



# ASEAN CELEBRATING

*Fifty Years*

## A SPECIAL ANNIVERSARY ISSUE

Endorsed by the 10 ASEAN NTOs

### MICE EDITION

### ASEAN'S GOLDEN JUBILEE

To commemorate the region's golden anniversary and showcase ASEAN as one, this special issue will arm the MICE industry with must-know intelligence, reports, analyses, guides, showcases and other professional content to inspire the tourism results that ASEAN desires to achieve.

### 13,500 Print Copies

to TTGmice Subscribers Across Asia-Pacific  
(alongside TTGmice Sep 2016)

### 22,500 Digital Circulation

Globally

### PLUS Bonus Circulation Throughout Major Trade Shows

including IT&CMA and CTW Asia-Pacific, ITB Asia and  
IMEX America

# ORIGINAL EDITORIAL CONTENT\*

## Features

**50 Hardest MICE Specialists:** Spotlight on established MICE specialists & the next generation of MICE bosses in South-east Asia

**50 MICE Investments To Watch:** Invest in game-changing hardwares impacting business events & find out the power of integrated resorts

**50 Hot Business Hotels In ASEAN:** A highlight on hotels that have made themselves known in the business travel & events industry

**MICE On The High Seas:** How cruise is growing in this region and how cruise companies are endearing themselves to event planners

## Roundtable

The power of ASEAN as one



## Analysis of ASEAN MICE Industry

**The Big Asian Appetite:** How intra-ASEAN MICE has grown over the years & its future outlook

**Courting the Dragon & the Elephant:** A look at the world's next biggest source of MICE traffic – China & India

**AEC:** Its impact on tourism investments, movement of labour & tourists in ASEAN

**ASEAN Marketing:** Marketing ASEAN as one

## Infographics

Fun facts about the 10 ASEAN countries

BTmice intelligence



## Gallery

ASEAN people

\*Subject to change

## RATES & SPECIFICATIONS

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## 20% OFF

Buy into both the MICE & Leisure Edition (to be published in Jan 2017) for this unbeatable discount

\*\*Separate rates apply to the Leisure edition

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