



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

37th

MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

0900-1500 H, MONDAY, 4 JULY 2016,
SIHANOUKVILLE, CAMBODIA

DRAFT SUMMARY OF PROCEEDINGS

INTRODUCTION

1. The Thirty-Seventh Meeting of the GMS Tourism Working Group (TWG-37) was held on 4 July 2016 in Sihanoukville, Cambodia. The meeting was co-organized by the Ministry of Tourism, Cambodia and the Mekong Tourism Coordinating Office (MTCO), and attended by representatives of the National Tourism Organizations (NTOs) of the six GMS countries (Cambodia, People's Republic of China [PRC], Lao PDR, Myanmar, Thailand, and Viet Nam), MTCO, the Asian Development Bank (ADB), ASEAN-China Center and ASEAN-Japan Center. A copy of the List of Participants is in Appendix 1.





AGENDA ITEM 1

OPENING REMARKS



2. In his Opening Remarks, H. E. Tith Chantha, Secretary of State, Ministry of Tourism (MoT) of Cambodia, extended his warm welcome to all participants. He recalled key points arising from TWG-36, e.g., the plan to develop a new GMS Tourism Sector Strategy (TSS) for 2016-2025, to meet the changing structure, demand and supply of tourism development. He stressed the need to also align the new TSS with the new Sustainable Development Goals and the establishment of the ASEAN Economic Community. He noted that today's meeting would review activities during the last 6 months and discuss directions for the coming years as well. He expected that the meeting would come up with new initiatives and recommendations for strategic directions of the tourism sector. He thanked all GMS countries for their support, ADB and other development partners, the MTCO, and other organizations for their participation and support to tourism development in the subregion. He wished everyone a successful meeting and pleasant stay in Sihanoukville.

3. In his Opening Remarks, Mr. Steven Schipani, Senior Portfolio Management Specialist, ADB Lao Resident

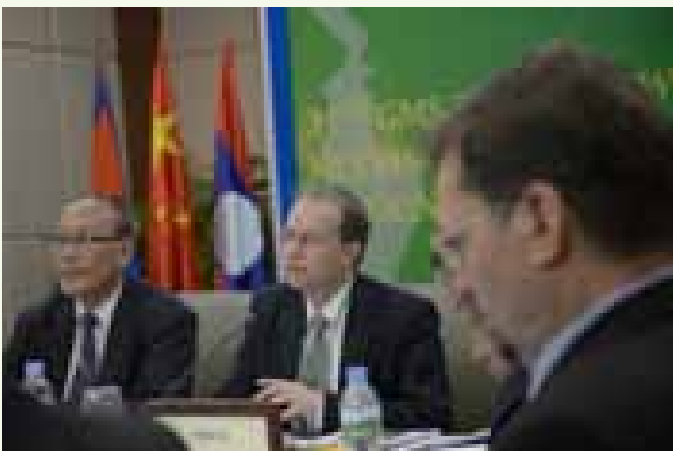
Mission, thanked the MoT for excellent arrangements, MTCO for arranging an interesting program, and also acknowledged active participation of all GMS countries. He stressed 4 key points, namely: First, the successful implementation of TSS 2005-2015. He noted that the tourism industry in GMS is now more integrated, prosperous and inclusive than ever, as evidenced by increased tourist arrivals, especially intra-GMS arrivals, visitor expenditure and tourism employment in the subregion. Second, TWG would review the tourism sector's implementation of the GMS Regional Investment Framework Implementation Plan (RIF-IP). He stated that the tourism sector was on track and most projects in the RIF IP were being implemented with ADB and government financing. ADB was pleased to be a major financier of the Plan, with \$110 million approved and another \$ 180 million in the pipeline for 2018. GMS country-to-country support was deepening as shown by several events held recently including the CLMVT forum in Bangkok, held in June and opened by the Thai Prime Minister – indicating that tourism is very high in the government's agenda; ASEAN Eco-tourism Forum held in Pakse, Lao PDR; First World Conference on Tourism for Development held in

Beijing; Myanmar’s 2016 Tourism and Hospitality Investment Conference; Viet Nam’s workshop on Mekong river-based tourism; and Cambodia’s hosting of the 2016 Mekong Tourism Forum. Finally, he commended the improved effectiveness of MTCO and the TWG’s continuing efforts to establish MTCO as an intergovernmental organization, with a view to have the MTCO Charter signed at the 21st GMS Ministerial Conference in late November 2016. He highlighted the www.mekongtourism.org website and knowledge center is a good practice example of how to harness information technology to promote knowledge sharing and regional marketing. He congratulated TWG for its significant achievements over the past year and affirmed ADB’s continued support for TWG initiatives.

4. Mr. Jens Thraenhart, Executive Director, MTCO, thanked the Ministry of Tourism and the Province of Preah Sihanouk of Cambodia for their warm welcome, gracious hospitality, and excellent arrangements for TWG-37 in conjunction

with the 2016 Mekong Tourism Forum. He noted that tourism was a strong driving force for socio-economic development in the region that had benefited all of the GMS countries and that while Southeast Asia was the fastest growing tourism region in the world, the GMS was the fastest growing subregion in Asia in 2015. He commended the TWG’s efforts to implement the GMS TSS and TWG initiatives to position the GMS as a single tourism destination – this is driving inclusive growth and poverty alleviation, while promoting multi-country travel and secondary destinations in a responsible way. He noted the TWG is focusing on preparing the next 10-year GMS Tourism Sector Strategy to meet both the changing demands of an increasing affluent, regional consuming market and long haul visitors. MTCO has for its part adapted its operations and engagement with industry via digital means and aligned to the new Experience Mekong Tourism Marketing Strategy and Action Plan 2015-2020. The award-winning www.mekongtourism.org digital platform has been developed with updated features and content, including an e-library and the Mekong Tourism Forum has evolved into one of the top subregional platforms for debate and networking. MTCO operations were reorganized with a clear operations plan, and greater diligence in financial reporting and digital asset management. He thanked Thailand for taking the initiative to establish MTCO as an international organization and noted all TWG members have provided timely and important inputs to the draft MTCO Charter.

5. Copies of the opening remarks are in Appendix 2.





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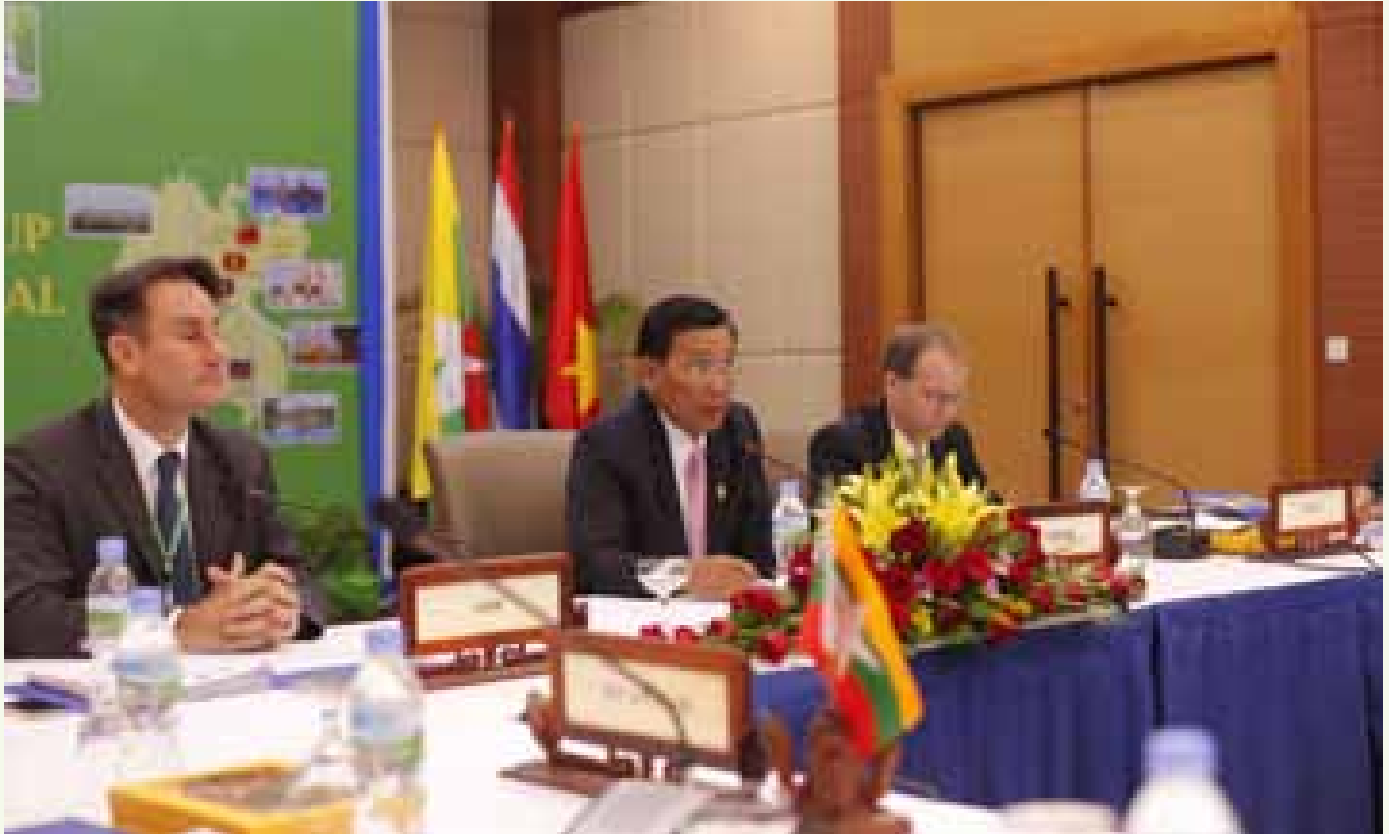
Viet Nam



37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

AGENDA ITEM 2

ADOPTION OF THE AGENDA



6. The meeting adopted the provisional agenda (Appendix 3).

7. Mr. Tin Thouen, Deputy Director General, Ministry of Tourism of Cambodia chaired the meeting. He was assisted by Mr. Schipani, ADB, as Co-chair, and Mr. Thraenhart, MTCO, as Secretariat.

AGENDA ITEM 3

BUSINESS ARRANGEMENTS



8. Representative of the MoT, Cambodia, briefed participants on business arrangements and the program.

AGENDA ITEM 4

REPORT AND FOLLOW-UP OF THE 36TH GMS TOURISM WORKING GROUP MEETING (JANUARY 2016, NAN, THAILAND)

9. Representative of Thailand briefed the meeting on the successful outcomes of the 36th GMS Tourism Working Group Meeting (TWG-36) held in January 2016 in Nan, Thailand attended by about 60 participants (Appendix 4).

10. As a follow-up action, Mr. Thraenhart mentioned that the report of the Thai Research Fund on subregional tour circuits would be posted in the MTCO website.





AGENDA ITEM 5

IMPLEMENTATION OF THE GMS TOURISM MARKETING STRATEGY 2015-2020

5.1 SUB-REGIONAL JOINT MARKETING PROGRAM



11. Lao PRD as lead country reported on the progress of GMS marketing and promotion program, specifically on 2 thematic items: (i) multicountry tour program along the Northern Heritage Route. Lao PDR with support from ADB organized a meeting of public and private sectors/ local businesses along the route. The Lao-Thai Friendship Bridge in Sayabouly opens at 6:00 am and closes at 7:00 pm daily. They have identified 10 hotels and 25 attractions, with surveys underway for installation of signage along the route in Lao PDR. The number of visitors at Pak Beng, Oudomxay Province is increasing rapidly; (ii) Nature, Soft Adventure, Culture and History Pilgrimage were identified as the main types of experiences for further development. Public-private consultations were undertaken, and construction of local markets and parking areas at some key attractions has been completed.

12. Thailand reported on the Study to Link Potential Destinations along the Mekong Discovery Trail, a trail from South Issan in Thailand to southern Lao PDR and northeast Cambodia. The project is undertaking a survey and collecting information on 4 possible thematic routes. The

expected outcome of the project is a travel book. The second project is Heritage Trail “Coasts of History” along southern corridor (THAI, CAM, & VIE), whose purpose is to identify coastal sites along the corridor and promote the common cultural and historical value of those areas. Provinces to be promoted in the 3 countries are selected and a historical map containing information on the different destinations should be ready after August 2016. Thailand also reported about the mega joint fam trip between Thailand and Cambodia organized in May 2016, involving 50 media representatives from Europe and the Middle East. The Thailand Travel Mart Plus (TTM+ 2016) was held successfully in June 2016. Thailand thanked Myanmar and Cambodia for the cultural performances during the opening ceremony. Another activity was AEC Active Run International 2016 held in June 2016 along the border of Thailand and Cambodia with more than 700 CLMVT attendees and 13 ministers of CLMVT attending. A Cross Border Travel Manual and Mobile App are under development, expected to be finished by end of the year.

13. Cambodia noted that the southern discovery trails is very important for the region.

5.2 MTCO ACTIVITIES REPORT

14. Mr. Jens Thraenhart, MTCO, briefed the meeting on the progress of activities of the MTCO. He noted that the action steps identified at TWG-36 had already been highlighted in Thailand’s earlier report. In line with the GMS Tourism Marketing Strategy and Action Plan. The mekongtourism.org website recently won the prestigious 2015 Hospitality Sales and Marketing Association International (HSMIA) Adrian Award for innovative design and cutting edge marketing practices. He presented the website’s statistics, including Alexa score showing that the website is now getting much more exposure. Website visitors and website are increasing rapidly, as are active followers on social media. Some 350 documents have been uploaded in the e-library and views of the website are increasing due to improved content from various contributors. Traffic is coming not only from the region but also from international sources. Eight editions of the e-newsletter have been produced. With the newsletter getting more subscribers, he encouraged TWG to provide more contributions not only in English but also in the GMS countries’ languages. The website features multi-country journeys in story telling format, pictures and stories from travelers to inspire people to travel in the region. The events page combines all related travel events and has a search function. Most traffic to the website is through Facebook, and Instagram also drives a lot of interest. MTCO will launch a social media campaign called Mekong Moments to capture travelers’ experience (photo or video); this will not be a single stand-alone campaign, instead it would encourage the engagement of the smallest operators in the region, not only the photo taker but also the tour operator will be recognized. MTCO has been talking with UNWTO about capturing impact stories of people and how tourism has had positive impact on their lives. He mentioned an MOU with the Global Sustainable Tourism Council. MTCO is working with several organizations to generate research and analysis on



what drives travelers and traveler behavior in the GMS. MTCO engaged Thammasat University to facilitate a Food Tourism Seminar at MTF 2016 and is working with MOT and UNWTO to reactivate the Mekong Discovery Trail website to feature multi-country tours. MTCO created a website for MTF 2016, and received support from sponsors to fund some speakers, media and event organization. For example, Smart Telecom sponsored SIM cards for participants. Angkor Brewery sponsored some facilities/hospitality and other private sector entities have provided air-tickets, lodging, etc. He quickly went over the MTF 2016 program, which is also disseminated through social media.

15. Mr. Thraenhart reported other activities he attended on behalf of MTCO including a fam trip from Nan on to Luang Prabang in May 2016 involving international journalists and bloggers; ADB’s Seminar on Tourism Management in BIMP-EAGA, IMT-GT; GMS, 3rd Southern Corridor meeting in Phu Quoc; ASEAN Ecotourism Forum in June 2016; and speaking engagements in various universities in Thailand.

OPEN DISCUSSION

16. Cambodia noted globalization of social media and suggested that the MTCO website should have a design format according to the target market, and inquired if it allowed others to upload information.

17. Mr. Thraenhart noted Cambodia’s suggestion, and mentioned the website is a b2b hub with partially customized format.

18. Thailand commented on the presentation of strategy plan and activities under each objective and suggested for MTCO to group related activities together to allow easy monitoring of activities that have been completed and those which remain pending.

Mr. Schipani congratulated MTCO and

TWG for the many significant achievements and agreed with Thailand’s comments on the need to monitor progress with a simple, easy to use results framework. He noted that the GMS Marketing Strategy uses a relevant format for its results framework and proposed for the MTCO adapt this for the new TSS and ongoing TWG work plans. For example, the mekongtourism.org website’s Alexa score could show the actual output vs. target. He noted that the countries have taken strong ownership of activities, other development partners are supporting implementation, and there strong buy-in from the private sector – much has been done in a short time. With regard to the website, there have been impressive achievements, and hopefully TWG could identify resources to enable MTCO to do more.



DECISION/REQUIRED FOLLOW-UP ACTION:

19. MTCO will develop an improved monitoring format to clearly show outputs vs targets, and completed and pending items - to be presented at the next TWG meeting.

20. Copies of presentations under Agenda Item 5 are in Appendix 5.



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AGENDA ITEM 6

STATISTICS HARMONIZATION IN THE GMS

6.1 UPDATE FROM GMS STATISTICS HARMONIZATION WORKSHOP, MARCH 2016, SIEM REAP, CAMBODIA



21. Cambodia, as lead country, reported on the outcome of the GMS Statistics Harmonization Workshop held in March 2016 in Siem Reap, Cambodia, attended by 24 participants from 3 GMS countries and MTCO. The objectives of the workshop were (i) to share an understanding of the need for and importance of harmonized statistics; (ii) understand the requirements of the GMS Tourism Statistics collection format; (iii) support improvements to the GMS Tourism Statistics collection and reporting process; and (iv) agree on next steps to be taken individually and collectively. The workshop featured presentation by statistics experts as well as country presentations on how statistics are collected, analyzed and presented, and open discussion on how to support the harmonization of tourism statistics in the GMS. Key findings included the need to compile all forms and

survey instruments and establish common ground, include data on arrivals by residence and nationality, standardization of country groupings for source markets, and standardization of arrival and departure forms. Adding a question to assess how many GMS countries a tourist visits while on holiday in the GMS is also needed. Next steps for 2016 were identified including submission to MTCO by GMS member countries of their respective collection forms and survey instruments, progress reports on tourism statistics harmonization to be presented at next TWG meeting, each member country identifies statistics focals for data-related inquiries, convene a task-force to assist in the development and refinement of sample survey grids and sample surveys, develop a procedural manual to be followed by member countries, and develop guidelines for basic tourism forecasting, among others.



6.2 GMS COUNTRY UPDATES

22. PRC's presentation on tourism statistics from January to May 2016 showed an increase of 4% for inbound tourism (24.03 million) and 5% for international tourism receipts (US\$47.4 billion), while outbound tourists numbered 49.5% (+3.5%). Top source countries were Korea, Japan, Russia, and Viet Nam. Favorite tourism destinations for Chinese tourists are Thailand, Korea, Japan and Viet Nam. Tourism exchanges have increased steadily in recent years between GMS countries and China. Regarding statistics harmonization, CNTA is working with the 2 provinces (Yunnan and Guanxi) to set up a regular reporting system. Recent cooperation activities with other GMS countries included: China-South Asia Expo held in July 2016; Lancang-Mekong River Tourism City Alliance held in March 2016 which issued the Sanya Declaration, followed by a briefing of Consul Generals of 5 countries in Kunming in June 2016; progress on the Detian-Ban Gioc Waterfall cooperation between China and Viet Nam; and First World Conference on Tourism for Development held in May 2016 in Beijing.

23. Myanmar stated information on collection of tourism data at 3 international airports and 13 border gateways with 4 countries (PRC, Laos, Thailand, and India). Collection of tourism data is done through surveys, arrival cards, immigration data, and the Directorate of Civil Aviation. International visitor arrivals to Myanmar increased to 51% in 2014 and 52% in 2015, and reached 4.68 million in 2015. Top source markets are Thailand and China. Myanmar has granted e-Visa (tourist) for 100 countries, and e-Visa (business) for 51 countries including Cambodia, Laos, Viet Nam and Thailand. Myanmar now has 12 types of visa. A new Multiple Journey Special Re-Entry Visa and reduction of requirements for each entry visa will soon be implemented. Tourism receipts amounted to \$2.2 billion in 2015. Direct contribution of Travel and Tourism to employment in 2014 was at 1.8% of total employment (505,000 jobs), and contribution

to GDP 2.28% (MMK 1.347.4 billion). Challenges mentioned were: visitors (by nationality) can only be categorized through air travel; overnight stay visitors and day trippers are mixed in tourism statistics; need to refine surveys on tourism receipts and average length of stay, need to harmonize data collection with regional and international practices, and lack of accurate statistics on domestic and outbound tourism.

24. Cambodia reported on the Southern Tourism Corridor initiative. The first meeting was in 2007 and the 2nd meeting was in August 2015 in Koh Kong Province. Regarding coverage, Cambodia proposed 5 provinces, Thailand proposed 4 provinces, and Viet Nam proposed 5 provinces. Cambodia nominated B2B Travel and Tour, while Viet Nam proposed Hanoi Tour as partner travel companies. Thailand in the meantime will consult the Thai Association of Travel Agents inform Cambodia about their partner travel company in due course. The 2nd Meeting also considered the establishment of new tour packages focusing on cultural, historical and natural potentials. The 3rd meeting was hosted in June 2016 by Viet Nam's Phu Quoc Island, Kiang Giang Province, where Cambodia proposed that representatives of the private sector from each country join to accelerate development of package tour and tour circuit along the corridor. Cambodia is developing last mile tourism infrastructure, improvement of environmental services in tourism centers, and institutional capacity building for inclusive tourism, with concessional ADB financing. With regard to tourism statistics, Cambodia reported that international arrivals reached 4.8 million in 2015, while tourism receipts reached \$3 billion. From January to May 2016, international arrivals reached 2.38 million (+2.6%). Top source markets for this period were Viet Nam, PRC, Korea, Thailand, Lao PDR, and U.S.A. Tourism arrivals are projected to increase from 4.8 million in 2015 to 7 million by 2020.

6.2 OVERVIEW OF GMS TOURISM PERFORMANCE

25. Mr. Jens Thraenhart, MTCO, gave an overview of GMS Tourism Performance in 2015. International tourist arrivals reached 57.9 million, with tourism receipts of \$63.7 billion. Infographics covering several years show that the tourism sector is actually performing better than that set out in the TSS 2005–2015. Tourism performance data can be accessed at <http://www.mekongtourism.org>.

OPEN DISCUSSION

26. Thailand requested MTCO to include updated information on border checkpoints in the performance scorecard.

DECISION/REQUIRED FOLLOW-UP ACTION:

27. *MTCO will work with Thailand and other GMS countries to update border checkpoints information posted to the website.*

28. *Thailand will nominate their partner travel company to Cambodia for the Southern Tourism Coastal Corridor.*

29. *Copies of the presentations under Agenda Item 6 are in Appendix 6.*



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AGENDA ITEM 7

UPDATING THE GMS TOURISM SECTOR STRATEGY



31. Mr. Jamieson outlined the proposed consultative process to update the strategy. A webpage would be put up by MTCO to facilitate broad stakeholder inputs to supplement in-country and regional workshops. He noted the recently endorsed tourism marketing strategy would be folded into the updated TSS and reviewed programs identified by the TWG at its May 2016 strategic priorities workshop. A proposed vision, subject to further refinement would be “The tourism industry in the Greater Mekong Subregion is integrated, prosperous, equitable and resilient with effective partnerships and knowledge sharing.” Some guiding principles include: general benefits for more than one GMS country, support broad-based social and economic development, promote cultural diversity and authenticity, increase stakeholder capacity, enable well-trained and rewarded workforce,

promote health, safety, satisfaction and security of visitors, focus on destinations along the Mekong River, promote collaboration between stakeholders, strengthen business-enabling environment, and promote secondary destinations. He would like to receive more inputs from the TWG on the expected outcome of the Strategy to guide actions, as well as suggestions on criteria and methodology for identifying priority investment projects. He presented the tight timeline and steps to be followed and underscored the spirit of working together to produce a relevant, implementable strategy. (A copy the presentation is in Appendix 7).

32. Mr. Schipani invited country delegations to respond to the questions raised by Mr. Jamieson, and noted there would be time for further discussions during the a special MTF session on the strategy.

OPEN DISCUSSION

33. Thailand requested for clarification regarding activities planned to be held in Thailand and requirements on their part.

34. Mr. Schipani responded that this would include national workshops and individual consultations with key stakeholders. The timing would be determined together by host countries and Dr. Jamieson. The consultant will prepare draft invitation letters and communicate with the country focal persons so that the invitation could be issued by the NTOs and NTOs are requested to prepare invitation lists. TA assistants, engaged by Dr. Jamieson will help support logistical requirements.

35. Cambodia will host the first national consultation and acknowledged the TA to support preparation of the Tourism Strategy has been cleared by its GMS focal ministry.

36. Mr. Schipani thanked the meeting for its initial feedback on the approach and noted the Strategy is an identified deliverable for the 21st GMS Ministerial Conference, hence the need to follow the proposed timeline to ensure its completion to final-draft by late October/early November 2016.



DECISION/REQUIRED FOLLOW-UP ACTION:

37. Mr. Jamieson will circulate the TA inception report with proposed workshop schedule by 5 July. NTOs are requested to send back their comments by 15 July 2016. NTOs are further requested to facilitate timely organization of the national stakeholders' workshops and other follow-up actions.



AGENDA ITEM 8

GMS REGIONAL INVESTMENT FRAMEWORK IMPLEMENTATION PLAN: TOURISM SECTOR UPDATE

38. Mr. Steven Schipani, ADB, briefed the meeting about initiatives being undertaken by the GMS Secretariat at ADB to prepare for the upcoming 21st GMS Ministerial Conference scheduled on 30 November-1 December 2016 in Chiang Rai, Thailand. These include preparation of the 3rd Progress Report of the GMS Regional Investment Framework Implementation Plan (RIF-IP) covering January-June 2016 and Mid-Term Review of the RIF-IP 2014-2018. The Mid-Term Review would cover a review and progress update for priority investment and TA projects, systematically manage any proposed changes in the RIF-IP including the dropping of projects that have not moved nor been implemented, and replace them with other projects that are included in the RIF or even new projects outside of the RIF. He noted that the TWG is meeting its commitments under the RIF-IP. He recalled the tourism sector-related section of the previous (20th) GMS Ministerial Conference Joint Ministerial Statement and the expectations from the Ministers from the Tourism sector. He then outlined the proposed tourism-sector content for the upcoming 21st GMS Ministerial Statement.

39. Given the good progress made implementing the initial batch of tourism investment and TA projects, TWG could now consider prioritizing the next batch of projects to be included in the expanded RIF-IP up to the year 2020. He stated that ADB as the GMS Secretariat would report the updated Progress Report and Mid-Term Review of the RIF-IP to the 21st GMS Ministerial Conference scheduled later this year.

40. Mr. Schipani referred to the RIF-IP Monitoring Tables for Investments and TAs circulated

to meeting participants which reflect status as of 30 June 2016. The meeting noted and confirmed the status of the following projects:

Investments:

- GMS Tourism Infrastructure for Inclusive Growth: Approved, \$108 million (CAM, LAO & VIE) – Progress satisfactory

- Construction of the Sino-Vietnamese Detian-Ban Gioc Waterfalls International Tourism Cooperation Zone (PRC & VIE) – Updates were provided by PRC in their previous presentation

- Second GMS Tourism Infrastructure for Inclusive Growth (CAM, LAO, MYA & VIE): Proposed for 2018, \$155 million – Concept paper approved March 2016, formulation to begin Q4 2016

Technical Assistance:

- Strengthening the Mekong Tourism Coordinating Office: Approved 2013, \$0.225 million – Progress satisfactory, closed 30 June 2016

- Preparing the New GMS Tourism Sector Strategy: Merged with TA to prepare Second GMS Tourism Infrastructure for Inclusive Growth Project – Approved March 2016, formulation launched May 2016

- Preparing the Second GMS Tourism Infrastructure for Inclusive Growth: Approved March 2016, \$1.50 million – Progress satisfactory.

41. A copy of Mr. Schipani’s presentation is in Appendix 8.

OPEN DISCUSSION

42. In response to Cambodia’s request for clarification, Mr. Schipani noted that projects in the current RIF-IP, or new projects, could be for prospective financing by government, development partners and the private sector, not only ADB.

43. Cambodia recalled that they proposed the Tourism Infrastructure in Green Triangle (CLV) and Tourism Infrastructure in Emerald Triangle (CLT) projects years ago for inclusion in the RIF and would like to hear the views of the other countries if they would like to support these.

44. Mr. Schipani further elucidated Cambodia’s request, i.e., whether the other countries would like to elevate these projects into the expanded short list of the RIF-IP

45. Thailand confirmed their supported for CLT and moving that forward.

46. Lao PDR confirmed their support for CLT as well as CLV.

47. Mr. Schipani thanked Thailand and Lao PDR for confirming their support for the inclusion of the CLT and CLV projects in the expanded RIF-IP shortlist, and noted the need for coordination of infrastructure investment in parallel with product development.

48. In response to Thailand’s request for additional ADB support for continued engagement of a regional tourism coordinator to assist the TWG and MTCO (Ms. Pawinee Sunalai), Mr. Schipani informed the meeting that the TA on Strengthening the MTCO is closing by end of June but he would explore the possibility of additional ADB resources to support the request.

DECISION/REQUIRED FOLLOW-UP ACTION:

49. Meeting agreed to propose that the CLT and CLV projects are included in the expanded RIF-IP shortlist, and to have this development reflected in the 3rd RIF-IP Progress Report/Mid-term Review.





AGENDA ITEM 9

GMS TOURISM WORKING GROUP 2016 WORK PLAN PROGRESS REPORT Q1/Q2

50. Mr. Thraenhart presented the progress in implementing the TWG 2016 Work Plan (copy in Appendix 9) outlining the different activities (covering operations, industry engagement, marketing and branding, and human resources development), and achieved results and status for Q1 and Q2.



51. With regard to TWG and MTF hosting rotation, he showed a slide outlining the events, month/year, and host countries.

OPEN DISCUSSION

52. Cambodia congratulated MTCO for the good work.

53. Mr. Thraenhart stated that MTCO would continue working on the results framework for better monitoring and tracking of outputs and results as highlighted by Thailand.

54. Mr. Schipani noted that the TWG has accomplished much of what it set out to do under the current work plan and requested MTCO to identify the priority activities for the rest of 2016.

DECISION/REQUIRED FOLLOW-UP ACTION:

55. *MTCO would continue work on the results framework for better monitoring and tracking of outputs and results.*

56. *MTCO would propose priority activities for the remainder of 2016 for TWGs concurrence.*



AGENDA ITEM 10

TWG-38 PREPARATIONS



57. Representative of CNTA of PRC briefed the Meeting on preparations and tentative program for the 38th TWG Meeting proposed to be held in Kunming City, capital of Yunnan Province in November 2016 (copy of CNTA’s presentation is in Appendix 10).

OPEN DISCUSSION

58. Mr. Schipani expressed thanks to PRC for the proposed program and for proposing Teng Chong as a possible venue. On the question raised by PRC on whether the 3rd Subregional Project Steering Committee for the GMS Tourism Infrastructure for Inclusive Growth Project would be held in conjunction with TWG-38, Mr. Schipani suggested that instead of having a separate project steering committee meeting, the TWG-38 agenda could include a presentation on project status report by the participating countries.



59. All the countries supported ADB’s proposal and PRC looked forward to working closely with MTCO in further developing the agenda and program.

DECISION/REQUIRED FOLLOW-UP ACTION:

60. MTCO will work closely with PRC in developing the TWG-38 program and agenda



AGENDA ITEM 11

PARTNERSHIPS

11. A. ASEAN-JAPAN CENTER

61. Representative of ASEAN-Japan Center briefed TWG about the Center, whose mission is to promote trade, investment, tourism, and exchange of persons between ASEAN and Japan. He shared data about outbound tourism from Japan to Mekong region, and noted that although the number decreased by 4.1 % last year, they expect that it would increase in the coming years as GMS presents high potential destinations for Japanese travelers. He noted that number of Japanese visitors to Myanmar has been increasing since 2012, that Japan has a

long standing collaboration with TAT in Thailand, and that Viet Nam is becoming increasingly popular for Japanese students due to its historical sites. He also mentioned collaboration with Japan Association of Travel Agents (JATA). The Center has developed a Mekong Tourism Award to recognize excellent tour products in CLMV. Future programs include launching direct flight service to Lao PDR, creating new images of GMS tourism, and continuous collaboration with travel trade in Japan through Mekong Tourism Award and other activities.

OPEN DISCUSSION

62. Cambodia noted that ASEAN-Japan Center is collaborating closely with the ASEAN Secretariat and could similarly work closely with MTCO.

63. Chair remarked that direct flights to and from Japan would bring more Japanese tourists to the Mekong region.



11. B. ASEAN-CHINA CENTER

64. Representative of ASEAN-China Center stated that the Center is the only inter-governmental organization co-founded by the 10 ASEAN member states and China. It serves as a one-stop information and activities center to promote functional cooperation between ASEAN and China in the areas of trade, investment, education culture and tourism. She mentioned several activities undertaken by the Center on ASEAN Tourism promotion including production of documentaries, organizing “reporting trips” to ASEAN countries by Chinese media, particularly to Lao PDR, Thailand,

Cambodia and Viet Nam; translation of ASEAN promotional materials into Chinese; linking ACC website with GO-ASEAN website; organizing service matching workshops/seminars for tourism professionals in ASEAN countries; promoting ASEAN-China Tourism Exchange and Cooperation; contributing to drafting of ASEAN Tourism Strategic Plan 2016-2025, among others. ACC looks forward to continue joining hands with ASEAN member states including Mekong countries to bring ASEAN-China tourism cooperation and partnership to a new level.

OPEN DISCUSSION

65. The Meeting noted that individual Mekong countries would be coordinating closely with ACC regarding details of implementation of their programs.

66. Mr. Thraenhart relayed the apologies extended by the ASEAN-Korea Center for being unable to join the meeting.

67. Copies of presentations under Agenda Item 11 are in Appendix 11.



AGENDA ITEM 12

OTHER MATTERS

68. Myanmar reported on “Four Nations, One Destination Conference” being organized in Myanmar among CLMV countries on 30 July to 1 August 2016. Activities would include art exchange, tourism photo, food festival, and MOU signing ceremony.

CLOSING SESSION

69. Chairperson expressed his thanks and appreciation to all the participants for their active contribution to the success of the meeting.





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37th

MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

0900-1500 H, MONDAY, 4 JULY 2016,
SIHANOUKVILLE, CAMBODIA

DRAFT SUMMARY OF PROCEEDINGS



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

TWG DRAFT AGENDA



37TH MEETING OF THE GMS TOURISM WORKING GROUP 09:00 – 15:00 HRS, MONDAY 4 JULY 2016 SIHANOUKVILLE, CAMBODIA

PROVISIONAL AGENDA

- Agenda Item 1:** Opening Remarks (09:00-09:30)
 - Remarks from Ministry of Tourism
 - Remarks from Asian Development Bank
 - Remarks from Mekong Tourism Coordinating Office

- Agenda Item 2:** Adoption of the Agenda (09:30-09:35)

- Agenda Item 3:** Business Arrangements (09:35-09:40)

- Agenda Item 4:** Report and follow-up of the 36th GMS Tourism Working Group Meeting (09:40-10:00)
 - Thailand will brief the meeting on the outcomes of the 36th GMS TWG Meeting held in January in Nan, Thailand

- Agenda Item 5:** Report and follow-Up of the 35th GMS Tourism Working Group Meeting (09:45-10:00)
 - Viet Nam will brief the meeting on the outcomes of the 35th GMS Tourism Working Group Meeting and the MTF 2015 held in June Danang, Viet Nam.

- Coffee Break (10:00-10:15) ----

- Agenda Item 6:** Statistics Harmonization in the GMS (11:00-12:00)
 - Update from GMS Statistics Harmonization Workshop in Siem Reap (March 2016)
 - GMS Tourism Performance overview by MTCO
 - GMS Country Project Updates:
 - Each country to brief the Meeting on progress, issues and solutions toward improving GMS statistics harmonization to improve regional tourism planning

---- LUNCH BREAK (12:00 – 13:00) ----

37TH MEETING OF THE GMS TOURISM WORKING GROUP 09:00 – 15:00 HRS, MONDAY 4 JULY 2016 SIHANOUKVILLE, CAMBODIA

PROVISIONAL AGENDA

- Agenda Item 7:** Updating the GMS Tourism Sector Strategy (13:00-13:20)
 - ADB consultants will seek the meetings views on the working-draft annotated outline, priority investment project selection criteria, and follow-up actions
- Agenda Item 8:** GMS Regional Investment Framework Implementation Plan: (13:20-13:30)
 - Tourism Sector Update
 - ADB to present proposed status report, to be tabled at the 21st GMS Ministerial Conference (November/December 2016)
- Agenda Item 9:** GMS Tourism Working Group 2016 Workplan Progress Report Q1/Q2 (13:30-13:50)
 - MTCO to present progress against the TWG’s agreed 2016 workplan
- Agenda Item 10:** TWG-38 Preparations (13:50-14:00)
 - People’s Republic of China to brief the Meeting on preparations for the 38th TWG Meeting
- Agenda Item 11:** Partnerships
 - A. ASEAN-Japan Center (14:00-14:10)
 - A. ASEAN-China Center (14:10-14:20)
- Agenda Item 12:** Other Matters (14:20-14:30)

---- Coffee Break (14:30 -14:50) ----



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

APPENDIX 1

DELEGATES LIST

No.	Country	ORG	Name of Delegate	Position
1	CAMBODIA	ADB	Mr. Douglas Hainsworth	International Tourism Specialist
2	CAMBODIA	MoT	H.E Tit Chantha	Secretary of State
3	CAMBODIA	MoT	Mr. In Theurn	Deputy Director General
4	CAMBODIA	MoT	Mr. Hoy Phearak	Deputy Director General
5	CAMBODIA	MoT	Mr. Lor Thoura	Director of Marketing Department
6	CAMBODIA	MoT	Mr. Sok Sokun	Director of Planning Department
7	CAMBODIA	MoT	Mr. Yin Nat	Deputy Director of Planning Department
8	CAMBODIA	MoT	Mr. Chun Nak	Deputy Director ASEAN Dept
9	CAMBODIA	MoT	Mr. Men Phearom	Chief of Tourism Development
10	CHINA	CNTA	Mr. Guo Chang Zeng	Deputy Director General
11	CHINA	CNTA	Mrs. He Yan	Provincial Member
12	CHINA	CNTA	Mr. Zhang Xianghua	Director
13	CHINA	ACC	Ms. Lin Zhao	Administrative Officer
14	JAPAN	AJC	Ms. Takeo Ito	Project Officer
15	JAPAN	AJC	Mr. Vathouniyom Duangmala	Director of Tourism & Exchange
16	LAOS	MOT	Mr. Sounh Manivong	Director General
17	LAOS	MOT	Mr. Somxay Sipaseuth	Director of Tourism Planning and Development Division
18	LAOS	ADB	Mr. Steven Schipani	Senior Portfolio Management Specialist
19	MYANMAR	MOHT	Mr. Naung Naung Lin Aung	Deputy Director
20	PHILLIPINS	ADB	Ms. Flordeliza S. Malendez	Consultant, GMS Unit Regional Cooperation and Country Coordination Division Southeast Asia Department
21	THAILAND	TAT	Ms. Sriporn Bhekanandana	Assistant Director
22	THAILAND	TAT	Ms. Woramon Subsrissunai	Marketing Officer
23	THAILAND	MoTS	Mr. Chanin Sriwisut	Plan and Policy Analyst
24	THAILAND	MoTS	Mrs. Mingkwan Chitapong	Acting Director
25	THAILAND	MoTS	Ms. Piyamart Jaikhod	General Administration Officer
26	THAILAND	MoTS	Mr. Pongsakorn Rudravanija	International Affairs Officer
27	THAILAND	MoTS	Mrs. Thida Chongkongkiat	Deputy Permanent Secretary
28	THAILAND	DOT	Ms. Ubolwan Sucharitakul	Director of Tourism
29	THAILAND	DOT	Ms. Witchanee V.Thongsomchit	Officer
30	THAILAND	MoTS	Mrs. Sasiphim Koodisthalert	Officer
31	THAILAND	MoTS	Ms. Nanan Sinthusiri	Plan and Policy Analyst
32	THAILAND	MoTS	Mr. Thadtawatsn Khawprae	Plan and Policy Analyst
33	THAILAND	MTCO	Mr. Jens Thraenhardt	Executive Director
34	THAILAND	MTCO	Ms. Duanratchada Chimphalee	Operations Manager
35	VIETNAM	VNAT	Mr. Nam Vu	Deputy Director
36	VIETNAM	VNAT	Mrs. Tran Thi Phuong Nhung	Officer
37	CAMBODIA	MOT	MR. Chhun Nak	Deputy Director
38	CAMBODIA	MEA	Mr. Say Bunchheng	Deputy Bureau Chief
39	CAMBODIA	MOT	Mr. Mom Bovill	Deputy Director
40	CAMBODIA	MEA	Ms. Tan Lanin	National Economist
41	CAMBODIA	MOT	Kong Sopheareak	Director
42	CAMBODIA	MOT	Chhim Sokchin	Director
43	THAILAND	ADB	Walter James	
44	CAMBODIA		Lay Hat	Deputy Director
45	CAMBODIA	MoE	Net Rachna	Official
46	CAMBODIA	MOFA	Say Buncheng	Vice Chief Office
47	CAMBODIA	ADB	Mr. Noda Ouk	Senior Project Officer
48	GERMANY	GIZ	Ms. Stephanie Ludwig	Teamleader



37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

APPENDIX 2.1

OPENING REMARKS
BY H.E. DR. THONG KHON
MINISTER OF TOURISM, CAMBODIA

*THE MEKONG TOURISM FORUM 2016
JULY 6, 2016, SIHANOUK PROVINCE, CAMBODIA*

OPENING REMARKS
 BY H.E. DR. THONG KHON
 MINISTER OF TOURISM, CAMBODIA
THE MEKONG TOURISM FORUM 2016
JULY 6, 2016, SIHANOUK PROVINCE, CAMBODIA



- Distinguished Delegates of the GMS National Tourism Organizations,
- Representative of the Asian Development Bank,
- Tourism businesses operators and private sector representatives
- MTCO Executive Director, Project Coordinator,
- Distinguished Guests Representatives of diplomatic corps, as well as Development Partners,
- Ladies and Gentlemen.

A very good morning to all of you, and welcome to Sihanouk Province, Cambodia, the Kingdom of Wonder!

It is my great pleasure to welcome you to Sihanouk Province for the Mekong Tourism Forum 2016. On behalf of the Ministry of Tourism of the Kingdom of Cambodia, I would like to extend our warmest welcome to Distinguished Delegates, Ladies and Gentlemen, colleagues from the GMS countries, other countries and MTCO for the valuable support and cooperation. Your participation today reflects further our solidarity, friendship and cooperation as well as

follows our spirit of cooperation. In 2011 Cambodia has honored to host the Mekong Tourism Forum in Siem Reap, a destination rated by Trip Advisor in 2015 as number one in Asia, and number two in the world. Again, we are proud to host the Mekong Tourism Forum, this time in heart of Cambodia's great destination, the Southern Coast, the world's most beautiful beach connecting Thailand and Viet Nam. Cambodia coast has been awarded as world's Most beauty Beach in 2011 so please spend your time to enjoy our beautify beach!

Tourism is a strong driving force for socio-economic



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam



development in the region that has benefited all of our countries. Indeed, while Southeast Asia is the fastest growing tourism region in the world (+6%), the Greater Mekong Subregion is the fastest growing subregion in Asia in 2015 and expect to continue its growth. For Cambodia, in 2015 we welcomed 4.77 million international tourists increased 6.1%- the coastal zone welcomed 0.6 million international visitors- and 9.7 million domestic tourists. The tourism generated around USD 3.1 billion which account for 10.5% of Cambodia GDP and provide more than 80 thousand direct jobs and other dozen thousand indirect jobs. We expect that by 2020 Cambodia will welcome 7.5 million international visitors, generated USD5 billion. This fact presents terrific opportunities for our countries, as well as international investors, to derive the maximum benefits from this important sector.

The desire of today’s travellers of having an authentic, cultural experience is what is driving much of this growth, and it is the richness of our collective cultures that will the foundation of our tourism sector for the future.

Today when tourists visit a destination they are no longer just seeking relaxation on a beach. Today’s tourists are seeking meaningful experiences that connect them with local cultures and places. But these experiences must be authentic, and genuine to be successful.

While growth in tourism arrivals, trips and revenue are all desirable goals, we must ensure that this development is sustainable, and brings out the very best that our region has to offer in terms of our heritage, culture, and people.

Bringing tourism experiences closer to local cultures also presents tremendous opportunities for generating local incomes and conserving local customs and lifestyles. Indeed, by focussing on developing authentic tourism products and experiences we are addressing the demands of the modern and current travel market while providing socio-economic development opportunities for local people as well as preserving and enriching local customs and cultures.

To capitalize on this important opportunity the theme of this year’s Mekong Tourism Forum is “Authentic Experiences Along the Mekong River”. With this year’s Forum’s excellent agenda and your active participation I am sure that together we will advance the development and promotion of the authentic tourism experiences that connect our visitors with the genuine, authentic cultures and lifestyles of the local people, and to ensure that these tourist experiences also support local development while conserving the riches of cultures that define what is special about our region.

I would also like to recognize the 10th year of support from the Mekong Tourism Coordinating Office for their tireless efforts to develop and promote the Greater Mekong Region as a unified and thriving tourism destination, including the Mekong Tourism Forum that we are hosting today. Please join me to give Happy 10th year anniversary of MTCO!

The Ministry of Tourism, Kingdom of Cambodia is proud to host this important event and I would like to wish all of you great success as we work together to strengthen and improve the tourism sector of the Greater Mekong Subregion. This is our collective responsibility and purpose. Have pleasant and enjoyable stay in Sihanouk Province.

May I now declare open the Mekong Tourism Forum 2016!

Thank You!



37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

APPENDIX 2.2

*THIRTY-SEVENTH MEETING OF
THE GMS TOURISM WORKING GROUP (TWG)*

*4 JULY 2016, SIHANOUKVILLE, CAMBODIA
BY MR. STEVEN SCHIPANI*

SENIOR PORTFOLIO MANAGEMENT SPECIALIST, ADB LAO RESIDENT MISSION



THIRTY-SEVENTH MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

4 JULY 2016, SIHANOUKVILLE, CAMBODIA

BY MR. STEVEN SCHIPANI

SENIOR PORTFOLIO MANAGEMENT SPECIALIST, ADB LAO RESIDENT MISSION



Excellency Tith Chantha, Secretary of State of the Ministry of Tourism, Cambodia,
Distinguished delegates from all GMS Countries,
Mr. Jens Thraenhart, Executive Director of MTCO,
Representatives of Development Partners, Ladies and Gentlemen,

On behalf of ADB, I wish to thank the Ministry of Tourism of Cambodia for hosting this 37th Meeting of the GMS Tourism Working Group and the 2016 Mekong Tourism Forum here in beautiful Sihanoukville. I would like also to thank the Mekong Tourism Coordinating Office for their help in organizing these events, as well as the delegates from the GMS countries and representatives of development partners for your active participation. We have a lot to cover in this meeting, so I will keep my remarks brief by highlighting 4 main points:

First, I wish to congratulate TWG for the successful implementation of the GMS Tourism Sector Strategy 2005-2015. The tourism industry in the GMS is now more integrated and prosperous than ever because of your collective efforts. Today, we will discuss key elements of the updated strategy which will provide a framework for cooperation covering 2016-2026. Second, we will review the TWG's progress in implementing the GMS Regional Investment Framework Implementation Plan. To date, the Tourism sector is on track and ADB is pleased to be a major



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

financier of projects under the Plan, with \$110 million approved and another \$180 million in the pipeline for 2018 for tourism projects.

Third, Intra-regional GMS tourism is becoming more and more important, with GMS neighbors now the major source of outbound and inbound visitors. Accordingly, GMS country-to-country support is deepening every year. Recent examples include:

- CLMVT Forum held last month;
- ASEAN Eco-tourism Forum held in Lao PDR,
- the First World Conference on Tourism for Development held in Beijing in May,
- Myanmar’s 2016 Tourism and Hospitality Investment Conference,
- Viet Nam’s workshop on Mekong-river based tourism in Da Nang,
- And of course, Cambodia’s hosting of the

2016 Mekong Tourism Forum with an excellent program of events.

And Fourth, We have seen improved effectiveness at the Mekong Tourism Coordinating Office (MTCO). The TWG’s efforts to establish MTCO as an inter-governmental organization are progressing well, and we are on-track to have the agreement signed as a key deliverable for the 21st GMS Ministerial Conference in late November this year. With ADB assistance, MTCO has also helped develop an award-winning website and online knowledge center.

So once again, on behalf of ADB, I congratulate TWG on significant achievements and confirm that ADB stands ready to support integrated, sustainable, and inclusive tourism in the GMS.

Thank you.



37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

APPENDIX 2.3

*TWG-37 OPENING SPEECH
BY JENS THRAENHART*

*EXECUTIVE DIRECTOR, MEKONG TOURISM COORDINATING OFFICE
37TH MEETING OF THE GMS TOURISM WORKING GROUP
JULY 4TH, 2016, SIHANOUK PROVINCE, CAMBODIA*

TWG-37 OPENING SPEECH BY JENS THRAENHART

*EXECUTIVE DIRECTOR, MEKONG TOURISM COORDINATING OFFICE
37TH MEETING OF THE GMS TOURISM WORKING GROUP
JULY 4TH, 2016, SIHANOUK PROVINCE, CAMBODIA*



- HE Mr. Tith Chantha, Secretary of State, Ministry of Tourism of Cambodia
- Heads of Delegation of the GMS Member Countries
- Mr. Ouk Nida, ADB Representative Cambodia Residence Mission
- 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 Ministry of Tourism and the Province of Preah Sihanouk for their warm welcome, gracious hospitality, and excellent arrangements provided to us here at the 37th GMS Tourism Working Group in conjunction with the 2016 Mekong Tourism Forum. It is always a pleasure visiting the Cambodia, the Kingdom of Wonder, and it is great privilege to visit the Southern Tourism Corridor, one of the multi-country thematic routes linking Thailand, Cambodia, and Vietnam, and a new emerging tourism destination in the Greater Mekong Subregion.

Tourism is a strong driving force for socio-economic development in the region that has benefited all of our countries. Indeed, while Southeast Asia is the fastest growing tourism region in the world (+6%), the Greater Mekong Subregion is the fastest growing subregion in Asia in 2015 and this growth is expected to continue. Over the past two 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.



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam



We have changed how MTCO operated just three years ago - both internally, but more importantly, externally in how we engage with industry via digital means, and aligned to the new Experience Mekong Tourism Marketing Strategy & Action Plan 2015-2020. In the past two years, together we focused on developing a foundation for execution and collaboration, from launching an award-winning digital platform to invite content contributors and an e-library that functions as a repository of documents related to the GMS and Travel and Tourism. We developed the MTF into a platform for organizations to produce forums for debate and networking such as the Mekong Tourism Investment Summit, the Mekong Tourism Digital Boot Camp, and for the first time the Mekong Food Tourism Summit, as a few examples. We re-organized the MTCO Operations with a new Operations Plan and more transparent financial reporting and digital asset management as examples, as well as the development of a new GMS Tourism Marketing Strategy. Finally, as a major milestone, under the leadership of Thailand, TWG agreed in moving forward to seek legal status for the MTCO. Other projects and initiatives are ready to be launched and implemented, leveraging our powerful

digital platform and strategy.

As mentioned by HE Chantha, we also embarked on the next 10-year GMS Tourism Sector Strategy 2016-2026, to meet the demands of a changing consumer scape from the importance of the internet and social media, the sharing economy and traveler’s desires to have truly local experiences, to increased air and land connectivity, visa openness, and increased tourist arrivals to destinations that either were not accessible or not on the radar by international mainstream tourists, such as Myanmar. The development of the next ten-year strategy could not come at a more relevant time.

As we have a full and aggressive agenda, I want to close by thanking all of you by giving the MTCO team and me your confidence in assisting to execute the GMS TWG workplans over the past to years, and represent the GMS in tourism-related matters. It has been a true honor and pleasure to be of service.

Thank you very much!



37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

APPENDIX 3

*CAMBODIA-LAOS-MYANMAR-VIET NAM
TOURISM COOPERATION*



APPENDIX 3 CAMBODIA-LAOS-MYANMAR-VIET NAM TOURISM COOPERATION

**Cambodia-Laos-Myanmar-Viet Nam
Tourism Cooperation
Upcoming Special Event**

Slide 1

**"Four Nations, One Destination"
Conference
30-31 July to 1 August 2016
Melia Hotel, HAGL Complex
Yangon, Myanmar**

Slide 2



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

APPENDIX 3 CAMBODIA-LAOS-MYANMAR-VIET NAM

MAIN SPONSOR




Host Country



MYANMAR

Organized By



Ministry of Hotels and Tourism



Slide 3

COORDINATION






Myanmar Government adopts the proposal and through diplomatic channels, invites Viet Nam, Laos and Cambodia to attend the forum. Ministry of Hotels and Tourism (MOHT) organizes the said Event in collaboration with related ministries.



Slide 4



APPENDIX 3 CAMBODIA-LAOS-MYANMAR-VIET NAM

Objectives

- ☐ To introduce the culture, country and people, wonders and scenic cultural heritage/nature famous of CLMV countries, particularly the UNESCO heritages.
- ☐ To exchange of experience and orientation of economic cooperation, tourism development between the four countries.
- ☐ To promote the potential, strengths, opportunities, the ability to link development of Tourism, connecting businesses operating in key economic sectors-
 - Tourism
 - Banking & Finance



Slide 5

Objectives

- ☐ To connect and exchange tours cooperation between countries intra and other countries in the world.
- ☐ To promote programs to introduce tourism product combination of the four countries (especially promote tourism products of Myanmar as host country to host this forum).



Slide 6



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

APPENDIX 3 CAMBODIA-LAOS-MYANMAR-VIET NAM

Time & Place

30TH JULY – 1ST AUGUST 2016

HAGL COMPLEX, YANGON, MYANMAR



Slide 7

Sideline chain activities

- **ART EXCHANGE ACTIVITIES** – to introduce special cultural identities of four countries.
- **TOURISM PHOTO EXHIBITION** – to explore the beauty of culture and people in CLMV countries.
- **FOOD FESTIVAL** – to introduce the culinary culture of the four countries.



Slide 8



APPENDIX 3 CAMBODIA-LAOS-MYANMAR-VIET NAM

**TENTATIVE PROGRAMS
FOR**

Tourism Development Conference

"Four Nations, One Destination"



Slide 9

30th JULY 2016

-  **GOLF TOURNAMENT**
-  **MEETING OF CLMV SENIOR TOURISM OFFICIALS**
-  **SENIOR OFFICIALS' MEETIN AMONG CENTRAL BANK OF CLMV**
-  **MEETING OF CLMV TOURISM MINISTERS**
-  **CENTRAL BANK GOVENORS' MEETING OF CLMV**
-  **Tourism PHOTO EXHIBITION**
-  **Food Festival**

Slide 10



APPENDIX 3 CAMBODIA-LAOS-MYANMAR-VIET NAM

**31ST JULY 2016
PROGRAM**

- BIDV Yangon Branch Grand Opening
- HAGL Melia Yangon Grand Opening
- THE CLMV CONFERENCE
"FOUR COUNTRIES-ONE DESTINATION"
- MOUs Signing Ceremonies
- Business Matching Activities
- Press Release and Joint Media Statement
- Gala Dinner



1st August – Technical Tour (Yangon City Tour)

Slide 11

Official delegation lists (to be invited)

10 participants from each country will be sponsored by BIDV as follows:

Management Level Officers of Cambodia, Laos and Viet Nam Government, includes

- Senior Leader from each Government (Vice President/Vice Prime Minister)-01
- Management Level Officer from each Tourism Related Ministry(Tourism Minister)-01
- Management Level from each Central Bank(Chairperson of Central Bank)- 01

Slide 12



APPENDIX 3 CAMBODIA-LAOS-MYANMAR-VIET NAM

- Director General and Director Level Officers from each Tourism Related Ministry -03
- Director General and Director Level Officers from each State Bank -02
- Representative from each Ministry of Commerce -01
- Representative from each Ministry of Planning and Investment or equivalent, etc. -01

Representatives from regions and cities government of Cambodia, Laos and Viet Nam

Representatives from Financial Institutions, individuals, artists, notables, intellectuals, journalists from Cambodia, Laos and Viet Nam

Totally there shall be 100 participants.

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THANK YOU



Slide 14



37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

APPENDIX 4

PPT OF THE OUTCOME OF TWG 36 BY MOTS THAILAND



APPENDIX 4
PPT OF THE OUTCOME OF TWG 36 BY MOTS THAILAND



Slide 1



Slide 2



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

APPENDIX 4
PPT OF THE OUTCOME OF TWG 36 BY MOTS THAILAND



Slide 3



Slide 4



APPENDIX 4
PPT OF THE OUTCOME OF TWG 36 BY MOTS THAILAND



Slide 5



Slide 6



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

APPENDIX 4
PPT OF THE OUTCOME OF TWG 36 BY MOTS THAILAND



Slide 7



Slide 8



APPENDIX 4
PPT OF THE OUTCOME OF TWG 36 BY MOTS THAILAND



Slide 9



Slide 10



APPENDIX 4
PPT OF THE OUTCOME OF TWG 36 BY MOTS THAILAND

Thailand Research

- (i) "Guidelines for Developing Baan Huak Boundary Post in Preparation for Cross-Border Tourism with the help of MTCO and ADB
- (ii) Development of Potential of "East Lanna for Experiential Tourism Hub in the Mekong Region"
- (iii) Development of experiential tourism in Mekong Region
- (iv) Development of entrepreneurs in Eastern Lanna linking Thailand, Lao PDR, and Myanmar.

Slide 11

MTCO Update

The diagram features four interconnected hexagonal shapes representing key areas of focus for MTCO:

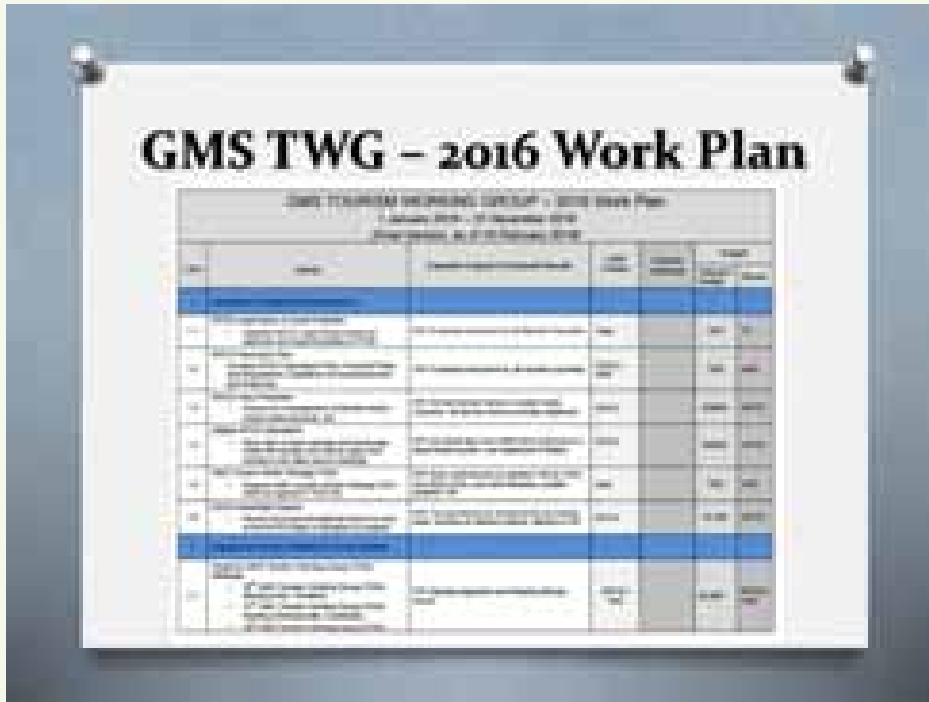
- Marketing and Branding** (green hexagon at the bottom left)
- Community** (orange hexagon at the top left)
- Mekong Linkage** (green hexagon at the top right)
- Eco-tourism** (yellow-green hexagon at the bottom right)

 To the right of these hexagons is a white shopping basket icon containing the text "MTCO".

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APPENDIX 4
PPT OF THE OUTCOME OF TWG 36 BY MOTS THAILAND



Slide 13



Slide 14



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

APPENDIX 4
PPT OF THE OUTCOME OF TWG 36 BY MOTS THAILAND



Slide 15



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37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

APPENDIX 5.1

LAOS REGIONAL MARKETING PLANNING UPDATE



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

APPENDIX 5.1
LAOS REGIONAL MARKETING PLANNING UPDATE



Slide 1



Slide 2



APPENDIX 5.1 LAOS REGIONAL MARKETING PLANNING UPDATE

Multi Country Tour Program

Country	Destinations	Multicountry Tour Program
Lao PDR	Sayabouli, Luang Prabang and Oudomxay	Northern Heritage Trail
Lao PDR	Thakek (The Loop, including all caves and attractions and Lax Xao) Khammouane	Nature, Soft Adventure, Culture and History, Pilgrimage, Beach

3
GMS Marketing and Promotion Program
2014-2016
MICT

Slide 3

Northern Heritage Route and Role of Lao PDR (with support of ADB)

- product development:
 - organize meeting public and private sector, local businesses along the route (involve in private sector at beginning) supported by
 - Lao Thai Friendship Bridge(-Sayabouly) open from 6:00 am - 7:00 pm (daily)
 - identify products, 10 hotels and 25 attractions
 - Survey for installation of signage, signboard along the route
- Communication and promotion, work with tour operators, link the route to MTCO website Facilitate promotion through its regular marketing channels

4
GMS Marketing and Promotion Program
2014-2016
MICT

Slide 4



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

APPENDIX 5.1 LAOS REGIONAL MARKETING PLANNING UPDATE



Slide 5



Slide 6



37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

APPENDIX 5.1 LAOS REGIONAL MARKETING PLANNING UPDATE



Slide 7



Slide 8



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

APPENDIX 5.1
LAOS REGIONAL MARKETING PLANNING UPDATE



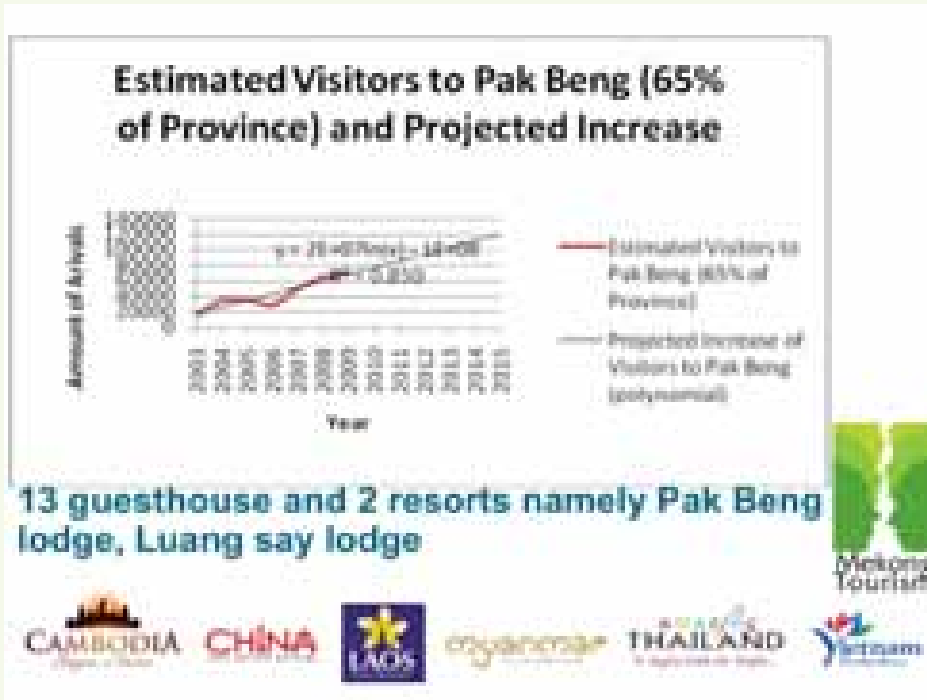
Slide 9



Slide 10



APPENDIX 5.1 LAOS REGIONAL MARKETING PLANNING UPDATE



Slide 11

Nature, Soft Adventure, Culture and History, Pilgrimage, Beach - Role of Lao PDR

- Identify product – scouting (GMS Nam Thailand and Dien Bien Viet Nam)
- product development: (involve in private sector at beginning)
 - Lao Thai Friendship Bridge(Nakhon Phanom-Khammoune) open from 6:00 am - 8:00 pm (daily)
 - organize meeting public and private sector, local businesses along the route
 - identify products, hotels and attractions: there are more than 30 tourist attractions, 30 hotels surrounding
 - including the package tour programs to travel companies
- Fam trips for travel agents of Laos

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Slide 12



Cambodia



China



Laos



Myanmar



Thailand



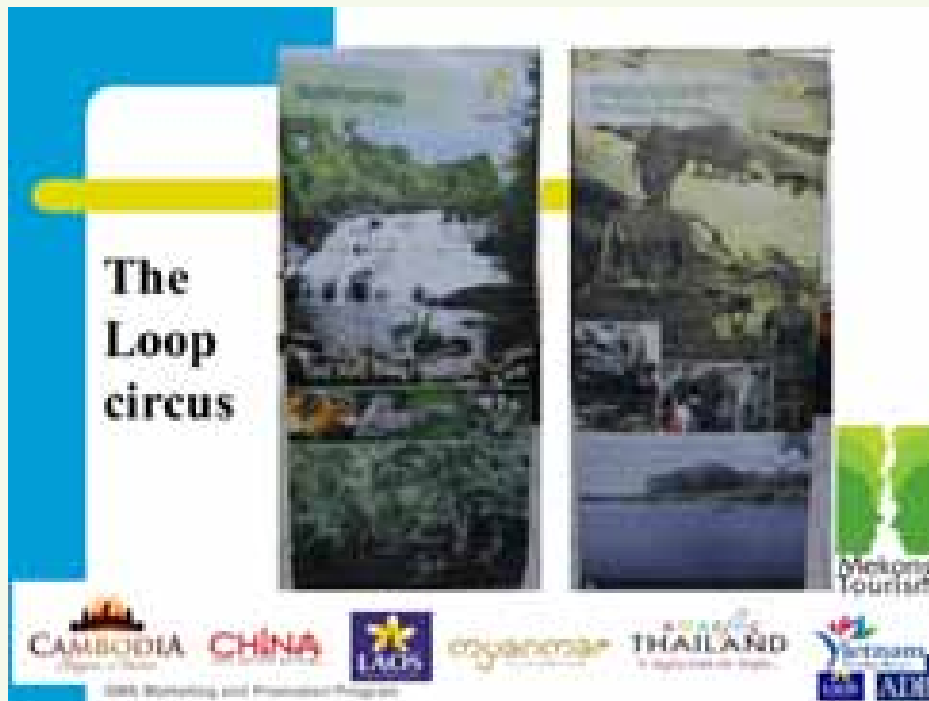
Viet Nam

37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

APPENDIX 5.1
LAOS REGIONAL MARKETING PLANNING UPDATE



Slide 13



Slide 14



APPENDIX 5.1 LAOS REGIONAL MARKETING PLANNING UPDATE



Completed construction of local markets and parking area of the Loop




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THANK YOU




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37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

APPENDIX 5.2

*THAILAND IMPLEMENTATION OF GMS
TOURISM MARKETING STRATEGY*



APPENDIX 5.2 THAILAND IMPLEMENTATION OF GMS TOURISM MARKETING STRATEGY



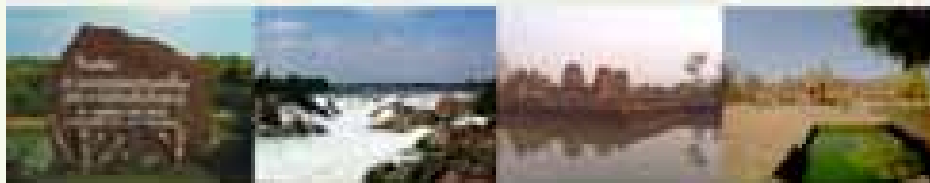
Implementation of the GMS Tourism Marketing Strategy 2015 - 2020

BY
DEPARTMENT OF TOURISM,
MINISTRY OF TOURISM AND SPORTS
&
THE TOURISM AUTHORITY OF THAILAND

Slide 1

I. Study of Linkage of Potential Destination under Mekong Discovery Trail

- To develop the Linkage trail from South Esan of Thailand (Ubonrachathanee, Srisaket, Surin Burirum) to Lao PDR (Pakse, Champasak, and islands in Mekong river), and Cambodia (Stung Treng and Kratie)



Slide 2



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

APPENDIX 5.2 THAILAND IMPLEMENTATION OF GMS TOURISM MARKETING STRATEGY



Slide 3

II. Heritage Trail "Coasts of History" Project



Creating a new historical circuit along the Gulf of Thailand through three countries: Thailand, Cambodia and Vietnam.

- ❖ Revealing an identity of the coastal region along the GMS Southern Corridor.
- ❖ Creating a unique brand in the region.
- ❖ Promoting common value of GMS cultural & historical assets through a multi-country circuit.



Slide 4



APPENDIX 5.2 THAILAND IMPLEMENTATION OF GMS TOURISM MARKETING STRATEGY

From Thailand to Vietnam.

- Thailand - Chonburi, Rayong, Chanthaburi, Trat
- Cambodia - Kep and Kampot- additionally Sihanoukville
- Vietnam - Can Tho, Rach Gia, An Giang (Chau Doc/Sam mountain)

Around 25 sites, locations and signage identified over 700 km along the Coast.

Slide 5

Timeline Project Coasts of History

<p>2018</p> <p>PROJECT PRESENTATION</p>		<p>2018</p> <p>MAP DESIGN DATE UP</p>
<p>MAY 2018</p> <p>LAUNCHING OF 'COASTS OF HISTORY' PROJECT</p>		<p>LATE AUGUST 2018</p> <p>MAP & TEXTS EDITING</p>
<p>JUNE 2018</p> <p>IMPLEMENTATION OF GPS COORDINATES SEARCH</p>		<p>2018 AUGUST 2018</p> <p>1,000 PRINTED COPIES OF THE MAP</p>

Book cover created by the presentation

Slide 6



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

APPENDIX 5.2 THAILAND IMPLEMENTATION OF GMS TOURISM MARKETING STRATEGY



Slide 7



Slide 8



APPENDIX 5.2 THAILAND IMPLEMENTATION OF GMS TOURISM MARKETING STRATEGY

Thailand Travel Mart Plus (TTM+ 2016)
2-11 June 2016

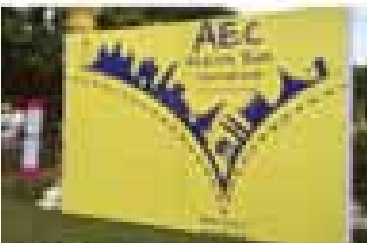



- 3 complimentary booths provided to each GMS country at Chiang Mai International Exhibition and Convention Centre
- Increasing the cultural performances during the Welcome Reception
- CLMVT Joint Press Conference on 9 June 2016
- Foot tour on the connecting route of Chiang Mai-Bangkok-Bangkok



Slide 9

AEC Active Run International 2016
11 June 2016

Objectives

- Raising awareness & promoting tourism on the overland connectivity route between Cambodia and Thailand.
- Strengthening public and private cooperation between Cambodia and Thailand.

Route

22 Kilometres starting from Ban Hual Lek, Chiang Mai, Thailand to Rai King, Cambodia.


Participants

Approximate 1,000 participants with 328 runners including 30 participants from Cambodia.

Activities

The Active Run activities are divided into 3 categories

- 1) Fun Run 4 Kilometres
- 2) Mini Marathon 10 Kilometres
- 3) Half Marathon 22 Kilometres



Slide 10



APPENDIX 5.2 THAILAND IMPLEMENTATION OF GMS TOURISM MARKETING STRATEGY

CLMVT Forum 2016: Towards a Shared Prosperity
13-14 June 2016



Objectives

- Strengthening regional cooperation toward shared prosperity in line with sustainable development principle
- Building regional networks among top business people, new entrepreneurs, leading policy makers, academics and younger generations of the CLMVT

Participants

More than 700 CLMVT attendees with the participation of 13 Ministers of CLMVT Countries

Activities

- The first-ever forum dedicated to CLMVT in the topics related to trade, investment and tourism
- Technical tour programmes in Bangkok and Ayutthaya



Slide 11

Cross Border Travel Manual & Mobile App
2016 presentation




Slide 12



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

APPENDIX 5.3

TWG-37 MTCO ACTIVITY PLAN 2016



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

APPENDIX 5.3
TWG-37 MTCO ACTIVITY PLAN 2016



**MEKONG TOURISM
COORDINATING OFFICE
(MTCO)**

**TWG-37
MTCO Activities Report
Sihanoukville, Cambodia
July 4, 2016**



**Mekong
Tourism**

Slide 1

Mekong Tourism Strategy 2014-2018

MEKONG TOURISM DIGITAL PLATFORM	MEKONG TOURISM INDUSTRY COLLABORATION
MTCO OPERATIONS PLAN	GMS TOURISM MARKETING STRATEGY
MTCO LEGAL STATUS	



Slide 2



APPENDIX 5.3 TWG-37 MTCO ACTIVITY PLAN 2016



Slide 3



Slide 4

APPENDIX 5.3 TWG-37 MTCO ACTIVITY PLAN 2016



Slide 5



Slide 6



APPENDIX 5.3 TWG-37 MTCO ACTIVITY PLAN 2016

ACTION STEPS – TWG-36

2016 GMS TWG WORKPLAN:

- 2016 GMS TWG Workplan to be completed and circulated to TWG.

TOURISM SECTOR STRATEGY:

- ADB to circulate concept note / TOR to TWG/MTCO for comments, and move forward in recruiting consultant.
- ADB to organize regional workshop in Bangkok to discuss TSS.

TOURISM PERFORMANCE:

- Countries are requested to provide updates on Tourism Performance to MTCO for updates on website and infographic.

MTF 2016:

- MTCO to collaborate with Cambodia in planning MTF 2016 and TWG-37 in (Shanoukville, Cambodia on July 4 (TWG) and July 5-8)
- It was agreed to not host a GMS Ministerial Meeting during MTF 2016.

THEMATIC ROUTES:

- Viet Nam to host 3rd Southern Tourism Corridor Meeting in Phu Quoc.
- MTCO to collaborate with countries on multi-country media fam trip.
- MTCO to promote multi-country journeys online.

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Slide 8



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

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APPENDIX 5.3 TWG-37 MTCO ACTIVITY PLAN 2016



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APPENDIX 5.3 TWG-37 MTCO ACTIVITY PLAN 2016

MTCO DIGITAL CHANGE

	NOVEMBER 2014	NOVEMBER 2015	AVG 2015
ALEXA SCORE	4,253,969	1,618,093	771,987
WEBSITE VISITORS	711	2,029	1,126
WEBSITE VIEWS	1,664	4,171	1,633
FACEBOOK LIKES	175	900	1,100
INSTAGRAM LIKES	0	500	1,000
E-LIBRARY COCS	0	150	150
WEBSITE POSTS	75	200	150
EXTERNAL LINKS	70	770	7,700

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Website Stats (Dec 2015)

- From July – December 2015, we had 14,005 visitors (average 2,234/month), and 22,718 pageviews (3,786).
- We have 900 followers on Facebook, and nearly 500 followers on Instagram. In comparison, there was no Instagram account, and Facebook had 175 followers.
- We were able to improve the Global Website rankings by Alexa by 2,618,093 ranks from 4,253,969 to 1,704,331.
- Website performance year over year from Nov 2014 to Nov 2015 increased by 293% (visits), 444% (page views), and 490% (Facebook followers).

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Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

APPENDIX 5.3 TWG-37 MTCO ACTIVITY PLAN 2016

Website Stats (June 2016)

- From January – June 2016, we had 15,000 visitors (average 3,000/month), and 37,000 pageviews (6,000).
- We have almost 1,200 followers on Facebook, and nearly 1,100 followers on Instagram. In comparison, there was no Instagram account, and Facebook had 175 followers one year ago.
- We were able to improve the Global Website rankings by Alexa by 982,344,987 ranks from 1,704,331 to 721,987.
- Website performance year over year from June 2015 to June 2016 increased by 210% (visits), 280% (page views), and 360% (Facebook followers).

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Country	Site	Nov-15	Dec-15	Jan-16	Mar-16	May-16	Rank (Alexa)
USA	indochina.com	4,253,344	1,746,000	221,887	0	0	7
USA	indochina.com	1,462,478	1,663,870	1,000,000	0	0	8
USA	indochina.com	614,170	1,071,000	6,200,000	0	0	0
Thailand	indochina.com	61,000	67,000	71,000	0	0	0
Thailand	indochina.com	220,700	260,000	270,000	0	0	0
Thailand	indochina.com	194,000	201,000	200,000	0	0	0
Myanmar	indochina.com	100,000	1,100,000	1,000,000	0	0	0
Laos	indochina.com	600,000	600,000	600,000	0	0	0
Laos	indochina.com	1,000,000	1,100,000	1,700,000	0	0	0
Viet Nam	indochina.com	1,000,000	700,000	600,000	0	0	0

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APPENDIX 5.3 TWG-37 MTCO ACTIVITY PLAN 2016



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Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

APPENDIX 5.3
TWG-37 MTCO ACTIVITY PLAN 2016

Countries	June 2016	Sessions
Thailand		542
Cambodia		288
Russia		242
United States		223
Laos		188
Vietnam		181
Myanmar (Burma)		146
Traffic sources		Sessions
google		1109
direct		746
facebook.com		146
m.facebook.com		129

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Welcome to the new MekongTourism.org website and monthly e-Newsletter,

- MTCO Newsletter No. 6 - 2016 Edition 5
Sent Tue, Apr 15, 2016 9:50 pm (47.8%) Open
- MTCO Newsletter No. 5 - 2016 Edition 4
Sent Mon, May 16, 2016 11:21 am (48.7%) Open
- MTCO Newsletter No. 4 - 2016 Edition 3
Sent Wed, Jun 15, 2016 6:20 pm (56.4%) Open
- MTCO Newsletter No. 3 - 2016 Edition 2 (page 11)
Sent Tue, Mar 15, 2016 8:23 pm (59.1%) Open
- MTCO Newsletter November 2015
Sent Tue, Nov 17, 2015 2:27 am (59.7%) Open

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APPENDIX 5.3 TWG-37 MTCO ACTIVITY PLAN 2016



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APPENDIX 5.3 TWG-37 MTCO ACTIVITY PLAN 2016



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APPENDIX 5.3 TWG-37 MTCO ACTIVITY PLAN 2016



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APPENDIX 5.3 TWG-37 MTCO ACTIVITY PLAN 2016



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Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

APPENDIX 5.3
TWG-37 MTCO ACTIVITY PLAN 2016



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APPENDIX 5.3 TWG-37 MTCO ACTIVITY PLAN 2016



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APPENDIX 5.3
TWG-37 MTCO ACTIVITY PLAN 2016



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Cambodia



China



Laos



Myanmar



Thailand



Viet Nam



APPENDIX 5.3 TWG-37 MTCO ACTIVITY PLAN 2016



MEMORANDUM OF UNDERSTANDING (MOU) between The Global Sustainable Tourism Council (GSTC) and Mekong Tourism Coordinating Office (MTCO)

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The Green Lodging Survey & Mekong Tourism Coordinating Office

The Green Lodging Survey is the lodging industry's annual exercise to assess and evaluate green innovation, best practices, and awareness regarding the state of sustainability across hotels worldwide. The Green Lodging Survey is powered by Greenview, a leader in advancing sustainability through metrics, measurement, data analysis and reporting, and managed by Green Lodging News, lodging's leading environmental news source.

ABOUT THE SURVEY

The Survey's Mission: The Green Lodging Survey seeks to bring awareness and interest to the hotel and broader hospitality & tourism sector regarding the following:

- "What are best practices in the industry that every hotel can benefit from?"
- "What innovative efforts by hotels should be recognized and celebrated?"
- "What is trending in hotel sustainability each year and over time?"

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Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

APPENDIX 5.3 TWG-37 MTCO ACTIVITY PLAN 2016

The Southeast Asian Traveler

A PhoCusWright Special Project



Southeast Asia is one of the global travel industry's fastest growing regions, and its compound annual growth rate (CAGR) is behind only China and India in the Asia Pacific region. Online travel agencies (OTAs), media and information platforms, investors, startups, low-cost carriers and hotels are all attracted to the region for its vast opportunities for growth and competitive advantage. Southeast Asia, along with its growing economy, also has a burgeoning middle class eager to travel, both domestically and

internationally. With this blossoming travel demand, understanding how to influence the Southeast Asian traveler will be crucial.

In order to capture a sizable share of the business in Southeast Asia, it's necessary to have your strategy on consumer preferences and patterns. The upcoming PhoCusWright Special Project, *The Southeast Asian Traveler*, provides insightful research and analysis on what drives these travelers, from dreaming and destination selection through planning, purchasing, experiencing and sharing. The research uncovers general traveler behavior by demographic, spend, occasions, motivation and destination in the key markets of Thailand, Malaysia, Indonesia and Singapore.

Slide 37



ສາມາດສ້າງຄວາມສຳເລັດສຳເສັດ
College of Innovation Tourism



- Food Tourism Seminar at MTF 2016
- Experience Mekong Showcase



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APPENDIX 5.3 TWG-37 MTCO ACTIVITY PLAN 2016



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Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

APPENDIX 5.3
TWG-37 MTCO ACTIVITY PLAN 2016



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APPENDIX 5.3 TWG-37 MTCO ACTIVITY PLAN 2016


- TRAVEL PARTNERS -



CAMBODIA AIRWAYS

GET DEAL


GET DEAL



AIRASIA

GET DEAL


GET DEAL



CAMBODIA ANGKOR AIR

GET DEAL


GET DEAL



SOKHA

GET DEAL


GET DEAL



SOKHA

GET DEAL

GET DEAL



CAMBODIA AIRWAYS

GET DEAL

GET DEAL

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PROGRAM

TIME	ACTIVITY	LOCATION
08:00 AM	MTF 2016 OPENING CEREMONY	Phnom Penh
09:00 AM	NETWORKING BREAK	Phnom Penh
10:00 AM	KEYNOTE SPEECH	Phnom Penh

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APPENDIX 5.3 TWG-37 MTCO ACTIVITY PLAN 2016

<p>17th May 2016 - 18th May 2016 TRAVEL BLENDED AND W/LOP TRAVEL KNOWLEDGE TOURS UNDER COLLABORATION AT 2016 MTCO TOURISM FORUM</p> <p>The Ministry of Tourism (MoT) will organize a series of travel blended and W/LOP travel knowledge tours in Cambodia, Laos, Myanmar, Thailand, and Viet Nam to promote the MTCO Tourism Forum.</p> <p>Key Dates:</p>	<p>17th May 2016 - 18th May 2016 FIRST MTCO FOOD TOURISM SUMMIT FEATURING COMMISSION MEETING (17th-18th May)</p> <p>The Ministry of Tourism (MoT) will organize a series of food tourism summit featuring Commission Meeting (17th-18th May) and MTCO Tourism Forum (19th-20th May) in Cambodia, Laos, Myanmar, Thailand, and Viet Nam.</p> <p>Key Dates:</p>	<p>17th May 2016 - 18th May 2016 FORWARD LOOKING PLANET OUTSIDE ASIA FOR THE MTCO TOURISM FORUM</p> <p>The Ministry of Tourism (MoT) will organize a series of forward looking planet outside Asia for the MTCO Tourism Forum (19th-20th May) in Cambodia, Laos, Myanmar, Thailand, and Viet Nam.</p> <p>Key Dates:</p>
<p>19th May 2016 - 20th May 2016 MTCO TOURISM FORUM 2016: MTCO TOURISM FORUM 2016</p> <p>The Ministry of Tourism (MoT) will organize a series of MTCO Tourism Forum 2016 (19th-20th May) in Cambodia, Laos, Myanmar, Thailand, and Viet Nam.</p> <p>Key Dates:</p>	<p>19th May 2016 - 20th May 2016 MTCO TOURISM FORUM 2016: MTCO TOURISM FORUM 2016</p> <p>The Ministry of Tourism (MoT) will organize a series of MTCO Tourism Forum 2016 (19th-20th May) in Cambodia, Laos, Myanmar, Thailand, and Viet Nam.</p> <p>Key Dates:</p>	<p>19th May 2016 - 20th May 2016 MTCO TOURISM FORUM 2016: MTCO TOURISM FORUM 2016</p> <p>The Ministry of Tourism (MoT) will organize a series of MTCO Tourism Forum 2016 (19th-20th May) in Cambodia, Laos, Myanmar, Thailand, and Viet Nam.</p> <p>Key Dates:</p>
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APPENDIX 5.3 TWG-37 MTCO ACTIVITY PLAN 2016



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APPENDIX 5.3
TWG-37 MTCO ACTIVITY PLAN 2016



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MEDIA FAM TRIP MAY 22 TO MAY 26 ALONG THE NORTHERN MEKONG FROM NAN TO LUANG PRABANG

An international Media Fam Trip to promote multi-country circuits along the Mekong River. The itinerary went from Nan to Luang Prabang via Pak Beng including: 24 hours in Nan, a six-hour cruise along the Mekong River and a two-day stay in Luang Prabang. A good example of public/private cooperation to promote tourism in the GMS. With the support and sponsor of Thai AirAsia, TAT, Accorhotels, Eco-Travel, Mekong Cruises/Luang Say Lodge

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APPENDIX 5.3 TWG-37 MTCO ACTIVITY PLAN 2016

MEDIA FAM TRIP MAY 22 TO MAY 26 ALONG THE NORTHERN MEKONG FROM NAN TO LIANG PRABANG

- 8 international bloggers and journalists including 4 from Thailand, 2 from the Philippines, 1 from China and 1 from Malaysia
- A multi-cultural, multi-activities experience including culture history, gastronomy, luxury accommodation, boat travel, local crafts.
- Meetings with officials (TAT, UNESCO), NGOs (DOK Pop Tok), artists (Pean City Art Gallery), local communities (Lao village) and a restaurant owner (Manda de Lao).

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2016

MEKONG TOURISM COORDINATING OFFICE

OTHER ACTIVITIES – 1ST HALF 2016

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APPENDIX 5.3 TWG-37 MTCO ACTIVITY PLAN 2016



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Cambodia



China



Laos



Myanmar



Thailand



Viet Nam



37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

APPENDIX 5.3 TWG-37 MTCO ACTIVITY PLAN 2016



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Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

APPENDIX 5.3
TWG-37 MTCO ACTIVITY PLAN 2016



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Thank you

Mr. Jens Thraenhart, Executive Director
The Mekong Tourism Coordinating Office (MTCO)
Tel: +66 8555 44234 Fax: +66 2812 4152
Email: jens@mekongtourism.org




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Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

APPENDIX 6.1.1

STATISTICS HARMONIZATION WORKSHOP



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

APPENDIX 6.1.1
STATISTICS HARMONIZATION WORKSHOP



Activity Update: GMS Tourism Statistics Harmonization

37th TWG Meeting
4th July, 2016, Sihanoukville, Cambodia



Slide 1



GMS Tourism Statistics Harmonization

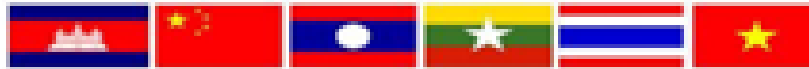
Activities to be Carried Out: *Three Steps*

1. *Hold joint workshops to agree on uniform survey, analysis, and reporting formats;*
2. *Train National Tourism Organization staff in the production of uniform reports;*
3. *Establish a mechanism for the Mekong Tourism Coordinating Office (MTCO) to consolidate the country reports and systematically publish them on its GMS tourism statistics webpage*

Slide 2



APPENDIX 6.1.1 STATISTICS HARMONIZATION WORKSHOP



Step 1: GMS Tourism Statistics Harmonization Workshop

March 23-24 in Siem Reap

Objectives:

Share an understanding of the need for and importance of harmonized statistics.

Understand the requirements of the GMS Tourism Statistics collection format.

Realize the need to support the GMS Tourism Statistics collection process for each relevant economy, and

Agree on next steps required to support the GMS Tourism Statistics collection process in their respective economies and collectively.

Slide 3



GMS Tourism Statistics Harmonization Workshop

March 23-24 in Siem Reap

Participants: 24 participants from 3 countries and MTCO discussed current systems of generating statistics and set steps for harmonization.

Presentations:

Statistics expert presented on the importance of harmonized statistics and current trends.

Country presentations described how tourism statistics are collected, analyzed, and presented.

Slide 4



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

APPENDIX 6.1.1 STATISTICS HARMONIZATION WORKSHOP



GMS Tourism Statistics Harmonization Workshop

March 23-24 in Siem Reap

Sharing Experiences and Expertise

Open discussion session provided opportunities for participants to share their experience, expertise, and insights as how to support the harmonization of tourism statistics in the GMS.

Slide 5



GMS Tourism Statistics Harmonization Workshop

March 23-24 in Siem Reap

Key Findings Included the Needs for:

- *A compilation of all the forms and survey instruments so that common ground can be established.*
- *Data to include arrivals by residence as well as nationality.*
- *Standardization of country groupings for source markets.*
- *Arrival/Departure forms to be standardized, and in some cases expanded.*

Slide 6



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam



APPENDIX 6.1.1 STATISTICS HARMONIZATION WORKSHOP



GMS Tourism Statistics Harmonization

Next Steps for 2016:

- *Each GMS member economy to submit copies of their relevant data collection forms and survey instruments to the MTCO for compilation and subsequent review.*
- *Each GMS member countries will present their progress towards tourism statistics harmonization at the Tourism Working Group Sessions and the Mekong Tourism Forums.*
- *Each member country will establish a principal and secondary point of contact for all data-related enquires and submit to the MTCO.*
- *Each member country will list and describe the metrics that they can obtain as well as those they would like to have, and submit the list to the MTCO.*

Slide 7



GMS Tourism Statistics Harmonization

Next Steps for 2016:

- *Design a GMS tourism scorecard template and fill it with 2015 data in time for the TWG to review and refine into the final scorecard.*
- *Review the position of each variable in the scorecard template to better define its importance and meaning.*
- *Convene a task-force of specialists – in this case statisticians – to assist in the development and refinement of sample survey grids and questionnaire design and standardization.*

Slide 8



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

APPENDIX 6.1.1 STATISTICS HARMONIZATION WORKSHOP



GMS Tourism Statistics Harmonization

Next Steps for 2016 and Beyond:

- *Consideration the possibility of establishing a combined visitor survey.*
- *Employ qualified statisticians to design an appropriate sample grid and survey instrument.*
- *Develop an procedural manual for each member economy to follow.*
- *Test the survey instrument for efficiency and validity.*
- *Develop guidelines for basic tourism forecasting.*

Slide 9



Thank you for your Attention

Activity Update:

GMS Tourism Statistics Harmonization

37th TWG Meeting

4th July, 2016, Sihanoukville, Cambodia



Slide 10



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

APPENDIX 6.1.2

SOUTHERN TOURISM CORRIDOR UPDATE

APPENDIX 6.1.2
SOUTHERN TOURISM CORRIDOR UPDATE




Slide 1



Slide 2




APPENDIX 6.1.2 SOUTHERN TOURISM CORRIDOR UPDATE



Southern Tourism Coastal Corridor

1. The 1st meeting of the Southern Tourism Corridor in Preah Sihanouk Province, Cambodia in August 2007.
2. The 2nd meeting of the Southern Tourism Corridor in August 2015, the meeting noted that:
 - Cambodia has five provinces : the provinces of Koh Kong, Phreah Sihanouk, Kam Pot, Kep and Ta Keo.
 - Thailand has four provinces : Chonburi, Rayong, Chanthaburi and Trat.
 - Viet Nam proposed five provinces: Kien Giang province, An Giang, Can Tho, Ho Chi Minh and Ba Ria Vung Tau.



Slide 3



Southern Tourism Coastal Corridor

1. The 2nd meeting of the Southern Tourism Corridor in August 2015 in Koh Kong Province, Cambodia, the meeting proposed each country has to provide one travel company to work with.
 - Cambodia has nominated B2B travel and Tour,
 - Viet Nam has nominated Hanoi Tour,
 - Thailand not jet.



Slide 4



APPENDIX 6.1.2 SOUTHERN TOURISM CORRIDOR UPDATE



Southern Tourism Coastal Corridor



During the 2nd meeting Cambodia the meeting to consider on the establishment of new tour packages focusing on cultural, historical and natural potential of the Southern Tourism Corridor, such as:

1. Bangkok-Rayong-Trat-Koh Kong (Koh Sdach)-Sihanoukville-Kampot (Bokor)-Kep-Phu Quoc-Ho Chi Minh.
2. Bangkok-Rayong-Trat- Koh Kong (Koh Sdach)-SHV-Siem Reap, and
3. Ho Chi Minh-Phu Quoc-Kep-Kampot-Takeo-Phnom Penh-Siem Reap-Bangkok.



Slide 5



Southern Tourism Coastal Corridor



- ▶ The 3rd meeting of the Southern Tourism Corridor in June 2016, in Phu Quoc Island, Kiang Gang Province, Viet Nam.
- ▶ Cambodia would like to propose representative of the private sector from each country have meet together to make package tour and tour circuit along the corridor.



Slide 6



APPENDIX 6.1.2 SOUTHERN TOURISM CORRIDOR UPDATE



Southern Tourism Coastal Corridor



- ▶ Cambodia get the concession loan from ADB for implementing in 3 province along SCTC. Exclude Preah Sihanouk and Takeo Province.

1. Last Mile Tourism Infrastructure
2. Environmental Services in Tourism Centers Improved
3. Institutional Capacity Building for Inclusive Tourism



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Southern Tourism Coastal Corridor




Slide 8



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

APPENDIX 6.1.2 SOUTHERN TOURISM CORRIDOR UPDATE



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Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

APPENDIX 6.1.3

GMS TWG MEETING CAMBODIA



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

APPENDIX 6.1.3
GMS TWG MEETING CAMBODIA



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Tourist Arrival, Average Length of Stay, Occupancy Rate, and Receipts

International Tourist Arrivals, Average Length of Stay, Hotel Occupancy & Tourism Receipts, 1992-2015

Year	International Tourist Arrivals	Average Length of Stay (Days)	Hotel Occupancy Rate (%)	Tourism Receipts (Million USD)	
1992	178,333	7.4	52	1,314	
1993	175,817	6.9	49	1,211	
1994	215,888	24.4	6.50	27.0	1,051
1995	235,488	18.8	7.80	45.0	1,101
1997	270,840	18.0	8.40	50.0	1,101
1998	288,824	18.0	8.20	50.0	1,101
1999	387,710	28.2	8.80	64.0	1,101
2000	468,768	28.8	9.50	67.0	1,231
2001	504,816	28.7	9.50	68.0	1,241
2002	768,816	18.0	8.40	65.0	1,271
2003	768,816	18.0	8.80	68.0	1,271
2004	1,088,816	18.0	9.50	72.0	1,271
2005	1,428,816	14.7	9.50	72.0	1,311
2006	1,768,816	18.8	9.80	74.4	1,341
2007	2,078,816	18.8	9.80	74.4	1,401
2008	2,128,816	8.8	8.80	82.7	1,401
2009	2,148,816	7.7	8.40	85.0	1,401
2010	2,808,816	18.8	9.40	88.0	1,481
2011	2,888,816	14.8	8.80	88.0	1,571
2012	2,884,816	24.4	9.50	88.0	1,711
2013	4,378,816	17.8	8.70	88.0	1,841
2014	4,502,770	7.8	8.80	87.4	1,791
2015	4,778,816	8.1	8.80	79.8	1,811

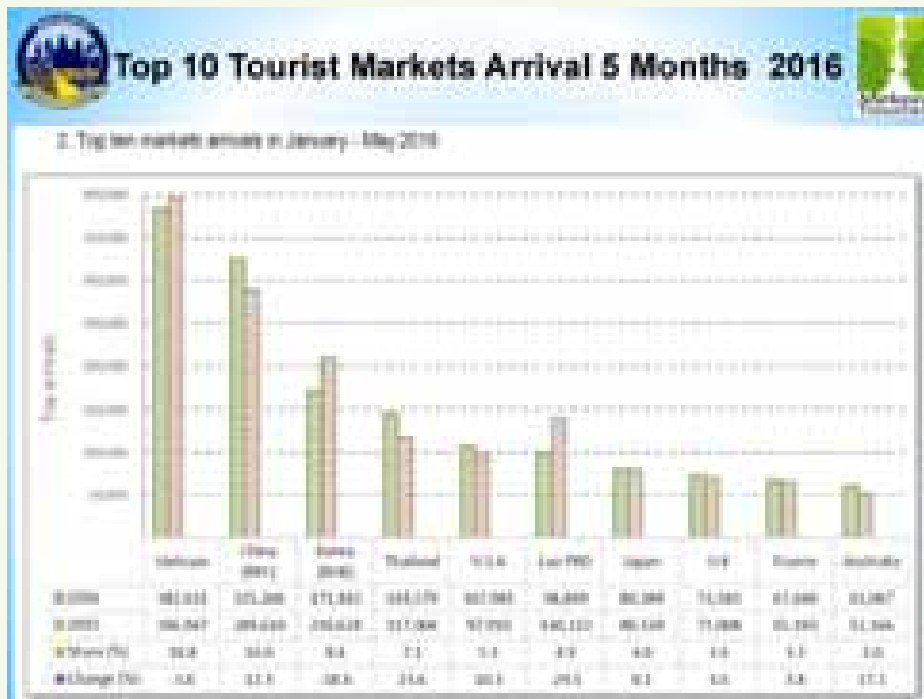
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APPENDIX 6.1.3 GMS TWG MEETING CAMBODIA



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APPENDIX 6.1.3 GMS TWG MEETING CAMBODIA



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APPENDIX 6.1.3 GMS TWG MEETING CAMBODIA



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Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

APPENDIX 6.1.3
GMS TWG MEETING CAMBODIA



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Cambodia



China



Laos



Myanmar



Thailand



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37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

APPENDIX 6.2.1

CNTA-37TH GMS -STATISTICS



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

APPENDIX 6.2.1 CNTA-37TH GMS -STATISTICS





APPENDIX 6.2.1 CNTA-37TH GMS - STATISTICS



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Cambodia



China



Laos



Myanmar



Thailand



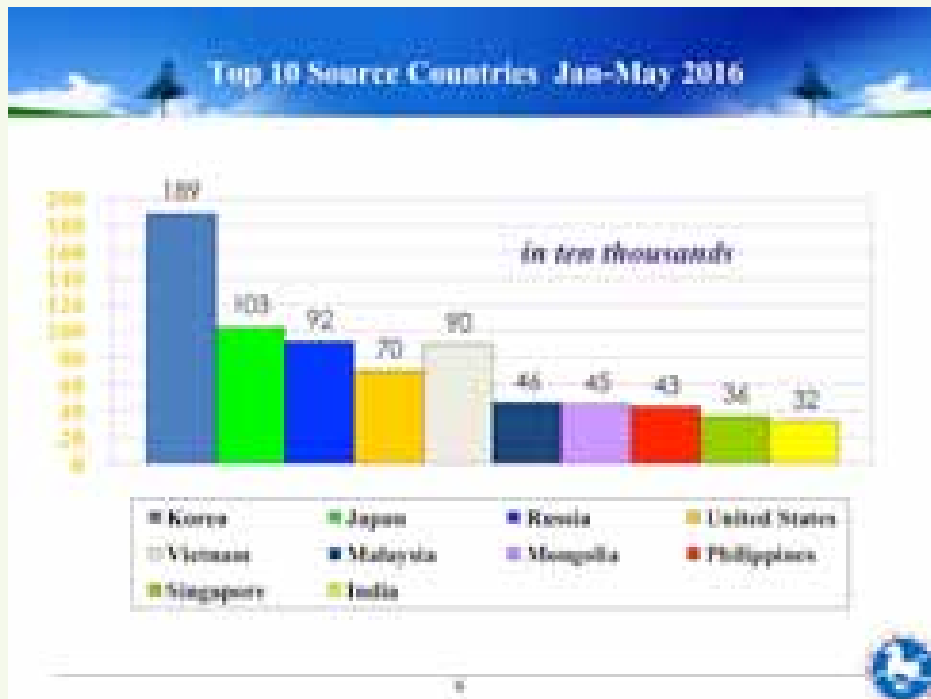
Viet Nam

37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

APPENDIX 6.2.1
CNTA-37TH GMS -STATISTICS



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APPENDIX 6.2.1 CNTA-37TH GMS - STATISTICS



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Cambodia



China



Laos



Myanmar



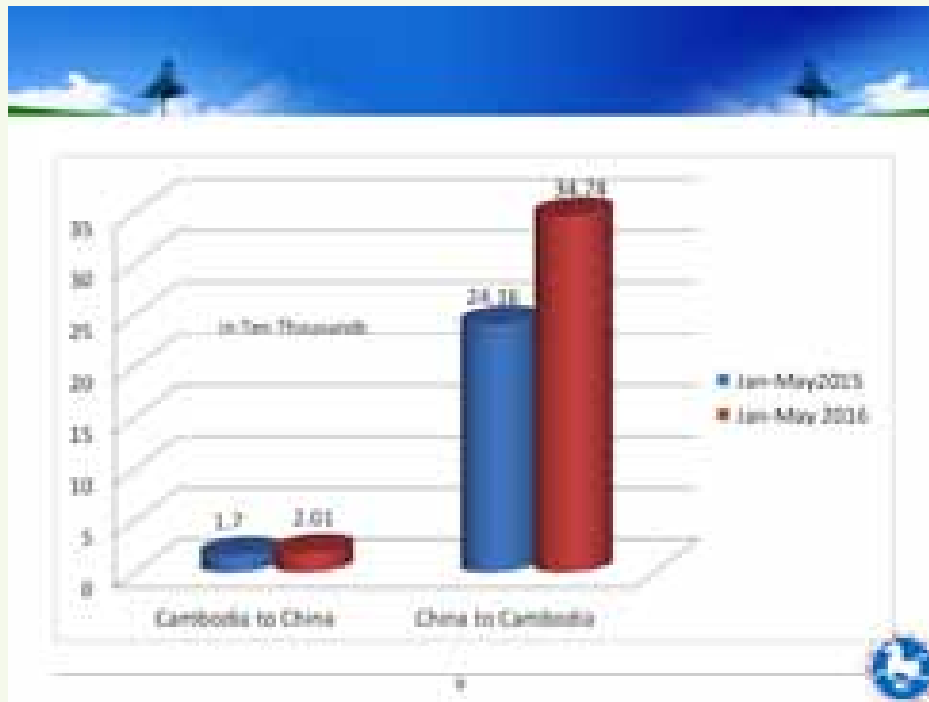
Thailand



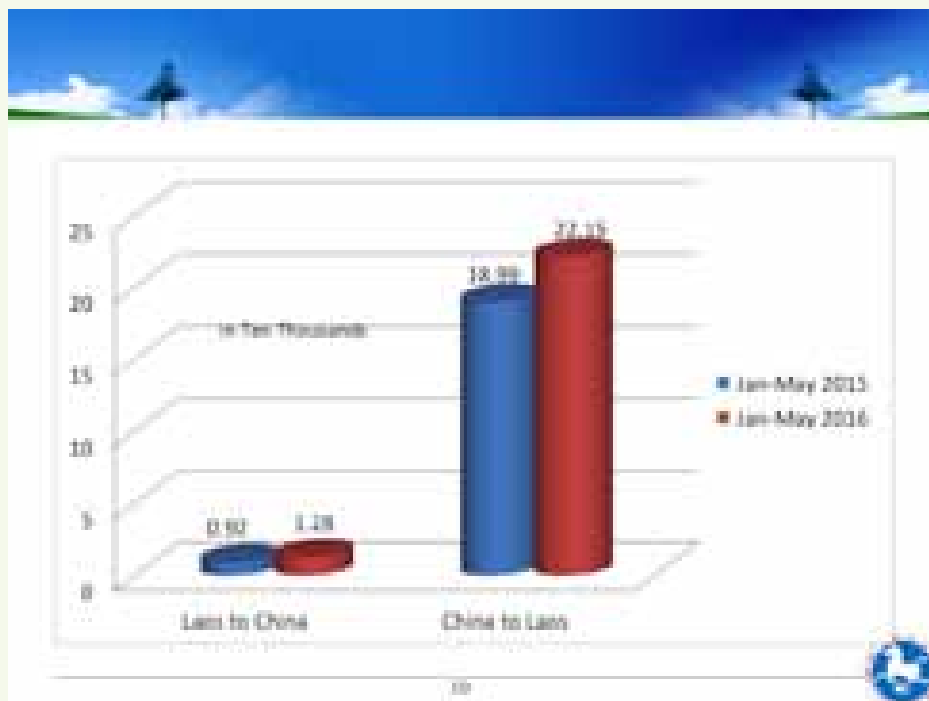
Viet Nam

37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

APPENDIX 6.2.1
CNTA-37TH GMS -STATISTICS



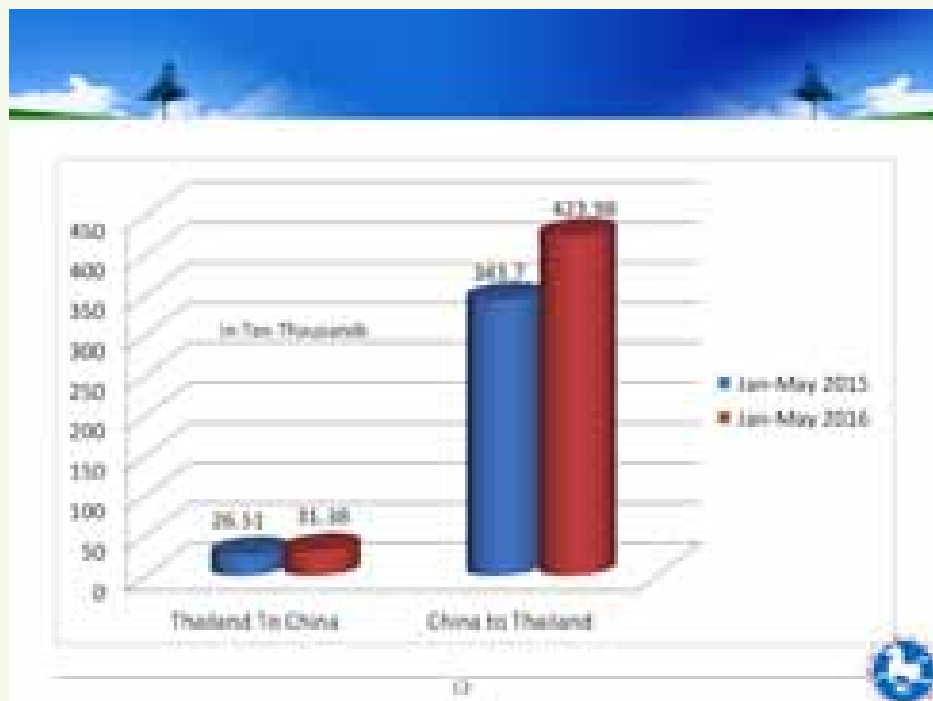
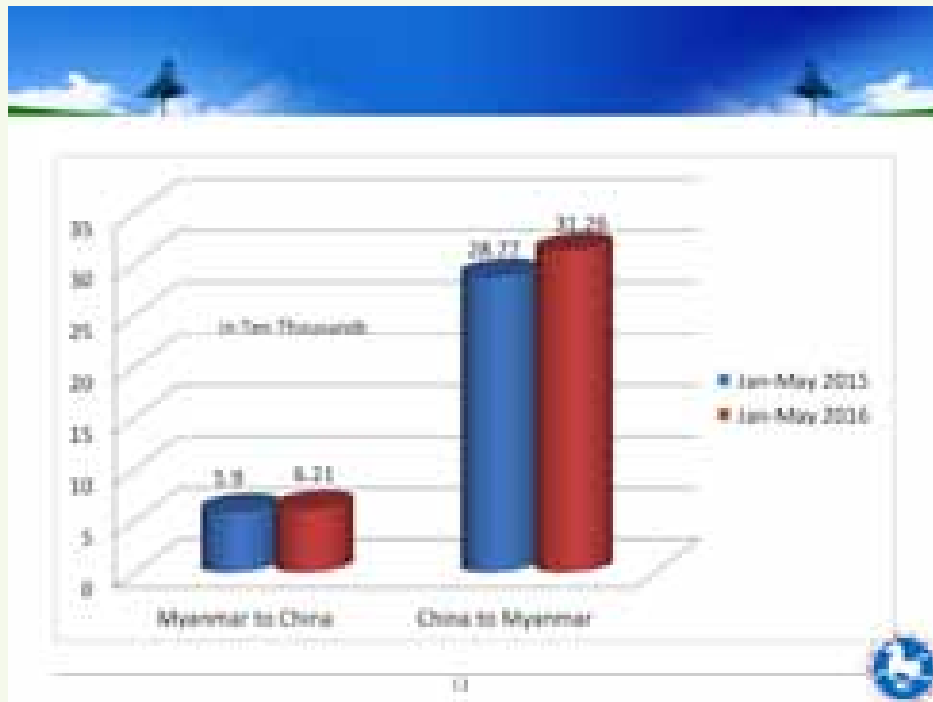
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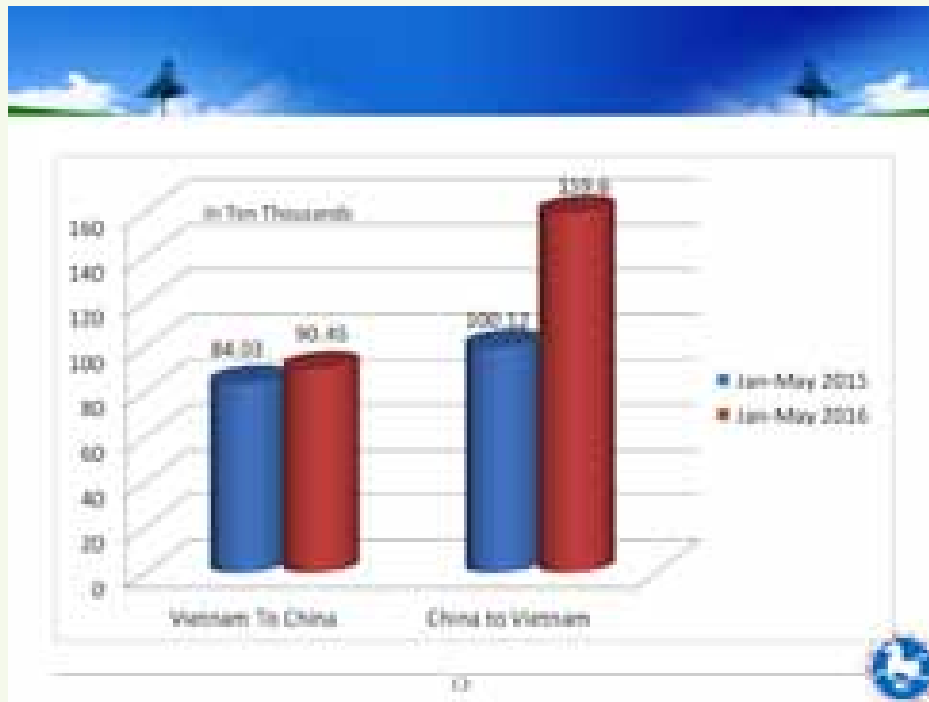


APPENDIX 6.2.1 CNTA-37TH GMS - STATISTICS





APPENDIX 6.2.1 CNTA-37TH GMS -STATISTICS



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Tourists between GMS Countries and China, Jan-May 2016

	2015 (In ten thousands)		2016 (In ten thousands)	
	Inbound	Outbound	Inbound	Outbound
Cambodia	1.7	24.16	2.01	34.74
Laos	9.92	18.99	1.28	22.15
Myanmar	5.96	28.77	6.21	31.26
Thailand	26.51	343.79	31.28	423.98
Vietnam	84.03	100.12	90.45	159.60

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APPENDIX 6.2.1 CNTA-37TH GMS -STATISTICS

Description:

- The data have not been officially released in China, so the data are not open for the time being.

April, 2016 15

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Statistics Harmonization

- After the 36th meeting, CNTA immediately made contacts with Yunnan and Guangxi province, required them to provide data on time.
- At present, CNTA are working with the two provinces to discuss an effective summary and regular reporting system.
- The two provinces are coordinating with public security department in order to improve performance.

April, 2016 16

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Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

APPENDIX 6.2.1 CNTA-37TH GMS -STATISTICS



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APPENDIX 6.2.1 CNTA-37TH GMS - STATISTICS

Recent cooperation with the GMS

Promote the Establishment of Lancang-Mekong River Tourism Cities Alliance



- The first Lancang-Mekong Cooperation (LMC) Leaders' Meeting, with a theme of "shared river, shared future", kicks off in Sanya, China on 23 March 2016.
- After the meeting, the leaders signed Sanya Declaration of the First Lancang-Mekong Cooperation Leaders' Meeting.

March, 2016 10



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Recent cooperation with the GMS



- Yunnan provincial government held a briefing including Consul generals of 5 countries in Kunming, to promote the establishment of Lancang-Mekong River Tourism Cities Alliance on June 6, 2016.






June, 2016 10



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APPENDIX 6.2.1 CNTA-37TH GMS -STATISTICS

Detian-board Fall

- ❑ The Detian-board Fall international tourism cooperation area between China and Vietnam is the first cross-border tourism cooperation zone of China .
- ❑ In November 2015, China and Vietnam signed the " Agreement on cooperation in protection and development of Detian Waterfall tourism resources" .
- ❑ On February 23, Guangxi and Cao Bang Province of Vietnam held talks and exchanged views on the issues of common concern.
- ❑ At present, the highway network to Detian in Guangxi Province is under construction.




April 2016
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The First World Conference on Tourism for Development

- ❑ The First World Conference on Tourism for Development, opened at the Great Hall of People in Beijing on May 19,2016.
- ❑ The conference, proposed by the Chinese government and jointly hosted with the United Nations World Tourism Organization, drew more than 600 representatives from 107 countries.
- ❑ Premier Li Keqiang and UNWTO Secretary-General Taleb Rifai attended the ceremony.
- ❑ The conference convened under the theme of "Tourism for Peace and Development".

- ❑ Address by Premier Li Keqiang involved three supports:
- ❑ to conduct international tourism cooperation programs to lend impetus to world economic recovery
- ❑ to increase North-South and South-South tourism dialogue and mutually beneficial cooperation
- ❑ to make tourism a bond of peace.



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Cambodia



China



Laos



Myanmar



Thailand



Viet Nam



37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

APPENDIX 6.2.1 CNTA-37TH GMS -STATISTICS



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37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

APPENDIX 6.2.2

GMS 37 TWG -MYANMAR



APPENDIX 6.2.2 GMS 37 TWG - MYANMAR

37th MEETING OF THE GMS TOURISM WORKING GROUP

GMS COUNTRY PROJECT UPDATE : MYANMAR

**GMS Statistics Harmonization
to Improve Regional Tourism Planning**

Presented by:
Mr. Hsing Hsing Lin Aung
Deputy Director
International and Regional Cooperation Department
Republic of the Union of Myanmar

Slide 1

37th MEETING OF THE GMS TOURISM WORKING GROUP

OVERVIEW

- Collection of Tourism Data
- International Visitor Arrivals to Myanmar
- Domestic Tourism in Myanmar
- Visa Facilitation
- Accommodations and Tour Services
- Economics
- Challenges

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Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

APPENDIX 6.2.2
GMS 37 TWG - MYANMAR



37th MEETING OF THE GMS TOURISM WORKING GROUP

Collection of Tourism Data

International Tourism Data

- **3 International Airports**
 - Yangon, Mandalay, Nay Pyl Taw
- **13 Border Gateways**
 - Myanmar-China Border (6)
 - Myanmar-Thailand (5)
 - Myanmar-Laos-Thailand(Golden Triangle) (1)
 - Myanmar-India (1)

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37th MEETING OF THE GMS TOURISM WORKING GROUP

Collection of Tourism Data

Myanmar-China Border

1. Muse
2. Kanpaikti
3. Panwa
4. Lweje
5. Laukkaing
6. Chinshwehaw

- Border Pass - 3 to 7 Days
- Temporary Border Pass - 7 Days
- Border Pass - Day return
- Entry Permit - 7 to 14 Days
- Green Card - Up to 3 Months
- Yellow Card - Up to 3 Months
- Passport/Visa - Up to 28 Days

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APPENDIX 6.2.2 GMS 37 TWG - MYANMAR

37th MEETING OF THE GMS TOURISM WORKING GROUP

Collection of Tourism Data

Myanmar-Thailand Border

1. Tachileik
2. Myawaddy
3. Maw Taung
4. Hti-Ki
5. Kawthaung

- Border Pass - 7 to 14 Days
- Temporary Border Pass - 7 Days
- Border Pass - Day Return
- Entry Permit - 14 Days
- Passport/Visa - Up to 28 Days

Myanmar-Laos-Thailand (Golden Triangle) - Border Pass- Up to 7 Days
Myanmar-India (Tamu) - Border Pass -Day Return

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37th MEETING OF THE GMS TOURISM WORKING GROUP

Collection of Tourism Data

Tools Used for Data Collection

- Surveys
- Arrival Cards
- Immigration Data
- Directorate of Civil Aviation

Tourism Offices of Regions and States prepare International Tourist Arrivals of each area with format by MOHT

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APPENDIX 6.2.2
GMS 37 TWG - MYANMAR

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Name Of Entry Points	2012	2013	2014	2015
Yangon Entry Point	559610	817699	1022081	1180682
Mandalay Entry Point	32521	69596	90011	107066
Mawlamyine/ Myittha		1024	271	
May Pyi Taw	1250	11842	19261	13835
Border Tourism	465614	1144146	1949788	1379437
TOTAL	1058995	2044307	3081412	4681020
GROWTH	30%	93%	51%	52%



APPENDIX 6.2.2 GMS 37 TWG - MYANMAR

37th MEETING OF THE GMS TOURISM WORKING GROUP

INTERNATIONAL VISITOR ARRIVALS TO MYANMAR

Year	2011	2012	2013	2014	2015
No of International Visitor Arrivals	0.86 M	1.06 M	2.04 M	3.08 M	4.68 M
Means of Calculation	IMMIGRATION DATA				
Average Length of Stay	8	7	7	9	9
Average Length of Stay	SURVEY ANALYSIS				

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37th MEETING OF THE GMS TOURISM WORKING GROUP

INTERNATIONAL VISITOR ARRIVALS TO MYANMAR

Source Market by Region

Rank	Region	2015	%
1.	ASIA	938487	72.10
2.	WEST EUROPE	209300	16.08
3.	NORTH AMERICA	83866	6.44
4.	OCEANIA	35566	2.73
5.	EAST EUROPE	15433	1.19
6.	OTHER AMERICAS	9575	0.74
7.	MIDDLE EAST	5537	0.42
8.	AFRICA	3829	0.29
	TOTAL	1301583	100

Means of Calculation: International Airport Arrivals only

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Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

APPENDIX 6.2.2
GMS 37 TWG - MYANMAR

37th MEETING OF THE GMS TOURISM WORKING GROUP

Myanmar Tourism

INTERNATIONAL VISITOR ARRIVALS TO MYANMAR

Mode of Tourist Arrival

No.	Mode of Tourist Arrival	2014	%	2015	%
1.	Tourist Arrival by Air	1082140	35	1220904	26
2.	Tourist Arrival by Land	1757053	57	3159519	68
3.	Tourist Arrival by Sea	242217	8	300597	6
Total		3081413	100	4681020	100

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37th MEETING OF THE GMS TOURISM WORKING GROUP

Myanmar Tourism

Domestic Tourism

No.	Domestic Tourism	2014	2015
1.	Domestic Tourists	2.204 M	2.460 M
2.	Tourism Receipts	650.872 b MMK	733.240 b MMK

Domestic Tourist Arrivals and Tourism Receipts based on the Hotels and Guest Houses

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APPENDIX 6.2.2 GMS 37 TWG - MYANMAR

37th MEETING OF THE GMS TOURISM WORKING GROUP

VISA **VISA EXEMPTION**

Myanmar has granted visa exemption all ASEAN member countries;

- (a) Diplomatic and Official Passport holder of Nine ASEAN member countries.
- (b) Ordinary Passport holders of ASEAN member countries except Singapore and Malaysia.
- (c) Ordinary Passport holders of Myanmar and Thailand have only been admitted at international Airport in both countries.

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37th MEETING OF THE GMS TOURISM WORKING GROUP

VISA

List of Countries Having Bilateral Visa Exemption Agreement with Myanmar (As of August 2015)

No.	Country	Start of Agreement	End of Agreement	Remarks
1	Brunei Darussalam	1993	2015	
2	China	1993	2015	
3	Indonesia	1993	2015	
4	Laos	1993	2015	
5	Malaysia	1993	2015	
6	Philippines	1993	2015	
7	Singapore	1993	2015	
8	Thailand	1993	2015	
9	Vietnam	1993	2015	
10	Myanmar	1993	2015	
11	ASEAN	1993	2015	
12	ASEAN	1993	2015	
13	ASEAN	1993	2015	
14	ASEAN	1993	2015	
15	ASEAN	1993	2015	
16	ASEAN	1993	2015	
17	ASEAN	1993	2015	
18	ASEAN	1993	2015	
19	ASEAN	1993	2015	
20	ASEAN	1993	2015	
21	ASEAN	1993	2015	
22	ASEAN	1993	2015	
23	ASEAN	1993	2015	
24	ASEAN	1993	2015	
25	ASEAN	1993	2015	
26	ASEAN	1993	2015	
27	ASEAN	1993	2015	
28	ASEAN	1993	2015	
29	ASEAN	1993	2015	
30	ASEAN	1993	2015	
31	ASEAN	1993	2015	
32	ASEAN	1993	2015	
33	ASEAN	1993	2015	
34	ASEAN	1993	2015	
35	ASEAN	1993	2015	
36	ASEAN	1993	2015	
37	ASEAN	1993	2015	
38	ASEAN	1993	2015	
39	ASEAN	1993	2015	
40	ASEAN	1993	2015	
41	ASEAN	1993	2015	
42	ASEAN	1993	2015	
43	ASEAN	1993	2015	
44	ASEAN	1993	2015	
45	ASEAN	1993	2015	
46	ASEAN	1993	2015	
47	ASEAN	1993	2015	
48	ASEAN	1993	2015	
49	ASEAN	1993	2015	
50	ASEAN	1993	2015	

Notes:

1. ASEAN* (Association of Southeast Asian Nations) (1993-2015).
2. According to some bilateral agreements, the Myanmar officials, holding official agreements of other countries, are only authorized to check the visa requirements for their jurisdiction of the visa. If visitors obtain valid visa from Myanmar, they are exempted.

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Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

APPENDIX 6.2.2 GMS 37 TWG - MYANMAR

37th MEETING OF THE GMS TOURISM WORKING GROUP

VISA

E-VISA

Myanmar has granted E-Visa (Tourist Visa) for 100 countries and E-Visa (Business Visa) for 51 countries including Cambodia, Laos, Vietnam and Thailand. For Tourist Visa the fee is US\$50 and duration of stay is (28) days with visa Card, Master Card, American Express Card and JCB Card can apply visa by <http://evisa.mofp.gov.mm> smoothly. It is undertaking during three working days.

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37th MEETING OF THE GMS TOURISM WORKING GROUP

VISA

New Entry Visa System

- Myanmar has been practicing (12) types of visa on 11.1.2016. New government is going to implement in (100) days to add Multiple Journey Special Re-Entry Visa and reduction on the requirement of each entry visa.
- Agreement on 30-day-visa exemption granted for each other's citizens holding ordinary passport between Myanmar and Singapore has been signed on 7th June 2016 and visa arrangement will be implemented by both sides on 1st December 2016.

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APPENDIX 6.2.2 GMS 37 TWG - MYANMAR

37th MEETING OF THE GMS TOURISM WORKING GROUP

VISA: Opened Border Gates and Visa Liberalization

For visa formalities, a valid passport with entry visa is required for all visitors. The entry visa to Myanmar is applicable at all applicable offices abroad and it is valid for 28 days.

For the convenience of the visitors who have no proper access to the offices, visa on arrival and e-visa systems are launched. E-Visa is available within 5 working days by applying at the web site and cost 50 USD per person. Now 100 countries can access to the e-visa system to visit Myanmar.

Business visa is available to apply online starting from 1st July 2013 in Myanmar.

Bilateral visa exemption with 17 countries.

Myanmar and Thailand signed a visa exemption agreement for citizens of both countries who hold ordinary passports and travel by air in August 2013.

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37th MEETING OF THE GMS TOURISM WORKING GROUP

International Air Route to Myanmar

1	Air Asia
2	Air Japan
3	Air China
4	Air India
5	Austrian Airlines
6	All Nippon Airways
7	Bangkok Airways
8	Etihad Airways
9	China Airlines
10	China Eastern
11	China Southern Airlines
12	Emirates Air

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APPENDIX 6.2.2
GMS 37 TWG - MYANMAR



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APPENDIX 6.2.2 GMS 37 TWG - MYANMAR

37th MEETING OF THE GMS TOURISM WORKING GROUP

Load Factor of Schedule Flights

Sl.	Route	No. of Flights	Seat Capacity	Passenger		Load Factor (%)
				2014	2015	
1	Yangon - Bangkok	1	150	145	145	96.7
2	Yangon - Singapore	1	150	145	145	96.7
3	Yangon - Kuala Lumpur	1	150	145	145	96.7
4	Yangon - Jakarta	1	150	145	145	96.7
5	Yangon - Manila	1	150	145	145	96.7
6	Yangon - Hanoi	1	150	145	145	96.7
7	Yangon - Ho Chi Minh	1	150	145	145	96.7
8	Yangon - Phnom Penh	1	150	145	145	96.7
9	Yangon - Vientiane	1	150	145	145	96.7
10	Yangon - Luang Prabang	1	150	145	145	96.7
11	Yangon - Siem Reap	1	150	145	145	96.7
12	Yangon - Koh Samui	1	150	145	145	96.7
13	Yangon - Phuket	1	150	145	145	96.7
14	Yangon - Bali	1	150	145	145	96.7
15	Yangon - Denpasar	1	150	145	145	96.7
16	Yangon - Medan	1	150	145	145	96.7
17	Yangon - Palembang	1	150	145	145	96.7
18	Yangon - Pekanbaru	1	150	145	145	96.7
19	Yangon - Batam	1	150	145	145	96.7
20	Yangon - Batam	1	150	145	145	96.7
21	Yangon - Batam	1	150	145	145	96.7
22	Yangon - Batam	1	150	145	145	96.7
23	Yangon - Batam	1	150	145	145	96.7
24	Yangon - Batam	1	150	145	145	96.7
25	Yangon - Batam	1	150	145	145	96.7
26	Yangon - Batam	1	150	145	145	96.7
27	Yangon - Batam	1	150	145	145	96.7
28	Yangon - Batam	1	150	145	145	96.7
29	Yangon - Batam	1	150	145	145	96.7
30	Yangon - Batam	1	150	145	145	96.7
31	Yangon - Batam	1	150	145	145	96.7
32	Yangon - Batam	1	150	145	145	96.7
33	Yangon - Batam	1	150	145	145	96.7
34	Yangon - Batam	1	150	145	145	96.7
35	Yangon - Batam	1	150	145	145	96.7
36	Yangon - Batam	1	150	145	145	96.7
37	Yangon - Batam	1	150	145	145	96.7
38	Yangon - Batam	1	150	145	145	96.7
39	Yangon - Batam	1	150	145	145	96.7
40	Yangon - Batam	1	150	145	145	96.7
41	Yangon - Batam	1	150	145	145	96.7
42	Yangon - Batam	1	150	145	145	96.7
43	Yangon - Batam	1	150	145	145	96.7
44	Yangon - Batam	1	150	145	145	96.7
45	Yangon - Batam	1	150	145	145	96.7
46	Yangon - Batam	1	150	145	145	96.7
47	Yangon - Batam	1	150	145	145	96.7
48	Yangon - Batam	1	150	145	145	96.7
49	Yangon - Batam	1	150	145	145	96.7
50	Yangon - Batam	1	150	145	145	96.7

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37th MEETING OF THE GMS TOURISM WORKING GROUP

ACCOMMODATIONS AND TOUR SERVICES

Sl.	ACCOMMODATIONS AND TOUR SERVICES	2014	2015
1.	Number of Hotels	1104	1279
2.	Number of Hotel Rooms	43243	49946
3.	Average Occupancy Rate in Hotels (%)	51%	53%
4.	Number of Tour Operators	1623	1946
5.	Number of Registered Tour Guides	4846	5630

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Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

APPENDIX 6.2.2 GMS 37 TWG - MYANMAR

37th MEETING OF THE GMS TOURISM WORKING GROUP

ECONOMICS

Year	2012 (US\$)	2013 (US\$)	2014 (US\$)	2015 (US\$)
Tourism Receipts	534 M	926 M	1789 M	2122 M
Average Expenditure per Person per Day	135	145	170	171
Tourism Investment	1416.919 M	1917.149 M	2557.558 M	2678.380 M

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37th MEETING OF THE GMS TOURISM WORKING GROUP

ECONOMICS

Direct Contribution to Employment

- In 2014 Travel and Tourism directly supported 505,000 Jobs (1.8% of total employment).

Direct Contribution to GDP (%)

- The direct contribution of Travel and Tourism to GDP was MMK 1,347.4bn (2.2% of total GDP) in 2014.

Source: WTTC

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Cambodia



China



Laos



Myanmar



Thailand



Viet Nam



APPENDIX 6.2.2 GMS 37 TWG - MYANMAR

37th MEETING OF THE GMS TOURISM WORKING GROUP

REPORTING TOURISM STATISTICS

- Ministry of Hotels and Tourism
- Issuance of Statistics - Once a Year
- Ministry of National Planning and Economic Development (now the Ministry of Planning and Finance) and the Central Bank of Myanmar.

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37th MEETING OF THE GMS TOURISM WORKING GROUP

Challenges

- ❖ Visitors by Nationality can only be categorized through the Air Travel
- ❖ Nights Stayed Visitors and Day Trippers are mixed in Border Tourism
- ❖ Need more deep surveys on Tourism Receipts and Average Length of Stay
- ❖ Methods of Data collection need to harmonize with regional and international Practices
- ❖ Weak in Statistics on Domestic Tourism and Outbound

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Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

APPENDIX 6.2.2
GMS 37 TWG - MYANMAR



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Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

APPENDIX 6.3

TOURISM SCORECARD 2016



Cambodia



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37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

APPENDIX 6.3 TOURISM SCORECARD 2016

January - December 2016

Indicator: Number of Visitors (Million) (2016)

Country	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Cambodia	1.2	1.3	1.4	1.5	1.6	1.7	1.8	1.9	2.0	2.1	2.2	2.3	20.0
China	0.5	0.6	0.7	0.8	0.9	1.0	1.1	1.2	1.3	1.4	1.5	1.6	12.0
Laos	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	2.4
Myanmar	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	1.2
Thailand	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	3.6
Viet Nam	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	4.8

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January - December 2016

Indicator: Number of Visitors (Million) (2016)

Country	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Cambodia	1.2	1.3	1.4	1.5	1.6	1.7	1.8	1.9	2.0	2.1	2.2	2.3	20.0
China	0.5	0.6	0.7	0.8	0.9	1.0	1.1	1.2	1.3	1.4	1.5	1.6	12.0
Laos	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	2.4
Myanmar	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	1.2
Thailand	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	3.6
Viet Nam	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	4.8

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APPENDIX 6.3 TOURISM SCORECARD 2016



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TOURISM SCORECARD 2016



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GMS TSE Indicator
Total international tourist arrivals increased from 21.4 million in 2014 to 31.0 million by 2016 and 52.26 million by 2018.

Country	2014	2015	2016	2018
Cambodia	1,000,202	1,500,289	4,000,775	4,775,275
Laos PDR	894,000	2,013,028	4,100,719	4,884,429
Myanmar	241,000	791,500	3,001,412	4,687,000
Thailand	11,737,413	11,806,400	24,800,000	29,801,001
Vietnam	2,907,079	3,248,555	7,874,312	7,943,661
Other	710,207	2,312,282	6,310,007	1,624,000
Target	1,170,000	1,890,000	2,123,149	2,094,000
Total	18,768,202	31,167,811	51,800,000	57,855,262
Indicators in GMS TSE		31.00 Million		52.26 Million

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APPENDIX 6.3 TOURISM SCORECARD 2016

GMS TSS Indicator:
Total regional Tourist Expenditure increased from \$14.8 billion in 2004 to \$29.4 billion by 2015 and \$24.4 billion by 2016.

Country	2004	2015	2016	2017
Cambodia	832.00	1,798.00	2,736.00	3,012.00
Laos PDR	146.77	381.60	641.64	720.36
Myanmar	162.80	204.00	1,788.00	2,102.00
Thailand	9,794.24	18,708.00	29,368.80	40,113.04
Vietnam	1,880.00	4,900.00	10,772.80	11,364.00
Yunnan	628.00	1,324.00	-	2,436.00
Sumo	320.00	607.90	-	-
Total GMS in million	12,993.81	29,018.60	51,306.24	63,757.80
Indicators in GMS TSS		29.4 billion		63.8 billion

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Key Indicators

- International Travel Arrivals:**
 - Number of international arrivals
 - Average length of stay (days)
 - Spending capacity (US\$)
 - % of arrivals (%)
 - % of arrivals (%)
 - % of arrivals (%)
 - % of arrivals (%)
 - % of arrivals (%)
 - % of arrivals (%)
- Tourist Facilities:**
 - % of facilities available
 - % of facilities available
 - % of facilities available
 - Number of international arrivals
 - Number of international arrivals
 - Number of international arrivals
 - Number of international arrivals
 - Number of international arrivals
 - Number of international arrivals
- Spending:**
 - Number of hotels
 - Number of hotels
 - Average occupancy rate (%)
 - Number of hotels
 - Number of hotels
- Revenue:**
 - Tourist expenditure (US\$)
 - Average expenditure (US\$)
 - Tourist expenditure (US\$)
 - Tourist expenditure (US\$)
 - Spending contribution to GDP

GMS TOURISM 2015 PERFORMANCE

TOP 5 TOURISM DESTINATIONS

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Thailand



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TOURISM SCORECARD 2016



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Cambodia



China



Laos



Myanmar



Thailand



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APPENDIX 7

TWG 37 UPDATING THE GMS TOURISM STRATEGY



Cambodia



China



Laos



Myanmar



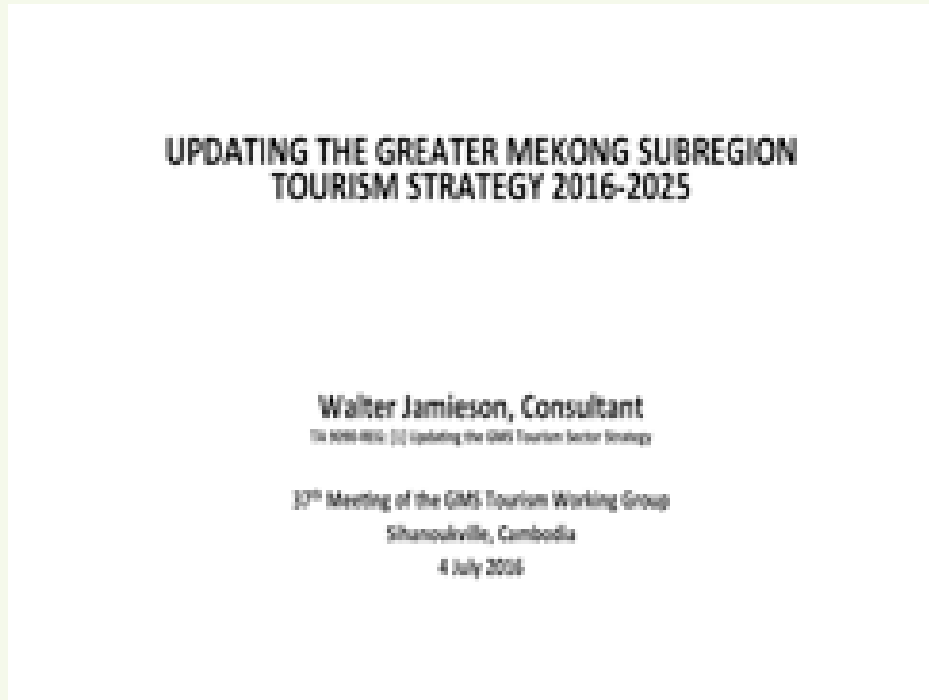
Thailand



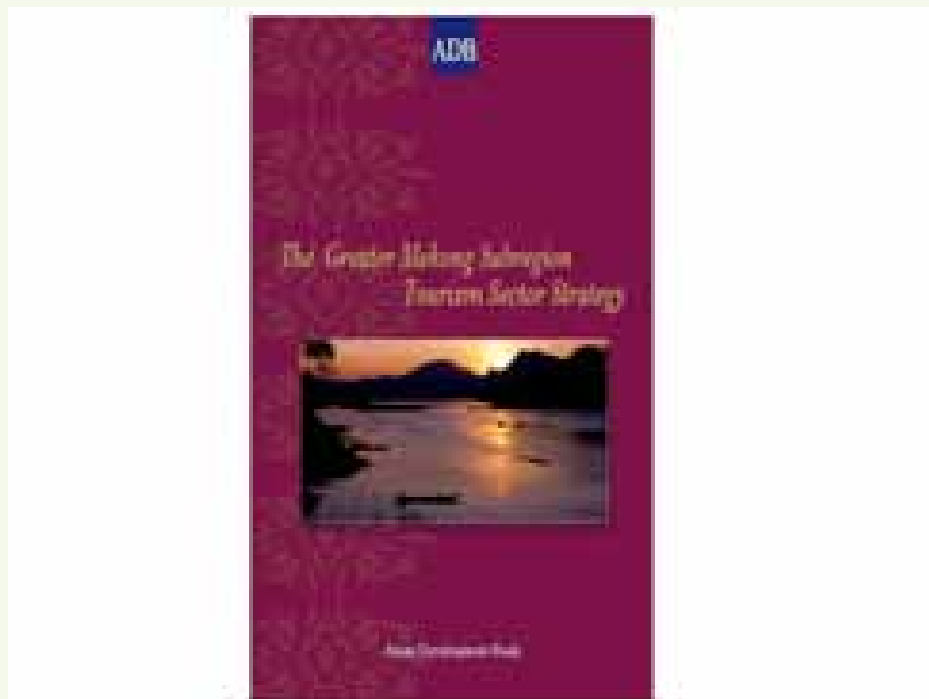
Viet Nam

37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

APPENDIX 7
TWG 37 UPDATING THE GMS TOURISM STRATEGY



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APPENDIX 7 TWG 37 UPDATING THE GMS TOURISM STRATEGY



GMS PRIORITIES 2012- 2022

Vision: An integrated, prosperous and equitable Greater Mekong Subregion

- **Develop and promote tourism in the Mekong region as a single destination;**
- **Develop the major GMS corridors as economic corridors;**
- **Strengthen transport linkages, particularly roads and railways;**
- **Develop an integrated approach to deliver sustainable, secure, and competitive energy;**
- **Promote competitive, climate-friendly and sustainable agriculture;**
- **Enhance environmental performance;**
- **Support human resource development initiatives that facilitate mutually beneficial GMS integration; and**
- **Improve telecommunication linkages and information and communication technology (ICT).**

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Cambodia



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Laos



Myanmar



Thailand



Viet Nam

APPENDIX 7 TWG 37 UPDATING THE GMS TOURISM STRATEGY

**Strategic Priorities Workshop: Updating the
10-year Greater Mekong Subregion Tourism Sector Strategy
17 May 2016, Bangkok, Thailand**

PROPOSED STRATEGIC PROGRAMS:

- Tourism Product/Experience Development
- Marketing and Promotion
- Tourist Facilities and Infrastructure
- Human Resource Development
- Service Quality Improvement
- Regional/Sub-regional Tourism Cooperation
- Strengthening Stakeholder Collaboration
- **Others?**

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PROPOSED VISION

"The tourism industry in the Greater Mekong Subregion is integrated, prosperous, equitable and resilient with effective partnerships and knowledge sharing"

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APPENDIX 7 TWG 37 UPDATING THE GMS TOURISM STRATEGY

PROPOSED STRATEGIC PLANNING GUIDING PRINCIPLES

- Generate benefits for more than one GMS country
- Support broad-based social and economic development
- Promote cultural diversity and authenticity
- Increase stakeholder capacity
- Enable a well-trained and rewarded workforce
- Promote health, safety, satisfaction and security of visitors
- Focus on destinations along the Mekong River
- Promote collaboration between all stakeholders
- Strengthen the business-enabling environment
- Promote secondary destinations
- Others?

Slide 7

**What should be the
expected outcome of the
updated Strategy (2025)?**



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Cambodia



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APPENDIX 7 TWG 37 UPDATING THE GMS TOURISM STRATEGY

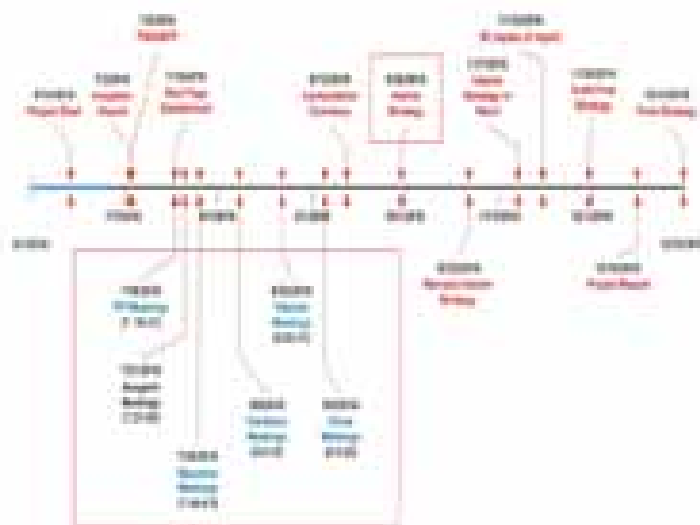
PROPOSED SELECTION CRITERIA FOR PRIORITY INVESTMENT PROJECTS /PROGRAMS

- Link to regional priorities
- Involves at least two GMS countries or is a national project with clear regional dimensions
- The project has strong public/private stakeholder support
- A source of financing has been identified
- Part of a cluster/route/corridor in a secondary destination
- Able to generate sufficient funds for sustainable operations and maintenance
- The project will help to diversify market segments
- Able to attract longer stay / higher spending visitors
- **Others?**



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NEXT STEPS



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APPENDIX 7 TWG 37 UPDATING THE GMS TOURISM STRATEGY



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37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

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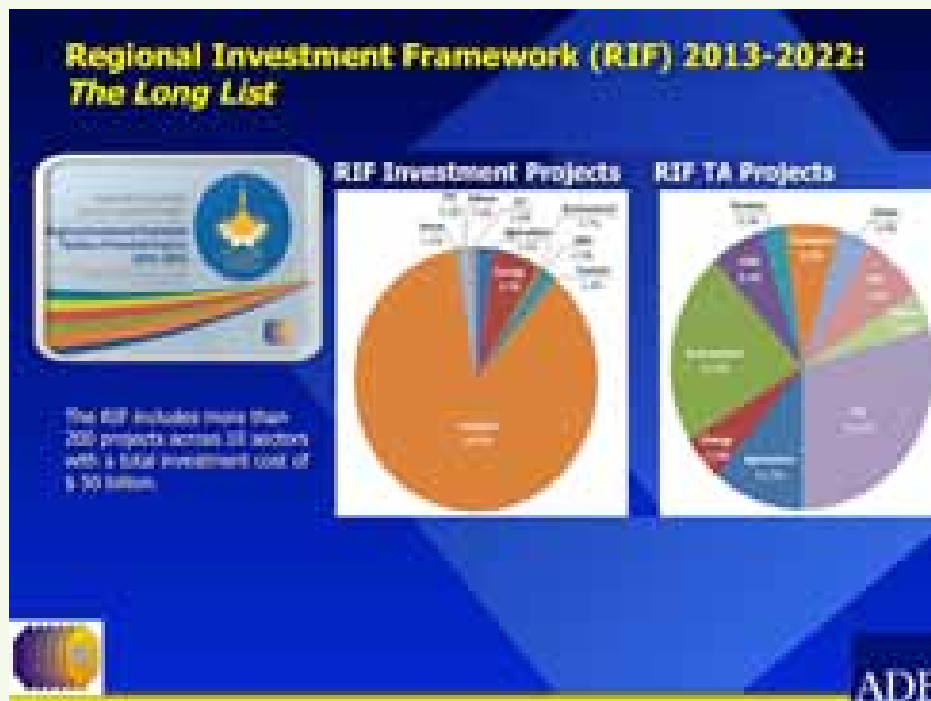
TWG 37 RIF IP STATUS REPORT



APPENDIX 8.1 TWG 37 RIF IP STATUS REPORT



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APPENDIX 8.1 TWG 37 RIF IP STATUS REPORT



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RIF-IP (GMS Tourism)

Table 1: Tourism Priority Projects

Serial Number	Name of Project	Country / Coverage	Total Estimated US\$ million
Investment Projects			
1	ADB Tourism Infrastructure for Economic Growth	Cambodia (not PMR, and not loan)	1,000
2	Construction of the New International Airport - King Norodom International Business Cooperation Zone	PMR (Guangxi), Viet Nam	200.0
3	ADB Tourism Infrastructure for Economic Growth II	Cambodia, Myanmar (not PMR, and not loan)	1,000
TA Projects			
4	Strengthening the Working Tourism Coordinating Office	US, LDC countries	2.0
5	Preparing the New GMS Tourism Action Strategy (2014 - 2018)	10 GMS countries	1.0
6	Preparing the GMS Tourism for International Air Transport Growth II	Cambodia, Laos, PMR, Myanmar, and Viet Nam	1.0

PMR = Priority Project (eligible for PMR); LDC = Least Developed Countries; PMR = priority projects (eligible for PMR); LDC = Least Developed Countries; Source: GMS Tourism Working Group

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APPENDIX 8.1 TWG 37 RIF IP STATUS REPORT

RIF-IP Midterm Review

- Review and update progress implementing the RIF-IP
- Systematically manage any proposed changes in the RIF-IP
- ADB's GMS Secretariat reports status to the GMS 2016 Ministerial Conference




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Status Report – Investment Projects

- GMS Tourism Infrastructure for Inclusive Growth: Approved, \$108 million (CAM, LAO & VIE) – *Progress satisfactory*
- Construction of the Sino-Vietnamese Detian-Ban Gioc Waterfalls International Tourism Cooperation Zone (PRC & VIE) – *Information Requested*
- Second GMS Tourism Infrastructure for Inclusive Growth (CAM, LAO, MYA & VIE): Proposed for 2018, \$155 million – *Concept paper approved March 2016, formulation to begin Q4 2016*




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Cambodia



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APPENDIX 8.1 TWG 37 RIF IP STATUS REPORT

Status Report – TA Projects

- Strengthening the Mekong Tourism Coordinating Office: Approved 2013, \$0.225 million – Progress satisfactory, closed 30 June 2016
- Preparing the New GMS Tourism Sector Strategy: Merged with TA to prepare Second GMS Tourism Infrastructure for Inclusive Growth Project – Approved March 2016, formulation launched May 2016
- Preparing the Second GMS Tourism Infrastructure for Inclusive Growth: Approved March 2016, \$1.50 million – Progress satisfactory



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RIF-IP Report & Statement from 20th GMS Ministerial Conference

In tourism, the sector looks forward to further increases in tourist arrivals and receipts. We welcomed the new GMS Tourism Marketing Strategy and Action Plan for 2015-2020 endorsed by the GMS Tourism Working Group this year. A Mekong tourism digital platform has been launched and features visitor information, an e-magazine, and social media. Efforts are progressing towards establishment of the Mekong Tourism Coordinating Office (MTCO) in Bangkok, Thailand as an inter-governmental organization. We also welcomed ADB's support to update the GMS Tourism Sector Strategy for 2016-2026, and we expect the update to be completed in 2016.



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APPENDIX 8.1 TWG 37 RIF IP STATUS REPORT

Proposed Tourism-Sector Content: 21st GMS Joint Ministerial Statement

30 Nov-1 Dec 2016, Chiang Rai, Thailand

Proposed Theme: *"Spurring Inclusive Growth Along the GMS Economic Corridors"*

- Report on GMS international tourist arrivals and receipts as of 2015 (to be provided by MTCO)
- Technical assistance to strengthen MTCO has been completed; MTCO operations manual prepared; updated MTCO website www.mekongtourism.org received 2015 Adrian Award by Hospitality Sales & Marketing Association for its innovative design & use of cutting-edge technology
- Draft Agreement Establishing the MTCO as an inter-governmental organization has been finalized for signing by designated GMS ministers/officials
- Updated Draft GMS Tourism Sector Strategy 2016-2026 has been completed, for endorsement by GMS Ministers

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Updates / Additions to RIF-IP ?

- Construction of Sino-Vietnamese Debian-Ban Gioc Waterfalls International Tourism Cooperation Zone (PRC & VIE)

Projects

- Tourism Infrastructure in Green Triangle (CLV)
- Tourism Infrastructure in Emerald Triangle (CLT)
- GMS Tourism TVET Demonstration Project, Guilin Institute of Tourism
- Goose Spring Scenic Area, Guangxi, PRC
- Pro-poor Tourism Development, Myanmar

TAs

- Strengthening Coordination of Regional Tourism Product Development and Promotion (all GMS countries)
- Capacity building for Pro-poor Tourism Development (all GMS countries)
- PPTAs for above investment projects

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TWG 37 RIF IP STATUS REPORT



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APPENDIX 8.2

GMS RIF IP TOURISM MONITORING REPORT

APPENDIX 8.2 GMS RIF IP TOURISM MONITORING REPORT

Regional Tourism Sector - Investment			Report Date		Page 1
Item	Project	Description	Subsector	Investment (\$ million)	Geographical location (Province)
1010-1010-1010	Investment in the tourism sector	<p>The project will contribute to the development of the tourism sector in the region by providing the necessary infrastructure and services for tourists, including the construction of roads, bridges, and other facilities, and the development of the tourism industry, including the management of natural resources.</p> <p>The project will also contribute to the development of the tourism sector in the region by providing the necessary infrastructure and services for tourists, including the construction of roads, bridges, and other facilities, and the development of the tourism industry, including the management of natural resources.</p>	<p>Transportation</p> <p>Construction</p> <p>Services</p>	100	
1010-1010-1010	Investment in the tourism sector	<p>The project will contribute to the development of the tourism sector in the region by providing the necessary infrastructure and services for tourists, including the construction of roads, bridges, and other facilities, and the development of the tourism industry, including the management of natural resources.</p> <p>The project will also contribute to the development of the tourism sector in the region by providing the necessary infrastructure and services for tourists, including the construction of roads, bridges, and other facilities, and the development of the tourism industry, including the management of natural resources.</p>	<p>Transportation</p> <p>Construction</p> <p>Services</p>	100	
1010-1010-1010	Investment in the tourism sector	<p>The project will contribute to the development of the tourism sector in the region by providing the necessary infrastructure and services for tourists, including the construction of roads, bridges, and other facilities, and the development of the tourism industry, including the management of natural resources.</p> <p>The project will also contribute to the development of the tourism sector in the region by providing the necessary infrastructure and services for tourists, including the construction of roads, bridges, and other facilities, and the development of the tourism industry, including the management of natural resources.</p>	<p>Transportation</p> <p>Construction</p> <p>Services</p>	100	



APPENDIX 8.2 GMS RIF IP TOURISM MONITORING REPORT

Region/Investment Sector		Country	Project	Phase	Start Date	End Date	Investment (USD)	Employment (FTE)	Gender (F/M)	Other
GMS RIF IP	Tourism	Cambodia	Project 1	Phase 1	2018	2019	1000000	50	25/25	
			Project 2	Phase 2	2019	2020	1500000	75	38/37	
			Project 3	Phase 3	2020	2021	2000000	100	50/50	
GMS RIF IP	Tourism	Laos	Project 4	Phase 1	2018	2019	800000	40	20/20	
			Project 5	Phase 2	2019	2020	1200000	60	30/30	
			Project 6	Phase 3	2020	2021	1800000	90	45/45	
GMS RIF IP	Tourism	Thailand	Project 7	Phase 1	2018	2019	900000	45	22/23	
			Project 8	Phase 2	2019	2020	1300000	65	32/33	
			Project 9	Phase 3	2020	2021	1700000	85	42/43	

Region/Investment Sector - Technical Assistance		Country	Project	Phase	Start Date	End Date	Investment (USD)	Employment (FTE)	Gender (F/M)	Other
GMS RIF IP	Tourism	Cambodia	Project 10	Phase 1	2018	2019	500000	25	12/13	
			Project 11	Phase 2	2019	2020	750000	37	19/18	
			Project 12	Phase 3	2020	2021	1000000	50	25/25	
GMS RIF IP	Tourism	Laos	Project 13	Phase 1	2018	2019	400000	20	10/10	
			Project 14	Phase 2	2019	2020	600000	30	15/15	
			Project 15	Phase 3	2020	2021	800000	40	20/20	
GMS RIF IP	Tourism	Thailand	Project 16	Phase 1	2018	2019	450000	22	11/11	
			Project 17	Phase 2	2019	2020	675000	33	16/17	
			Project 18	Phase 3	2020	2021	900000	45	22/23	



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GMS RIF IP TOURISM MONITORING REPORT

Regional Tourism Sector - Technical Assistance - Cambodia

Project: Report Date:

Year	Indicator	Baseline	Target	Actual	Comments	Source	Reporting Period	Reporting Date
2017	Number of international tourists (in thousands)	1,200	1,500	1,400	Target not fully achieved due to economic downturn.	Ministry of Tourism	2017-01-01 to 2017-12-31	2018-01-31
2018	Number of international tourists (in thousands)	1,500	1,800	1,700	Target not fully achieved due to economic downturn.	Ministry of Tourism	2018-01-01 to 2018-12-31	2019-01-31
2019	Number of international tourists (in thousands)	1,800	2,100	2,000	Target not fully achieved due to economic downturn.	Ministry of Tourism	2019-01-01 to 2019-12-31	2020-01-31



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TWG-37 GMS WORKPLAN 2016



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37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

APPENDIX 9
TWG-37 GMS WORKPLAN 2016



**MEKONG TOURISM
COORDINATING OFFICE
(MTCO)**

**TWG-37
MTCO Activities Report
Sihanoukville, Cambodia
July 4, 2016**



**Mekong
Tourism**

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2016



MEKONG TOURISM COORDINATING OFFICE

GMS TWG – 2016 Work Plan

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APPENDIX 9 TWG-37 GMS WORKPLAN 2016

GMS TOURISM WORKING GROUP 2016 Work Plan

Activity & Expected Output / Operations	Achieved Results	Status
<p>1.1 MTCO Legal Issues</p> <p>Upgrade MTCO legal status in order to be able to execute initiatives, and provide registration legally</p> <p>EPs: Endorsed document by all Member Countries</p>	<p>STATUS: Draft Agreement has been finalized. Host countries to circulate to respective governments</p>	<p>80%</p> <p>Final</p>
<p>1.2 MTCO Asset Protection</p> <p>Ensure the management of domain names, social media accounts, etc. does prevent loss and mismanagement</p> <p>EPs: No lost domain names or social media accounts. All domain names centrally registered</p>	<p>STATUS: All domain names are centrally managed and protected, as well as social media accounts using the universal @TourismWorkingGroup handle for consistency and brand recognition</p>	<p>80%</p> <p>MTCO</p>

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GMS TOURISM WORKING GROUP 2016 Work Plan

Activity & Expected Output / Operations	Achieved Results	Status
<p>1.3 MTCO Operations Plan</p> <p>Develop MTCO Operations Plan, which serves as a guideline of how the MTCO is organized and operates</p> <p>EPs: Endorsed document by all member countries</p>	<p>STATUS: In progress. MTCO Operations procedures are being added as needed. Second edition expected to be completed in Q4 2016</p>	<p>85%</p> <p>MTCO/GMS</p>
<p>1.4 Digital MTCO Operations</p> <p>Move files to cloud storage and encourage online file transfer and review plans and printing in the office and at meetings</p> <p>EPs: All critical files from 2009-2016 archived on a cloud-based system, and organized in folders</p>	<p>STATUS: File migration and vendor selection completed. Start organizing of files into folders, and uploading to cloud server. Integration of the system with a library (PDF flagged)</p>	<p>50%</p> <p>MTCO</p>
<p>1.5 Internship Program</p> <p>EPs: Two (2) interns for at least three (3) months each, working on defined projects, signed by EP</p>	<p>STATUS: Two interns have completed their terms at the MTCO Office. Projects included database creation, and EPs</p>	<p>100%</p> <p>MTCO</p>

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37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

APPENDIX 9
TWG-37 GMS WORKPLAN 2016

GMS TOURISM WORKING GROUP
2016 Work Plan

Activity & Expected Output (Industry Engagement)	Achieved Results	Status
<p>2.1 GMS Tourism Working Group (TWG) Meeting</p> <p>Offer assistance to host in organizing the 36th, 37th, and 38th TWG Meeting, and issue Minutes of meeting</p> <p>36th Meeting organized and Meeting Minutes issued</p>	<p>228722: TWG 36 held successfully and minutes have been uploaded in website. TWG 37 being hosted during MTR 2016</p>	<p>100%</p> <p>MTR2016/046</p>
<p>2.2 Virtual Working Tourism Contributor Program</p> <p>Design the program, develop the website functionality of the Contributor Program, and recruit passionate professionals as official contributors</p> <p>36th Add at least 25 content contributors by end of 2016, with combined contribution of 50 posts</p>	<p>228722: Over 30 contributors have applied for 50 posts have been added, not including dummy documents.</p>	<p>90%</p> <p>MTR12</p>
<p>2.3 Mekong Tourism Industry Group (MTIG)</p> <p>Organize and open regional meeting to discuss updates to GMS Tourism Sector Strategy and marketing activities</p> <p>36th The 11th MTIG organized</p>	<p>228722/002: 11th meeting organized during MTR 2016</p>	<p>100%</p> <p>MTR2016/041</p>

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GMS TOURISM WORKING GROUP
2016 Work Plan

Activity & Expected Output (Industry Engagement)	Achieved Results	Status
<p>2.4 Mekong Tourism Forum 2016 (MTF)</p> <p>Preparatory meetings and discussions with host and partners, tentative working event planning, programing, organizing speakers, content, and developing concept/themes, promoting MTR to the industry</p> <p>36th Booking of MTF 2016 and related events</p>	<p>228722: Sponsorship has been generated. A total of 250 attendees from public and private sectors have registered. Ten press releases were written and distributed and shared via social media, generating traction, without internal PR company on cost.</p>	<p>100%</p> <p>MTR2016/044</p>
<p>2.5 Industry Partnerships</p> <p>Develop relevant partnerships/membership with private sector, academia, or industry associations to collaborate on projects</p> <p>36th Two (2) industry partnerships/membership</p>	<p>228722: Partnership with Thammasat University to work on Experience Mekong International. Meet with UIC Partnership with Greenway on Green Lodging Survey Membership with PATA and SIAL. Discussions with The Code on Child Protection.</p>	<p>100%</p> <p>MTR12</p>

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APPENDIX 9
TWG-37 GMS WORKPLAN 2016

GMS TOURISM WORKING GROUP 2016 Work Plan

Activity & Expected Output - Industry Engagement -	Achieved Results	Status
<p>2.4 Blogger Relations</p> <p>Build relationships with travel bloggers.</p> <p>80% Relationships with a minimum of five (5) social media influencers</p>	<p>100%: Developed relationships with bloggers at industry events, invited bloggers to join fan trip and coordinate program.</p>	<p>80%</p> <p>100%</p>
<p>2.7 Media Relations Program</p> <p>Build relationships with media professionals for events and fan trips.</p> <p>80% Develop media database with at least 20 media professionals, and develop process to recruit media</p>	<p>100%: Media database developed. Media professional form developed.</p>	<p>80%</p> <p>100%</p>
<p>2.8 Marketing Tourism Statistics Consultant</p> <p>Provide regular data to industry and consumer sector using by aggregating from NTCC and third party statistics.</p> <p>80% Submit annual tourism performance consultant for the GMS on the NTCC website.</p>	<p>100%: Consultant being contracted from NTCC, information updated as information is received. Timeline has been consulted to NTCC.</p>	<p>80%</p> <p>100% (GMS)</p>

Slide 7

GMS TOURISM WORKING GROUP 2016 Work Plan

Activity & Expected Output - Marketing & Branding -	Achieved Results	Status
<p>3.1 Marketing Tourism Familiarization Trip</p> <p>Organize two multi-country fan trips, in collaboration with the countries for international tour operators and media including writers, bloggers, and journalists to increase exposure for GMS.</p> <p>80% Two (2) multi-country fan trips creating content and exposure to consumer and travel trade media (offline, online, social media)</p>	<p>100%: One (1) multi-country fan trip to Thailand and Lao PDR has been organized in June by NTCC, in collaboration with TAT and MCT. Other multi-country fan trips have been organized with the countries.</p>	<p>80%</p> <p>100% / GMS</p>
<p>3.2 Travel and Tourism Trade Events</p> <p>80% Represent the GMS at least eight (8) international conferences, and speak at least four (4) international conferences.</p>	<p>100%: NTCC attended relevant travel trade events, and delivered presentations to ASEAN-Eurasian Forum, LAC FOR</p>	<p>80%</p> <p>100%</p>

Slide 8



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

APPENDIX 9
TWG-37 GMS WORKPLAN 2016

GMS TOURISM WORKING GROUP
2016 Work Plan

Activity & Expected Output - Marketing & Branding -	Achieved Results	Status
<p>1.3 Monitor www.mtwtourism.org as part of Digital Platform</p> <p>80%</p> <p>To increase website traffic and social media followers from January - July 2016 by 80%</p> <ul style="list-style-type: none"> Website: 20,000 visitors (for 1,000/month) Website: 15,000 page views (for 1,500/month) Facebook: 1,200 followers Instagram: 700 followers 	<p>STATUS:</p> <ul style="list-style-type: none"> Website: 23,000 visitors (January to June 2016 (for 1,500/month)) Website: 17,000 page views (for 1,000/month) Facebook: 1,200 followers Instagram: 1,100 followers 	<p>80%</p> <p>MTCE</p>

Slide 9

GMS TOURISM WORKING GROUP
2016 Work Plan

Activity & Expected Output - Marketing & Branding -	Achieved Results	Status
<p>1.4 Monitor Multi-Country Journeys written on Website</p> <p>80%</p> <p>Add at least one (1) new journey per month</p>	<p>STATUS:</p> <p>Currently 7 multi-country journeys online</p>	<p>100%</p> <p>MTCE</p>
<p>2.0 Develop and maintain Events Calendar for the GMS</p> <p>To host categories of (I) Public Holidays (II) Consumer Events (III) Travel Trade Events (IV) Meeting Tourism Events. Can get expanded to add niche events for food, sports, culture, etc. Collect events from WTOs, and encourage private sector organizations to submit events</p> <p>80% Host at least (1) events in the database by end of 2016 (two events each month)</p>	<p>Status:</p> <p>To date, 17 events have been published</p>	<p>80%</p> <p>MTCE/GMS</p>

Slide 10



APPENDIX 9 TWG-37 GMS WORKPLAN 2016

Activity & Expected Output - Marketing & Branding -	Achieved Results	Status
<p>5.6 Monitor and update e-Library on Websites</p> <p>Update documents, presentations, reports, training manuals, etc. relevant to the GMS from public and private sector organizations.</p> <p>80% Continue uploading at least 10 additional documents in 2016 to the e-library</p> <p>GMS Tourism Marketing Strategy Plan downloaded at least 100 times</p>	<p>80%</p> <p>Currently 80 documents are uploaded to the library</p>	<p>80%</p> <p>80% ON GOING</p>
<p>5.7 Customized Landing Pages</p> <p>80%</p> <p>Launch three landing pages for stakeholders</p>	<p>80%</p> <p>Landing Pages have been launched for consumer, media, and business</p>	<p>80%</p> <p>80% ON GOING</p>

Slide 11



Slide 12



APPENDIX 9
TWG-37 GMS WORKPLAN 2016

**GMS TOURISM WORKING GROUP
2016 Work Plan**

Activity & Expected Output - Marketing & Branding -	Achieved Results	Status
8.1 GMS Tourism MTT organizes 2016 GMS Tourism as a multi-country opening event. (PI) Tourism successfully organized.	(GATS) Tourism successfully organized.	100% (GMS)
8.2 ASEAN Eco-tourism Forum Vietnam, Lao PDR - from 28-29, 2016. Organize international eco-tourism conference and exhibition. (PI) Eco-tourism successfully organized.	(GATS) ASEAN Eco-tourism Forum successfully organized.	100% (Lao)

Slide 13

**GMS TOURISM WORKING GROUP
2016 Work Plan**

Activity & Expected Output - Marketing & Branding -	Achieved Results	Status
8.3 Mekong Food Tourism Strategy implementation (in partnership with Thammasat University) (PI) - Develop and (1) Food Tourism Seminar at MTT 2016. - Launch (2) online magazine for food tourism in the Mekong. - Collect a minimum of ten (10) food-themed tours in the GMS (in collaboration with tour operators).	(GATS) Food Tourism Seminar at MTT 2016 organized. Online Food Tourism Magazine launched. Best collection of food-themed tours in GMS.	100% (MTCO)
8.4 Tourism Issues - Mekong Region Collection of stories where tourism has made an impact of poverty alleviation. Partnership with GMS countries, UNWTO, development partners, and private sector. (PI) Publication with 4 stories from each country (to be launched at MTT 2017). For 2016: Partnership with UNWTO, Delta Process.	(GATS) Agreement with UNWTO for partnership. Best Develop process. Create stories (400 stories). Publish book launch at MTT 2017.	100% (MTCO)/ (UNWTO)

Slide 14



Cambodia



China



Laos



Myanmar



Thailand

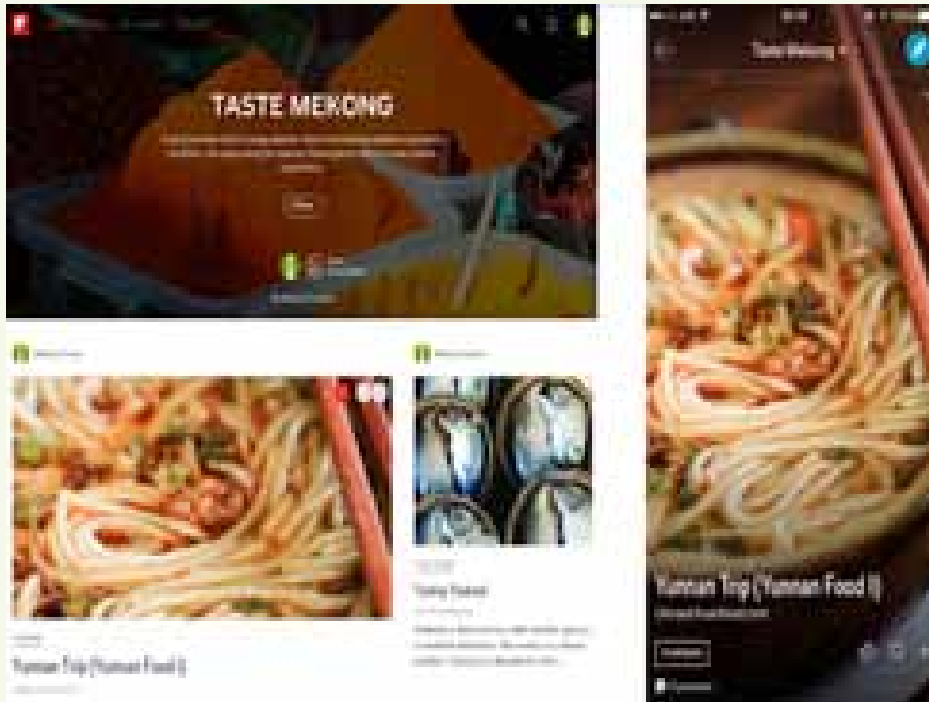


Viet Nam



37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

APPENDIX 9 TWG-37 GMS WORKPLAN 2016



Slide 15

GMS TOURISM WORKING GROUP 2016 Work Plan

Activity & Expected Output - Marketing & Branding -	Achieved Results	STATUS
4.5 Report on Sustainable Rural Growth Development in the Mekong Region Report in partnership with UNWTO and ARIAN	Status: Report published and uploaded in a library	100% 57% UNWTO
4.7 Experiment Making Showcase (in partnership with Thammasat University)	STATUS: Partnership with Thammasat University. Concept Paper. Call for Advisory Board Members. 1st TWG Meeting organized.	50% 80%

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APPENDIX 9
TWG-37 GMS WORKPLAN 2016

GMS TOURISM WORKING GROUP 2016 Work Plan

Activity & Expected Output (Annual Summary Description)	Expected Results	Status
1.1 Capacity Training Based industry in the GMS to gain knowledge in key areas to get competitiveness MTCO contribute to Tourism Management in GMS, 2016 (21-22APR 2016 Seminar, Suifu, PRC) (April 24-25)	SEACIS, APCCOIS contributed to IISIM Tourism Capacity Building Seminar in Suifu, China at Suifu Tourism University (STU) in Oct 2015. Presented on Social Media and China Inland Tourism Seminar was co-organized by ADB and STU and attended by 28 mid-level tourism officials from ADB and PRC.	100% PRC/ADB
1.2 Capacity Training Boost awareness of GMS tourism cooperation with students MTCO Lecture Hall (2) classes in proximity to raise awareness of GMS tourism cooperation with students.	SEACIS, MTCO (G) & GMI presented to students at Thailand-based universities.	80% MTCO
1.3 Tourism Statistics Harmonization Workshop MTCO successfully organize Workshop with 12 representatives from 6 GMS MTCOs Statistics Departments.	SEACIS, Cambodia successfully organized Tourism Statistics Harmonization Workshop.	100% GMI

Slide 17



Slide 18



APPENDIX 9 TWG-37 GMS WORKPLAN 2016

GMS Tourism Working Group Meeting Mekong tourism Forum Hosting Rotation

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

Slide 19



Thank you

Mr. Jens Thraenhart, Executive Director
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Email: jens@mekongtourism.org



Slide 20



37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

APPENDIX 10.1

CNTA THE PREPARATIONS FOR 38 TWG



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam



APPENDIX 10.1 CNTA THE PREPARATIONS FOR 38 TWG



Slide 1



Slide 2



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

APPENDIX 10.1 CNTA THE PREPARATIONS FOR 38 TWG

II. Participants

- Leaders from the National Tourism Administration of China & Government of Yunnan Province;
- Delegates from Tourism sectors & organizations of the 6 Mekong countries;
- Delegates from MTCO & Asian Development Bank;
- Delegates from Tourism Development Commission of Yunnan Province;
- Leading officials from the Foreign Affairs Office of Yunnan Province;
- Delegates from the local government and the staff

Slide 3

III. The Schedule

- **Day 1** Registration
Evening: Reception Dinner
- **Day 2** The 38th GMS Tourism Working Group Meeting
To discuss issues raised at TWG-37
- **Day 3** *Morning:* Seminar on the initiative of establishing the Lancang-Mekong River Tourism Cities Cooperation Alliance
Afternoon: Visit tourist commercial complex in Kunming (City of Flower or The Ancient Kingdom of Yunnan)
- **Day 4 -5:** Post Tour :
Tentative destination is Tengchong

Slide 4



APPENDIX 10.1 CNTA THE PREPARATIONS FOR 38 TWG

The Schedule of 38th GMS TWG

Time	Activity
10:00	Registration
10:30	Opening Ceremony
11:00	The 38 th GMS Tourism Working Group Meeting (Plenary session chair at TWG-37)
11:30	Review of the progress of establishing the Learning Network from Tourism Cities Coordinated Alliance
12:00	Visit to local commercial complex in Kunming City (City of Flower or the Ancient Kingdom of Nanzhao)
12:30	Food Tour: The destination is Tengtang

Slide 5

Discuss

- Whether the 3rd Subregional Project Steering Committee Meeting will be held in the same period?
- Suggestion?

Slide 6



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

APPENDIX 10.1
CNTA THE PREPARATIONS FOR 38 TWG



Slide 7



Slide 8



APPENDIX 10.1 CNTA THE PREPARATIONS FOR 38 TWG



Slide 9



Slide 10



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

APPENDIX 10.1 CNTA THE PREPARATIONS FOR 38 TWG



Slide 11



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

APPENDIX 11.1

AJC PRESENTATION MTF 2016



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

APPENDIX 11.1
AJC PRESENTATION MTF 2016



ASEAN-Japan Centre's Initiatives for Tourism Promotion for Mekong Region


37th MEETING OF THE GMS TOURISM WORKING GROUP

MEKONG TOURISM FORUM 2016

July 4, 2016
Sihanoukville, Cambodia

Yethoulyam Soungthala
Director, Tourism & Exchange Division
ASEAN Japan Centre

Slide 1




ASEAN-Japan Centre (AJC)

- Established in 1981
- Based in Tokyo, Japan
- Members – Ten ASEAN Member States + Japan
- The only organization funded by the Japanese Government to promote outbound tourism from Japan to ASEAN

Slide 3




APPENDIX 11.1 AJC PRESENTATION MTF 2016



ASEAN-Japan Centre (AJC) - Missions -

To promote trade, investment, tourism and exchange of persons between ASEAN and Japan



The diagram illustrates the missions of the ASEAN-Japan Centre (AJC). It features two ovals: a green oval on the left labeled 'ASEAN' and a red oval on the right labeled 'JAPAN'. Between them are four horizontal arrows pointing from ASEAN to Japan, each representing a mission: 'TRADE' (orange arrow), 'INVESTMENT' (blue arrow), 'TOURISM' (green arrow), and 'EXCHANGE' (light orange arrow).

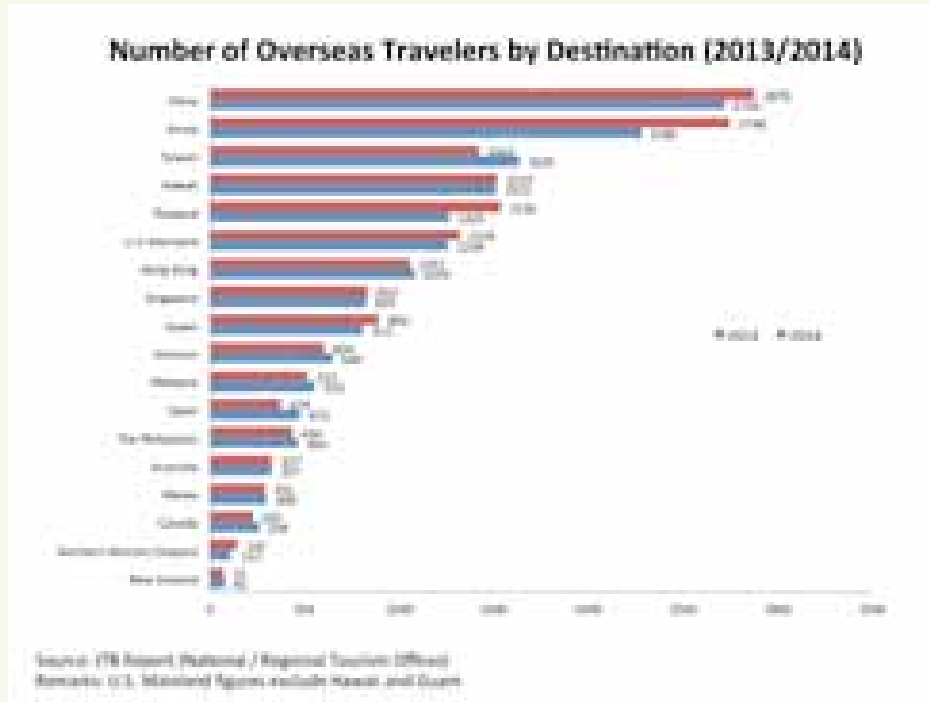
Slide 3



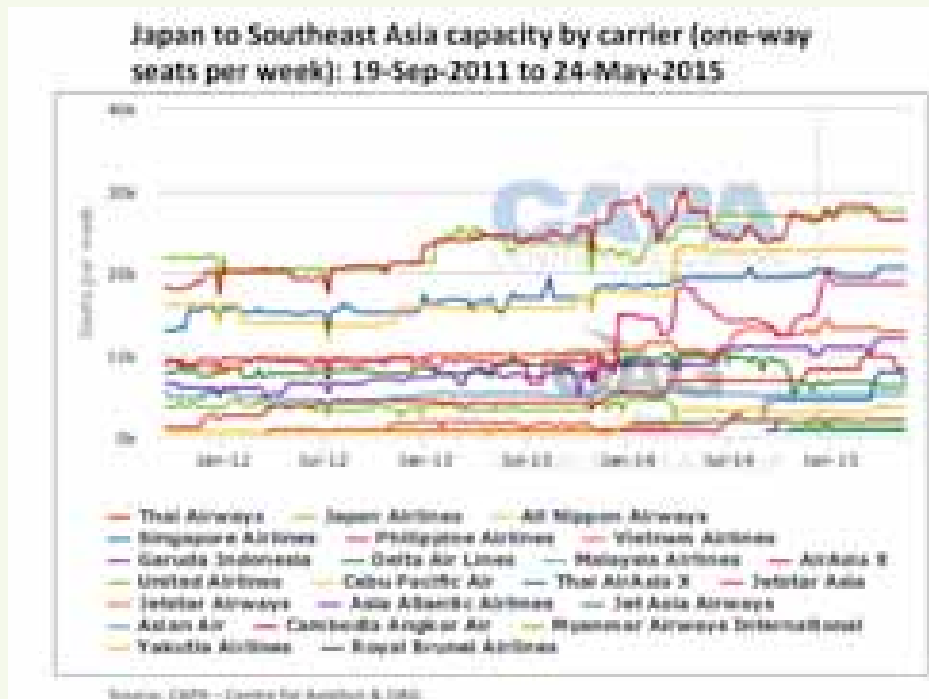
Outbound Tourism Trend from Japan to Mekong Region Forecast and Impacts

Slide 4

APPENDIX 11.1 AJC PRESENTATION MTF 2016



Slide 5



Slide 6



APPENDIX 11.1 AJC PRESENTATION MTF 2016

ASEAN-JAPAN AJC
Compiled by ASEM Japan Centre
Approved: Tourism in ASEAN and Consensus in the Previous Year
2010-2015 (2016)

Country	2010	2011	2012	2013	2014	2015	2016	2017
Cambodia	1,000	1,500	2,000	2,500	3,000	3,500	4,000	4,500
China	2,000	3,000	4,000	5,000	6,000	7,000	8,000	9,000
Laos	500	700	900	1,100	1,300	1,500	1,700	1,900
Myanmar	300	400	500	600	700	800	900	1,000
Thailand	1,500	2,000	2,500	3,000	3,500	4,000	4,500	5,000
Viet Nam	1,200	1,800	2,400	3,000	3,600	4,200	4,800	5,400
Total	6,500	9,700	12,900	16,100	19,300	22,500	25,700	28,900

Source: ASEAN-Japan AJC, ASEAN Tourism Centre

Slide 7

 **GMS High Potential Destinations for Japanese Travelers**

Cambodia	Launch of direct flight Tokyo (Narita) - Phnom Penh	From September 1 st 2016 by All Nippon Airways (NH)
Laos	New routes (connecting) Tokyo - Taipei - Vientiane Tokyo-Hong Kong- Luang Prabang Tokyo - Singapore - Vientiane Luang Prabang - Singapore- Tokyo	Lao Airlines (2016 Autumn) HK Express (within 2016) 3iS Air (3iA group) (Oct. 31, 2016)
	Tokyo - Bangkok(BKK) - LPQ Tokyo - Bangkok(BKK) - Vientiane	Thai AirAsia (Apr. 24, 2016) (July 1, 2016)
Myanmar	Daily direct flight by All Nippon Airways Tokyo - Yangon	From Oct. 2015

Slide 8

APPENDIX 11.1
AJC PRESENTATION MTF 2016



GMS High Potential Destinations for Japanese Travelers

Thailand	TAT Japan activities in 2016 i.e. Students Internship in Phuket Long stay Forum in Chiangmai Joshi-Tabi Campaign AJC/TAT collaborations in Japan	Target 1.43 million travelers from Japan in 2026 No. 1 destination for Japanese among AMSs
Vietnam	Narita - Danang by VN Mri partnership with VN	From July 2016 From 2010

Slide 9

Collaboration with Japan Association of Travel Agents (JATA) FAM Trip to Myanmar in 2014









Slide 10



APPENDIX 11.1 AJC PRESENTATION MTF 2016

Collaboration with Japan Association of Travel Agents (JATA) FAM Trip to Laos in 2016



Laos Tourism Seminar will come up at Tourism Expo Japan 2016
in September

Slide 11



AJC's Initiative on tourism promotion for Mekong Region

AJC's promotional projects aim to promote
Mekong tourism

Slide 12



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

APPENDIX 11.1 AJC PRESENTATION MTF 2016



Mekong Tourism Award





Mekong Tourism Award is AJC's original activity launched in March 2016 to award excellent tour products to CLMV.

Awardees: Five tour products, travel agents, land operators, airlines

Slide 13

★ New Destination Award ★

"Two major ruins in Myanmar: Bagan and Kaku Pagodas in 6, 7 days"

Combining a new destination, Kaku Pagodas with places with magnificent views such as sunset at Bagan, sunset cruise and Inlay

Travel Agency: H.I.S. Co., Ltd.
 Land Operator: H.I.S. Myanmar Travels Co., Ltd.
 Airline: All Nippon Airways

Slide 14



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam



APPENDIX 11.1 AJC PRESENTATION MTF 2016

★ Ecotourism Award ★

"Five days in Luang Prabang & stay at Kamu Village (Laos)"
Visit to the World Heritage town Luang Prabang and Kamu Village to entice ecotourism

Travel Agency: Jumping Tour Co., Ltd.
Land Operator: JUMPING LAO TOURS
Airline: Vietnam Airlines

Slide 15

★ Unique Tour Award ★

"Relaxing and peaceful journey to Laos and Mekong River cruise to unexplored places"
Highlighting new program and destination such as Wat Phou cruise and river resort in Champasak and targeting consumers who have been frequenting Europe

Travel Agency: Asahi Sun Tours, Inc.
Land Operator: JEIBA CORPORATION
Airline: Vietnam Airlines

Slide 16



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

APPENDIX 11.1 AJC PRESENTATION MTF 2016

★ Exchange Program Award ★

"Teaching physical education to elementary school pupils in Cambodia"

Program to enroll tour participants to teach physical education to pupils at schools in remote areas in Siem Reap. The program provides two-way interaction among tour participants and school pupils and ideally promotes win-win relationship among them. 1,3000 customers joined the program vs. initial target number of 8.

Travel Agency: Peace In Tour Co., Ltd.
Land Operator: PEACE IN TOUR ANGKOR
Airline: Vietnam Airlines

Slide 17

★ Jury's Special Award ★

"Travel across Vietnam - Six World Heritage sites in 7 days" introducing Phong Nha-Ke Bang National Park, a new destination in recently popular central Vietnam and sending more than 500 customers. Providing opportunity for customers to experience variety of local cuisines and beers of different regions.

Travel Agency: Hankyu Travel International Co., Ltd
Land Operator: MS TOURIST LTD
Airline: Vietnam Airlines

Slide 18




APPENDIX 11.1 AJC PRESENTATION MTF 2016



AJC's Strategic Direction focusing on Mekong Region

Slide 19



Mekong Tourism Promotions

- ✓ To launch direct flight service to Lao PDR
Increase Japanese business travelers to Mekong
- ✓ Create new images of GMS tourism
Not only Cultures, Heritages, Ecotourism, CBT,
but also Japanese women travelers, etc.
- ✓ Continuous collaboration with travel trade in Japan
Through "Mekong Tourism Award " and other activities

Slide 20



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

APPENDIX 11.1
AJC PRESENTATION MTF 2016

Thank you for your attention



ASEAN-Japan Centre

(ASEAN Promotion Centre on Trade, Investment and Tourism)

Slide 21

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Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

APPENDIX 11.2

GMS MEETING TRI ASEAN CHINA



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

APPENDIX 11.2 GMS MEETING TRI ASEAN CHINA



ASEAN-China Centre

"Mekong Tourism Forum and Related Meeting: 37th GMS Working Group Meeting"

5-7 July 2016
Sihanoukville, Cambodia

Slide 1

ASEAN-China Centre (ACC)

- ACC is the only inter-governmental organization co-founded by 10 ASEAN Member States and China.
- ACC serves as a one-stop information and activities centre to promote functional cooperation between ASEAN and China in the areas of trade, investment, education, culture and tourism.

Slide 2



APPENDIX 11.2 GMS MEETING TRI ASEAN CHINA

ACC is governed by three bodies:

- The Joint Council as policy-making body
- The Joint Executive Board as advisory and supervisor
- ASEAN-China Centre Secretariat as executive body
- A secretary-general
- Four divisions

Slide 3

ASEAN Tourism Promotion

Slide 4



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

APPENDIX 11.2 GMS MEETING TRI ASEAN CHINA

Documentary Shooting

In 2012, ACC organized China Central Television (CCTV) filming crews to Cambodia to shoot its abundant tourism attractions.

Slide 5

- In 2013, ACC organized CCTV filming crews to Indonesia, Malaysia, Singapore, Thailand and Viet Nam to shoot documentaries, discovering the authentic and popular cuisines by meeting the people behind the delicacies.
- in 2014, the TV documentary titled "Taste-Southeast Asia" was aired in CCTV during Chinese Spring Festival. Including replay, it attracted over 300 million viewers.

Slide 6

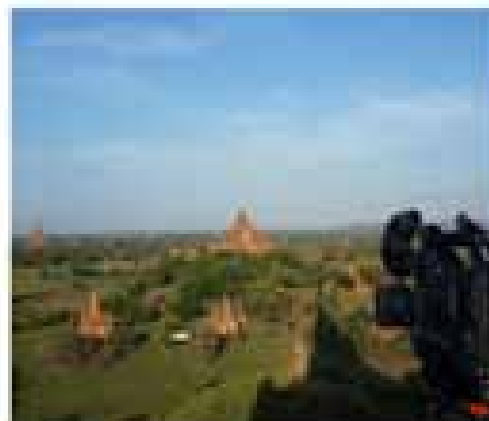


APPENDIX 11.2 GMS MEETING TRI ASEAN CHINA



Slide 7

In 2014, ACC , in collaboration with CCTV, organized a 10-day filming in Myanmar, promoting Myanmar's rich natural resources, tourism attractions and cultural heritage.



Slide 8



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

APPENDIX 11.2 GMS MEETING TRI ASEAN CHINA

- In 2016, ACC will co-sponsor the production of a series of tourism documentaries. It will consist of 10 episodes covering all the 10 ASEAN Member States.
- The shooting is scheduled in September 2016.
- Ten fifty-minute episodes on ASEAN are expected to be aired in Beijing TV Station (BTV) by the end of this year.

Slide 9

- Collaborating with National Geographic Traveler (China), organized a ten-day Media Promotional Trip to Lao PDR, under the theme of "Traveling along the No. 13 Road by self-driving"



Slide 10



APPENDIX 11.2 GMS MEETING TRI ASEAN CHINA

Coordinating with Vietnamese Embassy in Beijing, in collaboration with National Geographic Traveler (China), to organize an in-depth reporting trip to Viet Nam, focusing on Mekong area.

Slide 11

organizing "Reporting Trip" to ASEAN countries

- Organized "Reporting Trip" by Chinese media to Lao PDR and Thailand.
- Organized "Reporting Trip" by Chinese media to Cambodia and Vietnam.

Slide 12



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

APPENDIX 11.2 GMS MEETING TRI ASEAN CHINA



Slide 13

Translating ASEAN Promotional Materials into Chinese

- Translated, compiled and edited the Chinese version of "ASEAN Tourism Package" Guidebook based on the English version developed by 10 NTOs of ASEAN States and ASEAN Secretariat.
- The Guide Book is a collection of the most typical and classic tourism route within ASEAN area, with each route starting from a ASEAN Member and covers another 2 or 3 countries.

Slide 14



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam



37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

APPENDIX 11.2 GMS MEETING TRI ASEAN CHINA



Slide 15



Slide 16



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

APPENDIX 11.2 GMS MEETING TRI ASEAN CHINA

Collaborating with ASEAN Secretariat, developed and published a set of single page fliers, 1 for each ASEAN countries to promote the most typical tourism resource or products in mainland China Market, to be distributed among the potential Chinese travelers.

Slide 17

Brunei



Slide 18



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam



APPENDIX 11.2 GMS MEETING TRI ASEAN CHINA

Cambodia

The slide displays a collage of images and text for Cambodia. On the left, there is a large image of a tropical island with a green hill and a white beach, with the word 'LIFE' written vertically. Below this is a smaller image of a beach with palm trees. To the right, there are several smaller images and text blocks, including a view of a river, a view of a beach, and a view of a person. The text blocks appear to be descriptions of various tourism spots or activities.

Slide 19

Indonesia

The slide displays a collage of images and text for Indonesia. On the left, there is a large image of a sunset over a body of water, with the word 'INDONESIA' written vertically. Below this is a smaller image of a mountain range. To the right, there are several smaller images and text blocks, including a view of a river, a view of a beach, and a view of a person. The text blocks appear to be descriptions of various tourism spots or activities.

Slide 20



Cambodia



China



Laos



Myanmar

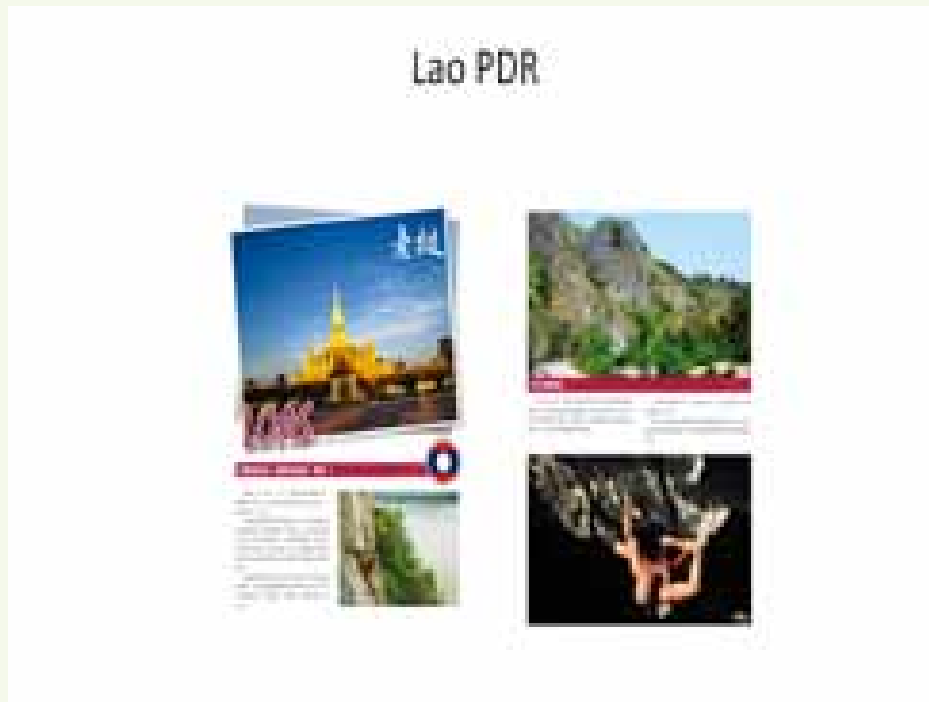


Thailand



Viet Nam

APPENDIX 11.2 GMS MEETING TRI ASEAN CHINA



Slide 21



Slide 22



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam



APPENDIX 11.2 GMS MEETING TRI ASEAN CHINA

Myanmar

Slide 23

Philippines

Slide 24



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

APPENDIX 11.2 GMS MEETING TRI ASEAN CHINA



Slide 25



Slide 26



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam



APPENDIX 11.2 GMS MEETING TRI ASEAN CHINA

Vietnam

The screenshot shows a travel website for Vietnam. It features a header with the word "Vietnam" in a large, bold font. Below the header, there are several images: a large photo of a rice field with a wooden bridge, a smaller photo of a mountain range, and another photo of a river. There are also several columns of text, likely describing the destination and providing travel information. The website has a clean, modern design with a light background and green accents.

Slide 27

Website linkage

Linked ACC website with "GOASEAN" website, a ASEAN-focused multi-platform travel channel.

Slide 28



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

APPENDIX 11.2 GMS MEETING TRI ASEAN CHINA

Organizing Service Matching Workshop /Seminars for tourism professionals in ASEAN countries

Slide 29

- Since 2014, organized 7 Service Matching Workshops / Seminars in Brunei, Indonesia, Malaysia and the Philippines.
- Participants came from travel agents, hoteliers, travel trade associations and government agencies.
- Aiming at helping ASEAN countries to attract more Chinese travellers.

Slide 30



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam



APPENDIX 11.2 GMS MEETING TRI ASEAN CHINA

Coordinating with Vietnamese Embassy in Beijing, to organize Service Matching Workshop in 2 cities of Viet Nam.

Coordinating with Lao Embassy in Beijing, to organize Service Matching Workshop in Lao PDR.

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To promote ASEAN tourism, ACC sincerely hopes to get the precious support from ASEAN countries.

For example, when organizing service matching workshop or documentary shooting, support of the host countries in local logistics, guides and permissions etc. are very important.

Slide 32



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

APPENDIX 11.2 GMS MEETING TRI ASEAN CHINA

Promoting ASEAN-China Tourism Exchange and Cooperation

Slide 33

- Attended ASEAN Tourism Ministers Meeting
- Attended ASEAN National Tourism Organizations Meeting
- Attended ASEAN Tourism Forum
- Attended ASEAN Ecotourism Forum 2016

Slide 34



APPENDIX 11.2 GMS MEETING TRI ASEAN CHINA

Sent ACC official to contribute to the drafting of the ASEAN Tourism Strategic Plan 2016-2025 and the Campaign Plan for the Celebration of the 50th Anniversary of ASEAN in 2017, and assisted the ASEAN Secretariat in deciding the sole cooperative tourism promotion partner in China.

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Tourism Exhibition

ACC has participated in China International Travel Mart (CITM), one of the most influential travel fairs, since 2011. The CITM is an annual event and the largest professional travel show in Asia, targeting both professionals and general public. In the past years, during the CITM, the ACC set up a joint booth together with ASEAN Secretariat, generating interests and very positive feedbacks from the visitors to the show

In May 2015, ACC co-organized the 1st ASEAN-China Tourism Expo in Guilin under the framework of CAEXPO

Participated in ASEAN-China Traditional Medicine and Health Tourism Forum.

Slide 36



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

APPENDIX 11.2 GMS MEETING TRI ASEAN CHINA

Attended first China-ASEAN EXPO Tourism Exhibition



Slide 37

Participated in the Launching Ceremony of Thailand-China Cultural Tourism Motorcade in Xinjiang, China and the Celebration of arrival in Bangkok, Thailand.

Slide 38



APPENDIX 11.2 GMS MEETING TRI ASEAN CHINA



Slide 39

From April to May 2016, ACC organized the 1st ASEAN-China Tourism Photo Contest, which attracted thousands of participants from both ASEAN and China. More than 5000 photos were submitted online, depicting the breathtaking natural beauty, the pure and sincere local cultures and the deep people-to-people friendship. The winners of the Contest were selected by professional experts and announced during the ASEAN-China Week, and 60 of the best photos were put on display for the entire week.

Slide 40



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

37th MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

APPENDIX 11.2
GMS MEETING TRI ASEAN CHINA

Sample of entries of Photo Contest



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APPENDIX 11.2 GMS MEETING TRI ASEAN CHINA

On 26 May 2016, ACC organized the ASEAN-China Tourism Cooperation Forum in Beijing and invited experts, stakeholders and officials from ASEAN Embassies to share their insights and exchanged views on the way forward in efforts to further ASEAN-China tourism exchanges.

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- In the second half of this year, ACC will continue to conduct a variety of meaningful activities and programmes. ACC will support Guilin City to organize the 2nd ASEAN-China Tourism Expo, enhancing ASEAN-China tourism cooperation.
- Begin Shooting the Tourism Documentary in all ASEAN Member States, including the Mekong countries in September 2016
- In October 2016, ACC will continue to showcase ASEAN tourism potentials together with the ASEAN Secretariat through our joint booth, at the next China International Travel Mart (CITM) in Shanghai.

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Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

APPENDIX 11.2 GMS MEETING TRI ASEAN CHINA

- ACC is committed to strengthening our collaborative initiatives with governments and the tourism communities of all ASEAN Member States, including Mekong countries.
- ACC would like to continue to join hands with ASEAN Member States, including Mekong countries to bring ASEAN-China tourism cooperation and partnership to a new level.

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Thank You

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37th

MEETING OF THE GMS TOURISM WORKING GROUP (TWG-37)

0900-1500 H, MONDAY, 4 JULY 2016,
SIHANOUKVILLE, CAMBODIA

DRAFT SUMMARY OF PROCEEDINGS