



**ASEAN TOURISM FORUM  
BRUNEI 2020**  
12 to 16 January • Bandar Seri Begawan

## **MEDIA RELEASE**

ATF 2020 / 001

*FOR IMMEDIATE RELEASE*

### **51<sup>ST</sup> MEETING OF THE ASEAN NTO COMMENCES IN BRUNEI DARUSSALAM, 12<sup>TH</sup>-14<sup>TH</sup> JANUARY 2020**

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*Bandar Seri Begawan, [Sunday, 12 January 2020]* – The 51<sup>st</sup> Meeting of the ASEAN National Tourism Organisation (NTO) commenced this morning, 12<sup>th</sup> January 2020 at The Empire Brunei, Jerudong.

The ASEAN NTO Meeting was chaired by the Permanent Secretary, Ministry of Primary Resources and Tourism, Pengiran Haji Kamalrudzaman bin Pengiran Haji Mohd Ishak and attended by Heads of NTOs from ASEAN member states. The meeting aimed among others to discuss on the progress of the implementation of ASEAN Tourism Strategic Plan (ATSP) 2016-2025; discuss on the mid-term of ATSP 2016-2025; and consider reports of ASEAN Tourism Committees on Competitiveness, Sustainable and Inclusive Tourism Development, Tourism Professionals Monitoring, and Tourism Resourcing, Monitoring and Evaluation. The meeting also reviewed the ASEAN tourism performance 2018 and 2019, as well as discuss on cooperation with other ASEAN bodies, dialogue partners namely Plus Three, India and the Russian Federation.

The ATF 2020 theme this year is “ASEAN – Together Towards a Next Generation of Travel”. The week-long event will also comprise of three days Travel Exchange (TRAVEX) which will begin on 14<sup>th</sup> 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 51<sup>st</sup> Meeting of the ASEAN NTOs will be followed by the 23<sup>rd</sup> ASEAN-India Tourism Working Group, the 10<sup>th</sup> ASEAN-Russian Federation Tourism Consultation, and the 36<sup>th</sup> ASEAN Plus Three NTOs Meeting in preparation of the 23<sup>rd</sup> ASEAN Tourism Ministers' Meeting, the 19<sup>th</sup> ASEAN Plus Three Tourism Ministers' Meeting, and the 8<sup>th</sup> ASEAN Tourism Ministers Plus India Meeting. The meeting venue is at the Indera Kayangan Ballroom, The Empire Brunei, Jerudong.

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Date: 12<sup>th</sup> January 2020