



ASEAN THE HEART OF GREEN

10 Destinations, One Conservation Vision

BULLETIN



ASEAN TOURISM FORUM

21-28 January 2010

Bandar Seri Begawan • Brunei Darussalam
www.atfbrunei.com

A Newsletter for **ASEAN Tourism Forum 2010** | January 2010

ATF 2010 TRAVEX sold out Brunei Darussalam advocates eco-tourism

THE 29th ASEAN Tourism Forum (ATF), the region's foremost tourism and travel event, to be hosted by member-nation, Brunei Darussalam, in Bandar Seri Begawan, Brunei, from 21 to 28 January 2010, has registered overwhelming response. All 373 exhibiting booths have been snapped up at TRAVEX (Travel Exchange) and the ten member-nations are well represented at the annual event which showcases the best of travel products and services in ASEAN. Thailand and Malaysia lead the pack with the largest number of participating organisations.



Driven by the theme – 'ASEAN – The Heart of Green', another highlight of ATF 2010 is the ASEAN Tourism Conference (ATC) to be held on 26 January. It will feature a keynote address by acclaimed authority on eco-tourism – Hitesh Mehta (see Page 2 for detailed biography) – on how the region can embrace sustainable development principles and encourage responsible travel behaviour that will

help conserve the environment and bio-diversity, as well as sustain the well-being of the local people.

In addition, a panel discussion will be chaired by leading industry professionals, who include Tony Charters, Principal of Tony Charters and Associates and Anthony Wong, Group Managing Director of Asian Overland Services Tours & Travel Sdn. Bhd. They will share their experiences on developing eco-tourism projects and working in transboundary conservation areas.

With an increasingly sophisticated market of travellers, the aptly-themed event is well poised to meet the demand for green facilities and fuel greater awareness of socially responsible tourism.

For full details of ATF 2010 and regular updates, visit www.atfbrunei.com.



Sheikh Jamaluddin Sheikh Mohamed, CEO of Brunei Tourism, ATF 2010 Host Committee, said, "As the global economy is already showing strong signs of recovery, this is an opportune time for sellers to capitalise on suitable platforms available to re-ignite interests and develop businesses. The sell-out reinforces ATF as a great vehicle for networking and trade for the ASEAN tourism industry."

Among the expected turn-out of more than 1,400 delegates, some 400 buyers from the Asia-Pacific (57 per cent), Europe (33 per cent) and the rest of the world will congregate in Brunei Darussalam, at the three-day TRAVEX event from 26 to 28 January at the new BRIDEX (Brunei International Defence Exhibition) Centre in Jerudong. Apart from TRAVEX, delegates will also get to explore the unexpected treasures of Brunei and Borneo through the pre-show city tours and post-show tours jointly organised by Brunei Tourism, Sabah Tourism and Sarawak Tourism. These include visits to historic sites and cultural landmarks, spa treats, as well as exciting nature and scenic tours across Brunei and Sabah and Sarawak in Malaysia.

BRUNEI FAST FACTS

Size 5,765 square kilometres, over 70 per cent covered by primary rainforests

Population 406,000 (estimated), Malay majority, with significant Chinese, Borneo indigenous and expatriate minorities

Language Malay official language, English widely spoken, as well as Mandarin, Chinese and Borneo dialects

Government Constitutional Monarchy. His Majesty Sultan Hj Hassanal Bolkiah, 29th Sultan of Brunei, is Head of State and Head of Government

Religion Islam is the official religion, freedom of worship for other religions

Currency Brunei Dollar (BND), on par and interchangeable with Singapore Dollar (SGD)



Hitesh Mehta

Internationally renowned guru on eco-tourism to bring insight at ASEAN Tourism Conference

In line with the eco-friendly theme of ATF 2010, seasoned keynote speaker and workshop facilitator at worldwide high-profile tourism conferences and seminars – Hitesh Mehta – will address the green issue on “Sustainable Tourism in Transboundary Conservation Areas” at the ASEAN Tourism Conference (ATC) to be held on 26 January.

Mehta's vast experience in sustainable landscape and architectural design projects, eco-lodge and eco-resort design, environmental and protected area planning across continents has earned him the reputation of being one of the world's foremost leading authorities on eco-tourism.

Currently an adjunct professor at the Florida Atlantic University in the US, Mehta runs his own landscape architecture and planning firm – HM Design – with ongoing projects in Costa Rica, Indonesia, Panama and Dominica and the West Indies. From 1997 to 2006, he held the position of Vice-President and Head of the Ecotourism and Environmental Planning Market Sector at EDSA (Florida), the world's largest landscape architecture and planning firm, during which he played an instrumental role in many key projects, such as the Ecotourism Product Implementation Programme in Kenya and the Vision Plan for Wailoaloa Ecolodge in Nadi, Fiji.

His works have been featured in notable international magazines, newspapers and books, including the Conde Nast Traveller, Action Asia and National Geographic (Adventure). He has also authored the “Wild Beauty Accommodation Handbook” and the recently published “Authentic Ecolodges”, on top of eco-tourism related literature.



Green rules at ATF 2010

With a united vision towards conservation, the ten-member ASEAN is poised to explore and embrace holistic green practices in its efforts to further develop integrated, regional sustainable tourism. Crucial to the realisation of this vision is the adoption of environmentally responsible practices by players in the industry. As ATF 2010 prepares to showcase more than 300 exhibitors at TRAVEX, here's a peek at some “green ambassadors” at the event who have developed innovative green practices in their business operations.

The Frangipani Langkawi Resort & Spa, Malaysia | Booth: E167



This is one beach resort with an unfailing commitment to responsible tourism. Opened in 2006, the owners believe in doing their part, however small, to save the planet. The Management continually assesses their relationship with the environment and incorporates sustainable management practices to ensure long-term enjoyment by guests. Some of the initiatives they have implemented include a water treatment plant to recycle the resort's waste water, which is used to irrigate the tropical gardens. They also advocate using sustainable building materials that optimizes energy consumption more effectively.

For their outstanding green initiatives, namely, its ‘Environmental Education at Frangipani Resort & Spa’ programme, The Frangipani Langkawi Resort & Spa was honoured with a Gold Award at the 2009 PATA Gold Awards in Hangzhou, China. The resort also received a high commendation at the Virgin Holidays Responsible Tourism Awards held in London earlier this year.

Fair House Villas & Spa, Thailand | Booth: W148



Being environmentally friendly and responsible comes naturally for Fair House Villas and Spa located on the idyllic island of Koh Samui, Thailand. Since implementing their Green Project @ Fair House Villas in 2007, they have been relentless in their pursuit of green living. From growing vegetables organically for use in one of the resort restaurants to providing staff with cloth-bags for shopping and other uses, Fair House is setting its sight on becoming the first carbon neutral resort in Koh Samui. This includes making it to the Green Leaf Foundation audited list of hotels which are recognised as operationally efficient in environmental management. Fair House Villas and Spa bagged an ‘Award of Excellence for Resort Hotel Tourist Accommodation in the Southern Region of Thailand’ in the 2008 Thailand Tourism Awards.

Shangri-la Hotels & Resorts, Philippines | Booth: E31



With total and dedicated commitment to corporate social responsibility, Shangri-la's Philippines properties have garnered several accolades for their CSR programmes. The Shangri-la Mactan Resort and Spa is one of only two hotels in Philippines to have made it to the list of ‘green facilities’ recognised by ASEAN. From projects to clean-up aquatic areas and conserve wildlife sanctuaries, to innovative practices in managing hazardous waste, the resort has received awards by the Department of Tourism, Department of Energy and Natural Resources, and the Mother Nature Award, the highest national honour given by the Pollution Control Association of the Philippines. The Shangri-la Mactan, together with the Edsa Shangri-la and Makati Shangri-la, is also ISO 4001 certified for its compliance with the strict measures of the International System.

Brunei leads in green tourism

Brunei Tourism, ATF 2010 host committee, is sparing no efforts in promoting green tourism, in line with the 'ASEAN – The Heart of Green' theme. Firstly, 1,500 trees will be planted at Berakas Forest Recreational Park to promote the area as one of the eco-tourism site destinations. Led by YB Pehin Dato Yahya, Minister of Industry and Primary Resources, the ASEAN ministers will conduct the symbolic planting on 25 January in conjunction with ATF 2010 to support its green initiative and encourage ATF delegates to invest on eco-tourism.

To raise green awareness, Brunei Tourism will be working with the local MIPR Bikers Club to present a Bicycle Tour as a pre-show city tour highlight on 25 January for registered ATF delegates. In addition, the delegate bags will be made of Jute, a plant that is completely free of oil derivatives. These environmental friendly bags will be manufactured with processes that use less water, chemicals and pesticides.



It's tee time!

Calling all golfers! Join your fellow ATF 2010 delegates in a friendly game of golf on 25 January. Open to all ATF 2010 delegates, this complimentary session takes place at the Empire Hotel & Country Club's Jack Nicklaus-designed championship golf course. Swing

your best and you could score with business/economy class air tickets sponsored by Royal Brunei Airlines.

- Date/Time** : 25 January 2010, 0800 – 1400hrs
Venue : Empire Hotel & Country Club
Closing Date : 4 January 2010
Remarks : Two-way transportation to and from Official/Supporting Hotels and The Empire

Please download the registration form at <http://www.atfbrunei.com> (under Programmes -> Friendly Golf) and fax the completed form to (65) 6536 1276. **Slots are limited so do secure your place NOW!**

THE EMPIRE
Hotel & Country Club
BRUNEI DARUSSALAM

 **ROYAL BRUNEI**

Have you booked your accommodation yet?



The ATF TRAVEX Secretariat urges all delegates who have yet to secure your accommodation arrangement, to do so as soon as possible. Accommodation at several choice locations has already been fully booked.

Book ONLINE at www.atfbrunei.com (Accommodation & Transportation section).

Don't forget your Visa

To ensure that you enjoy a hassle-free entry into Brunei, do have all the necessary travel documents ready, especially your Visa. Visit www.atfbrunei.com (**Visa Requirements section**) for details on Visa self-application and Visa-on-arrival application.



ATF TRAVEX Programme

(as at 14 December 2009)

Saturday 23 January 2010

0900 - 2100	TRAVEX Booth Setup (Official Contractor & Special Design Contractors only)
1330 - 1730	Complimentary City Tour I (ATF Delegates and Accompanying Persons)

Sunday 24 January 2010

1000 - 1800	Registration for TRAVEX
0900 - 2100	TRAVEX Booth Setup (Official Contractor & Special Design Contractors only)
1330 - 1730	Complimentary City Tour II (ATF Delegates and Accompanying Persons)

Monday 25 January 2010

0800 - 1400	ATF Friendly Golf Game
0830 - 1800	Registration for TRAVEX
0900 - 1300	Complimentary City Tour III
0900 - 2100	TRAVEX Booth Setup (Interior Booth Decoration by Sellers)
1330 - 1730	Complimentary City Tour IV
1500 - 1530	ASEAN Green Hotel Awards presentation
1530 - 1630	ASEAN + 3 Tourism Ministers Press Conference
1640 - 1700	Launching of ASEANTA website
1700 - 1730	BIMP - EAGA / GTZ "Equator Asia" Press briefing
1930 - 2200	ATF 2010 Opening Ceremony (For all delegates - entry by delegate badge or invitation only)

Tuesday 26 January 2010

0830 - 1800	Registration for TRAVEX
0900 - 1200	ASEAN Tourism Conference
1400 - 1430	TRAVEX Briefing
1500 - 1600	Sellers Meet Buyers On-site Appointment Session
1500 - 1545	NTO Media Briefing by Cambodia (For registered media only)
1600 - 1645	NTO Media Briefing by Brunei (For registered media only)
1615 - 1715	Buyers Meet Sellers On-site Appointment Session
1900 - 2130	Dinner hosted by Cambodia, Ministry of Tourism Night (For all delegates - entry by delegate badge or invitation only)

Wednesday 27 January 2010

0830 - 1800	Registration for TRAVEX
0900 - 1200	TRAVEX Appointment Session I
0900 - 0945	NTO Media Briefing by Malaysia (For registered media only)
1000 - 1045	NTO Media Briefing by Thailand (For registered media only)
1100 - 1145	NTO Media Briefing by Indonesia (For registered media only)
1200 - 1400	Lunch hosted by Ministry of Culture and Tourism Indonesia (By invitation only)
1400 - 1800	TRAVEX Appointment Session II
1415 - 1500	NTO Media Briefing by The Philippines (For registered media only)
1830 - 2130	Dinner hosted by Tourism Malaysia (By invitation only)
2200 - 2400	Late-Night Function hosted by Pattaya (For all delegates - entry by delegate badge or invitation only)

Thursday 28 January 2010

0830 - 1800	Registration for TRAVEX
0900 - 1200	TRAVEX Appointment Session III
1000 - 1045	NTO Media Briefing by Vietnam (For registered media only)
1400 - 1800	TRAVEX Appointment Session IV
1830 - 2130	ATF 2010 Closing Ceremony (For all delegates - entry by delegate badge or invitation only)

Take a post-show holiday with amazing tours

After a rewarding ATF 2010, treat yourself with some leisure time to explore the sights and sounds of Brunei, Sarawak and Sabah. With 8 post-show tours to choose from, you are bound to find an itinerary that tingles your curiosity. These post-show tours are brought to you by Brunei Tourism, Sarawak Tourism and Sabah Tourism.

Visit www.atfbrunei.com (Programmes) section for more details and to book your spot on one of these tours. ATF buyers and media enjoy the subsidised rates stated on the website. Exhibitors who wish to participate in the tours may contact the relevant tour organisers for the full tour rates.

Sabah Tour **NEWLY ADDED!**



3D/2N Sabah Highlights

Tour Highlights:

- Kota Kinabalu city tour of Sabah Foundation Building, City Mosque, Sabah State Museum and Handicraft Market
- Mari-Mari Cultural Village
- Kinabalu National Park & Poring Hot Spring tour
- Pekan Nabal & Kundasang Vegetable Market visit
- Canopy walkway at Poring Hot Spring
- Manukan Island free and easy & BBQ lunch

Sarawak Tours



3D/2N Enchanting Sarawak – Discover Mulu

Tour Highlights:

- 3 km plankwalk through mixed dipterocarp forest
- Mulu Caves exploration: Lang's, Deer, Wind and Clearwater caves
- Boat ride along the Melinau River
- Swim and picnic lunch at Clearwater Hut



3D/2N Enchanting Sarawak – Kuching, Your Friendly Gateway

Tour Highlights:

- Semenggoh Wildlife Centre
- 3 hour Mangrove Swamp Cruise of Santubong and Salak River Delta systems
- Sarawak Cultural Village
- Permai Rainforest

Brunei Tours



3D/2N Brunei Culture, Nature and Wellness

Tour Highlights:

- Royal Mausoleum of Sultan Shariff Ali at historic Kota Baru
- Brunei Museum
- Sungai Matan Fishing Village
- Proboscis Monkey River Tour
- Merimbun Lake Wellness and Nature Retreat (ASEAN heritage site)



4D/3N Brunei, Green Heart Of Borneo

Tour Highlights:

- River Journey to Banggar town in Temburong District, Brunei's Green Jewel
- Banggar and Temburong cultural discovery
- Iban longhouse visit at Batang Duri
- Native longboat river ride to Ulu Temburong National Park
- Canopy tower tour



3D/2N Brunei, Opulence and Pampering

Tour Highlights:

- Royal Mausoleum of Sultan Shariff Ali at historic Kota Baru
- Brunei Museum
- Arts & Handicraft Centre
- Empire Hotel & Country Club Orientation Tour
- Empire Hotel & Country Club Golf or Spa Experience
- Leisure time to enjoy the hotel's facilities



3D/2N Brunei At A Glance

Tour Highlights:

- Merimbun Lake (ASEAN heritage site)
- Oil & Gas production areas at Kuala Belait – Seria
- Billionth Barrel monument
- Seria's Oil & Gas Discovery Centre
- Proboscis Monkey River Tour
- Kianggeh market experience
- Bandar Chinese Temple



3D/2N Flavours Of Brunei

Tour Highlights:

- Kianggeh market experience
- Kampong Ayer
- Malay Technology Museum
- Islamic Gallery at the Mufti's Office
- Gadong's night market
- Boat trip to Temburong District
- Sumbiling Eco-Village jungle trek
- Sumbiling Iban long house



HOST COMMITTEE



BRUNEI TOURISM

Ministry of Industry and Primary Resources
Jalan Menteri Besar, Bandar Seri Begawan - BB3910

Brunei Darussalam

Tel: (673) 238 28 22 / (673) 238 28 32

Fax: (673) 238 28 24

Email: info@bruneitourism.travel

Website: www.bruneitourism.travel

TRAVEX SECRETARIAT



TTG ASIA MEDIA PTE LTD

1 Science Park Road #04-07
The Capricorn, Singapore Science Park II
Singapore 117528

Tel: (65) 6395 7575

Fax: (65) 6536 0896

Email: atf@ttagasia.com

Website: www.atfbrunei.com