



Dear Members,

Re: Introduction to the *Visit ASEAN Pass (VAP)* E-Platform

As you know, your association is a member of ASEANTA and by now, you should have received communication from your association regarding ASEANTA's new initiative.

We are delighted to inform you that the Board of ASEANTA, the ASEAN Tourism Marketing Task Force and the ASEANTA Intra-ASEAN Travel Committee have created an online portal for all ASEAN tourism suppliers.

This *Visit ASEAN Pass (VAP)* web portal will provide a platform for "One-Stop-Shopping" of ASEAN tourism products and services. Essentially it will be used as a Business-to-Business (B2B) tool between tourism service providers and travel agents in the ASEAN countries as well as in the European and US markets. The VAP e-platform will contain general and specific information on the individual ASEAN destinations.

The members of ASEANTA's member-associations are entitled to promote and distribute their products and services via the VAP web portal with no up-front cost.

We would therefore like to encourage you to participate in this new and innovative booking scheme for the ASEAN countries. With your participation we will quickly be able to facilitate the booking of transport, accommodation and tours and transfers in all ASEAN countries on a single platform.

Attached, you will find the Questionnaire & Registration form. Please do register for this new and convenient booking platform by using the enclosed Questionnaire & Registration form. It will specify the necessary details and parameters for your successful participation. Please read it carefully before filling in the questionnaire.

You can click to this link http://www.VisitAsean.travel/Introduction_VAP to view a presentation on the VAP booking platform which provides you with a graphic explanation of the basic structure and work-flows behind the VAP e-platform.

Further, you can preview the VAP e-portal at: <http://www.VisitAsean.travel>. We believe that the functional design of the booking tool will meet your needs.

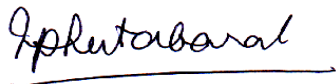
Upon receiving your registration, we will send out further instructions.

Also, please feel free to give us your feedback on the functionality of this web page.

If you have any further questions regarding the VAP web portal please contact VAP@VisitAsean.travel.

Kind regards,

Yours sincerely,



Elly Hutabarat
President
ASEANTA



Oscar Palabyab
Chairman
ASEAN Tourism Marketing
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