



PRESS RELEASE

INAUGURAL MEETING A GREAT SUCCESS

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The recent inaugural Meeting of the South-East Asian Tourism Organisation (SEATO) was an overwhelming success according to the body's Secretariat Director, Mr Robert Johnston.

"We had people representing Government, NGOs, academics and industry from throughout the region and I think the interest shown at the meeting will guarantee the organizations growth and development into the future," Mr Johnston said.

The meeting was held on from Monday 18 January through to Wednesday January 20, 2010 in Kuala Lumpur. Delegates from Malaysia, Thailand, Singapore, Cambodia, Vietnam and Indonesia attended with observers from Tibet, Laos and the Philippines. It was followed by the first meeting of the Board of Directors.

"We had over 60 delegates from over 100 organisations at the meeting and that is a very impressive start," Mr Johnston said.

"What has come out of it that we will now seek to look for new, innovative and practical ways to develop a variety tourism opportunities, expand existing product, use new technologies and involve as yet untried communities in the industry, he said.

The group worked to identify the key areas that need to be addressed to move the organization forward and came up with the following five key areas:

- Proactive Programs
- Effective Leadership
- Positive Support
- Training that Works
- Financial Security

"What came out of the two days of broad consultation and the Board of Management meeting that followed were practical ideas to aid the development and growth of the SEATO organization," Mr Johnston said.

"I think it is safe to say that the organization is now up and running and we are going to see it making a valuable contribution to the industry in the region," he said.

Ends

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