



MEDIA RELEASE

ATF 2020 / 004

FOR IMMEDIATE RELEASE

THE 23RD ASEAN TOURISM MINISTERS MEETING COMMENCES IN BRUNEI DARUSSALAM, 15TH JANUARY 2020

Bandar Seri Begawan, [Sunday, 12 January 2020] – The 23rd ASEAN Tourism Ministers Meeting commenced this morning, 15th January 2020 at The Empire Brunei, Jerudong, as part of a series of events under the framework of the ongoing ASEAN Tourism Forum (ATF) 2020.

The ASEAN Tourism Ministers Meeting is chaired by Yang Berhormat Dato Seri Setia Awang Haji Ali bin Apong, Minister of Primary Resources and Tourism and attended by Tourism Ministers from ASEAN member countries.

In his Opening Remarks, Yang Berhormat Dato highlighted that as the technological advancements continue to influence the demands and changes in the travel and tourism industry, this year ATF's theme '**ASEAN – Together Towards A Next Generation of Travel**' represents the need for ASEAN to work together with the business stakeholders and communities in the tourism sector and adopt various technologies to meet tourists' expectations. He added that digital support has provided the travel and tourism industry a valuable platform that enables better accessibility, visibility of information, strengthen marketing and promotion strategies of tourism products and others; and it provides the travelers with recommendations, reviews, experiences or even comparisons for them to make well-informed choices and decisions.

Therefore, Yang Berhormat Dato emphasized that such advancements demand the travel and tourism – related business owners to invest in digital presence, as it is no longer viable not to be seen online in order to remain competitive and appealing to



the next generation of travelers. To this end, Yang Berhormat Dato invited ASEAN Tourism Ministers to discuss on initiatives in smart tourism and how ASEAN can provide for a more personalized and meaningful experience in the region.

The meeting aimed among others to discuss on the progress of the implementation of ASEAN Tourism Strategic Plan (ATSP) 2016-2025; implementation of the ASEAN Tourism Marketing Strategy 2017-2020; ASEAN Tourism Standard; and ASEAN Tourism Forum 2021. The meeting will also review ASEAN tourism performance 2018 and 2019, as well as discuss on cooperation with other ASEAN bodies, dialogue partners namely Plus Three and India.

The ATF 2020 is a week-long event that includes a three-day Travel Exchange (TRAVEX) from 14th January 2020. Some 1,000 tourism officials and exhibitors are expected to participate in meetings and social functions, including the presence of international and local media representatives.

The 23rd ASEAN Tourism Ministers Meeting will be followed by the the 19th ASEAN Plus Three Tourism Ministers' Meeting, and the 8th ASEAN-India Tourism Ministers Meeting held on 16th January 2020. The meeting venue is at the Indera Kayangan Ballroom, The Empire Brunei, Jerudong.

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Date: 15 January 2020