



SPOKESPERSON SIXTH CONSTITUTIONAL GOVERNMENT



**MEDIA
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Government approves Tourism Destination Branding

The Government has taken another step in its efforts to support the tourism sector by approving branding components designed to take Timor-Leste to the global market. These components, which include a logo, associated design elements and a destination slogan, were developed over the last 18 months through collaborative work involving the Ministry of Tourism, Arts and Culture and the Asia Foundation. They will soon be revealed when they are integrated into the Government's official tourism website at www.timorleste.tl.

The branding components were developed in line with the marketing vision of the Ministry of Tourism, Arts and Culture to "promote Timor-Leste as a peaceful and welcoming destination that offers unspoiled natural beauty, a rich history and a unique cultural experience." That vision is in harmony with the National Tourism Policy [approved](#) by the Government on the 7th of March this year, a document which for the first time provides a clear public policy framework needed to ensure effective, efficient and sustainable growth in Tourism.

The process to develop the branding components involved consultations with stakeholders from the private sector and NGOs, surveys undertaken to test the target market, the consideration of expert strategic advice and work by talented Timorese designers.

The completion and subsequent approval of the branding components by the [Council of Ministers on the 11th of July 2017](#) caps off a trio of important achievements by the Sixth Constitutional Government reflecting its commitment to support this priority sector. In addition to the creation and approval of the branding components and the development of the National Tourism Policy, the Government [launched](#) the official tourism website www.timorleste.tl in October last year. 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'. Since the launch the site has received over 11,000 sessions.

Spokesperson, Minister of State Agio Pereira, noted "the approval of these excellent branding components, which so beautifully convey our unique qualities, marks another step in our journey to develop and market Timor-Leste as a highly attractive tourist destination. A momentum is building in our efforts for tourism. This must continue so we can realize the potential of the sector to support our sustainable development." **ENDS**



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