

Visit ASEAN@50 Campaign Announces Its 50 Travel Experiences for 2017



Fifty specially chosen cross border travel products will help entice visitors to Southeast Asia to celebrate the 50th anniversary of ASEAN

The VISIT ASEAN@50 Golden Celebration 2017 campaign has revealed 50 cross-border travel experiences in Southeast Asia that will showcase the region's rich diversity and promote multi-destination travel within ASEAN.

This will contribute to raising international tourism arrivals to the region from 109 million in 2015 to 121 million by 2017.

The campaign, which celebrates the 50th anniversary of the Association of Southeast Asian Nations (ASEAN), is being supported by private sector giants such as Mastercard and AirAsia.

Fifty special travel experiences, ranging from two to 26 nights, have been created by leading tour operators and cruise lines in Southeast Asia to entice travellers to visit Southeast Asia for the first time, as well as encourage repeat visitors.

Sample trips include a 8D/7N tour to Bagan, Inle, Pattaya and Bangkok; a 13D/12N cruise from Singapore to Yangon; a 6D/5N tour from Bali to Kuala Lumpur and the Genting Highlands; a 4D/3N tour from Brunei to Miri in Sarawak; a 12D/11N Coastal Paths tour from Myanmar to Thailand; and a 12D/11N Wellness and Nature trip to Kuala Lumpur, Singapore, Ipoh, Penang and Langkawi, to name a few.

AirAsia has pledged to support the year-long campaign. The airline will implement an extensive multimedia awareness campaign across all its operating markets and include the VISIT ASEAN@50 logo in multiple marketing campaigns. AirAsia will also promote its ASEAN Pass, which allows guests to enjoy flights at fixed rates, to encourage travellers to explore its network of more than 100 routes across the region. AirAsia will also run monthly tactical campaigns with special low lead-in prices.

Mastercard will embark on its largest travel campaign to date for the ASEAN region and will work with tourism partners and the global Priceless Cities programme to promote travel to consumers across different countries, languages and cultures. Mastercard will work with issuers and merchant partners to amplify the campaign globally and will use its Priceless.com platform to drive travel to and within the ASEAN region.

Speaking at a press conference at the World Travel Market in London 8 November to announce the tour packages, the Chairperson of the VISIT ASEAN@50 campaign, Mr Wardi bin Haji Mohammad Ali, told the media that no collection of 50 trips could definitively represent Southeast Asia, but the 50 chosen by ASEAN's national tourism organisations were a "very good start".

"We worked closely with the national tourism organisations of ASEAN member states," he said. "Together, they selected 50 experiences that were cross-border, accessible to mainstream tourists, were culturally respectful and represented core themes that the NTOs were pleased to be associated

with. All 10 ASEAN member states have been included,” said Mr Wardi.

The 10 ASEAN members include Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Viet Nam.

The 50 tours include cruise, a hassle-free and value-for-money holiday option to visit multiple ASEAN countries on a single trip. Special cruise packages were created by cruise lines for VISIT ASEAN@50. These packages include exclusive promotions on sailings to discover a wide variety of destinations such as Singapore, Kuala Lumpur (Port Klang), Penang, Langkawi, Phuket, Bangkok, Yangon and many more.

The cruises lines participating include Royal Caribbean International, Star Cruises and Coral Expeditions.

A 114-page online brochure outlining the 50 VISIT ASEAN@50 packages can be downloaded at <https://app.box.com/s/xolutxd6kee1ndmmpluhqszl9f63po8c>. The 50 packages are also on www.visitASEAN50.com.

VISIT ASEAN@50 will be officially launched at the ASEAN Tourism Forum in Singapore on 18 January and will run until 31 December 2017.

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For editors, images of ASEAN destinations and tourism leaders can be downloaded at <http://www.scottasia.net/clients/asean/media/>.

Further information

Visit www.aseantourism.travel and www.visitasean50.com

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