



Press Release

For Immediate Release

SECOND TOURISM ALLIANCE AWARDS OPEN FOR ENTRIES

The Tourism Alliance Awards (TAA) is now open for entries. Into its second year, the TAA was conceptualised to celebrate and recognise the brightest tourism stars in Cambodia, Laos and Vietnam. The Awards aim to instill a greater sense of pride and achievement for tourism industry professionals and serves as due recognition for quality excellence within the tourism and hospitality industries in these 3 countries. Winners will be presented their awards at the 'Vietnam Night' on 30 September 2010.

The Awards available for this year include Airline of the Year, Restaurant of the Year, Spa Operator of the Year, Cruise Operator of the Year, Outbound Travel Operator of the Year, Inbound Travel Operator of the Year, Budget Hotel of the Year, Business Hotel of the Year, Resort Hotel of the Year and Luxury Hotel of the Year.

Amongst the new elements for TAA 2010 are the combination of Domestic and International Airline of the Year categories into the Airline of the Year. Also, new for this year is the Cruise Operator of the Year category. Also, there will be 3 Winners per category, Gold, Silver and Bronze Awards (where applicable). Entry submissions are available online at www.itehcmc.com/taa/awardsubmission.

As with ITE HCMC 2010, TAA is also organized by IIR Exhibitions, Vietnam National Administration of Tourism and HCMC Department of Culture, Sports and Tourism). The event is supported by Vietnam Tourism Association, Ministry of Tourism (Cambodia), Cambodia Association of Travel Agents, Cambodia Hotel Association, Laos National Tourism Administration, Lao Association of Travel Agents and Lao Hotel and Restaurant Association. For more information about Tourism Alliance Awards 2010 visit www.itehcmc.com/TAA.

For media enquiries, please contact:

Mr. James Chen
Marketing Manager
IIR Exhibitions Pte Ltd
Tel: +65 6517 6899
Email: james.chen@iirx.com.sg