

#ASEAN: Najib Launches ASEAN Travel Channel, GOASEAN
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KUALA LUMPUR, April 27 (Bernama) -- Prime Minister Datuk Seri Najib Tun Razak on Monday launched GOASEAN, the world's first ASEAN-focused travel channel in conjunction with the 26th ASEAN Summit held at the Kuala Lumpur Convention Centre (KLCC) here.

GOASEAN aimed to bring the hidden gems of each ASEAN member states and present it together to the world as a single treasure trove waiting to be explored.

It is expected to boost the travel industry's growth, promote intra-ASEAN travel and enhance appreciation for ASEAN's leisure attractions.

The channel was also aimed to model ASEAN as a single tourist destination after the success of Europe.

The 24/7 channel would start airing at Astro Channel 737 this June and later on other platforms including internet protocol television, direct to home, digital and mobile.

Established in 1967, ASEAN comprises 10 countries, namely Brunei Darussalam, the Philippines, Indonesia, Cambodia, Laos, Malaysia, Myanmar, Singapore, Thailand and Vietnam.

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