



ASEAN TOURISM FORUM
16 - 22 January 2022
Sihanoukville, Cambodia



Angkor Wat, Siem Reap



2022

ASEAN
A COMMUNITY OF PEACE
AND SHARED FUTURE



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The ASEAN Tourism Forum (ATF) will be making its appearance again in Cambodia in 2022. The forum provides a platform to encourage collaboration between ASEAN member states and to holistically promote the region as one destination, with diverse culture, cuisine and communities.

The theme “**ASEAN – A community of peace and shared future**” articulates Cambodia’s commitment as a key stakeholder in the region’s tourism eco-system. ATF 2022 aims to attract more than 2,000 participants from more than 25 countries. These include tourism ministers and officials, sellers, international buyers, international and local media as well as trade visitors in the tourism industry.

Cambodia – Kingdom of Wonder, Feel the Warmth!

Cambodia is situated in the southwestern part of the Indochina peninsula and shares international borders with Thailand, the Lao People’s Democratic Republic and Viet Nam. The country is composed of 25 cities and provinces and has a general population of over 15 million people with Buddhism as the official religion. Cambodia’s landscape is characterised by a low-lying central plain surrounded by mountains including the Tonle Sap (Great Lake) and the upper reaches of the Mekong River delta.

Tourism has been identified as one of Cambodia’s key growth sectors. In 2018, Cambodia received 6.2 million foreign tourists in which most of those were Chinese, earning a gross revenue of US\$4.4 billion and contributing 12.7 percent to the country’s GDP. Cambodia’s main attractions include the iconic Angkor Wat historical park in Siem Reap province, the white sandy beaches in Sihanoukville and the capital city of Phnom Penh.



**KINGDOM
OF WONDER**



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TRAVEX: 19 – 20 January 2022

ATF TRAVEX is a unique and specialised platform for suppliers of ASEAN tourism products and services and qualified buyers from around the world to meet through pre-scheduled appointments. The TRAVEX Seller profile includes: hoteliers, tour operators, airlines, restaurateurs, national tourism boards, marketing services companies, government organisations, attractions, travel agencies, theme parks, tourism associations, etc.

Seller Participation Rates

Categories	ATF 2022 Cambodia			
	Members		Non-Members	
	Early Bird	Standard	Early Bird	Standard
TRAVEX Buyer	USD400			
TRAVEX Booth (3m x 3m)	USD2,900	USD3,100	USD3,200	USD3,500
Full Delegate	USD680	USD700	USD880	USD900
Co-delegate	USD500	USD520	USD630	USD650

Please contact the ATF 2022 Sellers Team at seller ATF2022cambodia.com for details.

Book your
exhibit space
now!

Official Programme

Day 1 (Sunday) 16 JANUARY 2022	TRAVEX Registration / Special Design Booth Setup 55th Meeting of the ASEAN NTOs
Day 2 (Monday) 17 JANUARY 2022	TRAVEX Registration / Special Design Booth Setup 55th Meeting of the ASEAN NTOs 27th ASEAN – India Tourism Working Group Meeting 12th ASEAN-Russia Federation Tourism Consultation
Day 3 (Tuesday) 18 JANUARY 2022	TRAVEX Opening Ceremony Bilateral Meeting of ASEAN NTOs & Tourism Ministers TRAVEX Registration / Special Design Booth Setup 40th Meeting of ASEAN Plus Three NTOs Meeting of Federation of ASEAN Association (FATA) Board Meeting of ASEAN Airline Association (AAA) Meeting of ASEAN Hotel and Restaurant Association (AHRA) Board ASEAN NTOs Media Briefing ASEANTA Board of Directors Meeting TRAVEX Briefing Onsite Appointment Scheduling Session ASEAN Tourism Forum 2022 Opening Ceremony / Welcome Dinner Reception / Performance hosted by the Ministry of Tourism of Cambodia
Day 4 (Wednesday) 19 JANUARY 2022	TRAVEX Appointment Session 1 Bilateral Meeting of ASEAN NTOs & Tourism Ministers 25th ASEAN Tourism Ministers Meeting ASEAN NTOs Media Briefing TRAVEX Lunch TRAVEX Appointment Session 2 Indonesia's Night hosted by Indonesia
Day 5 (Thursday) 20 JANUARY 2022	TRAVEX Appointment Session 3 Bilateral Meeting of ASEAN NTOs & Tourism Ministers 21st ASEAN Plus Three Tourism Minister Meeting 9th ASEAN – India Tourism Ministers Meeting ASEAN NTOs Media Briefing 1st ASEAN-Russian Ministerial Consultation Meeting TRAVEX Appointment Session 4 ASEAN Tourism Awards Presentation Celebrating the Reopening of ASEAN Tourism ASEAN Tourism 2022 Closing Ceremony/Farewell Dinner Reception/Performance hosted by the Ministry of Tourism or other AMS
Day 6 (Friday) 21 JANUARY 2022	Post – Show Tours
Day 7 (Saturday) 22 JANUARY 2022	Post – Show Tours

Hosted Media Programme

The Hosted Media Programme is open to editors, journalists, reporters and other editorial representatives of bona fide leisure travel trade and tourism publishers from around the world. All registrants must undergo accreditation before confirmation as a Hosted Media. Hosted media delegates are required to attend key ATF 2022 media events such as the ASEAN Tourism Ministers Press Conference and media briefings by ASEAN member countries.

Apply online at www.atf2022cambodia.com. Please contact the ATF 2022 Media Team at media ATF2022cambodia.com for details.

Hosted Buyer Programme

The TRAVEX Hosted Buyer Programme is ideal for: travel wholesalers, retailers and agents; convention and incentive organisers; other tourism-related establishments dealing in outbound travel, or promoting tourist traffic to, among and within the ASEAN region. All registrants must undergo accreditation before confirmation as a Hosted Buyer. A registration fee of US\$400 (non-refundable) is payable by all confirmed Hosted Buyers. Apply online at www.atf2022cambodia.com.

Please contact the ATF 2022 Buyers Team at buyer ATF2022cambodia.com for details.



FEEL THE WARMTH

For enquiries, please contact the ATF 2022 Secretariat:
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Hosted and Organised by:



Ministry of Tourism



Managed by:

