



MEDIA RELEASE

GALA TO BE HIGHLIGHT OF ANNUAL MEETING

JULY 30, 2010

The Second Annual Meeting of the South-East Asian Tourism Organisation (SEATO) is scheduled to be held in January 2011 and the organisation's Chairman, TS Chew announced some innovations for the meeting.

"Because of the nature of SEATO we are fortunate to have a number of very innovative people involved in our membership and the Board of Management decided to harness that creativity and hold an open session where members can present innovative ideas that they believe are worth developing," the organisation's Chairman, Mr TS Chew said.

"We are looking for ideas that think outside the square and will be presenting those creative thinkers within the tourism industry in South-East Asia with an opportunity to demonstrate their innovation in front of the very experienced and qualified Board with a view to accepting the best programs into our project plan," he said.

The SEATO Board of Management also decided that they would hold a social gathering for members to get to know each other in a social environment and this will be the Gala Ball.

The get together will all so the presentation of a number of awards recognising the input of the organisation's members to the industry in the region, culminating with the Inaugural Presidents Award for Excellence which will highlight the work of one member whose contribution has stood out amongst others as contributing substantially to sustainable tourism within the region.

Ends

For further information contact Mr Robert Johnston, SEATO Secretariat Director on Robert.johnston@seato.org