Écrit par sylvie.duval@finances.gouv.fr (Sylvie Duval)
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Singapore offers the most attractive environment among ASEAN countries for developing the travel and tourism (T&T) sector, according to the ASEAN Travel & Tourism Competitiveness Report 2012 released today at the Travel, Trade & Tourism Summit held in Bangkok prior to the World Economic Forum on East Asia.
Followed by Malaysia and Thailand and steps ahead of Cambodia and the Philippines, Singapore, the highest placed nation in ASEAN, ranks 10th out of the 139 countries, ranked accordingly to their performance in areas that make investment in developing the T&T sector attractive.
The report analyzes the relative strengths of the travel and tourism sector in ASEAN countries and makes recommendations on how to further unleash the potential of T&T in the region. The analysis is underpinned by the World Economic Forum's Travel & Tourism Competitiveness Index (TTCI).

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