

# ASIAN TOURISM EXPERT GUIDE

2019/2020

Media Kit



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

**22,500 Print Copies** + **Digital & Bonus Circulation**  
Across Asia-Pacific & Beyond Across Major Tradeshows Worldwide



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.

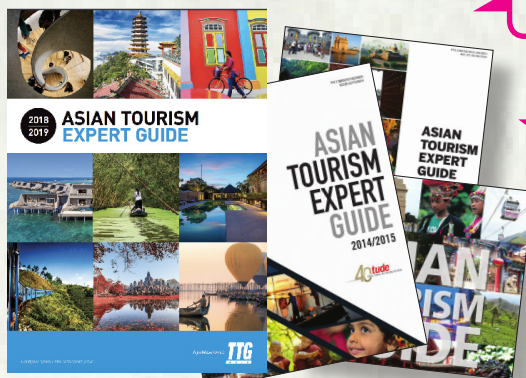
Lee Choon Loong, President / CEO of DiscoveryMICE

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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- Vietnam

### Destination Highlights

#### OVERVIEW

Inbound tourism performance of each featured destination in the last 12 months, delivered in a concise manner with bite-size statistics

#### TOURISM DEVELOPMENTS

Upcoming game-changes that you should keep your eyes on

#### PROJECTIONS

Destination tourism opportunities in 2020 by major industry players

#### EXPERIENCES

Themed and unique experiences you can sell

#### RECOMMENDATIONS

Eat, Play, Stay recommendations from tourism heads

#### WHAT'S NEW

Latest product and service features in the marketplace

\* Subject to change

## RATES & SPECIFICATIONS

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