

# GENERAL INFORMATION NOTES



# ASEAN TOURISM FORUM

'UNITY IN MOTION' SHAPING ASEAN'S TOURISM TOMORROW

15-20  
January

**2025**  
Johor, Malaysia



MINISTRY OF TOURISM,  
ARTS AND CULTURE



Malaysia  
*Truly Asia*

TOURISM  
MALAYSIA

Southeast Asia  
A DESTINATION FOR EVERY DREAM



# ***GENERAL INFORMATION***

## INTRODUCTION

The Ministry of Tourism, Arts and Culture of Malaysia warmly welcomes all delegates to the **ASEAN Tourism Forum (ATF) 2025**, which will be held from **15th to 20th January 2025 in Johor, Malaysia**. We are pleased to provide administrative notes containing meeting information and comprehensive details of administrative procedures, logistics, and requirements for all delegates to ensure an efficient meeting and visit in Johor, Malaysia

## VENUES

### MEETING VENUE

The meetings will be held in person at **DoubleTree by Hilton Johor Bahru Hotel** from **16 to 20 January 2025**, in conjunction with ATF 2025.

**DoubleTree by Hilton Johor Bahru Hotel**  
**No.12, Jalan Ngee Heng, Johor Bahru**  
**Johor, Malaysia**

<https://www.hilton.com/en/hotels/jhbdttdi-doubletree-johor-bahru/>

### TRAVEX

TRAVEX will be held at **Persada Johor Convention Centre** from **15 to 17 January 2025**.

**Persada Johor International Convention Centre**  
**Jalan Abdullah Ibrahim, 80000, Johor Bahru**  
**Johor, Malaysia**

<https://www.persadajohor.com/>

# TENTATIVE AGENDA

DATE / DAY	M-ATM/NTOs MEETINGS	TRAVEX
13 January 2025 / Monday		<ul style="list-style-type: none"> <li>• Registration</li> <li>• TRAVEX Booth Setup</li> </ul>
14 January 2025 / Tuesday		<ul style="list-style-type: none"> <li>• Registration</li> <li>• TRAVEX Hosted Buyer &amp; Full Delegates Briefings</li> </ul>
15 January 2025 / Wednesday	<ul style="list-style-type: none"> <li>• Arrival of delegates</li> </ul>	<ul style="list-style-type: none"> <li>• TRAVEX Day 1</li> <li>• TRAVEX Opening Ceremony</li> <li>• NTO's Media Briefings</li> <li>• TRAVEX Appointment Sessions</li> </ul>
16 January 2025 / Thursday	<ul style="list-style-type: none"> <li>• 61st Meeting of ASEAN NTOs</li> <li>• 61st Meeting of ASEAN NTOs (Consultation Session)</li> </ul>	<ul style="list-style-type: none"> <li>• TRAVEX Day 2</li> <li>• ASEAN Tourism Conference</li> <li>• TRAVEX Appointment Sessions</li> </ul>
17 January 2025 / Friday	<ul style="list-style-type: none"> <li>• The 46th ASEAN Plus Three NTOs Meeting</li> <li>• The 33rd ASEAN – India Tourism Working Group Meeting</li> <li>• The 1st ASEAN-China NTOs Meeting</li> <li>• The 15th ASEAN – Russia Tourism Consultation Meeting</li> </ul>	<ul style="list-style-type: none"> <li>• TRAVEX Day 3</li> <li>• ASEAN Tourism Conference</li> <li>• TRAVEX Appointment Sessions</li> </ul>
18 January 2025 / Saturday	<ul style="list-style-type: none"> <li>• Technical Tour</li> <li>• Tourism Ministers &amp; Head of NTOs Retreat</li> <li>• Opening Ceremony ATF 2025</li> </ul>	<ul style="list-style-type: none"> <li>• Hosted Buyer &amp; Media Post Tour</li> </ul>
19 January 2025 / Sunday	<ul style="list-style-type: none"> <li>• The 28th Meeting of ASEAN Tourism Minister</li> <li>• The 24th Meeting of ASEAN Plus Three Tourism Minister</li> <li>• The 1st ASEAN – China Tourism Minister Meeting</li> <li>• Philippines Night</li> </ul>	

# TENTATIVE AGENDA

DATE / DAY	M-ATM/NTOs MEETINGS	TRAVEX
20 January 2025 / Monday	<ul style="list-style-type: none"> <li>• The 12th ASEAN – India Tourism Minister Meeting</li> <li>• The 4th ASEAN – Russian Federation Tourism Minister Meeting</li> <li>• ASEAN Tourism Minister’s Press Conference</li> <li>• ASEAN Tourism Awards</li> <li>• Closing Ceremony of ASEAN Tourism Forum (ATF) 2025</li> </ul>	
21 January 2025 / Tuesday	<ul style="list-style-type: none"> <li>• Departure of delegates</li> </ul>	

The detailed schedule and tentative agenda for the meeting are attached as **Annex A**.

## REGISTRATION

### REGISTRATION FOR MEETINGS

All delegations must complete the registration form available via [Register ASEAN Tourism Forum 2025 Johor, Malaysia](#) and submit it **no later than 20 December 2024**. For any inquiries, please contact the ATF Secretariat via e-mail address: [secretariatatf2025@motac.gov.my](mailto:secretariatatf2025@motac.gov.my) or visit [www.atf2025.motac.gov.my](http://www.atf2025.motac.gov.my)

### REGISTRATION FOR AWARDEES

All awardees are required to submit the nominees for ASEAN Tourism Awards 2025 to the host country **before 22 November 2024** via e-mail to [masliza@motac.gov.my](mailto:masliza@motac.gov.my), [sufirfaus@motac.gov.my](mailto:sufirfaus@motac.gov.my), [jonathanlim@motac.gov.my](mailto:jonathanlim@motac.gov.my) and cc to [secretariatatf2025@motac.gov.my](mailto:secretariatatf2025@motac.gov.my)



## DELEGATES ARRIVAL

### a. Visa Requirement

Delegates entering Malaysia territory are required to hold a passport valid for six (6) months or more from the arrival date. The delegates who are required to apply for a visa to enter Malaysia must first apply at any Malaysia Representative Office abroad or the e-visa Portal at <https://malaysiavisa.imi.gov.my/>. More information on the entire list of nations requiring a visa may be found at <https://www.imi.gov.my/>

Yellow fever vaccination is mandatory for travellers traveling over 12 hours through high-risk countries, and those without a valid certificate face a six (6) day quarantine or are not permitted to enter Malaysia.

### b. Malaysia Digital Arrival Card (MDAC)

As of 1 January 2024, all foreign nationals are required to complete the Malaysia Digital Arrival Card (MDAC) three (3) days before arrival via <https://imigresen-online.imi.gov.my/mdac/main>

Show MDAC registration and verify the passports at the immigration counters.

### c. Custom Regulation and Procedure

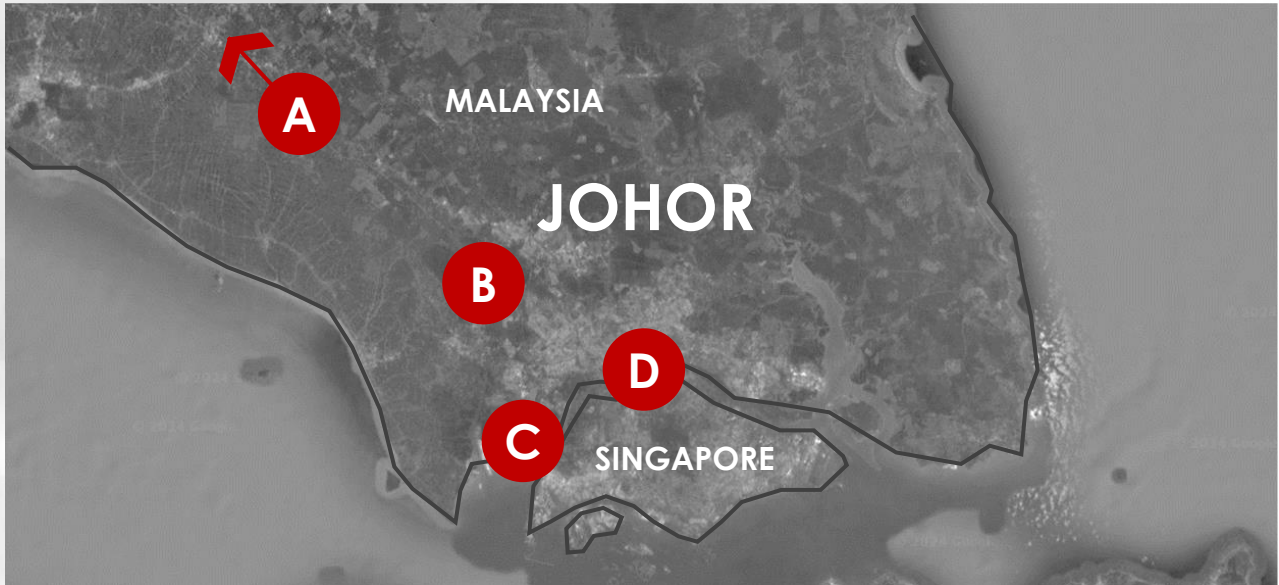
Under the provisions of the Customs Act 1967 (Amendment) 2019 and the Customs Regulations 2019, tourists or travelers entering or leaving Malaysia are required to declare all taxable goods, prohibited items, cash amounts, and negotiable monetary instruments (NMIs) in their possession, whether carried or contained in any of their luggage or vehicles.

Failure to declare or making a false declaration is an offense and will be subject to legal action under the Customs Act 1967. Further details on custom regulation and procedure via <http://www.customs.gov.my/en>

## DELEGATES ARRIVAL

### d. Malaysia Entry Points

Delegates are permitted to enter Malaysia via these entry points:



- A ▶ Kuala Lumpur International Airport (KLIA)
- B ▶ Senai International Airport
- C ▶ Sultan Abu Bakar CIQ
- D ▶ Sultan Iskandar CIQ

### e. Hotel Transfer Arrangements

Please be advised that the organizing committee will provide complimentary hotel transfers exclusively between The Senai International Airport on the officially designated dates. Delegates are kindly requested to arrange their own transportation to the meeting venue if their travel requirements fall outside the aforementioned services.

### f. Luggage Tag

All delegates are required to use the provided luggage tag template ([Luggage Tag ATF 2025](#)) to ensure a smooth and efficient arrangement for baggage collection at the designated welcome locations. Kindly print and securely attach the tag to your luggage prior to arrival.

## MEETING ARRANGEMENT

### a. Access Procedure

All delegates are required to collect their Meeting Pass during the on-site physical registration. Delegates must wear their Meeting Passes visibly at all times while within the meeting areas. The pass is mandatory and must be worn throughout all meetings and official social events.

### b. Dress Code

Meetings	▶	Business Attire
Opening Ceremony	▶	Batik / National Dress
Receptions / Dinners	▶	Batik / National Dress / Smart Casual
Closing Ceremony	▶	Business Attire
Technical Tour / Tourism Minister & Head of NTOs Retreat	▶	Casual / Sports Wear

### c. Special Batik Shirt for VIPs

The host will provide special Batik shirts exclusively for ASEAN Ministers and NTO-level delegates to be worn during the Opening Ceremony. Kindly submit the completed body measurement form, enclosed herewith, to the meeting secretariat **no later than 20 December 2024**. The detailed information and body measurement form are available in **Annex B**.

## MEETING VENUE FACILITIES

### a. Meeting Hall

The official meeting venue will be at The Grand Ballroom, 11<sup>th</sup> Floor of The DoubleTree by Hilton Johor Bahru Hotel.



### b. **Bilateral Meeting Rooms**

Bilateral Meeting Rooms will be available on the 11th Floor of The DoubleTree by Hilton Johor Bahru Hotel on a reservation basis from 08:00 to 19:00, between 16 and 20 January 2025. These rooms accommodate between four (4) to ten (10) seats. For reservations, please contact Ms. Hong Xiao Yun via email at [hongxiaoyun@motac.gov.my](mailto:hongxiaoyun@motac.gov.my).

### c. **Secretariat Room**

During the event, the secretariat room will be available on the 11th Floor of The DoubleTree by Hilton Johor Bahru for attendees to access regularly. The secretariat room will be equipped with computers and printers, and basic office supplies.

## ACCOMMODATION

- a. The host will provide complimentary room for
  - Minister Level on 17 – 21 January 2025
  - Head of NTOs on 15 – 21 January 2025
  - Secretary General of ASEAN on 17 – 21 January 2025
- b. All delegations are encouraged to make reservations at the designated partner hotels. Details of the hotel partners and contacts for reservations are provided in **Annex C**.

## TRANSPORTATION

- a. The host will provide a dedicated vehicle for
  - Minister Level on 17 – 21 January 2025
  - Head of NTOs on 15 – 21 January 2025
  - Secretary General of ASEAN on 17 – 21 January 2025
- b. Transport to the meeting venue and social events as stated in the official program will be provided for all delegates. For any other purposes, delegates are kindly requested to make their own arrangements.

## TECHNICAL TOUR/ TOURISM MINISTER & HEAD OF NTOs RETREAT

The ATF 2025 will feature two exclusive half-day excursions in Johor, Malaysia, showcasing the region's beauty and diversity. The first is exclusively for the ASEAN Tourism Ministers and Heads of NTOs Retreat, offering friendly golf tournaments or meditation & wellness tours. The delegates can enjoy either the Belungkor Adventure Tour, focusing on mangrove ecosystems and conservation efforts, or the Junglewalla Desaru Coast Tour, offering nature experiences. These curated excursions aim to enhance the ATF 2025 experience while showcasing Johor's unique natural assets and sustainable tourism offerings. Please refer to **Annex D** for the detailed program.

## TRAVEX

The TRAVEX sessions, a key highlight of the ASEAN Tourism Forum (ATF) 2025, will take place over three days from 15-17 January 2025 at the Persada Johor International Convention Centre in Johor Bahru. TRAVEX provides a unique opportunity to establish new business relationships while strengthening existing partnerships, facilitating networking and collaboration within the ASEAN tourism industry. The event plays a vital role in promoting regional tourism growth and fostering international business opportunities.

The ASEAN Tourism Conference (ATC) will run concurrently with the TRAVEX during the ASEAN Tourism Forum (ATF) 2025, providing an additional opportunity for delegates. This conference serves as a valuable platform for knowledge exchange, offering delegates the chance to stay informed on innovative practices and emerging developments within the ASEAN tourism landscape. For more information, please visit <https://www.atf.travel/> or e-mail [travex2025@tourism.gov.my](mailto:travex2025@tourism.gov.my).

## GENERAL FAST FACTS

### **a. Electricity**

To use personal devices, please note that Malaysia's standard electrical power supply is 240 V and 50Hz. Based on British standards, the power plug socket is type G (3-pin). The committee will provide the extension cord in the meeting venue to allow delegates to recharge their devices when needed.

### **b. Currency and Banking**

The Malaysian Ringgit is the currency unit used with the code MYR. Ringgit includes a banknote worth RM100, RM50, RM20, RM10, RM5, RM1, and 50 sen (cent) coins as well as 20 sen, 10 sen, and 5 sen coins. Malaysian payment systems are also enabled in cashless payment methods via debit cards, credit cards, and digital payment.

### **c. Emergency Phone Number**

Malaysia Emergency Response Services (MERS) 999 is an integrated system consisting of the Royal Malaysian Police (RMP), the Fire and Rescue Department of Malaysia (FRDM), the Ministry of Health Malaysia (MOH), etc.

### **d. Videography and Photography**

Delegates may be photographed or filmed by the official host photographers. Photos and a video compilation of the ASEAN Tourism Meeting will be available on the ATF 2025 official drive.

## ORGANISER

### Ministry of Tourism, Arts and Culture Malaysia

No.2, Tower 1, Jalan P5/6

Precinct 5, 62200, Putrajaya

MALAYSIA

Phone : +603 8000 8000

Fax : +603 8891 7100

Website : [www.motac.gov.my](http://www.motac.gov.my)

## POINT OF CONTACTS

### MEETINGS & OFFICIAL EVENTS

[secretariatATF2025@motac.gov.my](mailto:secretariatATF2025@motac.gov.my)

#### a. Mr. Khaironizam Saad

Phone (office) : +603 8891 7395

Phone (mobile) : +6019 354 5007

E-mail : [knizam@motac.gov.my](mailto:knizam@motac.gov.my)

#### b. Mr. Mohammad Shahnizam Mohd. Haniff

Phone (office) : +603 8891 7381

Phone (mobile) : +6017 2801908

E-mail : [shahnizam@motac.gov.my](mailto:shahnizam@motac.gov.my)

### TRAVEX

[travex2025@tourism.gov.my](mailto:travex2025@tourism.gov.my)

#### a. Ms. Jamilah Abdul Halim

Phone (office) : +603 8891 8242

Phone (mobile) : +6016 446 1190

E-mail : [jamilah.halim@tourism.gov.my](mailto:jamilah.halim@tourism.gov.my)

#### b. Mr. Alwi Shakir Abdullah

Phone (office) : +603 8891 8275

Phone (mobile) : +6013 390 9381

E-mail : [alwishakir@tourism.gov.my](mailto:alwishakir@tourism.gov.my)



## WELCOME TO JOHOR THE SOUTHERN GATEWAY OF MALAYSIA



Laman Mahkota Istana Bukit Serene, Johor Bahru

Source: Tourism Malaysia

Johor, strategically located at the southern tip of Peninsular Malaysia, is honored to host the ASEAN Tourism Forum (ATF) 2025. Known for its strategic location at the southern tip of Peninsular Malaysia, Johor serves as a vital gateway between Malaysia and its neighbouring countries, Singapore and Indonesia. The state's unique combination of rich history, diverse cultures, stunning natural landscapes, and modern attractions makes it an ideal venue for this prestigious event.

### **A GLIMPSE INTO JOHOR'S HISTORY**

Johor's history is rooted in the Johor Sultanate, founded in the 16th century after the Malacca Sultanate's fall. As one of Malaysia's oldest monarchies, it significantly shaped the state's cultural identity. Today, the Sultan remains influential, with the Istana Bukit Serene in Johor Bahru serving as the royal residence. Johor has evolved from a trading powerhouse to a modern, industrially advanced state, preserving its cultural heritage. Visitors can experience a blend of historical charm and contemporary progress.



Masjid Sultan Abu Bakar,  
Johor Bahru



Source: Tourism Malaysia

## ICONIC LANDMARKS AND ATTRACTIONS

Johor is a historical and cultural hub with iconic landmarks like the Sultan Abu Bakar Mosque and Istana Bukit Serene. The Mosque offers stunning views of the Straits of Johor, while Istana Bukit Serene features a crown-shaped arch and lush gardens. World-class theme parks like LEGOLAND Malaysia and Desaru Coast Adventure Waterpark attract families and thrill-seekers, making Johor a must-visit for history and architecture enthusiasts.



Legoland Malaysia, Iskandar Puteri

Source: Tourism Malaysia





Source: Tourism Malaysia

## DESARU COAST

Desaru Coast is a premier integrated destination resort, celebrated for its stunning beaches along the South China Sea. Spanning over 3,900 acres, it features a diverse range of luxury accommodations, including internationally renowned hotels, world-class golf courses, an expansive waterpark, and a conference centre. Esteemed luxury stays include One&Only Desaru Coast, The Westin Desaru Coast Resort, Hard Rock Hotel Desaru Coast, and Anantara Desaru Coast Resort & Villas, each offering unique experiences for tourists.

Key attractions include the Desaru Coast Adventure Waterpark, the serene Desaru Beach, and The Els Club Desaru Coast, a prestigious golf course designed by Ernie Els. Beyond its luxury offerings, Desaru Coast is a thriving hub for ecotourism and adventure, with experiences such as river cruises, mangrove explorations, and visits to local villages, making it an ideal destination for both leisure and adventure enthusiasts.



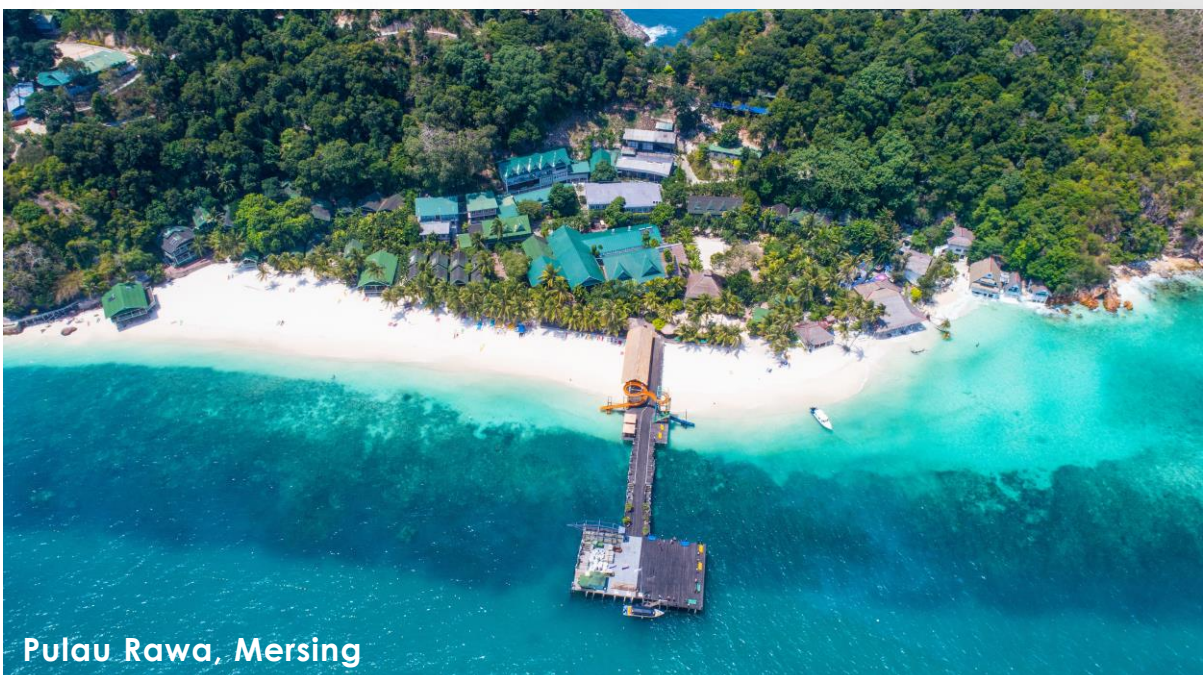


**Kampung Sungai Melayu, Johor Bahru**

*Source: Tourism Malaysia*

## **ECOTOURISM AND NATURAL WONDERS**

Johor is a popular ecotourism destination with two national parks: Endau-Rompin National Park and Tanjung Piai National Park. Endau-Rompin offers rugged landscapes and rich biodiversity, while Tanjung Piai, located at the southernmost point of mainland Asia, is known for mangrove forests and diverse birdlife. Mersing, a gateway to the Seribuat Archipelago, offers pristine beaches and marine life, making it an ideal destination for nature enthusiasts.



**Pulau Rawa, Mersing**

*Source: Tourism Malaysia*



## CULTURES & TRADITIONS

Johor's cultural landscape is diverse, with a blend of Malay, Chinese, Indian, and indigenous Orang Asli communities. Its vibrant traditions, festivals, and practices are showcased through festivals like Hari Raya Aidilfitri, Chinese New Year, Deepavali, and Chingay Parade. Visitors can also explore traditional arts and crafts, such as Kuda Kepang, a Javanese dance, and Ghazal music, a fusion of Malay, Arabic, and Indian influences.



Source: Tourism Malaysia



Source: Tourism Malaysia



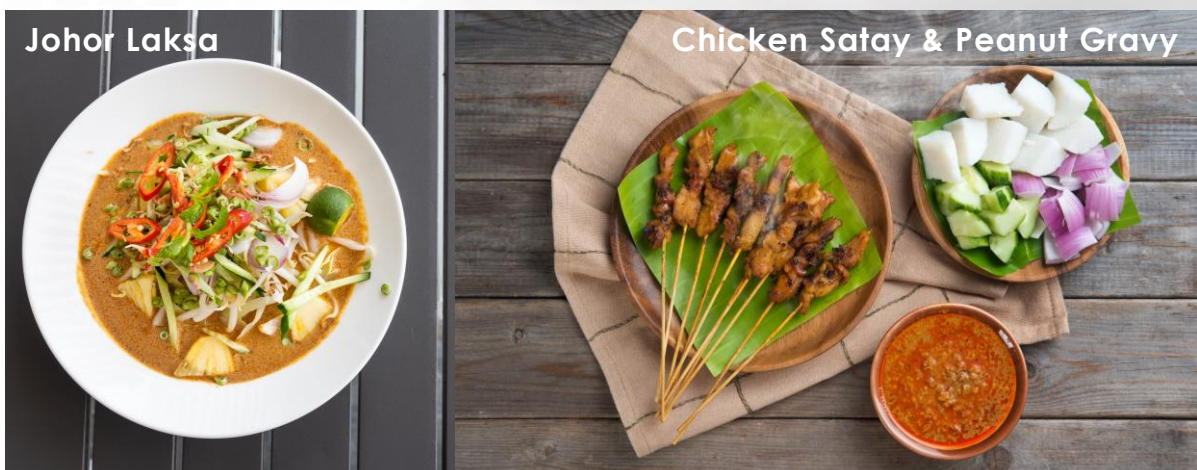


Local Malaysian Cuisine

Source: Tourism Malaysia

## CULINARY DELIGHTS

Johor's culinary scene is a blend of Malay and Western traditions, offering a diverse range of flavors and dishes. One of the state's signature dishes is Laksa Johor, a fusion of fish and coconut milk, served with spaghetti instead of rice noodles. Other must-try dishes include Mee Rebus, a savory noodle dish with shrimp paste and sweet potatoes gravy, and Otak-Otak, a popular street food made from fish paste wrapped in banana leaves. The state's diverse cuisine also includes Chinese, Indian, and fusion cuisines.



Johor Laksa

Chicken Satay & Peanut Gravy

Source: Tourism Malaysia



# **ANNEX A**

*tentative programme*

# TENTATIVE PROGRAMME

TIME (GMT +8)	ACTIVITY	VENUE
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## 13 JANUARY 2025 / MONDAY

All Day	TRAVEX Booth Set Up & Installation	Level 3 Hall 301-303 Persada Johor
08.00 – 16.00	Registration & Badge Collection (TRAVEX) (Sellers, Buyers & Media)	Level 3 Persada Johor

## 14 JANUARY 2025 / TUESDAY

08.00 – 12.00	Registration & Badge Collection (TRAVEX) (Sellers, Buyers & Media)	Level 3 Persada Johor
14.00 – 16.00	TRAVEX Hosted Buyer & Sellers Full Delegates Briefing	Persada Johor

## 15 JANUARY 2025 / WEDNESDAY

All Day	Arrival of ASEAN, APT, India & Russia Head of NTOs, Dialogue Partners and External Entities	DoubleTree JB Hotel
All Day	TRAVEX Day 1	Level 3 Hall 301-303 Persada Johor
09.00 – 09.30	TRAVEX Opening Ceremony	Persada Johor
09.00 – 13.00	NTO's Media Briefing 1. (09.00 – 10.00) 2. (10.00 – 11.00) 3. (11.00 – 12.00) 4. (12.00 – 13.00)	Level 4 Auditorium 401 Persada Johor
09.00 – 13.00	TRAVEX Appointment Session 1	Level 3 Hall 301-303 Persada Johor
13.00 – 14.00	TRAVEX Lunch (Hosted Buyer & Media only)	Level 1 Exhibition Hall Persada Johor
14.00 – 16.00	NTO's Media Briefing 5. (14.00 – 15.00) 6. (15.00 – 16.00) 7. (16.00 – 17.00)	Level 4 Auditorium 401 Persada Johor
14.00 – 17.00	TRAVEX Appointment Session 2	Level 3 Hall 301-303 Persada Johor



# TENTATIVE PROGRAMME

TIME (GMT +8)	ACTIVITY	VENUE
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## 16 JANUARY 2025 / THURSDAY

All Day	TRAVEX Day 2	Level 3 Hall 301-303 Persada Johor
08.00 – 09.00	Registration of Delegation	Grand Ballroom Level 11, DoubleTree JB Hotel
09.00 – 10.30	The 61 <sup>st</sup> ASEAN NTOs Meeting	Grand Ballroom Level 11, DoubleTree JB Hotel
09.00 – 13.00	TRAVEX Appointment Session 3	Level 3 Hall 301-303 Persada Johor
10.00 – 13.00	NTO's Media Briefing 8. (09.00 – 10.00) 9. (10.00 – 11.00) 10. (11.00 – 12.00)	Level 4 Auditorium 401 Persada Johor
11.00 – 12.30	The 61 <sup>st</sup> ASEAN NTOs Meeting (cont.)	Grand Ballroom Level 11, DoubleTree JB Hotel
12.30 – 14.00	Lunch	Makan Kitchen Restaurant, Level 1, DoubleTree JB Hotel
13.00 – 14.00	TRAVEX Lunch (Hosted Buyer & Media only)	Level 1 Exhibition Hall Persada Johor
14.00 – 16.30	The 61 <sup>st</sup> ASEAN NTOs Meeting (Consultation Session)	Grand Ballroom Level 11, DoubleTree JB Hotel
14.00 – 17.00	TRAVEX Appointment Session 4	Level 3 Hall 301-303 Persada Johor
14.00 – 17.00	ASEAN Tourism Conference (ATC)	Persada Johor
17.00 – 19.00	Slots for Bilateral Meeting	Meeting Room 1,2 & 3 Level 11, DoubleTree JB Hotel

## 17 JANUARY 2025 / FRIDAY

All Day	TRAVEX Day 3	Level 3 Hall 301-303 Persada Johor
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# TENTATIVE PROGRAMME

TIME (GMT +8)	ACTIVITY	VENUE
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## 17 JANUARY 2025 / FRIDAY

All Day	Arrival of ASEAN, APT, India & China Tourism Ministers, Secretary General of ASEAN	DoubleTree JB Hotel
09.00 – 10.30	The 46 <sup>th</sup> ASEAN Plus Three NTOs Meeting	Grand Ballroom Level 11, DoubleTree JB Hotel
09.00 – 12.30	Hosted Media Program	JB City
09.00 – 12.30	TRAVEX Appointment Session 5	Level 3 Hall 301-303 Persada Johor
09.00 – 12.30	ASEAN Tourism Conference (ATC)	Persada Johor
11.00 – 12.30	The 33 <sup>rd</sup> ASEAN – India Tourism Working Group Meeting	Grand Ballroom Level 11, DoubleTree JB Hotel
12.30 – 14.00	Lunch	Makan Kitchen Restaurant, Level 1, DoubleTree JB Hotel
12.30 – 14.00	TRAVEX Lunch (Hosted Buyer & Media only)	Level 1 Exhibition Hall Persada Johor
14.00 – 16.30	The 15 <sup>th</sup> ASEAN – Russia Tourism Consultation Meeting	Grand Ballroom Level 11, DoubleTree JB Hotel
17.00 – 19.00	Slots for Bilateral Meeting	Meeting Room 1,2 & 3 Level 11, DoubleTree JB Hotel
20.30 – 22.30	Welcome Reception hosted by Johor State Government	TBC

## 18 JANUARY 2025 / SATURDAY

ALL DAY	Hosted Buyer & Media City Tour	JB City Centre
08.00 – 16.00	Technical Tour	Desaru
08.00 – 16.00	ASEAN Tourism Ministers & Head of ASEAN NTOs Retreat	Desaru Coast
20.30 – 22.30	Opening Ceremony of ASEAN Tourism Forum 2025	Persada Johor



# TENTATIVE PROGRAMME

TIME (GMT +8)	ACTIVITY	VENUE
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## 19 JANUARY 2025 / SUNDAY

09.00 – 10.30	The 28 <sup>th</sup> Meeting of ASEAN Tourism Minister	Grand Ballroom Level 11, DoubleTree JB Hotel
11.00 – 12.30	The 24 <sup>th</sup> Meeting of ASEAN Plus Three Tourism Minister	Grand Ballroom Level 11, DoubleTree JB Hotel
12.30 – 14.00	Lunch	Makan Kitchen Restaurant, Level 1, DoubleTree JB Hotel
	Minister Luncheon by CNN (Invitation only)	Junior Ballroom Level 11, DoubleTree JB Hotel
14.00 – 16.30	The 1 <sup>st</sup> ASEAN – China Tourism Minister Meeting	Grand Ballroom Level 11, DoubleTree JB Hotel
17.00 – 19.00	Slots for Bilateral Meeting	Meeting Room 1,2 & 3 Level 11, DoubleTree JB Hotel
20.30 – 22.30	Philippines Night	Persada Johor

## 20 JANUARY 2025 / MONDAY

09.00 – 10.30	The 12 <sup>th</sup> ASEAN – India Tourism Minister Meeting	Grand Ballroom Level 11, DoubleTree JB Hotel
11.00 – 12.30	The 4 <sup>th</sup> ASEAN – Russian Federation Tourism Minister Meeting	Grand Ballroom Level 11, DoubleTree JB Hotel
12.30 – 15.00	Lunch	Makan Kitchen Restaurant, Level 1, DoubleTree JB Hotel
	Minister Luncheon by AGODA (Invitation only)	Junior Ballroom Level 11, DoubleTree JB Hotel
15.00 – 16.00	ASEAN Tourism Minister’s Press Conference	Junior Pre-Function Level 11, DoubleTree JB Hotel
16.00 – 20.00	<ul style="list-style-type: none"> <li>• ASEAN Tourism Awards</li> <li>• Chairmanship Handover Ceremony</li> <li>• Closing Ceremony of ASEAN Tourism Forum (ATF) 2025</li> </ul>	Persada Johor

## 21 JANUARY 2025 / TUESDAY

All Day	Departure of Delegates	
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# **ANNEX***B*

*body measurement form*

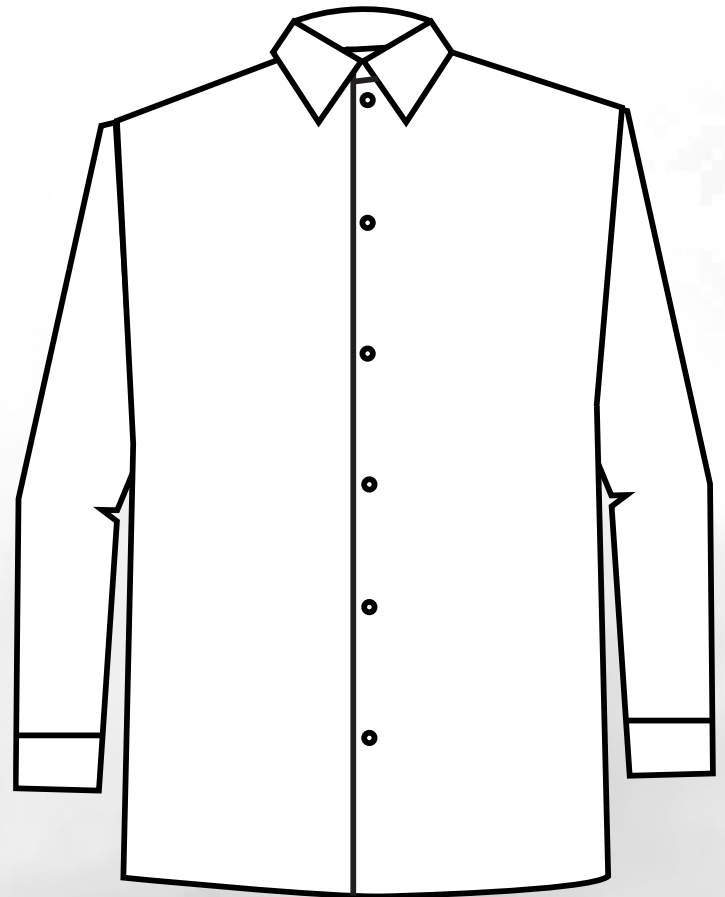


## BATIK SHIRT MEASUREMENT FORM (MALE)

Ministers / Head of Delegation and Head of NTOs

<b>NAME</b>	
<b>DESIGNATION</b>	
<b>ORGANISATION</b>	
<b>COUNTRY</b>	

COLLAR	
BACK LENGTH	
FRONT LENGTH	
CHEST	
WAIST	
HIP	
SHOULDER	
SLEEVE	
ELBOW	
CUFF	
ARMHOLE	



**\*In Inch**

**Please return the completed measurement to:**

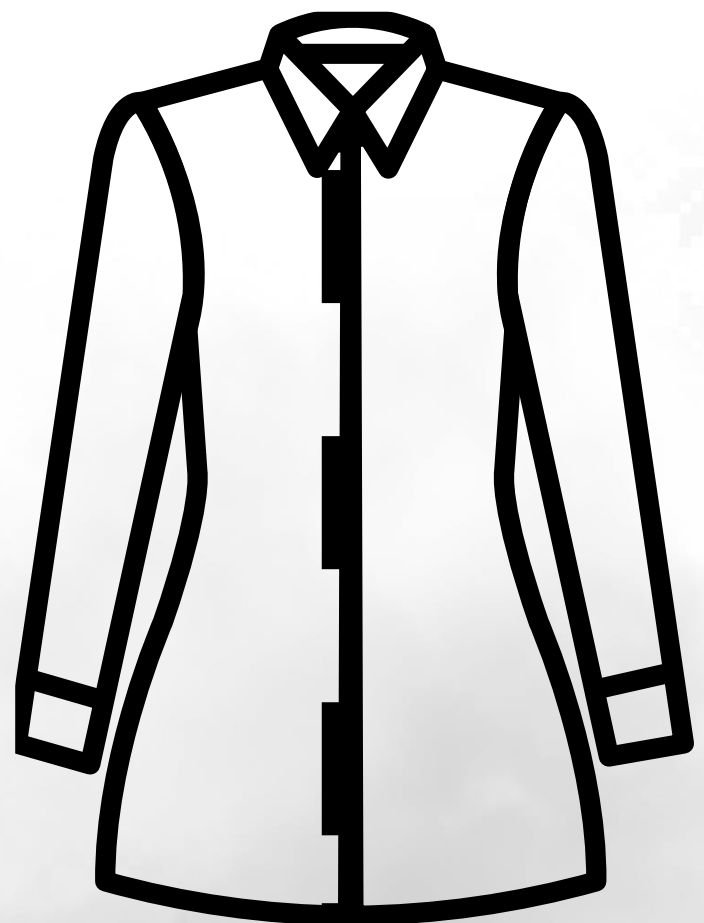
- i. Ms. Aida Shazlin Shaharom – [aida@kraftangan.gov.my](mailto:aida@kraftangan.gov.my)
- ii. Mr. Yunus Mahat – [yunusmahat@kraftanga.gov.my](mailto:yunusmahat@kraftanga.gov.my)

## BATIK SHIRT MEASUREMENT FORM (FEMALE)

Ministers / Head of Delegation and Head of NTOs

<b>NAME</b>	
<b>DESIGNATION</b>	
<b>ORGANISATION</b>	
<b>COUNTRY</b>	

COLLAR	
BACK LENGTH	
FRONT LENGTH	
CHEST	
WAIST	
HIP	
SHOULDER	
SLEEVE	
ELBOW	
CUFF	
ARMHOLE	



**\*In Inch**

**Please return the completed measurement to:**

- i. Ms. Aida Shazlin Shaharom – [aida@kraftangan.gov.my](mailto:aida@kraftangan.gov.my)
- ii. Mr. Yunus Mahat – [yunusmahat@kraftanga.gov.my](mailto:yunusmahat@kraftanga.gov.my)



**ANNEX** **C**  
*hotel options*



# HOTEL OPTIONS

For room bookings & and room reservation



## DOUBLETREE BY HILTON JOHOR BAHRU HOTEL

No.12, Jalan Ngee Heng, Johor Bahru  
<https://www.hilton.com/en/hotels/jhbdtai-doubletree-johor-bahru/>

[Reservation Special Rates - DoubleTree by Hilton Johor Bahru Hotel](#)



## AMARI JOHOR BAHRU HOTEL

82C Suasana Iskandar Malaysia, Jalan  
Trus Road, Johor Bahru  
<https://www.amari.com/johor-bahru>



## HOLIDAY INN JOHOR BAHRU CITY

Jalan Tun Abdul Razak, Bandar Johor  
Bahru, 80000 Johor Bahru, Johor  
<https://www.guestreservations.com/holiday-inn-johor-bahru-city-centre-an-ihg-hotel/>



## CAPRI BY FRASER JOHOR BAHRU

Menara Tiga Serangkai, Jalan Tengku  
Azizah, 80300 Johor Bahru  
<https://www.frasershospitality.com/en/malaysia/johor/capri-by-fraser-johor-bahru/>



# **ANNEX***D*

*Tourism Ministers and  
Head of NTOs Retreat  
& Technical Tour*

**18 January 2025 / Saturday / 08.00 – 16.00**

**ASEAN TOURISM MINISTER & HEAD OF NTOs RETREAT**

**OPTION A**



**ATF Networking Golf  
Els Club, Desaru Coast**

A prestigious, friendly golf tournament set in the lush surroundings of Els Club, Desaru Coast. ASEAN tourism leaders will have the opportunity to networking while playing golf. This exclusive event is designed to foster relationships in a relaxed and scenic environment.

**OPTION B**

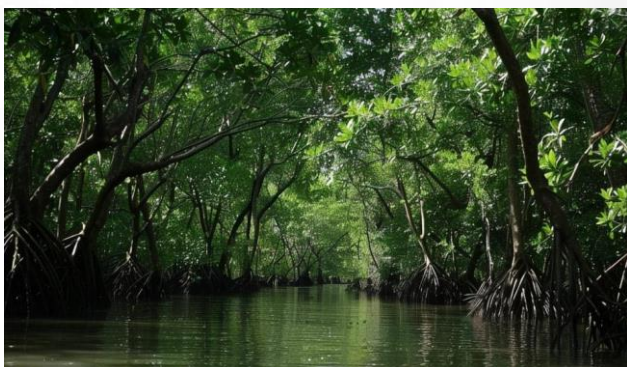


**Meditation & Wellness Tour  
Anantara Resort, Desaru Coast**

Immerse in a rejuvenating wellness experience along the pristine Desaru Coast. This meditation retreat will guide participants through mindfulness practices in a serene coastal setting, promoting relaxation and mental clarity. Perfect for invitees seeking a calming start to the day.

**TECHNICAL TOUR FOR MEETING DELEGATES**

**OPTION A**



**Belungkor Adventure Tour  
Belungkor Mangroves**

Explore the diverse ecosystem of Belungkor's mangroves on a guided boat tour. Delegates will learn about the importance of mangrove forests in coastal protection and biodiversity conservation. The tour includes an interactive mangrove planting session, where participants will contribute to local conservation efforts.

**OPTION B**



**Junglewalla Desaru Coast Tour  
Desaru Coast**

Join a nature-filled excursion with Junglewalla's experienced guides. The tour includes birdwatching in lush coastal landscapes, lily planting in scenic water gardens, and an exploration of tidepools to discover the rich marine life along the beach. Ideal for those interested in wildlife and hands-on conservation activities.





MINISTRY OF TOURISM,  
ARTS AND CULTURE



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# ASEAN TOURISM FORUM

'UNITY IN MOTION' SHAPING ASEAN'S TOURISM TOMORROW

15-20  
January

2025  
Johor, Malaysia



[mymotac / www.motac.gov.my](https://www.motac.gov.my)