



SPOKESPERSON SIXTH CONSTITUTIONAL GOVERNMENT



MEDIA RELEASE

Dili, 27 October, 2016

Government positions Timor-Leste as a unique and welcoming travel destination with launch of new tourism website

On the evening of the 26th of October, the Government's new Tourism website www.timorleste.tl was officially launched.

The site aims to be the leading internet resource for reliable and up-to-date information on all that Timor-Leste has to offer as a unique and welcoming tourist destination. The Minister of Tourism, Arts and Culture, H.E. Francisco Kalbuady Lay said that the high quality site would raise the profile of Timor-Leste internationally, inspiring interest and assisting people to take steps to plan their trip and convert their 'vision into a visit'.

Developed over six months, the site is a collaboration between the Ministry of Tourism, Arts and Culture and the Asia Foundation. The development phase included a rigorous process of information collection, a national photo shoot and extensive consultations with tourism stakeholders and development partners. The site will continue to be updated and offers the opportunity for people to provide suggestions, information and ask questions. Funding was provided by the Ministry of Tourism, Arts and Culture, the Asia Foundation, the International Labor Organization, the Australian Embassy and the New Zealand Embassy.

The website launch is only one step of an international marketing campaign being developed by the Government with the assistance of partners. A branding concept, logo and slogan are soon to be presented to the Council of Ministers for consideration. Once the next elements are established the campaign will be ready to roll out, targeting markets in Australia, Indonesia, Portugal and beyond.

The launch was held after the close of an International Conference on Tourism held in Dili this week where Minister of State, Coordinator of Economic Affairs and Minister of Agriculture and Fisheries, H.E. Estanislau da Silva underlined that tourism was "highly important for the future of Timor-Leste's economy and for the quality of life we want to ensure to all citizens of this country and for generations to come."

Government Spokesperson, Minister of State Agio Pereira congratulated all involved in the development of the website. He said "tourism is an essential pillar in the five priority pillars of our economic development. We must let the world know what we have to offer and then be ready to reward those who come with a warm welcome, quality service and an unforgettable experience." **ENDS**



Agio Pereira
+670 77045002
agio.pereira@cdm.gov.tl
govtlmedia@gmail.com
www.timor-leste.gov.tl