dollars.

Payment must be made in the form of telegraphic transfer, bank draft or international money order, payable to:

TTG ASIA MEDIA PTE LTD

THE HONGKONG AND SHANGHAI BANKING CORPORATION LIMITED

Address : 21 Collyer Quay #02-01
HSBC Building Singapore 049320

Account No. : 260-289442-179 (USD)

Bank Branch Code : 7232

Swift Code : HSBCSGSG

On-site payments will be charged with late registration fees and are to be made in US Dollars cash only.



BUYER AND MEDIA REGISTRATION

Entitlements For Buyers^Δ And Media

- Entry to exhibition hall
- Entry to pre-scheduled and onsite appointments with exhibitors (*applicable only to buyers*)
- Entry to media briefings by ASEAN member countries (*applicable only to media*)
- Entry to all official functions and events
- Complimentary airport transfers and local coach transfers from official hotels to exhibition venue and official events/ functions
- Complimentary pre-event city tours of Manila (*subject to available seats*)
- Special rates to post-event tours

Δ A registration fee of USD 320 (non-refundable) is payable by all confirmed buyers

Additional Privileges For Hosted* Buyers and Media

In addition to the delegate entitlements, our hosted delegates receive:

- Reimbursable Economy class flight tickets (*subject to a cap amount which will be advised*)+
- Complimentary accommodation+

* *Submission of application is not a confirmation of hosting. All registrations are subject to validation and approval by the Host Committee and TRAVEX Secretariat*

+ *Terms and Conditions apply*

Buyers Hosting Programme

Who is Eligible:

- Travel Wholesalers
- Retailers
- Agents
- Convention and incentive organisers
- Other tourism-related establishments dealing in outbound travel, or promoting tourist traffic to, among and within the ASEAN region.

Media Hosting Programme

Who is Eligible:

- Editors
- Journalists
- Writers
- Reporters
- Other editorial representatives of bona fide leisure travel trade and tourism publishers from around the world.

Hosted media delegates are required to attend key ATF2016 media events such as the ASEAN Tourism Conference and Media Briefings by ASEAN member countries.

Register now at www.atfphilippines.com



Host Committee:



TRAVEX Secretariat:



TTG Events is a business group of TTG Asia Media

TTG Asia Media Pte Ltd

1 Science Park Road #04-07, The Capricorn, Singapore Science Park II, Singapore
117528 • Tel: +65 6395 7575 | Fax: +65 6536 0895 | www.ttgasiamedia.com

Event email: atf@ttgasia.com • ATF 2016 website: www.atfphilippines.com