

ASEANTA lays out tourism restart plan

- A Monitor Desk Report

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To support tourism recovery, ASEANTA will fast-track the progress via joint promotions of the region via the ASEANTA Travel Exchange (ATEX), a digital platform to create connections to travel products and services for B2B and B2C sectors.

ATEX enables consumers to directly purchase travel products in ASEAN, while industry players will gain leverage from B2B business-matching sessions. Scheduled to be launched in stages starting late Q1, ATEX features an AI-driven search tool that will enable the platform to serve as a key reference for travellers intending to visit ASEAN. It will also feature a regularly updated, consolidated Covid-19 information guide.

ASEANTA will work together with members such as travel agencies, hotels, airlines and national tourism organisations to actively promote ASEAN as a safe and viable destination for travellers worldwide.

In support of ATF 2022 hosted by Cambodia, ASEANTA leaders had also discussed at its Board Meeting the need to align border re-openings in ASEAN and the seamless application of digital health applications to boost the tourism experience. “I echo the statement by Prime Minister Samdech Hun Sen at the Opening Ceremony of ATF 2022 encouraging ASEAN borders to reopen via the

establishment of corridors with reduced requirements through the utilisation and expansion of the ASEAN Travel Corridor Arrangement endorsed by the ASEAN Leaders to include leisure travel as well,” said ASEANTA President Eddy Krismeidi.

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