

PRESS RELEASE

ITE HCMC 2007 secured the support of regional tourism associations

ITE HCMC 2007 secured the support of TCOD (Three Countries and One Destination) associations, namely Vietnam Tourism Association (VITA), Cambodia Association of Travel Agents (CATA), Cambodia Hotel Association (CHA), Lao Association of Travel Agents (LATA) and Lao Hotel and Restaurant Association (LHRA). This is the result of TCOD visit to Cambodia, Laos and Hanoi by Department of Tourism (DOT), Ho Chi Minh City - Senior Manager, Mr Ta Nam Binh and Binet Senior Executive Mr Alex Eow and Ms Chong Kamlin, a follow up visit during 27 – 31 May 2007 after the official meeting of the authorities in the three countries on 5 August 2006 at ITE HCMC 2006.

The support and co-operation among these associations in TCOD will not only lift the profile of ITE HCMC 2007 but also provide impetus of co-operation among the industry stakeholders in these three countries – Vietnam, Cambodia and Laos. Dr. Thong Khon, the newly appointed Minister of Tourism Cambodia after meeting the delegation remarked “ I am pleased with this proposal and would like to see closer co-operation amongst the 3 countries in tourism promotion locally, regionally and also globally.”

Mr. Soukaseum Bodhisane, Vice Chairman of Lao National Tourism Administration (LNTA) was very pleased of this initiative, and appreciate that Vietnam takes the lead to be the travel hub for inbound tourism into the three countries. The charms of TCOD, particularly the Eco-Tourism of Laos will be further unveiled to the international buyers from America, Europe, Australia, Korea and Japan.

“More than 100 buyers from 19 countries will be invited to ITE HCMC 2007, which will be held on 5-7 October 2007 in HCMC, and hosted by DOT HCMC and sponsored by Vietnam National Administration of Tourism. The extension of this opportunity of meeting international buyers in 3 days to Cambodia and Laos is a strategic move to focus on the charms of TCOD – Vietnam, Cambodia and Laos ” commented Mr Ta Nam Binh.

ITE HCMC 2007 will be increased by 50% in size and participation by October 2007. This is largely due to the booming economy and growing tourism trade after Vietnam joining WTO last year. TCOD promotion will further accelerate the tourism industry in these 3 countries.

“We expect ITE HCMC 2007 to be largest since its inception in 2005 with strong inbound airlines support like Qatar Airways, United Airlines, Singapore Airlines, Jetstar Asia, Eva Airways, Korean Air, Philippines Airlines in addition to the national carrier Vietnam Airlines. The regional NTOs support further indicates that the Vietnamese tourists with the growing economies has importantly driving the region’s outbound tourism as well. It is a bi-directional promotion.” remarked Mr La Quoc Khanh, Deputy Director of DOT HCMC.

ITE HCMC 2007 will be held at Phu Tho Exhibitions Center from 5-7 October 2007. 50% has been booked and any sales enquires should be addressed to following contacts:

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