

MEDIA RELEASE



ASEAN COLLABORATION TO PROMOTE CRUISING IN ASIA

Dedicated "Cruise ASEAN" booth at CITM 2007

Singapore / Kunming, 31 October 2007 – The Association of Southeast Asian Nations (ASEAN) have joined forces to highlight cruising in Southeast Asia at the upcoming China International Travel Mart (CITM). Held in Kunming from 1 to 4 November 2007, this annual travel show will feature a dedicated *Cruise ASEAN* booth that will offer travelers the experience of cruising in ASEAN, while enjoying the facilities and amenities on board a cruise ship.

Visitors to the booth can pick up an ASEAN Destination E-Guide, which is an informative electronic guide that enables travel agents to conveniently access tourism information on the 10 ASEAN countries, and to buy travel and tourism services online. As a further incentive for travel trade members to visit the booth, a lucky draw will be held for a chance to win a pair of air tickets to Singapore to board the Superstar Gemini for a seven-night cruise, courtesy of Star Cruises and SilkAir.

The CITM participation caps a busy year for the ASEAN Cruise Working Group, which aims to strengthen and catalyse the growth of the region's cruise industry by engaging and building strong working relations with industry and cruise partners, marketing and promotion, and other areas of cooperation.

The group mapped out a two-year plan to promote cruising in the region at the Asean Tourism Forum in January 2007, and followed that with the launch of its www.cruiseasean.com portal in March 2007 at the annual Seatrade Cruise Shipping Convention in Miami. Providing vital cruise and port information to cruise passengers and industry members, the portal has been welcomed by the cruise industry.

Mr Kevin Leong, Chairman of the ASEAN Cruise Working Group, said, "Cruising is an excellent travel option for ASEAN to tap on, as it allows us to package a string of destinations that showcase the region's colourful, diverse and exciting cultures, landscapes and lifestyle options to travelers. Collaboration among ASEAN Member Countries provides the institutional mechanism and support for ASEAN to be a successful cruise destination, especially in view of Asia emerging as a cruising playground that offers new cruise destinations and a new source of passengers. The ASEAN Cruise Working Group represents the collective will and shared commitment of ASEAN members to boost the growth of the region's cruise industry, and increase the attractiveness of Asia as a whole."

Mr Leong added that CITM offers an excellent opportunity to reach out to the businesses that play a central role in promoting Asia as a tourist destination. Organised by China National Tourism Administration (CNTA), CITM is one of Asia's largest professional travel shows and attracts all sectors of the travel industry, including travel agencies, airlines and related travel companies. With *Cruise ASEAN*, the ASEAN Cruise Working Group aims to secure top-of-mind awareness of ASEAN as a destination, and specifically as a cruise playground. CITM also allows *Cruise ASEAN* to tap on the potential of the large Chinese market. According to China National Tourism Administration (CNTA), approximately 34 million Chinese tourists traveled abroad in 2006.

The World Tourism Organisation (WTO) has also forecast that outbound tourist traffic from China will reach 100 million by 2020, making China the fourth largest visitor-generating market in the world¹.

The ASEAN and Asia-Pacific region is expected to be the next growth area in the cruise industry. The region not only provides new destinations for cruise passengers from the Western markets, but also offers a new source of cruise passengers, prompting major cruise operators to increase their Asian presence with new offices in the region and more Asian cruise itineraries. The number of cruise passengers in the Asia Pacific region is expected to grow by more than 40% from 1.07 million in 2005 to 1.5 million by 2010, reaching 2 million in 2015². Southeast Asian cruise passenger volumes alone are growing at an average annual rate of almost 5% and are forecast to reach 820,000 by 2020.

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For more information, members of the media can contact:

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¹ Source: Tourism 2020 Vision, World Tourism Organisation

² Source: The World Cruise Shipping Industry to 2020 by Ocean Shipping Consultants

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About ASEAN

The Association of Southeast Asian Nations (ASEAN) was established on 8 August 1967 in Bangkok by the five original Member Countries, namely, Indonesia, Malaysia, Philippines, Singapore, and Thailand. Brunei Darussalam joined on 8 January 1984, Vietnam on 28 July 1995, Lao PDR and Myanmar on 23 July 1997, and Cambodia on 30 April 1999. Formed with the aim to promote regional peace and to accelerate economic growth, social progress and cultural development in the region, the ASEAN region now has a population of about 567 million, a total area of 4.5 million square kilometres, a combined gross domestic product of almost US\$1,072.8 billion, and a total trade of about US\$1,404.8 billion.

Cruise ASEAN @CITM 2007

Venue

Kunming International Convention & Exhibition Center
289 Chuncheng Road, Kunming 650200, Yunnan Province, China
Website: <http://www.citm.com.cn/en/index.php>

Exhibition Dates

1-2 November 2007, 0900 – 1730 hours – Open to Trade Visitors
3 November 2007, 0900 – 1730 hours – Open to Public
4 November 2007, 0900 – 1500 hours – Open to Public

Administrative Details

1. Members of the travel trade are invited to the *Cruise ASEAN* booth (Booth No. 5F10) between 1 and 2 November and stand a chance to win a pair of air tickets and seven-night cruise package for two on board the Superstar Gemini, courtesy of Star Cruises and SilkAir. All members of the travel trade attending CITM are eligible to participate in the lucky draw.
2. Members of the travel trade who wish to participate in the lucky draw must obtain a "Win Dream Cruise" lucky draw form from the *Cruise ASEAN* booth between 1 and 2 November. The completed lucky draw form must be submitted, together with the participant's business card, at the *Star Cruises* booth (Booth No. 4D02) before 3pm on 2 November.
3. The draw will be conducted on 2 November 2007 at 4pm at the *Star Cruises* booth.