



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

# 42<sup>nd</sup>

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## MEETING OF THE GMS TOURISM WORKING GROUP (TWG-42)

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4 DECEMBER 2018  
PHU QUOC ISLAND, KIEN GIANG,  
VIET NAM

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## DRAFT SUMMARY OF PROCEEDINGS



# Introduction

**1.** The Forty Second Meeting of the GMS Tourism Working Group (TWG-42) was held on 4 December 2018 in Phu Quoc Island, Kien Giang Province, Viet Nam. The meeting, hosted by the Government of Viet Nam, was co-organized by the Vietnam National Administration of Tourism (VNAT), Ministry of Culture, Sports and Tourism (MCST) of Viet Nam and the Mekong Tourism Coordinating Office (MTCO), and attended by representatives of the National Tourism Organizations (NTOs) of the six Greater Mekong Subregion countries (Cambodia, PRC – Guilin Province, Lao PDR, Myanmar, Thailand, and Viet Nam), provincial tourism department of Kien Giang Province, MTCO, the Asian Development Bank (ADB), and other development partners including ASEAN-China Center and ASEAN-Korea Center. The List of Participants is in [Appendix 1](#).



# Agenda Item 1

## Opening Session

### Opening Remarks by Vice Chairman, Ministry of Culture, Sports, and Tourism, Viet Nam:

2. Dr. Ha Van Sieu, Vice Chairman, VNAT, MCST of Viet Nam extended his warm welcome to the participants of the 42<sup>nd</sup> TWG Meeting. In his opening remarks, he expressed thanks to the TWG, ADB, and MTCO for their support. TWG-42 will review the performance of the GMS Tourism Sector Strategy 2016-2025 and Marketing Strategy and Action Plan 2015-2020. The meeting will also consider new marketing activities, 2019 MTCO work plan, 2019 TWG work plan and MTCO operations. He looked forward to more substantive ideas

towards closer GMS tourism cooperation. He wished everyone a productive meeting and pleasant stay in Phu Quoc.

### Remarks from Asian Development Bank

3. In his remarks, Mr. Steven Schipani, Unit Head, Project Administration, ADB Viet Nam Resident Mission, recounted some of the recent outstanding achievements of TWG. First, GMS countries have substantially improved their collective median rank in the World Travel and Tourism



Competitiveness Index, ranking 65<sup>th</sup> among 130 countries evaluated in all areas covered by the GMS Tourism Sector Strategy, notably in human resource development and infrastructure sub-indexes. Second, TWG's successful joint marketing and knowledge sharing efforts have been recognized as global good practices. TWG's initiatives such as Mekong Moments, the Mekong Mini Movie Festival, and MekongTourism.org website was recognized with international awards this year, including a Pacific Asia Travel Association Gold Award, Golden City Gate Award at ITB Berlin, and prestigious Hospitality Sales and Marketing Association International Adrian Gold Award. The Mekong Tourism Forum's innovative, community-centered format, pioneered in Luang Prabang, Lao PDR (June 2017) and Nakhon Phanom, Thailand (June 2018) is featured in the UN World Tourism Organization's 2018 Global good practices Report on Inclusive Tourism. Third, the GMS continues to be one of the world's most open, tourist-visa friendly region. Mr. Schipani affirmed ADB values its collaboration with GMS governments, other development partners, the private sector, and civil society in pursuit of the shared vision of a prosperous, inclusive, resilient, and sustainable Asia and the Pacific as articulated in the recently approved ADB Strategy 2030 and the GMS Strategic Framework. 2018, ADB more than doubled its financing for the GMS tourism sector following the approval of the \$122 million Second GMS Tourism Infrastructure for Inclusive Growth Project in Cambodia, the Lao PDR, and Viet Nam. ADB in partnership with the Government of Australia and MTCO will continue the Mekong Innovative Startup in Tourism (MIST) Accelerator Program in 2019 to promote technologies that drive tourism growth in secondary destinations. Finally, he emphasized ADB looks forward to positive progress toward reaching full consensus among all GMS countries towards formalization of the MTCO Charter in 2019.

## Remarks from Executive Director, Mekong Tourism Coordinating Office

4. Mr. Jens Thraenhart, Executive Director, MTCO, thanked VNAT for the excellent arrangements for the meeting. As this is now his 5<sup>th</sup> year as MTCO Executive Director, he thanked TWG for their continued trust in acting on their behalf. Over the past 4 years, TWG has embarked on an ambitious strategy reflected in TWG's work plan to promote the GMS as a single tourist destination, a marketing strategy for 2015-2020, and a tourism strategy for 2016-2025. These documents provide a solid roadmap for execution of TWG's programs and initiatives. GMS tourism cooperation has been recognized as a global best practice. He cited the awards and recognition received: from (i) UNWTO<sup>1</sup> for 2016 and 2017 MTF as global best practices for inclusive tourism; (ii) European Travel Commission for Mekong Moments campaign as global best practice for cross-border collaboration; (iii) PATA<sup>2</sup> 2018 Gold Award for Mekong Moments; (iv) HSMIAI<sup>3</sup> Gold Award for 2018 for Mekong Mini Movie Festival; (v) Google and Oxford Economics for Mekong Moments and Mekong Minis as global best practices for digital transformation in tourism alongside AirBnB, Grab and Klook. He stressed that the key priority of TWG is to drive engagement of its programs and initiatives with the industry because the more the private sector takes advantage of the Mekong Tourism programs, the more it drives business to the operators and destinations, generating more exposure for the

<sup>1</sup> UN World Travel Organization

<sup>2</sup> Pacific Asia Travel Association

<sup>3</sup> Hospitality Sales and Marketing Association International



region. For example, the Mekong Mini Movie Festival campaign generated over 700,000 video views and reached 7 million people to date and counting. In collaboration with Mahidol University, MTCO has just published the first edition of case studies of 2018 Experience Mekong Collection Showcases. The 2019 Experience Mekong Collection Showcases have just been selected to be officially announced at the ASEAN Tourism Forum in Halong Bay, Viet Nam in January 2019. The first collection print guide is being published for distribution

at trade shows, airline lounges and hotels to promote small responsible travel businesses. Awareness raising on plastic pollution is continuing and the trend set by MTF as the first conference to ban single-use practice has set a trend. The 2018 MIST winner, Bamboo Lao, provides a solution to the plastic problem by producing bamboo straws. With all these achievements, the road ahead for TWG looks very exciting and promising towards driving sustainable and inclusive tourism in the region.

5. Copies of the Welcome and Opening remarks are in [Appendix 2](#).

## Agenda Item 2

### *Adoption of the Agenda*



6. The meeting adopted the provisional agenda attached as [Appendix 3](#).
7. Representative of Viet Nam briefed participants on Business Arrangements.

8. The morning session of the meeting was chaired by Dr. Ha Van Sieu, Vice Chairman, VNAT, MCST of Viet Nam. As he had to leave for the Viet Nam Travel and Tourism Summit, concurrently held in Hanoi, the afternoon session was chaired by Mr. Tran Phu Cuong, Director General, International Cooperation Department, VNAT, MCST.

## Agenda Item 3

### *Report and Follow-up of the 41st GMS Tourism Working Group Meeting (June 2018, Nakhon Phanom, Thailand)*

9. Representative of Thailand gave a briefing on the outcomes of TWG-41 held in June 2018 in Nakhon Phanom, Thailand, in conjunction with the Mekong Tourism Forum (MTF) 2018, copy attached as Appendix 4. Thailand also showed a video of the highlights of MTF 2018.

10. Chair appreciated the very successful 2018 MTF, both in content and format, and its many activities.



# Agenda Item 4

## GMS Country Reports



**11.** Representatives of the six GMS countries presented their country reports in alphabetical order as follows:

### 4.1 Cambodia

**12.** Cambodia stated that cultural and natural tourism is considered as green gold, one of the top 10 priority sectors for socio-economic development, contributing 13% of GDP. International tourist arrivals in 2017 reached 5.6 million (+11.8%), generating \$3.638 billion in tourism receipts. For the first 7 months of 2018, arrivals reached 3.5 million (+11%), and projected to rise from 7 million in 2020 to 15 million by 2030. Tourism’s contribution to direct employment is projected to increase from 1 million in 2020 to 2 million in 2030. Top GMS source countries last year were China, Laos, Myanmar, Thailand, and Viet Nam in that order contributing 2.031 million arrivals. Top 5 source markets were China, Vietnam, Laos, Thailand and ROK. Visa on arrival is allowed in 25 border checkpoints.

**13.** Cambodia also reported on the outcome of the Southern Tourism Corridor (STC) Meeting held on 14 – 17 August 2018, Diamond Hotel, Kampot, Cambodiawith



participants from Cambodia, Thailand, Viet Nam and MTCO. The meeting agreed to do a market survey to determine joint promotion campaign for STC. The meeting also agreed for Cambodia to serve as lead coordinator on tourism facilitation and cross border cooperation, particularly on establishment sea-lanes (ferry services) connecting Kampot, Cambodia, Phu Quoc, Kien Giang, Vietnam, and Thailand's eastern seaboard. Viet Nam will be lead coordinator on tourism product development, and Thailand lead coordinator on tourism marketing and promotion. It was also agreed that Myanmar would be a member of STC to be confirmed at TWG-43. Viet Nam will host the 6<sup>th</sup> meeting and Thailand will host the 7<sup>th</sup> meeting. Cambodia also reported that from 1994-2017, there have been a total of 2,541 projects covering different sectors with estimated total capital investment of about \$58.18 billion, with the tourism sector accounting for 185 individual projects with total capital investment of \$22.77 billion representing 37% of total investment. One of these projects is the new Kampot tourism port (and sea lanes mentioned above) to be discussed in a bilateral meeting between Cambodia and Viet Nam.

#### 4.2 People's Republic of China (PRC)

**14.** PRC stated that the PRC gives priority to GMS tourism cooperation. Over the past 6 months of this year, Chinese tourists to destinations all over the world reached 40 million, while there were 2.8 billion local tourists. Tourism service is not balanced – the Eastern part of PRC is more developed while western part is not. There is need to invest more on service infrastructure especially in the western part (upper Mekong River). PRC plans to host TWG-43 meeting together with 2019 MTF in Dali, Yunnan Province between May/June 2019. PRC considers the draft MTCO Agreement as very important and is now making progress in having it cleared with different ministries, after which it will send comments to the other GMS countries. Development of tourism is expected to meet the need of Chinese people, and investment and cooperation between PRC and other countries especially in the GMS is very important. Just like last year, tourist arrivals from Vietnam and Myanmar are growing rapidly, and in turn many Chinese are going to these countries.

#### 4.3 Lao PDR

**15.** Lao PDR reported that in 2017, international tourist arrivals reached 3.87 million (-8.7%). However, for the past 9 months of 2018, arrivals were 2.91 million (+3.0%). Top 5 source markets in 2017 were Thailand, Vietnam, China, ROK, and USA. There are 26 international border checkpoints and visa on arrival is allowed in 22 border checkpoints valid for 30 days, with possible extension. Laos also reported on implementation of the Tourism Infrastructure for Inclusive Growth Projects (I and II) financed by ADB. Other development partners are providing support such as NZAID, GIZ, Luxembourg, Swisscontact, JICA and KOICA. Laos marketed Visit Laos Year in 2018, participated in ASEAN Peace World Cycling Tour, film competition and FAM trips, and international exhibitions, promoted Laos tourism in CNN international, and marked the 50<sup>th</sup> Anniversary of Viengxay Town Establishment as birth place of Lao PDR.



#### 4.4 Myanmar

**16.** Myanmar reported that total international tourist arrivals in 2017 reached 3.44 million and for the first nine months of 2018 reached 2.84 million, with Asia as top source market at 76% (led by Thailand, China, Japan, ROK, and Singapore –excluding border tourism), followed by West Europe, North America, Oceania, and East Europe. From January to October 2018, 104 caravan tours were organized from selected entry points with 1,349 tourists. Tourism receipts in 2017 reached \$1,969 million and for the first nine months of 2018 reached \$1,571 million. Foreign investment in hotels and commercial complexes reached \$4,428.5 million in 67 projects, with Singapore, Thailand, and Vietnam as top 3 investors. Visa on arrival is permitted for 55 countries plus mainland China, while visa exemption is allowed for ASEAN Plus, Japan, Korea, Hongkong and Macau. Tourist e-visa is allowed for passport holders from 100 countries, while business e-visa is allowed for 50 countries and Taiwan. Myanmar has launched a new brand name: “Myanmar: Be Enchanted” in September 2018, and enacted a new Myanmar Tourism Law also in September 2018.

#### 4.5 Thailand

**17.** Thailand reported that between January-October 2018, international tourist arrivals reached 31.25 million (+7.84%), generating receipts of 1.63 billion Baht (+9.98%). Domestic tourists reached 114.82 million (+3.93%) generating receipts of 787.92 billion Baht (+8.54%). Total tourism receipts reached 2.42 billion baht (+9.51%). Tourism’s total impact on the national economy in 2017 was estimated at 19.53% of GDP, contributing to employment at 11.57%. Arrivals from GMS countries reached 12.37 million with PRC representing 76.21% of the total. Domestic tourism is also seeing growth of secondary destinations. Royal Thai Government gives priority to cooperation with GMS neighbors through facility development (roads, railways) to facilitate travel, visa facilitation and expanding airline service, and strategic tourism development between Thailand and Laos. On tourism human development, Thailand informed about a workshop on sustainable tourism management at cultural heritage sites in the GMS planned in February 2019 in Ubon Ratchatani Province. They will coordinate with MTCO to extend invitation to the workshop to the other GMS countries.

#### 4.6 Viet Nam

**18.** Viet Nam reported that international tourist arrivals achieved nearly 30% growth in 2 consecutive years, reaching 12.92 million (+29.1%) in 2017. For the first 10 months of 2018, top source markets were Asia (77.9%), followed by Europe, Americas, Oceania, and Africa. Visitors from the other GMS countries were topped by China, followed by Thailand, Cambodia, Laos, and Myanmar. Domestic tourism also showed sustained growth reaching 73.2 million in 2017 and 67.9 million in the first ten months of 2018. Tourism receipts in 2017 reached \$23 billion, accounting for 7.9% of GDP. Following the passage of a new tourism law in 2017, Resolution No. 08-NQ/TW was passed by the Political Bureau of the Party’s Central Committee on Developing Tourism into a Key Economic Sector (2017). There are 5 other policy documents being drafted, including a Tourism Development Strategy. Nationals from 46 countries can apply for e-visa for a maximum of 30 days (valid until 31 January 2019 with possible

extension). Holders of ordinary passports from 24 countries do not require visas to enter Viet Nam. Visitors holding foreign passports are allowed to stay in Phu Quoc for no more than 30 days without a visa. Viet Nam's presentation also featured several new attractions and tourism events for the year.

**19.** Copies of the Country Reports are in [Appendix 5](#).

### Open Discussion:

**20.** Chair noted that the Tourism sector in Viet Nam offers something new every year. He cited private efforts like new airlines agreement, new investments, and many activities with GMS, ASEAN and APEC benefiting the country. In January 2019, Viet Nam will host the ASEAN Tourism Forum in Halong Bay. He stressed the need for more quality products, implementing more information and communication initiatives to promote smart tourism, innovations in marketing and promotion, and generating public-private tourism promotion partnerships. He mentioned an important tourism summit with the private sector scheduled in Hanoi the following day. He looked forward to continued active cooperation with the GMS countries.

**21.** Mr. Schipani congratulated all delegations for their excellent presentations. He noted that beside arrival numbers, tourism revenue, total economic returns and linkages to other sectors, environmental and social sustainability, and optimizing tourist flows to benefit residents and maintain quality visitor experiences are also essential tourism-performance indicators. Looking ahead, he underscored the importance of promoting secondary destinations to better balance growth – especially given international visitors' appetite for authentic experiences and rapidly growing domestic tourism. He mentioned the GMS has a good competitive advantage/value proposition in that tourists can easily plan and book multi-country itineraries, and the TWG/MTCO has an important role to play in promoting the use of digital tools to generate and disseminate timely, accurate tourism information that generates multi-country visits. He also mentioned the need to provide industry stakeholders with timely and accurate tourism statistics to improve planning, marketing, and investment promotion.

## Agenda Item 5

### *2018 GMS Tourism Workplan and MTCO Key Projects 2018*

- *MTCO: Presentation of key projects and achievements*
- *MTCO: Recap of MTF 2018 and feedback from member countries*
- *MTCO: Presentation of the 2018 GMS Tourism Workplan*
- *MTCO: Progress against GMS Marketing Strategy and GMS Tourism Sector Strategy*
- *MTCO: Draft 2019 GMS TWG Workplan*





22. Mr. Thraenhart reported on the status of the 2018 TWG workplan (copy is in [Appendix 6](#)) covering MTCO operations, industry engagement, marketing and branding, product development, and capacity building. Almost all of the identified activities are 100% complete, except for the MTCO legal status, which would be discussed further by the MTCO Board later in the afternoon. He gave a comprehensive report on the various activities pursued under each of these programs. On MTCO digital change, he stated that website performance has broken the 1 million Alexa score (from 4 million in 2014 - noting that the lower the score, the better it is), and that the mekongtourism.org website is now number 4 out of 10 in Alexa among ASEAN websites evaluated (as per Experience Mekong Tourism Marketing Strategy 2015-2020). He reported the increasing traffic in Facebook and website posts showing growing MTCO engagement, and stated that festivals is an untapped feature that could promote intangible heritage to promote the region as an experiential tourism destination, as well as to generate more traffic via the events calendar on the website. Public-private partnerships include B2B and B2C initiatives and Mekong Minis and Mekong Moments. Partnership with MIST is supporting tourism innovation and helping address problems in the region by engaging startups to match and integrate with sustainable and inclusive tourism in the region. Improving tourism infrastructure is pursued through the ADB-financed projects, country-assisted and driven projects, as well as those with development partners including the ASEAN Centers. The Experience Mekong Collection is showcasing

responsible and sustainable travel experiences in the GMS – integrated with Mekong Moments that features best practice case studies. In collaboration with Mahidol University, MTCO has just published the first edition of case studies of 2018 Experience Mekong Collection Showcases. The 2019 collection has just been selected to be officially announced at the ASEAN Tourism Forum in Halong Bay, Viet Nam in January 2019. The first collection print guide is being published for distribution at trade shows, airline lounges and hotels to promote small responsible travel businesses. On marketing and promoting the GMS, MTCO has engaged with the public and private sector and through social media (e.g., powered by social commerce technology ENWOKE). On multi-country thematic journeys, 11 multi-country routes are being promoted and countries have taken strong ownership in branding and promoting the routes – also integrated into Mekong Moments – Thailand taking the initiative to sponsor eight multi-country routes originating in Thailand to be integrated into MekongMoments.com. There are other opportunities to be tapped and MTCO is looking to launch a Mekong Heritage platform with UNESCO. Mekong Minis Campaign, which has reached 7 million people all over the world, and is now being utilized by the countries as a platform for promoting special themes. Soon to be launched is a photo contest – Mekong from Above – capturing images using drone technology. Mr. Thraenhart emphasized that all these initiatives are coordinated and facilitated by MTCO, but due to lack of resources, all initiatives are developed, owned, and operated by public-private sector collaboration organization

Destination Mekong, managed by UNWTO Affiliate Member Chameleon Strategies. Mr. Thraenhart also mentioned the Mekong Sustainable Tourism Dashboard, the successful MTF 2018 that had received good press coverage and cited by UNWTO as a global best practice. Looking forward, he cited future events including participation in ITB Berlin in March 2019, and the organization of TWG-43 and MTF 2019 in Dali, Yunnan Province, PRC planned on 21-23 May 2019, followed by TWG-44 in Cambodia. He invited TWG to share their inputs and planned initiatives for incorporation into the 2019 TWG workplan, emphasizing that it is the working group's work plan and not MTCO's.

### Open Discussion:

**23.** Chair thanked MTCO for the comprehensive report, great progress, and encouraged the countries to share their inputs to the 2019 workplan with MTCO.

**24.** Cambodia mentioned that they would host the next statistics harmonization workshop before end of May 2019. They are also supporting southern corridor tourism activities with Thailand.

**25.** PRC would email their updates and inputs to MTCO.

**26.** Lao PDR appreciated MTCO's efforts and would continue working with MTCO on various activities. They fully support the planned activities for next year and mentioned their bilateral cooperation with PRC to launch Visit Laos-China Year 2019 during the Chinese New Year in Vientiane, to be

closed in Beijing. They are also working with Thailand to promote Mekong-Lancang. Laos further informed that on 19-21 February 2019, they are organizing a workshop on sustainable tourism in cooperation with UNWTO in Pakse, and would welcome participants from the other GMS countries.

**27.** Myanmar was pleased with MTCO's activities and to learn about Lao-China bilateral cooperation.

**28.** Thailand mentioned their planned workshop on heritage sites and an ASEAN pop-culture event. Thailand proposed to strengthen the EWEC corridor cooperation with Myanmar, Vietnam and Thailand, and the southern corridor between Cambodia and Thailand for marketing in 2019.

**29.** Vietnam fully supported MTCO's activities through 2019 and mentioned the awarding ceremonies for Mekong Minis at the January 2019 ASEAN Tourism Forum and will coordinate with MTCO for another event in August 2019 on the southern corridor.

**30.** Mr. Schipani stated that in 2019, the Mekong Business Startup Initiatives will work with TWG to identify another batch of tourism start-ups to receive business mentoring, pitch to potential investors, and network at ITB Asia. He also mentioned ADB is setting-up a new investment fund, ADB Ventures, that could finance eligible start-ups and early-stage companies involved in tourism, agricultural value chains, smart city development, and other sectors.

**31.** Chair thanked Mr. Thraenhart for his successful efforts in support of Mekong marketing activities and tourism development in the subregion. He also thanked ADB and other partners for their support and looked



forward to their further contribution to produce more results in cooperation with the private sector.

## Agenda Item 6

### *Tourism Performance in the GMS*

**32.** Mr. Thraenhart gave an update on the 2017 GMS Tourism Performance Scorecard (copy is in [Appendix 7](#)). International visitor arrivals reached 61.21 million (+3.4%) and generated receipts of \$85 billion (+27.8%), but scorecard is still incomplete and lacking data from Yunnan and Guangxi. MTCO is working with CNTA, private sector entities, and PATA to complete the data. Thailand has 59.1% share while Viet Nam has 21.6% share of the market. Comparison of 2015 and 2016 key indicators showed upward trends in tourist arrivals (+3.4%), receipts (+27.8%), average expenditures (+44.5%), and average length of stay (+11.7%). Top ten source markets in 2017 were China, ROK, Thailand, Japan, Laos, USA, India, Russia, Chinese Taipei, and Cambodia.

**33.** Mr. Thraenhart showed a video on the Global Sustainable Tourism Dashboard (<https://tourismdashboard.org>) as a platform to track tourism performance on sustainability developed by the University of Surrey (U.K.) and Griffith University (Australia), in partnership with the World Travel Tourism Council (WTTC) and UNWTO, leveraging third party data from companies such as Amadeus and Earthcheck.

**34.** Cambodia gave an update on the 2<sup>nd</sup> GMS Tourism Statistics Harmonization Workshop held on 15-16 August 2018 in Kampot, Cambodia with participants from the GMS countries and MTCO. Participants exchanged information on their current methods of data collection, analysis, and reporting while MTCO gave a presentation on how tourism statistics harmonization can happen in the GMS. Participants agreed on a process and platform (Dashboard) for GMS tourism statistics, powered by the Global Sustainable Tourism Dashboard, to take advantage of third party data and relationships. A third workshop will be held in Cambodia in 2019, exact date and venue to be informed later.

### **Open Discussion:**

**35.** Chair was pleased to note the increasing numbers of international arrivals in the GMS as well as increasing revenues and receipts.

**36.** Mr. Schipani suggested the next statistics harmonization workshop builds consensus among GMS countries on how to collect information on visitor flows (e.g.



previous/next country visited; how many countries visited on trip) as part of periodic visitor surveys done by all GMS national tourism organizations. This information, currently only partially available and expensive to acquire, would be very valuable for TWG members to improve planning and marketing, and diversify product development.

**37.** Thailand remarked that UNWTO, ASEAN, PATA, and GMS have varying data coming from various sources.

**38.** Mr. Thraenhart agreed that this is a big opportunity to create consistency and become more efficient. Due to the current processes by the NTOs, sometimes published data can be inconsistent, and there is need to review the templates of the various organizations data is distributed to, and review indicators so they are consistent.

**39.** Chair agreed that if the countries have a uniform template, then all can arrive at more or less consistent data.

## Agenda Item 7

### *Implementation of the GMS Tourism Marketing Strategy 2015-2020*

**40.** Countries gave their respective reports on the implementation of the GMS Tourism Marketing Strategy 2015-2020.

**41.** Cambodia reported on the Cambodia Travel Mart held in October 2018, exhibition was attended mostly by Chinese investors, and featured 50% leisure and 50% MICE. Cambodia reported also on marketing activities in GMS countries, including festivals, travel marts, and expos in various locations. The next Cambodia travel mart is planned in October 2019.

**42.** PRC has established a new Ministry of Culture and Tourism from the previous two separate ministries, resulting in a combined system of management that is more efficient to guide tourism and heritage management, and implement policies to use tourism as an effective tool for poverty reduction and economic development. Tourism in China now looks at better conditions ahead. Previously there were 34 representatives to other countries, now they have added 40 cultural centres in other countries to promote tourism cooperation.

**43.** Lao PDR reported on their program on development of tourism-related micro- and small enterprises (support to Lao Handicraft Festival through the Lao Handicraft Association) as part of Visit Laos Year 2018, caravan tour with Thailand, Lane Xang Cultural Quadrangle meeting in Loei province, seminar on “Ecotourism on the Crossroads: Challenges Amidst Changing World supported by Lane Xang Cultural Quadrangle; Marketing Task Force-organized FAM program in Luang Prabang, attendance at ITB Singapore to promote visit Lao Year 2018, launching of “Inspiring



Laos” website and “Luang Prabang Timeless” on You Tube, and awareness seminar on responsible tourism in Vang Vieng among others. Also blogger fam trips were organized in Luang Prabang in July and Southern Laos in November, facilitated by MTCO.

**44.** Myanmar mentioned their international border gateways with Thailand (4), Laos (2), and China (5). Joint tour packages have been organized with Cambodia, Laos and Thailand. Myanmar is developing secondary destinations in Kayah State, Kayin State, and Tanintharyi Region and has participated in international travel marts and exhibitions hosted in other GMS and ASEAN locations.

**45.** Thailand (TAT) organized Experience Thailand and More on 7-12 September 2017 on ASEAN Kingdom Journey as part of 50<sup>th</sup> ASEAN Anniversary celebration. It started with a trade meet between buyers and sellers followed by key experiences along 4 routes categorized by themes to enhance their marketing appeal. One of the routes was the Romantic and Honeymoon route under the Southern Tourism Corridor framework. A video of the event was shown to TWG. Fam trips were also organized covering Thailand-Cambodia-Vietnam. The campaign is also promoting two routes: Discovering Thai and Khmer: Life at the Grassroots, and Following a Route of Spirituality and Cultures combining Cambodia-Myanmar-Thailand. Sports tourism (marathons) is also promoted between September 2018 and August 2019 through the ASEAN Together Run. Other upcoming events in 2019 are ASEAN pop culture week in August 2019, and culinary events.

**46.** Viet Nam reported that for the ASEAN Tourism Forum 2019 that they are hosting on 14-18 January 2019 in Ha Long, they are reserving one booth at Travex free for each ASEAN country, one booth for ASEAN Tourism, and one booth for MTCO to promote GMS tourism. Viet Nam organized two international travel expos and VITM, and participated in international tourism fairs. New tourism products have been launched including Cruise Saigon to Angkor Wat (11 days), as well as Caravan Tour “A Journey through Viet-Lao cities (7 days), Bangkok to Ho Chi Minh City (22 days), Hanoi to Bangkok (18 days), and Ho Chi Minh City-Ha Long Bay-Luang Prabang-Siem Reap (16 days).

**47.** Copies of presentations for this item are in [Appendix 8](#).

### Open Discussion:

**48.** In reply to PRC’s query, Thailand remarked that they are also promoting their ASEAN-related activities in China.

**49.** Chair remarked that fam trips could be integrated in the TWG work plan for next year and that multi-country destination promotion is helping contribute to GMS cooperation.

**50.** Mr. Thraenhart will look at the various activities reported by the countries and see if there are activities that have not been included in the 2018 work plan so that those could be incorporated as well. He mentioned plans to put up an official GMS WhatsApp or WeChat Group as an efficient communications channel and would collect the phone numbers of TWG members to be added to the group and updated regularly.

**51.** Mr. Schipani thanked the countries for the informative reports. Referring to Viet Nam's slides on multi-country routes, he reiterated the importance of capturing tourist flow from country of origin to country-current destination-next destination. He noted that MTCO is an effective platform to promote collective GMS tourism-initiatives, and the TWGs confidence, trust, and support is an important element of the MTCOs success. He noted the GMS countries self-finance MTCO's core operations and many extra-budgetary events, allowing MTCO to build in-kind financing partnerships with industry stakeholders, generating good value for the countries.

## Agenda Item 8

### *GMS TWG-43 Meeting and 2019 Mekong Tourism Forum*

**52.** PRC as the next host briefed the meeting on plans for TWG-43 back-to-back with 2019 Mekong Tourism Forum on the theme "Tourism – Connecting People". They are working with MTCO in developing the program and will inform TWG later about further details as their ministry has just been recently established.

**53.** Mr. Thraenhart reported on a recent inspection trip in Dali, Yunnan Province and showed some pictures highlighting features of the town. Date identified so far for TWG-43 is on Monday, 20 May 2019 (ITB China is happening a week earlier) followed by closed MTCO Board meeting, then by 2019 MTF opening on 21 May 2019 at Dali International Convention Center, followed by a technical experience event and optional post tours the days after. Participants from Mekong countries could fly to Kunming then take the high-speed rail to Dali. MTCO is looking to wide participation from within and outside the region. (copy of his presentation in [Appendix 9](#)):

Agreed Action:

**54.** *Chair requested MTCO to clarify with PRC whether GMS Tourism Ministers would be invited to 2019 MTF and to inform TWG so that they could prepare accordingly.*





# Agenda Item 9

## ADB Update

**55.** Mr. Schipani briefed the meeting on the following items (copy of his presentation in [Appendix 10](#)):

- GMS Regional Investment Framework (RIF) 2018-2022 Progress Report: Tourism Sector Updates
- Proposed Content, Tourism Sector Progress Report to the GMS Senior Officials' Meeting, 12 December 2018
- Mekong Innovative Startups in Tourism, 2018 & 2019
- ADB Regional Knowledge and Support Technical Assistance, Tourism Management Capacity Development

**56. GMS Regional Investment Framework (RIF) 2018-2022 Progress Report: Tourism Sector Updates:** Preparation of the Progress Report of the RIF 2022 since adoption at the 6<sup>th</sup> GMS Summit in March 2018 was spearheaded by the GMS Secretariat at ADB in coordination with the various sector working groups and secretariats, ADB sector focal persons, GMS National Secretariats and other line ministries/agencies. Overall, the number of investment and technical assistance has increased from 227 to 242 projects mostly in Transport sector, with the estimated costs rising from \$67 billion to \$81 billion. Tourism sector now accounts for 30 projects (13 ongoing and 17 proposed) with estimated cost of \$ 1.5 billion (\$1.9 million higher than earlier estimates attributed to additional technical assistance for MIST and Norway's support for development of the Second Tourism Infrastructure for Inclusive Growth Project). Detailed lists of these projects were provided in the presentation.

**57. Proposed Content, Tourism Sector Progress Report to the GMS Senior Officials' Meeting, 12 December 2018:** Mr. Schipani informed the meeting about the GMS Senior Officials' Meeting being held on 12 December 2018 in preparation for the 10<sup>th</sup> Economic Corridors' Forum scheduled on 13 December 2018 in Nay Pyi Taw, Myanmar. One of the items in the SOM agenda is a report by the various sector working groups on recent progress and developments. For the Tourism sector, the report is proposed to cover updates on the implementation of the GMS Tourism Sector Strategy 2016-2025 and GMS Tourism Marketing Strategy and Action Plan 2015-2020, progress of ongoing investment and technical assistance projects including the GMS Tourism Infrastructure for Inclusive Growth Project and MIST, financing status of Tourism investment and TA pipeline many of which are financed by the countries themselves and some by development partners, GMS tourism knowledge and capacity development with ASEAN Centers and Guilin Tourism University, MTCO operations and institutional strengthening including progress on MTCO Charter, successful 2018 MTF, international awards and good practices, and key TWG meeting initiatives and decisions. **Mr. Schipani requested TWG to give comments and suggestion on other items that they wish to be reported to the SOM.**

**58. Mekong Innovative Startups in Tourism 2018 and 2019:** Mr. Schipani congratulated TWG for the successful 2017 and 2018 programs. All finalists have either received investment offers or are in substantive discussions with investors, and some are expanding regionally with partners. During the last 2 years many business incubators to promote startups have been established so in 2019 ADB will work with select partners to identify MIST finalist and organize MIST events at ITB Asia.

**59. ADB Regional Knowledge and Support Technical Assistance TA 9572, Tourism Management Capacity Development:** ADB recently approved a new TA “Enhancing Effectiveness of Subregional Programs to Advance Regional Cooperation and Integration in Southeast Asia (2018-2020). **Mr. Schipani requested suggestions on tourism learning program content under the new TA.**

### Open Discussion:

**60.** Chair noted that there are 2 requests from ADB, namely: further inputs to TWG updates to the SOM, and ideas on content for the tourism learning program. He requested TWG members to relay these directly to Mr. Schipani, who would consolidate a share with ADB’s GMS Secretariat.

**61.** Mr. Thraenhart noted that Thailand has done work on innovation centers at the national level in supporting travel startups, in particular TAT has hosted a Travel Startup Pitch competition in 2018 for the first time, which could be a good model for sharing practices with the other countries. He also noted that the GMS Marketing Strategy is coming to an end in 2020 and TWG should be thinking of developing the next strategy.

### Agreed Action:

**62.** *Chair on behalf of TWG, requested ADB’s support to formulate the next GMS tourism marketing strategy beyond 2020.*



# Agenda Item 10

## Partner Updates

**63.** Representative of ASEAN-China Center congratulated TWG for its substantive achievements that reflect collective efforts on sustainable tourism cooperation. She briefed the meeting about the activities of the Center that focus on 3 flagship programs to promote people-to-people exchanges; deepen mutual understanding and benefit; and deliver tangible benefits in the region. The Center has 21 projects being implemented on capacity building, Chinese language training, and promoting ASEAN-China tourism destination and exchanges. Second ASEAN-China International Travel Mart was organized in Shanghai in November 2018. Upcoming activities in 2019 include a language training program in Cambodia, and ASEAN-China Media Exchange.

**64.** Representative of ASEAN-Korea Center presented progress of CLMV Tourism Capacity Building initiative, including a workshop with the theme “Toward a Sustainable Future: Secondary Tourism Destination Development” held in Busan, Korea on 11-14 September 2018 with 16 participants from CLMV countries that came out with a Draft Action Plan for the Development of Sustainable Secondary Destinations covering specific secondary destinations for each country. For FY 2019, another workshop is planned to contribute to strengthening the capacity of tourism operators and professions as emphasized in the ASEAN Tourism Sector Plan 2016-2025, focusing on Cambodia, Laos, Thailand, and Myanmar. **In this regard, they requested to have individual meetings with NTOs of these countries to discuss tentative workshop theme and focus destinations and for the countries to specify their needs so that appropriate lecturers could be engaged.**

**65.** Copies of presentations of the ASEAN Centers are in [Appendix 11](#).

**66.** Chair noted that 5 GMS countries are members of ASEAN and expressed appreciation for the participation and support of the ASEAN Centers in GMS tourism cooperation.

# Agenda Item 11

## Other Matters and Closing Session

**67.** Mr. Thraenhart informed that Ms. Natnipa Nagavajara of the Tourism Authority of Thailand (TAT) would be leaving the working group and moving to Australia for an assignment at the Tourism Authority of Thailand’s Australia country office. Chair on behalf of TWG expressed thanks for her support and contribution to TWG.

68. Chair thanked all participants for their active contribution to the discussions and looked forward to the continued support from TWG, ADB and other partners, and MTCO.





Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

# 42<sup>nd</sup>

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## MEETING OF THE GMS TOURISM WORKING GROUP (TWG-42)

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4 DECEMBER 2018  
PHU QUOC ISLAND, KIEN GIANG,  
VIET NAM

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## DRAFT SUMMARY OF PROCEEDINGS



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

# APPENDIX 1

## LIST OF PARTICIPANTS



## List of Participants

### The 42nd GMS Tourism Working Group Meeting in Phu Quoc Island on December 04, 2018 - in Phu Quoc Island , Viet Nam

No.	Title	Name - Lastname	Designation	Organisation
<b>Viet Nam</b>				
1	Mr.	Ha Van Sieu	Vice Chairman	Vietnam National Administration of Tourism (VNAT)
2	Mr.	Tran Phu Cuong	Director, International Cooperation Department	Vietnam National Administration of Tourism (VNAT)
3	Ms.	Nguyen Thanh Binh	Deputy Director, Hotel Department	Vietnam National Administration of Tourism (VNAT)
4	Ms.	Nguyen Thi Thu Hien	Deputy Director, Financial and Planning Department	Vietnam National Administration of Tourism (VNAT)
5	Ms.	Nguyen Thi Thu Huong	Official, Personnel Organization Department	Vietnam National Administration of Tourism (VNAT)
6	Ms.	Nguyen Thi Hong Thanh	Official, Tourism Information and Technology Center	Vietnam National Administration of Tourism (VNAT)

7	Ms.	Vu Ngoc Bich	Official, International Cooperation Department	Vietnam National Administration of Tourism (VNAT)
8	Ms.	Luong Le Hong Ngoc	Director of PATA Vietnam Office	Vietnam National Administration of Tourism (VNAT)
9	Mr.	Tran Phong Binh	Director, Marketing Department	Vietnam National Administration of Tourism (VNAT)
10	Mr.	Dinh Quoc Chi	Official	Vietnam National Administration of Tourism (VNAT)
11	Ms.	Lai Thi Thu Ha	Senior Official, Foreign Economic Relations Department	Ministry of Planning and Investment
12	Ms.	Nguyen Thi Hong Lien	Deputy Director, Financial and Planning Department	Ministry of Culture, Sports and Tourism
13	Mr.	Tran Ngoc Quang	Director	PCU - Vietnam ADB Project
14	Ms.	Dang Thi Thu Hien	Deputy Director	PCU - Vietnam ADB Project
15	Mr.	Truong Tuan Phuong	Deputy Director	PCU - Vietnam ADB Project
16	Mr.	Tran Huy Thong		PCU - Vietnam ADB Project
17	Mr.	Nguyen Minh Phuong		PCU - Vietnam ADB Project





18	Mr.	Nguyen Van Sau	Project Director and Deputy Director Kien Giang Tourism Department - Kien Giang ADB Project	Kien Giang Tourism Department
19	Mr.	Pham Viet Dung	Project Director	PIU Dien Bien ADB Project
20	Ms.	Vu Thi Thanh	Official	PIU Dien Bien ADB Project
21	Ms.	Nguyen Hong Thanh	Project Director	PIU Tay Ninh ADB Project
22	Mr.	Nguyen Hoang Nam	Project Deputy Director	PIU Tay Ninh ADB Project
23	Mr.	Nguyen Hong Hieu	Project Director	Hieu Tours Can Tho
<b>Cambodia</b>				
24	Mr.	Tith Chantha	Secretary of State	Ministry of Tourism
25	Mr.	Thong Rathasak	Director General	Ministry of Tourism
26	Mr.	Sok Sokun	Deputy Director General of Development Planning and International Cooperation	Ministry of Tourism
27	Mr.	Oum Phea	Deputy Director of Planning	Ministry of Tourism

			Development Department	
28	Mr.	Phearom Men	Director of Planning Department	Ministry of Tourism
29	Mr.	Yin Nat	Director of Investment Department	Ministry of Tourism
30	Mr.	Prak Chandara	Observer	Ministry of Tourism
31	Mr.	Vong Piseth	Deputy Director of Public Work	Ministry of Public Work and Transport
32	Mr.	Say Sinol	Director	Tourism Development for Kampot Province
<b>PRC</b>				
33	Mr.	Peng Shituan	Cultural Counsellor	The Embassy of the P.R. China of Viet Nam
<b>Lao PDR</b>				
34	Mr.	Sounh Manivong	Director General	Ministry of Information, Culture and Tourism, Laos (MICT)
35	Mr.	Somxay Sipaseuth	Director of Tourism Planning and Development Division, Tourism Development Department	Ministry of Information, Culture and Tourism, Laos (MICT)
<b>Myanmar</b>				
36	Mr.	Hla Myint	Director, International	Ministry of Hotels and Tourism



			and Regional cooperation department	(MOHT)
<b>Thailand</b>				
37	Mr.	Arrun Boonchai	Assistant Permanent Secretary	Ministry of Tourism and Sports
38	Mr.	Anukul Chancharas	Plan and Policy analyst Senior Professional Level	Ministry of Tourism and Sports
39	Mr.	Bunphol Raksasri	Plan and Policy analyst Senior Practitioner Level	Ministry of Tourism and Sports
40	Ms.	Ampassacha Rakkhumkaeo	Plan and Policy analyst Department	Ministry of Tourism and Sports
41	Ms.	Hataikan Ipichat	Officer, professional level	Ministry of Tourism and Sports
42	Ms.	Kanisnita Onlamai	Officer	Ministry of Tourism and Sports
43	Mr.	Jaturon Phakdeewanit	Director, Tourism Safety and Security Standards Division	Ministry of Tourism and Sports
44	Ms.	Kaewprathoo mrusamee Saengchan	Director of Economic, Economic Department	Ministry of Tourism and Sports
45	Ms.	Ubolwan	Director, Tourism	Department of

		Sucharitakul	Professional Development Division	Tourism
46	Ms.	Patthanasiri Salyasiri Ewtoksan	Officer-Senior Professional level, Tourism Professional Development Division	Department of Tourism
47	Ms.	Jarunya Muangtham	Tourism Development Officer	Department of Tourism
48	Ms.	Natnipa Nagavajara	Chief, ASEAN, South Asia and South Pacific Marketing Cooperation Section	Tourism Authority Of Thailand
49	Ms.	Thanyamon Kerdphol	Tourism Officer	Tourism Authority Of Thailand
<b>ASEAN China Centre</b>				
50	Ms..	Kong Roat Lomang	Director, Education, Culture and Tourism Division	ASEAN China Centre
51	Mr.	Huang Rui Qing		ASEAN China Centre
<b>ASEAN Korea Centre</b>				
52	Ms.	Kim Su-youn	Deputy Head, Cultural and Tourism Unit	ASEAN Korea Centre
53	Ms.	Park Kyoung	Senior official	ASEAN Korea Centre
<b>Asian Development Bank (ADB)</b>				





54	Mr.	Steven Schipani	Unit Head, Project Administration - ADB Viet Nam Resident Mission	Asian Development Bank
55	Mr.	Nida ouk	Senior Project officer	Asian Development Bank
56	Ms.	Flordeliza S. Melendez	Consultant	Asian Development Bank
57	Mrs.	Nguyen Thanh Giang	Senior Social Development Officer	Asian Development Bank
<b>Mekong Tourism Coordinating Office (MTCO)</b>				
58	Mr.	Jens Thraenhart	Executive Director	Mekong Tourism Coordinating Office (MTCO)
59	Mr.	Natthakorn Asunee Na Ayudhaya	Operations Manager	Mekong Tourism Coordinating Office (MTCO)



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

# APPENDIX 2

## SPEECHES



## Opening Remarks at 42<sup>nd</sup> Meeting of GMS Tourism Working Group

By the Vice Chairman, Ha Van Sieu

Vice Chairman, Ministry of Culture, Sports, and Tourism, Viet Nam

on 4<sup>th</sup> December 2018 at Saigon Phu Quoc Resort and Spa, Phu Quoc Island, Viet Nam

*Distinguished delegates,*

First of all, on behalf of Vietnam National Administration of Tourism, I would like to warmly welcome all distinguished delegates from GMS National Tourism Organizations, Mekong Tourism Coordinating Office (MTCO), Asian Development Bank (ADB), ASEAN-China Center, ASEAN-Korea Center, GMS Tourism Infrastructure for Inclusive Growth Project, representatives from Ministry of Culture, Sports and Tourism, Ministry of Planning and Investment, Kien Giang Tourism department, vietnamese travel agencies and media attending the 42nd Meeting of Working Group on the GMS Tourism.

*Distinguished delegates,*

Since the last meeting in Nakhon Phanom, I am pleased to see that we would be able to meet here in Phu Quoc, Viet Nam. Thanks for those efforts by member countries, a number of work has been done. Taking this opportunity, I would like to appreciate Asia Development Bank, Mekong Tourism Coordinating Office and the development partners for their valuable support.

At this Meeting, we will focus our discussions on specific matters such as reviewing the progress of implementation of three priorities programmes: Updates on tourism performances and activities of GMS countries, on implementation of the Greater Mekong Subregion Tourism Sector Strategy

2016-2025, GMS marketing strategy plan 2015-2020. We are also considering new initiatives and marketing activities as well as the 2018 GMS Tourism Workplan which take lead by MTCO in 2018. At the same time, we will look into and share views on the Draft 2019 GMS TWG Workplan and MTCO administration.

As a chair of the meeting, I would like to encourage all distinguished delegates, with the high sense of responsibility, to actively enrich the meeting's deliberations by contributing more concrete and substantive ideas for the better and closer future GMS tourism cooperation.

With this in mind, I would like to declare the 42<sup>nd</sup> Meeting of Working Group on the GMS Tourism Sector open and do wish our meeting productive and fruitful.

*Wishing you have a pleasant stay in Phu Quoc Island. Thank you very much!*

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## Opening Remarks at 42<sup>nd</sup> Meeting of GMS Tourism Working Group

By Steven Schipani,

Unit Head, Project Administration, ADB Viet Nam Resident Mission

on 4<sup>th</sup> December 2018 at Saigon Phu Quoc Resort and Spa, Phu Quoc Island, Viet Nam

Dr. Ha Van Siu, Vice Chairman, Viet Nam National Administration of Tourism, Ministry of Culture, Sports and Tourism

Representatives of Kien Giang Provincial People's Committee

Senior Officials and all Members of the GMS Tourism Working Group Country Delegations

Executive Director, Mekong Tourism Coordinating Office

Development Partners, Esteemed Guests, Ladies and Gentlemen

Good Morning:

On behalf of the Asian Development Bank, we are honored to join this 42<sup>nd</sup> meeting of the GMS Tourism Working Group. We sincerely thank the Viet Nam National Administration of Tourism, Ministry of Culture, Sports and Tourism, for hosting the meeting and associated events at this tranquil setting in Kieng Giang province's Phu Quoc Island. We also thank the Mekong Tourism Coordinating Office for the excellent arrangements and substantive agenda. ADB highly appreciates the active participation of all GMS countries in this important meeting.

As we approach the final days of 2018, allow me to recount some of the Tourism Working Group's outstanding recent achievements. First, by effectively using public and private resources, GMS countries have substantially improved their collective median rank in the World Travel and Tourism Competitiveness Index. Since 2015, the GMS improved 21 places to 65<sup>th</sup> among more than 130 countries evaluated. Notably, rankings in all areas covered by the GMS Tourism Sector Strategy 2016–2025 improved, with the largest gains in human resource development and infrastructure sub-indexes.

Second, the Tourism Working Group's successful joint marketing efforts and dedication to promote knowledge sharing are recognized as global good practices. Initiatives such as Mekong Moments, the Mekong Mini Movie Festival, and [www.mekongtourism.org](http://www.mekongtourism.org) website were again recognized with international awards this year, including a Pacific Asia Travel Association Gold Award, Golden City Gate Award at ITB Berlin, and prestigious Hospitality Sales & Marketing Association International Adrian Gold Award. Remarkably, the Mekong Tourism Forum's innovative, community-centered format, pioneered in Luang Prabang Lao PDR and Nakhon Phanom Thailand, is featured in the United Nations World Tourism Organization's 2018 Global good practices Report on Inclusive Tourism.

Third, as demonstrated by Viet Nam's effective policy to allow tourists 30-day visa-free entry to Phu Quoc Island, the GMS continues to be one of the world's most open, tourist-visa friendly regions. These wise tourist-visa policies complement the subregion's thriving land, water, and air transport sectors; and together with the establishment of new international border gates are essential to boost tourism growth in secondary destinations.





Ladies and Gentlemen:

ADB is proud to be an active partner in the GMS Economic Cooperation Program. We highly value our collaboration with GMS governments, other development partners, the private sector, and civil society to pursue our shared vision of a prosperous, inclusive, resilient, and sustainable Asia and the Pacific, as articulated in ADB's recently approved corporate Strategy 2030 and the GMS Strategic Framework. In 2018, ADB more than doubled its financing for the GMS tourism sector following approval of the \$122 million Second GMS Tourism Infrastructure for Inclusive Growth Project. Apart from this project, and other ADB support for transport, urban development and other tourism-related sectors, ADB in partnership with the Government of Australia and MTCO will continue the Mekong Innovative Startup in Tourism (MIST) Accelerator Program in 2019, to promote technologies that drive tourism growth in secondary destinations. We will share details about ADB's new and ongoing projects and programs that support GMS tourism at today's meeting and are confident that our discussions will identify ways the TWG and development partners can deepen partnerships to promote inclusive and sustainable tourism in the GMS.

Regarding MTCO's establishment as an international organization, ADB looks forward to positive progress toward reaching full consensus among all GMS countries towards formalization of the MTCO Charter in 2019. ADB, as GMS Secretariat, will report progress on this issue and others discussed today at the 12 December 2018 GMS Senior Officials Meeting, to be held in Nay Pyi Taw, Myanmar.

Thank you. I wish you all success in your endeavors and a healthy and prosperous new year.

## TWG 42<sup>nd</sup> Opening Speech

By Jens Thraenhart

Executive Director, Mekong Tourism Coordinating Office

42<sup>ND</sup> MEETING OF THE GMS TOURISM WORKING GROUP

December 4<sup>th</sup>, 2018, Phu Quoc Island, Viet Nam

- 
- Dr. Ha Van Sieu, Vice Chairman, Viet Nam National Administration of Tourism
  - Heads of Delegation of the GMS Member Countries
  - Mr. Steven Schipani, ADB Representative Lao Residence Mission
  - Distinguished Delegates of the GMS Member Countries,
  - Representative from development partners and ASEAN centers,
  - Ladies and Gentlemen.

Good morning to all of you. On behalf of the Mekong Tourism Coordinating Office, I would like to thank the Viet Nam Administration of Tourism for their warm welcome, gracious hospitality, and excellent arrangements provided to us here at the 42<sup>nd</sup> GMS Tourism Working Group. Personally, it is always a pleasure visiting Viet Nam, and Phu Quoc is very special place.

This is now my 5<sup>th</sup> year as Executive Director of the Mekong Tourism Coordinating Office, and I would like to thank the GMS Tourism Working Group for their trust in acting on their behalf.

Over the past four years, we have embarked on an ambitious strategy, reflected in the GMS TWG Workplan, to position the Mekong Subregion as a single tourism destination, driving inclusive growth and poverty alleviation, by promoting multi-country travel and secondary destinations in a responsible way.

With technical assistance from the Asian Development Bank, together we have put in place a solid strategic framework, having published the 2015-2020 Experience Mekong Tourism Marketing Strategy and the 2016-2025 GMS Tourism Sector Strategy. We have witnessed many times that these strategy documents in many cases are not used, however I am proud to say that in our case, the documents provide a solid roadmap, from which we develop and execute our programs and initiatives.

Having in place a solid strategic framework may also be one of the reasons that our regional transnational tourism collaboration has been recognized and showcased as a global best practice. Here are a few recent examples alone:

- The World Tourism Organization (UNWTO) has recognized the 2016 and 2017 Mekong Tourism Forums, hosted by Laos and Thailand respectively, as global best practices for inclusive tourism.
- The European Travel Commission (ETC) has showcased the Mekong Moments campaign as a global best practice for cross-border collaboration.
- The Pacific Asia Travel Association (PATA) has awarded Mekong Moments with the PATA Gold Award this year.



- The Hospitality Sales and Marketing Association International (HSMIA) has awarded the Mekong Mini Movie Festival campaign with the HSMIA Gold Award this year.
- Google and Oxford Economics have showcased Mekong Moments and Mekong Minis as global best practices for digital transformation in tourism, alongside AirBnB, Grab, and Klook.

What's next?

Our key priority is to drive engagement of our programs and initiatives with the industry.

The more the private sector in the GMS takes advantage of our Mekong Tourism programs, the more it drives business to the operators and its destinations. The more destinations are engaged, the more it promotes the country. The more the country is promoting the programs, the more exposure for the region is generated.

For example, the Mekong Mini Movie Festival campaign generated over 700,000 video views, and reached over 7 million people to-date, and counting. Visual Storytelling has become a powerful way for us to promote experiences and secondary destinations in the GMS.

We have certain examples from member countries that have been active.

Just to mention a couple:

- Thailand created 8 multi country routes and royal projects into Mekong Moments.
- Laos developed a branded destination platform, Inspiring Laos, integrated into Mekong Moments.

These two initiatives bring more investment, which help to further develop the innovative social commerce technology powering Mekong Moments, which is benefiting everybody in the region.

Our Experience Mekong Collection is also getting good traction. In collaboration with Mahidol University, we have just published the first edition of case studies of our 2018 Experience Mekong Collection Showcases. We just selected the 2019 Experience Mekong Collection Showcases with our industry advisory board, which will officially be announced at ASEAN Tourism Forum in Halong Bay, Viet Nam in January. We are working on publishing our first Experience Mekong Collection print guide, to be given out at trade shows, but also distributed to airline lounges and hotel rooms to promote small responsible travel businesses. A great way to promote the region via small responsible businesses, that create the fabric of authenticity in the GMS.

Related to our mandate to drive sustainable tourism development in the Greater Mekong Subregion, we are also about to publish our next Mekong Trends Report on Responsible Tourism.

We have continued to raise awareness of the issue of plastic pollution, and the Mekong Tourism Forum was the first tourism conference in Asia to ban single use plastic in 2016. Now, we see a lot more tourism conferences in the region following our example.

Even more significant, the 2018 MIST (Mekong Innovative Startup in Tourism) Winner, Bamboo Lao, provides a solution to the plastic problem by producing bamboo straws.

Interesting to note that we discovered the venture when it was just a concept and introduced it to the industry at the 2017 Mekong Tourism Forum in Luang Prabang.

We can all be very proud what we have achieved together. The road ahead is very exciting and promising to execute on the mandate and mission to drive sustainable and inclusive tourism in the region.

Thank you.



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

# APPENDIX 3

## PROVISIONAL AGENDA





## 42<sup>ND</sup> MEETING OF THE GMS TOURISM WORKING GROUP

08:00 - 18:00 hrs, Tuesday 04 December 2018

Saigon Phu Quoc Resort and Spa, Phu Quoc Island, Kien Giang

### AGENDA

8:00-8:30	Registration
Agenda Item 1 8:30 - 9:00	<b>Welcome speeches</b> <ul style="list-style-type: none"> <li>➢ Remarks from VNAT</li> <li>➢ Remarks from Asian Development Bank</li> <li>➢ Remarks from Mekong Tourism Coordinating Office</li> <li>➢ Group photo</li> </ul>
Agenda Item 2 9.00 - 9.05	<b>Adoption of Agenda</b> <ul style="list-style-type: none"> <li>➢ Meeting Chair, VNAT</li> </ul> <b>Business Arrangements</b> <ul style="list-style-type: none"> <li>➢ Viet Nam</li> </ul>
Agenda Item 3 9.05 - 9.15	<b>Report and follow-up of the 41<sup>st</sup> GMS Tourism Working Group Meeting</b> <ul style="list-style-type: none"> <li>➢ Thailand: Briefing on the outcomes of the 41<sup>st</sup> GMS TWG Meeting held in June in Nakhon Phanom, Thailand, in conjunction with MTF 2018</li> </ul>
Agenda Item 4 9:15 - 10.30	<b>GMS Country Reports (10 Minutes for each NTO to give an update on key activities)</b> <ul style="list-style-type: none"> <li>➢ Cambodia</li> <li>➢ PR China</li> <li>➢ Myanmar</li> <li>➢ Lao PDR</li> <li>➢ Thailand</li> <li>➢ Viet Nam</li> </ul>
10.30 - 11.00	<b>Break</b>
Agenda Item 5 11.00 -11.30	<b>2018 GMS Tourism Workplan &amp; MTCO Key Projects 2018</b> <ul style="list-style-type: none"> <li>➢ MTCO: Presentation of key projects &amp; achievements</li> <li>➢ MTCO: Recap of MTF 2018 &amp; feedback from member countries</li> <li>➢ MTCO: Presentation of the 2018 GMS Tourism Workplan</li> <li>➢ MTCO: Progress against GMS Marketing Strategy &amp; GMS Tourism Sector Strategy</li> <li>➢ MTCO: Draft 2019 GMS TWG Workplan</li> </ul>
Agenda Item 6 11.30 - 12.00	<b>Tourism Performance in the GMS</b> <ul style="list-style-type: none"> <li>➢ MTCO: Executive Director will update the 2017 GMS Tourism Performance Scorecard</li> <li>➢ Cambodia: Update on the 2018 Data Harmonization Workshop in Kampot</li> </ul>
12.00 - 13.30	<b>Lunch</b>



<b>Agenda Item 7</b> 13.30 - 14.30	<b>Implementation of the GMS Tourism Marketing Strategy 2015-2020</b> <ul style="list-style-type: none"> <li>➢ Cambodia</li> <li>➢ PR China</li> <li>➢ Myanmar</li> <li>➢ Lao PDR</li> <li>➢ Thailand</li> <li>➢ Viet Nam</li> <li>➢ All: Open Discussion on joint marketing progress, issues, and solutions</li> </ul>
14.30 - 15.00	<b>Break</b>
<b>Agenda Item 8</b> 15.00 - 15.20	<b>GMS TWG-43 Meeting &amp; 2019 Mekong Tourism Forum</b> <ul style="list-style-type: none"> <li>➢ China: Briefing on preparation for MTF 2019 &amp; TWG-43</li> </ul>
<b>Agenda Item 9</b> 15.20 - 15.30	<b>ADB Update</b> <ul style="list-style-type: none"> <li>➢ TBD</li> </ul>
<b>Agenda Item 10</b> 15.30 - 16.00	<b>Partner Updates</b> <ul style="list-style-type: none"> <li>➢ Development Partners &amp; ASEAN Centers: TBD</li> </ul>
<b>Agenda Item 11</b> 16.00 - 16.10	<b>Other Matters &amp; Closing</b> <ul style="list-style-type: none"> <li>➢ All: Discussion</li> <li>➢ Chair: Closing Remarks</li> </ul>
16.10 - 16.30	<b>Break</b>
<b>CLOSED MEETING OF THE MEKONG TOURISM COORDINATING OFFICE (MTCO) BOARD</b>	
<b>Agenda Item 1</b> 16.30 - 17.00	<b>MTCO Legal Status</b> <ul style="list-style-type: none"> <li>➢ Thailand: Briefing on the status on the draft agreement and progress report. Countries to comment on current version of draft agreement.</li> </ul>
<b>Agenda Item 2</b> 17.00 - 17.30	<b>MTCO Executive Report</b> <ul style="list-style-type: none"> <li>➢ MTCO: Executive Director will present <ul style="list-style-type: none"> <li>○ Financial Report 2017 &amp; Q1-Q3 2018</li> <li>○ MTCO Financial Situation</li> <li>○ MTCO Operations</li> </ul> </li> <li>➢ All: Discussion</li> </ul>
<b>Agenda Item 3</b> 17.30 - 18.00	<b>Other Matters &amp; Closing</b> <ul style="list-style-type: none"> <li>➢ All: Discussion</li> <li>➢ Chair: Closing Remarks</li> </ul>
18.00 - 19.00	<b>Break</b>
19.00 - 21.30	<b>Gala Dinner hosted by VNAT (at the Saigon Phu Quoc Resort and Spa)</b>



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

# APPENDIX 4

TWG-41 & MTF 2018 PRESENTATION

Agenda Item 3: Report and follow-up of the 41<sup>st</sup> GMS Tourism Working Group Meeting .Thailand: Briefing on the outcomes of the 41st GMS TWG Meeting held in June in Nakhon Phanom, Thailand, in conjunction with MTF 2018





# Report and Follow-up of the 41<sup>st</sup> GMS Tourism Working Group Meeting

## The 41<sup>st</sup> GMS Tourism Working Group Meeting on 25 June 2018 Nakhon Phanom, Thailand

<b>I. GMS Country report by 6 countries</b>	<b>1. Cambodia</b>
	<b>2. PRC</b>
	<b>3. Laos PDR</b>
	<b>4. Myanmar</b>
	<b>5. Thailand</b>
	<b>6. Vietnam</b>



Main Point	Summary
<b>2. GMS-TWG Key Achievements 2014-2018</b>	<ul style="list-style-type: none"> <li>➤ The adoption of the GMS Tourism Marketing Strategy and Action Plan 2015-2020 and the new TSS</li> </ul>
<b>3. 2018 GMS Tourism Work plan</b>	<ul style="list-style-type: none"> <li>➤ - MTCO operations</li> <li>- Industry engagement,</li> <li>- marketing branding,</li> <li>- product development, and</li> <li>- capacity building</li> </ul>

Main Point	Summary
<b>4. Statistic Harmonization in the GMS</b>	<ul style="list-style-type: none"> <li>➤ The partial tourism performance scorecard for 2017.</li> <li>➤ The invitation of statistics harmonization workshop on 14-17 August 2018 in Kampot Province.</li> </ul>
<b>5. Implementation of the GMS Tourism Marketing Strategy 2015-2020</b>	<ul style="list-style-type: none"> <li>➤ The focus on tourism marketing by GMS Member States.</li> </ul>

Main Point	Summary
6. GMS Tourism Task Forces	<ul style="list-style-type: none"> <li>➤ Agreed Action: Countries will send their nominations of their respective focal points for the two task forces (statistics and marketing) to MTCO <u>by end of August 2018.</u></li> </ul>
7. GMS TWG-42 Meeting and Mekong Tourism Forum 2019	<ul style="list-style-type: none"> <li>➤ The 42<sup>nd</sup> GMS TWG @Viet Nam</li> <li>➤ Mekong Tourism Forum 2019 @ Dali PRC.</li> </ul>

Main Point	Summary
8. ADB Update	<ul style="list-style-type: none"> <li>➤ The highlights outcomes of the 6<sup>th</sup> GMS Summit.               <ul style="list-style-type: none"> <li>- recognized the achievements of the Tourism sector in the Joint Summit Declaration</li> <li>- adopted the Hanoi Action Plan and Regional Investment Framework 2022.</li> </ul> </li> </ul>
9. Greater Mekong Subregion Tourism Infrastructure for Inclusive Growth Project	<ul style="list-style-type: none"> <li>➤ Cambodia, Lao PDR, and Viet Nam presented their detailed progress reports</li> </ul>



Main Point	Summary
<b>10. Partner Updates</b>	<ul style="list-style-type: none"> <li>➤ Representative of the MIST program</li> <li>➤ Rept. of ASEAN-Japan Center</li> <li>➤ Rept. of ASEAN-Korea Center</li> <li>➤ Rept. of Myanmar-Luxembourg</li> <li>➤ Rept. Development Cooperation</li> <li>➤ Rept. of PATA</li> </ul>
<b>11. MTCO Legal Status</b>	<ul style="list-style-type: none"> <li>➤ MTCO will circulate to all the countries by 2 July 2018 the current/latest version of the Draft Agreement without changes as of 2016 and agreed at TWG-40;</li> <li>➤ PRC will confirm to the MTCO Board their position on the text of the current/latest version of the Draft Agreement and the Board will decide on the timing and venue of signing by its next meeting to be held in Viet Nam in December 2018 in conjunction with TWG-42.</li> </ul>





Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

# APPENDIX 5

## GMS COUNTRY REPORT





# 42<sup>nd</sup> Meeting of the GMS Tourism Working Group COUNTRY REPORT

December 2018, Vietnam

H.E Thong Rathasak

Director General of Tourism Development and  
International Cooperation

Ministry of Tourism

Cambodia



## Tourist Arrival







## TOURISM CAMBODIA



- Tourism is “Cultural and Natural tourism”
- Has been considered as «Green Gold»
- One of top ten priority sectors for socio-economic development.
- One of major generators of revenue contributing more than 13% of GDP, job creations.
- Sustainable tourism contributes to poverty alleviation and climate change mitigation.



## International Tourist Arrivals 2008-2017



Years	Int'l Tourist Arrivals		Average Length of Stays (Days)	Hotel Occupancy (%)	Tourism Receipts (Million US\$)
	Number	Change (%)			
2008	2,125,465	5.5	6.65	62.7	1,595
2009	2,161,577	1.7	6.45	63.6	1,561
2010	2,508,289	16.0	6.45	65.7	1,786
2011	2,881,862	14.9	6.50	66.2	1,912
2012	3,584,307	24.4	6.30	68.5	2,210
2013	4,210,165	17.5	6.75	69.5	2,547
2014	4,502,775	7.0	6.50	67.6	2,736
2015	4,775,231	6.1	6.80	70.2	3,012
2016	5,011,712	5.0	6.30	68.9	3,212
2017	5,602,157	11.8	6.60	71.3	3,638

### First 7 months 2018: 3.5 mn ↑11.1%

	Inbound tourism			Share (%)	Change (%)	
	2016	2017	2018		2018*	17/16
<b>Air</b>	<b>1,517,561</b>	<b>1,876,039</b>	<b>2,312,798</b>	<b>66.9</b>	<b>23.6</b>	<b>23.3</b>
Phnom Penh Int'l Airport (PNH)	657,118	794,262	1,075,119	31.1	20.9	35.4
Siem Reap Int'l Airport (REP)	852,937	1,039,665	1,149,336	33.3	21.9	10.5
Kong Keng (KOS)	7,506	42,112	88,343	2.6	461.0	108.8
<b>Land and Waterways</b>	<b>1,239,132</b>	<b>1,233,267</b>	<b>1,142,918</b>	<b>33.1</b>	<b>-0.5</b>	<b>-7.3</b>
Land	1,143,455	1,137,022	1,056,860	30.6	-0.6	-7.0
Waterways	95,677	96,245	86,038	2.5	0.6	-10.6
<b>Total</b>	<b>2,756,693</b>	<b>3,109,306</b>	<b>3,455,716</b>	<b>100.0</b>	<b>12.8</b>	<b>11.1</b>

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## Tourist arrivals from GMS countries to Cambodia



	2017	2018 (Jan-Sep)	2018/2017
China	841,340	1,440,721	71.2%
Laos	341,228	274,592	-19.5%
Myanmar	12,795	14,555	13.8%
Thailand	242,884	235,321	-3.1%
Vietnam	593,485	584,269	-1.6%
<b>Total</b>	<b>2,031,732</b>	<b>2,549,458</b>	<b>25.4%</b>

Source: Statistics Department of MoT (2018)



## ACCOMMODATIONS SERVICES



### High Growth for Luxury Facilities

	Total	5 stars	4 stars	3 stars	Others
2012	78	20	27	19	12
2013	82	21	28	20	13
2014	87	22	29	22	14
2015	90	24	30	22	14
2016	94	24	32	22	16
2017	109	26	37	27	19
2018	140	31	43	33	33
<b>Ann. Growth Rate 12-18</b>	<b>28.4%</b>	<b>19.2%</b>	<b>16.2%</b>	<b>22.2%</b>	<b>73.6%</b>

Source: Industry Department Ministry of Tourism

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## Top Ten Tourist Arrival Countries to Cambodia



Countries	2017	2018 (Jan-Sep)
China (RPC)	1,440,782	1,440,721
Vietnam	593,485	584,269
Lao PDR	341,228	274,592
Thailand	242,884	235,321
Korea (ROK)	256,462	222,986
U.S.A	185,483	181,320
Japan	146,985	145,353
Malaysia	122,964	135,301
U.K	118,620	119,408
France	123,424	117,887

Source: Statistics Department of MoT (2018)



## Sources of Markets



### Average expenditure of Group Inclusive Travelers

Items	Expenditure
Package tours	368.00
Accommodation, F&B, Local transport, entrance fee	
Shopping	112.00
Others:	97.00
<b>Total</b>	<b>577.00</b>

### Purpose of visit:

Phnom Penh:  
Holiday: 76.5%  
Business: 17%  
Others: 6%

### Frequency of visit

First visit: 83.5%  
Repeat visit: 16.5%

### Average expenditure of Free Independent Travelers

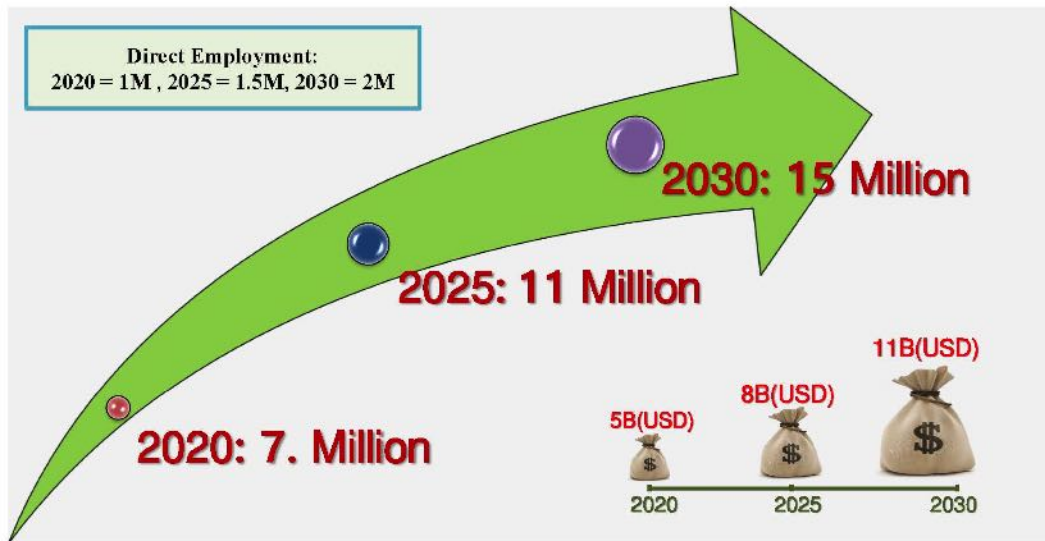
Items	Expenditure
Accommodation	126.00
Food & beverage	125.00
Shopping	82.00
Local transport	74.00
Others:	72.00
<b>Total</b>	<b>480.00</b>

Siem Reap:  
Holiday: 98%  
Business: 1%  
Others: 1%





## Our Vision on International Tourist Arrivals



By 2030 Cambodia is expected to welcome 15 millions international arrivals, 15 millions domestic travelers and generates more than 11B(USD) revenue



# Tourism Development





## Travel Facilitation and Access



International Tourist Arrival	
2017	5.6 million
2016	5.0 million
2015	4.8 million

### 25 International Check Points:

- 11 to Vietnam
- 7 to Thailand
- 1 to Lao
- 3 Sea port
- 3 Airports



## Border Crossing Information



- 25 International border checkpoints
- Visa on arrival in 25 border checkpoints
- E-visa, Multiple Visa (1-3 Years, T1, T2, T3)
- 30-day Visa-on-arrival, US \$ 30-\$35
- 30-day advance 1-month tourist visa, US \$ 30
- Visa extension US \$ 45 (40 day)







## Report of the Southern Corridor Meeting



- Cambodia presented the meeting on the outcome of the study research , tourism products and tourism project development along the southern tourism corridor, infrastructure development, international borders, tourism facilities, tourism products and attractions.
- Thailand briefed the meeting on the outcome of the 4<sup>th</sup> STC through the power-point presentation, particularly on the Honey Moon Package Tour.
- Viet Nam made presentation to the meeting on tourism potential along the Southern Tourism Corridor and possibility of cooperation, particularly on Historical Package Tour, outstanding tourist sites, tourism project development and proposed cooperation.
- MTCO presented the meeting on Social Media and Website (www.mekongmoment.com), Instagram, Facebook Page.



## Join Marketing and Promotion

- The meeting discussed and agreed to have a clear Market Survey in order to determine joint promotion campaign of the STC and using tourism fairs and tourism events in individual countries to promote the corridor and also proposed for consideration on the joint promotion at various international tourism fairs and events as well.







## Strengthening Cooperation Mechanism

In strengthening mechanism for cooperation in the Southern Tourism Corridor, the meeting agreed as follows:

- Cambodia is Lead Coordinator on tourism facilitation and cross border cooperation.
- Viet Nam is Lead Coordinator on tourism product development.
- Thailand is Lead Coordinator on tourism marketing and promotion.
- And the meeting requested MTCO to assist as the Secret
- The meeting was agreed Myanmar to be a member of STC will be announce in the GMS 42th meeting



## Next Meeting

The Meeting agreed that : Viet Nam will host the 6<sup>th</sup> meeting and Thailand to host 7<sup>th</sup> meeting.





# Tourism Investment



# Potential Sectors

## Other Sectors

- Agriculture and Agro – Industries
- Telecommunication
- Energy
- Labor Intensive Industries
- Export Oriented Industries
- Processing Industry
- Human Resource Development
- Oil, Natural Gas, Coal and Mining
- Railways

## For Tourism Sectors

- Natural and Cultural
- Hotels, Resorts, Gaming, Entertainment
- MICE
- Theme Parks
- Travel and Transport
- Tourism and Vocational Training School
- Tourism Institutions
- Agro-tourism
- Sports-tourism
- Medical Tourism
- Travel Insurance
- Digital Innovation
- E-Visa and all types of Visa

From 1994 to 2017 there have been 2,541 individual projects accounted for USD \$58.18 billion in total capital investment. At the same time tourism sector accounted for 185 individual projects with a total capital investment of USD \$22.77 billion; representing 37% of total investment.



## Keys interest for Investors

### Phnom Penh

- Hotels, Resorts, MICE
- Amusement and Theme Parks
- Transports (City Tour Bus)
- New innovation in Sports tourism



### Key Coastal Zone

- New development on the Islands
- Hotels, Resorts, Casino, MICE
- Aquariums and Aquatic Center
- High standard Taxi-Boat
- Variety of Water Sports Activities



### North-East Zone

- Eco-tourism, Hotels, Resorts,
- Transports (Standard and Comfort)
- Agro-Tourism (Unique Farming Product)



## Key Projects Underway

### The New Kampot Tourism Port







# Key Projects Underway



**The new airport development plan for Siem Reap (2020-2025)**

**The express high way from Phnom Penh-Sihanouk Ville (2019-2023)**



**The Second Home Development Project New Kampot (2020-2025)  
250 Hectares of Land**



**The Special Tourism Development Zone (Naga Tourism Project) in Sihanouk Ville**





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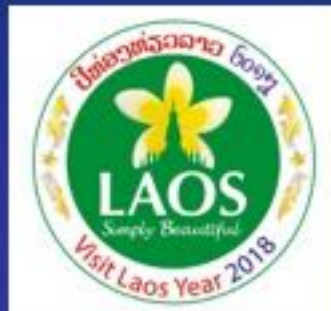
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**42<sup>nd</sup> Meeting of the  
GMS Tourism Working Group  
4 December 2018, Phu Quoc Island, Vietnam**

**Country Report: Lao PDR**



Ministry of Information, Culture and Tourism

**Tourist Arrivals to Laos**

Year	Tourist Arrivals	Change (%)
2002	735,662	+9.1
2003	636,361	- 13.5
2005	1,095,315	+ 22.0
2010	2,513,028	+ 25.0
2012	3,330,072	+ 22.0
2013	3,779,490	+ 13.0
2014	4,158,719	+ 10.0
2015	4,684,429	+ 13.0
2016	4,239,047	- 10.0
2017	3,868,838	-8.7
<b>2018 (for 9 months)</b>	<b>2,918,673</b>	<b>+3.0</b>



## Top 10 Source Countries

Rank	2016	Number	% $\Delta$	2017	Number	% $\Delta$
1	Thailand	2,009,605	47	Thailand	1,797,803	46
2	Vietnam	998,400	24	Vietnam	891,643	23
3	Korea	173,260	4	China	639,185	17
4	China	545,493	13	Korea	170,571	4
5	USA	58,094	1	USA	38,763	1
6	France	54,953	1	France	36,760	1
7	Japan	49,191	1	Japan	32,064	1
8	UK	39,170	1	UK	27,723	1
9	Germany	34,018	1	Germany	23,776	1
10	Australia	33,077	1	Australia	20,886	1

## Border Crossing Information

- 26 international border checkpoints
- Visa on arrival in 22 border checkpoints
- 30-day Visa-on-arrival, US \$ 30-\$45
- 30-day advance 1-month tourist visa, US \$ 30-35
- Visa extension US \$ 2 per day (3 times)



## Tourism Sector Development Partner Support

- Implementation of ADB GMS Tourism Infrastructure for Inclusive Growth Project (2015-2019)
- Signing Ceremony of the Grant Agreements for the GMS Tourism Infrastructure for Inclusive Growth Project (2019-2024)
- Implementation of NZAID- Lao Tourism Support Activities (2015-2020)
- Tourism Activities supported by GIZ, LUX Project, Swisscontact, JICA, and KOICA.





## Visit Laos Year 2018 Activities

- Marketing & Promotion
  - Visit Laos Year events calendar (brochure and online)
  - ASEAN Peace World Cycling Tour in Laos
  - Film competition and FAM TRIP to the Loop Luang Namtha Valley, Loop to Bolikhamxay and Khammoune
  - Attending the International Exhibition: ITB, France, JATA, ATF, Ho Chi Minh City.....
  - Promote Laos Tourism at international CNN channel
  - The “50<sup>th</sup> Anniversary of Viengxay Town Establishment”.

### “The 50<sup>th</sup> Anniversary of Viengxay Town Establishment”.







Over than 565 people participated and 122 Cars/Mini bus has been joint



"The 50<sup>th</sup> Anniversary of Viengxay Town Establishment".



"The 50<sup>th</sup> Anniversary of Viengxay Town Establishment".





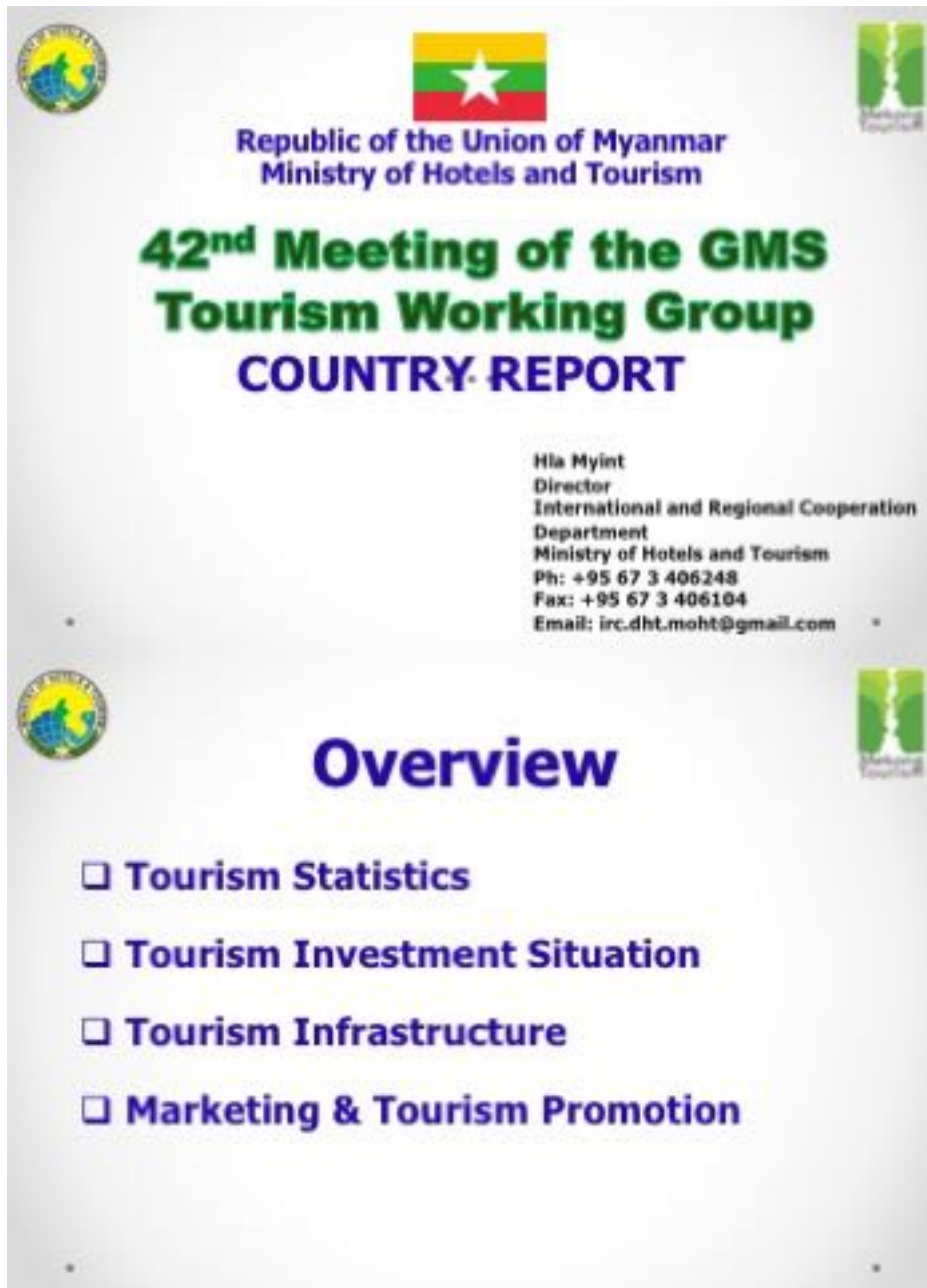
## Challenges for Lao Tourism Visit Laos Year 2018




Tourist Arrivals	2017	2018	% increase
January-Sept	2,826,987	2,918,987	3%

**Thank You**

**Ministry of Information,  
Culture and Tourism  
Lao PDR**









Republic of the Union of Myanmar  
Ministry of Hotels and Tourism

**42<sup>nd</sup> Meeting of the GMS  
Tourism Working Group  
COUNTRY REPORT**

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## Overview

- Tourism Statistics
- Tourism Investment Situation
- Tourism Infrastructure
- Marketing & Tourism Promotion



**Tourism Statistics**

**International Visitor Arrivals to Myanmar**

Name of Entry Points	2015	2016	2017	2018 (Up to October)
<b>Yangon</b>	1,180,682	1,127,985	1,146,069	911,182
<b>Mandalay</b>	107,066	128,387	157,860	125,886
<b>Other Entry Points</b> (Mawlamyine/ Myeik/ Muse/ Tachileik/ Myawaddy/ Tamue/ Hteekhee/ Kawthaung)	-	47,841	41,942	35,620
<b>Nay Pyi Taw</b>	13,835	16,224	17,077	12,584
<b>Border Tourism</b>	3,379,437	1,634,611	2,080,185	1,759,236
<b>TOTAL</b>	<b>4,681,020</b>	<b>2,907,207</b>	<b>3,443,133</b>	<b>2,844,508</b>





## Potential Market



- Thailand
- China
- Japan
- Korea
- America
- Singapore
- Viet Nam
- Malaysia
- India
- France





## Caravan Tour in 2018 (up to October)



Name of Entry	Number of Tour	Number of Tourist
Tachikaik – Maesai	10	218
Myawaddy – Maesot	52	601
Tamu - Moreh	33	301
Htee Kee – Phunaron	9	229
<b>TOTAL</b>	<b>104</b>	<b>1349</b>

## Tourism Income

Year	2015 (US\$)	2016 (US\$)	2017 (US\$)	2018 (Up to October) (US\$)
Tourism Receipts	2122 M	2197.15 M	1969 M	1571 M
Average Expenditure per Person per Day	171	154	153	153
Average Length of Stay	9	11	9	9

## ACCOMMODATIONS AND TOUR SERVICES

No.	ACCOMMODATIONS AND TOUR SERVICES	2016	2017	2018 (Up to October)
1.	Number of Hotels	1,432	1,590	1,704
2.	Number of Hotel Rooms	56,423	63,978	68167
3.	Average Occupancy Rate in Hotels (%)	45%	41%	38%
4.	Number of Tour Operators	2,453	2,593	2712
5.	Number of Registered Tour Guides	6,949	7,820	8218






## Tourism Investment Situation



### Foreign Investment in Hotels and Commercial Complexes




Sr.	Projects	Rooms	Investment US\$(m)	Remarks
1	33	6241	1751.5220	Completed
2	11	2296	1004.5054	Under Construction
3	23	3879	1672.5710	MIC Permitted
<b>Total</b>	<b>67</b>	<b>12416</b>	<b>4428.5984</b>	



## Foreign Investment in Hotels and Commercial Complexes by Countries

Sr.	Country	Hotel / Apartment	Investment US\$ (m)
1	Singapore	34	2764.1834
2	Thailand	13	497.964
3	Vietnam	1	440.0000
4	Hong Kong	5	187.7000
5	Korea	1	100.0000
6	Japan	6	394.385
7	Malaysia	3	23.1360
8	United Kingdom	3	14.5000
9	Luxembourg	1	6.7300
<b>Total</b>		<b>67</b>	<b>4428.5984</b>

## Hotels Chains in Myanmar

- Apex
- Belmond
- Best Western
- Hilton
- Dusit International
- Melia
- Kempinski
- ibis Style
- M Gallery
- Accor Hotels Group
- Shangri-La Hotels and Resorts
- Wyndham Hotels and Resort
- Pan Pacific





## Tourism Infrastructure



### Cross Border

**International Border Checkpoints**

1) Tachileik	–	Mae Sai
2) Myawaddy	–	Mae Sot
3) Kawthaung	–	Ranong
4) Htee Kee	–	Phunaron
5) Tamu	–	Moreh
6) Rihkawtar	–	Zawkhawtar

**Border Gateways**

1) Myanmar	–	Thailand Border (4)
2) Myanmar	–	India (2)

## Visa On Arrival (Port of Entry)

- Yangon International Airport
- Mandalay International Airport
- Nay Pyi Taw International Airport

Type of Visas	Duration of Stay	Fees
Business Visa	70 Days	50 USD
Workshop/ Seminar/ Meeting/ Research Visa	28 Days	40 USD
Tourist Visa	28 Days	40 USD
Crew Visa	90 Days	50 USD

## List of 55 Permitted Countries

**Passport holder from the following countries and *Taiwan* are eligible to apply Visa on Arrival:**

Australia	Cyprus	India	Luxembourg	Romania	USA
Austria	Croatia	Indonesia	Malaysia	Russia	UK
Belgium	Denmark	Italy	Malta	Switzerland	Ukraine
Brazil	DPRK	Ireland	Norway	Singapore	Viet Nam
Brunei	Estonia	Israel	New Zealand	South Africa	
Bulgaria	France	Japan	Netherland	Spain	
China	Finland	Korea	Nepal	Sweden	
Canada	Germany	Laos	Philippines	Slovakia	
Cambodia	Greece	Latvia	Poland	Slovenia	
Czech	Hungary	Lithuania	Portugal	Thailand	



## Facilitation for Visa



- **Visa Exemption**
- ASEAN Plus
- Japan
- Korea
- Hong Kong
- Macao



- **Visa on Arrival (VOA)**
- China



Passport holder from the following countries and **Taiwan** are eligible to apply **Tourist e-Visa**:



No.	Country Name	No.	Country Name	No.	Country Name
1.	Albania	11.	Bosnia	21.	Costa Rica
2.	Algeria	12.	Brazil	22.	Côte d'Ivoire
3.	Argentina	13.	Brunei	23.	Croatia
4.	Australia	14.	Bulgaria	24.	Cyprus
5.	Austria	15.	Cambodia	25.	CZECH
6.	Bangladesh	16.	Cameroon	26.	Denmark
7.	Belarus	17.	Canada	27.	Ecuador
8.	Belgium	18.	Chile	28.	Egypt
9.	Bhutan	19.	China	29.	Eritrea
10.	Bolivia	20.	Colombia	30.	Estonia

No.	Country Name	No.	Country Name	No.	Country Name
31.	Fiji	41.	Iceland	51.	Kenya
32.	Finland	42.	India	52.	Korea, DPR
33.	France	43.	Indonesia	53.	Korea, Republic
34.	Georgia	44.	Ireland	54.	Kuwait
35.	Germany	45.	Israel	55.	Kyrgyzstan
36.	Ghana	46.	Italy	56.	Laos
37.	Greece	47.	Jamaica	57.	Latvia
38.	Guatemala	48.	Japan	58.	Lithuania
39.	Guinea	49.	Jordan	59.	Luxembourg
40.	Hungary	50.	Kazakhstan	60.	Malaysia
*					
No.	Country Name	No.	Country Name	No.	Country Name
61.	Maldives	71.	Norway	81.	Saudi Arabia
62.	Malta	72.	Pakistan	82.	Serbia
63.	Mauritius	73.	Panama	83.	Singapore
64.	Mexico	74.	Peru	84.	Slovakia
65.	Monaco	75.	Philippines	85.	Slovenia
66.	Mongolia	76.	Poland	86.	South Africa
67.	Morocco	77.	Portugal	87.	Spain
68.	Nepal	78.	Qatar	88.	Sri Lanka
69.	Netherlands	79.	Romania	89.	Sweden
70.	New Zealand	80.	Russia	90.	Switzerland
*					






No.	Country Name
91.	Thailand
92.	Turkey
93.	Uganda
94.	Ukraine
95.	United Kingdom
96.	United States of America
97.	Uruguay
98.	Uzbekistan
99.	Venezuela
100.	Viet Nam

E-Visas are available within 3 working days by applying following website and cost is USD 50 per person for 28 day.  
[www.myanmarvisa.gov.mm](http://www.myanmarvisa.gov.mm)

The validity of E-Visa approval letter is 90 days from the issued date. If it is expired, entry will be denied.

Length of stay is (70) days from the date of arrival in Myanmar.

E-Visa is a only valid for a single entry. Re-entry will require a new visa.



Passport holder from the following 50 countries and Taiwan are eligible to apply **Business e-Visa**:



No.	Country Name	No.	Country Name	No.	Country Name
1.	Australia	11.	Czech Republic	21.	Ireland
2.	Austria	12.	Denmark	22.	Israel
3.	Belgium	13.	Estonia	23.	Italy
4.	Bulgaria	14.	Finland	24.	Japan
5.	Brunei	15.	France	25.	Korea, DPR
6.	Cambodia	16.	Germany	26.	Korea, Republic
7.	Canada	17.	Greece	27.	Laos
8.	China	18.	Hungary	28.	Latvia
9.	Croatia	19.	India	29.	Lithuania
10.	Cyprus	20.	Indonesia	30.	Luxembourg




No.	Country Name	No.	Country Name
31.	Malaysia	41.	Slovakia
32.	Malta	42.	Spain
33.	Norway	43.	Slovenia
34.	Nepal	44.	Singapore
35.	Netherlands	45.	Sweden
36.	New Zealand	46.	Switzerland
37.	Poland	47.	Thailand
38.	Philippines	48.	United States of America
39.	Portugal	49.	United Kingdom Citizen
40.	Romania	50.	Viet Nam

## Air Services

- **3 International Airports**
  - ❖ Yangon
  - ❖ Mandalay
  - ❖ Nay Pyi Taw
- **29 International Airlines (Yangon)**
- **8 International Airlines (Mandalay)**
- **2 International Airlines (Nay Pyi Taw)**





## 29 International Airlines (Yangon)



- |                               |                            |
|-------------------------------|----------------------------|
| 1. Thai Airways International | 16. China Airlines         |
| 2. Thai Smile                 | 17. Air China              |
| 3. Thai Lion                  | 18. China Eastern Airlines |
| 4. Bangkok Airways            | 19. Air India              |
| 5. Thai Air Asia              | 20. All Nipon Airways      |
| 6. Air Asia                   | 21. Korean Airlines        |
| 7. Singapore Airlines         | 22. Qatar Airways          |
| 8. Silk Airlines              | 23. Emirates Airlines      |
| 9. Sichuan Airlines           | 24. Vietnam Airlines       |
| 10. Jet Star                  | 25. Vietjet Air            |
| 11. MAI                       | 26. Biman Airlines         |
| 12. 9 Air                     | 27. Malindo Air            |
| 13. Myanmar National Airlines | 28. NOK Air                |
| 14. Malaysia Airlines         | 29. Cathy Dragon           |
| 15. China Southern Airlines   |                            |



## 8 International Airlines (Mandalay)



1. Air Asia
2. Silk Air
3. China Eastern Airlines
4. Bangkok Airways
5. MAI
6. Air India
7. Myanmar National Airlines
8. Thai Smile

## 2 International Airlines (Nay Pyi Taw)

1. China Eastern Airways
2. Bangkok Airways



 **6 Domestic Airlines** 

1. Yangon Airways
2. Asian Wings
3. Air KBZ
4. Man Yadanapon
5. Myanmar National Airlines
6. Golden Myanmar Airlines

**Tourism Promotion and Marketing**





# Tourism Promotion Activities in 2018



Tourism Expo Japan 2018



ATF -2018



Cambodia Travel Mart 2018 (CTM 2018)



China - ASEAN Expo 2018







## Tourism Promotion Activities



- Launched new brand name **"Myanmar: Be Enchanted"** on 17 September 2018
- Enacted New Myanmar Tourism Law on 17 September 2018
- Visa relaxation granted to Japan, South Korea, Hong Kong and Macao starting from 1<sup>st</sup> October 2018
- Visa on Arrival to main land China



# THANK YOU





## 2018 GMS Tourism Movement (Jan – Jun)

**Thai outgoing** → **GMS**

	(Million)	(% CH)	(% Share)
Laos	861,126	6.38	3.85
China	268,887	15.96	17.85
Vietnam	186,783	5.21	57.18
Myanmar	151,196	24.83	56.84
Cambodia	58,133	-16.96	11.87
<b>Total</b>	<b>1,586,136</b>	<b>6.43</b>	<b>6.43</b>

**GMS Tourists** → **Thailand**

	(Million)	(% CH)	(% Share)
China	5,871,153	21.88	75.21
Laos	348,569	7.20	10.66
Vietnam	338,389	8.84	6.45
Cambodia	422,696	10.99	5.38
Myanmar	183,969	-1.10	2.32
<b>Total</b>	<b>12,174,835</b>	<b>26.72</b>	<b>180.89</b>



1. Facility Development
2. Visa and the Expanding Airline to Support Tourists from GMS Countries
3. Strategic Tourism Development Thai-Laos
4. Workshop on Sustainable Tourism Management at Cultural Heritage Sites in GMS







## Thailand Visa





## Strategic Tourism Development Thai – Laos

### Thailand

- Develop quality tourism attractions, products, and services based on sustainability and "Thainess"
- Develop tourism facilities and infrastructure that conforms with needs of local communities and the environment
- Human resources development
- Marketing and branding
- Promote integration and involvement of key stakeholders in tourism management and international cooperation

## Agenda item 4



## Workshop on Sustainable Tourism Management at Cultural Heritage sites in GMS

DEPARTMENT OF TOURISM  
MINISTRY OF TOURISM AND SPORTS  
OF THAILAND



## Workshop on Sustainable Tourism Management at Cultural Heritage sites in GMS

### Objective

- To increase skill and competency of heritage site managers, tourism officers and tour operators/ tourist guides in GMS countries in managing and developing cultural heritage tourism
- To enhance the quality of management and marketing of heritage tourism in GMS countries.



## Workshop on Sustainable Tourism Management at Cultural Heritage sites in GMS



<b>Target</b>	70 delegates from GMS member states, from the private sector, government, community, NGOs and academic institutions. (10 delegates from each country)
<b>Date</b>	February 2019 (3days)
<b>Venue</b>	Ubon Ratchathani Province, Thailand





Thank  
you



Hope to see you in Ubon Ratchathani.



## Content

- I • Overview of Viet Nam
- II • Viet Nam Tourism in Numbers  
• Tourism Statistic Reports
- III • Updates on Vietnam Tourism Policy  
• New tourism development in Viet Nam





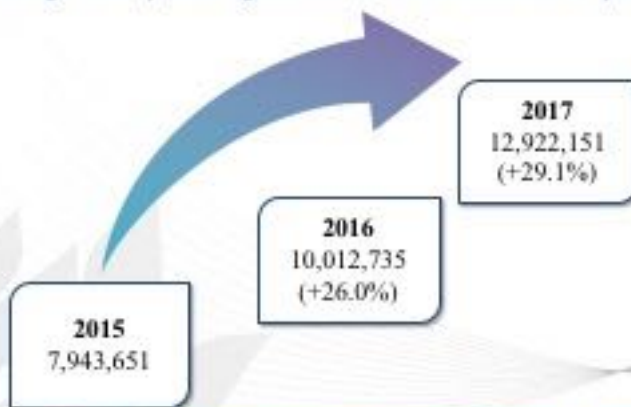
## Overview of Vietnam

- Area: 329, 600 km<sup>2</sup>
- Population: 93 million people
- Capital city: Hanoi
- Coastline: 3,300 km
- Climate: tropical and monsoon



## Viet Nam Tourism in Numbers

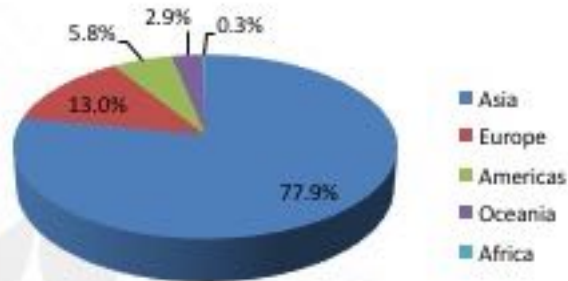
International visitor arrivals  
Achieving nearly 30% growth in 2 consecutive years





## Viet Nam Tourism in Numbers

Int'l Visitor Arrivals (10 months 2018)



## Viet Nam Tourism in Numbers

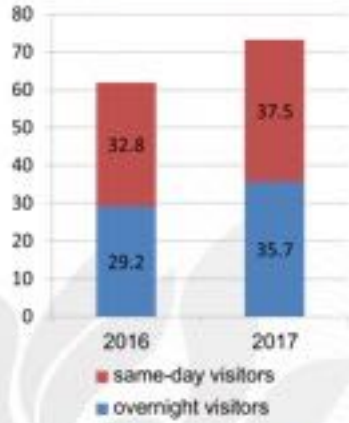
Visitors from GMS to Viet Nam, 2017





## Viet Nam Tourism in Numbers

### Domestic visitors: Continuous sustained growth

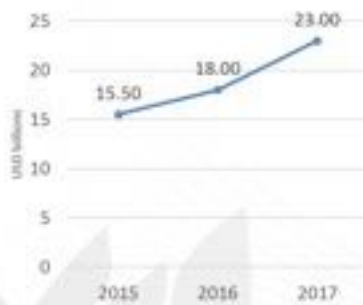


- 2016: 62.0 mil
- 2017: 73.2 mil
- 10 months 2018: 67.9 mil

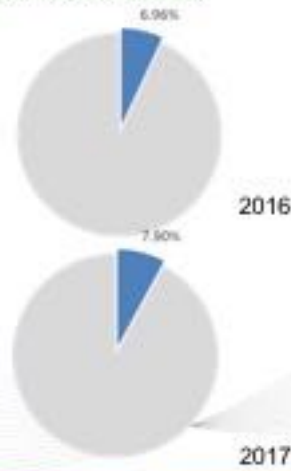


## Viet Nam Tourism in Numbers

### Tourism receipts



### GDP contribution

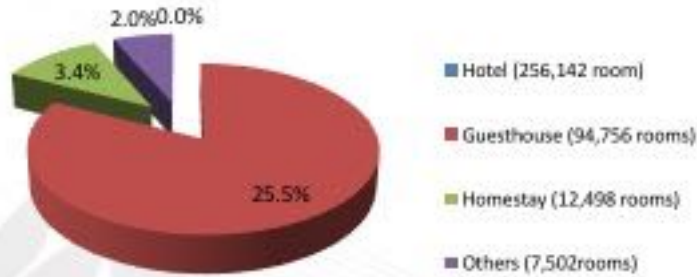


Source: Vietnam National Administration of Tourism



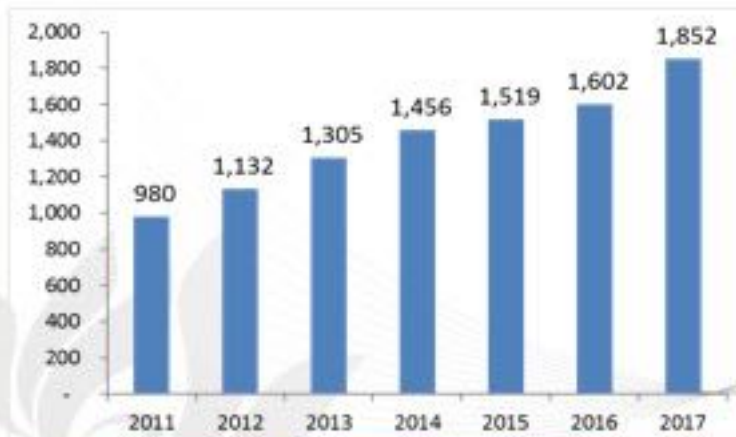
## Viet Nam Tourism in Numbers

### Tourist Accommodations by the end of 2017



## Viet Nam Tourism in Numbers

### International travel operators

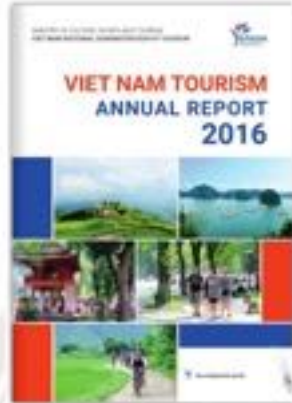






## Viet Nam Tourism Statistic Reports

- Viet Nam Tourism Annual Reports



## Viet Nam Tourism Statistic Reports

- Survey Results and TSA report







## Viet Nam Tourism Statistic Reports

- E-brochure



## Updates on Vietnam tourism policy

- **Major Strategic Documents**

- Resolution No. 08-NQ/TW by the Political Bureau of the Party's Central Committee on Developing Tourism into a Key Economic Sector (2017)
- New Tourism Law (2017)

- **05 important projects on Vietnam tourism**



## Updates on Vietnam tourism policy

### • Visa Policy

**E-Visa:** Nationals from the following 46 countries can apply for E-Visa for maximum of 30 days (valid until 31 January 2019 with possible extension).

1. Azerbaijan	11. Colombia	21. Ireland	31. Panama	41. Timor Leste
2. Argentina	12. Cuba	22. Italy	32. Peru	42. UK
3. Armenia	13. Czech Republic	23. Japan	33. Philippines	43. United Arab Emirates
4. Australia	14. Denmark	24. Kazakhstan	34. Poland	44. Uruguay
5. Belarus	15. Finland	25. Luxembourg	35. Romania	45. USA
6. Bulgaria	16. France	26. Mongolia	36. Russia	46. Venezuela
7. Brunei	17. Germany	27. Myanmar	37. Slovakia	
8. Canada	18. Greece	28. Netherland	38. South Korea	
9. Chile	19. Hungary	29. New Zealand	39. Spain	
10. China*	20. India	30. Norway	40. Sweden	



## Updates on Vietnam tourism policy

### • Visa Policy

**Visa Exemption:** Holders of ordinary passports issued by the followings 24 countries do not require visas to Viet Nam

No	Countries	Length of stay	No	Countries	Length of stay	No	Countries	Length of stay
1	<a href="#">Belarus</a> <sup>*1</sup>	15 days	9	<a href="#">Indonesia</a>	30 days	17	<a href="#">Philippines</a>	21 days
2	<a href="#">Brunei</a>	14 days	10	<a href="#">Italy</a> <sup>*3</sup>	15 days	18	<a href="#">Russia</a> <sup>*1</sup>	15 days
3	<a href="#">Cambodia</a>	30 days	11	<a href="#">Japan</a> <sup>*2</sup>	15 days	19	<a href="#">Singapore</a>	30 days
4	<a href="#">Chile</a>	90 days	12	<a href="#">Kyrgyzstan</a>	30 days	20	<a href="#">Spain</a> <sup>*2</sup>	15 days
5	<a href="#">Denmark</a> <sup>*2</sup>	15 days	13	<a href="#">Laos</a>	30 days	21	<a href="#">South Korea</a> <sup>*2</sup>	15 days
6	<a href="#">Finland</a> <sup>*2</sup>	15 days	14	<a href="#">Malaysia</a>	30 days	22	<a href="#">Sweden</a> <sup>*2</sup>	15 days
7	<a href="#">France</a> <sup>*3</sup>	15 days	15	<a href="#">Myanmar</a>	14 days	23	<a href="#">Thailand</a>	30 days
8	<a href="#">Germany</a> <sup>*3</sup>	15 days	16	<a href="#">Norway</a> <sup>*2</sup>	15 days	24	<a href="#">United Kingdom</a> <sup>*03</sup>	15 days



## Updates on Vietnam tourism policy

- **Visa Exemption for Visitors Travelling to Phu Quoc Island:**

Visitors holding foreign passports are allowed to stay in Phu Quoc Island for no more than 30 days without a visa.



## Tourism development in Viet Nam

### New tourism infrastructure

- **Highways connect Ha Noi and Ha Long city**
  - Ha Noi - Hai Phong city six-lane Expressway (2016)
  - Hai Phong city - Ha Long city Expressway, Bach Dang Bridge connecting Quang Ninh and Hai Phong (opened for traffick on September 2018)
  - From Ha Noi - Ha Long city: 90 minutes by car
- **Van Don International airport (Quang Ninh province)**
  - 50 km from Ha Long city
  - Completed at the end of 2018





## Tourism development in Viet Nam

### New tourism offerings

#### The Quintessence of Tonkin (Ha Noi)

- An artistic vision to showcase the cultural highlights of Northern Viet Nam

→ Offers: Open air spectacle show with Skillful performers, delightful water puppetry, a stunning light show, an evocative soundtrack



## Tourism development in Viet Nam

### New tourism offerings

#### Scenery Show Hoi An Memories (Hoi An city)

- Biggest show in Viet Nam with 25,000m<sup>2</sup> showcase space, more than 500 artists







## Tourism development in Viet Nam

### New tourism offerings

#### JW Marriott Phu Quoc Emerald Bay Resort & Spa

- Honoured with prestigious awards:

World's Leading New Resort in 2017 (World Travel Awards); 'Luxury New Hotel - Continent: Asia' (World Luxury Hotel Awards); World's Best New Resort Spa 2017 (World Spa Awards).



## Tourism development in Viet Nam

### Major tourism events in 2018

1. National Tourism Year 2018, in Quang Ninh province, themed "Ha Long – Heritage, Wonder, Friendly Destination"
2. Festival Hue (April-May 2018)
3. Da Nang International Fireworks Competition, for three weeks, April-June 2018
4. Vietnam International Travel Mart (VITM): April 2018, [www.vitm.vn](http://www.vitm.vn)
5. International Travel Expo Ho Chi Minh City (ITE HCMC), Sept 2018, [www.itehcmc.com](http://www.itehcmc.com)







Cambodia



China



Laos



Myanmar



Thailand



Viet Nam



The graphic features the 'Vietnam Tourism' logo at the top left. Below it are three vertical panels: the first shows a night view of a temple with a 'Cultural Heritage' header; the second shows a group of people with a 'Vietnam Tourism' logo; the third shows a landscape with a 'Natural Beauty' header. The text 'Thank you for your attention!' is centered at the bottom of the graphic, above a rainbow-colored bar.



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

# APPENDIX 6

## 2018 GMS TOURISM WORKPLAN & MTCO KEY PROJECTS



**MEKONG TOURISM  
COORDINATING OFFICE  
(MTCO)**

**TWG-42  
GMS Tourism Workplan &  
MTCO Key Projects 2018**  
Phu Quoc, Viet Nam  
December 4, 2018



**Mekong  
Tourism**



2016



**MEKONG TOURISM COORDINATING OFFICE**

**GMS TWG – 2018 Work Plan**

MTCO OPERATIONS	INDUSTRY ENGAGEMENT	MARKETING BRANDING	PRODUCT DEVELOPMENT	CAPACITY BUILDING
<b>Legal Status</b> > Thai > 90%	<b>TWG Meetings</b> > Host/MTCO > 100%	<b>Mekong Moments</b> > Partner > 100%	<b>Multi-Country</b> > Thai/MTCO > 100%	<b>Training Seminars</b> > MTCO > 100%
<b>Digital Assets</b> > MTCO > 100%	<b>Contributor Program</b> > MTCO > 100%	<b>Mekong Minis</b> > MTCO > 100%	<b>5<sup>th</sup> STC Meet</b> > Cam > 100%	<b>University Lectures</b> > MTCO > 100%
<b>TSS 2016-2025</b> > ADB/MTCO > 100%	<b>MTF 2018</b> > THAI/MTCO > 100%	<b>MTCO Digital Platform</b> > MTCO > 100%	<b>Mekong Trends</b> > MTCO > 100%	<b>MIST</b> > ADB/MTCO > 100%
<b>Internships</b> > MTCO > 100%	<b>Scorecard 2017</b> > MTCO > 100%	<b>E-Library</b> > MTCO > 100%	<b>EXPERIENCE MEKONG</b> > Partner > 100%	<b>MTF@ITB</b> > MTCO > 100%







## MTCO DIGITAL CHANGE

	NOV 2014	NOV 2015	NOV 2016	NOV 2017	NOV 2018
ALEXA SCORE	4,253,969	2,618,093	1,690,661	1,276,129	851,087
WEBSITE VISITORS	733	1,898	5,071	6,159	6,810
WEBSITE VIEWS	1,684	4,038	9,578	10,582	11,573
AVERAGE USERS / DAY	20	140	319	353	394
FACEBOOK LIKES	175	850	1,350	2,006	2,517
E-LIBRARY DOCS	0	150	390	430	464
WEBSITE POSTS	75	200	380	850	1,961

# MTCO DIGITAL CHANGE

## 2015 > 2017



## 2015 > 2016



## 2016 > 2017



Page	Total Page Likes	From last week	Posts This Week	Engagement This Week
1  ASEAN Southeast Asia: ...	75.1K	0%	5	0
2  PATA Pacific Asia Travel Assoc...	2.2K	+0.1%	0	1
YOU 3  Mekong Tourism Coord...	2.0K	+0.0%	12	75

Country	Site	Nov-14	Nov-15	Nov-16	Rank 2014	Rank 2015	Rank 2016
GMS	mekongtourism.org	4,253,969	2,638,093	851,057	4	9	7
ASEAN	aseantourism.travel	1,342,275	1,815,892	1,638,069	7	7	8
ASEANSA	aseansa.org	14,612,713	6,875,023	17,026,420	10	10	10
Thailand	tourismthailand.org	35,058	67,566	77,684	1	1	1
Vietnam	vietnamtourism.com	235,725	245,510	192,164	2	2	2
Cambodia	tourismcambodia.org	494,245	667,627	489,007	3	3	4
Myanmar	myanmar-tourism.org	640,707	1,306,939	9,636,591	8	4	6
Lao PDR	tourismlaos.org	862,858	630,010	870,533	5	5	3
Lao PDR	ecotourismlaos.com	2,534,382	3,116,087	11,445,715	9	8	9
PR China	crto.org	1,054,852	735,306	1,603,218	6	6	5



## Mekong Tourism Strategy 2014-2020







MEKONG TOURISM WORKING GROUP	MEKONG TOURISM FORUM	MEKONG TOURISM WEBSITES
MEKONG TOURISM CONTRIBUTORS	MEKONG TOURISM EXPERT GROUPS	MEKONG TOURISM E-NEWSLETTER
MEKONG TOURISM EXPERTS	MEKONG TOURISM STORYTELLERS	MEKONG TOURISM SOCIAL MEDIA
EXPERIENCE MEKONG COLLECTION & SHOWCASE	MEKONG TOURISM STORIES	MEKONG TOURISM FAM TRIPS
# MEKONG MOMENTS CAMPAIGN	MEKONG INNOVATIVE STARTUPS IN TOURISM	MEKONG MINI MOVIE FESTIVAL CAMPAIGN











<p>SUSTAINABLE TOURISM</p>	<p>ENHANCE EXPERIENCE AT DESTINATION</p>	<p>BUSINESS OPTIMISATION</p>
<ul style="list-style-type: none"> <li>Protecting the environment</li> <li>Preserving cultural heritage</li> <li>Promoting inclusive growth in tourism</li> <li>Protect the future of destinations</li> <li>Dispersing tourist destinations</li> </ul>	<ul style="list-style-type: none"> <li>Simplifying and smoothing out the customer experience</li> <li>Use of mobile to help improve the tour experience</li> <li>Smart travel (wearable tech)</li> <li>Connect local experts directly with travelers</li> <li>Peer-to-peer tour business models</li> <li>Digitize offline customers (before, during and after traveling)</li> <li>Personalized and customized travel</li> <li>Change the "pen and paper paradigm" for tourist groups</li> </ul>	<ul style="list-style-type: none"> <li>Non-intrusive client profile information</li> <li>Gathering and analyzing traveler data</li> <li>Loyalty building</li> <li>Management of online complaints</li> <li>Integration of digital solutions (profiling, booking, CRM, etc.)</li> <li>Optimize usage of empty seats / rooms / allotments</li> <li>Selling of touristic products to in-destination locals</li> <li>Build standardization around different types of tour products</li> <li>Digital penetration of tour operator inventory</li> <li>Anti-fraud systems (e.g. travel)</li> </ul>

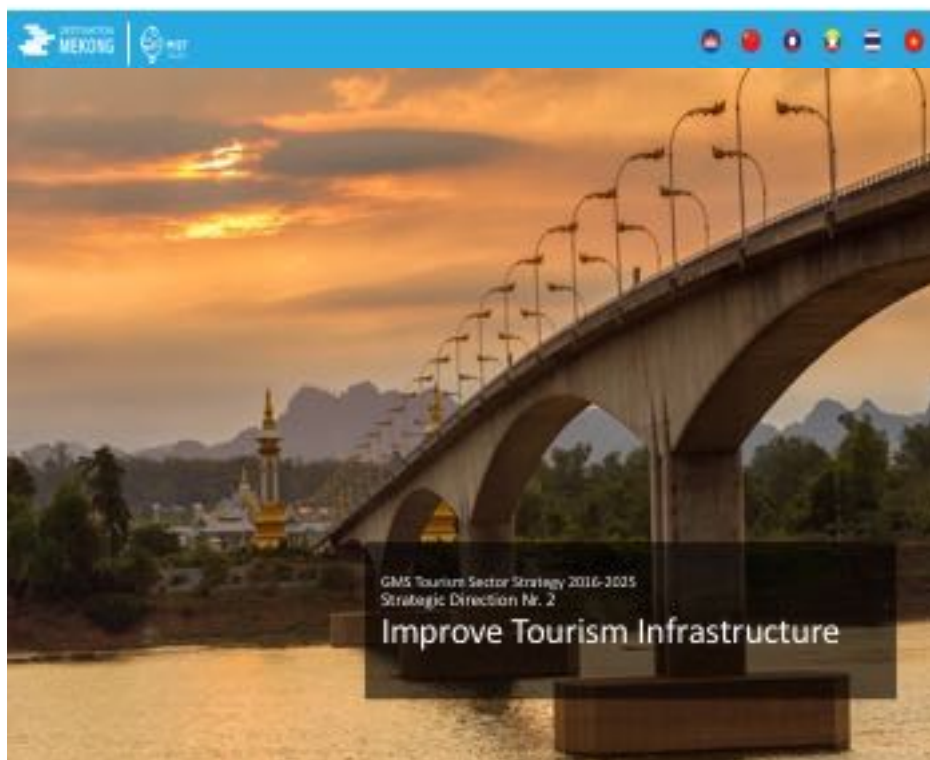
**MIST**  
Mekong Innovative Startups in Tourism





## MIST 2017 Successes

- 250+ applicants
- 21 Startup Accelerator semi finalists
- \$35,000 in innovative grants
- 13 Market Access tours for companies based in Cambodia, Viet Nam, Malaysia, Thailand, Australia, Canada, and the United States
- 360 unique media stories
- 54 million estimated coverage views
- 1.49 million social shares



# Developing Infrastructure in the GMS for Tourism



ROADS



FERS



BRIDGES



CAPACITY BUILDING



ADB	Loan/Grant/Technical Assistance	Years	Amount (Millions)	Objectives	Rating
	Greater Mekong Subregion (GMS) Mekong Tourism Development Project: L1989-CAM (SI), L2976-LAO (SI), L1071-VN (SI)	2009-2010	47.01	Improve access and environmental (E)T attributes, promote pro-poor tourism, and develop regional tourism structures.	Successful
	GMS Tourism Sector Strategy: R-CITA 6177	2004-2006	0.80	Prepare a 10-year GMS tourism strategy to promote sustainable tourism development that reduces poverty.	Highly Successful
	Preparing the GMS Sustainable Tourism Development Project: R-PPTA 6279	2005-2008	0.00	Prepare issuing investment project.	Successful
	GMS Sustainable Tourism Development Project: L2907-VN (Special Funds) (SI), 60317-LAO (SI)	2008-2014	18.00	Sustainable tourism development that creates livelihood opportunities for the poor.	Successful
	Improving Market Access for the Poor in Central Cambodia - Japan Fund for Poverty Reduction: R154-CAM	2010-2014	1.80	Increase income and local employment for poor households.	Successful
	Myanmar Tourism Master Plan: DATA 8130-MVA	2012-2013	0.25	Prepare Myanmar tourism master plan, emphasizing employment and income generation, equitable benefit distribution.	Highly Successful
	Preparing the GMS Tourism Infrastructure for Inclusive Growth Project: R-PPTA 6230	2012-2014	1.20	Prepare issuing investment project.	Successful
	Strengthening the Mekong Tourism Coordinating Office: R-CITA 6216	2012-2016	0.20	Strengthen the institutional framework for GMS tourism cooperation.	Project ongoing
	GMS Tourism Infrastructure for Inclusive Growth Project: L1514-CAM (SI), L1156-LAO (SI), L1165-VN (SI)	2014-2019	100.00	Increase tourism receipts and employment in underdeveloped segments of the GMS across all corridors.	Project ongoing
	Preparing the Second GMS Tourism Infrastructure for Inclusive Growth Project: R-PPTA 6200	2016-2019	1.50	Prepare issuing investment project.	Project ongoing





**SHOWCASING TO BUILD CAPACITY AND SET STANDARDS**

- Showcasing responsible and sustainable travel experiences in the GMS
- Capacity building initiative to motivate other operators to learn and get inspired.
- Featured case studies, prepared in partnership with Mahidol University, to showcase innovative best practices

Phnom Penh – Phnom Penh, Cambodia  
Inle Heritage – Shan State, Myanmar  
Ayutthaya – Ayutthaya, Thailand  
Mahoud Lodge – Luang Prabang, Laos

**EXPERIENCE MEKONG COLLECTION**

**NOMINATE RESPONSIBLE EXPERIENCES**  
[www.ExperienceMekong.org](http://www.ExperienceMekong.org)

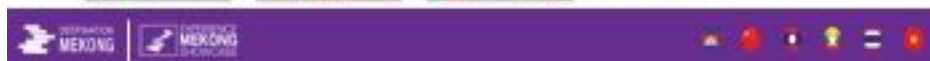




MAHIDOL UNIVERSITY



**EXPERIENCE  
MEKONG  
SHOWCASES –  
BEST PRACTICE  
CASE STUDIES  
2018**





#137Pillars #MyHomestay #VesperBar  
#GreenDiscoveryLaos  
#GerritsTour #Kampot #SouthernLaos  
#AirAsia **#MekongMoments**  
#D&PakTok #KamuLodge #Laos #LaoAirlines  
#AmazingThailand #SnoukCoffee  
#SoftelLuangPrabang #AsianTrails #BangkokRiver  
#SaigonTourism #InterContinentalBKK

**COLLABORATIVELY PROMOTING  
THE GREATER MEKONG SUBREGION**

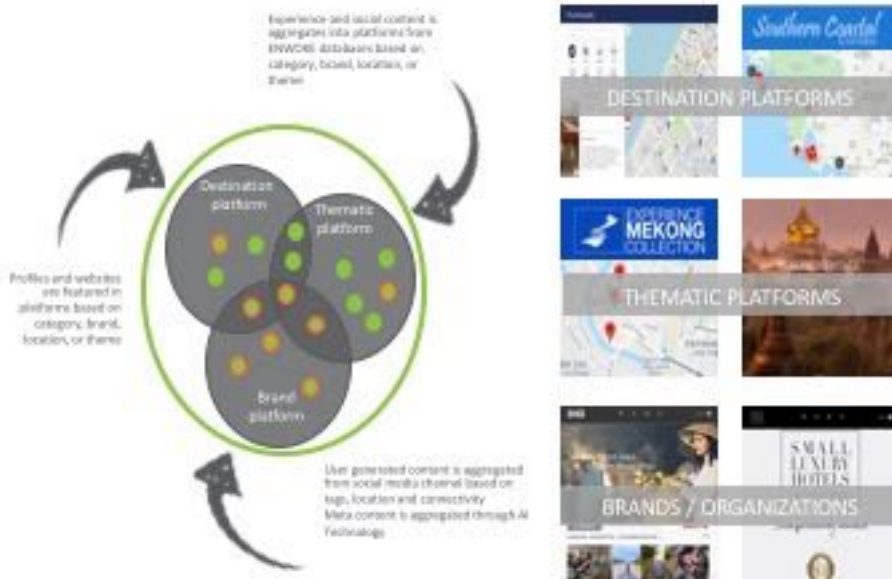


The ENWOKE Model: The 3 E's EXPOSURE – ENGAGEMENT - EARNINGS





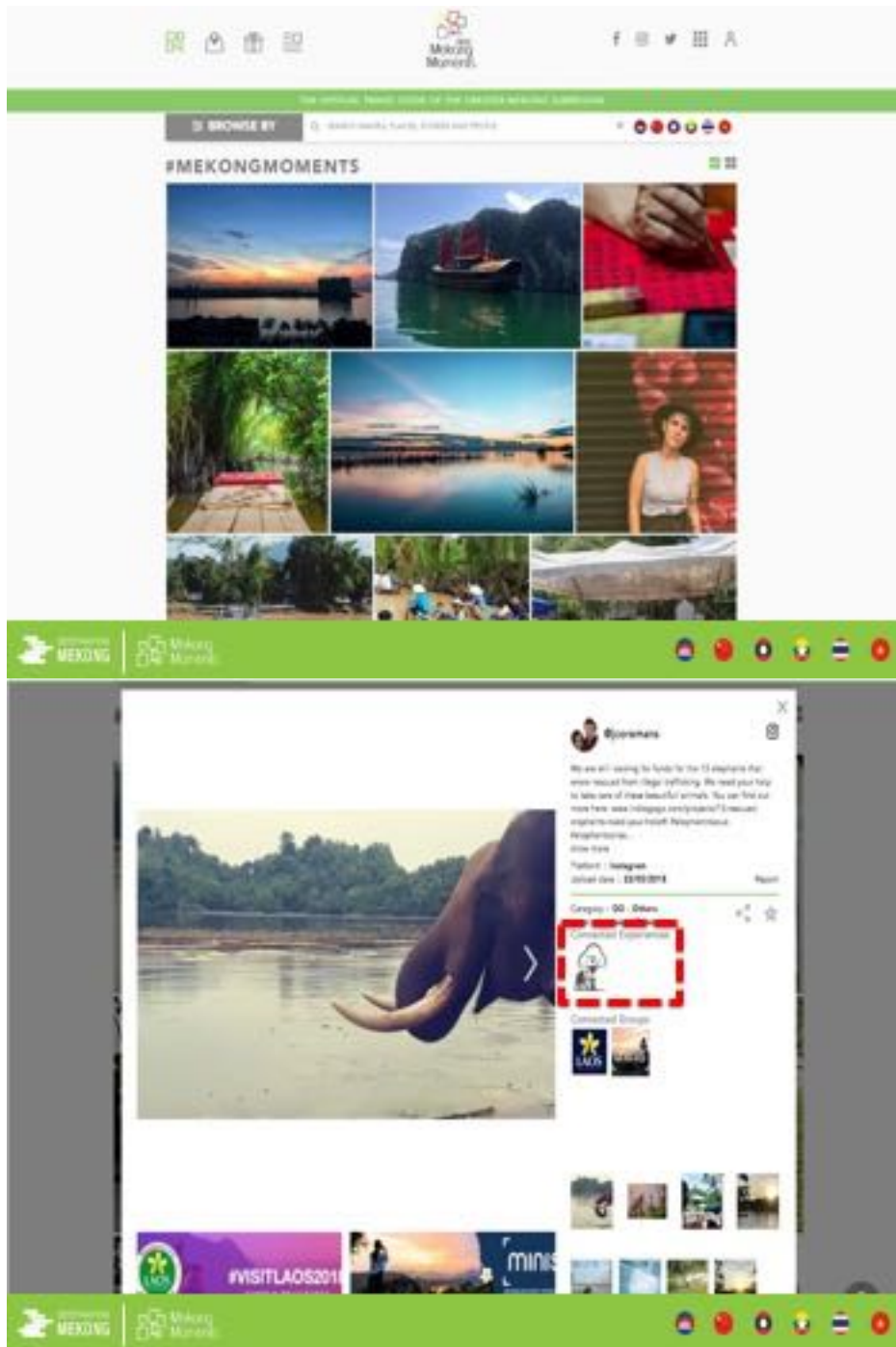
## The ENWOKE Model: The 3 E's EXPOSURE – ENGAGEMENT - EARNINGS



## MEKONG MOMENTS RECOGNITION









## MULTI-COUNTRY THEMATIC JOURNEYS



COUNTRY	DESTINATIONS	RELATED MULTICOUNTRY TOUR PROGRAM
Cambodia	Koh Kong, Sihanoukville, Kep, Takeo and Kampot	Southern Coastal Corridor
PRC	Detian Jinghong and Pu-er	Largest Waterfall in Asia Mekong Tea Caravan Trail
Myanmar	Kengtung and Thachilek Yangon, Bago, Kyaukse, Mawlamyine and Hpa-An	Mekong Tea Caravan Trail The Middle Path
Lao PDR	Sayabouli, Luang Prabang and Oudomsay	Northern Heritage Trail
Thailand	Buriram and Ubon Ratchatani Chanthaburi and Trat Nan and Lampang	Mekong Discovery Trail Southern Coastal Corridor Northern Heritage Trail
Viet Nam	Tieng Giang and An Giang Da Nang, Hoi An, Hue and Lao Bao Ha Tinh	Cruising the Mekong Delta East-West Economic Corridor Route 8

## Importance of Routes and Themes to Tourism

- Travel-intent based themes by travelers interests
- Destinations are collection of themes, such as e.g. culture, history, or food
- Themes help in the self-identification of locals as well as in the distinguishing from other regions.
- Themes and routes can become destinations in themselves for travelers, e.g. Danube River, Silk Road

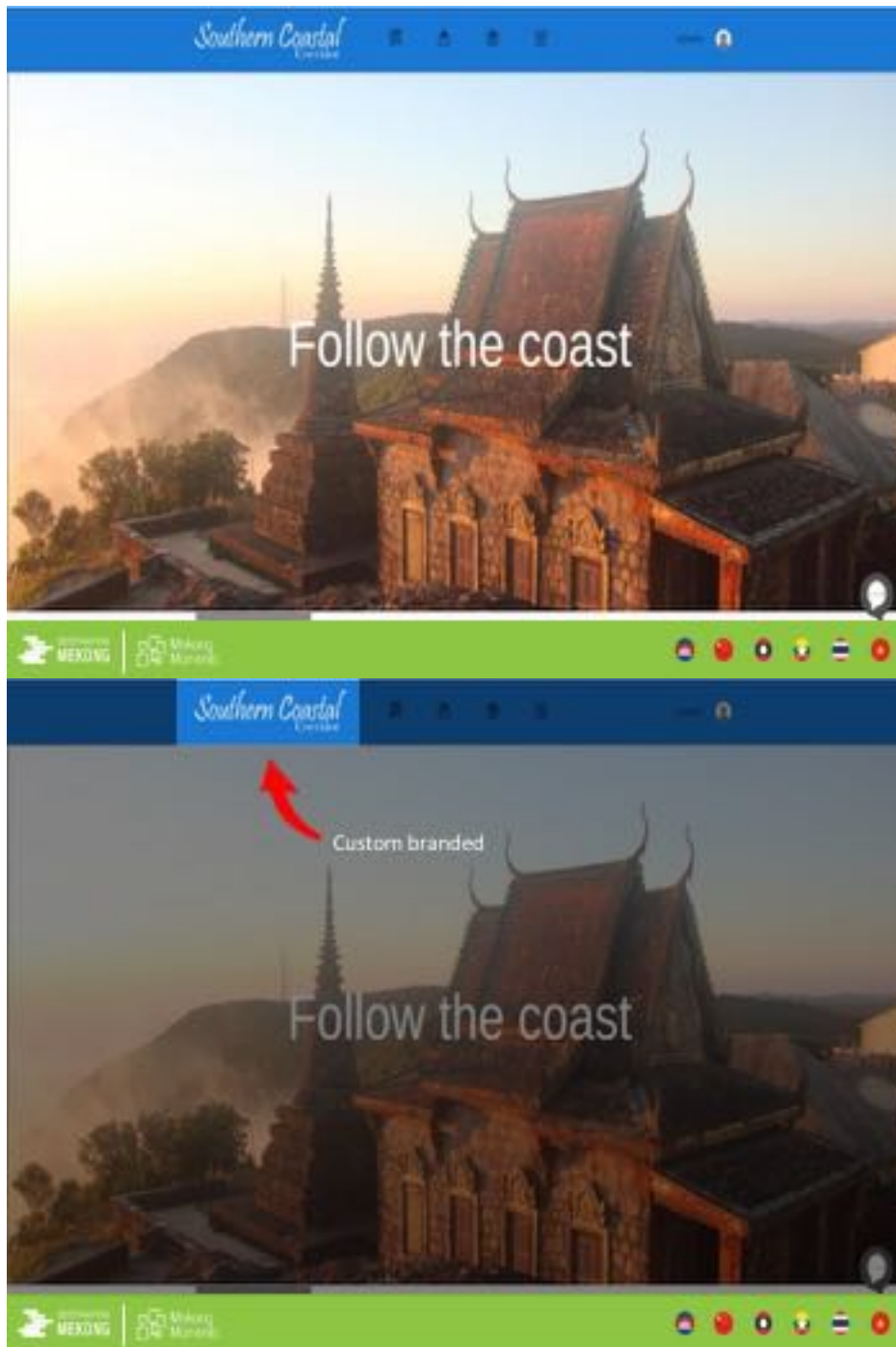




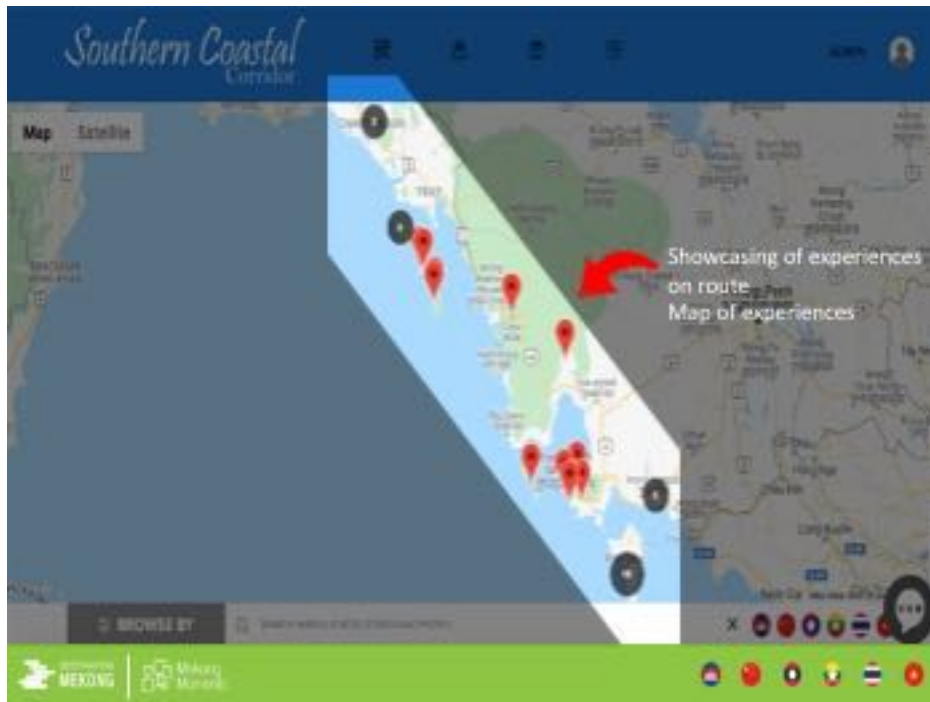
# Promotion of Thematic Routes





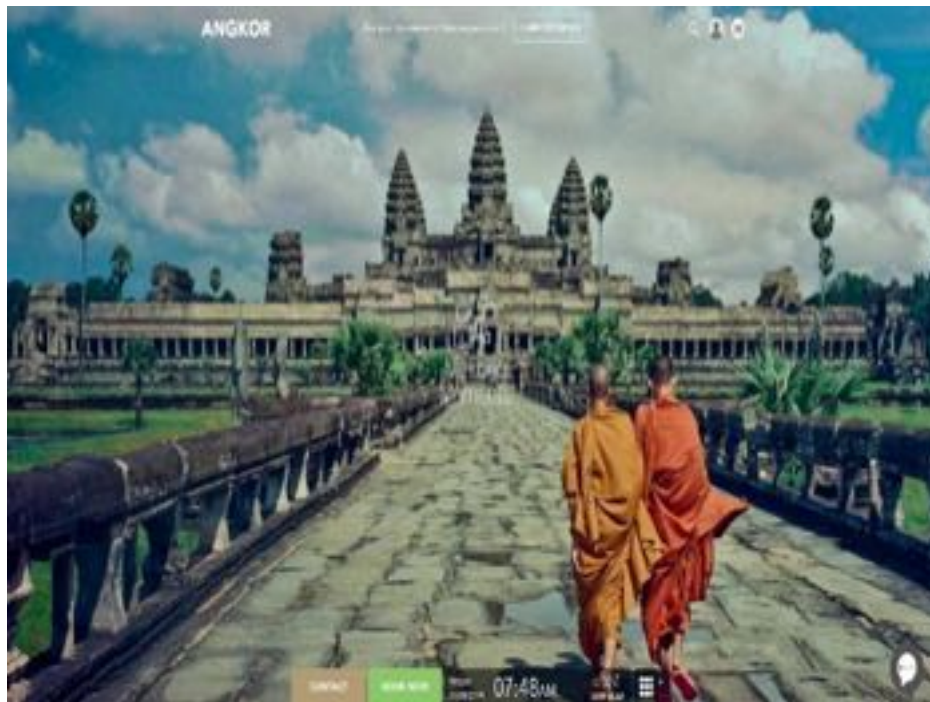


The screenshot displays the 'Southern Coastal Corridor' website interface. At the top, a blue header reads 'Southern Coastal Corridor' and 'Aggregates and curated inspirational user generated content'. Below this is a social media-style gallery for the hashtag #SOUTHERNCOASTALCORRIDOR, featuring a grid of various scenic images such as mountains, sunsets, and coastal views. A red arrow points to the top of this gallery. The website has a green navigation bar with the 'MEKONG' logo and a search bar. Below the navigation is a blue header with the 'Southern Coastal Corridor' title and an 'ADMIN' link. The main content area is a map of the region with several red location pins. At the bottom, there is a 'BROWSE BY' section with a search bar and a row of country flags.









**mekong minis**  
MEKONG MINI MOVIE FESTIVAL 2018

SHARE YOUR 60 SECOND VIDEOS AND WIN

MEKONGMINIS.COM

MEKONG MINIS

[ADVISORY BOARD](#)
[PARTNERS](#)
[T&C](#)
[INFORMATION](#)
















Cambodia





## ENSURING A BRIGHT FUTURE FOR IRRAWADDY DOLPHINS IN THE MEKONG RIVER

The Irrawaddy dolphin symbolizes the magnificence of the Mekong River and its continued high biodiversity. The [latest population survey](#) showed that only 90 Irrawaddy Dolphins inhabit the Mekong River. Even this low number would make the Mekong subpopulation the largest of only five remaining critically-endangered freshwater populations of this species in the world.

The Irrawaddy dolphin (*Orcella brevirostris*) inhabits a 100km stretch of the mainstem Mekong River between Kratie, Cambodia and Threave Falls on the border with Laos (PDR).















### Results (preliminary)

Through the use of collaborative social commerce, the campaign achieved the following results after 3 month or run-time (from 12 months total).



**300 participants**  
(travelers, bloggers, filmmakers)



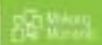
**220,000 followers**  
(through networks of participants)



**700,000 video views**



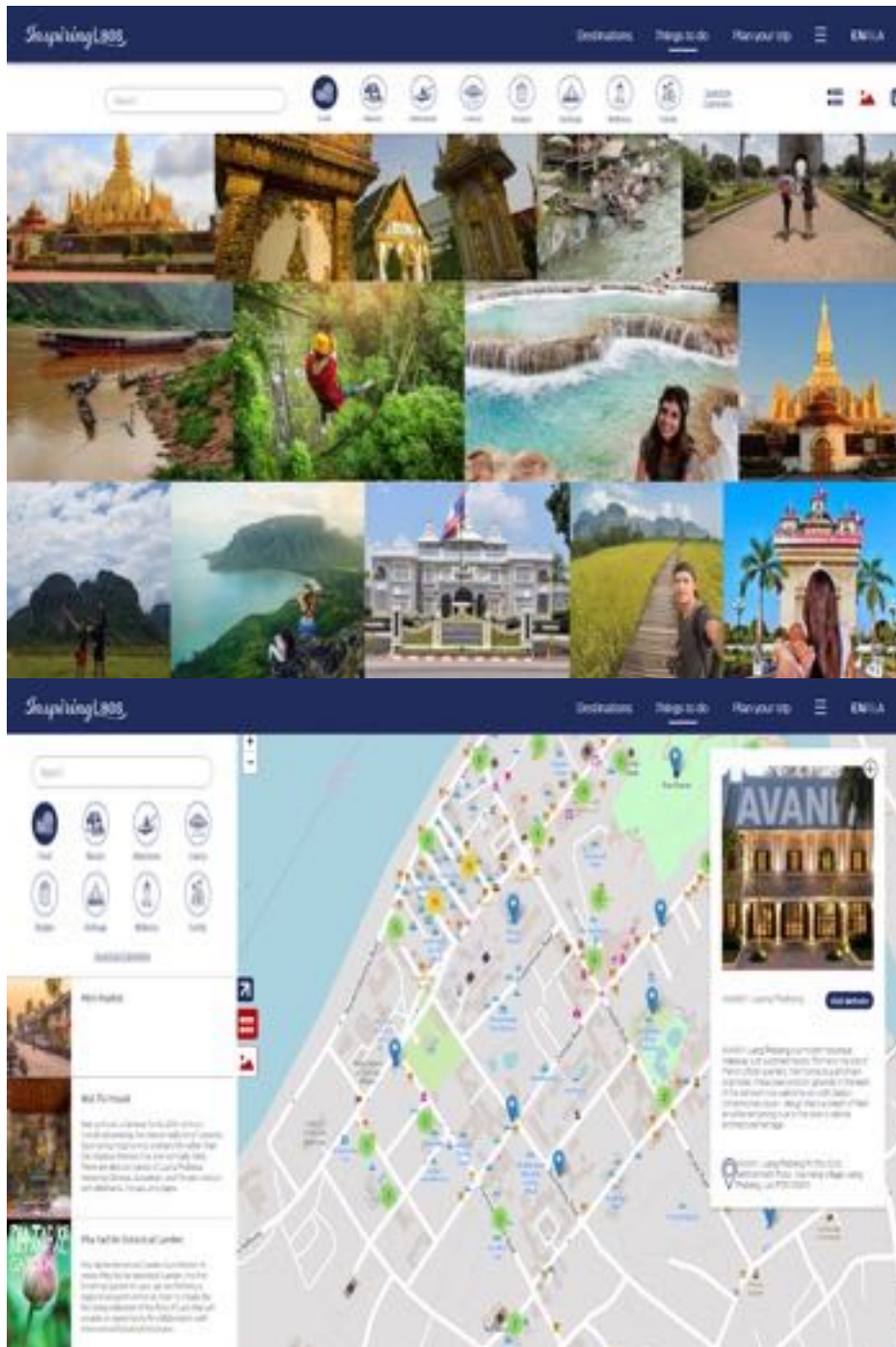
**7 million people reached**















## Tourism Insight Knowledge Center





## Future Reports







Poverty Alleviation  
GLOBAL SUSTAINABLE TOURISM DASHBOARD

Equality of Travel  
GLOBAL SUSTAINABLE TOURISM DASHBOARD

Sustainable Production  
GLOBAL SUSTAINABLE TOURISM DASHBOARD

Carbon Emissions  
GLOBAL SUSTAINABLE TOURISM DASHBOARD

Protected Areas  
GLOBAL SUSTAINABLE TOURISM DASHBOARD

Security  
GLOBAL SUSTAINABLE TOURISM DASHBOARD

UNWTO  
GREENVIEW  
Sustainable Tourism Partnership  
Amadeus  
SDG icons

**“TRANSFORMING TRAVEL TRANSFORMING LIVES”**

**MEKONG TOURISM FORUM 2018**  
JUNE 25-29, 2018  
NAKHON PHANOM, THAILAND

INFO@MEKONGTOURISM.ORG  
MEKONGTOURISM.ORG/MTF



“

**When you start learning about  
other people and accepting  
other people, that's where  
transformation begins.**

**- Tracey Friley, founder,  
Passport Party Project**

”



### MTF 2018 SUMMARY

DELEGATES	405	REGISTERED DELEGATES	117	WALK-IN DELEGATES
SPEAKERS	44	SPEAKERS		
BLOGGERS	17	BLOGGERS	18	BLOG POSTS
SESSIONS	8	ELLAGE BREAKING		
POST TOURS	6	POST TOURS	34	POST TOURS ATTENDEES
PLASTIC STRAW SAVED	≈4,000	PLASTIC STRAW SAVED		
PLASTIC BOTTLE SAVED	≈4,000	PLASTIC BOTTLE SAVED		
SOCIAL MEDIA SHARING	>400	PHOTOS SHARED	>50	ATTENDEES IN ATTENDANCE

### MEKONG MARKET PLACE

Sukhathavee Building  
Walailak Phitsanulok University  
1<sup>st</sup> Floor, 2<sup>nd</sup> Floor

#### EXHIBITORS

MEET BLOGGERS & CONTENT CREATORS IN THE ...

**BLOGGER MATCHUP LOUNGE**

CONNECT WITH TRAVEL STARTUPS IN THE ...

**MIST LOUNGE**



# MTF 2018 PLASTIC FREE KIT



## NAKHON PHANOM, THAILAND

We are excited to bring the "World's Most Littered" initiative to Southern Thailand through Mekong Tourism Forum 2018.

Founded in September 2016 by a small group of tourism professionals in Cambodia, the ultimate goal of "Zero for Litter" is to substantially reduce the amount of plastic waste produced in the GMS, and even change its entire landscape.

One reusable aluminum bottle can last up to 3 years or more. Each containing a life span of just three weeks, a single bottle can replace as many as 6,000 plastic bottles. We hope to be able to save around 1,000 bottles during Mekong Tourism Forum 2018 in Southern Thailand area.

**MTF 2018  
SESSION VENUES  
& REFILL STATIONS:**

NAKHON PHANOM UNIVERSITY  
BLU HOTEL  
FORTUNE RIVER VIEW HOTEL  
HOTEL  
R PHOTO HOTEL  
THE RIVER HOTEL

**VILLAGES:**  
TAI KA I (THAI)  
TAI NAI  
TAI DO  
PAI JI THAI  
TAI CHAI  
TAI NONG  
TAI SEAK  
TAI ISAN

**pledge**  
[pledge]  
[return]

A solemn promise of agreement to do or abstain from doing something.

**take the plastic-free pledge today**

Share your commitment to making a greener world by taking a pledge to plastic-free living.

Workshops, seminars, exhibitions, and more activities to change our lives. #ZeroForLitter. #MTF2018. #PlasticFree

www.mekongtourism.com/plasticfree







EXPERIENCE MEKONG SHOWCASE – BEST PRACTICE CASE STUDIES



<p><b>Case study 1</b> <b>Smart Sustainable Development</b></p> <p>The first and most important step in developing a smart sustainable development is to identify the key areas of opportunity. In this case, the focus is on the tourism sector, which has the potential to drive economic growth and create jobs in rural areas. The goal is to develop a sustainable tourism model that benefits the local community and the environment.</p>	<p><b>Case study 2</b> <b>Smart Sustainable Development</b></p> <p>The second step in developing a smart sustainable development is to identify the key areas of opportunity. In this case, the focus is on the tourism sector, which has the potential to drive economic growth and create jobs in rural areas. The goal is to develop a sustainable tourism model that benefits the local community and the environment.</p>	<p><b>Case study 3</b> <b>Smart Sustainable Development</b></p> <p>The third step in developing a smart sustainable development is to identify the key areas of opportunity. In this case, the focus is on the tourism sector, which has the potential to drive economic growth and create jobs in rural areas. The goal is to develop a sustainable tourism model that benefits the local community and the environment.</p>	<p><b>Case study 4</b> <b>Smart Sustainable Development</b></p> <p>The fourth step in developing a smart sustainable development is to identify the key areas of opportunity. In this case, the focus is on the tourism sector, which has the potential to drive economic growth and create jobs in rural areas. The goal is to develop a sustainable tourism model that benefits the local community and the environment.</p>	<p><b>Case study 5</b> <b>Smart Sustainable Development</b></p> <p>The fifth step in developing a smart sustainable development is to identify the key areas of opportunity. In this case, the focus is on the tourism sector, which has the potential to drive economic growth and create jobs in rural areas. The goal is to develop a sustainable tourism model that benefits the local community and the environment.</p>
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ChildSafe  
movement

*Together, protecting children.*



# 1<sup>st</sup> ASIA FILM DESTINATION CONFERENCE

## PROMOTING DESTINATIONS VIA VISUAL STORYTELLING









An initiative of



Supported by



**The MIST Startup Accelerator**

The MIST Startup Accelerator is geared for early stage companies in either travel tech or traditional tourism.

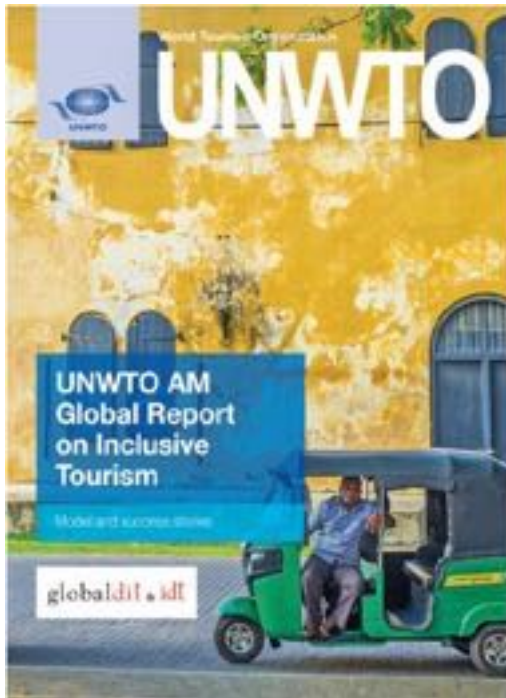


**The MIST Market Access Accelerator**

The MIST Market Access Accelerator is for mature international tourism startups looking to enter the region.







6.3 Mekong Tourism Forum 2017 in Luang Prabang, LAO PDR – an inclusive and experiential concept for small towns

Link: [www.mekongtourism.org/](http://www.mekongtourism.org/)

The swift rise of emerging markets such as Viet Nam, Cambodia, Myanmar, and Laos continue to woo travel

54 Available from: <http://www.tourism.gov.sg/press/4427/Services+Innovator/> 26 April 2015  
[www.getlink.net/press/4427/Services+Innovator+Page](http://www.getlink.net/press/4427/Services+Innovator+Page) (press release) 26 April

Uniform Destinations Model and success stories







**THE WORLD'S  
LEADING TRAVEL  
TRADE SHOW®**



**2ND MEKONG TOURISM  
FORUM AT ITB BERLIN**  
8 MARCH 2018 | 11-11:45 AM  
ROOM REGENSBURG - HALL 4.1







## GMS Tourism Working Group Meeting Mekong tourism Forum Hosting Rotation

Events	Month & Year	Country
TWG 37 & MTF 2016	May/Jun – 2016	Cambodia
TWG 38	Nov/Dec – 2016	China
TWG 39 & MTF 2017	May/Jun – 2017	Lao PDR
TWG 40	Nov/Dec – 2017	Myanmar
TWG 41 & MTF 2018	May/Jun – 2018	Thailand
TWG 42	Nov/Dec – 2018	Vietnam
TWG 43 & MTF 2019	May/Jun – 2019	China
TWG 44	Nov/Dec – 2019	Cambodia
TWG 45 & MTF 2020	May/Jun – 2020	Myanmar
TWG 46	Nov/Dec – 2020	Lao PDR
TWG 47 & MTF 2021	May/Jun - 2021	Vietnam





Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

# APPENDIX 7

## GMS TOURISM PERFORMANCE & STATISTIC HARMONISATION IN THE GMS

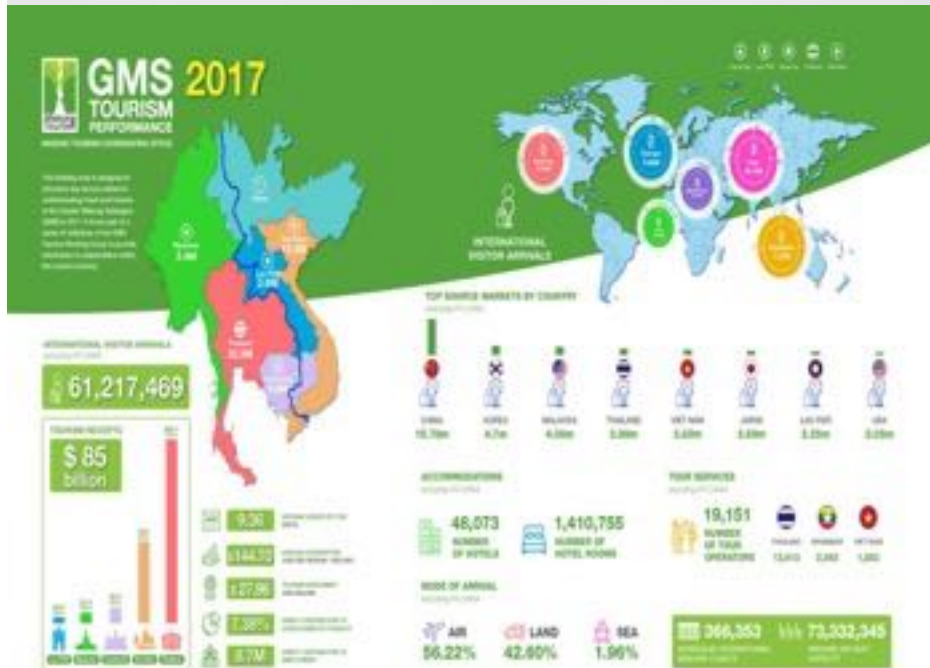
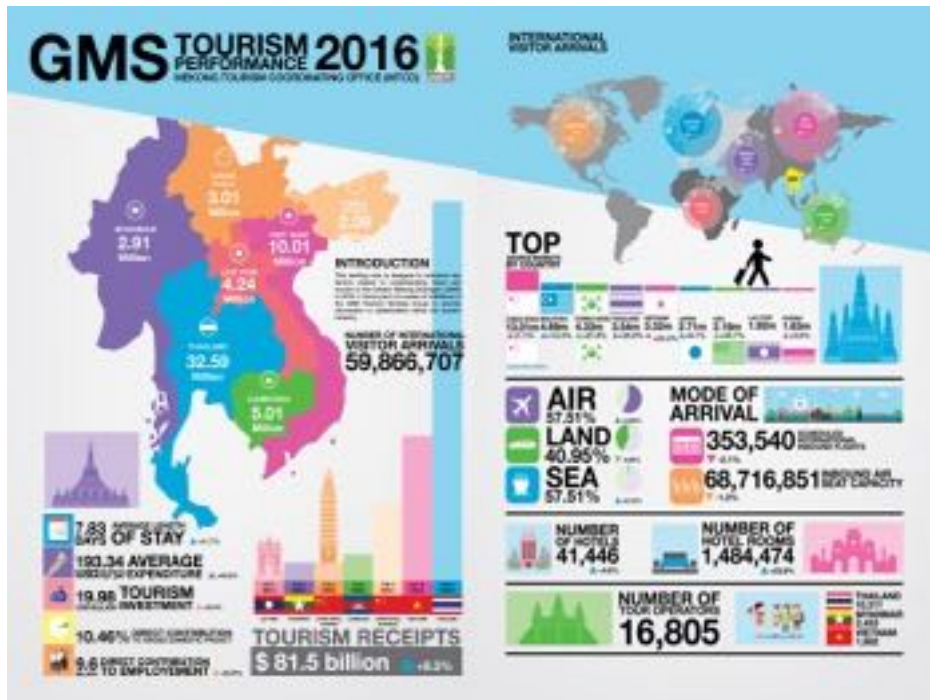


**MEKONG TOURISM  
COORDINATING OFFICE  
(MTCO)**

**GMS TOURISM  
PERFORMANCE & DATA  
HARMONISATION**  
Phu Quoc, Viet Nam  
December 4, 2018





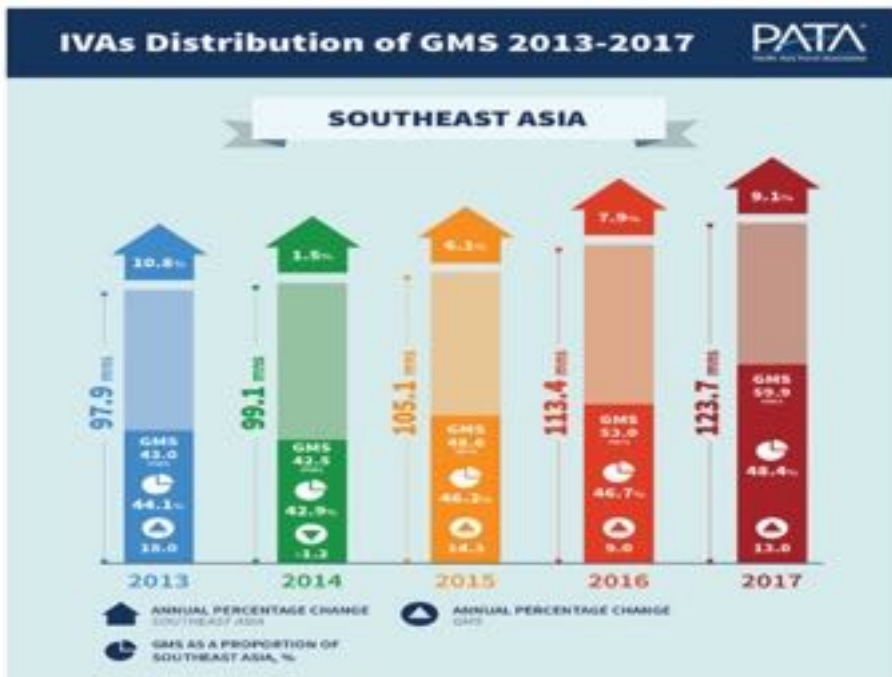


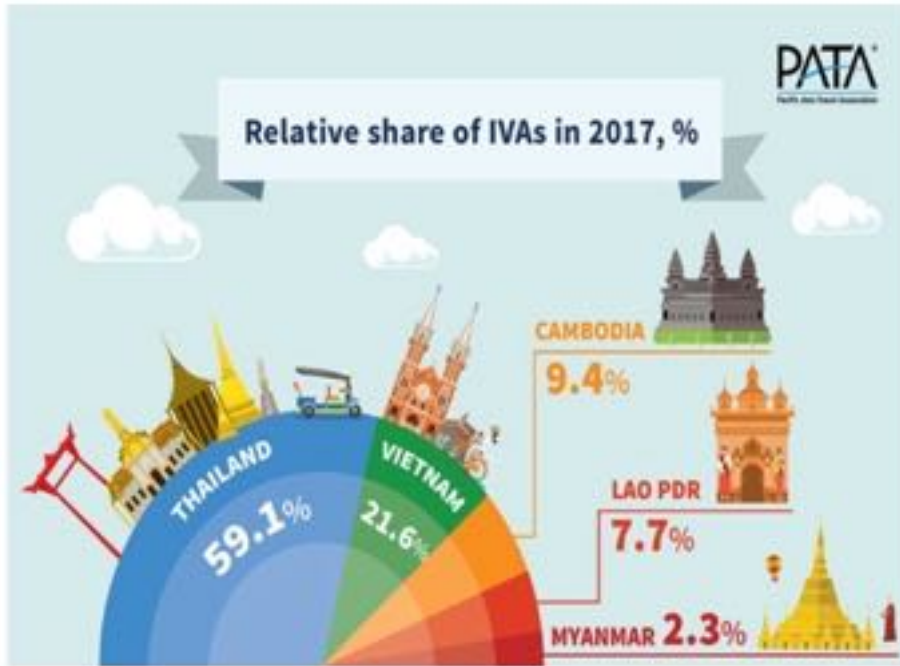


Comparison: 2015-2016



Comparison: 2013-2016





**TOP 10 ORIGIN MARKETS IN 2017**

Origin	IVAs 2017 mns	Annual Change 2016 to 2017	
		%	Volume, mns
CHINA	16.0	22.8	3.0
KOREA (ROK)	4.7	31.3	1.1
LAO PDR	2.1	20.3	0.4
RUSSIAN FEDERATION	1.4	23.0	0.3
INDIA	1.5	17.9	0.2
THAILAND	3.1	6.9	0.2
CAMBODIA	1.1	21.2	0.2
JAPAN	2.7	6.7	0.2
CHINESE TAIPEI	1.4	14.2	0.2
USA	2.0	7.6	0.1

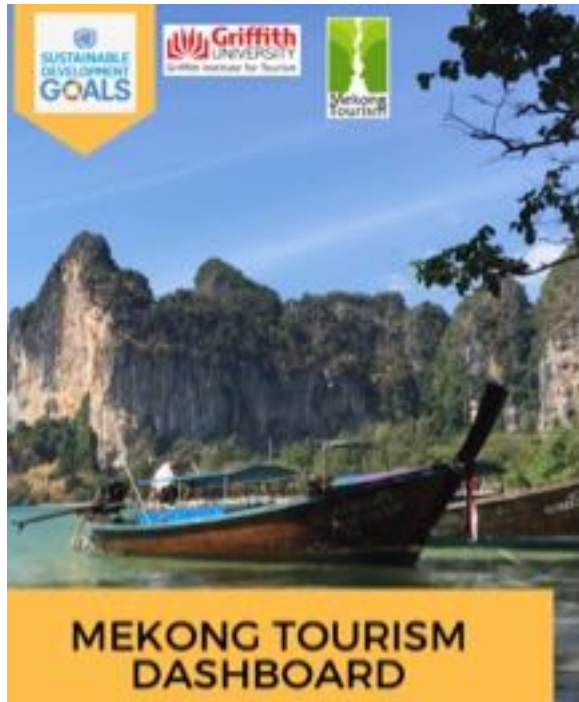


Visitor Arrivals to ASEAN Countries 2018-2022 (mns)						
	2012	2016	2018	2020	2022	AAGR18-22
Cambodia	3.6	5.0	6.1	7.0	7.7	6.20%
Indonesia	8.0	11.6	15.1	17.2	19.0	5.91%
Laos PDR	3.3	4.2	5.7	6.9	7.9	8.69%
Malaysia	25.0	26.8	28.4	31.0	33.3	4.06%
Myanmar	0.6	1.3	1.4	1.6	1.8	5.83%
Philippines	4.1	5.8	8.0	9.9	11.4	9.07%
Singapore	14.5	16.4	19.3	20.9	22.1	3.41%
Thailand	22.4	32.6	37.4	42.6	47.6	6.21%
Vietnam	6.6	9.9	14.1	15.8	17.6	5.75%
<b>Total</b>	<b>88.1</b>	<b>113.5</b>	<b>135.5</b>	<b>152.8</b>	<b>168.4</b>	<b>5.58%</b>
<b>Total GMI</b>	<b>36.5</b>	<b>53.0</b>	<b>64.7</b>	<b>73.9</b>	<b>82.6</b>	<b>13%</b>

Note: 1. Unit of visitor arrivals: millions  
 2. Insufficient data to be able to forecast Brunei Darussalam







# Mekong Sustainable Tourism Dashboard

Tracking Sustainable Tourism Development



For more information:  
[www.tourismdashboard.org](http://www.tourismdashboard.org)









Thank you



WWW.MEKONGTOURISM.ORG / SOCIAL MEDIA: @TOURISMMEKONG

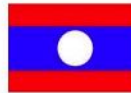
**JENS THRAENHART, EXECUTIVE DIRECTOR  
MEKONG TOURISM COORDINATING OFFICE (MTCO)**

TEL: +66 2612 4150 – 1 FAX: +66 2612 4152

EMAIL: JENS@MEKONGTOURISM.ORG

WWW.THRAENHART.COM

19



## 2<sup>nd</sup> GMS Statistics Harmonization Workshop Working Group Report

Thong Rathasak, Director General,  
Ministry of Tourism, Kingdom of Cambodia



### GMS Statistics Harmonization Activities Plan



- 2<sup>nd</sup> GMS Statistics Harmonization, 15-16 August 2018, Diamond Hotel, Kampot, Cambodia. 2-day workshop to discuss and agree on GMS platform and statistics harmonization
- Current Statistics Data Collection by GMS Countries
- *Participants*: Representatives from the GMS Countries, Statistics Divisions and possibly other relevant government departments.
- *Other Participants*: Representatives from MTCO



# 2<sup>nd</sup> Statistics Harmonization Workshop



- 15-16 August 2018, Diamond Hotel, Kampot, Cambodia



The Opening Remarks by Director General



Documentary Photo





## 2<sup>nd</sup> GMS Statistics Country Reports



- GMS members countries briefed about the statistics country report
  - Cambodia
  - Lao PDR
  - Myanmar
  - Thailand
  - Viet Nam



## GMS Statistics Harmonization Activities Plan



### *Workshop Outline (proposed):*

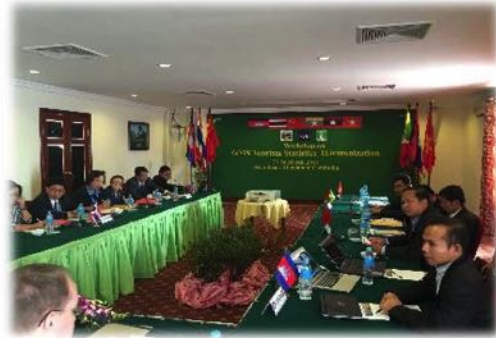
1. Introduction from hosts and review purposes and process of the workshop.
2. GMS countries present their current methods of i. surveys (data collection), ii. analysis techniques, and iii. reporting formats
3. Presentation on how tourism statistics harmonization can take place in the GMS (by MTCO)
4. Participants work together and agree on a process and platform (Dashboard) of GMS tourism statistics.





## Next Meeting

The Meeting agreed that :  
Cambodia will host the 3<sup>rd</sup>  
Statistics meeting in 2019.



## City Tour of Kampot







Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

# APPENDIX 8

IMPLEMENTATION OF THE GMS TOURISM  
MARKETING STRATEGY 2015–2020



# Tourism Marketing & Promotion



The 3rd International Exhibition for Tourism, Leisure, MICE, Medical and Educational Tourism

**Cambodia Travel Mart**  
**10<sup>th</sup> - 13<sup>th</sup> October 2019**  
 Phnom Penh, Cambodia  
[cambodia.com](http://cambodia.com)







## CTM Size and Scope



- International Buyers: 100 from 60 countries
- International Media: 22 from 19 countries
- Sellers: 173 booths (24% International, 76% from Cambodia)



## CTM Ribbon Cutting & VIP Tour

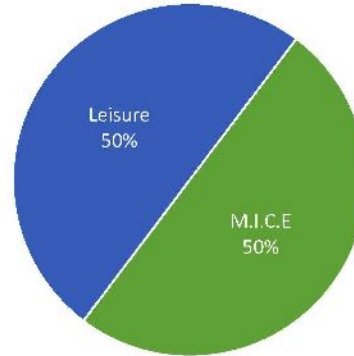




# Buyers Profile



- MICE (Meeting, Incentives, Convention, Exhibitions)
- Travel Agents
- Tour Operators
- O.T.A
- Travel Distributors



# Why CTM?



### 250+ QUALIFIED DECISION-MAKERS

Serious MICE, Association and Corporate Buyers



### IMMENSE BUYING POTENTIAL

Asia 60%, America 10%, Europe and Others 30%



### NETWORKING & ENGAGEMENT SESSION

More than 250 Local & International Exhibitors, Multi-Channel engagement options from Destination Seminars, Media Briefing, Educational Sessions, Networking Lunch & Dinners and Pre-Post Tours





## CTM's Buyers Meet Seller Session



## The Grand Opening Gala Dinner





## Other Networking Functions



## Cambodia's Marketing Activities In GMS Countries

Annual Sea, Water & Moon and River Festivals in Cambodia

- River Festival was held in Kandal Province from March 13-15, 2018
- Celebrated Water and Moon Festival, was held from November 24-26, 2018
- This year Cambodia Sea Festival will be held in Koh Kong Province from December 13-16, 2018

Cambodia Travel Mart (CTM) 2017 was held in Siem Reap from November 9-11, 2017

Travex ASEAN Tourism Forum (ATF 2018) in Chaing Mai, Thailand January 22-26, 2018

This year will be held in Ha Long Bay, Vietnam from January 14-18, 2019 during the ATF Meeting

Thailand Travel Mart Plus (TTM+) 2018, Chonburi, Thailand June 13-15, 2018

ITE HCMC + Cambodia Night in Ho Chi Minh, Vietnam September 6-8, 2018

Myanmar International Tourism EXPO in Yangon, Myanmar July 20-22, 2018

Vietnam International Travel Mart in Hanoi, Vietnam April, 2018





# Thank You

# IMPLEMENTATION OF THE GMS TOURISM MARKETING

PRESENTED BY MINISTRY OF INFORMATION, CULTURE  
AND TOURISM, LAO PDR



## Development of Tourism-Related Micro- and Small Enterprises

Private sector participation in Lane Xang Cultural Quadrangle Rout  
(Caravan Tour) Laos and Thailand



MICT



Private sector participation in Lane Xang Cultural Quadrangle Meeting in Loei



Seminar on "Ecotourism on the crossroad: challenges amidst changing world" technical supported by Lane Xang Cultural Quadrangle



### Marketing Task Force

- ❖ PR and familiarization program under implementation (e.g. blogger event Luang Prabang timeless)
- ❖ Training on how to apply social media for tourism promotion



Training on how to apply social media for tourism promotion

MICT

### Marketing Taskforce



Finalize the Tourism Marketing Strategy



### Attending the ITB Singapore to promote visit Lao year 2018



MICT







Promotion of Responsible Tourism Behavior

Awareness seminar on environmental protection in Vang Vieng



Development of Tourism -Related Micro - and Small Enterprises  
Support Lao Handicraft Festival (Lao Handicraft Association)



## DESTINATION MARKETING AND PROMOTION



## DESTINATION MARKETING AND PROMOTION



Nang Sabaidee mascot for Laos tourism, and promotional collateral





### Visit Lao Year 2018 – Textile Collection



### Visit Lao Year 2018 – Promote Lao Handicraft into Fashion





**Luang Prabang Timeless** ງານຫລວງພະບາງງາມແທ້ໄວ Official  
 open of the MV <https://youtu.be/n1uEyOHFCnQ>

*THANK YOU*



Republic of the Union of Myanmar  
Ministry of Hotels and Tourism

## Implementation of GMS Tourism Marketing Strategy 2015-2020

Hla Myint  
Director  
International and Regional Cooperation Department  
Ministry of Hotels and Tourism  
Ph: +95 67 3 406248  
Fax: +95 67 3 406104  
Email: irc.dht.moht@gmail.com

### Border Gateways with GMS Countries

#### (1) Thailand

##### International Border Checkpoints

- Tachileik – Mae Sai
- Myawaddy – Mae Sot
- Kawthaung – Ranong
- Htee Kee – Phunaron

#### (2) Laos

- Kyainglap (Myanmar) – Xieng Kok (Laos)  
(On going to open)



## Border Gateways with GMS Countries

### (3) China

- > Muse
- > Laukkai
- > Chinshwehaw
- > Lwejel
- > Kanpiketee

### Jointly Tour Packages

No.	Tour Company	Tour Packages
1.	Adventure Myanmar Tours & Incentives	Myanmar- Pass through Thailand to Laos-Cambodia
		Myanmar& Cambodia (Two Countries One Destination)
2.	Authentic Myanmar Travel & Tours	Myanmar- Thailand – Laos
		Myanmar-Viet Nam-Cambodia
3.	MT&K Tourism Company Limited	Myanmar-Thailand
		Myanmar-Thailand-Cambodia
4.	Shan Yoma Travel & Tours Company Limited	Myanmar-Cambodia
5.	Pro Niti Travel	Myanmar-Cambodia (World Heritage Excursion)

## Secondary Destinations Development

### (1) Kayah State

- ❖ Mild-generally warm and temperate weather
- ❖ Border with Thailand to the east
- ❖ Taung Kwe Pagoda in Loikaw, Colourful bustling market, traditional crafts & products workshop
- ❖ Kayan people wearing neck rings, brass coils
- ❖ Kayah traditional food (Kayah sausage)



## Secondary Destinations Development

### (2) Kayin State

- ❖ Mount Zwegabin (the most famous landmark)
- ❖ Thandaung Gyi (picturesque hill station)
- ❖ Many amazing limestone caves (Kawgun, Sadan etc.,)
- ❖ Border with Thailand to the east





## Secondary Destinations Development

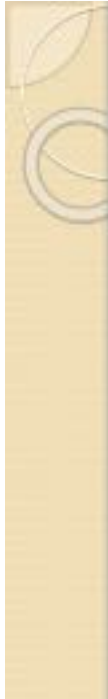
### (3) Tanintharyi Region

- ❖ Myeik Archipelago (comprises with 800 islands)
- ❖ Kawthaung (Thailand-Myanmar Border town)
- ❖ Ethnic minority called Moken (sea gypsies)
- ❖ Marine Tourism (Seeing Coral reef, Diving, Yachting etc.,)



## Participation of Tourism Exhibition in GMS Countries

- ❖ **Cambodia Travel Mart 2018**  
(11th-13th October 2018, Phnom Penh, Cambodia)
- ❖ **ASEAN Tourism Forum 2018**  
(22nd-26th January 2018, Chiang Mai, Thailand)
- ❖ **The 15th China-ASEAN Expo**  
(12th-15th September 2018, Nanning, China)
- ❖ **Thailand Travel Mart Plus (TTM+)**  
(13rd-15th June 2018, Pattaya, Thailand)



Implementation of the GMS Tourism Marketing Strategy 2015-2020



42<sup>nd</sup> MEETING OF THE GMS WORKING GROUP

4 December 2018

Phu Quoc, Viet Nam

by

Ms. Natrifa Nagavajara

Chief, ASEAN, South Asia and South Pacific Cooperation Section  
Tourism Authority of Thailand (TAT)



**Experience  
Thailand  
and  
MORE**

7-12 September 2017



## Experience Thailand and MORE



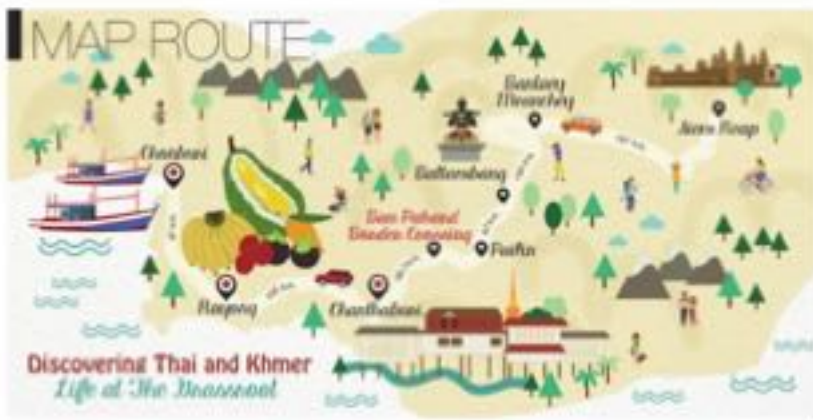
**Experience Thailand and MORE**  
 to  
**ASEAN Romantic Treasures**  
**8 - 12 September 2017**

The idea is to promote Thailand-Cambodia-Viet Nam  
 under the concept "ASEAN Romantic Treasures"  
 for travel agents to launch and run the authentic Thailand  
**EXPERIENCE AND MORE.**

**Highlights**  
 - Bangkok - Chiang Mai - Luang Prabang - Angkor Wat - Siem Reap  
 - Cambodia - Myanmar - Vietnam - Singapore - Kuala Lumpur  
 - Hanoi - Ho Chi Minh City - Bangkok - Phuket - Bali

## Experience Thailand and More

Thailand | Cambodia | Myanmar





# ITINERARY

As you follow the trail westward before heading north into the foothills of Khasi Saï, then into Cambodia, once you, Battambang and on to the magnificent spires of the Angkor Kingdom, you will become immersed in traditional culture of life as you indulge in the fusion of ancient and contemporary cultures.

## Day 1: Chantabul

- 08:00 – 16:00: **Don Nhai National Park** (Chantabul) **Chantabul**  
Experience traditional Chantabul lifestyle and culture, particularly at Ban Rai San Museum. House of 100 Posts, the former home of local leaders with an herbal garden for cooking as well as from which they developed traditional remedies.
- 16:00 – 18:00: Dinner
- 18:00 – 19:00: Dinner

## DAY 1

## DAY 2

- ### Day 2: Rayong
- 08:00 – 09:00: Check out of hotel and travel to Rayong district, Rayong (220 km, 7.5 hours)
  - 09:00 – 10:00: **Wat Phnom Chulachom**  
(Over 400 years old, it was built by the first settlers, the Khmers)
  - 10:00 – 11:00: **Don Nhai NP**  
Settled by Mon refugees who migrated from Phnomrah, today, it is part of the sub-domain of Terrestrial Ecosystem
  - 11:00 – 12:00: The road starts leaving the village, to gently leads and proceeds in a motorcycle helmet
  - 12:00 – 13:00: **Next, a great view along the Phnom Phnom where** Chinese Water dragons hide under you. They gather water to hatch their eggs in their hollows
  - 13:00 – 14:00: "Lunch Lunch in the Garden"
  - 14:00 – 15:00: Check in to hotel and relax
  - 15:00 – 17:00: Explore Rayong's traditional walking street, Phnom Phnom, and its interesting, interesting trails
  - 17:00 – 18:00: Depart for the coast and dinner
  - 18:00 – 19:00: Dinner

# ITINERARY

## Day 3: Rayong – Chantabul

- 08:00 – 09:00: Check out of hotel and depart for Ban Jomung
- 09:00 – 10:00: **Ban Jomung (Ban Jomung)**  
Explore the orchards and visit ancient Wat Hong Phangthomy after crossing Ratanak Bridge, take a walk through the mangrove and then walk to Nhai National Park
- 10:00 – 11:00: Return to Ban Nhai and enjoy swimming in the natural hot spring
- 11:00 – 12:00: **Phnom Phnom**  
This beautiful village that dates back to the Angkor era, now has a large fishing port and bustling market
- 12:00 – 13:00: **Phnom Phnom**  
This village is the largest in Rayong, it is now protected by a village wall that exists to protect the natural ecosystem. After a walk along a bamboo canopy through the mangrove, you'll arrive at the Phnom Phnom National Park
- 13:00 – 14:00: **Phnom Phnom National Park to Chantabul**
- 14:00 – 15:00: Dinner
- 15:00 – 16:00: Dinner
- 16:00 – 17:00: Dinner

## DAY 3

## DAY 4

- ### Day 4: Chantabul
- 08:00 – 09:00: Start the day at the Chantabul morning market, where you'll see and taste all sorts of homemade and handmade foods
  - 09:00 – 10:00: Return to hotel
  - 10:00 – 11:00: Breakfast at the hotel
  - 11:00 – 12:00: **Chantabul Historical**  
Established during the reign of King Rama of Ayutthaya on the Chantabul River, it became a thriving center for trade and commerce during the reign of King Rama 4. Today, the area is filled with old wooden houses and other houses with balconies and intricately carved eaves, selling noodles, food and other goods
  - 12:00 – 13:00: **Don Nhai National Park**  
This beautiful, Thai European style, golden sand spa was built by King Rama 4. The spa was established during the reign of King Rama 4. The spa is a beautiful and intricately carved spa, selling noodles, food and other goods
  - 13:00 – 14:00: **Phnom Phnom National Park**  
This beautiful, Thai European style, golden sand spa was built by King Rama 4. The spa was established during the reign of King Rama 4. The spa is a beautiful and intricately carved spa, selling noodles, food and other goods
  - 14:00 – 15:00: Dinner
  - 15:00 – 16:00: Dinner

# ITINERARY

## Day 5: Battambang

- 08:00 – 09:00: Check out of hotel and travel to the Ban Nhai National Park, Chantabul (Ban Nhai National Park, Chantabul)
- 09:00 – 10:00: **Ban Nhai National Park**  
Explore the orchards and visit ancient Wat Hong Phangthomy after crossing Ratanak Bridge, take a walk through the mangrove and then walk to Nhai National Park
- 10:00 – 11:00: Return to Ban Nhai and enjoy swimming in the natural hot spring
- 11:00 – 12:00: **Phnom Phnom**  
This beautiful village that dates back to the Angkor era, now has a large fishing port and bustling market
- 12:00 – 13:00: **Phnom Phnom**  
This village is the largest in Rayong, it is now protected by a village wall that exists to protect the natural ecosystem. After a walk along a bamboo canopy through the mangrove, you'll arrive at the Phnom Phnom National Park
- 13:00 – 14:00: **Phnom Phnom National Park to Chantabul**
- 14:00 – 15:00: Dinner
- 15:00 – 16:00: Dinner
- 16:00 – 17:00: Dinner

## DAY 5

## DAY 6

- ### Day 6: Battambang – Ban Nhai
- 08:00 – 09:00: Check out of hotel and travel to Battambang (Ban Nhai National Park, Chantabul)
  - 09:00 – 10:00: **Battambang**  
Explore the orchards and visit ancient Wat Hong Phangthomy after crossing Ratanak Bridge, take a walk through the mangrove and then walk to Nhai National Park
  - 10:00 – 11:00: Return to Ban Nhai and enjoy swimming in the natural hot spring
  - 11:00 – 12:00: **Phnom Phnom**  
This beautiful village that dates back to the Angkor era, now has a large fishing port and bustling market
  - 12:00 – 13:00: **Phnom Phnom**  
This village is the largest in Rayong, it is now protected by a village wall that exists to protect the natural ecosystem. After a walk along a bamboo canopy through the mangrove, you'll arrive at the Phnom Phnom National Park
  - 13:00 – 14:00: **Phnom Phnom National Park to Chantabul**
  - 14:00 – 15:00: Dinner
  - 15:00 – 16:00: Dinner
  - 16:00 – 17:00: Dinner

# ITINERARY

## Day 7 - Siem Reap



07:00 - 08:00 Check out of hotel  
08:00 - 10:00 Breakfast  
10:00 - 11:00 Lunch  
11:00 - 12:00 Kampot Market  
12:00 - 13:00 Lunch  
13:00 - 14:00 Kampot Market  
14:00 - 15:00 Lunch  
15:00 - 16:00 Kampot Market  
16:00 - 17:00 Lunch  
17:00 - 18:00 Kampot Market  
18:00 - 19:00 Lunch  
19:00 - 20:00 Kampot Market  
20:00 - 21:00 Lunch  
21:00 - 22:00 Kampot Market  
22:00 - 23:00 Lunch  
23:00 - 24:00 Kampot Market



# FOLLOWING A ROUTE OF SPIRITUALITY AND CULTURE





## ITINERARY

Following a Phou of Asean Spirituality and Culture takes you on a journey along the East-West economic corridor that includes visits to ancient Buddhist temples, cultural sites and local and traditional communities. You will see and join in local Thai and Myanmar life, learn about the people's beliefs, practices, traditions, and entertainment.

DAY 1	DAY 2
<p><b>Day 1   Mukdahon</b></p> <p>06:00 – 06:30 Day Introduction Fly onboard to the great Buddha image. Then enjoy the view of Thailand and Laos before taking photos at the U.S. green airport.</p> <p>06:30 – 11:00 Wat Kham Mukdahon Look out over Mukdahon to see the Phou Phoukhai, the world's largest Buddha image and look for other visitors. Kuang Kham During the rainy season, the roads are closed, the road is the way. It's like the surface of the moon. The Friendship Bridge / A Friendship Gate Between the two between Thailand and Laos is a shrine to a man for the huge project that created the construction. Lunch</p> <p>10:00 – 10:30 Wat Maha Phoum Sit on the Mekong bank, the temple which reflects the beauty of the ancient Lanthan Kingdom. Look for a beautiful sunset in the distance.</p> <p>10:30 – 10:45 A shopkeeper's delight selling clothes, food, handicraft items and much handicrafts including silk.</p> <p>10:45 – 11:00 Check in to hotel and relax.</p> <p>11:00 – 11:30 Open Sun Night Market for shopping and drink.</p>	<p><b>Day 2   Kalasin - Khon Kaen</b></p> <p>06:00 – 10:00 Check out of hotel and travel to Langkuan Samakhan, Kalasin (100 km, 3 1/2 hrs, National Highway 10) Shwedagon Monastery</p> <p>10:00 – 11:30 Sit on Takad Clear Fall, Khon Kaen (10 km)</p> <p>Lunch</p> <p>11:30 – 11:45 Travel to Khon Kaen (100 km, 1 1/2 hrs)</p> <p>11:45 – 12:00 Wat Phou Phoukhai (Phu Mahachulalongkornrajavidyalaya)</p> <p>A magnificent, 30-meter wide, 100-meter high, an ancient stupa at the heart of the temple, the image springs of different incarnations of the Buddha together with 28 Shwedagon (golden-domes) in the center.</p> <p>Check in to hotel and relax.</p> <p>12:00 – 11:00 Open Sun Night Market</p> <p>Local artists, craftsmen and designers sell their work, music and fashion. There are also groups of performers, singers, musicians, photographers, big like artists to show what they love and create.</p> <p>Dinner</p>

# ITINERARY

## Day 3: Prei Vihear - Phnom Kulen

- 08:00 – 19:00 Check out of hotel and travel to Angkor complex, approximately 100 km, 2 hrs (Phnom Penh, then to Angkor Wat 100 km, 40 mins)
- 11:00 – 12:00 Visit Prei Vihear (Temple of the Glass Cliff) Built to mark the 50th anniversary of the late King Norodom Sihanouk's reign, the monument and obelisk were designed and constructed by Cambodian architect Anton Soudi
- 12:00 – 12:30 Lunch
- 12:30 – 14:30 Travel to Phnom Kulen (200 km, 1 hr 15 min)
- 14:30 – 16:00 Choe Preah The architectural significance of King Norodom of Cambodia is one of the reasons why he is considered an emperor
- 16:00 – 18:00 Visit Prei Vihear National Park The Buddhist will try to make an offering to the 1000th anniversary of the first pagoda in the Buddhist religion. The pagoda (temple) considered the country's most important
- 17:00 – 18:00 Check in to hotel and relax
- 18:00 – 19:00 Dinner

## Day 4: Phnom Kulen - Sukhothai

- 08:00 Check out of hotel
- 08:00 – 09:00 In Phnom Penh (Cambodia) An ancient city was founded by King Jayavarman VII in the 12th century and was the capital of the Khmer Empire. It is one of the most important cities in Cambodia and is a UNESCO World Heritage Site. The city was founded by King Jayavarman VII in the 12th century and was the capital of the Khmer Empire. It is one of the most important cities in Cambodia and is a UNESCO World Heritage Site.
- 09:00 – 11:00 Travel to Angkor in Cambodia, approximately 100 km, 2 hrs. Following Highway 10 to Highway 101 to reach Phnom Penh
- 11:00 – 12:00 In Phnom Penh (Cambodia) The ancient city of the Khmer Empire, there are over 100 historical sites within and outside the ancient city's walls, including the Ching Ching, Wat Choe, Wat Thmey and Wat Nong Peuk
- 12:30 – 13:30 Lunch
- 13:30 – 14:30 Sundarbans (Thailand) The cooperative of village women practices the traditional 'toe stick' weaving method using the silk. The women practice patterns to produce elaborate fabrics and contemporary clothing
- 14:00 – 15:00 Sukhothai National Park Here they produce beautiful contemporary pieces of art and design. The green glass, patterned glass and other items are made in the 10th century
- 15:30 – 16:30 Travel to Angkor Wat (100 km, 2 hrs)
- 16:30 – 18:00 Check in to hotel and relax
- 18:00 – 19:00 Dinner

# ITINERARY

## Day 5: Sukhothai - Tak (Mae Sot)

- 08:00 Check out of hotel and travel to Sukhothai National Park
- 08:00 – 10:00 Sukhothai National Park Founded by King Ramathibhum, the first Thai capital, is one of UNESCO World Heritage Site, with an area of 300 square kilometers and contains the most famous, Wat Mahathat, within its 2.5 x 1.8 km walls
- 10:00 – 11:00 Visit Chedi The Chedi is the temple of the Buddha. The temple is surrounded by the beautiful garden of the green stupa. The stupa is the most important part of the stupa. The stupa is the most important part of the stupa. The stupa is the most important part of the stupa.
- 11:00 – 12:00 Travel to Mae Sot, 100 km, 1 hr 15 min
- 12:00 – 13:00 Lunch
- 13:00 – 14:00 Ancient Green Village (Phong Khom Park) Enjoy a day in a village that is a living museum of the traditional life of the region
- 14:00 – 16:00 Check in to hotel and relax
- 16:00 – 18:00 Dinner

## Day 6: Kyaikto

- 08:00 – 09:00 Breakfast a Red City
- 09:00 – 10:00 Kyaikto is a village in Myanmar. It is one of the most important sites for Myanmar Buddhists to visit. The Kyaikto Pagoda is one of the most important sites for Myanmar Buddhists to visit. The Kyaikto Pagoda is one of the most important sites for Myanmar Buddhists to visit. The Kyaikto Pagoda is one of the most important sites for Myanmar Buddhists to visit.
- 07:00 – 08:00 Leave Thailand and enter Myanmar at the Mae Sot Border Crossing
- 08:00 – 11:00 Travel from Mae Sot to Thabeik Kyin, 3 hrs
- 11:30 – 12:00 Lunch at Thabeik
- 12:30 – 13:00 Travel to Kyaikto (140 km, 2 hrs)
- 13:00 – 14:00 Travel to Kyaikto (140 km, 2 hrs)
- 14:00 – 15:00 Breakfast (Green Rice)
- 15:00 – 16:00 One of the most important sites for Myanmar Buddhists to visit, the Kyaikto Pagoda is one of the most important sites for Myanmar Buddhists to visit. The Kyaikto Pagoda is one of the most important sites for Myanmar Buddhists to visit. The Kyaikto Pagoda is one of the most important sites for Myanmar Buddhists to visit.
- 17:00 – 18:00 Check in to hotel and relax

# ITINERARY

## Day 7: Yangon

- 08:00 – 11:00 Check out of hotel and travel to Yangon via Bagan (200 km, 2 hrs)
- 11:00 – 12:00 Lunch in Bagan
- 12:00 – 14:00 Travel from Bagan to Yangon (200 km, 2 hrs)
- 14:00 – 16:00 Myanmar Army (Don Aker) (Great Wall) Myanmar's most famous market. It has everything, traditional, foreign, clothing, jewelry, silver work, Buddhist images (carved from sandstone), antique furniture and more, etc.
- 16:00 – 17:00 Street View Take a tour of Yangon's colonial buildings, some abandoned, many restored and well-preserved, and the government offices in their old buildings
- 17:00 – 18:00 Government Offices The first of Yangon's colonial buildings, the golden pagoda stands in the center of the city. It is considered one of the most important sites in Myanmar. It is considered one of the most important sites in Myanmar. It is considered one of the most important sites in Myanmar.
- 18:00 – 19:00 Dinner
- 19:00 Check in to hotel and relax

## Day 8: Mandalay

- 08:00 Check out of hotel and transfer to Yangon International Airport
- 08:00 – 09:00 Fly from Yangon to Mandalay in Myanmar
- 09:00 – 11:00 The world's longest traditional bridge, 1.2 kilometers in length, is 1000 years old. It was built in 1000 AD by the king of Mandalay, King Thabeik Kyin. It is one of the most important sites in Myanmar. It is considered one of the most important sites in Myanmar. It is considered one of the most important sites in Myanmar.
- 12:00 – 13:00 Lunch
- 13:00 – 14:00 (Shwepyithar Myanmar National Palace Museum) One of the most important sites in Myanmar. It is considered one of the most important sites in Myanmar. It is considered one of the most important sites in Myanmar.
- 14:00 – 15:00 The central golden stupa, 17 meters in diameter, is surrounded by 100 stupas. It is one of the most important sites in Myanmar. It is considered one of the most important sites in Myanmar. It is considered one of the most important sites in Myanmar.
- 17:00 – 18:00 King (1000 Year Old) (Mandalay) The first to produce gold leaf by grinding pure gold sheets. It is one of the most important sites in Myanmar. It is considered one of the most important sites in Myanmar. It is considered one of the most important sites in Myanmar.
- 18:00 – 19:00 Dinner
- 19:00 Check in to hotel and relax



## ITINERARY

**Day 9: Pylon De Laine**

**08:00 – 08:30** Breakfast Service  
The Buddha Bridge here is said to be over 2000 years old and one of the four wonders of the Siamese Buddha. The unadorned Myanmar Buddha image, circa 400 AD, under the eaves, "Great Buddha" Buddha image has the face unconsciously softened. Breakfast table is table.

**08:30 – 09:00** Check out of hotel and travel to Pylon De Laine (87 km, 2-3 hrs).  
**09:00 – 12:00** Visit Pylon De Laine (87 km, 2-3 hrs).  
Historical Fort St. Pierre (St. Pierre) is a 17th-century French fortification. It features a large stone wall and a central tower. The fort was built by the French and was used as a military base. It is now a national monument and a popular tourist attraction.

**12:00 – 13:00** Lunch  
In a heritage town the British colonial era, see 17th-century (Colonial) road and see views, 17th-century colonial mansions, colonial-era administrative buildings, new hotels, restaurants and private homes of Saint Charles - a red brick colonial church with ornate Myanmar style carvings built in 1842. It still holds services.

**13:00 – 14:00** Dinner  
Dinner at hotel.

**14:00 – 15:00** Check in to hotel and dinner  
**15:00 – 16:00** Dinner at hotel

**DAY 10**

### Day 10: Hoang

**08:00 – 10:00** Check out of hotel and travel to Hoang  
(48 km, 1 hr).  
**10:00 – 11:00** Lunch  
**11:00 – 12:00** Hoang  
Some say the original image was constructed nearly 2000 years ago in Hoang. The Buddha image carved from wood and preserved in the Hoang Plateau by a natural being. Another place was found in the ground where the Buddha was found.

**12:00 – 13:00** Lunch  
The historical site was the main residence of the last King of Vietnam. Many visitors come after seeing Hoang Plateau. Many visitors come after seeing Hoang Plateau. Many visitors come after seeing Hoang Plateau.

**13:00 – 14:00** Hoang Plateau  
**14:00 – 15:00** Check in and dinner  
**15:00 – 16:00** Dinner

# ASEAN Together Run 2018-2019



Join in the greatest Asian Virtual Run Challenge 2018! Walk, jog or run. And add your distance to the total target 452,100,000 m, the Asian population number from 1st September 2018 - 8 August, 2019.

Sign up for the free online and just get running or jogging daily for and receive a T-shirt, medal.

**REGISTRATION**

- [www.aseantotherrun.com](http://www.aseantotherrun.com)

**DATE / VENUE**

- From Now – 8 August 2019
- Anywhere in ASEAN

**CHALLENGE**

### 5 Challenge

1. Run	2. Jog	3. Walk	4. Swim	5. Cycle
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**LUCKY DRAW**

### Lucky Draw Prize

International Flight	Air Ticket	Accommodation
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Lucky draw for runners who complete 5 challenges.



ASEAN Together Run 2018-2019  
Next Step



## Upcoming event 2019

### ASEAN's Pop Culture



## BATTAMBANG [CAMBODIA]



Upcoming event 2019

ASEAN's Pop Culture ASEAN Week in August 2019



Thank you







## Implementation of the GMS Tourism Marketing Strategy 2015 - 2020

### GMS Marketing Activities in Vietnam

- **ATF 2019** (14 – 18/1/2019, Ha Long):
  - 01 booth at Travex free for each ASEAN Countries,
  - 01 booth for ASSEAN Tourism,
  - 01 booth for MTCO to promote GMS tourism.
- **International Travel Expo – Ho Chi Minh City (ITE – HCMC 2017)**: The 3rd Meeting of ACMECS Tourism Ministers was held to further boost tourism cooperation among ACMECS countries.
- **VITM**

• **Tourism Product**

**Cruise Saigon to Angkor Wat - 11 days**

Cruise the Mekong River on this 11 day journey through Vietnam and Cambodia. Experience the hustle and bustle of Ho Chi Minh City before taking in colourful floating markets and local communities of the Mekong Delta. Crossing into Cambodia travel on to the capital Phnom Penh, marvel at Tonle Sap and gaze in wonder at spectacular Angkor Wat.



• **Tourism Product**

At VITM 2018, a new product has been launched: Caravan Tour «A Journey through Viet – Lao cities» - 7 days, to famous destinations of Laos and Vietnam (Ha Noi - Som La - Xamneua - Luang Prabang – Vientiane – Plain of Jars, Xieng Khouang - Nghe An - Ha Noi):





### • Tourism Product



## GMS Marketing Activities in International Market

- **International Tourism Fairs (ITB Berlin, WTM):**
  - Participate in ASEAN Booth to promote tourism
  - Highlight ASEAN logo at National Booth
- **Highlight ASEAN logo in National Tourism Brochure**









Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

# APPENDIX 9

GMS TWG-43 MEETING AND 2019  
MEKONG TOURISM FORUM



**TWG-42**  
**MTF 2019 Proposal**  
Phu Quoc, Viet Nam  
December 4, 2018







May 2019

Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	30	May 1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
<b>ITB China 2019</b>						
19	20	21	22	23	24	25
<b>TWG-43 &amp; MEKONG TOURISM FORUM 2019</b>						
26	27	28	29	30	31	Jun 1





<p>DAY 1 MON May 20</p>	<p>TWG-43 &amp; MTCO CLOSED BOARD MEETING - DALI INTERNATIONAL CONVENTION CENTER</p>
<p>DAY 2 TUES MAY 21</p>	<p>2019 MEKONG TOURISM FORUM - DALI INTERNATIONAL CONVENTION CENTER</p>
<p>DAY 3 WED MAY 22</p>	<p>CULTURAL TOURISM WORKSHOPS - XIZHOU TOWN (BAOCHENGFU)</p>
<p>DAY 4 THUR MAY 23</p>	<p>OPTIONAL MTF 2019 POST TOURS - YUNNAN, PRC</p>











## MTF 2019 CONCEPT

*"Tourism – Connecting People"*

### **TUESDAY: Dali New Town**

- 9:00-12:00 - Official Opening
- 14:00-17:00 – MTF 2019 Conference Sessions & Mekong Mini Movie Festival Screening
- 19:00-22:00 - Gala Dinner & Awards Ceremony

### **WEDNESDAY: Xizhou Ancient Town**

- 8:00-12:00 - Cultural Tourism Workshops (Morning session)
- 13:30-18:00 - Cultural Tourism Workshops (Afternoon session)
- 18:30-22:30 – Yunnan Cultural Food Festival





**MEKONG TOURISM FORUM 2019**  
*"Tourism – Connecting People"*  
 Dali, China  
 May 21-22, 2019  
 MEKONGTOURISMFORUM.ORG

2018

**MEKONG TOURISM COORDINATING OFFICE**

**GMS TWG & MTF Rotation 2016-2021**

## GMS Tourism Working Group Meeting Mekong tourism Forum Hosting Rotation

Events	Month & Year	Country
TWG 37 & MTF 2016	May/Jun – 2016	Cambodia
TWG 38	Nov/Dec – 2016	China
TWG 39 & MTF 2017	May/Jun – 2017	Lao PDR
TWG 40	Nov/Dec – 2017	Myanmar
TWG 41 & MTF 2018	May/Jun – 2018	Thailand
TWG 42	Nov/Dec – 2018	Vietnam
TWG 43 & MTF 2019	May/Jun – 2019	China
TWG 44	Nov/Dec – 2019	Cambodia
TWG 45 & MTF 2020	May/Jun – 2020	Myanmar
TWG 46	Nov/Dec – 2020	Lao PDR
TWG 47 & MTF 2021	May/Jun - 2021	Vietnam



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

# APPENDIX 10

ADB UPDATES



# GMS Program Updates

42<sup>nd</sup> GMS Tourism Working Group Meeting  
 4–5 December 2018  
 Kien Giang Province, Viet Nam

Steven Schipani  
 Southeast Asia Department  
 Asian Development Bank



## Overview

- I. GMS Regional Investment Framework (RIF) Progress Report: Tourism Sector Updates, 2018-2022
- II. Proposed Content, Tourism Sector Progress Report to GMS Senior Officials, 12 December 2018
- III. Mekong Innovative Startups in Tourism, 2018 & 2019
- IV. ADB Regional Knowledge & Support Technical Assistance, Tourism Management Capacity Development







## Original and Updated RIF 2022

### Original

- 227 projects (investments and technical assistance)
- Estimated cost: \$67 billion

### Updated (2018)

- 242 projects (investments and technical assistance)
- Estimated cost: \$81 billion

#### • Tourism

- 29 projects
- Estimated cost: \$1.5 billion

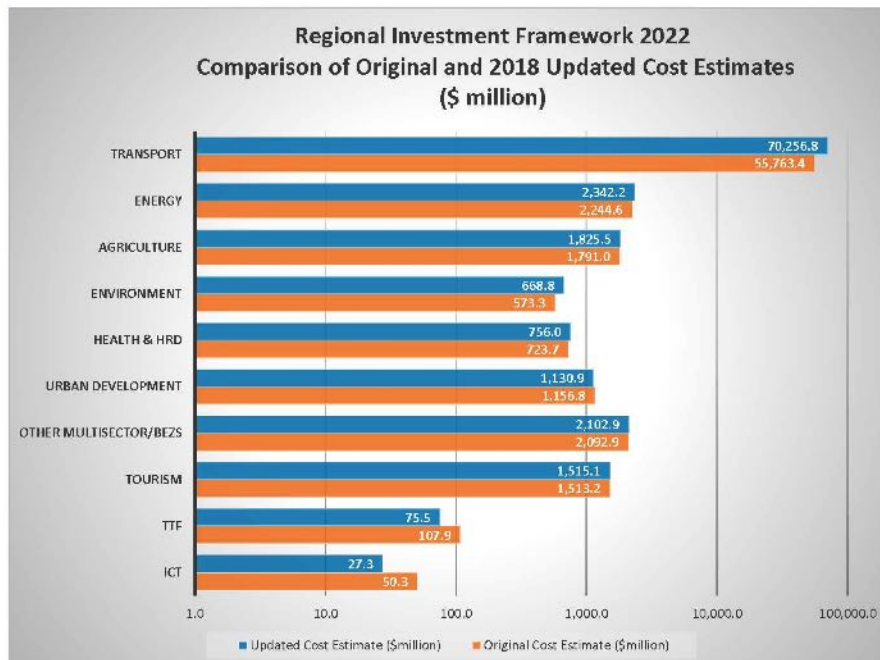
#### • Tourism

- 30 projects
  - ongoing: 13
  - proposed: 17
- Estimated cost \$1.9 million higher than initial

ADB



## RIF 2022 Cost Estimates by Sector



ADB



## RIF 2022 Tourism Projects, Updated

No.	Project Title	Country Coverage	Year of Approval	Cost Estimate (\$ million)	Potential Funding Source and Amount (\$ million)	Status
<b>Investment Projects</b>						
1	GMS Tourism Infrastructure for Inclusive Growth	Cambodia, Lao PDR, Viet Nam	2014	117.4	ADB—108.0 Govt. of Cambodia, the Lao PDR, and Viet Nam—9.4	Ongoing
2	Construction of the Sino– Vietnamese Detian–Bari Gioc Waterfalls International Tourism Cooperation Zone	PRC, Viet Nam	2016	200.0	Govt. of the PRC and Viet Nam	Ongoing
3	Second GMS Tourism Infrastructure for Inclusive Growth	Cambodia, Lao PDR, Viet Nam	2018	136.2	ADB—122.0 Govts. of the Lao PDR, and Viet Nam—14.2	Approval in 2018
4	Tourism Infrastructure Development in the Green Triangle Development Area	Cambodia, Lao PDR, Viet Nam	2022	75.0	TBD	Proposed
5	Tourism Infrastructure Development in the Emerald Triangle Development Area	Cambodia, Lao PDR, Thailand	2022	75.0	ADB—50.0 Govt. of Thailand—25.0	Proposed
6	River and Coastal Port Improvements	All GMS countries	2022	250.0	Govt, ADB, ODA	Proposed
7	Improve Tourism Infrastructure and Facilities in the Konglor Cave–Phong Nha Ke Bang– Nakhon Phanom Corridor	Lao PDR, Thailand, Viet Nam	2017	1.6	Govts. of the Lao PDR, Thailand, and Viet Nam, ODA (New Zealand)	Ongoing
8	Tourism Information Center and Roadside Rest Area Development	All GMS countries	2017	30.0	Govts. of the GMS countries, ODA	Ongoing
9	Improve Environmental Services in World Heritage Sites	All GMS countries	2022	250.0	Govts. of the GMS countries, ODA	Proposed
10	Border Facilities Improvement Program	All GMS countries	2022	200.0	Govts. of the GMS countries, ODA	Proposed
11	Strengthening Tourism Vocational Training Institutions	Cambodia, PRC, Lao PDR, Thailand, Viet Nam	2016	70.0	7.5m EUR (8.6 m USD) from Luxembourg 7.5m (8.6m USD) EUR from Switzerland In-kind Govt. contributions	Ongoing
12	Community-Based Tourism Enterprise Support Program	All GMS countries	2021	30.0	Govts. of the GMS countries, ODA	Proposed
<b>Subtotal (Tourism Investment Projects)</b>				<b>1,435.2</b>		



## RIF 2022 Updated Tourism TA

No.	Project Title	Country Coverage	Year of Approval	Cost Estimate (\$ million)	Potential Funding Source and Amount (\$ million)	Status
<b>Technical Assistance</b>						
1	Preparing Second GMS Tourism Infrastructure for Inclusive Growth Project	Cambodia, Lao PDR, Myanmar, Viet Nam	2016	2.5	ADB—1.5 Nordic Development Fund (NDF)—1.0	Ongoing
2	Preparing the Tourism Infrastructure Development in the Green Triangle Development Area	Cambodia, Lao PDR, Viet Nam	TBD	1.0	TBD	Proposed
3	Preparing the Tourism Infrastructure Development in the Emerald Triangle Development Area	Cambodia, Lao PDR, Thailand	TBD	1.0	Govts. of Cambodia, Lao PDR, and Viet Nam, ODA	Proposed
4	Strengthening Coordination of GMS Tourism Product Development and Promotion	All GMS countries	2017	0.5	Govts. of the GMS countries, ODA	Ongoing
5	Capacity Building for Sustainable Destination Management	All GMS countries	TBD	12.0	Govts. of the GMS countries, ODA	Proposed
6	Mekong Inclusive Growth and Innovation Program	Cambodia, Lao PDR	2017	3.0	ODA, Swisscontact	Ongoing
7	Cambodia, Lao PDR, Viet Nam Development Triangle Tourism Development Plan	Cambodia, Lao PDR, Viet Nam	TBD	1.0	Govts. of Cambodia, Lao PDR, and Viet Nam, ODA—TBD	Proposed
8	Integrated Destination Planning and Management Support Program	All GMS countries	TBD	20.0	Govts. of the GMS countries, ODA	Proposed
9	Formulation of Travel Guidelines along the Main GMS Corridors	All GMS countries	TBD	0.2	Govts. of the GMS countries, ODA	Proposed





## RIF 2022 Updated Tourism TA

10	Tourism Product Development for Lao–Thai Heritage Quadrangle	Lao PDR, Thailand	2018	0.5	Governments of the Lao PDR and Thailand, ODA—TBD	Ongoing
11	Common Tourism Standards Implementation Program	All GMS countries	TBD	12.0	Govts. of the GMS countries ODA—TBD	Proposed
12	Child-Safe Tourism Program and GMS Conference on Preventing Child Sex Tourism	All GMS countries	TBD	3.0	Govts. of the GMS countries, ODA	Proposed
13	Climate Resilience and Green Growth Planning Program	All GMS countries	TBD	12.0	Govts. of the GMS countries, ODA	Proposed
14	Explore Mekong Digital Marketing Initiative	All GMS countries	2015	3.0	Govts. of the GMS countries, ODA	Ongoing
15	Improve Subregional Tourism Data Collection and Analysis	All GMS countries	2017	6.0	Govts. of the GMS countries, ODA	Ongoing
16	Monitoring GMS Visitor Satisfaction	All GMS countries	TBD	1.0	Govts. of the GMS countries, ODA	Proposed
17	Third GMS Tourism Infrastructure for Inclusive Growth Project	Select GMS countries	2020	1.0	ADB—1.0	Proposed
<b>Additional TA in RIF 2022</b>						
18	Mekong Tourism Innovation (supports MIST)	All GMS Countries	2018	0.2	DFAT Australia—0.225	Ongoing
<b>Subtotal (Tourism TA Projects)</b>				<b>79.9</b>		



## Tourism Report to GMS SOM

- GMS Tourism Sector Strategy 2016–2025 and GMS Tourism Marketing Strategy & Action Plan 2015–2020 implementation
- Ongoing investment & TA project progress, e.g. GMS Tourism Infrastructure for Inclusive Growth Project and MIST
- Investment project and TA pipeline financing status
- GMS tourism knowledge & capacity development, e.g. ASEAN Centers, Guilin Tourism University, country-to-country assistance
- MTCO operations, institutional strengthening, and progress toward international organization status
- Successful 2018 Mekong Tourism Forum and 2018 Tourism Working Group Meeting initiatives and decisions
- MTCO / TWG international awards and good practices
- Others?





## Mekong Innovate Startups in Tourism (MIST)



### Startup Accelerator 2018 Finalists

#1		Produces reusable bamboo straws to replace single-use plastic straws. (Lao PDR)
#2		Improves the local homestay experience, improving the management of homestays and local activities while making them easier to book. (Viet Nam)
		Organizes "workation" programs aimed at international and domestic remote workers. (Viet Nam)
		A mobile application enabling airline passengers to purchase available luggage allowance from fellow travellers. (Cambodia)
		Connects event planners with event venues and makes them bookable through their database. (Viet Nam)

### 2018 Outcomes

- Grant funding
- USD \$10,000 for #1 startup
  - USD \$5,000 for #2 startup
  - USD \$1,000 for 3 remaining finalists

- All startups
- Attended weekly coaching meetings June-October
  - Attended and presented at the Mekong Tourism Forum
  - Pitched to BANSEA angel investors 17 October
  - Presented at ITB-Asia

- Startups report:
- All 5 have either received investment offers already (Bamboo Lao, VDEs) or are in substantive discussions with investors (Ecohost, GoExplore, SidesBag)
  - BambooLao has expanded distribution in the SEA hospitality market thanks to MIST
  - Ecohost and GoExplore are in regional expansion talks with partners
  - SidesBag is receiving additional mentorship from travel tech corporate Amadeus



## Mekong Innovate Startups in Tourism (MIST)



### Market Access Program 2018 Finalists

	Bucket-list worthy activities including whitewater rafting, jungle treks, and diving excursions. Expanding into Viet Nam. (Malaysia)
	Offers backend technology for hotel booking, providing real-time inventory and rates. (China)
	Creator of the hereO GPS watch for kids. Offers plug-and-play IoT technology. Considering IoT solutions for last-mile tourist transportation in the GMS. (Israel)
	Digital cross-border currency exchange platform. Makes it simple for tourists to make payments online and collect currency from a local partner. (Malaysia)
	Creates fun and happy experiences with branded sporting events – encouraging public health and social activity. (Malaysia)

### 2018 Outcomes

Over 600 positive news articles and more than 4 million social shares

Adventure to add 250-300 Viet Nam tour products to its online tour and activity marketplace

Didatravel working with Cambodia-based consultancy to make more Cambodian hotel inventory bookable through Chinese OTAs

hereO considering a range of partnerships in Viet Nam including an agreement to co-develop dockless bicycle sharing

Moneybay's plans for Viet Nam are on hold pending a potential restructuring.

Monkeytheory is actively planning a public event series in Phnom Penh







## Mekong Innovate Startups in Tourism (MIST)



### MIST 2019 Preliminary Work Plan

MTCO to convene industry stakeholders to better understand innovation needs

ADB, through new investment fund ADB Ventures, to identify top travel startups in collaboration with leading GMS startup accelerators

ADB Ventures to connect top travel startups with investors and industry at ITB-Asia 2019

ADB Ventures could also help public and private entities acquire innovative technology to develop more sustainable and resilient destinations



## ADB Regional Knowledge & Support TA

- TA 9572: Enhancing Effectiveness of Subregional Programs to Advance Regional Cooperation and Integration in Southeast Asia (2018–2020)
  - Tourism learning program in Q3 2019
  - Suggestions for program content



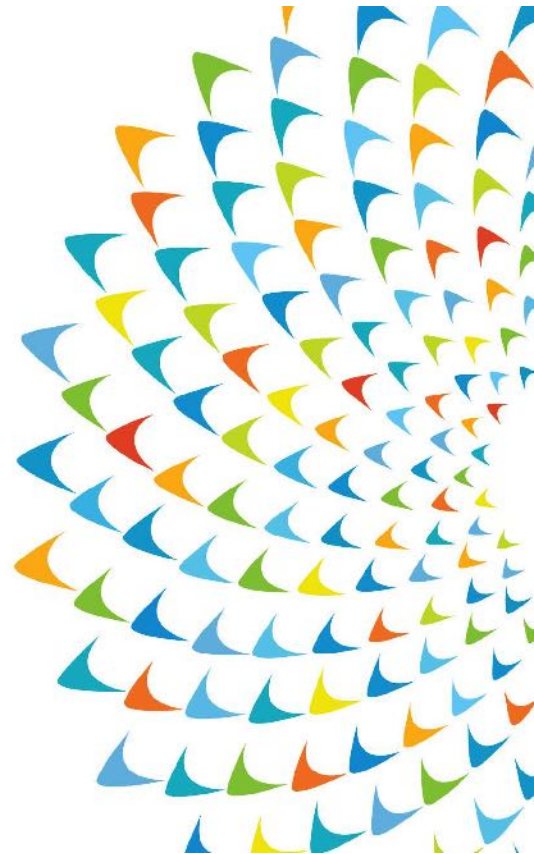


Thank you.

**ADB Strategy 2030**

*Achieving a Prosperous, Inclusive, Resilient, and Sustainable Asia and the Pacific*

<https://www.adb.org/sites/default/files/institutional-document/435391/strategy-2030-main-document.pdf>





Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

# APPENDIX 11

## PARTNER UPDATES



# ASEAN-China Centre



## ASEAN-China Centre

**Inter-governmental Organization  
Co-founded by Governments of  
10 ASEAN Member States and China**

**General Affairs  
Division**

**Trade and  
Investment  
Division**

**Education,  
Culture and  
Tourism  
Division**

**Information and  
Public Relations  
Division**

one-stop information and activities centre  
promote practical cooperation between ASEAN and China





## ASEAN-China Centre

**3** Flagship Projects



**Promote  
People-to-People  
Exchanges**

**Deepen Mutual  
Understanding  
and Benefits**

**Deliver Tangible  
Benefits  
in the Region**



## ASEAN-China Centre

**3** Flagship Projects  
under Tourism



**ASEAN-China  
Tourism Capacity  
Building Project on  
China-Ready**

**Chinese Language  
Training for Chinese  
Language Tour Guide  
Teachers from ASEAN  
Member States**

**Promoting ASEAN-  
China Tourism  
Destination and  
Exchanges**



## ASEAN-China Centre

### Flagship Projects I

#### ASEAN-China Tourism Capacity Building Project on China-Ready



Co-organize the ASEAN-China Tourism Capacity Building Project  
with Singapore Tourism Board  
Singapore, 14 May 2018

One-Day Tourism Seminar on  
"China-Ready"

120 participants from various key  
tourism industry players,  
enterprises, front liners and  
relevant authorities in tourism.

4 professors from Guilin  
Tourism University  
respectively delivered  
special lectures

So far, ACC conducted 10 seminars  
in 8 ASEAN countries, with positive  
outcome and appreciated by the ASEAN  
National Tourism Organizations.

the current situation of Chinese tourism  
market and response to the needs of the  
industry,

promote the bilateral tourism industry to  
strengthen communication and exchange

make positive contribution to the bilateral  
tourism cooperation between China and  
Singapore.



**Co-organize the ASEAN-China Tourism Capacity Building Project with Singapore Tourism Board**



**ASEAN-China Centre**

**Flagship Projects II**

**Chinese Language Training for Chinese Language Tour Guide Teachers from ASEAN Member States**







## Co-organize Chinese Language Training programme for Chinese Tour Guide Teachers

**New flagship project**

**17-21 July 2018**  
**Bandar Seri Begawan, Brunei Darussalam**




## Co-organize Chinese Language Training programme for Chinese Tour Guide Teachers

**3-Day intensive training**

**30** Chinese tour guide instructors from various educational institutions and licensed Chinese tour guides

**3** professors from Yunnan College of Tourism Vocation respectively delivered special lectures on "The Introduction to Tour Guide in china", "The Principle of Explaining Skill for Chinese Speaking Tour Guide", "The Language Skill and Art for Chinese Speaking Tour Guide", "The Use of Body Language in Tour Guiding" and "How to Deal With the Tourists' Complains".

**In-class lecture featured site visit with situational language learning**





## Co-organize Chinese Language Training programme for Chinese Tour Guide Teachers

### Outcome and what's next...

achieved positive results and made a good start

had a systematic understanding of Brunei's tourism reception service system

further improve the training method

the effect in many aspects

develop the training program into a more mature and efficient training system.

**Very practical**

**Satisfied with the programme**

**extend more days**



## Co-organize Chinese Language Training programme for Chinese Tour Guide Teachers





## ASEAN-China Centre

### Flagship Projects III

#### Promoting ASEAN-China Tourism Destination and Exchanges



#### Support the ASEAN+3 Conference on Interpreting Natural and Cultural Heritage Towards Quality Guiding and Satisfied Tourists Siem Reap, Cambodia, 6-7 March 2018

- 300 guests were present at the conference, ACC sending an expert from China Tourism Academy to share insight on the related topic.
- In an effort to improve guiding quality and provide better services to the tourist.







Co-organize the Launching Ceremony of  
ASEAN Tourism Documentary 'Hi!ASEAN'  
Beijing, 20 April 2018

not only recorded  
the living state of  
ASEAN people

Presented the  
significance and  
value of the history  
and culture

first Chinese 4K film  
to photograph the  
humanities and  
scenery of ASEAN

6 episodes

BTV HD Documentary Channel  
28 August to 2 September 2018

42 minutes  
start at 20:50



Co-organize the Launching Ceremony of  
ASEAN Tourism Documentary with BTV





## Support the 5th Sichuan International Travel Expo Leshan, Sichuan Province, 6-9 September 2018

- Themed of “Good life leads to quality tourism”, the 5th SCITE was highlighting exhibition, transaction, forum and competition.
- Secretary-General Chen Dehai remarked the Opening Ceremony of the 5th SCITE, attended Emei summit and relevant activities. These injected new impetus to strengthen the existing cooperation and helped seeking new areas for future collaboration.
- To better promote the ASEAN tourism resources, ACC featured a large pavilion, showcased the photo of ASEAN tourism destinations, played video of ASEAN Tourism Documentary ‘Hi!ASEAN’, conducted ASEAN tourism Quiz, distributed publicity materials of ASEAN tourism and ACC.
- More than 3,000 of international tourism organizations, travelers, tourism investors and tourism commodity enterprises from 58 countries and regions were invited to attend SCITE.



## Support the 5th Sichuan International Travel Expo







## Co-organizing the 2018 ASEAN "the Belt and Road" Tourism Culture Exchange Week

Guiyang, Guizhou Province, 25-30 October 2018

- 2018 ASEAN "the Belt and Road" Tourism Culture Exchange Week was highlighting the Opening Ceremony, the Unveiling Ceremony of ASEAN-Guizhou Tourism Culture Promotion Center, Cambodia Night hosted by the Ministry of Tourism of the Kingdom of Cambodia, ASEAN-Guizhou Culture and Tourism Exchange and Cooperation Dialogue, ASEAN Tourism Destination Promotion-Regional Perspectives towards Quality Tourism, and Business Matching session.
- Upon the invitation of ACC, Minister and delegation from Ministry of Tourism (MoT) of the Kingdom of Cambodia, Ambassador of Malaysia and ASEAN diplomats in China, Heads and senior officials of ASEAN NTOs from Malaysia and Myanmar, ASEAN-Japan Centre (AJC), Mekong Tourism Coordinating Office (MTCO), Presidents of Tourism Associations of Cambodia and other relevant international organizations attended the events.



## Co-organizing the 2018 ASEAN "the Belt and Road" Tourism Culture Exchange Week

- ACC and Guiyang Municipal People's Government signed the Memorandum of Cooperation. Both sides will work together to promote exchanges between Guiyang and ASEAN countries in trade, investment, education, culture, tourism and information media, and promote China-ASEAN practical cooperation.

➤ More than 200 guests from ASEAN NTOs, ASEAN countries' embassies in Beijing, relevant officials, tourism stakeholders of China and media attended the Cambodia Night.

➤ It promoted diversified tourism resources and presented key tourism policies and investment incentives, showed culture, arts, costume, cuisines and hoped to broaden local people's understanding of Cambodia.



## Co-organizing the 2018 ASEAN “the Belt and Road” Tourism Culture Exchange Week



## Organized ASEAN-China Tourism Festival and Tourism Forum Guilin, Guangxi Zhuang Autonomous Region, 25-28 October 2018

- The 2nd ASEAN-China Tourism Festival organized by ACC was held in conjunction with the 2018 China-ASEAN Expo Tourism Exhibition.
- ACC organized the Tourism Forum on “Innovation and Technology Contributing to Sustainable Tourism Development”.
- The experts from tourism industry, scholars and speakers shared their experiences and views on technology and innovation in promoting ASEAN-China tourism cooperation and accelerating sustainable tourism development.
- ACC featured a booth and organized interactive cultural and colorful activities at the booth, including ASEAN tourism photo exhibition, ASEAN art performance, Chinese tea making demonstration, playing videos of ASEAN tourism documentary, distribution of ASEAN tourism and ACC publications.





## Organized ASEAN-China Tourism Festival and Tourism Forum




## Attended the 2018 China International Travel Mart (CITM) Shanghai, 15-19 November 2018

- China International Travel Mart (CITM) is the largest professional travel show in Asia, which is an annual event that is held in Shanghai and Kunming alternately.
- ACC and ASEAN Secretariat have participated and organized joint-booth at CITM since 2013, in efforts to further raise the profile of ASEAN tourism destinations and promote ACC's role in promoting practical cooperation between ASEAN and China.
- Director Ms. Kong Roatlomang attended the Opening Ceremony of the 2018 CITM and the 2018 Cultural and Tourism Promotion of Shanghai, Shaanxi and Beijing, China Inbound Tourism Hubs Welcome Reception.
- Showcase and introduce ACC's role and function among various stakeholders from China and abroad, as well as improved understanding and followed up on the latest developing trend of world tourism industry.





## Attended the 2018 China International Travel Mart (CITM)



- ACC's booth showcased of ASEAN unique culture through photo exhibition of ASEAN tourism destination and publication materials, enhanced ACC's profile, and promoted the rich culture of ASEAN and its tourism resources, which encouraged more Chinese travelers to ASEAN and enhanced mutual understanding.

# Thank You!





## Workshop and Way Forward

ASEAN-KOREA CENTRE  
42<sup>ND</sup> GMS TOURISM WORKING GROUP MEETING



## ASEAN - Korea Centre Culture and Tourism Sector

In cooperation for the development of ASEAN tourism under the ASEAN tourism agenda (ATSP 2016-2025)

- ASEAN-Korea Tourism Development Workshop
- CLMV Tourism Capacity Building Program
- ASEAN-Korea Tourism Capacity Building Workshop
- ASEAN Community-based Tourism Program



## ASEAN - Korea Centre CLMV Workshop Program History

### CLMV Tourism Capacity Building Workshop 2016-17

- Ecotourism Capacity Building Workshop in 2016
- Mekong Sub-regional Capacity Building Workshop on Cultural Heritage in 2017

### CLMV Tourism Capacity Building Workshop in 2018

- "Toward a Sustainable Future: Secondary Tourism Destination Development"
- September 11-14, Busan, Korea
- Invited 16 participants from CLMV countries (4 from each)

## CLMV Workshop Composition and Contents

### Workshop Lectures

- Policy Framework by Mr. Steven Schipani, Asian Development Bank
- Data and Trend Analysis by Mr. Eddy Kismakli Soemawitaga, PT Indonesia NoAra
- Promotion and Marketing by Ms. Natsaka Martin, Sannkor Travel and Tourism Ltd.
- Strategy for Sustainable Development by Mr. Steve Noakes, Pacific Asia Tourism & Ecotourism

### Workshop Sessions

- Korean Practices of Destination Development and Management by Busan Tourism Organization
- Guideline Session for Drafting Action Plan Framework

### Technical Tour to Busan

## Photos of Lecture Session



## Workshop Output

### Subjected Secondary Destinations of CLMV Workshop

- Cambodia: Chambok Eco-Tourism Destination, Kompong Speu
- Lao PDR: Khone Phapeng Waterfall Park, Champasak province
- Myanmar: Than Daung Gyi Region, Hpa-an, Kayah State
- Vietnam: Hai Duong Province (Con Son, An Phu, etc.)

### Draft Action Plan for the Development of Sustainable Secondary Destinations

## Secondary Tourism Destination Development Strategy

Cambodia	Laos
<b>Chambok Eco-Tourism Destination</b> <ul style="list-style-type: none"> <li>Maximize the tourism benefit for local community</li> <li>Increase and enhance the tourism facilities and services</li> <li>Facilities Improvement (Homestay, restoration, expanded accessibility)</li> <li>Natural resources protection and preservation</li> </ul>	<b>Khone Pha Phong Waterfall Park</b> <ul style="list-style-type: none"> <li>Create a clear organizational structure with level of responsibility</li> <li>Improve service quality to ensure great experiences for guests</li> <li>Improve soft infrastructure to ensure better experiences for guests</li> <li>Create new products to increase visitation</li> <li>Increase regional and domestic marketing</li> </ul>

## Secondary Tourism Destination Development Strategy

Myanmar	Vietnam
<b>Kayin Nature Experience in Than Daung Gyi</b> <ul style="list-style-type: none"> <li>Enhance CLMV transnational connectivity with nearby tourism destinations like Chaing Mai</li> <li>Raise the market awareness and the brand of the secondary destinations</li> <li>Focus on areas like Than Dang Gyi with strategic location surrounded by many tourism hotspots</li> </ul>	<b>Hai Duong Province</b> <ul style="list-style-type: none"> <li>Implement capacity building programs to enhance the quality of human resources</li> <li>Implement promotional program to support tourism enterprises responsible business activities(CSR)</li> <li>Raise awareness of all the stakeholders to stay competitive in term of profitability and sustainability</li> </ul>

## CLMV Presentation Photos



## Workshop Photos



## Workshop Survey Results

The general awareness and knowledge level of 4 key sectors (policy framework, big data usage, marketing promotion, tourism sustainability) in secondary tourism development has increased by 2.11 in average. (scale of 10)

### Satisfaction level in composition and organization of the workshop:

- General Satisfaction Level: 8.7 out of 10
- Enhancement of knowledge contributed by the workshop: 8.3 out of 10
- Usefulness of knowledge gained for future involvement: 8.4 out of 10





## Follow-up Actions and Programs

### Tourism Capacity Building Workshop for FY2019

- To contribute to strengthening the capacity of tourism operators and professionals as emphasized in the ATSP 2016-2025
- To increase the competitiveness of the local tourism destinations
- Focusing AMS (2019): Cambodia, Laos, Thailand, Myanmar

### ASEAN Community Based Tourism Program for FY2019: Viet Nam

#### Request for Cooperation

- To have an individual meeting with NTGs of CLMVT to discuss tentative theme and possible destinations for FY2019 programs

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Cambodia



China



Laos



Myanmar



Thailand



Viet Nam