

“Visit ASEAN@50: Golden Celebration” Towards a new ASEAN Tourism



The ASEAN-Japan Centre is pleased to announce that it will organize a lunch session on “Visit ASEAN@50: Golden Celebration” on September 23, 2016 at the Conference Tower of Tokyo Big Sight.

<Background>

The Association of Southeast Asian Nations, or ASEAN, was established on August 8, 1967 and will celebrate its 50th anniversary next year, in 2017. In celebration of this remarkable milestone, the ten ASEAN national tourism organizations have jointly developed a tourism campaign titled “Visit ASEAN@50: Golden Celebration 2017” .

The ASEAN-Japan Centre will invite audiences of “Asian Tourism Leaders’ Forum” from travel trade and media to a campaign session, where a representative of the ASEAN Secretariat will share the latest updates of “Visit ASEAN@50” campaign.

<About “Visit ASEAN@50”>

The “Visit ASEAN @50: Golden Celebration” tourism campaign in 2017 is part of the ASEAN Tourism Strategic Plan 2016-2025, which was adopted by the association’s tourism ministers in Manila in January 2016. Additionally, Pakse Declaration on ecotourism clusters and tourism corridors was adopted during the recent ASEAN Summit in Vientiane, Lao PDR, emphasizing ASEAN’s approach to sustainable tourism.

Prior to the official launch of “Visit ASEAN@50” in 2017, several pre-promotion events are

conducted from January 2016.

The new campaign will promote the twin objectives of commemorating the 50th anniversary of ASEAN in 2017, and embracing the ASEAN region of Southeast Asia as a single and united, yet diverse, tourism destination.

Further objectives of the Visit ASEAN@50 campaign include raising international visitor arrivals to Southeast Asia from 108.9 million in 2015 to 121 million by the end of 2017 and increasing tourism receipts from USD75 billion in 2014 to USD83 billion, also by the end of next year.

The branding and the official logo of the campaign were unveiled by the ten ASEAN heads of state at the ASEAN Summit in Vientiane, Lao PDR on September 6, 2016. The key target markets for ASEAN's 50th anniversary tourism campaign in 2017 will be long-haul markets such as Europe, Middle East and North America, as well as intra-ASEAN, China, Japan, Korea, India and Australia.

1. "VisitASEAN@50" official launch at the ASEAN Tourism Forum early January 2017 in Singapore
2. Media familiarization trips showcasing ASEAN connectivity and multi-country travel routes
3. Special tour packages with offers, special airfares, shopping discounts for travel in 2017 (details to be revealed at WTM London, November 2016)
4. Campaign promotion in international travel trade shows in key source markets
5. Cooperative marketing programs with travel, media and airline partners (to be announced at ITB Asia, October 2016)
6. Print and online advertising, as well as TV, video and promotions
7. Social media campaigns to enhance consumer engagement
8. Promotional programs by ASEAN's national tourism offices targeting trade, consumer and MICE markets throughout 2017

<Outline>

【Lunch Session】 "Visit ASEAN@50 : Golden Celebration 2017"

※Lunch session during "Asian Tourism Leaders Forum"

【Date/ Time】 Friday, September 23, 2016

11:55 – 12:35

【Venue】 Tokyo Big Sight (Reception Hall, Conference Tower 1F)

3-11-1 Ariake, Koto-ku, Tokyo, Japan 135-0063

<http://www.bigsight.jp/access/>

【Program】

- Opening Remarks Mr. Masataka Fujita, Secretary General, ASEAN-Japan Centre
- Guest Remarks Mr. Markus Tan, Regional Director North Asia, Singapore Tourism Board (Singapore is currently the chair-country of ASEAN tourism)
- Photo Session Representatives of ASEAN Secretariat, ASEAN Tourism Organizations and ASEAN-Japan Centre will assemble on

- stage with the official campaign logo
- Latest Updates on “Visit ASEAN@50” Campaign
 - Speaker : Mr. Eddy Krismeidi Soemawilaga
 - Senior Officer
 - ICT & Tourism Division
 - Sectoral Development Directorate
 - ASEAN Economic Community Department
 - The ASEAN Secretariat
 - ※Session will be conducted in English and Japanese
- A press conference will be organized following the presentation from 12:40- at Room #101 (opposite the venue of the Asian Tourism Leaders’ Forum).

【Organizer】 ASEAN-Japan Centre

*ASEAN (Association of Southeast Asian Nations) is a regional cooperative organization consisting of 10 countries in the Southeast Asia, namely Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Vietnam

<<For interview and registration>>

If you are from travel trade or media, please register from the website below;

(English)

<http://www.t-expo.jp/en/exhibit/registration.html>

(Japanese)

<http://www.t-expo.jp/biz/exhibit/registration.html>

<<ASEAN-Japan Centre>>

The ASEAN Japan Centre is an intergovernmental organization established by the ASEAN Member States and Japan in 1981. It has been promoting exports from ASEAN to Japan while revitalizing investment, tourism as well as people-to-people exchanges between the ASEAN Member States and Japan. URL : <http://www.asean.or.jp/en/>

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