

MEDIA KIT 2017/2018

ASIAN TOURISM EXPERT GUIDE 2017/2018

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THE TRADE BUYER'S **ESSENTIAL & HANDY GUIDE** TO 18 KEY DESTINATIONS IN ASIA

Crafted with travel buyers in mind, Asian Tourism Expert Guide is back with its 10th edition, boasting even fresher and stronger content on the vital statistics, data and information of 18 Asian destinations. Brought to you by TTG Asia and Asiatravel.com, this concise annual guide is the travel trade's essential companion to planning unique Asian tour experiences.

TTG
A S I A

TTG Asia has been delivering incisive editorials and intelligence analysis on pertinent travel trade developments in the Asia-Pacific since 1974. Renowned for its award-winning journalism, this leading industry business resource is widely acclaimed by travel trade professionals as their preferred read. TTG Asia is a product by TTG Travel Trade Publishing, a business group of TTG Asia Media. www.ttgasia.com.

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TAcentre.com, Asia's 1st online wholesale system with all-inclusive travel packages, is backed with over 18 years of online travel experience. It is also an online B2B system that offers a full spectrum of travel products including flights, hotels, tours, transport, attraction tickets to packages on instant confirmation for up to the same day usage.

ATEG realises every tourism buyer's wish! It is the authoritative reference guide on what is new, what sells, where and why. The excellent investigative research across the industry **draws out the critical success factors that we all want to find out.**

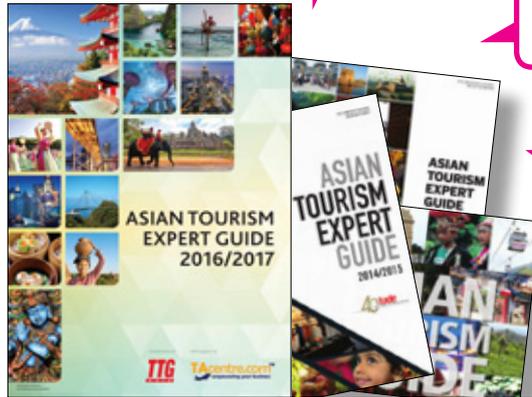
Lee Choon Loong, President / CEO of DiscoveryMICE

This guide is really handy – **a definite go-to for updated information on the tourism scene of key Asian destinations.** ATEG puts arrival statistics, new hotels, new attractions and all contact details of the official tourism bodies in 16 countries, at my fingertips.

Adam Kamal, Managing Director of Tina Travel & Agencies

ATEG is indeed a **handy guide for travel agents**, as it provides nice bite-sized information on key destinations which we should and must know when planning itineraries, launching new products and doing staff training. We are also able to gain useful insights from the statistics provided.

Eileen Oh, Head of Marketing Communications of ASA Holidays



ATEG is a very nice primer for the incoming travel trade to learn the basics of key Asian destinations. Basic arrival statistics, new infrastructures and key events in particular are extremely useful to have at a glance. **We always keep a hard copy at hand for quick reference.**

Willem Niemeijer, Co-founder and CEO of Khiri Travel Group

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* Subject to change

RATES & SPECIFICATIONS

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