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**FOR IMMEDIATE RELEASE**

**Presenting *Best Angkor Sunsets* under the Australian-UNESCO Heritage  
Management Framework Project**

**28<sup>th</sup> June 2013**

**APSARA National Authority Headquarters  
Siem Reap, Cambodia**

On Friday 28<sup>th</sup> June 2013, the APSARA National Authority will host an event to present *Best Angkor Sunsets* which includes the presentation of a new website and brochures which support the conservation and sustainable development of the Angkor site through responding to the needs of tourists and operators.

The new website and brochures have been prepared by Australian consulting company, Godden Mackay Logan (GML), in collaboration with the APSARA National Authority and UNESCO, as part of the Angkor Heritage Management Framework Project. The Heritage Management Framework Project is a collaborative initiative between the Australian Government, the Royal Government of Cambodia and UNESCO.

Prof Richard Mackay from GML explained that during a visit to Angkor, viewing the sunset is often a central feature of visitor itineraries and an important tourist experience. However, at present, visitors are only enjoying a small number of sunset experiences. As a result the sites are often congested. "Crowded sunset locations cause site impacts and reduce the quality of the visitor experience," says Prof Mackay.

The Sunset Project has identified alternative sunset options that improve tourists flow management, provide new and improved visitor experiences and contribute to a better conservation of monuments. The project illustrates one of the principles set by the APSARA National Authority for the management of the Angkor World Heritage site. *Best Angkor Sunsets* presents more than 30 sunset options to visitors at Angkor. The Angkor Sunsets website allows visitors and operators to search for sunset options that meet different requirements. This new initiative is another step being taken by the APSARA National Authority to continue to build partnerships with industry to improve tourism at Angkor through sustainable mechanisms.

**For further information, please contact:**

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