



## Mekong Tourism Award 2016

### presented to excellent tours to CLMV

The ASEAN-Japan Centre based in Minato-ku, Tokyo (Secretary General Mr. Masataka Fujita) has chosen five excellent tour products to destinations in CLMV (Cambodia, Laos, Myanmar, and Vietnam) as winners of the Mekong Tourism Award 2016. The Award also highlighted the Visit ASEAN@50 that commemorates the fiftieth anniversary of the ASEAN establishment and promotes the tourism year in 2017.

Twenty-six entries, in total, were received. The five tour products were chosen by the judging committee that was composed of members of the Japan Association of Travel Agents (JATA), the Overseas Tour Operators Association of Japan (OTOA), and the ASEAN-Japan Centre. The award ceremony took place at Royal Park Hotel the Shiodome on March 8, 2017 and was participated by travel agencies that enrolled in the award competition, Mr. Kawarabayashi, Vice Commissioner of the Japan Tourism Agency and embassy representatives of the four Mekong countries.

This year, among the five awards, two New Destination Awards, one Unique Tour Award, one Exchange Program Award and one Jury's Special Award were selected. No ecotourism award was selected. The awardees of the Mekong Tourism Award 2016 include the followings:

#### New Destination Award

7 Days to Da Lat - Highland Resort, Suoi Tien- Fairy Stream, and Ho Chi Minh - Petite Paris

Awardees: Hankyu Travel International Co., Ltd, MS Tourist Co., Ltd., Japan Airlines

#### New Destination Award

Proudly Fantastic Trip: Visit Legacy Cave "Datdawtaung Cave" for 6 Days

Awardees: H. I. S. Co., Ltd., H. I. S. Yangon Branch, Myanmar, All Nippon Airways

#### Ecotourism Award

None

#### Unique Tour Award

Visit to Lao Traditional Textile and World Heritage City Luang Prabang for 7 Days

Awardees: TABi'Z Inc., Jumping Tour Co.,Ltd, Vietnam Airlines, Lao National Airlines

#### Exchange Program Award

5 Days for Kids and the Youths to Visit and Interact with Residents in Cambodia!

Awardees: Jumbo Tours Co., Ltd., JHC Angkor, Sky Angkor Airlines

#### Jury's Special Award

Essential 8 Days to Visit Four Cities in Laos

Awardees: Club Tourism International Inc., APEX International Co., Ltd., Vietnam Airlines

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#### ASEAN-Japan Centre

Since its establishment in 1981 by the governments of ASEAN and Japan, the ASEAN Promotion Centre on Trade, Investment and Tourism (ASEAN-Japan Centre) has been promoting exports from ASEAN to Japan while revitalizing investment, facilitating tourism between Japan and ASEAN, and expanding people exchanges through various promotional activities.