

Asia's Preferred Travel Trade Daily

TTG Dailies

TTG's Very Own Daily Newspaper Published Exclusively For Travel Events
Giving You The Most Credible Marketing Platform and Access To Key Decision Makers at Major Travel Events

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The Official PATA Travel Mart 2004 Daily

Building up 'crisis war chest'

PATA rallying NTO members to contribute to coffer so it can act quickly

By Whitney Tan

A DRAFT memorandum of understanding (MOU) calling PATA NTO members to commit to setting aside funds that can be deployed in the event of a major regional crisis, is one of the items on the agenda to be discussed at PATA's board of directors meeting this Saturday.

The purpose is for governments to set aside an amount that will be readily available

when a crisis strikes the region. Informally called Crisis War Chest, a draft of the MOU has been distributed to PATA's 41 NTO members for consideration.

The amount to be set aside ranges between US\$5,000 and US\$50,000, depending on the NTO's annual budget.

The funds will be used for tactical campaigns not unlike Project Phoenix, which was the three-month post-SARS campaign launched in June last year, led by PATA and

supported by NTOs, to build confidence and encourage travel back into the region.

PATA's managing director - communications, Mr Ken Scott, said, "Project Phoenix was more reactive."

"Valuable weeks were lost because PATA was busy raising funds, but it has shown what we can and should do," he added.

PATA hopes to draw up and sign the final draft of the MOU with each government by year-end. But before that,

issues such as how crises would be determined and how funds would be activated must be discussed.

Tentatively, funds from the war chest would be activated if there is genuine regional impact; significant business impact in the region such as massive cancellations; significant consumer impact, which will be gauged by media

reporting; and if the duration of the impact is expected to last more than three months.

The funds would not be activated by localised crises such as the recent Jakarta bombing, Mr Scott said.

PATA's director of strategic partnerships, Mr Mike Yates, added: "We are hoping to receive sufficient feedback at the meeting to finalise the

draft and it will probably take some time before everyone is satisfied and agreeable to the conditions in the MOU."

Fifteen NTOs, including Hong Kong and Singapore, supported Project Phoenix.

PATA is hoping for at least that same number to support this new initiative, and the response so far has been "positive", Mr Yates said.

Valuair considers flights to London

By Whitney Tan

IN what appears to be a change in strategy from its current offerings of short-haul destinations, Singapore-based low cost carrier, Valuair, has tipped London as "in the pipeline" and it is now considering other aircraft types to complement its fleet of Airbuses.

The airline revealed this during a familiarisation trip it organised with Shangri-La hotel, Bangkok, for 15 corporate clients and the press last weekend, although it did not say when London would come online.

When it first started operations in May, Valuair said it would only fly to destinations within a five-hour radius from Singapore.

But AirAsia and Tiger Airways are competing for the same destinations. So the airline has differentiated itself from its rivals by offering light meals on board, higher baggage allowance and assigned seating.

However spokesman, Mr Nilesh Pritam, said the plan to fly to London was not an indication of a change in its business model as "we will still be low cost".

Mr Pritam also confirmed Valuair would launch flights to Perth and destinations in China, including Shanghai and Guangzhou, by mid-December or January, and

flights to Indochina and Taiwan by late next year.

Other Australian destinations Valuair plans to fly to include Sydney and Melbourne, he added.

Welcome delegates

PATA Travel Mart 2004
 September 22-24, 2004
 Bangkok, Thailand



SINCE August, PATA has pulled in 55 additional buyers and 30 American Society of Travel Agents unofficial buyer delegates. Kicking off the mart are: PATA's Sheila Leong (centre) and team.

Make 2004 "Visit Taiwan Year!"

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Why You Should Make TTG Dailies Your Preferred Choice?

The Winning Solution for Today's Competitive Travel World

Maximum Exposure with Precise Reach

TTG Asia Media is prominent at every major travel trade show in the world and has successfully produced daily newspapers at numerous events worldwide. Our team of professional journalists and photographers, backed by years of international travel trade experience, provides delegates with the latest news and picture highlights of the event.

TTG Dailies' well-researched analysis and exclusives on industry developments, are reputed for being the definite voice of the industry at all key travel events.

Unrivalled Distribution Access To All Trade Show Delegates

Giving You The Best Value For Your Advertising Dollar

With a high-circulated number of TTG Dailies at each travel event, made possible with our unique distribution system, we ensure that your advertising message in the TTG Daily is the first read for delegates each day.

The Preferred Travel Events Covered in 2005

Event	Show Date
ASEAN Tourism Forum (ATF) LANGKAWI, MALAYSIA <i>ASEAN'S Most Important Travel Event</i>	January 22 to 29

This year marks the 24th anniversary of ATF - a cooperative regional effort to promote ASEAN (Association of South-east Asian Nations) as one tourist destination.

Involving all the tourism industry sectors of its 10 member nations - Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Vietnam - this annual event promotes growth of ASEAN tourism.

ATF also provides ASEAN member countries with a platform to buy and sell regional and individual tourism products.

International Tourism Exchange Berlin (ITB) BERLIN, GERMANY <i>World Renown Leading Trade Fair For The Global Tourism Industry</i>	March 11 to 15
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ITB Berlin is THE meeting place for the world's tourism industry, and more than three-quarters of exhibitors and just under 30 per cent of trade visitors come from outside Germany.

PATA Annual Conference MACAU <i>Premier Travel Industry Forum For The Asia-Pacific Region</i>	April 17 to 21
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The PATA Annual Conference, attended by senior members of the industry, is organised with the goal of promoting and ensuring higher standards in travel and tourism management in Asia-Pacific. It brings together leading figures in the travel industry and PATA members worldwide.

This year, the 54th PATA Annual Conference is themed: Connecting Tourism's Stakeholders

Tourism Indonesia Mart & Expo (TIME)**September 22 to 25**

JOGJAKARTA, INDONESIA

The Only Tourism Trade Show In Indonesia

Now into its 12th successful year, TIME continues to be the perfect meeting place for sellers from the Indonesia tourism industry and buyers from around the world.

TIME 2005 will feature most of Indonesia's tourist attractions, which include popular destinations as well as top tourist facilities available in the country.

PATA Travel Mart**September 27 to 30**

KUALA LUMPUR, MALAYSIA

The Foremost Marketplace For Asia-Pacific's Tourism Products

Now into its 28th year, the PATA Travel Mart remains an important platform for the travel industry.

The PATA Travel Mart 2005 is expected to attract more diverse sellers, better quality and new international buyers and dedicated trade visitors by providing a one-stop venue to conduct meetings and establish business contacts.

Incentive Travel & Conventions, Meetings Asia (IT&CMA) and Corporate Travel World (CTW) Asia-Pacific**October 11 to 14**

PATTAYA, THAILAND

Asia-Pacific's Premier MICE and Corporate Travel Event

The co-location of both events promotes the region's MICE (meetings, incentives, conventions and exhibits) and Corporate Travel suppliers primarily, but also showcases international products to regional buyers. The combination of these two shows means buyers and exhibitors have access to a greater range of different products and services.

Taipei International Travel Fair (ITF)**November 17 to 20**

TAIPEI, TAIWAN

One of Asia's Most Important Travel Fairs

Taipei ITF serves as a great opportunity for exhibitors from Taiwan and more than 50 countries in the world to do business with buyers from Europe, the US and the Asia-Pacific region.

The annual event is held at Taipei World Trade Center Exhibition Hall.

Circulation and Readership

Event	Publishing Dates	Circulation Total Copies
ATF	25, 26, 27 and 28 January 2005	12, 000
ITB	12, 13 and 14 March 2005	24, 000
PATA Annual Conference	19, 20 and 21 April 2005	9, 000
TIME	23, 24 and 25 September 2005	6, 000
PATA Travel Mart	28, 29 and 30 September 2005	9, 000
IT&CMA and CTW	12, 13 and 14 October 2005	6, 000
ITF	18, 19 and 20 November 2005	6, 000

Dailies

ATF



PATA Travel Mart



ITB



PATA Conference



TIME



ITCMA/CTW



ITF

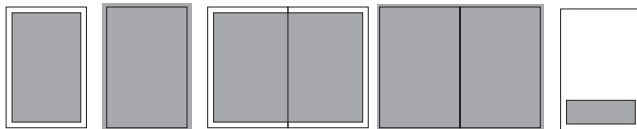


Advertising Information

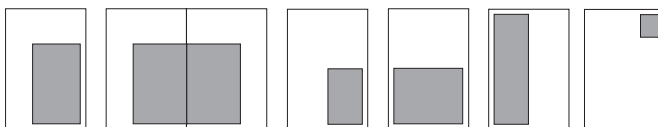
Advertisement Rates (US\$)

Full Colour	Normal Rate 3 issues	5 or more dailies 50% off	3 to 4 dailies 40% off	1 to 2 dailies 30% off
Full Page	12,493	6,247	7,496	8,745
Junior Page	9,505	4,753	5,703	6,654
Half Page	9,137	4,569	5,482	6,396
Quarter Page	5,397	2,699	3,238	3,778
Junior Page Spread	20,656	10,328	12,394	14,459
Centre Page Spread	28,316	14,158	16,990	19,821
Premium Positions				
Front Page Solus	8,677	4,337	5,206	6,074
Front Page Ear Space	1,990	995	1,194	1,393

Advertisement Sizes (cm)



Full Page Text Area	Full Page Trim Size*	Centre Page Spread Text Area	Centre Page Spread Trim Size*	Front Page Solus
38.0 H X 26.0 W	41.0 H X 28.2 W	38.0 H X 54.3 W	41.0 H X 56.4 W	9.0 H X 26.0 W



Junior Page	Junior Page Spread	Quarter Page	Half Page Horizontal	Half Page Vertical	Front Page Ear Space**
28.0 H X 17.3 W	28.0 H X 36.6 W	18.0 H X 12.8 W	18.0 H X 26.0 W	38.0 H X 12.8 W	9.0 H X 6.5 W

*Please add additional 5mm all round for bleed advertisements
 **Front Page Ear Space is not available in the IT&CMA / CTW dailies

Mechanical Data

Column Height	38 cm
Column Width	2 columns = 8.4 cm 3 columns = 12.8 cm 5 columns = 21.5 cm
1 column	= 4.0 cm
3 columns	= 12.8 cm
5 columns	= 21.5 cm

Deadlines

	Booking	Material
ATF	1 December 2004	15 December 2004
ITB	27 January 2005	10 February 2005
PATA Annual Conference	7 February 2005	21 February 2005
TIME	9 August 2005	23 August 2005
PATA Travel Mart	15 August 2005	29 August 2005
IT&CMA and CTW	29 August 2005	12 September 2005
ITF	10 October 2005	24 October 2005

Cancellation Notice:

Any cancellations should be made 6 weeks prior to the publication date

Ad Submission

Electronic Copy Accepted Only

When sending a file via CD-ROM or email, please include:

1. The layout file
2. Fonts used within the page layout programme
3. Graphics in high resolution (at least 300 dpi)
4. The advertisement dimensions
5. Colour proof at the correct ad size
6. Any other special instructions

Applications We Accept (Strictly Apple Macintosh)

Ads submitted in PDF format are preferred. Please ensure that the PDF file meets the following requirements:

- High resolution (at least 300 dpi)
- Includes fonts embedded
- Images to be in CMYK colour mode

Advertisements can also be on either of the following Apple Macintosh applications:

- **Adobe:** - Pagemarker 6.5, Illustrator 8.0, Photoshop 4.0/5.0
- **QuarkXpress:** - Version 4.0 or 6.1, Traditional chinese 3.31 or 4.0
- **Macromedia:** - Aldus Freehand version 9.0

Media We Accept

- CD ROM

Fonts And Images

- Please include fonts and indicate application/version used.
- Graphics & images must be at least 300 dots per inch (dpi).
- Scanned colour images must be in CMYK colour mode, and should preferably be in EPS / TIFF format with binary encoding.

Proofs

Advertisers are to supply press proof, together with the electronic file. Inexact size/scaling will result in compromised quality

Email Submission or FTP download

Please email advertisements to: adverts@ttgasia.com

For FTP download, please provide your FTP site access information.

Ad Traffic Contact

Please send ad materials to:

TTG Asia Media Pte. Ltd. - TTG Dailies Admin Department
 9 Battery Road, #17-02/12, Straits Trading Building,
 Singapore 049910

Tel: (65) 6 395 7555

Fax: (65) 6536 2972

Email: contact@ttgasia.com

Other Information

Agency Commission

15% accredited on earned space rate and colour charge only. Insert charges are also agency commissionable.

GST in Singapore

A GST of 5% of gross amount is chargeable in the following instances:

1. If advertisement is booked out of Singapore by a company or ad agency based in Singapore
2. If advertisement is booked out of Singapore and carries a Singapore address only.

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