



Cambodia



China



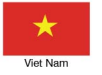
Laos



Myanmar



Thailand



Viet Nam

40th

MEETING
OF THE GMS
TOURISM WORKING
GROUP (TWG-40)

4 DECEMBER 2017
YANGON, MYANMAR

DRAFT SUMMARY
OF PROCEEDINGS



Introduction

1. The Fortieth Meeting of the GMS Tourism Working Group (TWG-40) was held on 4 December 2017 in Yangon, Myanmar. The meeting, hosted by the Government of Myanmar, was co-organized by the Ministry of Hotels and Tourism (MOHT) of Myanmar and the Mekong Tourism Coordinating Office (MTCO), and attended by representatives of the National Tourism Organizations (NTOs) of five of the six Greater Mekong Subregion countries (Cambodia, Lao PDR, Myanmar, Thailand, and Viet Nam), MTCO, the Asian Development Bank (ADB), and other development partners including Swisscontact, Luxemburg Development Cooperation, GIZ, Hans Seidel Foundation, and APAC. The List of Participants is in [Appendix 1](#).



Agenda Item 1

Opening Session

Opening Remarks by Minister:

2. In his opening remarks, H.E. U Ohn Maung, Union Minister, MOHT of Myanmar stated that Myanmar has actively participated in tourism cooperation as a flagship program of the GMS Economic Cooperation Program since its inception in 1992, and in implementing the Tourism Sector Strategy (TSS) to contribute to the MDGs and the GMS vision. Myanmar appreciates and looks forward to the continued support provided by ADB and other development partners to implement priority tourism programs and projects. He noted that 2017 marks

the 25th anniversary of the GMS Program and congratulated the TWG, ADB, and MTCO for preparing the new TSS for 2016-2025. He noted that the 5 priority programs set out in the strategy (HRD, tourism infrastructure, enhanced visitor experiences and services, creative marketing and promotion, and facilitation of regional travel) are harmonized with the national tourism plans of GMS countries, the GMS Strategic Framework, and the GMS vision of an integrated, prosperous and equitable subregion. Myanmar is planning to boost marine and nature-based tourism in the coastal region

around Myeik Archipelago as well as community-based tourism in rural areas of several states and regions to help generate income for local residents, and highlight their traditional culture and hospitality. The Ministry of Hotels and Tourism is collaborating with the private sector in supporting transport infrastructure, lodging facilities, HRD, and safety and security in tourism sites to attract more foreign visitors to the country's rich and ancient historical heritage. He concluded that tourism cooperation has reached a new level of development in close cooperation with the GMS countries, the private sector and development partners. He wished the meeting success and productive outcomes.

Welcome Remarks by Director General, MoHT, Myanmar

3. U Tint Thwin, Director General, MoHT of Myanmar, extended his warm welcome to the participants and noted that the GMS Program has successfully achieved many initiatives and projects in various sectors including Tourism since its inception in 2002. He further noted the other cooperation programs such as the Belt and Road Initiative, CLMV, ACMECs and BIMSTEC, among others, have also been strengthening their strategic directions but highlighted that the GMS Program has remained practical in its approach.

Remarks from Asian Development Bank

4. Ms. Rhodora Concepcion, ADB Thailand Resident Mission, congratulated TWG and the MTCO for the positive findings on the Tourism sector's performance arising from the

Mid-Term Review of the GMS Strategic Framework (MTR-SF II). Most importantly, she congratulated TWG and MTCO for completing the new GMS TSS 2016-2025, which was endorsed by the 22nd GMS Ministerial Meeting held in September 2017 in Ha Noi, Viet Nam. She stated that the achievements of the Tourism sector would be reported to the GMS Leaders at the upcoming 6th GMS Summit in March 2018. Besides these, she said that there are strong expectations that the protracted consultations to formalize the MTCO Agreement would be concluded soon leading to its signing at the 6th GMS Summit or at a separate GMS Tourism Ministers' meeting in 2018. Another issue for TWG to discuss is the next step to take regarding the position of the MTCO Executive Director whose term would end by July 2018.

Remarks from Executive Director, Mekong Tourism Coordinating Office

5. Mr. Jens Thraenhart, Executive Director, MTCO, noted that over the past 3 years, the GMS TWG has made progress in positioning the subregion as a responsible multi-country destination. MTCO has also evolved, with an updated TSS in place, and an award-winning web-based platform developed. The MTF continues as a platform for networking with many innovative features, and TWG is moving forward with the MTCO Agreement. He thanked the countries for their support to the MTCO.

6. Copies of the opening and welcome and remarks are in [Appendix 2](#).

Agenda Item 2

Adoption of the Agenda



7. U Tint Thwin, Director General, MoHT of Myanmar, chaired the meeting. He was assisted by Ms. Rhodora Concepcion, ADB, as Co-Chair, and Mr. Thraenhart, MTCO, as Secretariat.

8. The Meeting adopted the provisional agenda, copy in [Appendix 3](#).

Agenda Item 3

Business Arrangements

9. Representative of MoHT, Myanmar, briefed participants on business arrangements and program for TWG-40.

Agenda Item 4

Report and Follow-up of the 39th GMS Tourism Working Group Meeting (June 2017, Luang Prabang, Lao PDR)

10. Representative of Lao PDR reported to the meeting on the outcomes of the 39th GMS TWG Meeting and the 2017 Mekong Tourism Forum held in June 2017 in Luang Prabang, Lao PDR (copy in [Appendix 4](#)).

11. Chair noted that implementation of the new TSS and the tourism projects under the Regional Investment Framework 2022 (RIF 2022) are critical, with the participation of outside investors. He thanked Lao PDR for its report and expressed his hope that TWG could achieve the goals set from the 2017 MTF.

Agenda Item 5

GMS Country Reports



5.1 Cambodia

12. Cambodia stated that they have 21 international border checkpoints with visa on arrival. It is the policy of the government that all tourism development process must be made in a sustainable and responsible manner. Tourism is considered as green gold to help resolve the problem of climate change while providing good opportunity for investors to look into business in this sector. The government is promoting tourism diversity, now extending flights to coastal zones and developing seaports for tourists, and emphasizing connectivity and HRD. In 2016, Cambodia received 5 M international tourist arrivals (+5%), and generated US\$3.2 B in tourism receipts. Top ten tourist generating countries were PRC, Viet Nam, Lao PDR, R.O.K., Thailand, U.S.A., Japan, Malaysia, U.K., and France. Cambodia’s tourism promotion campaign will no longer set a target on the number of foreign visitors but will focus on the upgrading of the country’s major destinations as quality tourist spots. Among activities highlighted were the Cambodia Travel Mart held in November 2017, bilateral meeting and signing of the Implementation of Action Plan on Tourism Cooperation between Cambodia and Myanmar, and ASEAN-China Cultural Tourism Forum held in Siem Reap in November

2017. Cambodia also announced the Cambodia Travel Mart to be held on 11-13 October 2018 in Phnom Penh.

5.2 Lao PDR

13. Lao PDR launched the Visit Lao Year 2018 on 20 October 2017 together with the official opening of the annual That Luang Grand Stupa Festival, with various festivals and events planned to be held nationally and in various locations overseas, including caravan tours, FAM trips for domestic and foreign media and tour operators, art festivals, and tourism exhibition, among others. In 2016, tourist arrivals reached 4.2 M (-10%), while for the first 9 months of 2017, arrivals reached 2.8 M (-9.1%). Top ten tourist generating countries were Thailand, Viet Nam, R.O.K., PRC, U.S.A., France, Japan, U.K., Germany and Australia. Tourism development projects being pursued by Lao PDR include the ADB-financed Tourism Infrastructure for Inclusive Growth Project, NZAID-Lao Tourism support activities, and those supported by GIZ, Swisscontact, JICA, and KOICA. Lao PDR has 24 international border checkpoints, with visa on arrival in 21 border checkpoints. Four Lao-Thai friendship bridges are facilitating land travel between the two countries, while regional air-links are expanding and flights to and from other regional destinations are increasing.

5.3 Myanmar

14. In addition to the already famous tourism destinations like Yangon, Bagan, Ngapali Beach, and Inle Lake, Myanmar is developing new destinations and ecotourism sites as well as community-based tourism in these sites. Myanmar participated in several tourism promotion activities held in 2016 in venues in Asia and Europe. There are 3 international airports and 13 border gateways in Myanmar. In 2016, international visitors reached 2.9 M (-38%), generated tourism receipts of \$2.1 B, supported 804,000 jobs, and contributed 3.0% of total GDP. Between January and October 2017, international visitors reached 2.8 M (+20%). Top sources by region were Asia, Western Europe, North America, Oceania, Eastern Europe, Other America, Middle East, and Africa. Myanmar is leading preparation of ASEAN Tourism Investment Guide 2018 targeted for completion by March 2018. In Tourism HRD, Myanmar is providing academic and vocational training with support from LuxDev, Swisscontact, ILO, Hans Seidel Foundation, and ADB, and currently organizing Myanmar Community Based Tourism Standard Development Conference in December 2017. A Myanmar Tourism Law is being submitted to Parliament for approval and adoption, while Myanmar's Tourism HRD Strategy and Action Plan 2017-2020 is being finalized.

5.4 Thailand

15. Thailand mentioned the 7 provinces along the Mekong River (Chiang Rai, Loei, Nong Khai, Nakhon Phanom, Mukdahan, Amnat charoen, and Ubon Rachathani). In 2016, tourist arrivals from ASEAN reached 8.6 M, and from worldwide reached 32.5 M. In the first 10 months of 2017, tourist arrivals from ASEAN reached 7.4 M, and from worldwide reached 28.8 M. Thailand would report on the MTCO Host Country Agreement at the MTCO Board Meeting the following day. Thailand will host MTF 2018

in Nakhon Phanom. TAT also gave an update on Southern Tourism Corridor Meeting fam trip in Trat and Chantaburi provinces held on 23-26 May 2017, covering six thematic multi-country routes with identified lead countries. For next steps, TAT proposed for countries to jointly promote the newly established tour programs on individual NTOs' promotional channels, and organize agent and media fam trips. TAT also reported on Experience Thailand and More held on 7-12 September 2017 which highlighted new experiences and destinations. For 2018 work plan, Thailand will organize the ASEAN Tourism Forum on 22-26 January 2018 in Chiang Mai to promote connectivity between Thailand and neighboring GMS countries through various routes and post-tours.

5.5 Viet Nam

16. Viet Nam reported that in 2016, international arrivals reached 10 M (+26%) and generated tourism receipts of \$18.97 M. Top ten generating markets were PRC, R.O.K., Japan, U.S., Taiwan, Russia, Malaysia, Australia, Thailand, and Singapore. Viet Nam also reported on policy updates including Party Resolution No 8 on tourism development. Other developments were the endorsement by the National Assembly of revised tourism law with focus on tourism companies and enterprises, implementation of e-visa program for 40 countries with 6 recent additions, and ongoing revision of Strategy and Master Plan for Tourism Development. Viet Nam also mentioned that a tourism development fund (\$15 M) is about to be established for tourism promotion and marketing.

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

Open Discussion:

18. Chair expressed appreciation for the country reports which he noted took different formats. He suggested for MTCO to develop a uniform format for the country reporting. He noted that country experiences on cross-border and visa on arrival facilitation, and air services could provide lessons learned, and mentioned that the GMS Cross Border Transport Agreement (CBTA) is a binding document to guide the countries. He stressed the importance of economic corridor development under the GMS Program. He noted that countries could learn from sharing information, for instance from Viet Nam's tourism development fund and suggested that a simple questionnaire to capture such useful information, be developed by MTCO.

19. Mr. Thraenhart informed TWG about an updated contact list prepared by MTCO (copy in [Appendix 6](#)) and requested TWG members to provide updated information to the MTCO Operations Manager.

Decision/Required Follow-up Action

Action: (i) MTCO to develop a uniform format for country reports and a questionnaire to capture useful information for sharing with the other countries at TWG meetings.

(ii) TWG to provide to MTCO updated information on TWG contact list.

Agenda Item 6

Implementation of the GMS Tourism Marketing Strategy 2015-2020

20. Mr. Thraenhart introduced a proposal for the 1st Annual Mekong Mini Movie Festival, as a regional GMS marketing campaign. This is the first time the public and private sectors in the GMS collaborate to promote the region via social media. The countries all supported the campaign, and committed collaboration in promoting the campaign to national stakeholders including travelers, residents, and travel and tourism businesses, associations, and public sector. The countries also committed to each source three trips for two people each, including regional flights, which act as one-week fam trips to promote secondary or new destinations in the respective countries. Official launch is planned at ASEAN Tourism Forum 2018.

21. Myanmar briefed the meeting on the Buddhist Trail Project under the Mekong-Ganga Buddhist Pilgrimage Tourism Program.

22. Thailand gave an update regarding a *Conference on “Creative Sustainable Tourism Destinations within the GMS Countries* held on 15 - 16 February 2017, Chiang Rai Province.

23. Viet Nam reported on EWEC FAM Trip and Meeting Report scheduled on 4 December 2017.

24. Cambodia gave an update on Tiger Re-Introduction Workshop organized by the Royal Government of Cambodia and the Ministry of Environment as part of their global commitment to recover tigers across 13 Tiger Range Countries (including Russia, China, India, Nepal, Malaysia, Indonesia, Thailand, and Vietnam). Lessons from India showed that tiger recovery is possible for the following benefits: ecosystem services, political prestige, and jobs and ecotourism.

25. Copies of presentations under this Agenda Item are in [Appendix 7](#).

Open Discussion:

26. Chair noted that the Experience Mekong Tourism Marketing Strategy 2015-2020 would soon end, and stressed the need to focus more on marketing strategy and to highlight branding of the GMS. He asked for clarification from MTCO regarding digital marketing mostly based on its website, and suggested that maybe in the future, TWG would need to consider how to optimize the use of digital

technology as well as other channels to support its marketing strategy.

27. In response, Mr. Thraenhart said that with the eminent end of the Experience Mekong Marketing Strategy in 2020, TWG would need to think beyond that and agree on the need to look at all available channels besides digital technology. He suggested the need to look at intensified cooperation with the private sector to execute all activities that are in the work plan.

Decision/Required Follow-Up:

- 1. Countries to promote Mekong Mini Movie Festival to respective tourism stakeholders, and source three prizes for two people each, acting as a one-week fam trip for the winners of the campaign. Prizes should be submitted by January 15th 2018, in order to be showcased at Launch Press Conference during ASEAN Tourism Forum 2018.**
- 2. TWG plan for Experience Mekong Tourism Marketing Strategy 2020-2025.**

Agenda Item 7

Statistics Harmonization in the GMS

28. Mr. Thraenhart outlined the 2016 GMS Tourism Performance Scorecard, just published and circulated to the participants, and uploaded in the MTCO website. He outlined 4 key statistics: (i) tourist arrivals in 2016 saw 3.4 % increase to 59.8 million; (ii) tourism receipts up 27.8 % (\$81.5 B); (iii) average expenditure up 44.5%; and (iv) average length of stay up 11.7%. – all very positive signs for the GMS. MTCO is also working with Griffith University (Australia) and University of Surrey (U.K.) on a Mekong Sustainable Tourism Dashboard, as a component of a global dashboard, and a platform to track tourism performance on sustainability as part of the SDGs through such indicators as poverty alleviation, tourism employment, dispersion of tourism, sustainable production, carbon emissions, protected areas, security, and equality of travel. It is a two-stage process involving downscaling the Global Sustainable Tourism Dashboard and developing new regional indicators. Next steps involve the countries agreeing on regional indicators, extracting data from Global Dashboard, seeking resources and sponsorships, and data on new economies.

29. Cambodia reported on the Statistics Harmonization Workshop to be held on 25-27 February 2018 in Kompot Province, Cambodia to which GMS countries will be invited. MTCO has also invited other line ministries to participate in the Workshop and provide their inputs.

30. Copies of presentations under this Agenda Item are in [Appendix 8](#).

Open Discussion:

31. Chair noted that tourism-related data and indicators are very important and encouraged countries to review these carefully and ensure that these are accurate, harmonized and truly relevant to the countries. Chair also encouraged more cooperation and integration with ASEAN Tourism Working Group. He noted that there is a good opportunity to collaborate on statistics as it ensures consistency.

32. Mr. Thraenhart stated that they do check data many times and requested the countries to verify and correct the information provided. Regarding the proposed Mekong sustainable tourism dashboard, GMS countries can create indicators that are important to them.

Agenda Item 8

22nd GMS Ministerial Conference and 2nd GMS Agriculture Minister' Meeting

33. Ms. Rhodora Concepcion explained that there were 2 parts of the presentation: Part 1 would cover updates arising from the 22nd GMS Ministerial Conference held in September 2022, and Part 2 would cover outcomes of the 2nd GMS Agriculture Ministers' Meeting held also in September 2017 and the linkages and synergies between the agriculture and tourism sectors. She outlined the results and findings of the Mid-Term Review (MTR) of the GMS Strategic Framework (SF) in general, and the good performance of the tourism sector in particular. The MTR results have informed the preparation of the guiding framework of the Hanoi Action Plan for the remaining years of the SF until 2022. She also mentioned the proposed Regional Investment Framework 2022 consisting of a pipeline of investment and technical assistance projects, which in the case of the Tourism sector, includes prioritized projects from the new TSS. In this regard, she requested inputs from the TWG on some missing information in the Tourism sector list to be provided to the GMS Secretariat before 11 December 2017 through the MTCO. With regard to desired follow-up actions on the part of TWG, she emphasized the implementation of the TSS and the conclusion of ongoing consultations regarding the MTCO Agreement leading towards its formalization and signing as a deliverable for the 6th GMS Summit.

Decision/Required Follow-up Action

Action: Concerned members of TWG are requested to provide missing information on the Tourism sector list of the RIF 2022 to MTCO before 11 December 2017, for consolidation and eventual submission to the GMS Secretariat.

34. Ms. Georgia Nepomuceno, Consultant from the Secretariat of the Working Group on Agriculture, presented the outcomes of the 2nd GMS Agriculture Ministers' Meeting held in September 2017 which endorsed the Strategy for Safe and Environment-Friendly Agro-Based Value Chains in the GMS and Siem Reap Action Plan 2018-2022. She highlighted the synergies between the agriculture and tourism sectors, including food safety/food security which complement food tourism and enhancing visitors' experience, and travel and food as partners.

35. Copy of the combined ADB presentation is in [Appendix 9](#).

Open Discussion:

36. Myanmar noted that as they have already reported to their GMS National Secretariat, they will not be able to participate in the 2nd GMS Tourism Infrastructure for Inclusive Growth Project. Ms. Concepcion responded that this information would be duly reflected in the refined RIF 2022.

37. In response to the Chair's request for clarification about the shifts in sector strategic priorities, Ms. Concepcion responded that examples

provided underscored the varied responses by the sectors to evolving and emerging needs. Also, the shifts in strategic directions under the various sectors reflect the recent successor sector strategies and action plans which in the case of the tourism sector is articulated in the new TSS.

38. Thailand informed the meeting that there will a gastronomy event as part of the ATF 2018 as an example of the linkage with the agriculture sector.

Agenda Item 9

2018 GMS Tourism Workplan

39. Mr. Thraenhart presented the status of activities under the 2017 work plan which is largely completed except for the still pending MTCO legal status. An intern from Finland is expected to be on board in early 2018. With regard to the 2018 work plan (copy in [Appendix 10](#)), he requested TWG to review this carefully and provide inputs to MTCO before the end of the year so that it could be finalized and circulated to TWG by early next year.

Decision/Required Follow-up Action

Action: TWG to provide comments/inputs to MTCO on proposed 2018 GMS Tourism Workplan before 31 December 2017.

40. Mr. Thraenhart also presented a financial analysis of the expenditures, revenues and assets of MTCO covering 2011-2017 (copy in [Appendix 11](#)). He noted that assets have been shrinking and now fairly low, and MTCO runs the risk of running out of money next year. Expenses have gone down because MTCO is leveraging on platforms and not increasing its expenditures at the level that would be required. The 2017 TWG budget covering operations, industry, marketing, product, and training amount to \$180,000 excluding salaries. Salaries have not been increased, and there is not much room for office expenses. TWG is also facing the risk of hacking of the MTCO website due to lacking budget to hire a web master. Notwithstanding the financial constraints, public-private partnership projects such as Mekong Moments, Mekong Mini Movie Festival campaign, Mekong Trends, Experience Mekong Collection, and Experience Mekong Collection Showcases are giving due cognizance of the rising wealth of Asia and the big opportunity to leverage this trend for regional travel.

Open Discussion:

41. In response to Myanmar's query about the timeline for the activities in the 2018 work plan, Mr. Thraenhart said that the plan covers the whole year and that MTCO could prepare a diagram that would reflect this information.

42. Chair noted that TWG appreciates the 2018 work plan but requests MTCO to provide more information about the planned activities to guide TWG in deciding how to move forward at the next meeting particularly with regard to the budget requirements to support its implementation. He requested each country to provide comments.

43. Mr. Thraenhart noted that some countries have indicated that any increase in country contribution could be possible only in 2019, not in 2018. Looking at the 2018 work plan, and given the reality of MTCO's financial situation, TWG would need to scale down MTCO operations and treat it only as a secretariat to TWG.

44. ADB noted that the activities could be prioritized in terms of what the country contributions could immediately support and what items require funding so that additional resources could be mobilized.

45. Lao PDR agreed with ADB's suggestion and proposed that other development partners besides ADB be encouraged to support the implementation of some activities.

46. Thailand supported the views of ADB and Lao PDR, but is currently concerned about the legal status of MTCO to be discussed at the Board meeting the following day.

47. Viet Nam agreed that the activities should be the focus of TWG's work plan in the context of mobilizing resources from other sources.

Decision/Required Follow-up Action

Action: MTCO to align the 2018 workplan to (i) identify activities that could be immediately supported through the country contributions and those that require mobilization of funding from other sources.

Agenda Item 10

GMS Tourism Task Forces

48. Mr. Thraenhart presented a concept of developing task forces to assist in supporting initiatives under the TSS and TWG work plan and to serve as multi-disciplinary platform covering sub-regional marketing and promotion, and development coordination and statistics, and requested TWG to provide comments (copy of concept is in [Appendix 12](#)).

49. The Meeting agreed to submit nominations of task force members to MTCO by **mid-January 2018**.

Decision/Required Follow-up Action

Action: TWG members to submit nominations of their respective task force members to MTCO by mid-January 2018.

Agenda Item 11

2018 Mekong Tourism Forum and TWG-41 Meeting

50. Thailand presented the concept of the TWG-41 Meeting and 2018 Mekong Tourism Forum to be organized in Nhakom Phanom on 25-29 June 2018 with the theme “Transforming Travel – Transforming Lives” (copy in [Appendix 13](#)).

Agenda Item 12

Mekong Trends

51. Mr. Jameson Wong, Director of Business Development – APAC of research firm ForwardKeys, presented international traveler trends to the GMS covering 2015 to 2017 and forward looking to 2018 (copy in [Appendix 14](#)). Overall, international travels to the GMS saw a stable increase and is predicted to grow significantly.

Agenda Item 13

Greater Mekong Subregion Tourism Infrastructure for Inclusive Growth Project

52. The following countries participating in the ADB-financed Project presented their respective status reports (copies in [Appendix 15](#)) as follows.

53. Cambodia (Project Coordination Unit – Ministry of Tourism) presented their detailed progress report. Time elapsed since loan effectiveness is 52%, and overall implementation progress is at 45%. As of 30 September 2017, utilization of funds stood at \$2.1 M out of estimated disbursement of almost the same amount. After some initial delays, activities are proceeding for project outputs involving bidding of contracts and construction, and capacity building on ASEAN hospitality standard, MSE development, heritage conservation and marketing, and master of trainer in ASEAN tourism standard. Focus is shifting more towards implementation of activities with local beneficiaries while continuing to deliver capacity building and awareness raising. For 2018, activities under the 4 project outputs would proceed including procurement of work contracts, MSE and marketing activities, awareness raising activities, capacity building of PIUs and DMOs on project delivery, and support on ASEAN Tourism Standard.

54. Lao PDR (Project Coordination Unit – Ministry of Information, Culture and Tourism) presented their detailed progress report for the period July-September 2017. Time elapsed since grant effectiveness is 55%, with weighted progress of

implementation of 42.95% and disbursement to date of 14.1%. Although activity implementation for some components are on track, PIUs report issues related to low capacity in understanding how to implement certain activities and administrative procedures. Project progress by weighted activity is 42.95%. Lao PDR shared some challenges and lessons learned including challenges posed by having large number of activities over multiple sites and locations in the annual work plans, lack of ownership of the plans by destination management networks, need for stronger coordination of marketing efforts of the provinces covered and concerted marketing program for the entire country which the Tourism Marketing Strategy would address, and the value of training of trainers as an important first step in building local capacity to conduct Heritage Guide Trainings including editing and translation of materials and presentations.

55. Viet Nam (Project Coordination Unit – Ministry of Culture, Sports and Tourism) reported that main consulting packages for project management, civil engineering and capacity building support, external auditor, and construction supervision support have been completed. Although there was a delay in receipt of ODA Allocation Plan, the project is now accelerating through maximum mobilization of international and national experts from the consulting firm. About 20% of total software activities have been conducted, and TORs for remaining activities to be conducted in 2018 and 2019 have been prepared. There has been progress in preparing required construction design and bidding documents for subprojects in target locations. A total of 14 person months (55%) of international specialists and 220 person months (54%) of national specialists have been mobilized. As of December 2017, cumulative contract awards reached \$8.05 M, while cumulative disbursements reached \$4.42 M. Work plan for 2018 includes completion of contract awarding for remaining 8 construction packages and 40% of all construction works, improvement of environmental services in cross border tourism centers, acceleration of software activities, and effective project implementation management.

Open Discussion:

56. Chair noted that Myanmar is postponing participation in the proposed second phase of this ADB-supported project but just the same inquired whether they could still be included eventually. Ms. Concepcion responded that this matter could be taken up in consultation with the ADB Myanmar Resident Mission for possible inclusion in the ADB country programming with the Government of Myanmar, which is conducted annually.

Agenda Item 14

Partner Updates

14.1 Update on MIST (Mekong Innovative Startups in Tourism) Program

57. Mr. Thraenhart recalled that the concept of the MIST was started at the 2016 Mekong Tourism Forum. Mr. Dominique Melor, ADB, explained the mechanics and gave examples of links with start-ups such as the one that connects Malaysian tourists with Luang Prabang tourism entrepreneurs for specific needs.

14.2 Update from the Hans Seidel Foundation

58. Representative of the foundation said that they have been supporting Myanmar on their sustainable tourism policies. They are looking at the tourism planning process to support MOHT to ensure that the communities have inputs in the tourism planning process. They are launching in December 2017 a new version of Dos and Don'ts of tourism, comics strips (similar to that done in the other GMS countries) to emphasize responsibility on the side of travelers, given the varying cultural and religious differences, dialogue between visitors and local people as well. On community based tourism, Myanmar has learned a lot from the GMS on this, and guidelines and standards are implemented.

59. Copies of the updates are in [Appendix 16](#).

Agenda Item 15

Other Matters and Closing

60. No other matter was discussed.

61. In closing, the Chair thanked all the participants for their active participation in the meeting.



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

40th

MEETING OF THE GMS TOURISM WORKING GROUP (TWG-40)

4 DECEMBER 2017
YANGON, MYANMAR

DRAFT SUMMARY OF PROCEEDINGS



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

APPENDIX 1

LIST OF PARTICIPANTS

List of Participants

The 40th GMS Tourism Working Group Meeting in Yangon

on December 4, 2017, Yangon, Myanmar

No	Title	Name-Lastname	Country	Position	Organization
1	Mr	Tint Thwin	Myanmar	Director General	Ministry of Hotels and Tourism
2	Ms	Khin Than Win	Myanmar	Deputy Director General	Ministry of Hotels and Tourism
3	Ms	Khaing Mee Mee Htun	Myanmar	Director, International and Regional Cooperation Department	Ministry of Hotels and Tourism
4	Mr	Aung Thu	Myanmar	Deputy Director, Training and Education Department	Ministry of Hotels and Tourism
5	Ms	Thida Aung	Myanmar	Assistant Director, International and Regional Cooperation Department	Ministry of Hotels and Tourism
6	Ms	Thandar Soe Yi	Myanmar	Assistant Director	Ministry of Hotels and Tourism
7	Mr	Min Maung Soe	Myanmar	Assistant Director	Ministry of Hotels and Tourism
8	Mr	Kyaw Swar Win	Myanmar	Assistant Director, International and Regional Cooperation Department	Ministry of Hotels and Tourism
9	Dr	San San Win	Myanmar	Staff Officer, International and Regional Cooperation Department	Ministry of Hotels and Tourism
10	Ms	Flordeliza S. Melendez	Philippines	Consultant, GMS Unit Regional Cooperation and Country Coordination Division Southeast Asia Department	Asian Development Bank (ADB)

11	Ms	Rhodora Concepcion	Thailand	Senior regional cooperation specialist	Asian Development Bank (ADB)
12	Mr	Nida Ouk	Cambodia	Senior Project Officer	Asian Development Bank (ADB)
13	Ms	Georgina Nepomuceno	Thailand	CONSULTANT-REGIONAL COOPERATION SPECIALIST	ADB-CORE AGRICULTURE SUPPORT PROGRAM PHASE II
14	Mr	Thit Sar	Myanmar	Private Sector Specialist	International Finance Coopeartion, World Bank Group
15	Ms	Cho Cho Mar	Myanmar	Training Manager, Hotel Training Initiative (HTI) - Vocational Skills Development Program (VSDP)	Swisscontact
16	Mr	Oliver Aung Kyaw Zaw	Myanmar	Master Instructor, Hotel Training Initiative (HTI) - Vocational Skills Development Program (VSDP)	Swisscontact
17	Mr	Dominic Mellor	Vietnam	Senior Country Economist	Asian Development Bank (ADB) - Vietnam Resident Mission
18	Mr	Jamesone Wong	Singapore	Director, Business Development	APAC
19	Mr.	In Thoeun	Cambodia	Director General	Ministry of Tourism, Cambodia
20	Ms	Hout Sinoun	Cambodia	Vice Director of Planning department	Ministry of Tourism, Cambodia
21	Mr	Men Phearom	Cambodia	Director of planning Department	Ministry of Tourism, Cambodia
22	Mr	Yin Nat	Cambodia	Director of Tourism Investment Department	Ministry of Tourism, Cambodia

23	Mr	Sounh Manivong	Lao PDR	Director General of Tourism Marketing Department	Ministry of Information, Culture and Tourism, Laos (MICT)
24	Mr	Somxay Sipaseuth	Lao PDR	Director of Tourism Planning and Development Division, Tourism Development Department	Ministry of Information, Culture and Tourism, Laos (MICT)
25	Dr	Jiraporn Promaha	Thailand	Director of International Affair Division	Ministry of Tourism and Sports, Thailand
26	Ms	Nichrutt Ratanapaitoon	Thailand	International Affair Division Officer	Ministry of Tourism and Sports, Thailand
27	Dr	Walailak Noypayak	Thailand	Executive Director, Asean South Asia & Pacific Region Department	Tourism Authority of Thailand (TAT)
28	Ms	Natnipa Nagavajara	Thailand	Chief, Asean South Asia & Pacific Cooperation Section	Tourism Authority of Thailand (TAT)
29	Mr	Supicha Homkong	Thailand	Tourism Development Officer	Department of Tourism (DOT)
30	Mr	Vudthidech CHAMNIKIJ	Thailand	Policy and Plan Analyst Senior Professional Level	Office of the National Economic and Social Development Board (NESDB)
31	Mr	Tran Phu Cuong	Vietnam	Director General of International Cooperation Department	Vietnam National Administration of Tourism (VNAT)
32	Mrs	Nguyen Thi Thu Nhan	Vietnam	Official, Marketing Department	Vietnam National Administration of Tourism (VNAT)
33	Mrs	Le Thi Minh Que	Vietnam	Official, Travel Department	Vietnam National Administration of Tourism (VNAT)
34	Mr	Ngoi Tran Van	Vietnam	National Project Director	Vietnam GMS Tourism Infrastructure for Inclusive Growth Project

35	Mr	Thong Tran Huy	Vietnam	Head of Procurement Unit	Vietnam GMS Tourism Infrastructure for Inclusive Growth Project
36	Ms	Huong Nguyen Thi	Vietnam	Project Staff	Vietnam GMS Tourism Infrastructure for Inclusive Growth Project
37	Ms	Phuong Nguyen Mihn	Vietnam	Chief Accountant	Vietnam GMS Tourism Infrastructure for Inclusive Growth Project
38	Ms	Hoan Vu Thi Ngoc	Vietnam	Project Staff	Vietnam GMS Tourism Infrastructure for Inclusive Growth Project
39	Ms	Phuong Lai Thi	Vietnam	Project Staff	Vietnam GMS Tourism Infrastructure for Inclusive Growth Project
40	Mr	Jens Thraenhart	Thailand	Executive Director	Mekong Tourism Coordinating Office (MTCO)
41	Mr	Nattakorn Asunee Na Ayudhaya	Thailand	Operation Manager	Mekong Tourism Coordination Office (MTCO)
42	Mr	Ei Shwe Zin	Myanmar	Senior Expert Trainer	Luxembourg Development Cooperation
43	Mr	Paul Penfold	Myanmar	Tourism HR Development Advisor	Luxembourg Development Cooperation
44	Mr	Geert De Bruycker	Myanmar	Chief Technical Coordinator	Luxembourg Development Cooperation
45	Mr	Achim Munz	Myanmar	Resident Representative	Hanns Seidel Foundation
46	Mr	Aung Lwin	Myanmar	Technical Expert	GIZ



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

APPENDIX 2

SPEECHES



Opening Remarks at 40th Meeting of GMS Tourism Working Group

by H.E. the Union Minister, U Ohn Maung,

Ministry of Hotels and Tourism

on 4th December, 2017 at Inya Lake Hotel, Yangon

Distinguished GMS Delegates, Representatives from Development Partners,

Ladies and Gentlemen,

Good Morning and Mingala Bar!

I would like to emphasize that the Greater Mekong Sub-region is well endowed with abundant natural and cultural resources. Our sub-region possesses World Heritage Sites and many pristine environments with the iconic Mekong River at the heart of the region. As a result, we, the member countries can see many opportunities to improve our competitiveness and achieve our tourism goals.

In recognition of the importance of the Greater Mekong sub-region tourism cooperation, let me highlight tourism cooperation of Myanmar with our member countries. Myanmar has actively participated in the sub-regional tourism cooperation which has been included as a flagship programme in the GMS Economic Cooperation Programme since its inception in 1992. We had also been in close cooperation with the sub-regional member countries in implementing common strategic issues of 10-year GMS Tourism Sector Strategy as the Strategy aims to enhance tourism's contribution to the Millennium Development Goals and GMS vision of an integrated, prosperous, and harmonious sub-region. Myanmar sincerely appreciates that the assistance provided by ADB and other key development partners to support the implementation of priority programs and projects of previous plan (2005-2015) in the GMS Tourism Sector and look forward to the continued support in the future.

Distinguished Delegates, Ladies and Gentlemen,

This year 2017 is the 25th Anniversary of the GMS Economic Cooperation Program and GMS tourism sector adopted GMS Tourism Sector Strategy (2016-2025) and congratulate GMS TWG members, Asian Development Bank and MTCO for preparing its new 10 years GMS Tourism Sector Strategy. This 10 year strategy will guide cooperation between GMS NTOs and other tourism industry stakeholder.

As you are aware, to enhance multi-sector coordination, increase development effectiveness, and better align with institutional structure of GMS National Tourism Organizations, the five priority programmes set out in the strategy (i) human resource development, (ii) improve tourism infrastructure, (iii) enhance visitor experiences and services, (iv) creative marketing and promotion and (v) facilitate regional travel. These programmes are harmonized with the national tourism plans of GMS member countries, the GMS Strategic Framework (2012-2022) and its vision of an integrated, prosperous and equitable subregion.

I recognize the effort of GMS Officials and MTCO for the progress towards formal establishment of the Mekong Tourism Coordinating Office (MTCO) as an intergovernmental organization. I congratulate Laos PDR and MTCO for successful organizing Mekong Tourism Forum 2017 under the theme “Prosper with Purpose” in Luang Prabang.

Ladies and Gentlemen,

The Ministry of Hotels and Tourism takes considerable emphasis on developing and managing tourism in a sustainable and responsible way. Quality tourism is one of our objectives and Improvement of quality in service and aggressive implementation of promotion and marketing are key factors to gain growth in international tourist arrivals. To attract more International visitors, the Ministry of Hotels and Tourism is planning to boost marine and nature based tourism in the coastal region around Myeik Archipelago of 800 pristine islands, which lies in the Andaman Sea of the coast of southernmost Myanmar. Additionally, community based tourism is being implemented in the rural areas of several states and regions which is aimed at earning income for local residents by attracting tourists to visit and study the fascinating nature.

The number of inbound tourists to Myanmar was 2.9 million in 2016. In 2017, we have had a 22% increase and the number was 2.27 million from January to August compared with the same period of last year. When we look at the industry, the growth is steady because the competent authorities and the Myanmar Tourism Federation (MTF) have taken measures cooperating as public-private-partnership.

Currently, Ministry of Hotels and Tourism is exerting efforts to collaborate with private sector in promoting the country’s tourism for the development of the levels of financial status, human resource and infrastructure. Transport infrastructures, lodging facilities, human resources and safety and security for international visitors in tourism sites play the vital role for attracting more foreign visitors to visit our country’s rich culture and ancient historical heritage.

In conclusion, we can say that GMS tourism has now reached to a new level of development. We will endeavour to further enhance the development of tourism in close cooperation with sub-regional member countries, private sector and development partners including ADB. I strongly believe the benefits of the development of our tourism sector will be spread across the region and contribute significantly to the socio-economic development of the sub-region. I am also confident that we can come together in a new sub-regionwide effort to catch up the sustainable development goals and the best ever for tourism in the GMS.

I wish this meeting a great success, fruitful discussions and productive outcomes by the active participation of delegates. Thank you very much.



Opening Remarks at 40th Meeting of GMS Tourism Working Group

by the Director General, U Tint Thwin,

Directorate of Hotels and Tourism, Ministry of Hotels and Tourism

on 4th December, 2017 at Inya Lake Hotel, Yangon

Honorable delegates from the GMS member countries, Asian Development Bank, Mekong Tourism Coordination Office, Regional Tourism Organizations, our colleague Development Partners and distinguished guests, Ladies and Gentlemen!

Good Morning!

It is a great privilege for me to warmly welcome all of you to the Commercial City of Myanmar, Yangon. First of all, I would like to reveal my heartiest thanks for your passion of presence to this 40th GMS Tourism Working Group Meeting held in Yangon, Myanmar. I am really delighted to have an opportunity to meet with my colleagues from the intra and inter regional tourism organizations.

Distinguished Guests, Ladies and Gentlemen,

As all of us have already known that, GMS Tourism Working Group Meeting has been held in rotation according to the alphabetical basis. Myanmar hosted the 22nd GMS TWG Meeting in 2008 in Nay Pyi Taw, 28th GMS TWG Meeting in 2011 in Bagan and 33rd GMS TWG Meeting in 2014 in Mandalay. Now, we have a great opportunity to hold it again 40th Greater Mekong Sub-region Tourism Working Group Meetings and related meetings.

In tourism sector, 2017 was a great milestone and there had important activities like Visit asean@50 golden celebration activities, ASEAN-China year of Cooperation, 25th Anniversary of the GMS Economic Cooperation Program and got fruitful results for the GMS Cooperation like the GMS Strategic Framework mid-term review and GMS ministers endorsed a five years action plan framework that includes \$64 billion projects to help the sub-region achieve inclusive growth and sustainable development. The final draft of 10 Year Tourism Sector Strategy 2016-2025 was introduced in Mekong Tourism Forum 2017 at Luang Prabang, Laos PDR and endorsed at the 22nd GMS ministerial conference in Hanoi, Viet Nam. I do hope that in this 40th GMS TWG meeting, by the open discussions of all of you, can find ways how to implement this 10 years tourism sector strategy by the closed coordination among NTOs, Development Partners and Private Sectors.

Distinguished Guests, Ladies and Gentlemen,

At this auspicious occasion, on behalf of the Ministry of Hotels and Tourism; the Republic of the Union of Myanmar, I would like to thank GMS NTOs for your valued effort on coordination and cooperation, ADB for financial support, ASEAN Korea Center, ASEAN Japan Center, our colleague development partners GIZ, Lux Dev,

Swiss Contact, World Bank, Mekong Institute for your strong strategic support. I do hope that your participation and continuous support will be invaluable contribution for fruitful and productive outcomes of the meeting for the long run.

Finally, I wish the GMS Tourism Working Group Meeting success and announce the opening of the 40thTourism Working Group Meeting from now on.



Opening Remarks at 40th Meeting of GMS Tourism Working Group

by Ms. Rhodora B. Concepcion

Senior Regional Cooperation Specialist, ADB Thailand Resident Mission

on 4th December, 2017 at Inya Lake Hotel, Yangon

Distinguished Guests, Ladies and Gentlemen,
Good Morning.

I am pleased to join you at this 40th Meeting of TWG, representing ADB. My colleague, Steven Schipani, has asked me to convey to you his sincere apologies for being unable to come due to urgent matters he needed to attend to. However, he looks forward to seeing you all again at the next meeting.

I have heard of so many good things about GMS cooperation in the Tourism sector and its positive contributions to the subregion's continued economic growth and regional integration. In this regard, I wish to congratulate the Tourism Working Group and the Mekong Tourism Coordinating Office for the positive findings on the Tourism sector's performance arising from the Mid-Term Review of the GMS Strategic Framework (MTR-SF II). I will be discussing this in detail in a separate agenda item.

Congratulations also to TWG and MTCO for organizing the highly successful 2017 Mekong Tourism Forum hosted by Lao PDR in June 2017 with ADB support. The MTF's unique and experiential format attracted some 400 travel and tourism industry professionals, government officials, members of civil society organizations and the media to promote competitive, inclusive and sustainable tourism. We are pleased with the outcome of the inaugural Mekong Innovative Startup Tourism Investor Showcase (MIST) jointly organized by MTCO and the Mekong Business Initiative funded by the Government of Australia and ADB. The event drew in more than 125 business leaders, investors, and government officials and, among other awards, recognized a travel tech startup from Myanmar as Best in Show from among 24 tourism startups selected from 250 applicants.

ADB is also pleased to have provided technical assistance for the strengthening of MTCO which has shown impressive results as evidenced by a number of international awards it has recently received for its enhanced website.

We note the growing inter-sectoral linkages, for example between the Tourism and Agriculture sectors, as shown in the agro-tourism activities featured at the 2nd GMS Agriculture Ministers' Meeting in September 2017, and the expanding tie-ups with the GMS travel and tourism industry. This is well in line with the thrusts emphasized by the MTR.

Most importantly, ADB wishes to congratulate TWG and MTCO for completing the new GMS Tourism Sector Strategy and Action Plan 2016-2025 that was endorsed by

the GMS Ministers at the 22nd Ministerial Conference held in September 2017 in Ha Noi. These accomplishments have been highlighted in the Ministers' Joint Statement. ADB looks forward to the successful implementation of the Strategy and Action Plan moving forward and the mobilization of resources to finance the priority investment and technical assistance projects outlined for the Tourism sector in the Regional Investment Framework 2022.

Ladies and Gentlemen,

As the GMS Program prepares for the 6th GMS Summit to be held in Viet Nam in March 2018, these achievements of the Tourism sector will be reported to the GMS Leaders. Besides these, there are strong expectations that the protracted consultations towards formalizing the Agreement to Establish the MTCO as an inter-governmental organization would soon be concluded leading to its signing either at the 6th Summit or at a separate GMS Tourism Ministers' Meeting in 2018. ADB looks forward to a definitive decision on this matter at tomorrow's closed meeting of the MTCO Board, for subsequent reporting to the GMS Senior Officials and eventually to the GMS Leaders.

Another urgent item requiring our attention and consideration is the next step to take with regard to the position of MTCO Executive Director whose term will end in July 2018.

We do have important matters to discuss in the next two days that have very significant bearings on the directions, the pace, and the demands of our cooperation in this important sector. With the active participation of all of us, we are confident that we will have a productive and cordial dialogue ahead of us. I wish to affirm ADB's continued support as we move along.

Thank you very much.



TWG 40th Opening Speech

By Jens Thraenhart

Executive Director, Mekong Tourism Coordinating Office

40TH MEETING OF THE GMS TOURISM WORKING GROUP

December 4th, 2017, Yangon, Myanmar

- HE Mr. Tint Thwin, Director General of the Myanmar Ministry of Hotels and Tourism
- Heads of Delegation of the GMS Member Countries
- Ms. Rhodora Concepcion, Senior Regional Cooperation Management Specialist, Asian Development Bank
- Distinguished Delegates of the GMS Member Countries,
- Representative from development partners,
- Ladies and Gentlemen.

Mingalabar and good morning to all of you. On behalf of the Mekong Tourism Coordinating Office, I would like to thank the Ministry of Hotels and Tourism of the Union of Myanmar for their warm welcome, gracious hospitality, and excellent arrangements provided to us here at the 40th GMS Tourism Working Group in Yangon. Personally, it is always a pleasure visiting Myanmar. I have had the opportunity to visit many destination is Myanmar over the years, and I am always amazed by the beauty of the country and graciousness of the Myanmar people.

Over the few years, Myanmar has become a growing tourism destination, and has been recognized by the media as one of the most fascinating places to visit.

Tourism is a strong driving force for socio-economic development in the Greater Mekong Subregion 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 sub region in Asia in 2017 and this growth is expected to continue. Over the past three 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.

We have changed how MTCO is operating just three years - 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, as well as the recently launched GMS Tourism Sector Strategy 2016-2025.

In the past three years, together we have 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 Mekong Tourism Forum 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. Finally, as a major milestone, TWG agreed in moving forward to seek establishment as an international governmental organization of the MTCO. Other projects and initiatives are ready to be launched and implemented, leveraging our powerful digital platform and marketing strategy.

As mentioned, we also recently launched 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. The development of the next ten-year strategy could not come at a more relevant time.

As we have a full 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!



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

APPENDIX 3

PROVISIONAL AGENDA



40th MEETING OF THE GMS TOURISM WORKING GROUP

09:00 – 18:00 hrs, Monday 04 December 2017

Yangon, Myanmar

PROVISIONAL AGENDA

Agenda Item 1 09.00 – 09.30	Official Speech by HE U Ohn Maung, Union Minister, Ministry of Hotels and Tourism Opening Remarks <ul style="list-style-type: none"> ➢ Remarks from Asian Development Bank ➢ Remarks from Executive Director, Mekong Tourism Coordinating Office Group photo
9.30 – 10.00	Break (Private Meeting with Heads of Delegation and Union Minister of MoHT)
Agenda Item 2 10:00 - 10:05	Welcome Remarks by Director General of MoHT
Agenda Item 3 10.05 – 10.10	Adoption of Agenda <ul style="list-style-type: none"> ➢ Chair Business Arrangements <ul style="list-style-type: none"> ➢ MoHT
Agenda Item 4 10.10 – 10.20	Report and follow-up of the 39th GMS Tourism Working Group Meeting <ul style="list-style-type: none"> ➢ Lao PDR: Briefing on the outcomes of the 39th GMS TWG Meeting and the 2017 Mekong Tourism Forum held in June in Luang Prabang, Lao PDR
Agenda Item 5 10.20 – 11.20	GMS Country Reports (10 Minutes for each NTO to give an update on key activities) <ul style="list-style-type: none"> ➢ Cambodia ➢ PR China ➢ Myanmar ➢ Lao PDR ➢ Thailand ➢ Viet Nam
11.20 – 11.40	Break
Agenda Item 6 11.40 – 12.30	Implementation of the GMS Tourism Marketing Strategy 2015–2020 <ul style="list-style-type: none"> ➢ MTCO: Executive Director will inform the meeting on the progress of projects, activities and events and will give a progress report on the 2017 GMS TWG Workplan. ➢ Myanmar: Briefing on the Buddhist Trail Project ➢ Thailand: Update on Southern Tourism Corridor Meeting ➢ Viet Nam: Update on East West Economic Corridor Meeting ➢ Cambodia: Update on Tiger Re-Introduction Workshop ➢ All: Open Discussion on joint marketing progress, issues, and solutions
12.30 – 13.30	Lunch
Agenda Item 7 13.30 – 14.00	Statistics Harmonization in the GMS <ul style="list-style-type: none"> ➢ MTCO: Executive Director will update the 2016 GMS Tourism Performance Scorecard

	<ul style="list-style-type: none"> ➢ Cambodia: Update on the planned 2018 Data Harmonization Workshop ➢ Partner: WTTTC/Griffith University (Australia) will present the Sustainable Tourism Dashboard (either via Video Conference Call or presented by MTCO) ➢ All: Open Discussion on joint marketing progress, issues, and solutions
Agenda Item 8 14.00 – 14.20	22nd GMS Ministerial Conference & 2nd GMS Agriculture Ministerial Conference <ul style="list-style-type: none"> ➢ ADB: Report on the 22nd GMS Ministers Conference in Ha Noi, Viet Nam in September 2017 and the endorsement of the new GMS Tourism Sector Strategy 2016-2025, as well as the 2nd GMS Agriculture Ministers Conference in Siem Reap, Cambodia in September 2017
Agenda Item 9 14.20 – 14.30	2018 GMS Tourism Workplan <ul style="list-style-type: none"> ➢ MTCO: Presentation of the 2018 GMS Tourism Workplan ➢ All: Discussion
Agenda Item 10 14.30 – 14.45	GMS Tourism Task Forces <ul style="list-style-type: none"> ➢ MTCO: Presentation of the new (1) Statistics & Development and (2) Marketing GMS Tourism Task Forces to strengthen the institutional effectiveness of the MTCO and NTO coordination. ➢ All: Discussion
Agenda Item 11 14.45 – 15.00	2018 Mekong Tourism Forum & GMS TWG-41 Meeting <ul style="list-style-type: none"> ➢ Thailand: Briefing on the planning of the 2018 Mekong Tourism Forum & TWG-41
15.00 – 15.30	Break
Agenda Item 12 15.30 – 16.00	Mekong Trends <ul style="list-style-type: none"> ➢ Partner: Forward Keys will present latest stats on GMS Tourism
Agenda Item 13 16.00 – 17.00	Greater Mekong Subregion Tourism Infrastructure for Inclusive Growth Project Cambodia, the Lao PDR and Viet Nam will give an update on progress made and key issues <ul style="list-style-type: none"> ➢ Cambodia (Project Coordination Unit - Ministry of Tourism) ➢ Lao PDR (Project Coordination Unit - Ministry of Information, Culture, and Tourism) ➢ Viet Nam (Project Coordination Unit – Ministry of Culture, Sports, and Tourism)
Agenda Item 14 17.00 – 17.30	Partner Updates <ul style="list-style-type: none"> ➢ ADB: Update on MIST (Mekong Innovative Startups in Tourism) ➢ Development Partners: GIZ, Swisscontact, LuxDev, IFC, Hans Seidel Foundation
Agenda Item 15 17.30 – 18.00	Other Matters & Closing <ul style="list-style-type: none"> ➢ All: Discussion ➢ Chair: Closing Remarks & Thank You
18.00 – 19.00	Break
19.00 – 21.30	Welcome Dinner hosted by the Minister of Hotels and Tourism (MOHT) at Inya Lake Hotel



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

APPENDIX 4

TWG-40 PRESENTATION



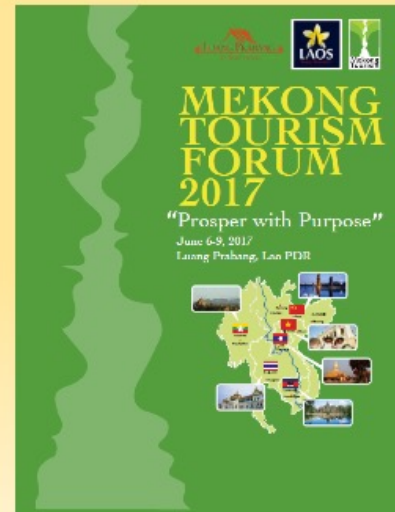
Key Accomplishments & Deliverables

- 39th GMS Tourism Working Group Meeting & Mekong Tourism Forum
- GMS Tourism Sector Strategy 2016–2025
- Tourism Pipeline: GMS Regional Investment Framework 2022
- Recommendations: GMS Strategic Framework 2012–2022 Midterm Review
- Draft Charter: Mekong Tourism Coordinating Office
- Tourism Inputs: 22nd GMS Ministerial Conference Joint Statement



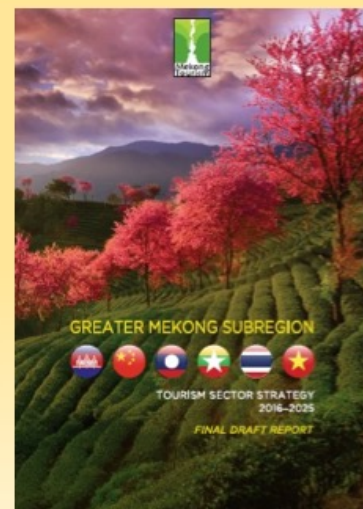
Tourism Working Group & Mekong Tourism Forum

- Luang Prabang, Lao PDR, 5–9 June
- GMS Tourism Sector Strategy 2016–2025 agreed
- Joint marketing, statistics harmonization & partnerships strengthened
- www.mekongtourism.org recognized among world's top 100 tourism blogs
- Highly successful and inclusive Mekong Tourism Forum with 400 delegates
- Mekong Innovative Startup Tourism Investor Showcase launched, featuring 250 applicants and 25 finalists. GoP, a Myanmar travel tech startup won Best in Show



Tourism Sector Strategy: Vision & Objectives

- Deliverable to 22nd GMS Ministers' Conference
 - *Vision: Tourism in the Greater Mekong Subregion is integrated, prosperous, equitable, and resilient, with effective partnerships and knowledge management*
 - *Outcome: More competitive, balanced, and sustainable destination development*
- Aligned with Sustainable Development Goals, Paris Agreement, ASEAN Tourism Strategic Plan, GMS Strategic Framework, and other regional commitments



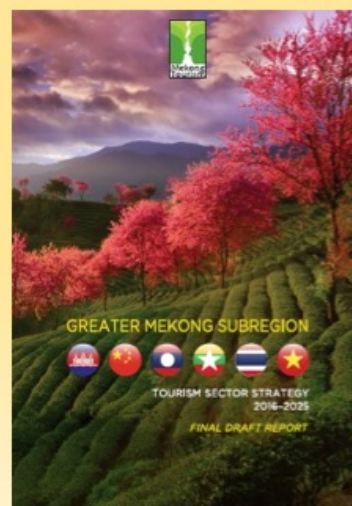
Tourism Sector Strategy: Directions & Programs

Strategic Direction 1 Human Resource Development	Strategic Direction 2 Improve Tourism Infrastructure	Strategic Direction 3 Enhance Visitor Experiences & Services	Strategic Direction 4 Creative Marketing and Promotion	Strategic Direction 5 Facilitate Regional Travel
Program 1.1 Implement regional skills standards	Program 2.1 Improve airports	Program 3.1 Create integrated spatial and thematic destination plans	Program 4.1 Promote thematic multicountry experiences & events	Program 5.1 Advocate implementation of air services agreements
Program 1.2 Capacity building for public officials	Program 2.2 Improve road access in secondary destinations	Program 3.2 Develop thematic multicountry experiences	Program 4.2 Position the GMS as a must visit destination in Asia	Program 5.2 Address tourist visa policy gaps
Program 1.3 Strengthen tourism enterprise support services	Program 2.3 Develop green urban infrastructure and services	Program 3.3 Implement common tourism standards	Program 4.3 Strengthen public-private marketing arrangements	Program 5.3 Improve border facilities and management
	Program 2.4 Improve river and marine passenger ports	Program 3.4 Facilitate private investment in secondary destinations	Program 4.4 Enhance market research and data exchange	
	Program 2.5 Expand the transnational railway system	Program 3.5 Prevent negative social and environmental impacts	Program 4.5 Raise awareness about tourism opportunities and sustainability	

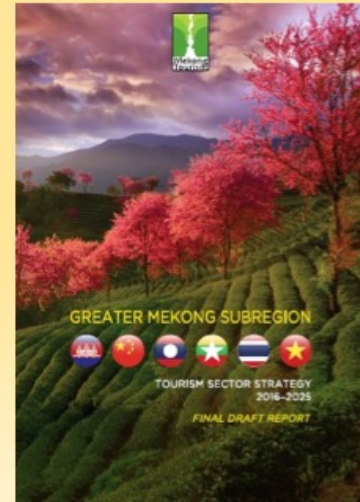
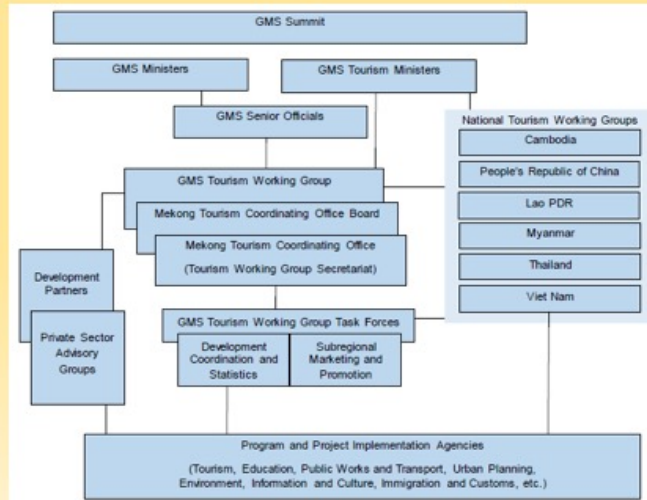
Tourism Sector Strategy: Cost Estimates

- 5 strategic directions, 21 programs, 59 multisector projects
- Cost estimate = \$58.7 billion
- Infrastructure programs focused on air, rail, and road transport and urban development

Strategic Direction	Cost Estimates (\$ million)
1. Human resource development	164.2
2. Improve tourism infrastructure	58,140.0
3. Enhance visitor experiences and services	119.2
4. Creative marketing and promotion	42.0
5. Facilitate regional travel	245.0
Total	58,710.4



Tourism Sector Strategy: Institutional Arrangements



Regional Investment Framework 2022: Tourism Pipeline

- Current RIF-IP tourism sector pipeline has 10 investment projects (\$740 million) and 8 technical assistance projects (\$7.1 million)
- Based on GMS Tourism Sector Strategy 2016–2025, the TWG proposes RIF 2022 tourism sector pipeline could increase to 12 investment projects (\$1,464.6 million) and 18 technical assistance projects (\$83.2 million)
- See table for project list



Regional Investment Framework 2022: Selection Criteria

- Strong potential to enable more competitive, balanced, and sustainable destination development
- Clear link to regional development objectives
- Involvement of at least two GMS countries or a national initiative with substantial regional dimensions
- Geographic focus on secondary destinations and underdeveloped segments of the GMS corridors
- Supports product and experience development that appeals to diverse market segments & higher-spending visitors
- Strong public and private stakeholder support
- Financing has been identified or is likely to be identified



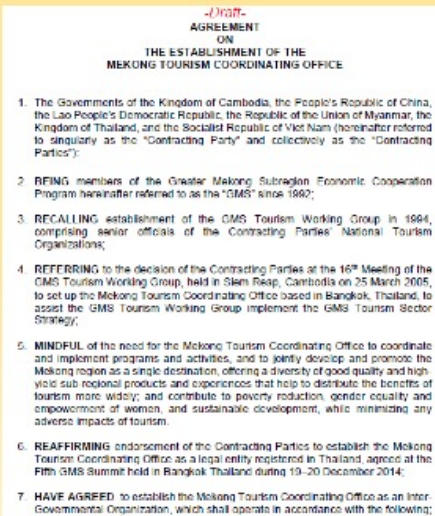
Strategic Framework Midterm Review: Recommendations

- Develop 5-year action plans to guide GMS tourism sector strategy implementation
- Establish TWG taskforces for joint marketing, statistics harmonization, and development coordination
- Recognize that human resource development is important to address service quality and tourism management constraints
- Organize joint events involving tourism and agriculture working groups to promote local cuisine and local farm-to-table supply chains
- Deepen TWG collaboration with the GMS Urban Development Task Force and GMS Environment Operations Center
- Upgrade Mekong Tourism Coordinating Office to an International Organization



Mekong Tourism Coordinating Office: Draft Charter

- **Cambodia:** Submitted draft to the National Assembly, will be ready to sign soon.
- **PRC:** Supports the draft Charter in principle, but has comments on points of overlap and the roles of parties involved.
- **Lao PDR:** Ministry of Information, Culture and Tourism approved the document, now awaiting Prime Minister's approval.
- **Myanmar:** The Charter is approved by Parliament.
- **Thailand:** Finalizing the host country agreement and will be ready to sign once it is completed.
- **Viet Nam:** Finalizing clearance, but concerned that changes to current draft may require the clearance process to be repeated.



Ministerial Conference Joint Statement: Tourism Inputs

"Mindful of the United Nations Sustainable Development Goals and Paris Agreement, we appreciate the continuing efforts of all stakeholders to enhance tourism's contribution to economic, social and environmental sustainability. We endorse the GMS Tourism Sector Strategy 2016-2025 to guide our cooperation in this important sector and enable more competitive, balanced, and sustainable destination development.

We welcome progress towards formal establishment of the Mekong Tourism Coordinating Office (MTCO) as an inter-governmental organization and congratulate our tourism officials and MTCO for successfully organizing this year's innovative Mekong Tourism Forum under the theme "Prosper with Purpose". We note that the GMS Tourism Infrastructure for Inclusive Growth Project and other GMS Tourism Working Group initiatives are proceeding well, in support of our shared objectives to strengthen human resources, develop sustainable infrastructure, enhance visitor experiences and services, enhance creative marketing and promotion, and facilitate regional travel."





Technical Tours

Luang Prabang City tou

Kuang Si waterfall



Technical Tours etc..



Community-based Experience
Living Land Farm



Elephant Conservation Center, Sayaboury



Nature-based Experience
Pha Tad Ke Botanical Garden



Farewell Mekong Sunset Experience
Ock Pop Tok Living Crafts Center



Thank You





Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

APPENDIX 5

GMS Country Report



GMS Country Report

CAMBODIA TOURISM

04th-06th January 2017
Yangon, Myanmar

Ministry of Tourism

CONTENTS

1. Cambodia Overview
2. Cambodia Tourism
3. Gate Way to Cambodia
4. Strategy for Cambodia Tourism





About Cambodia



Officially: The Kingdom of Cambodia

Capital city: Phnom Penh

Official Language: Khmer

Area: 181,035 km²

Population: estimate 15,000,000

Currency: Riel

Bordered : Laos and Thailand to the North, with Vietnam to the East and Southeast, with Thailand and the Gulf of Thailand to the West and Southwest.

Climate: tropical monsoon with Dry season (Nov. to Mar.) and Rainy season (Apr. to Oct.)



6 Provinces along Mekong River

- Kandal
- Stengtrenng
- Kratie
- Kompongcham
- Preyveng
- Tbongkhmum



TOURISM CAMBODIA



- Tourism is “Cultural and Natural tourism”
- Tourism has been decided as «Green Gold»
- One of top ten priority sectors for socio-economic development.
- Tourism is one of major generators of revenue contributing more than 12% of GDP, job creations.
- Sustainable tourism contributes to poverty alleviation and Climate change mitigation.



Gate Way to Cambodia



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Border Crossing Information

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- 21 International border checkpoints.
- Visa on arrival in 21 border checkpoints.
- E-visa, Multiple Visa (1-3 Years, T1, T2, T3)
- 30-day Visa-on-arrival, US \$ 30-\$35
- 30-day advance 1-month tourist visa, US \$ 30
- Visa extension US \$ 45 (40 day)
- Cambodia-Thai border opens 06:00am – 22:00pm



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Strategic Planning

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- 1- Tourism Diversity
- 2- Tourism related Infrastructures
- 3- Marketing and Promotion,
- 4- Tourism-related Infrastructure & Connectivity
- 5- Tourism Safety
- 6- HRD
- 7- Legal Mechanism

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

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Tourism Highlights

Int'l Tourist Arrivals, Average Length of Stays, Hotel Occupancy & Int'l Tourism Receipts 1993 - 2016

Years	Int'l Tourist Arrivals		Average Length of Stays (Days)	Hotel Occupancy (%)	Tourism Receipts (Million US\$)
	Number	Change (%)			
1993	118,183	-	N/A	N/A	N/A
1994	176,617	49.4	N/A	N/A	N/A
1995	219,680	24.4	8.00	37.0	100
1996	260,489	18.6	7.50	40.0	118
1997	218,843	-16.0	6.40	30.0	103
1998	286,524	30.9	5.20	40.0	166
1999	367,743	28.3	5.50	44.0	190
2000	466,365	26.8	5.50	45.0	228
2001	604,919	29.7	5.50	48.0	304
2002	786,524	30.0	5.80	50.0	379
2003	701,014	-10.9	5.50	50.0	347
2004	1,055,202	50.5	6.30	52.0	578
2005	1,421,615	34.7	6.30	52.0	832
2006	1,700,041	19.6	6.50	54.8	1,049
2007	2,015,128	18.5	6.50	54.8	1,400
2008	2,125,465	5.5	6.65	62.7	1,595
2009	2,161,577	1.7	6.45	63.6	1,561
2010	2,508,289	16.0	6.45	65.7	1,786
2011	2,881,862	14.9	6.50	66.2	1,912
2012	3,584,307	24.4	6.30	68.5	2,210
2013	4,210,165	17.5	6.75	69.5	2,547
2014	4,502,775	7.0	6.50	67.6	2,736
2015	4,775,231	6.1	6.80	70.2	3,012
2016	5,011,712	5.0	6.30	68.9	3,212



Top Ten Tourist Generating Countries

Countries	2017 (Jan-Oct)	% Increase
China (RPC)	949,856	45.4
Vietnam	649,805	-15.5
Lao PDR	379,332	38.4
Korea (ROK)	279,004	-3.1
Thailand	271,307	-7.1
U.S.A	203,221	8.3
Japan	160,111	6.1
Malaysia	137,445	11.6
U.K	136,682	6.9
France	130,586	10.07



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Tourism Vision by 2020

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- Year 2017 5.5 M Tourists / 3.6 Billion \$
- Year 2018 6.2 MM Tourists / 4 Billion \$
- Year 2020 7.0 MM Eastimation (5 Billion \$)



Cambodia
MINISTRY OF TOURISM

Cambodia
Kingdom of Wonder
feel the warmth

Southeast Asia
ASEAN
feel the warmth

Visit Asean@50
GOLDEN CELEBRATION 2017

The Best Tourism Business
Platform of Southeast Asia

Cambodia Travel Mart
Sokha Siem Reap Resort & Convention Centre Siem Reap, Cambodia
17th - 19th November, 2017

SlickBooth
EVENTS AND PUBLIC RELATIONS

TTG | TTG Events®
Major and Public Acquisition Partner

CTM Ribbon Cutting & VIP Tour



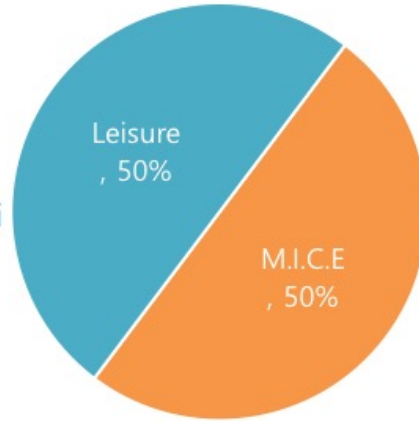
CTM Size and Scope

- Buyers: **150** from 31 countries
- International Media: **20** from 16 countries
- Sellers: **140** booths from 13 countries (80% from Cambodia)



Buyers Profile

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



CTM's Buyers Meet Seller Session

CTM's Booth (GMS Countries)

LAO PDR



THAILAND



MYANMAR

VIETNAM

CAMBODIA



CTM's Media Conferences



CTM's Booth



Trade Seminar & Cultural Performances



Temple Gala Dinner

Opening Ceremony showcase the Wonders of Cambodia Cultural Performances and Cambodian Cuisine.



Signing the Implementation of Action Plan on Tourism Cooperation Between Cambodia and Myanmar



Bilateral Meeting Cambodia-Myanmar



ASEAN-China Cultural Tourism Forum, in Siem Reap, Cambodia on 17 November 2017



Pre & Post Tour

1. Siem Reap City Tour & Surrounding
2. Banteay Srei & The Great Tonle Sap Lake
3. Boeung Mealea Temple & Kompong Klaeng
4. Siem Reap Luxury Golf Tour
5. Battambang The Ancient City
6. Kompong Thom & Phnom Penh City
7. Sihanouk Ville Beach
8. Preah Vihear Temple



Cambodia Travel Mart 2018

11th – 13th Oct 2018

Diamond Island Convention Center, Phnom Penh, Cambodia







40th Meeting of the GMS Tourism Working



MYANMAR

COUNTRY REPORT

Presented by
Ms. Khaing Mee Mee Htun
Director for International and Regional
Cooperation Department
Directorate of Hotels and Tourism



Overview

- ✿ *Introduction*
- ✿ *Tourism Marketing and Promotion*
- ✿ *Tourism Performance*
- ✿ *Tourism Investment*
- ✿ *Human Resources Development*




Introduction




Well-known Destinations

Yangon

Bagan

Kyaikhtiyo Pagoda

Mandalay

Ngapali Beach

Inle Lake



Newly Developing Destinations



Kayin State



Chin State



Pyu Ancient Cities



Mon State



Myeik Archipelago

UNESCO World Heritage Sites



Ecotourism Sites in Myanmar



Sr.	Designated 21 Ecotourism sites
1	Alaungdaw Kathapa National Park
2	Chatthin Wildlife Sanctuary
3	Hkakaborazi National Park
4	Hlawga Park
5	Hponkanrazi Wildlife Sanctuary
6	Hukaung Valley Wildlife Sanctuary
7	Indawgyi Wildlife Sanctuary
8	Inlay Lake Wildlife Santary
9	Kyaikhtyoe Wildlife Santuary
10	Lampi Marine National Park
11	Lawkananda Wildlife Sanctuary
12	Meinmahla Kyun Wildlife Sanctuary
13	Moeyungyi Wetland Wildlife Sanctuary
14	Myinghaywun Elephant Camp
15	Natmataung National Park
16	Panlaung-pyadalin Cave Wildlife Sanctuary
17	Phokyar Elephant Camp
18	Popa Mountain Park
19	Shwesattaw Wildlife Sanctuary
20	Thamihla Kyun Wildlife Santuary
21	Wethtikan Bird Scantuary





Development of Community Based Tourism

1. *Indawgyi Lake in Kachin State*
2. *Hta Nee La Leh and Pan Pet villages and one Kayaw ethnic village; Htay Kho in Kayah State*
3. *Thandaunggyi In Kayin State*
4. *Four villages in Nyaungshwe and Taunggyi in Shan State*
5. *Myaing Township in Magwe Region*






Development of Community Based Tourism

6. *Six Ayeyarwaddy River villages between Mingun in Mandalay Region and Kyaukmyaung in Sagaing Region*
7. *Kan-Patlat in Chin State*
8. *Salay Township in Magway Region*
9. *Twante Township in Yangon Region*



Sor Long Village in Kanpetlet Township, Chin State



***Tourism Marketing
&
Promotion***





Tourism Performance



Connectivity

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

International Visitor Arrivals to Myanmar (2014 – Oct. 2017)

Entry Points	2014	2015	2016	2017 Oct
Yangon Entry Point	1,022,081	1180682	1,080,144	909,549
Mandalay Entry Point	90,011	107066	128,387	121,908
Mawlamyine/ Myeik	271	-	-	-
Nay Pyi Taw	19,261	13835	16,224	13,374
Border Tourism	1,949,788	3,379,437	1,682,452	1,765352
TOTAL	3,081,412	4,681,020	2,907,207	2,810,183
GROWTH	51%	52%	-38%	20%





Contribution of Tourism to Myanmar Economy



(US\$)

Year	2013	2014	2015	2016
Tourism Receipts	926 M	1789 M	2122 M	2197.15 M
Average Expenditure per Person per Day	145	170	171	154
Average Length of Stay	7	9	9	11

Direct Contribution to Employment

- In 2016 Travel and Tourism directly supported 804,000 Jobs (2.7% of total employment).

Direct Contribution to GDP (%)

- The direct contribution of Travel and Tourism to GDP was MMK 2,577.2bn (3.0% of total GDP) in 2016.

Source. WTTC



Accommodation & Tour Services



No.	ACCOMMODATION AND TOUR SERVICES	2014	2015	2016	2017 Oct.
1.	Number of Hotels	1106	1,279	1,432	1,558
2.	Number of Hotel Rooms	43,243	49,946	56,423	62,188
3.	Number of Tour Operators	1,623	1,946	2,453	3,116
4.	Number of Registered Tour Guides	4,846	5,630	6,949	7,664




Tourism Investment




Foreign Investment in Hotels and Commercial Complexes Up to October 2017

Sr.	Projects	Rooms	Investment US\$(m)	Remarks
1	33	6,241	1749.992	Completed
2	11	2,296	993.4454	Under Construction
3	20	3,657	1627.528	MIC Permitted
Total	64	12,194	4,370.9654	



Foreign Investment in Hotels and Commercial Complexes by Countries (Up to October 2017)



Sr.	Country	Hotel / Apartment	Investment US\$ (m)
1	Singapore	32	2,719.8834
2	Thailand	12	486.1610
3	Vietnam	1	440.0000
4	Japan	6	394.3850
5	Hong Kong	5	187.7000
6	Korea	1	100.0000
7	Malaysia	3	23.1360
8	United Kingdom	3	14.5000
9	Luxembourg	1	5.2000
Total		64	4,370.9654



ASEAN Tourism Investment Guide 2018



Objectives

- To encourage tourism investment in ASEAN
- To develop quality tourism
- To create awareness among investors on opportunities and advantages in ASEAN
- A step forward to connect people to people
- To serve as a channel for meaningful exchange of information on tourism investment
- To address salient issue on tourism investment
- To discover new tourist destination
 - Endorsement by third meeting of ATCC
 - Endorsement by third meeting of ATRMEC
 - Progress Report by fourth meeting of ATCC

To Circulate to all ASEAN Member Countries in March 2018




Human Resources Development



Academic

Vocational Training



- Bachelor of Tourism & Hospitality Management (BTHM) in Yangon & Mandalay
- Diploma of Tourism Studies and Management (DTSM) in Yangon and Mandalay

- National Tour Guide
- Regional Tour Guide
- Hospitality Courses
- Language courses

Main Development Partners for HRD

- LuxDev
- Swisscontact
- ILO
- ADB



Training Courses at the Schools of MOHT & MOE (2016)

No.	Training Course	No. of Trainings	No. of Trainees	Location	Remark
1	National Tour Guide Training	3	358	Tourism Training School, MOHT, Yangon	
2.	Hospitality Training	10	620	Hospitality Training School, MOHT, Yangon	
3.	Hospitality Training	4	212	Naung Shwe Vocational Training School, Shan State	Cooperate with Ministry of Education



Training Courses by MOHT in 2016 (Mobile Team)

No.	Training Course	No. of Trainings	No. of Trainees	Location
1.	Regional Tour Guide Training	9	987	Myitkyina, Mandalay, Bagan, Nyaung Shwe, Loikaw, Dawei, Sittwe, Lashio
2.	Hospitality Training	28	3524	Myitkyina, Taungyi, Mandalay, Tarchilake, Mawlamying, Lashio, Monwya, Kyaikto, Bagan, Muse, Loikaw,
3.	English Language & Computer Training	1	135	Mrauk-U, Kyauktaw
4.	Thai Language for Tourism	1	50	Myeik

Some Other Updates...

- Myanmar Community Based Tourism (CBT) Standard Development Working Conference (7-8 December 2017, Nay Pyi Taw) in cooperation with GIZ, LuxDev, ITC and CBI)
- Myanmar Tourism Law is in the process of submission to the Parliament for approval and adoption.
- Myanmar Tourism HRD Strategy and Action Plan (2017-2020) has been finalized.
- Guidelines for developing Eco-logdes in Myanmar is under process.



Thank You for Your Attention.



*For More Information
Please Visit to*
<http://www.myanmar-tourism.org>



40th MEETING OF THE GMS Tourism Working Group, 4 December Yangnon, 2017 Country Report: Lao PDR



Tourism Development Department
Ministry of Information, Culture and Tourism



Lao PDR Launched the Visit Lao Year 2018

The Visit Laos Year 2018 has been launched together with the Official Opening the annual That Laung Grand Stupa Festival on 20 October 2017. The Officially Open by the Prime Minister of Lao PDR, total number of domestic and foreigner to attend the even 600 people .

The activities and events prepared for Visit Lao Year 2018 will be conducted nation wide and in overseas as follows;

- ❖ There will be 18 main activities in provinces across the country such as the New Year Festival of Khmu ethnic group in Oudomxay Province,
- ❖ That Luang Grand Stupa Festival in Vientiane Capital, Vat phou Temple Festival, Champasak Province, Elephant Festival in Xayaboury Province,
- ❖ Sikhotabong Festival in Khammoune Province, Lao New Year in Luang Prabang province, Hmong ethnic Group's New Year in Xiengkhouang Province and so on....

Other related activities comprise

- ✓ Caravan Tour through tourist destination in the Northern and Southern Province
- ✓ FAM TRIP to tourist destination by domestic and foreign media and tourism operators to promote tourism sites and products
- ✓ Tourism Event: Celebrate the World Tourism Day has been launched at the Phatouxay Monument, Vientiane Capital
- ✓ Art Festivals performed by ethnic troupes from across the country during the That Luang Festival

Other related activities comprise

- ✓ Additional related activities comprise:
 - 1 ASEAN Cycling Club, Off-road Motobike Racing Car racing and Mountain climbing.
- ✓ Schedule activities in other countries
 1. Lao Night at the ATF 2018(ATF in Chiang Mai, Thailand)
 2. Cocktail Party at ITB Berlin IN Germany
 3. Participate in the SMT Tourism Exhibition in Paris, France
 4. Lao Night at the Lao Festival in Tokyo, Japan
 5. Lao Night at the ITE HCM in Vietnam
 6. Participate in the international Tourism Exhibition World Tourism Mart, London, UK

Slogan of Visit Laos Year 2018

ຍິນດີຕ້ອນຮັບ ສູ່ປີທ່ອງທ່ຽວລາວ 2018
Warmly Welcome to Visit Laos Year 2018

ປະເທດລາວ ອັນຍະມະນີແຫ່ງແມ່ນ້ຳຂອງ
Laos Jewel of the Mekong

ປະເທດລາວ ສວຍງາມ ແລະ ມີສະເໜ
Laos Simply Beautiful

ຮ່ວມກັນເປັນເຈົ້າພາບທີ່ດີ ໃນປີທ່ອງທ່ຽວລາວ 2018
Be the good host for Visit Laos Year 2018

ທ່ອງທ່ຽວເມືອງລາວ ມ່ວນຊື່ນສຸກໃຈ ສະດວກປອດໄພ ໃສ່ໃຈສິ່ງແວດລ້ອມ
Visit Laos, Enjoy, Safety, Environmental Friendly

ທ່ອງທ່ຽວເມືອງລາວ ຮຽນຮູ້ປະຫວັດສາດ ຊື່ນຊົມທຳມະຊາດ ອະນຸລັກວັດທະນະທຳ
Visit Laos, Experience the Diversity of Nature, Culture and History

Visit Laos Year 2018 Official Opened



Visit Laos Year 2018 Official Open



Visit Laos Year 2018 Official Open



Visit Laos Year 2018 Official Open



Tourist Arrivals to Laos

Year	Tourist Arrivals	Change (%)
2002	735,662	+9.1
2003	636,361	- 13.5
2005	1,095,315	+ 22.0
2010	2,513,028	+ 25.0
2012	3,330,072	+ 22.0
2013	3,779,490	+ 13.0
2014	4,158,719	+ 10.0
2015	4,684,429	+ 13.0
2016	4,239,047	- 10.0
2017 (9 month)	2,885,061	-9,1

Visitors by Continent

	2015	2016	% Increase	% share
Asia & Pacific	3,588,538	3,919,665	-10	92.47
Europe	217,307	221,908	+2	5.23
The Americas	88,987	88,111	-3	2.03
Africa and Middle East	10,655	11,263	+6	0.27

Top Ten Tourist Generating Countries

Countries	2016	% Increase
Thailand	2,009,605	-13%
Vietnam	998,400	-16%
Korea	173,260	+8%
China	545,493	+7%
USA	58,094	-8%
France	54,953	-0.35%
Japan	49,191	+12%
UK	39,170	-8%
Germany	34,018	+7%
Australia	33,077	-5%

Tourism Development

- Implementation of ADB-Tourism Infrastructure for Inclusive Growth Project.
- Implementation of NZAID- Lao Tourism Support Activities.
- Tourism Activities supported by GIZ, Swisscontact, JICA, and KOICA.

Border Crossing Information

- 24 International border checkpoints.
- Visa on arrival in 21 border checkpoints.
- 30-day Visa-on-arrival, US \$ 30-\$45
- 30-day advance 1-month tourist visa, US \$ 30-35
- Visa extension US \$ 2 per day (3 times)
- Lao-Thai Friendship Bridge opens 06:00 – 22:00

Lao-Thai Friendship Bridges

- Friendship Bridge No1: Vientiane-Nongkhai
- Friendship Bridge No2: Savannakhet-Mukdahan
- Friendship Bridge No3: Khammouane-Nakhonephanom
- Friendship Bridge No4: Houaysai-Xiengkhoeng.



Border Crossing Information

- Expansion of regional air-links from Vientiane to Bangkok, Chiang Mai, Hanoi, Kunming, Phnom Penh, Siem Reap, Ho Chi Minh, Kula Lumpur, Singapore, Seoul, Busan, Guangzhou, and Changsha operated by Lao Airlines, Thai Airways, Vietnam Airlines, China Eastern Airlines, Jin Air, Tway Air, Bangkok Airways, Thai Air Asia and Silk Air.
- Increasing flights from Luang Prabang to Bangkok, Chiang Mai, Hanoi, Siem Reap, Jinghong, Chengdu, Singapore, Kula Lumpur operated by Lao Airlines, Vietnam Airlines, Bangkok Airways, Thai Air Asia and Silk Air.



Thank You

Ministry of Information,
Culture and Tourism



GMS Country Reports Thailand

Monday 4th December 2017
Yangon, Myanmar

Ministry of Tourism and Sports



Agenda

- Provinces along Mekong
- Tourist statistics updating
- Thailand's project





7 Provinces along Mekong River

- Chiang Rai
- Loei
- Nong Khai
- Nakhon Phanom
- Mukdahan
- Amnat charoen
- Ubon Ratchathani



Statistics

Tourist arrival 2016

- From ASEAN 8,585,251
- From Worldwide 32,529,588

Tourist arrival 2017 (Jan-Oct)

- From ASEAN 7,448,308
- From Worldwide 28,824,753





Thailand and GMS



- **Host Country Agreement**
- **Thailand will host MTF 2018**
- **Increase collaboration**



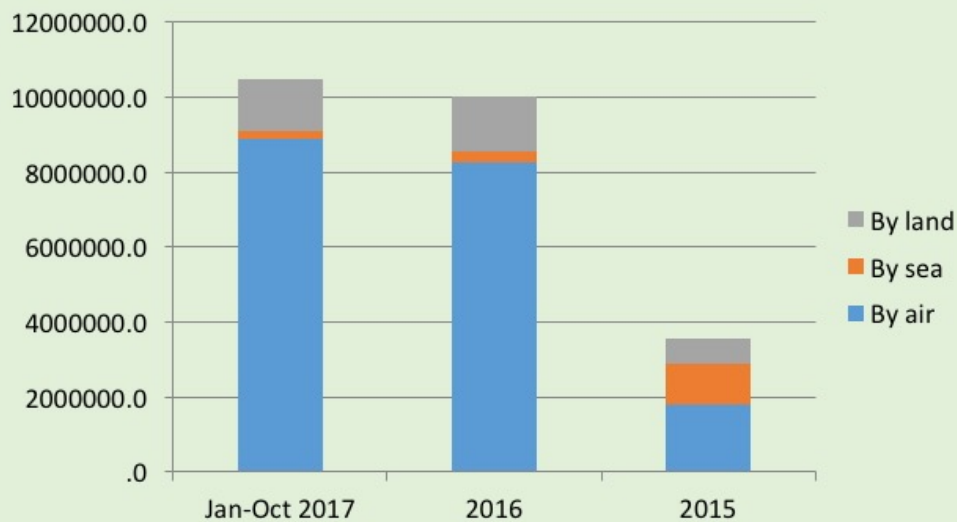


40th MEETING OF WORKING GROUP ON GMS TOURISM SECTOR



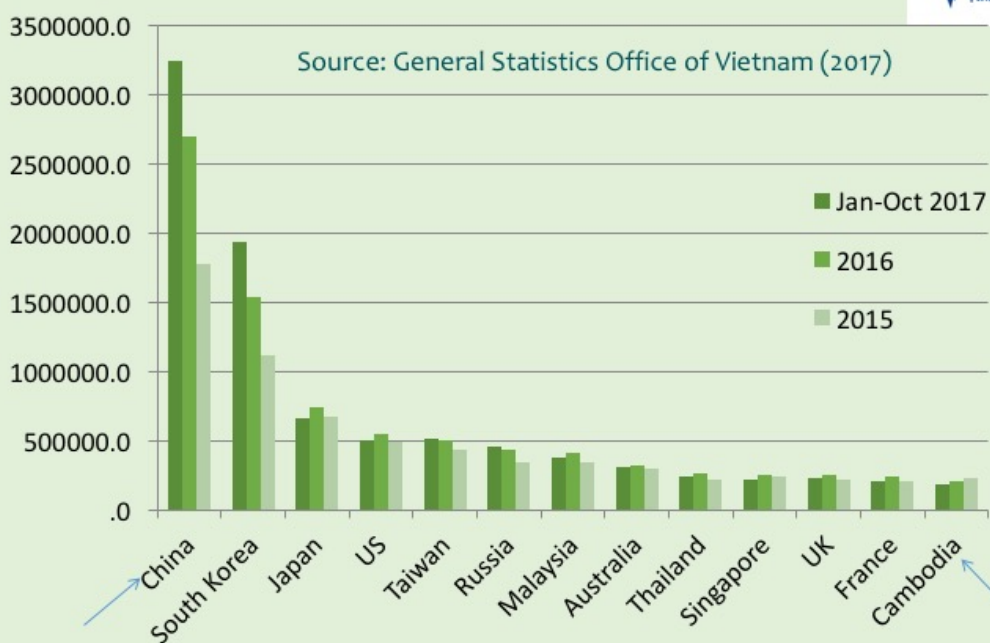
International Tourist Arrivals to Viet Nam 2015, 2016 and 10 months 2017

By means of transportation



Source: General Statistics Office of Vietnam (2017)

Top Ten Generating Markets



Tourists from GMS Member States to Viet Nam 2016, 10 months 2017



	2016	Jan-Oct 2017
Cambodia	211.949	16.348
China	2.696.848	3.245.681
Laos	137.004	8.527
Myanmar	2.494	--
Thailand	266.984	27.918

Source: General Statistics Office of Vietnam (2017)

Major tourism Indicators in 2016

- **International arrivals: 10.012.735 (growth rate: 26%)**
- **Average length of stay: 9.73 days; Average spending: 1.114 USD**
- **Domestic arrivals: 62 millions (growth 8.8%)**
- **Travel agents: 1.602**
- **Hotels: 21.000 with 420.000 rooms**
- **Tourism Receipt: 18.97 US\$ Millions (417.000 billions VND)**

Source: General Statistics Office of Vietnam, VNAT (2017)

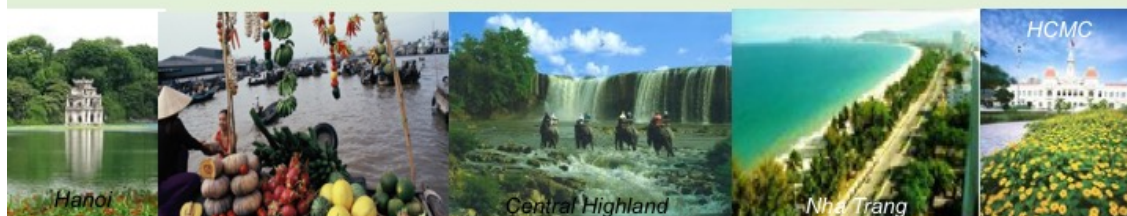
Major policy updates

- **Party's Resolution No.8 issued**
- **Action Plan by the Government being implemented**
- **Tourism Law revised**
- **Pilot E-visa scheme for 40 countries. Recently, additional 6 countries to the list of E-visa including Australia; Saudi Arabia; Canada; India; Holland; New Zealand.**
- **Revising Strategy and Master Plan for Tourism development**
- **Tourism development Fund is about to established**

Source: General Statistics Office of Vietnam, VNAT (2017)



Thank you!



Vietnam National Administration of Tourism
80 Quan Su, Ha Noi, VIETNAM
www.vietnamtourism.gov.vn



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

APPENDIX 6

GMS Updated Contact List



Update: 2-Dec-17									
GMS									
Country	Name	Organization	Position	Address	Tel	Fax	Mobile	Email	Back up email
Cambodia	Dr. Thong Khon	Tourism Development Department, Ministry of Tourism (MOT)	Minister	c/o Block 3A, Street 169 Sangkat Val Vong, Khan 7 Makara, Phnom Penh, Cambodia					
Cambodia	Mr. Tith Chantha	Tourism Development Department, Ministry of Tourism (MOT)	Secretary of State (Vice Minister)	Street 169 Sangkat Val Vong, Khan 7 Makara, Phnom Penh, Cambodia					
Cambodia	H.E In Theoun	Tourism Development Department, Ministry of Tourism (MOT)	Director General of Development Planning and International Cooperation	c/o Block 3A, Street 169 Sangkat Val Vong, Khan 7 Makara, Phnom Penh, Cambodia				int88int@gmail.com	
Cambodia	Mr. Sok Sokun	Tourism Development Department, Ministry of Tourism (MOT)	Vice Director General of Development Planning and International Cooperation	c/o Block 3A, Street 169 Sangkat Val Vong, Khan 7 Makara, Phnom Penh, Cambodia	+855 23 884 993		+855 12 880 576		ssokun@gmail.com
Cambodia	Mr. Yin Nat	Tourism Development Department, Ministry of Tourism (MOT)	Director of Tourism Investment Department	c/o Block 3A, Street 169 Sangkat Val Vong, Khan 7 Makara, Phnom Penh, Cambodia			+855 77 978838	yinnat79@gmail.com	
Cambodia	Mr. Men Phearum	Regional ASEAN Tourism Department, Ministry of Tourism (MOT)	Director of Planning Tourism Development Department	c/o Block 3A, Street 169 Sangkat Val Vong, Khan 7 Makara, Phnom Penh, Cambodia	+855 23 884 993		+855 17 653 654	men_phearom@yahoo.com	
China (CNTA)	Mr. Li Jinzao	China National Tourism Administration (CNTA)	Chairman	No. 9A Jianguomennei Avenue, Beijing 100740 China					
China (CNTA)	Mr. Li Shihong	China National Tourism Administration (CNTA)	Vice Chairman	No. 9A Jianguomennei Avenue, Beijing 100740 China	+86-10-65201181 / +86-10-65121500			czwang@cnta.gov.cn	
China (CNTA)	Mr. Wu Kefeng	Planning & Finance Department, China National Tourism Administration (CNTA)	Deputy Director General	No. 9A Jianguomennei Avenue, Beijing 100740 China	+86-10-65201552	+86-10-65201500		shmzhang@cnta.gov.cn	
China (CNTA)	Mr. Zhang Xikuan	China National Tourism Administration (CNTA)	Resource Utilization Division	No. 9A Jianguomennei Avenue, Beijing 100740 China	+86-10-65201504	+86-10-65201500	+86 13718180976	zhangxikuan@hotmail.com	2541306@qq.com
China (CNTA)	Ms. He Yan	Planning & Finance Department, China National Tourism Administration (CNTA)	Resource Utilization Division	No. 9A Jianguomennei Avenue, Beijing 100740 China	+86-10-65201532	+86-10-65201500	+86 132 4149 1282	zhe@cnta.gov.cn	
China (Yunnan)	Mr. Yu Fan	Yunnan Provincial Tourism Development Commission	Director General	No.678,Dianchi Road,Kunming 650200,Yunnan, PRC	+86 871 64608365	+86 871 64608311			156100916@qq.com
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China (Guangxi)	Ms. Liao Wenjing	Marketing and Promotion Division, Guangxi Tourism Development Commission.	Section Chief	No.24,Jinhu Nanlu, Nanning City,Guangxi Tourism Development Commission., Guangxi, China 530022	+86 771 5530513	+86 771 5529709	+86 189 7719 6309	lializ1@163.com	
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Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

APPENDIX 7

Implementation of the GMS Tourism
Marketing Strategy 2015-2020



MEKONG TOURISM COORDINATING OFFICE (MTCO)

TWG-40
MTCO Activities Report
Yangon, Myanmar
December 4, 2017





MEKONG TOURISM COORDINATING OFFICE

WEBSITE PERFORMANCE



Cruise the Mekong River and experience local culture



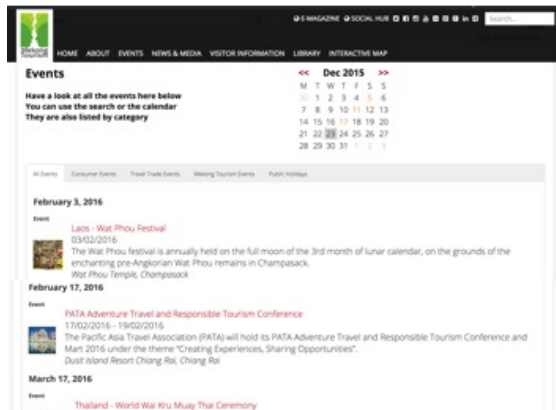
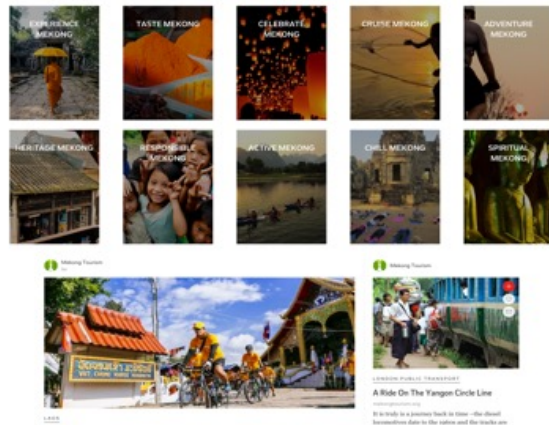
Vietnam land of opportunities



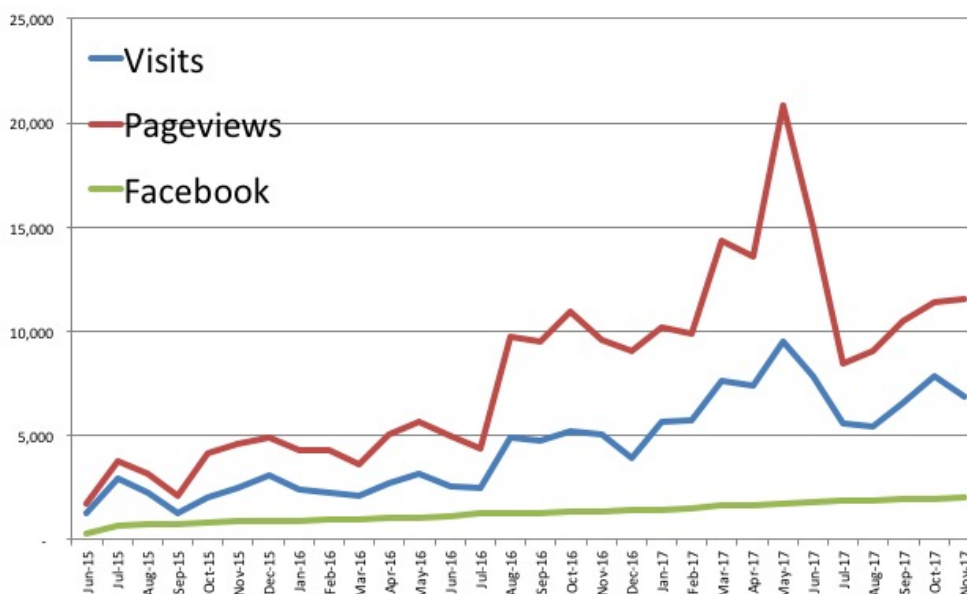
11 of the best hidden gems in Thailand



Lots of Ideas on how to Experience the Mekong Region



Website Stats (June 2015 – Nov 2017)



MTCO DIGITAL CHANGE

	NOV 2014	NOV 2015	NOV 2016	NOV 2017
WEBSITE VISITORS	733	1,898	5,071	6,159
WEBSITE VIEWS	1,684	4,038	9,578	10,582
AVERAGE USERS / DAY	20	140	319	353
FACEBOOK LIKES	175	850	1,350	2,006
E-LIBRARY DOCS	0	150	390	430
WEBSITE POSTS	75	200	380	850

MTCO DIGITAL CHANGE

Sessions

404.80%

62,423 vs 12,366



Sessions

116.04%

27,115 vs 12,551



Sessions

130.87%

62,600 vs 27,115



Pageviews

410.36%

101,225 vs 19,834



Pageviews

135.30%

47,505 vs 20,189



Pageviews

113.68%

101,507 vs 47,505



2015 > 2017

2015 > 2016

2016 > 2017





MEKONG TOURISM FORUM 2017
 LUANG PRABANG, LAO PDR
 MEKONGTOURISMFORUM.ORG

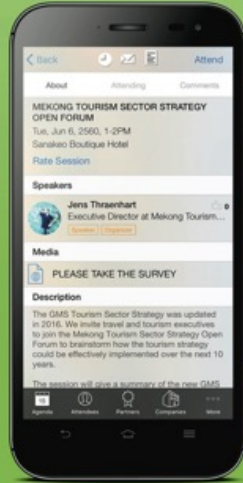
LAOS
 Ministry of Hotels & Tourism

MEKONG TOURISM FORUM 2017
 “Prosper with Purpose”
 June 6-9, 2017
 Luang Prabang, Lao PDR

SOLD OUT



MEKONG TOURISM FORUM 2017



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IOS



We are excited to bring the "Refill Not Landfill" initiative to Luang Prabang through Mekong Tourism Forum 2017.

Founded in September 2016 by a small group of tourism professionals in Cambodia, the ultimate goal of "Refill Not Landfill" is to substantially reduce the amount of plastic waste produced in the GMS, and even change its entire landscape.

One refillable aluminium bottle can last up to 4 years or more. Even assuming a life span of just three years, a single bottle can replace as many as 4,400 plastic bottles. We hope to be able to save around 5,000 bottles during Mekong Tourism Forum 2017 in Luang Prabang alone.

MTF 2017 SESSION VENUES & REFILL STATIONS:

- Chantavinh Resort
- Grand Hotel Luang Prabang
- Kiridara Hotel
- Le Calao Restaurant
- Living Land
- Luang Prabang Golf Club
- Luang Prabang Information Centre
- Luang Prabang View Hotel
- Luang Say Cruises
- Pak Ou 3
- Manda de Laos Restaurant
- Mekong Kingdoms 'Play'
- Mekong River Cruises 'Mekong Star'
- Ock Pop Tok
- Living Crafts Centre
- Pha Tad Ke Botanical Garden
- Sanakeo Boutique Hotel
- Sofitel Luang Prabang
- The Balcony by LANITH
- Traditional Arts & Ethnology Center (TAEC)



Luang Prabang Handle with Care



HOSTS	SESSION VENUES
 	    
GMS COUNTRIES	
    	    
ORGANIZERS	HOTELS
    	  
SPONSORS	TOURS
              	  
PARTNERS	MEDIA
    	    
FACILITATORS	
        	       



ระบบทางด่วนเพื่อปลอดคอกัก

SESSIONS

The eight tracks run simultaneously. Session 1 of each track will run from 14:00-15:30 Session 2 of each track will run from 16:00-17:30 Delegates remain on the same track for the duration 14:00-17:30. Transportation is provided by Exo Travel. Please go to the colour-coded van matching with your track.

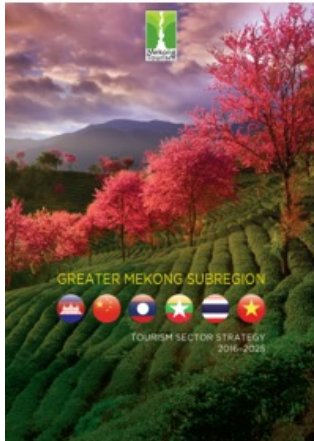
Facilitators		14:00-15:30 A	16:00-17:30 B
TRACK 1 NICHE MARKETS	1A YOUTH MARKET	1B ADVENTURE TOURISM	
	<ul style="list-style-type: none"> Kridara Hotel Sahil Naar, ADB Youth for Asia 	<ul style="list-style-type: none"> Luang Prabang Golf Club Willem Niemeijer, ATTA & Yaana Ventures 	
TRACK 2 HUMAN CAPITAL DEVELOPMENT	2A TALENT DEVELOPMENT	2B PROMOTING WOMEN-LED ENTERPRISES	
	<ul style="list-style-type: none"> The Balcony by LANITH Tim Gamper, Swisscontact 	<ul style="list-style-type: none"> Ock Pop Tok Living Crafts Centre Sonomi Tanaka, ADB 	
TRACK 3 EXPERIENCE DEVELOPMENT	3A FOOD TOURISM	3B ECOTOURISM & WILDLIFE	
	<ul style="list-style-type: none"> Le Calao Restaurant Vincent Vichit-Vadakan 	<ul style="list-style-type: none"> Pha Tad Ke Botanical Garden Janina Bkova, WCS 	
TRACK 4 CULTURE & HERITAGE	4A INTANGIBLE HERITAGE	4B FESTIVALS	
	<ul style="list-style-type: none"> Traditional Arts & Ethnology Center (TAEC) Dr. Robyn Bushell, UNESCO & University of Sydney, Australia 	<ul style="list-style-type: none"> Mekong Kingdoms 'Play' Peter Richards, ITC 	
TRACK 5 MARKETING & SALES	5A EMERGING MARKETS	5B SOCIAL MEDIA & DIGITAL MARKETING	
	<ul style="list-style-type: none"> Manda de Laos Restaurant Jason Lusk, Mekong Business Initiative 	<ul style="list-style-type: none"> Mekong River Cruises 'Mekong Star' Jason Lusk, Mekong Business Initiative 	
TRACK 6 RESPONSIBLE TOURISM	6A COMMUNITY-BASED TOURISM	6B CHILD PROTECTION	
	<ul style="list-style-type: none"> Living Land Randy Durband, GSTC 	<ul style="list-style-type: none"> Chantavith Resort Rangsimma Deesawadee, ECPAT 	
TRACK 7 CARRIER CAPACITY & CONNECTIVITY	7A AVIATION	7B RIVER CRUISES	
	<ul style="list-style-type: none"> Softel Luang Prabang's Governor's Grill Kevin Wallace, Dream Hotel Group 	<ul style="list-style-type: none"> Luang Say Cruises 'Pak Ou 3' Joe Cummings, Tallman Media Group 	
TRACK 8 SUSTAINABLE INVESTMENT	8A HOTEL INVESTMENT	8B CLEAN-GREEN CITIES	
	<ul style="list-style-type: none"> Luang Prabang View Hotel Robert Hecker, Horwath HTL Charles Blocker, IC Partners 	<ul style="list-style-type: none"> Grand Hotel Luang Prabang's Le Bistrot Andreas Hoffman, GIZ Derin Henderson, Asia Foundation 	



To ensure some consistency of all the sessions, we have developed a model that is aimed to position the GMS as a competitive tourism destination. The components of the model are: Positioning, Promotion, Product Development, Partnerships, and Policy.











Why visit Laos?



CNN's Road to ASEAN visits the Mekong Tourism Forum in Luang Prabang to find out how this region is coming together through tourism.



"Being able to discuss the issues of river-based tourism right on a river cruise boat on the Mekong River, made the debate not only so much more relevant and engaging, but also offered delegates to experience tourism products away from the traditional meeting room. We were very pleased to be part of the MTF 2017 hosting community. This new and innovative approach may open up future opportunities for collaboration among the travel industry in Luang Prabang."

Duanratchada Chimphalee
Director of Sales & Marketing at Mekong Cruises

'While complex from a logistics standpoint, the organizer's efforts paid off to create one of the most inclusive and experiential tourism conferences yet by making the destination the venue. This is a new benchmark for inclusive conferences. It was marvelous.'

Peter Richards
United Nations International Trade Centre

"The rolling venue format for this year's Mekong Tourism Forum was innovative and excellent, drawing out high levels of interactive discussion and debate, locking right on to the hot issues."

Kevin Wallace
Managing Director of Dream Hotel Group

"The distributed approach no doubt added greatly to the planning and logistics but provided participants with many experiences, engaging with the town and its many assets. In the process providing many more businesses with profile. This works well in a small place like Luang Prabang that would normally not host a large meeting. It brought so many of the issues and opportunities being discussed into sharp focus. A great initiative, and a really productive forum."

Professor Dr. Robyn Bushell, UNESCO Consultant

2017 MTF Contribution

Company	Total: USD 115,000
Venues	Total: USD 45,000
<ul style="list-style-type: none"> • Meeting Venues • Lunch Venues • Event Catering 	<ul style="list-style-type: none"> \$30,000 \$5,000 \$10,000
Services	Total: USD 30,000
<ul style="list-style-type: none"> • SIM Cards • Transportation • Post Tours • Other Sponsors 	<ul style="list-style-type: none"> \$1,000 \$5,000 \$15,000 \$15,000
Marketing	Total: USD 30,000
<ul style="list-style-type: none"> • Design & Collateral (CEN International) • Hosting Media (Hotels) • Hosting Media (Airlines) • Bottles (GIZ) • Guide Book (MBI, GD) 	<ul style="list-style-type: none"> \$20,000 \$6,000 \$4,000 \$2,000 \$2,000





MEKONG TOURISM COORDINATING OFFICE

PROJECTS & PROGRAMS



TABLE OF CONTENTS

INTRODUCTION	1
Background	2
SITUATIONAL ANALYSIS	5
Global Tourism Trends and Influences	6
Growth and demand	6
Demographic change	6
Urbanization	7
Information technology	7
Sharing economy	8
Sustainability	8
Climate change	9
Tourism in Greater Mekong Subregion	9
Economic context	11
International visitor arrivals	12
Tourism priorities and targets	14
Strengths and opportunities	14
Key issues	17
Summary of Strengths, Opportunities, and Key Issues	22
GREATER MEKONG SUBREGION TOURISM SECTOR STRATEGY 2016-2025	25
Expected Outcome	26
Guiding Principles	26
Strategic Directions and Programs	27
Strategic Direction 1 - Human Resource Development	28
Strategic Direction 2 - Improve Tourism Infrastructure	29
Strategic Direction 3 - Enhance Visitor Experiences and Services	30
Strategic Direction 4 - Creative Marketing and Promotion	32
Strategic Direction 5 - Facilitate Regional Travel	34
Implementation, Costs, and Monitoring	36
Implementation Arrangements	39
Costs and Financing	40
Monitoring and Reporting	41
APPENDICES	47
Appendix 1 - Priority Investment Programs and Projects	48
Appendix 2 - Results Framework	50
Greater Mekong Subregion Tourism Cooperation	57
ABBREVIATIONS	57

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TOURISM SECTOR STRATEGY
 2016-2025



II. GMS AIR TRANSPORT IN NUMBERS

The six GMS countries – Cambodia, China (Guangxi and Yunnan), Lao PDR, Myanmar, Thailand and Viet Nam – represent a fast-growing international air transport market.

- >100 airports collectively serve
- >250 million passengers a year (2015)
- 30 airports have international connections
- >30 airports each serve >1,000,000 passengers per year

10 Mekong Trends Snapshots






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Map Satellite

NOMINATE RESPONSIBLE EXPERIENCES

www.ExperienceMekong.org

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- White Elephant Adventures**
- Luang Prabang, Lao PDR
- The Gibbon Experience –**
Ban Houayxay, Lao PDR
- Bloom Microventures – Ha**
Noi, Viet Nam
- Ngoc Son/Ngo Luong – Hoa**
Binh, Viet Nam

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THE OFFICIAL TRAVEL GUIDE OF GREATER MEKONG SUBREGION EXPLORE

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EXPERIENCE MEKONG SHOWCASE – BEST PRACTICE CASE STUDIES



<p>A case study X Part I: Business introduction</p> <p>This part will provide information about background of the business, types of experience, its philosophy, vision and mission.</p> <p>Founder's information will also be narrated, together with his or her rationale of establishing the business. More over, other general information such as location, current business environment, current facing challenges can also be included where appropriate.</p> <p>Photos of the business and/or founders</p>	<p>A case study X Part II: Business model</p> <p>Details of tourism business model/business activities</p> <p>There will be sections talking about the business's general and/or specific target market and the business positioning and reasons why the business choose such a position.</p> <p>Value proposition of what a business offers to their customers will be further discussed especially on the points where the business is made different from the mainstream competitors in respect to the aspect of sustainability.</p> <p>Key stakeholders and their contributions and influences towards a business will be elaborated. Sources of key revenues and cost structure will also be pointed out.</p>	<p>A case study X Part III: Business model</p> <p>This part will investigate business activities in the business value chain and to discuss the parts where GSE/responsible practices have been implemented. Narrative explanation and the value chain activities (as shown hereunder) will be used as ways of representation.</p> <p>The business value chain reflecting how GSE practices have been incorporated into the business activities</p>	<p>A case study X Part III: Benefits and contribution</p> <p>Paragraphs which elaborate benefit for:</p> <ul style="list-style-type: none"> 1) Business 2) Customers 3) Communities 4) Other key stakeholders <p>Revenue Positive word of-mouth</p> <p>Paragraphs which elaborate benefit for:</p>	<p>A case study X Part IV: Final summary</p> <p>Paragraph summary:</p> <p>This will be a paragraph summary of the case and the emphasis on key success factors (KSF) in relation to making business sustainable and responsible.</p> <p>Key points will be made into helpful tips or put into the highlight boxes.</p>
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THE WORLD'S LEADING TRAVEL TRADE SHOW®

8 - 12 March 2017





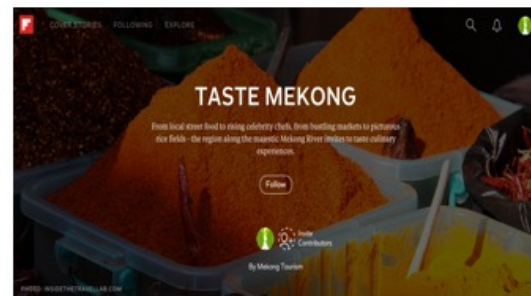
MEKONG TRENDS at ITB

- Session about Mekong Tourism at ITB Berlin focusing on relevant subject matter to position GMS
- 60 minutes with potential networking with press and industry. (TBD – Sponsor)
- If successful, can be expanded to ITB Asia and ITB China – possibly with Mekong booth for SMEs - Responsible Tourism
- Increase awareness of GMS and have a platform at biggest travel trade show in the world.



MEKONG TOURISM EXPERT GROUPS

- New program to create groups of subject matter experts of specific topics (ie food tourism, river cruise, responsible tourism, etc.). **Example: Culinary Tourism**
- Experts Groups would create simple workplan (ie session at MTF, issues paper, project) – MTCO would facilitate and networks have page on website.
- Expert Groups would get access to TWG to communicate
- Part of the larger Contributor



MEKONG TRENDS

MEKONG TRENDS SYMPOSIUM ON DATA HARMONIZATION & INTELLIGENCE

February 25-27, 2018
Phnom Penh, Cambodia

MEKONG TRENDS

MEKONG TRENDS SYMPOSIUM ON ORGANIC TOURISM

May 2018
Sampran Riverside
Bangkok, Thailand



An initiative of



Supported by



The MIST Startup Accelerator

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



The MIST Market Access Accelerator

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

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



MIST
Mekong Innovative Startups in Tourism





Mekong Moments

**COLLABORATIVE
STORYTELLING
FOR EVERYONE**

**BE IN THE MOMENT
TRAVEL RESPONSIBLY**

Mekong Moments **ENWOKE**
MEKONGMOMENTS POWERED BY ENWOKE





1 SET YOURSELF UP

Create a user and business profile on MekongMoments.com, following the easy step-by-step instructions. You can later invite other users to your business profile and assign user roles to them.

At the same time, you can setup your experiences following the easy step-by-step instructions. You can choose between a free Bronze experiences to fully customized Gold Experiences.

If at any time you require support, book our setup service to have it done for you.



▲ Mekong Moments step-by-step sign-up process

#@ 2 CREATE A CAMPAIGN

Determine, which hashtag is best for your campaign. We recommend using your Instagram # for the first campaign. Afterwards, follow the easy step-by-step instructions to complete the campaign set-up.

This includes setting a campaign image and poster, campaign types, duration and mechanics.

The campaign will afterwards be visible in the offers page of Mekong Moments.

If you require creative or setup support, feel free to book our services to create a stunning campaign.



▲ Mekong Moments campaign image board

3 ENGAGE YOUR CUSTOMERS

A successful campaign requires customer engagement. Download and print marketing materials from your business user page, ask us to create custom collateral or a custom Mekong Moments video for your campaign, use social media channels to promote your campaign.

4 DRIVE SALES



▲ Customized collateral

5 MONITOR AND ADJUST

Check the reporting on your Mekong Moments business page frequently and adjust your customer engagement strategy accordingly.



▲ Business Reporting backend

85% 85% OF MILLENNIALS REPORT THAT USER-GENERATED CONTENT INFLUENCES WHAT THEY BUY AND WHERE

3 GENERATING DIRECT BUSINESS THROUGH SOCIAL COMMERCE

More and more travellers are finding their information through social media and relying to peer-generated content to make their travel decisions. Mekong Moments provides a direct link to your booking channel from user generated content.



Tools

- ENWOKE
- Social Media Aggregator
- content manager
- image boards
- campaign manager
- awards manager
- influencer manager
- website builder
- group manager
- Data Analyser





5 COLLABORATIVELY PROMOTING THE GREATER MEKONG SUBREGION

Use the power of many to build powerful and sustainable campaigns in collaboration with partners. The GMS has a strong network of experiences. This creates millions of shared moments through a strong network of micro social media contests, showcasing the diversity and strong appeal of the GMS by building a cloud of content that increases the awareness of the region internationally.

The more you engage your customers and connect to other experiences, the more exposure you will get online, the more bookings you will receive in the future, and the more the region will be promoted as a result.



Mekong Moments

mekong minis

MEKONG MINI MOVIE FESTIVAL 2018

SHARE YOUR 60 SECOND VIDEOS AND WIN

TAKE A 60 SEC. OR SHORTER VIDEO

POST ON TWITTER, INSTAGRAM OR YOUTUBE

#

TAG WITH #MEKONGMOMENTS + #MINIS

REGISTER AT MEKONGMOMENTS.COM

TO VOTE, VISIT MEKONGMINIS.COM

SUBMISSION DEADLINES: 15/01/18, 1/03/18, 15/05/18 (FIRST SCREENING AT ASIAN TOURISM FORUM 2018 IN CHIANG MAI, THAILAND) VISIT MEKONGMOMENTS.COM/MINIS FOR SCREENING DATES AND TERMS & CONDITIONS

In partnership with

MEKONGMINIS.COM



MEKONG TOURISM FORUM 2018
NAKHON PHANOM, THAILAND
MEKONGTOURISMFORUM.ORG





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	Lao 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	Lao PDR
TWG 47 & MTF 2021	May/June - 2021	Vietnam



Thank you



Mr. Jens Thraenhart, Executive Director
The Mekong Tourism Coordinating Office (MTCO)
Tel: +66 8555 44234 Fax: +66 2612 4152
Email: jens@mekongtourism.org

73

The Buddhist Trail Project

(Development of Mekong-Ganga Buddhist Pilgrimage Tourism)



Presented by:

*Ms. Thida Aung
Assistant Director
Directorate of Hotels and Tourism
Ministry of Hotels & Tourism
The Republic of the Union of Myanmar.*

Mekong-Ganga Countries



Outcomes of the 7th MGC Foreign Affairs' Ministerial Meeting

- Conduct tourism marketing and promotional activities
- Explore tourist destinations for outbound tour operators and media of Mekong-Ganga Countries
- Develop Mekong tours for Indian tourists

Mekong- Ganga Buddhist Pilgrimage Sites



Mekong- Ganga Buddhist Pilgrimage Sites



On- going Activities

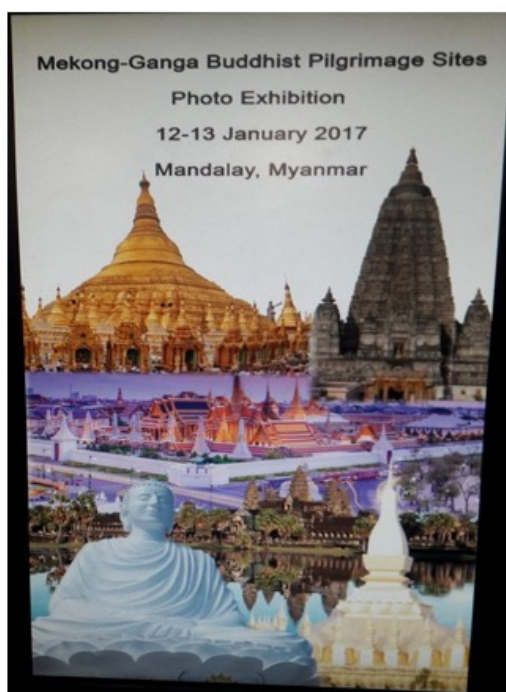
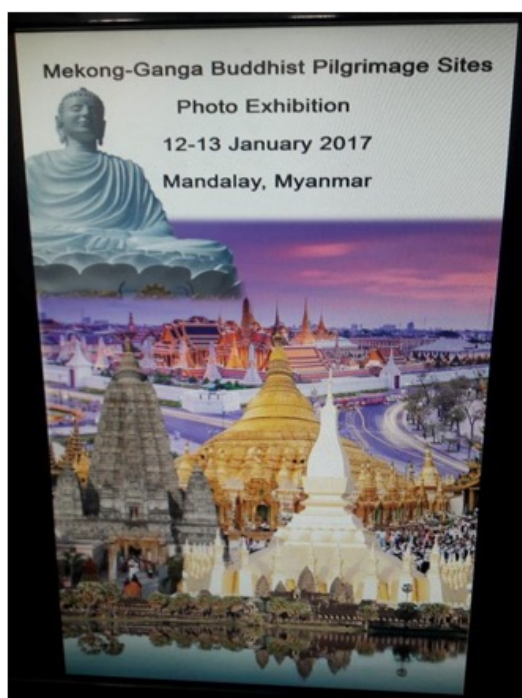
- 1 . **Displaying Mekong- Ganga Buddhist Pilgrimage Sites Photo Exhibitions at Myanmar International Travel Marts**
- 2 . **Producing Visitor's Guide Book for Mekong- Ganga Buddhist Pilgrimage Sites**



Myanmar International Travel Mart 2017 (12-13 January 2017, Mandalay, Myanmar)



Myanmar International Travel Mart 2017 (Mandalay)



2017 World Tourism Day Ceremony MICC II, Nay Pyi Taw



Mandalay Travel Show 2017 (17-19 November 2017, Mandalay, Myanmar)



Cambodia



Angkor Wat Temple



Big Buddha Kulenmountaine



Oudong Mountain



Wat Sampov Pram at Bokor

Cambodia



Oudong Mountain



Stairway to the reclining Buddha Koulen



India



Lion Capital Pillar, Bihar



Mahabodhi Temple, Bihar



Buddha Sculpture, Gandhara



Mahabodhi Temple, Bihar



Parinirvana Statue, Uttar Pradesh

India



Chaitya-griha, Uttar Pradesh



Angulimal Stupa, Uttar Pradesh



Great Stupa, Madhya Pradesh



Bavikonda Buddhist Site, Andhra Pradesh



Guntuppalli Buddhist Site, West Godavari District

Lao PDR



Ongteu Temple,
Vientiane Capital



That Luang Stupa(Great Sacred
Stupa), Vientiane Capital



Phousi Mountain, Luang
Prabang Province



Phiavatt Temple, Xieng Khouang Province



Vat Phou(UNESCO World Heritage
Site) Champasak Province

Lao PDR



Hor Prakeo Museum,
Vientiane Capital



Simeuang Temple,
Vientiane Capital



Xiengkhouan(Buddha Park)
Vientiane Capital



Sisaket Temple, Vientiane Capital



Xiengthong Temple, Luang Prabang Province

Myanmar

Maharmyatmuni Buddha Image, Mandalay



Kyaikhtiyo Pagoda, Mon State



Shwedagon Pagoda, Yangon



Myatheindan Pagoda, Sagaing Region



Taung Kwe Pagoda, Kayah State

Myanmar

Kohtaung Temple, Mrauk U, Rakhaing Region



Kakku Pagoda, Taunggyi



Kandawpalin Temple, Bagan



Pindaya cave, Shan State



Sule Pagoda, Yangon

Thailand



The Grand Palace, Bangkok



Phrathat Doi Suthep Temple, Chiang Mai



Wat Pho, Bangkok



Pa Phukon Temple, Udon Thani



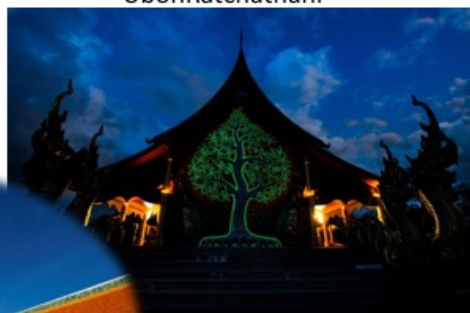
Hong Thong Temple, Chachoengsao

Thailand

Temple of Dawn, Bangkok



Sirindhorn Wararam Temple, Ubon Ratchathani



Phra Mahathat Woramahawihan Temple, Nakhon Si Thammarat



Chang Lom Temple, Si Satchanalai Historical Park, Sukhothai

Rong Khun Temple, Chiang Rai

Vietnam



One-pillar Pagoda, Ha Noi



Huong Tich, Ha Noi Center



Yen Tu, Quang Ninh Province



Bai Dinh Temple, Gia Vine District, Ninh Binh Province



Thien Mu Pagoda, Hue City



Tran Quoc Pagoda, Ha Noi

Vietnam



Con Son-Kiep Bac relic, Ha Noi



Vinh Nghiem Pagoda, Ho Chi Minh City



Dau Pagoda, Thuan Thanh District



But Thap Temple, Bac Ninh Province

Next Steps

- Seek cooperation to get approval from MGC countries for the production of Mekong-Ganga Buddhist Pilgrims Sites
- Distribution of Visitor's Guides at International Travel Fairs, Embassies abroad and Member States
- Organize FAM Trips





Agenda item 6: Implementation of the GMS Tourism Marketing Strategy 2015-2020

DEPARTMENT OF TOURISM,
MINISTRY OF TOURISM AND SPORTS

Conference on “Creative Sustainable Tourism Destinations within
the GMS Countries on 15 - 16 February 2017, Chiang Rai Province



Exploring the Sustainable Routes in the Mekong Subregion

In an effort to promote sustainable routes linking the Royal Projects in Thailand and tourism destinations in Myanmar, Laos and China, Thailand's Department of Tourism is producing detailed and downloadable maps of five sustainable tour routes in the Greater Mekong Subregion (GMS).

ROUTE 1 THAILAND – MYANMAR
Beginning in Chiang Rai, the most popular tourist hub in Northern Thailand, and extending on into the relatively unexplored border of Myanmar, this Chiang Rai route takes in a wide variety of naturally significant attributes and active Royal Projects sites. These route highlights on the map include:

- CHIANG RAJ**
 - Royal Agricultural Station Inthanon
 - Khun Wang Royal Project Development Center
 - Ang Khang Royal Agricultural Station
- CHIANG SAJ**
 - Wat Bang Khun
 - Dai Tung Development Project
- MYANMAR**
 - Tachileik
 - Bangyang
 - Mang La

ROUTE 2 THAILAND – LAOS – CHINA
Beginning in Chiang Rai, in Northern Thailand, this exciting route travels up through the Golden Triangle region and into the upper reaches of Laos. This route then descends into Southern China, which is an even more relatively unexplored region of the geographical area. These route highlights on the map include:

- CHIANG RAJ**
 - Wat Nam Khuan
 - Pha Tang Royal Project Development Center
 - Golden Triangle
- LAOS**
 - Ban Heng Koi
 - Luang Namtha
- CHINA**
 - Xikouqianme / Jingping

For over 70 years, the history of the King Bhumibol (the late) instead than 3 thousands of such projects have been greatly benefited with the security and the people's well-being. The projects increase the tourism in the region and the people's quality of life by providing the tourism of nature people in the growing of such things, such as coffee and rice. Many of these projects have become popular tourist destinations among the Thai and foreigners.

To honor and pay tribute to the late King Bhumibol (the late), whose gift brought led to the sustainable security and tourism destination management, and to develop multi-sector projects in the GMS, the Department of Tourism will produce such a booklet and map with the objective to promote the sustainable tourism routes linking Thailand's Royal Projects to other GMS countries.

THANK YOU



Agenda Item 6: Implementation of the GMS Tourism Marketing Strategy 2015-2020

40th MEETING OF THE GMS TOURISM WORKING GROUP

4 December 2017

Yangon, Myanmar

Update on Southern Tourism Corridor Meeting Fam Trip in Trat and Chantaburi provinces 23-26 May, 2017



Six thematic multi-country routes:

1. **Bike and Run** (Trat-Koh Kong-Kampot-Phu Quoc): **Cambodia**
2. **Natural & Historical Theme Based** : **Cambodia**
(HCMC-Phu Quoc-Can Tho-Kampot-Phnom Penh or Phnom Penh-Sihanoukville-Kampot-Phu Quoc-Can Tho-HCMC)
3. **Romantic & Honeymoon** (Trat-Chantaburi-Rayong-HCMC-Cai Be-Can Tho-HCMC): **Thailand**



Six thematic multi-country routes:

4. **Arts & Cultural Heritage of French Colonial Architecture** (Chantaburi-Sihanoukville-Kampot-Ha Tien-Rach Gia) : **Viet Nam**
5. **Eco Tour** (Chonburi-Rayong-Chantaburi- Trat-Koh Kong-Sihanoukville-Kampot-Kep-Ha Tien-Phu Quoc-Can Tho-Sa Dec) : **Viet Nam**
6. **Food Trail** (Kampot-Takeo-Sihanoukville-Trat-Chantaburi-Rayong) : **Thailand**



Proposed Next Steps:

1. Jointly promote newly established tour programmes on individual NTOs' promotional channels e.g. brochure, website and trade fairs
2. Organise Agent & Media Fam Trip



Experience
Thailand
and
MORE

7-12 September 2017





Post Tours ASEAN Tourism Forum 2018



The Horizon Heritage Udon Thani – Nong Khai – Vientiane 27-29 January 2018

ATF 2018 Post Tour

The Horizon Heritage (300 USD)

- ♦ Ban Chiang archeological site
- ♦ Cruise at Nong Han Lake
- ♦ Ramasun Military Camp.
- ♦ Nisachol Shop for local fabric wo
- ♦ Depart for Vientiane by train
- ♦ Visit Royal Temple of Haw Phra K
- ♦ Pha That Luang, Patuxai Monum
- ♦ Ride the Sky Lab to
- UD Town Outdoor Shopping Mall.



The Golden Treasures Lamphun – Yangon 27-29 January 2018

ATF 2018 Post Tour

The Golden Treasures (500 USD)

Ban Nong Nguak, Pa Sang District of Lamphun.

- Visit “Hor Dharm” at Wat Nong Nguak
- The workshops of weaving and basketry
- Join the “Creative Tourism@Lamphun” activities.
- Wat Chama Dhevi
- Wat Phrathat Haripunchai



ATF 2018 Post Tour

The Golden Treasures

Yangon, Myanmar

- Botahtaung Pagoda
- Bo Bo Gyi
- Amadaw Mya Nan New
- Chaukhtatgyi Buddha Temple
- Shwedagon Pagoda
- Sule Pagoda
- Bogyoke Aung San Market



The Memorable Antique Cultures Chiang Rai– Kengtung

27-30 January 2018

ATF 2018 Post Tour

The Memorable Antique Cultures (500

Chiang Rai

- Wat Rong khun
- Singha Park
- Wat Phra Kaew
- Chiang Rai Walking Street
- Ban Lor Yo (Ahka Village)
- Wat Hiranyawat
- Enjoy the local workshops at Ban Pang Ha



ATF 2018 Post Tour

The Memorable Antique Cultures

Kengtung

- Maha Myat Muni Pagoda
- Zom Kham Temple
- Wat Phra That Jom Mon
- Kengtung market



Ancient of the East Chanthaburi–Prachinburi - Siem Reap

27-30 January 2018

ATF 2018 Post Tour

Ancient of the East (500 USD)

U-Tapao Airport.

- The Old Town of Chanthaburi
- Chao Lao Beach
- Chalerm Burapha chonlathit Scenic Road
- Chatrium Golf Resort Soi Dao Chanthaburi for

site inspection and enjoy the activities

- Serenity Hotel SPA Onsen Kabinburi

Leisure with the onsen, swimming and yoga



ATF 2018 Post Tour

Ancient of the East

Siem Reap

- Ton Le Sap Lake
- Angkor Village Apsara Theatre
- Angkor Thom
- Ta Prohm
- Angkor Wat temple



Ride To Khong's Legendary 2018

March 2018



OBJECTIVES

- ❖ To further develop the cycling to be an annual event to be attended by Thai and international cyclists.
- ❖ To highlight the activity that is unique and creates continuous challenge.
- ❖ To establish the cycling as one of the tools in stimulating travels as well as bringing economic value to the country, especially the Northeast.
- ❖ To attract more tourists who enjoy cycling from both domestic and overseas to visit the country, especially the quality tourists market.



Ride to Khong's Legendary 2018	
Route	Distance
<p>Stage 1 : Nakhon Phanom Province – Mukdahan Province</p> <p>Start from the seven-headed Naga Statue (Nakhon Phanom Province) passing Phrathat Phanom and finish at Wat Phu Manorom (Mukdahan Province)</p> <p>Highlight: Competition for King of Khong (KOK), ride up the Manorom (Mukdahan Province), a distance of 1.7 kilometres.</p>	166 Km.
<p>Stage 2 : Mukdahan Province – Sakon Nakhon Province</p> <p>Start from Ho Kaeo Mukdahan Observatory passing the Phu Pha Yon National Park and Khong Ping Ngu and finish at the Phuphan National Park Office then rolling to check in at Sakon Nakhon Province.</p> <p>Highlight: Competition for King of Mountain (KOM), ride up to Khong Phu Pha Yon, a distance of 9.8 Km. and Khong Ping Ngu, a distance of 9.7 kilometres.</p>	155 Km.

Seven-headed Naga Statue (Nakhon Phanom Province) – Wat Phu Manorom (Mukdahan Province) Distance 166 kilometres

Start Naga Statue

Phrathat Phanom

Matthayom Chan Road

Route 2104

Route 212

Wat Phu

Finish

Highlight: Competition for King of Khong (KOK), ride up Phu Manorom (Mukdahan Province), a

[Air Asia has 3 Flights, Nok Air has 2 Flights a day]

Sakon Nakhon Airport [Air Asia has 1 Flight, Nok Air has 3 Flights a day]

(One hour difference schedule)

Accommodation in Nakhon Phanom

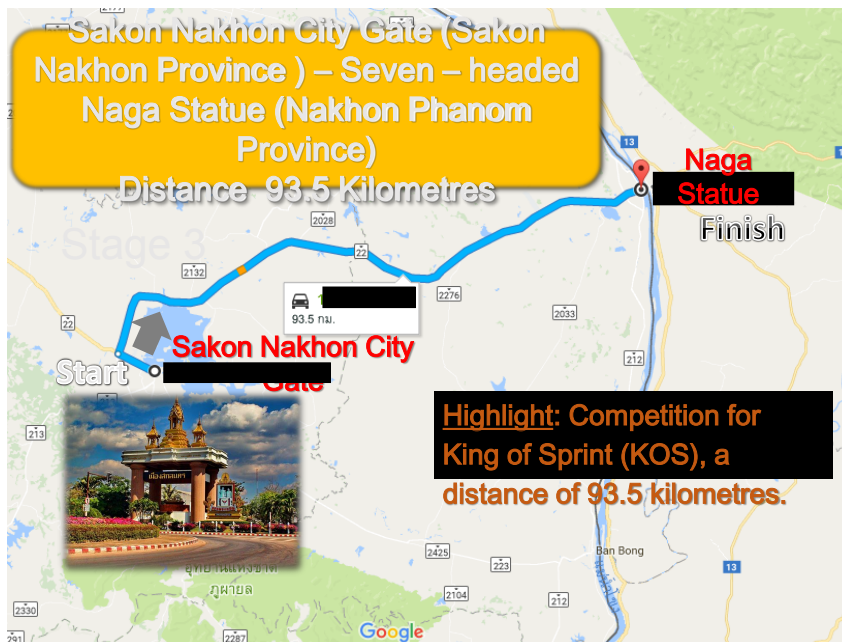
Hotel 1,494 Rooms

Resort 850 Rooms



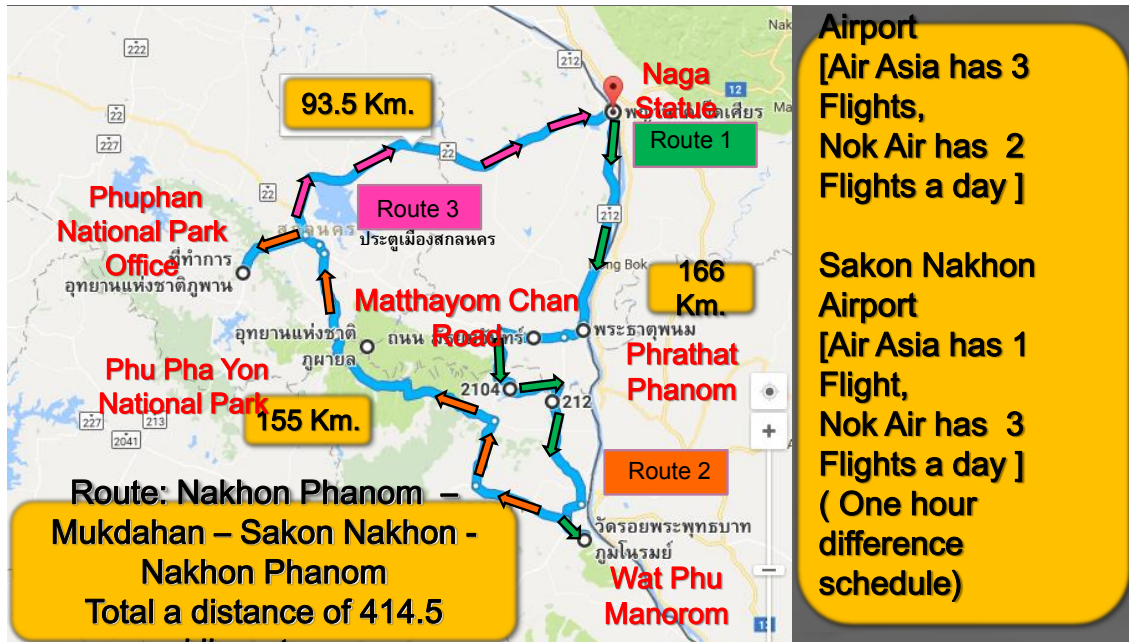
Flights,
Nok Air has 2
Flights a day]
Sakon Nakhon
Airport
[Air Asia has 1
Flight,
Nok Air has 3
Flights a day]
(One hour
difference
schedule)

Accommodation in
Mukdahan
Province
Hotel 2,223
Rooms
Resort 480



[Air Asia has 3
Flights,
Nok Air has 2
Flights a day]
Sakon Nakhon
Airport
[Air Asia has 1
Flight,
Nok Air has 3
Flights a day]
(One hour
difference
schedule)

Accommodation in
Sakon Nakhon
Hotel 1,653
Rooms
Resort 1,155



Categories and Ages

1. Road bike Male Elite
2. Road bike Male 30-39
3. Road bike Male 40-49
4. Road bike Male 50+
5. Road bike Female Elite
6. Road bike Female 35+
7. Team Mix - male+female (4 racers)

Don Mueang - Nakhon Phanom		Nakhon Phanom - Don Mueang	
08.30-10.00		10.25-11.20	
15.00-16.25		17.00-18.10	
18.15-19.40		20.10-21.20	
Don Mueang - Sakon Nakhon		Sakon Nakhon - Don Mueang	
06.30-07.40		08.10-09.20	
Don Mueang - Nakhon Phanom		Nakhon Phanom - Don Mueang	
10.05-11.15		11.45-12.55	
18.20- 19.55		20.25- 22.00	
Don Mueang - Sakon Nakhon		Sakon Nakhon - Don Mueang	
08.55- 10.05		09.40- 10.50	
15.00-16.25		15.00-16.35	
19.40-20.50		21.20- 22.30	

For More Information

- 1. www.ridetokhonglegendary.com
- 2. www.thaifest.org
- 3. <https://www.facebook.com/ridetokhonglegendary/>





Visit Asean@50
GOLDEN CELEBRATION 2017



EWEC FAM TRIP AND MEETING REPORT

4th, Dec 2017

Presented by Ms Le Minh Que, Official of Travel Management Dpt, VNAT

I. FAMTRIP (18th – 23rd, Sep 2017)

II. MEETING (22nd, Sep 2017)

III. PROPOSALS/SUGGESTIONS

EAST-WEST ECONOMIC CORRIDOR (EWEC)



FAMTRIP (18th-23rd, Sep 2017)

- **Time:** 18th – 23rd, Sep 2017
- **Participants:** 15 (Viet Nam, Laos, Thailand, Myanmar)
- + 4 representatives from each country
(NTOs, Association of Travel Agents, Association of Tourist Guides, Tour Operators).
- + 2 representatives from Mekong Tourism Coordinating Office (MTCO).

FAM TRIP (18th – 23rd, Sep 2017)

The map shows the following itinerary points:

- Dark Cave
- Phong Nha Park
- Quang Binh
- Quang Tri
- Thừa Thiên - Huế
- Đà Nẵng
- Quang Nam
- Myson HolyLand
- Hue Citadel
- Hoian old Town

Accompanying photos show: Dark Cave interior, Phong Nha Park, Hue Citadel, Myson HolyLand ruins, and Hoian old Town street scene.

FAM TRIP (18th – 23rd, Sep, 2017)

A group of approximately 15 people, including men and women of various ages, are posing for a group photo in front of a large, ornate pagoda. They are dressed in casual to semi-formal attire, and some are wearing blue polo shirts with logos. The pagoda is multi-tiered with traditional architectural details, surrounded by lush green trees.

FAM TRIP (18th – 23rd, Sep, 2017)



FAM TRIP (18th – 23rd, Sep, 2017)



EWEC MEETING

- **Participants:** All members of the trip and 40 tour operators, Hotel Businesses in Viet Nam, Provincial Tourism Dpt's Leaders including Quang Binh, Quang Tri, Hue, Da Nang, Quang Nam's
- **Time:** 8:30 to 12:00
- **Location:** KOI Resort, Hoi An, Quang Nam
- **Content:**
 - + Opening Remarks
 - + Discussions from Representatives
 - + Closing

EWEC MEETING



EWEC MEETING



EWEC MEETING



EWEC MEETING CONCLUSION

- Highly appreciate Viet Nam's initiative
- Positive ideas of EWEC tourism development:
 - + Conducting Tours;
 - + Upgrading facilities and services;
 - + Creating strategy of development

PROPOSALS

- Conduct the famtrip in Laos, Thailand, Myanmar;
- Open Coordinating headquarter of EWEC tourism;
- Make Action plans for the next 5 year period



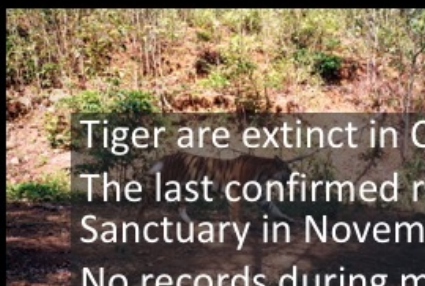
Visit Asean@50
GOLDEN CELEBRATION 2017



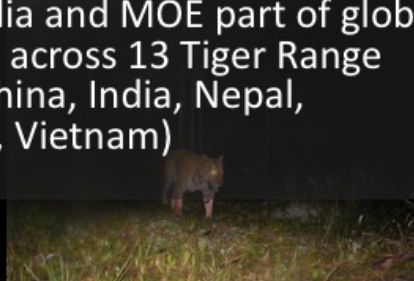
**THANK YOU VERY MUCH
FOR YOUR ATTENTION!**

** If you have any inquiry, please kindly contact Ms Que, Official of Travel Management
Dpt, VNAT at Tel: 84 904157948, Email: minhque@vietnamtourism.gov.vn*

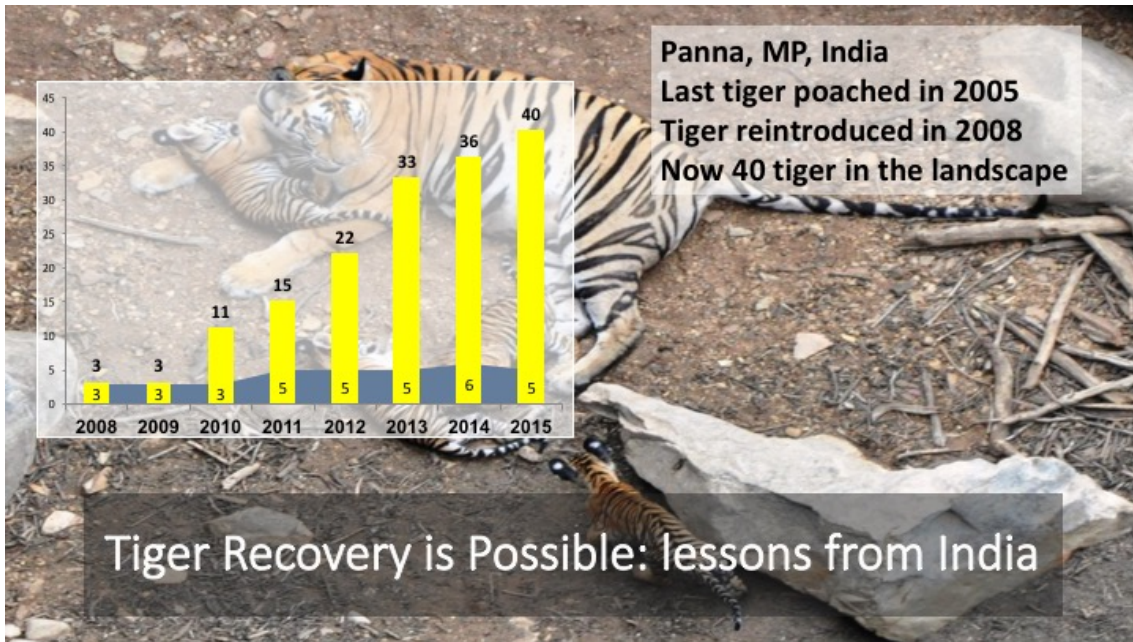
Mondulkiri: land of the tiger



Tiger are extinct in Cambodia
 The last confirmed record from Srepok Wildlife Sanctuary in November 2007
 No records during many subsequent surveys



Royal Government of Cambodia and MOE part of global commitment to recover tigers across 13 Tiger Range Countries (including Russia, China, India, Nepal, Malaysia, Indonesia, Thailand, Vietnam)



The Eastern Plains Protected Areas (Phnom Prich and Srepok Wildlife Sanctuaries) identified by the Cambodia Tiger Action Plan of Ministry of Agriculture Forestry and Fisheries as best location in Cambodia for tiger reintroduction

WHY?

- Large area of high quality DDF Forest
- High number of ungulate tiger prey
- Strong support from MOE and Conservation Partners

What Benefits of Tiger Reintroduction?



Ecosystem Services

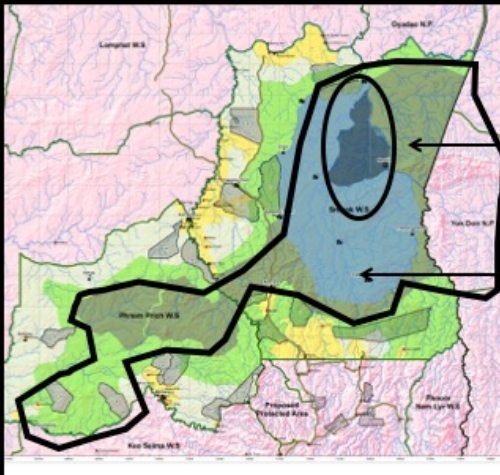


Jobs & Ecotourism



Political & Prestige

Where and When?



Tiger release zone? [tbc]

Tiger recovery zone
~2,300 km²

Government
Endorsement

2017

Conditions for
reintroduction
met

2022

Tiger Release

2023

Thanks You!





Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

APPENDIX 8

GMS Tourism Performance and Statistic
Harmonization in the GMS

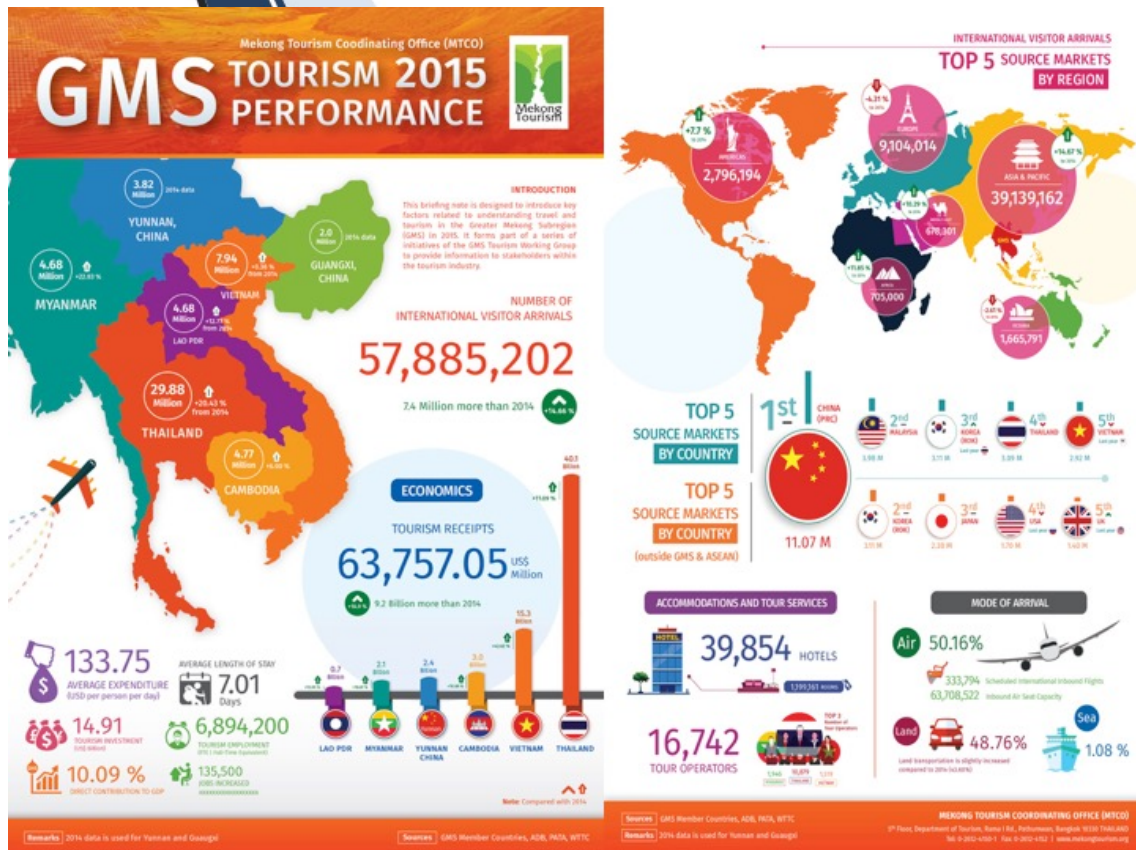


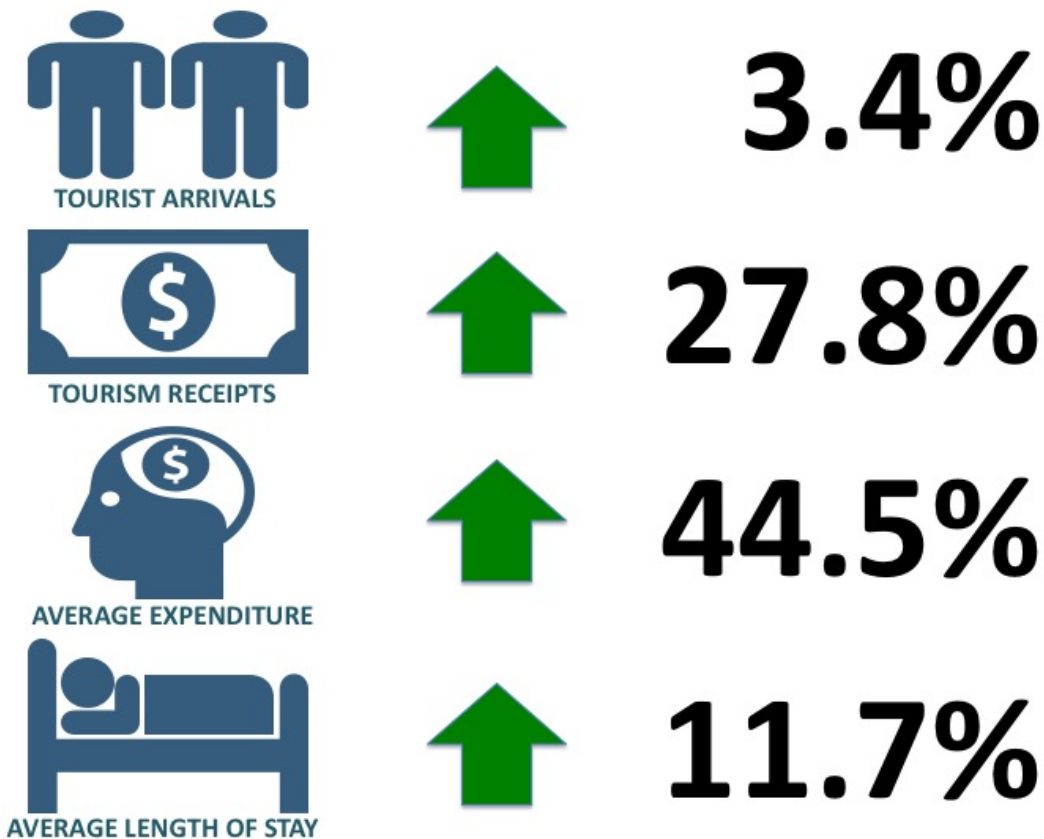
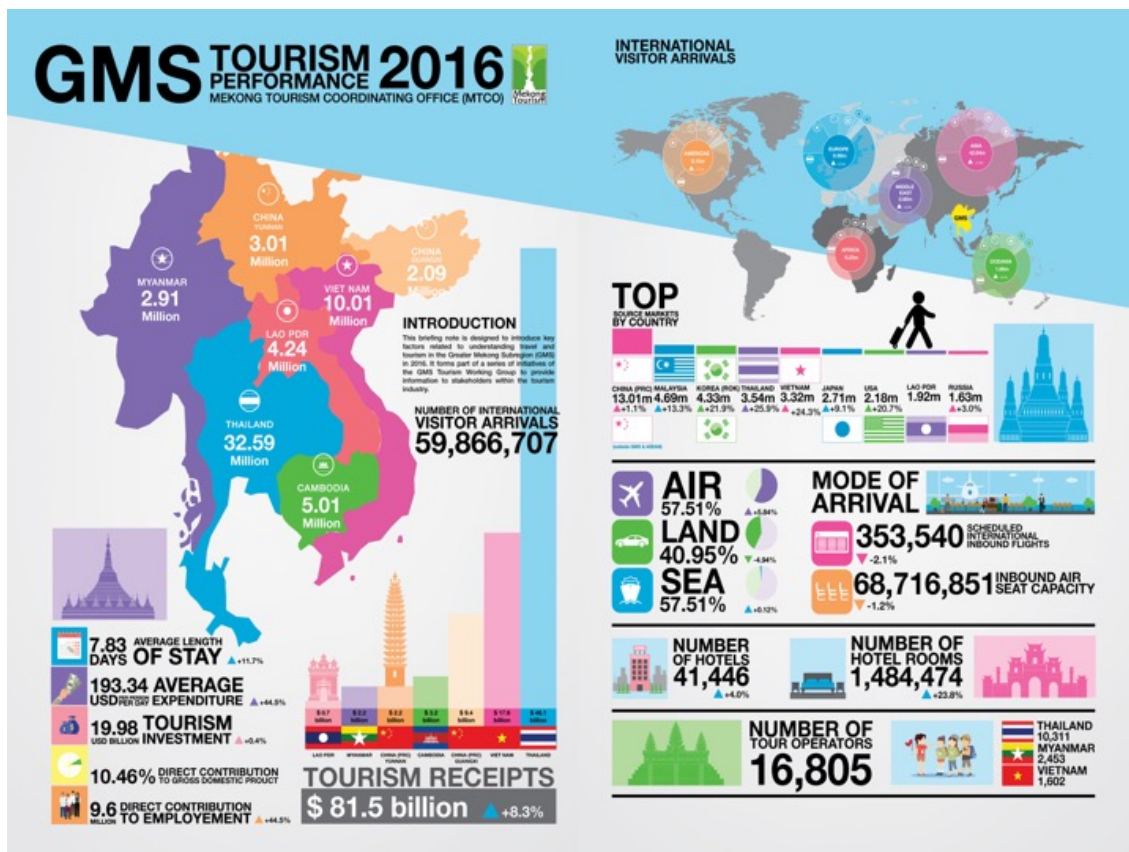
GMS SCORECARD

GMS TOURISM PERFORMANCE

2016

40th Meeting of the GMS Tourism Working Group
 Monday 4 December 2017
 Yangon, Myanmar





Scorecard | Key Indicators for GMS Tourism Performance 2016

Key Indicators Year 2016	Cambodia	Lao PDR	Myanmar	Thailand	Vietnam	China Yunnan	China Guangxi	Total
International Visitor Arrivals	Jan-Dec	Jan-Dec	Jan-Dec	Jan-Dec	Jan-Dec	Jan-Dec	Jan-Dec	
1 Number of international visitor arrivals	5,011,712	4,239,047	2,907,207	32,588,303	10,012,735	3,012,803	2,094,900	59,866,707
2 Average length of stay (days)	6.30	4.78	11.00	9.56	9.73	3.50	2.1	7.63
3 Source markets by region								
3.1 Asia	3,861,505	3,919,665	864,523	23,187,303	7,236,854	2,060,320	1,505,700	42,635,870
3.2 Europe	768,495	221,908	255,457	6,170,481	1,617,432	608,827	338,900	9,981,500
3.3 Americas	353,042	86,211	102,525	1,405,611	735,073	235,621	183,900	3,101,983
3.4 Oceania	171,833	37,861	39,172	905,811	362,292	85,942	55,700	1,658,611
3.5 Africa	11,133	-	3,779	171,962	28,564	5,011	5,700	237,412
3.6 Middle East	17,537	-	7,140	747,135	26,520	-	-	798,332
Mode of arrival								
4 % of Tourist Arrivals by Air	54.00	25.80	41.76	83.51	82.50	-	-	57.51
5 % of Tourist Arrivals by Land	43.00	74.20	57.87	15.03	14.65	-	-	40.95
6 % of Tourist Arrivals by Sea	3.10	-	0.37	1.46	2.85	-	-	1.56
7 Scheduled International Inbound Flights	30,698	11,175	19,025	196,757	73,488	22,397	-	353,540
8 Inbound Air Seat Capacity	4,858,944	1,469,595	3,211,469	42,061,729	14,429,422	1,661,842	1,023,850.00	68,716,851
9 Number of Countries able to obtain tourist visa on arrival	All countries, except 10 countries that are required to obtain VISA in advance.	All countries, except 30 countries that are required to obtain VISA in advance.	50	21 countries with VISA on arrival and 61 countries are not required to obtain VISA.	All countries but required to have an approval letter from Vietnam Department of Immigration	-	-	-
10 Number of International Border Checkpoints (land, sea, air) offering tourist visa on arrival	2 international airports & 15 border checkpoints	4 international airports & 27 border checkpoints	3 international airports	10 international airports (total 48 international checkpoints)	3 international airports	3 international airports, 3 border checkpoints with Viet Nam, 1 checkpoint with Lao PDR, and one with Myanmar	25 checkpoints (18 first class and 7 second class), 10 sea or river ports, 12 land ports, and 3 airports.	-
Accommodations and Tour Services								
11 Number of Hotels	545	545	1,432	16,559	21,000	899	466	41,446
12 Number of Hotels Rooms	29,937	21,617	56,429	682,824	420,000	68,948	204,719	1,484,474
13 Average Occupancy Rate in Hotels (%)	68.90	51.00	66.10	66.99	61.90	-	-	62.98
14 Number of Tour Operators	613	381	2,453	10,311	1,602	790	655	16,805
15 Number of Registered Tour Guides	4,895	1,275	6,949	67,272	18,595	29,247	20,825	149,058
Economics								
16 Tourism Receipts (US\$ Million)	3,212	724.19	2,197.00	46,141.86	17,621.15	2,233.22	9,400.00	81,529.42
17 Average Expenditure (USD per person per day)	-	52.21	154.00	148.37	140.70	140.00	138.06	193.34
18 Tourism Investment (US\$ Billion)	0.60	0.60	0.10	7.00	5.50	4.49	1.69	19.98
19 Direct Contribution to Employment (FTE Full-time equivalent)	986,000	118,000	804,000	2,313,500	1,959,500	2,480,000	940,000	9,603,000
20 Direct Contribution to GDP (%)	12.20	4.30	3.00	9.20	4.60	23.30	16.60	10.46

Key Indicators Year 2016	Cambodia	Lao PDR	Myanmar	Thailand	Vietnam	China Yunnan	China Guangxi	Total
Top Ten Market Sources by Country								
1 China (PRC)	830,003	545,493	183,886	8,757,466	2,696,848	1,496,900	40,419,000	54,929,596
2 Malaysia	152,843	24,391	43,931	3,533,826	407,574	242,000	287,182	4,691,747
3 Korea (ROK)	357,194	173,260	64,397	1,464,218	1,543,883	332,900	403,583	4,339,435
4 Thailand	398,081	2,009,605	243,443	-	266,984	524,000	96,006	3,538,119
5 Vietnam	959,663	998,400	48,869	830,394	-	-	482,492	3,319,818
6 Japan	191,577	49,191	100,784	1,439,629	740,592	136,100	59,578	2,717,451
7 Lao PDR	369,335	-	2,947	1,409,456	137,004	-	-	1,918,742
8 USA	238,658	58,094	76,488	974,632	552,644	222,000	134,230	2,256,746
9 Russia	53,164	13,033	5,487	1,089,992	433,987	32,400	-	1,628,063
10 UK	159,489	39,170	238	1,003,386	254,841	130,500	69,710	1,657,334
11 Singapore	70,556	8,512	50,198	966,909	257,041	265,700	154,324	1,773,240
12 Australia	146,806	33,033	34,010	791,631	320,678	89,900	51,748	1,467,806
13 India	46,131	8,249	38,537	1,193,822	-	52,900	32,371	1,372,010
14 France	150,294	54,953	52,304	738,763	211,636	148,400	67,551	1,423,901
15 Germany	108,784	34,018	39,044	835,506	176,015	120,300	53,482	1,367,149
16 Taiwan	104,765	14,005	36,118	522,231	507,301	629,100	-	1,813,520
17 Cambodia	-	16,536	4,191	686,682	211,949	-	-	919,358

Sources: GMS Member Countries, ADB, PATA, WTTC

Key Indicators Year 2016	Cambodia	Lao PDR	Myanmar	Thailand	Vietnam	China Yunnan	China Guangxi	Total
Top Five Market Sources by Country (outside GMS & ASEAN)								
1 China (PRC)	830,003	511,436	183,886	8,757,466	2,696,848	1,496,900	40,419,000	54,895,539
2 Korea (ROK)	357,194	165,328	64,397	1,464,218	1,543,883	332,900	403,583	4,331,503
3 Japan	191,577	43,826	100,784	1,439,629	740,592	136,100	59,578	2,712,086
4 USA	159,489	63,058	76,488	974,632	552,644	222,000	134,230	2,182,541
5 Russia	53,164	12,532	5,487	1,089,992	433,987	32,400	-	1,627,562
6 UK	159,489	41,508	238	1,003,386	254,841	130,500	69,710	1,659,672
7 Australia	146,806	34,665	34,010	791,631	320,678	89,900	51,748	1,469,438
8 India	46,131	5,492	38,537	1,193,822	-	52,900	32,371	1,369,253
9 France	150,294	55,151	52,304	738,763	211,636	148,400	67,551	1,424,099
10 Germany	108,784	31,897	39,044	835,506	176,015	120,300	53,482	1,365,028
11 Taiwan	104,765	6,131	36,118	522,231	507,301	629,100	-	1,805,646

MEKONG TRENDS

TO DOWNLOAD THE FULL SNAPSHOT FOR FREE, GO TO WWW.MEKONGTRENDS.COM



Source: Flightmaps Analytics Evolution

BANGKOK POST GRAPHICS

Top Destinations in Seats' Capacity within GMS

		July 2015	July 2016	Diff. 2016/2015
Bangkok	TH	1,965,146	2,088,731	6.3%
Ho Chi Minh City	VN	964,503	1,263,954	31%
Hanoi	VN	766,788	962,366	25.5%
Kunming	CN	407,208	421,581	3.5%
Chiang Mai	TH	353,194	402,757	14%
Danang	VN	345,197	449,107	30.1%
Phuket	TH	324,381	395,449	21.9%
Yangon	MM	268,561	314,653	17.2%
Jinghong	CN	183,709	200,941	9.4%
Hat Yai	TH	163,532	199,151	21.8%

Source: FlightmapsAnalytics

Top Airports in 2015 (Total Passengers)

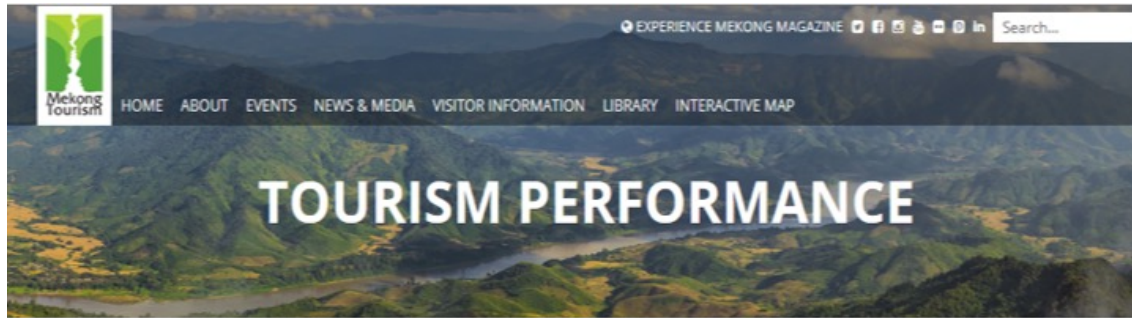
Bangkok Suvarnabhumi	52,902,110
Kunming	37,523,098
Bangkok Don Mueang	30,304,183
Ho Chi Minh City	26,546,475
Hanoi	17,213,715
Phuket	12,859,356
Nanning	10,393,728
Chiang Mai	8,365,851
Danang	6,722,587
Guilin	6,361,045
Yangon	4,680,000
Krabi	3,689,672

Source: Civil Aviation Authorities



GMS Reality

- International visitor arrivals into the GMS have risen from 18.8 million in 2004 to 58.7 million in 2015 (11% each year).
- Visitor demand is forecast to be over 84 million by the end of 2020.
- Tourism is not equally distributed and needs to be managed well to ensure it contributes positively to the Sustainable Development Goals.
- Consistent and rigorous monitoring of key sustainability indicators will help achieve progress.
- GMS Workshop on the Harmonization of Tourism Statistics in Siam Reap, Cambodia (March 2016).
- Opportunity to demonstrate leadership and address sustainability monitoring as part of harmonization process.



GMS Tourism Performance

MekongTourism.org

The Mekong Tourism Coordinating Office tracks 20 tourism performance indicators in the Greater Mekong Sub region.

1. International Visitor Arrivals
2. Average Length of Stay
3. Top 10 Source Markets by Region and Country
4. Percentage of Tourist Arrivals by Air
5. Percentage of Tourist Arrivals by Land
6. Percentage of Tourist Arrivals by Sea
7. Scheduled International Inbound Flights
8. Inbound Air Seat Capacity
9. Number of Countries Permitted to obtain Tourist Visa on Arrival
10. Number of International Border Checkpoints (land, sea, air) Offering Tourist Visa on Arrival
11. Number of Hotels
12. Number of Hotels Rooms
13. Average Occupancy Rate of Hotels
14. Number of Tour Operators
15. Number of Registered Tour Guides
16. Tourism Receipts
17. Tourist Expenditures

The Global Sustainable Tourism Dashboard

The Opportunity:



Supported by:



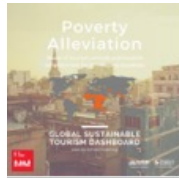
GLOBAL SUSTAINABLE TOURISM DASHBOARD



Next-Generation Sustainable Tourism

- Data-driven
- Authoritative
- Shared
- Holistic

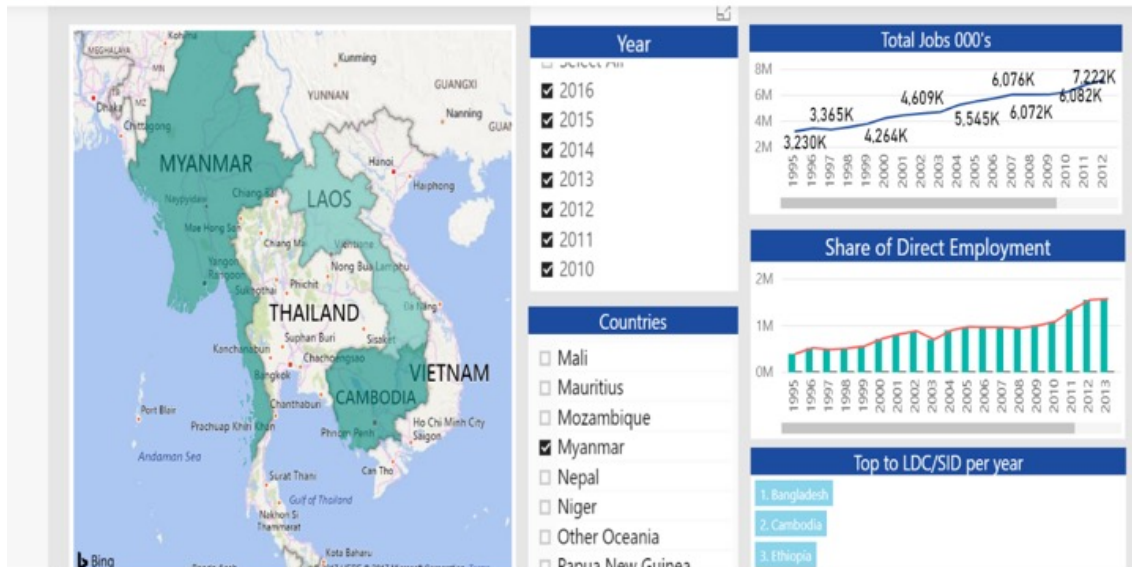
The Global Sustainable Tourism Dashboard provides a data-driven and authoritative information platform to share knowledge, monitor tourism's contribution to sustainable development, and assist decision-makers in managing key impacts holistically.



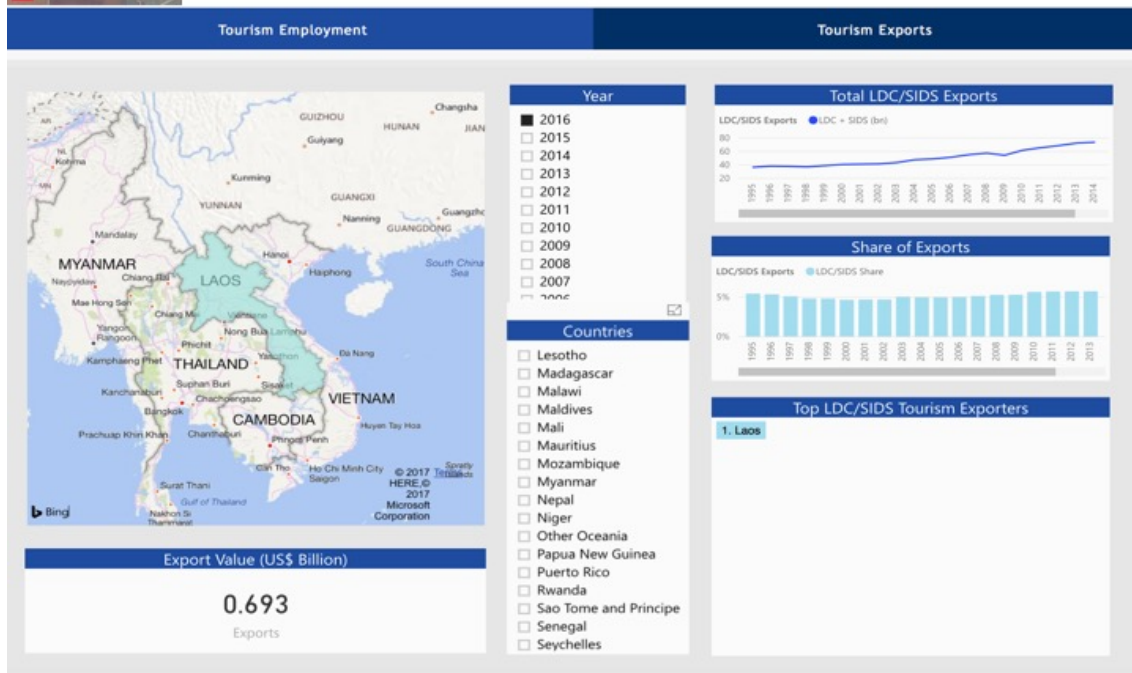
Poverty Alleviation



ABOUT EXPLORE THE DATA NEWS CONTACT US



Tourism Employment





Dispersion of Tourism

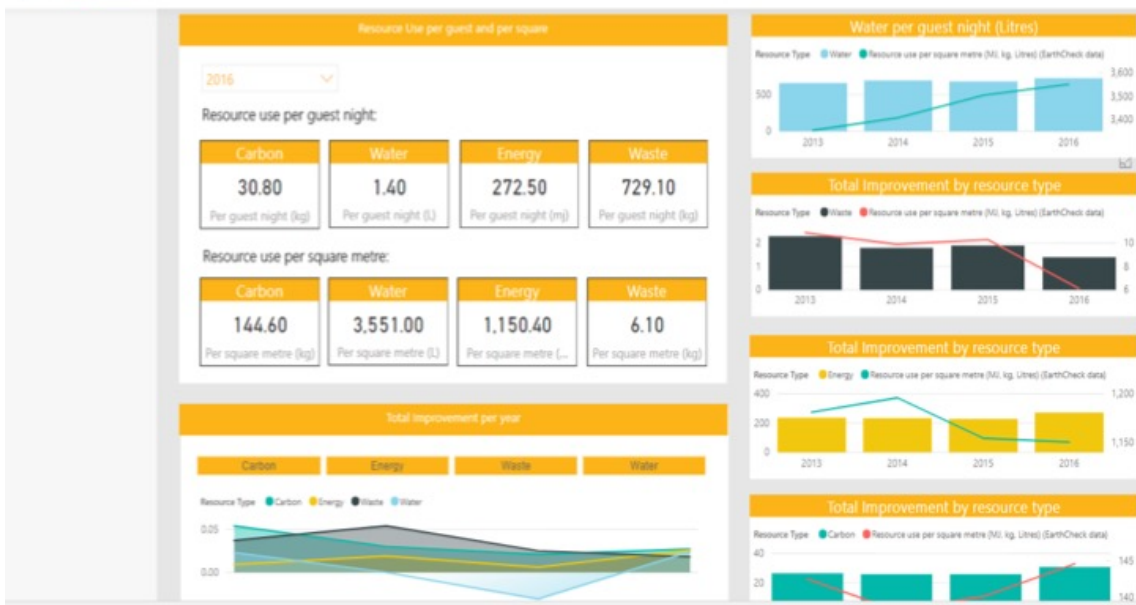


ABOUT EXPLORE THE DATA NEWS CONTACT US



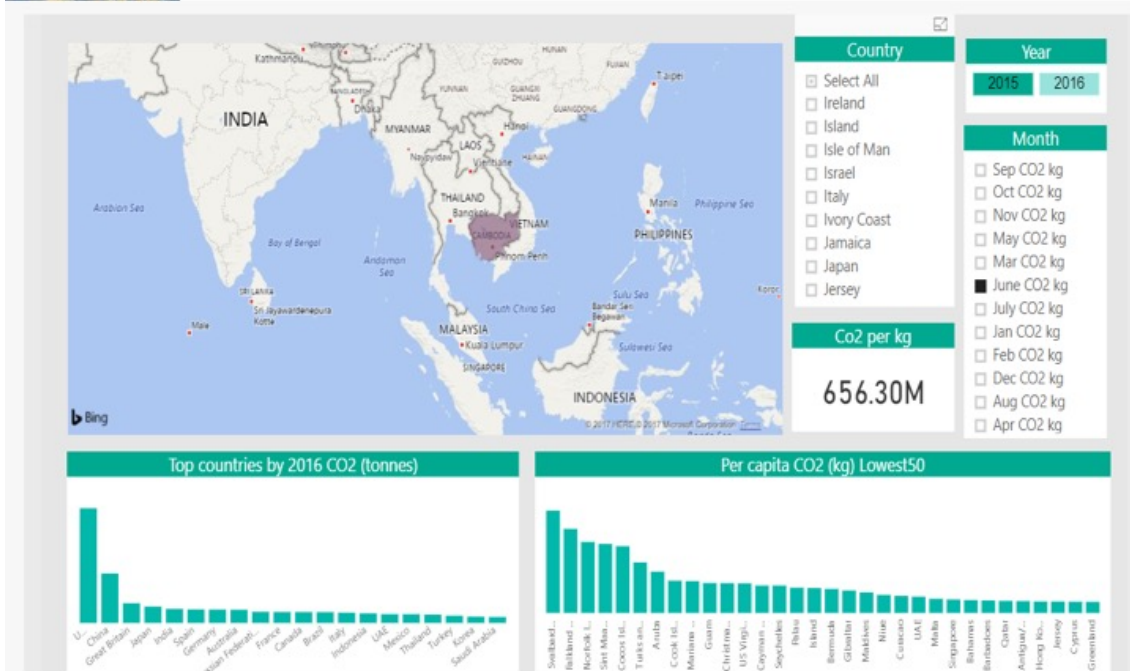
Sustainable Production

ABOUT EXPLORE THE DATA NEWS

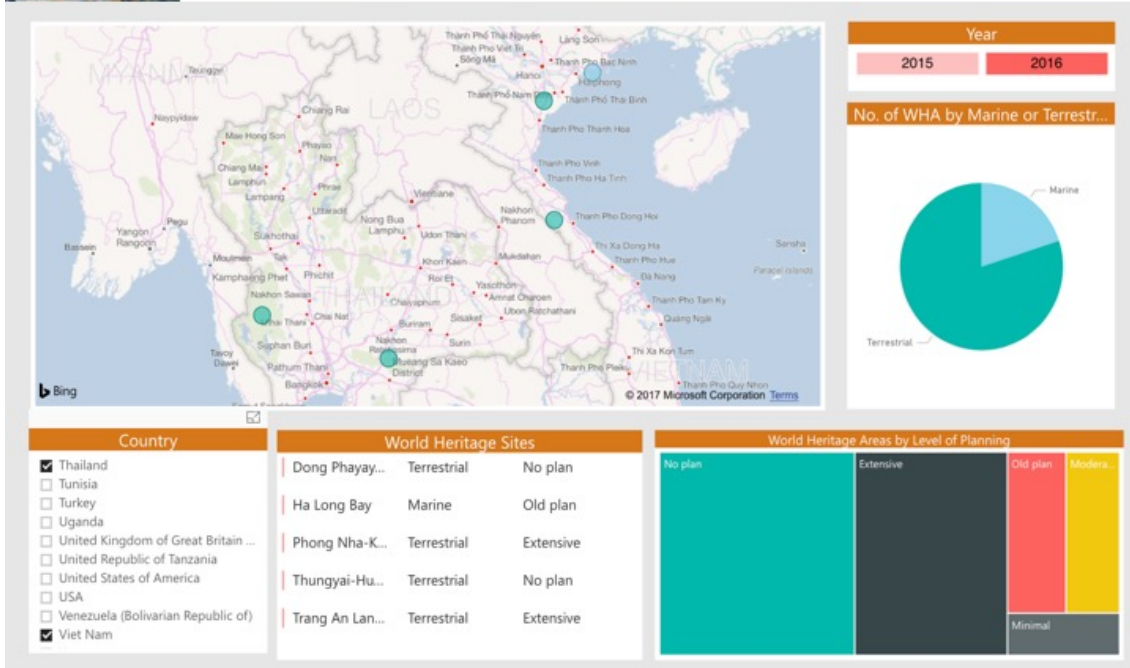




Carbon emissions

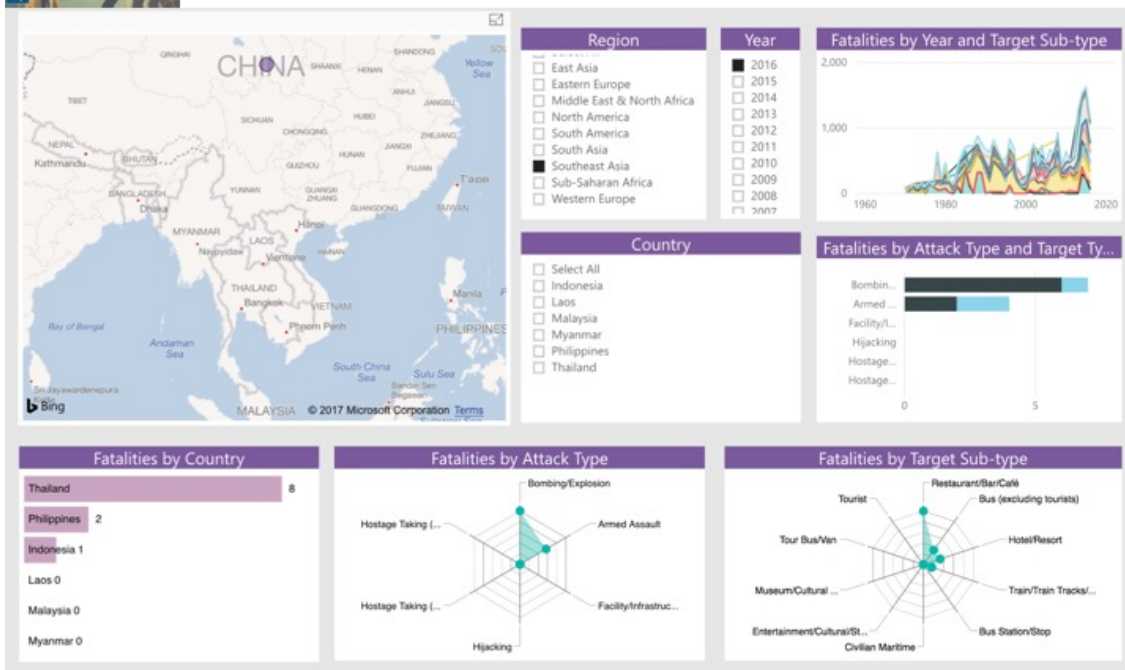


Protected Areas





Security



Employment and Gender

- Share of female employees
- Share of female managers
- Share of female entrepreneurs
- Quality education in tourism
- Training hours in tourism businesses
- Number of tour guides





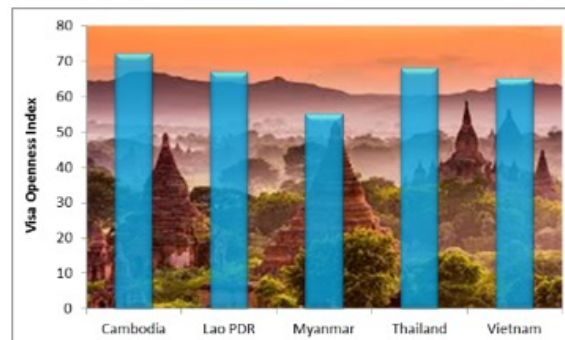
Sustainable Production

- Number of hotels
- Occupancy %
- Resource efficiency improvements (hotels)
- Benchmarks (energy, water, waste)
- Number of business with environmental certification
- MICE
- Plastic use and recycling
- Organic tourism (e.g. farms)



Equality of Travel

- Visa Openness
- Export ratio
- Sharing economy
- Start ups and entrepreneurship (MIST)



Two-stage process

1. Downscale the *Global Sustainable Tourism Dashboard*.
2. Develop new regional indicators in consultation with local experts and stakeholders.
3. Harmonisation and identification of data sources.



Next steps

- Agree on regional indicators
- Extract data from Global Dashboard
- Seek resources and sponsorship
- Include data on new economies (e.g. AirBnB)
- Build online platform



Indicator from the Global Sustainable Tourism Dashboard		Region-specific indicator	Mekong Tourism Scorecard	SDG	Datasource
Poverty alleviation	Tourism Exports (US\$)		Yes	1	WTTC
	Tourism Employment (jobs)		Yes	1	WTTC
		Leakage (%)	No	1	tbd
		Tourism share of GDP	Yes	1	WTTC
		Regional dispersion	No	1	tbd
Equality of Travel	Outbound tourism				WTTC
		Domestic tourism Visa openness	Yes		Country statistics Countries, and UNWTO
Carbon emissions	Aviation emissions		No	13	Amadeus
Sustainable Production		Number of hotels	Yes	6, 7, 12	Country statistics
		Occupancy	Yes		Country statistics
	Benchmarks energy, water, waste				EarthCheck, tbd
Protected Areas	World Heritage Areas with tourism plan		No	14, 15	WHA documents
		Tourism \$ for conservation	No	15	tbd
Employment and gender	Share of female employees		No	5	tbd
	Share of female managers		No	5	tbd
		Hours of training	No	4	tbd
		Number of tour guides	Yes	1, 4	tbd
Security	Fatalities due to terrorism		No	16	University of Maryland
		Tourism in conflict areas	No	16	tbd
Governance		Agritourism partnerships	No	2, 12, 17	tbd
		Arrivals per capita of population	No		Arrivals and UN
		National tourism strategy	No	17	11 population statistics tbd

MEKONG TRENDS
TRENDS

MEKONG TRENDS SYMPOSIUM ON DATA HARMONIZATION & INTELLIGENCE

February 26-28, 2018
Phnom Penh, Cambodia



The preparation for the **STATISTICS HARMONIZATION WORKSHOP**

04th-06th January 2017
Yangon, Myanmar



1. Date and Venue

- Date: 26-28 February, 2018
- Venue: Kompot Province, Cambodia
- Organizer: Planning Department (MOT)



2. Participants

- Delegates from GMS Countries
- Delegates from MOT
- Delegates from the Department of Tourism



3. The Schedule

- Day 1 Social Media Marketing Workshop
 - Mekong Moments
 - TripAdvisor
 - Evening, Reception Dinner
- Day 2 MEKONG TOURISM DATA HARMONIZATION WORKSHOP
- Day 3 MEKONG TRENDS DATA HARMONIZATION SYMPOSIUM



Kompot City Tour



Thank You



APPENDIX 9

22nd GMS Ministerial Conference and 2nd
GMS Agriculture Minister' Meeting

Developments in the GMS Program: Issues for TWG

*ADB Presentation
40th TWG Meeting
Yangon, Myanmar, 4 December 2017*



Presentation Coverage

Part 1: GMS Program-Wide Updates

- **Mid Term Review of the GMS Strategic Framework 2012-2022**
 - Areas of Assessment
 - Major Findings
- **The Proposed Hanoi Action Plan 2018-2022**
 - Spatial Strategy
 - Shifts and Refinements in GMS Sector Strategies
 - Implementing the HAP
 - Regional Investment Framework 2022
- **22nd GMS Ministerial Conference**
 - Joint Ministerial Statement

Part 2: GMS Agriculture Cooperation Updates

- **Core Agriculture Support Program**
- **Deliverables of AMM-2**
- **Core Thrusts of the Ha Noi Action Plan & Siem Reap Action Plan**
- **Synergies between GMS Agriculture & Tourism Cooperation**



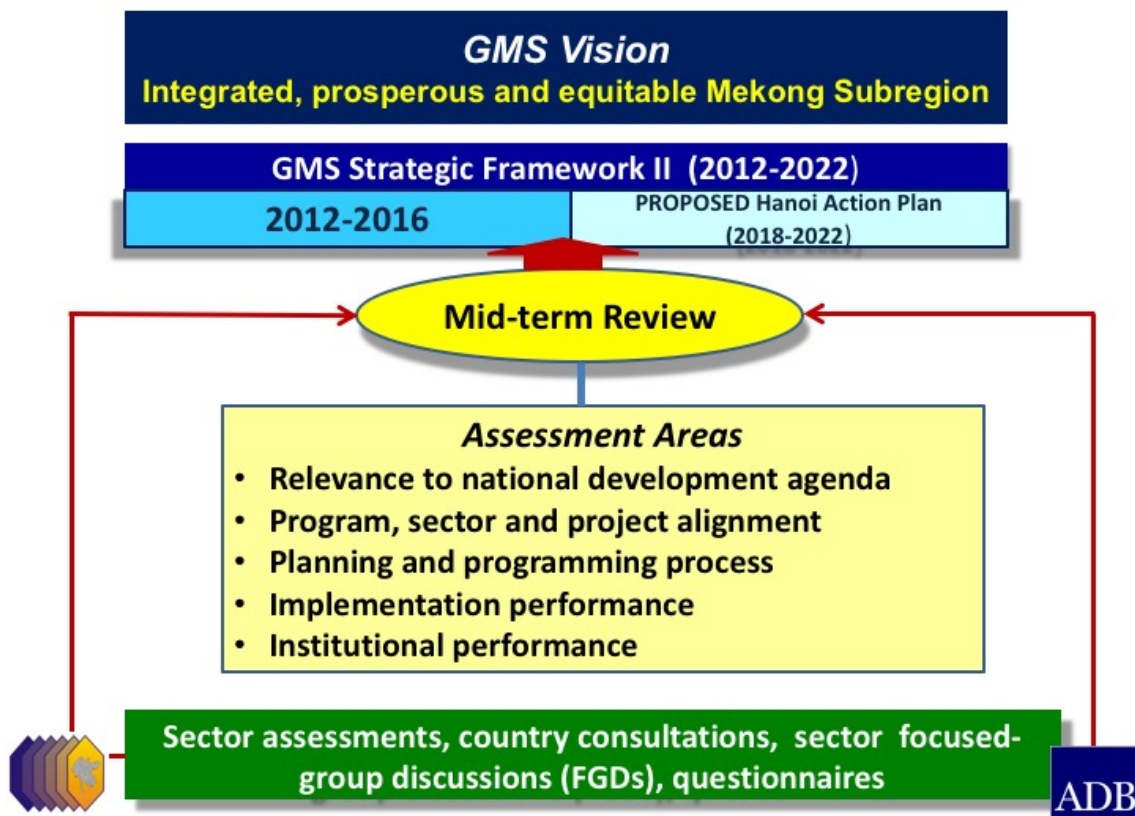
GMS PROGRAM-WIDE UPDATES



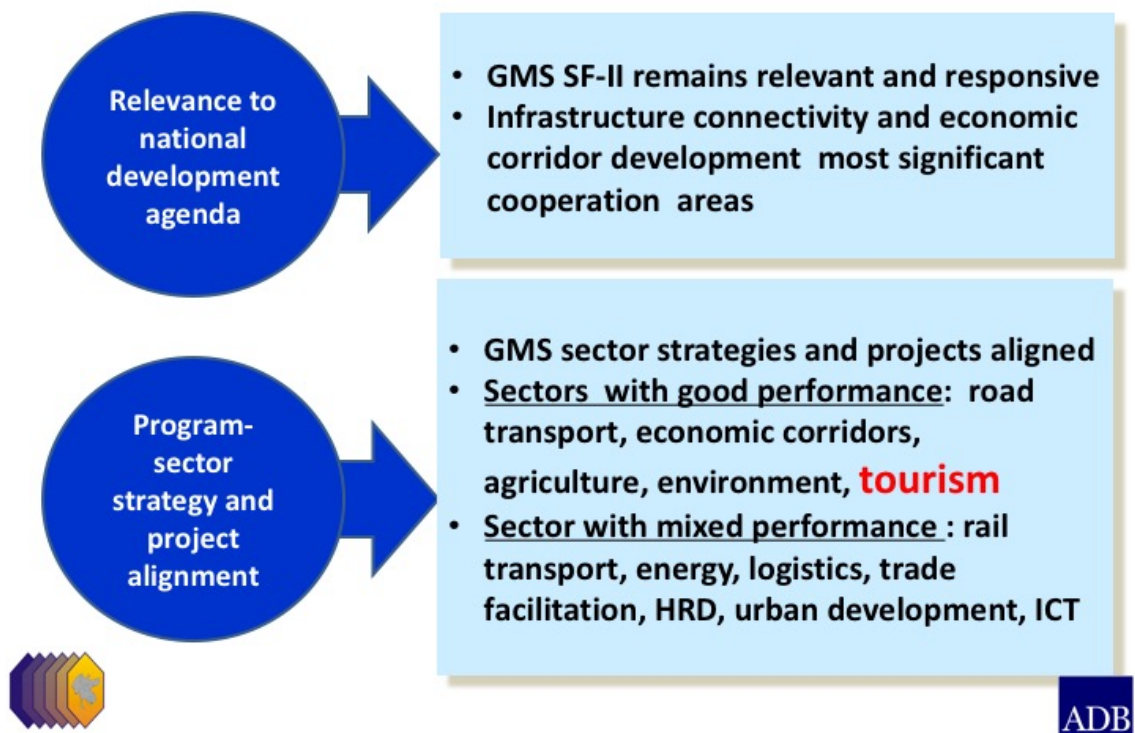
THE MID-TERM REVIEW (MTR) OF THE GMS STRATEGIC FRAMEWORK (2012-2022)

(Highlights)





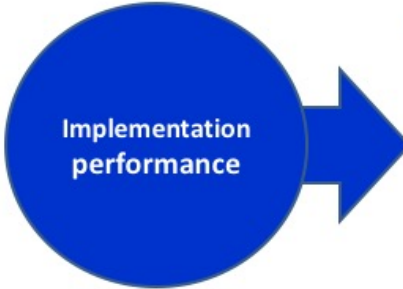
MTR Major Findings



MTR Major Findings



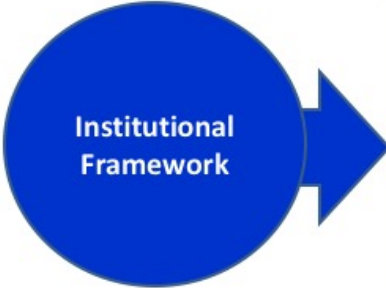
- **Absence of well defined regional planning process**
 - No SMART goals
 - RIF coverage and criteria
 - Results monitoring framework not fully developed and implemented



- **Mixed implementation performance**
 - 56% RIF projects secured financing
 - 30% commenced implementation
 - 30% commenced feasibility studies



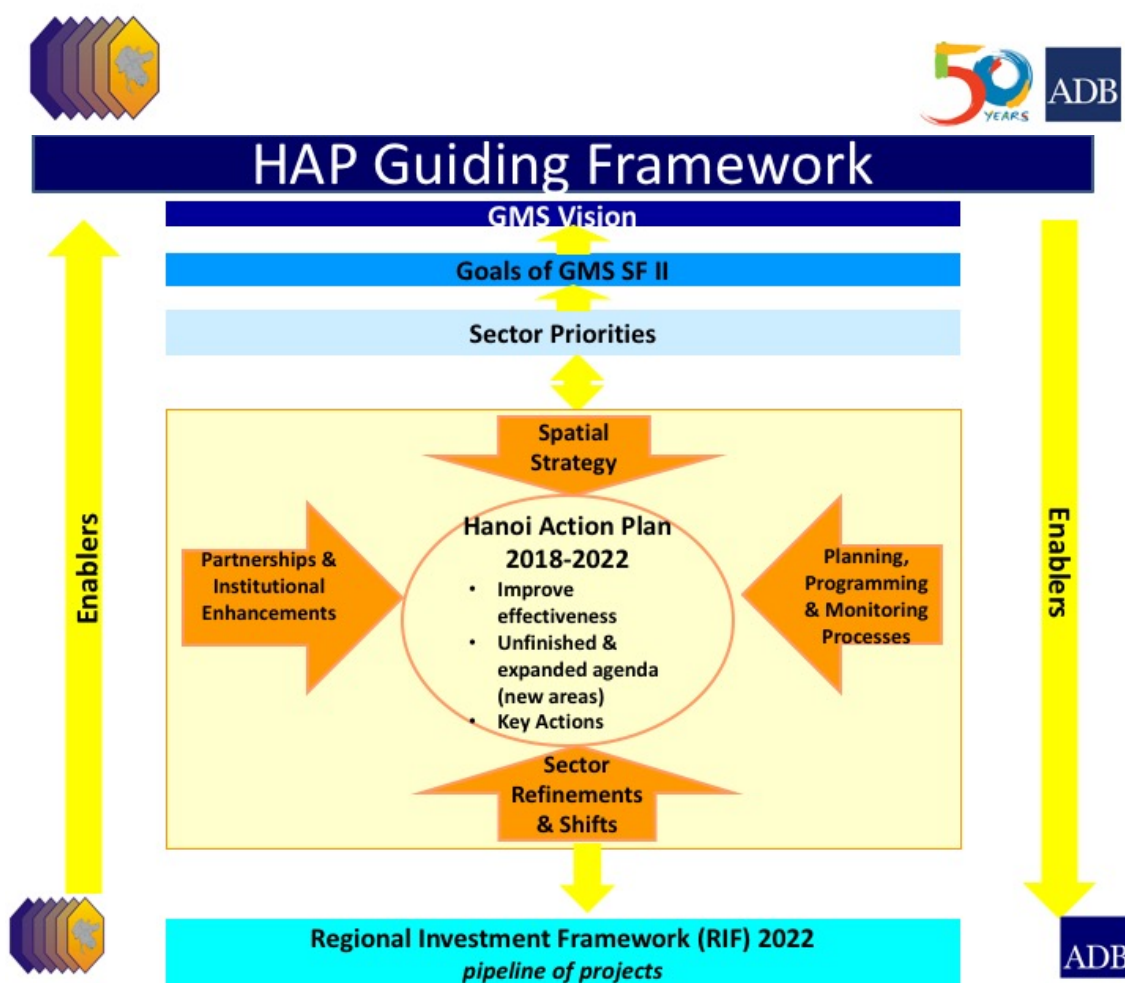
MTR Major Findings



- **Institutional framework generally effective**
 - Private sector more engaged
 - Greater involvement of community-based groups
- **Adopt flexible approaches**
- **Adjustments made to respond to changes and needs:**
 - Greater Mekong Railway Association
 - Urban Development Working Group
 - Working Group on Health Cooperation
 - Mekong Tourism Coordinating Office
 - Regional Power Trade Coordinating Committee
- **Multi-sector and spatial coordination mechanisms underdeveloped**
- **Need for expanded role for DPs**
- **Greater role for GMS countries and National Secretariats**



THE PROPOSED HA NOI ACTION PLAN (2018-2022) (Highlights)

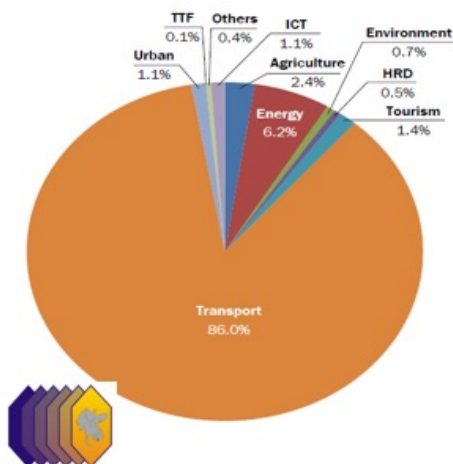


HAP 2018-2022: Shifts and Refinements in GMS Sector Strategies		
Sector	GMS SF-II	HAP (2018-2022)
Transport	Multimodal links, transport services, transport efficiency	Intermodal links, logistics development, transport facilitation, road safety & road asset management
Energy	Bilateral cross-border connections through PPAs (Stage 1)	Grid-to-grid power trade between any two countries & later thru transmission lines of third countries (Stage 2)
Agriculture	Food safety, agriculture trade, climate friendly agriculture & bioenergy	Value chain approach to safe and environment friendly agro-based products (SEAP)
Environment	Geographic-based focus interventions on transboundary landscapes	Ecosystem-based service approach to landscapes in ECP, RIF and international frameworks
HRD	Subregional HRD issues in health, social development, labor & migration, education	Focus on subregional health issues; engage other Development Partners in other subsectors (TVET & labor migration)
Tourism	Increase tourist arrivals, develop primary destinations, capacity building for HRD	Improve quality & visitor experience, develop secondary destinations, competency based training linked to ASEAN standards
Urban Development /Border Zones	Plan & develop key urban centers & border areas	Focus on urban systems as part of spatial planning on a GMS wide basis
Trade Facilitation	Customs reforms, SPS capacity enhancements	Customs modernization, coordinated border management, risk-based approaches to SPS
ICT	Develop ICT infrastructure (Information Superhighway)	Promote ICT applications (e.g. in sectors & e-commerce), bridge digital divides & foster ICT innovations

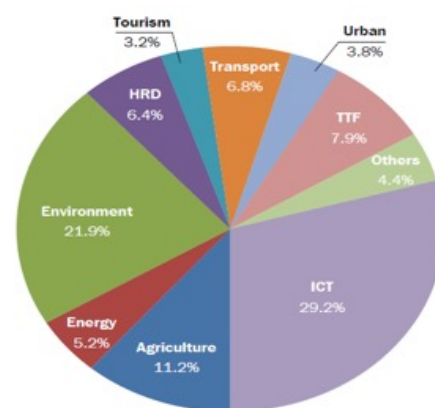
Proposed RIF 2022 Pipeline

222 investment and TA projects with a combined amount of US\$64 billion

RIF Investment Projects



RIF TA Projects



TOURISM

No.	Project Title	Country Coverage	Cost Estimate (\$ million)	Potential Funding Source and Amount (\$ million)
INVESTMENT PROJECTS				
1	GMS Tourism Infrastructure for Inclusive Growth	Cambodia, Lao PDR, Viet Nam	117.4	ADB—108.0 (Cambodia 18.0 + Lao PDR 40.0 + Viet Nam 50.0) Government counterpart—9.42 (Cambodia 0.77 + Lao PDR 3.57 + Viet Nam 5.08)
2	Construction of the Sino-Vietnamese Detian-Ban Gioc Waterfalls International Tourism Cooperation Zone	PRC (Guangxi), Viet Nam	200.0	Governments of PRC and Viet Nam
3	GMS Tourism Infrastructure for Inclusive Growth II	Cambodia, Lao PDR, Myanmar, Viet Nam	175.0	ADB—175.0
4	Tourism Infrastructure Development in the Green Triangle Development Area	Cambodia, Lao PDR, Viet Nam	75.0	
5	Tourism Infrastructure Development in the Emerald Triangle Development Area	Cambodia, Lao PDR, Thailand	75.0	
6	River and Coastal Port Improvements	All GMS countries	250.0	Government/ Official Development Assistance (ODA)
7	Improve Tourism Infrastructure and Facilities in the Konglor Cave-Phong Nha Ke Bang-Nakhon Phanom Corridor	Lao PDR, Thailand, Viet Nam	1.6	Government/ ODA
8	Tourism Information Center and Roadside Rest Area Development	All GMS countries	30.0	Government/ ODA
9	Improve Environmental Services in World Heritage Sites	All GMS countries	250.0	Government/ ODA
10	Border Facilities Improvement Program	All GMS countries	200.0	Government/ ODA
11	Strengthening Tourism Vocational Training Institutions	Cambodia, PRC, Lao PDR, Thailand, Viet Nam	70.0	Government/ ODA
12	Community-Based Tourism Enterprise Support Program	All GMS countries	30.0	Government/ ODA



ADB

Subtotal (Tourism Investment Projects)			1,474.0	
TECHNICAL ASSISTANCE PROJECTS				
1	Preparing Second GMS Tourism Infrastructure for Inclusive Growth Project	Cambodia, Lao PDR, Myanmar, Viet Nam	2.5	ADB—1.5 NDF—1.0
2	Preparing the Tourism Infrastructure Development in the Green Triangle Development Area	Cambodia, Lao PDR, Viet Nam	1.0	Government/ ODA
3	Preparing the Tourism Infrastructure Development in the Emerald Triangle Development Area	Cambodia, Lao PDR, Thailand	1.0	Government/ ODA
4	Strengthening Coordination of GMS Tourism Product Development and Promotion	All GMS countries	0.5	Government/ ODA
5	Capacity Building for Sustainable Destination Management	All GMS countries	12.0	Government/ ODA
6	Mekong Inclusive Growth and Innovation Program	Cambodia, Lao PDR	3.0	ODA/Swisscontact
7	Cambodia, Lao PDR, Viet Nam Development Triangle Tourism Development Plan	Cambodia, Lao PDR, Viet Nam	1.0	Government/ ODA
8	Integrated Destination Planning and Management Support Program	All GMS countries	20.0	Government/ ODA
9	Formulation of Travel Guidelines along the Main GMS Corridors	All GMS countries	0.2	Government/ ODA
10	Tourism Product Development for Lao-Thai Heritage Quadrangle	Lao PDR, Thailand	4.0	Government/ ODA
11	Common Tourism Standards Implementation Program	All GMS countries	12.0	Government/ ODA
12	Child-Safe Tourism Program and GMS Conference on Preventing Child Sex Tourism	All GMS countries	3.0	Government/ ODA
13	Climate Resilience and Green Growth Planning Program	All GMS countries	12.0	Government/ ODA
14	Explore Mekong Digital Marketing Initiative	All GMS countries	3.0	Government/ ODA
15	Improve Subregional Tourism Data Collection and Analysis	All GMS countries	6.0	Government/ ODA
16	Monitoring GMS Visitor Satisfaction	All GMS countries	1.0	Government/ ODA
17	Third GMS Tourism Infrastructure for Inclusive Growth Project	Cambodia, (Lao PDR, Myanmar and Viet Nam— TBD)	1.0	ADB—1.0
Subtotal (Tourism TA Projects)			83.2	

ADB

THE GMS 22nd MINISTERIAL CONFERENCE (SEPT 2017) (Highlights)



22nd GMS Ministerial Conference (Sep 2017): Joint Ministerial Statement

• **Tourism:**

- endorsed the GMS Tourism Sector Strategy 2016-2025 to guide our cooperation in this important sector and enable more competitive, balanced, and sustainable destination development;
- welcomed progress towards formal establishment of the Mekong Tourism Coordinating Office (MTCO) as an inter-governmental organization, and
- congratulated GMS tourism officials and MTCO for successfully organizing this year's innovative Mekong Tourism Forum under the theme "Prosper with Purpose."



DESIRED FOLLOW-UP ACTIONS GMS FOR TWG

- Expedite implementation of GMS Tourism Sector Strategy 2016-2025 and priority investments and technical assistance projects outlined in RIF 2022; mobilize resources to support those projects.
- Finalize steps to formalize Agreement to establish Mekong Tourism Coordinating Office (MTCO) for signing at 6th GMS Summit or GMS Tourism Ministers' Meeting whichever comes first.



ADB

UPDATES ON GMS AGRICULTURE COOPERATION





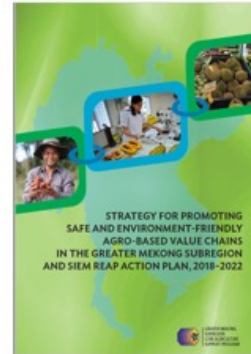
Outcomes of the 2nd GMS Agriculture Ministers' Meeting & Linkages with Tourism Sector

Core Agriculture Support Program (CASP)

- Now on phase 2, the program implementing GMS regional cooperation in agriculture supported by the ADB in partnership with the Government of Sweden, the Nordic Development Fund, & the Water Financing Partnership Facility
- Overseen by the agriculture ministries of the 6 GMS countries comprising the WG on Agriculture (WGA)
- The WGA was established in 2002
- WGA Secretariat is based in Bangkok, Thailand
- CASP vision is for the GMS to become a leading supplier of safe & environment-friendly agriculture products
- Program focuses on the development of inclusive & environment-friendly agriculture value chains

Deliverables of AMM-2

- Strategy & Siem Reap Action Plan was endorsed by the 2nd GMS Agriculture Ministers' Meeting on 8 September 2017



Deliverables of AMM-2 (2)

- Consolidated agriculture project pipeline in the GMS
 - Enhanced online portal (Agriculture Information Network Service or AINS v2.0) & CASP website
 - Series of policy briefs & other knowledge products





Tourism & agriculture collaboration during AMM-2



GMS: TOWARDS INCLUSIVE, SAFE, AND SUSTAINABLE AGRICULTURE VALUE CHAINS



Core Thrusts of the Ha Noi Action Plan & Siem Reap Action Plan

- Spatial integration
- Multisector interventions
- Private sector engagement
- Interaction with local communities (investment, knowledge sharing, capacity building)



Synergies between GMS Agriculture & Tourism Cooperation

- Mekong Moments: travel & food are key to a memorable trip
- Food security & food safety
- Tourism focus in HAP 2018-2022– improve quality & visitor experience, develop secondary destinations, competency-based training linked to ASEAN standards
- Organic tourism as tool for sustainable development





THANK YOU

Safe and Environment-Friendly
AGRICULTURE
PRODUCTS for All

GMS Program website:
www.adb.org/gms

CASP website: www.gms-wga.org



GREATER MEKONG
SUBREGION
CORE AGRICULTURE
SUPPORT PROGRAM





Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

APPENDIX 10

2018 GMS Tourism Workplan



MEKONG TOURISM COORDINATING OFFICE (MTCO)

TWG-40 GMS TWG WORKPLAN

Yangon, Myanmar
December 4, 2017



Mekong Tourism Strategy 2014-2018



Mekong Tourism Strategic Framework



GMS Tourism Cooperation Strategic Framework

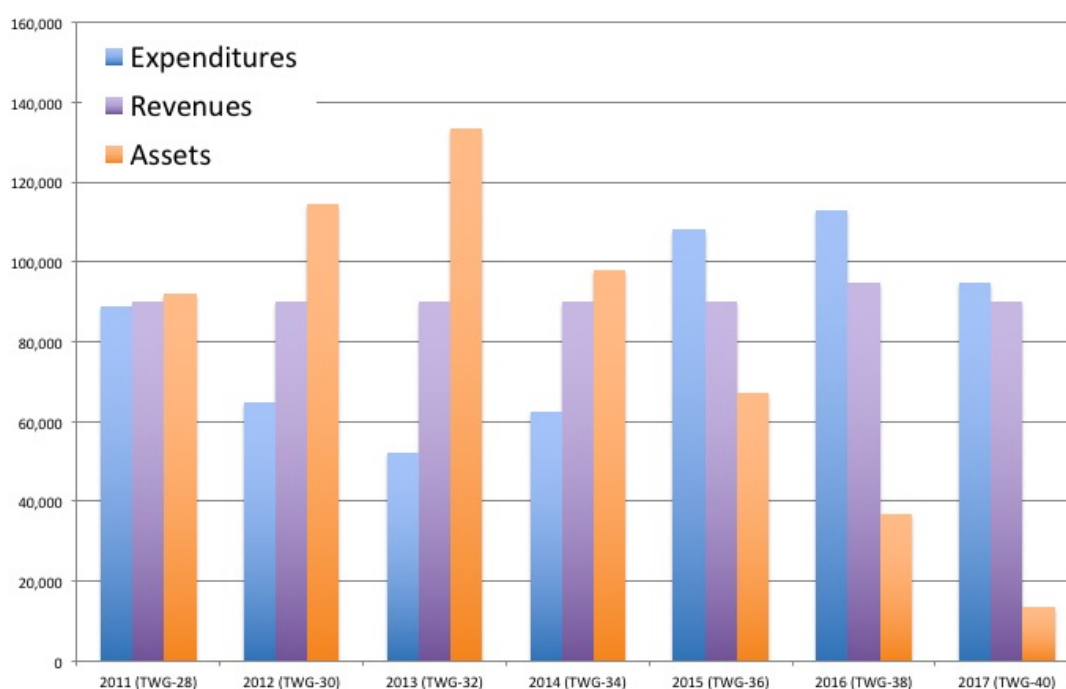
Strategic Direction 1 Human Resource Development	Strategic Direction 2 Improve Tourism Infrastructure	Strategic Direction 3 Enhance Visitor Experiences & Services	Strategic Direction 4 Creative Marketing and Promotion	Strategic Direction 5 Facilitate Regional Travel
Program 1.1 Implement regional skills standards	Program 2.1 Improve airports	Program 3.1 Create integrated spatial and thematic destination plans	Program 4.1 Promote thematic multicountry experiences and events	Program 5.1 Broaden implementation of air services agreements
Program 1.2 Capacity building for public officials	Program 2.2 Improve road access in secondary destinations	Program 3.2 Develop thematic multi-country experiences	Program 4.2 Position the GMS as a must visit destination in Asia	Program 5.2 Address tourist visa policy gaps
Program 1.3 Strengthen tourism enterprise support services	Program 2.3 Develop green urban infrastructure and services	Program 3.3 Implement common tourism standards	Program 4.3 Strengthen public-private marketing arrangements	Program 5.3 Improve border facilities and management
	Program 2.4 Improve river and marine passenger ports	Program 3.4 Facilitate private investment in secondary destinations	Program 4.4 Enhance market research and data exchange	
	Program 2.5 Expand the transnational railway system	Program 3.5 Prevent negative social and environmental impacts	Program 4.5 Raise awareness about tourism opportunities and sustainability	

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



MTCO OPERATIONS	INDUSTRY ENGAGEMENT	MARKETING BRANDING	PRODUCT DEVELOPMENT	CAPACITY BUILDING
Legal Status ➤ Thai ➤ 90%	TWG Meetings ➤ Host/MTCO ➤ 100%	Responsible ➤ MTCO ➤ 100%	Triathlon ➤ Thai ➤ 100%	Guilin Seminar ➤ PRC/ADB ➤ 100%
Digital Assets ➤ MTCO ➤ 100%	Contributor Program ➤ MTCO ➤ 100%	Conferences ➤ MTCO ➤ 100%	4th STC Meet ➤ Thai ➤ 100%	University Lectures ➤ MTCO ➤ 100%
TSS 2016-2025 ➤ ADB/MTCO ➤ 100%	MTF 2017 ➤ CAM/MTCO ➤ 100%	Digital Platform ➤ MTCO ➤ 100%	Mekong Trends ➤ MTCO ➤ 100%	MIST ➤ ADB/MTCO ➤ 100%
Internships ➤ MTCO ➤ 100%	Scorecard 2016 ➤ MTCO ➤ 100%	E-Library ➤ MTCO ➤ 100%	Mekong Moments ➤ Partner ➤ 100%	MTF@ITB ➤ MTCO ➤ 100%

Financial Analysis 2011-2017



2017 GMS TWG Budget (based on 2017 GMS TWG Workplan)

Activity	Total Cost	Share (100%)	MTCO	NTO	DP	PS
1. Operations	\$18,000	10.00%	\$8,000	\$5,000	\$5,000	
2. Industry	\$47,000	26.11%	\$25,000	\$20,000	\$2,000	
3. Marketing	\$82,000	45.55%	\$48,000	\$10,000		
4. Product	\$16,000	8.88%	\$12,000			\$5,000
5. Training	\$17,000	9.44%	\$2,000		\$15,000	
TOTAL	\$180,000	100%	\$95,000	\$35,000	\$22,000	\$5,000

PS: MTCO Salaries, office expenses, and currency fluctuations are NOT included.

MTCO Operating Cost

MTCO Office Expenses	Cost: \$215,000 (> \$96,000)
Salaries	Total: \$110,000 (> \$68,000)
<ul style="list-style-type: none"> • Executive Director • Operations Manager • Freelance Consultants 	<ul style="list-style-type: none"> \$48,000 \$14,000 \$48,000 (> \$6,000)
Office Expenses	Total: \$15,000 (> \$8,000)
<ul style="list-style-type: none"> • Office Supplies & Utilities • Memberships • Postages & Bank Charges 	<ul style="list-style-type: none"> \$6,000 (> \$3,000) \$6,000 (> \$3,000) \$3,000 (> \$1,000)
Marketing	Total: \$90,000 (> \$20,000)
<ul style="list-style-type: none"> • Website Hosting • Website Management • Travel & Events 	<ul style="list-style-type: none"> \$18,000 (> \$2,000) \$36,000 (> \$6,000) \$36,000 (> \$12,000)

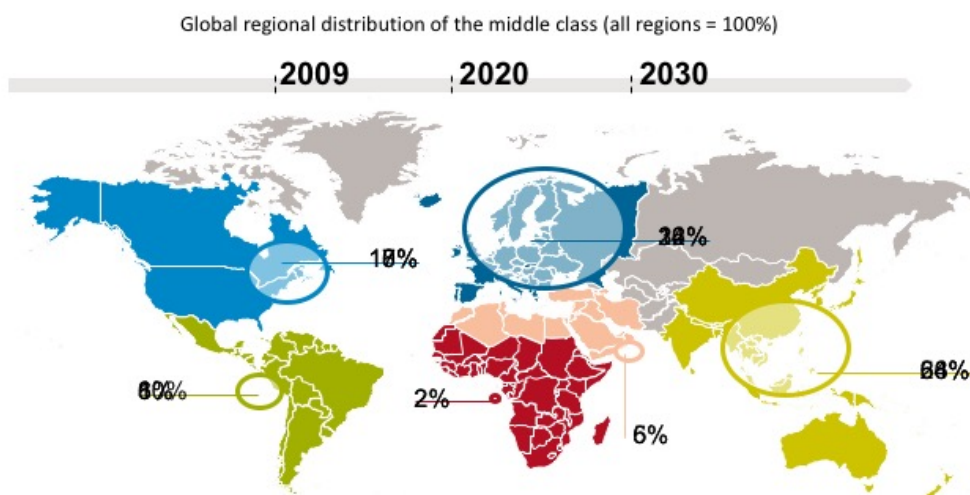




RISING WEALTH OF ASIA

INTER-REGIONAL TRAVEL

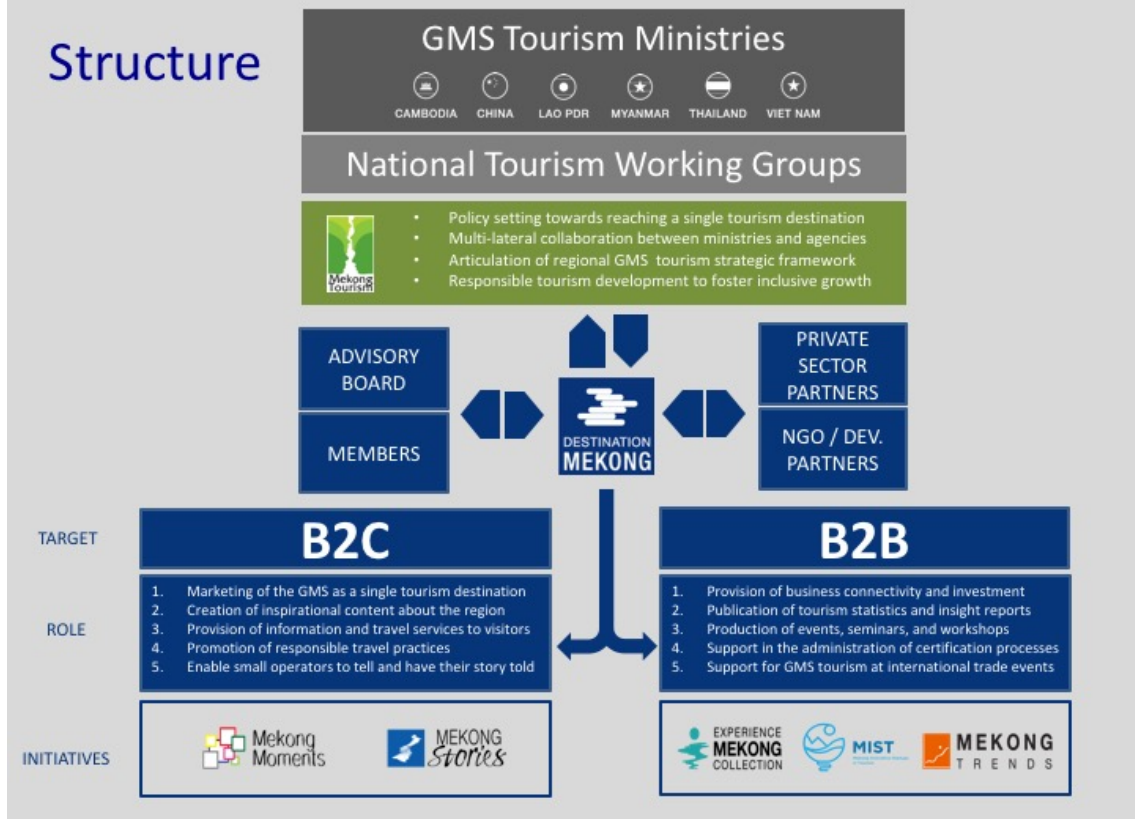
Middle Class Distribution



Quelle: Kharras, Gertz. The New Global Middle Class: A Cross-Over from West to East. Wolfensohn Center for Development at Brookings



Structure





COLLABORATIVE SOCIAL MARKETING



The image displays two screenshots of the Mekong Moments digital platform. The left screenshot shows the website's main interface with a search bar, navigation tabs, and a grid of travel-related images. The right screenshot shows a mobile app interface with a search bar, filters, and a grid of travel-related images. Below the screenshots is a blue banner with the text 'DESTINATION MEKONG'.



IN PARTNERSHIP WITH





mekong minis

MEKONG MINI MOVIE FESTIVAL 2018

SHARE YOUR 60 SECOND VIDEOS AND WIN

 <p>TAKE A 60 SEC. OR SHORTER VIDEO</p>	 <p>POST ON TWITTER, INSTAGRAM OR YOUTUBE</p>	# TAG WITH #MEKONGMOMENTS + #MINIS	 <p>REGISTER AT MEKONGMOMENTS.COM</p>	 <p>TO VOTE, VISIT MEKONGMINIS.COM</p>
--	--	---------------------------------------	--	---

SUBMISSION DEADLINES: 15/01/18, 1/03/18, 15/05/18 (FIRST SCREENING AT ASIAN TOURISM FORUM 2018 IN CHIANG MAI, THAILAND). VISIT MEKONGMOMENTS.COM/MINIS FOR SCREENING DATES AND TERMS & CONDITIONS

In partnership with



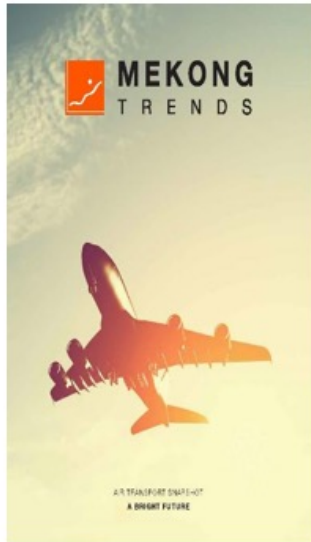
MEKONGMINIS.COM



TOURISM & HUMAN IMPACT STORIES



TOURISM INSIGHT KNOWLEDGE CENTER



MEKONG TRENDS SYMPOSIUM ON DATA HARMONIZATION & INTELLIGENCE

February 25-27, 2018
Phnom Penh, Cambodia



RESPONSIBLE TRAVEL OPERATORS



DESTINATION MEKONG

HOME ABOUT EVENTS NEWS DESTINATION INFORMATION EXPERIENCE COLLECTION LIBRARY CONTRIBUTORS

Select Country: [Dropdown] Select Experience: [Dropdown] Sustainability: [Dropdown] Affiliates: [Dropdown] Showcase: [Dropdown] Clear Filters

Map of Southeast Asia with location markers for various operators.

- APOPO Visitor Center - Siem Reap, Cambodia
- The Market Experience - Bangkok, Thailand
- Mahout Lodge - Luang Prabang, Lao PDR
- Cambodian Rural Tours - Kratie Province, Cambodia

ANURAK LODGE - KHAO SOK, THAILAND

Back to Experience Mekong Collection

Travel Experience
 Anurak Community Lodge is an eco-friendly lodge with 18 rooms in bungalow-style located between Khao Sok and Khlong Phnom National Parks. It is a lodge for nature lovers. The location is not far from the main road. The lodge is a jump off point for tours into Khao Sok National Park and to the nearby Rajabhat Lake, one of the most stunning areas of South Thailand. The restaurant offers spectacular views of the limestone mountains of the national parks. If you are lucky you can hear the call of the gibbons from the balcony of your room in the morning. We are in on the edge of the forest and therefore great for people who appreciate nature.

Responsibility
 Anurak means "to conserve" in Thai language. We are about nature conservation and about enjoying nature in all its aspects. We respect the nature that has been given to us and do our very best to be sustainable and responsible in everything we do.

Anurak Lodge - Khao Sok, Thailand
 Year of Establishment: 2015
 Address: Anurak Community Lodge, 161 Moo 4, Khlong Sok, Phnom, Surat Thani, 84250 Thailand
 Phone Number: 081 734 8848
 Email: reservations@anuraklodge.com
 Website: http://www.anuraklodge.com
 Social Media: [Facebook, Twitter, YouTube icons]
 TripAdvisor: [TripAdvisor logo]

TRAVEL STARTUP ACCELERATOR PROGRAM



An initiative of



Supported by



The MIST Startup Accelerator

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



The MIST Market Access Accelerator

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

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

INITIATIVES

Marketing Innovation Programme

Marketing Innovation Programme

Marketing Innovation Programme

DESTINATION MEKONG

CAMBODIA

CHINA

LAO PDR

MYANMAR

THAILAND

VIET NAM



DESTINATION
MEKONG



MEKONG TOURISM COLLABORATION





Thank you



Mr. Jens Thraenhart, Executive Director
The Mekong Tourism Coordinating Office (MTCO)
Tel: +66 8555 44234 Fax: +66 2612 4152
Email: jens@mekongtourism.org

33



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

APPENDIX 11

Financial Analysis and Assets of MTCO
2011-2017



Mekong Tourism Coordinating Office

FINANCIAL STATEMENT
1 January - 1 December 2017



Total Assets as of 1st January, 2017	10,516
EXPENDITURE	
Operations	
ED wage	31487.20
OM wage	10666.70
Temporary staff	5735.27
Office supplies	477.65
Telecom	224.55
Courier, postal service, messenger	30.67
Maintenance	348.51
Local Travel	1078.98
Bank Fee	55.53
Miscellaneous	0.00
Total Operations	50,105.06
Marketing	
Website, Email Hosting and Maintenance	1,460.5
Website Enhancement	4,800.00
Membership fee	28.57
Marketing	870.00
Collateral and promotional material	0.00
Travel expenses	6456.11
TWG39/MTF2017	16131.09
Entertainment	780.86
Total Marketing	30,527.13
PAYABLE (3 months ED salary)	12,000.00
TOTAL EXPENDITURE	92,632.19

Mekong Tourism Coordinating Office

FINANCIAL STATEMENT
1 January - 1 December 2017



Receivables			
Annual contribution 2017 : Thailand	10-Feb-17		15,246.61
Annual contribution 2017 : Myanmar	7-Jun-17		15,000.00
Annual contribution 2017 : China	26-Jan-17		14,959.00
Annual contribution 2017 : Cambodia	2-May-17		15,000.00
Annual contribution 2017 : Laos	14-Mar-17		14,983.00
Annual contribution 2017 : Vietnam	23-Nov-17		15,000.00
			90,188.61
Bank in US\$			45.00
Bank in THB	340,669.00	33.00	10,323.30
On hand	110,000.00	33.00	3,333.33
Total Asset as of 1st Dec 2017			13,701.64

MTCO Financial Report 2017

2017	USD
Total Assets (January 2017)	10,517
Total Expenditures	92,632
- Operations	50,105
- Marketing	30,527
Total Revenues	90,188
- Annual Contribution (NTOs)	90,188
- Other	0
Total Assets (December 2017)	13,701
Expected Total Assets (Jan 18)	5,000

MTCO Financial Report 2017

TWG-39	USD
Total Assets (January 2017)	10,517
Total Expenditures	61,000
- Operations	36,222
- Marketing	24,779
Revenues	60,188
Total Assets (June 2017)	15,798

TWG-40	USD
Total Assets (July 2017)	15,798
Total Expenditures	29,000
- Operations	13,883
- Marketing	5,796
Revenues	30,000
Total Assets (November 2016)	13,701

MTCO Financial Report 2016

2016	USD
Total Assets (January 2016)	55,277
Total Expenditures	113,011
- Operations	63,898
- Marketing	49,112
Total Revenues	94,673
- Annual Contribution (NTOs)	89,712
- Other	4,961
Total Assets (November 2016)	36,937
Total Assets (January 2017)	10,517

MTCO Financial Report 2016

TWG-37	USD
Total Assets (January 2016)	55,277
Total Expenditures	55,895
- Operations	32,158
- Marketing	23,737
Total Assets (June 2016)	44,324

TWG-38	USD
Total Assets (July 2016)	44,324
Total Expenditures	57,115
- Operations	31,740
- Marketing	25,375
Total Assets (November 2016)	36,937

MTCO Annual Contribution 2017

GMS COUNTRY	TRANSFER DATE	LOCAL CURRENCY	EXCHANGE RATE	US DOLLAR
Cambodia	May 2			15,000
PR China	Jan 26			14,959
Lao PDR	Mar 14			14,983
Myanmar	June 7			15,000
Thailand	Feb 10	THB 528,600	34.67	15,246
Viet Nam	Nov 23			15,000
TOTAL				90,188

Stand: As of December 1, 2017

2017 GMS TWG Budget

MTCO Office Expenses	Cost (USD) – USD 110,000
Salaries	Total: USD 90,000
• Executive Director	\$48,000
• Operations Manager	\$12,000
• Freelance Consultants	\$30,000
Office Expenses	Total: USD 6,000
• Office Supplies & Utilities	\$2,000
• Memberships	\$3,000
• Postages & Bank Charges	\$1,000
Marketing	Total: USD 14,000
• Website Hosting	\$2,000
• Website Management	\$4,000
• Travel & Events	\$8,000

2017 GMS TWG Budget (based on 2017 GMS TWG Workplan)

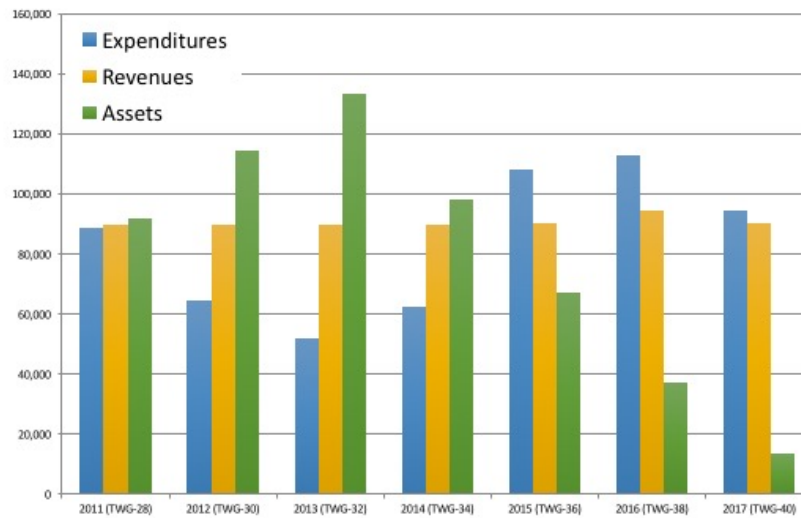
Activity	Total Cost	Share (100%)	MTCO	NTO	DP	PS
1. Operations	\$18,000	10.00%	\$8,000	\$5,000 ?	\$5,000 ?	
2. Industry	\$47,000	26.11%	\$25,000	\$20,000	\$2,000	
3. Marketing	\$82,000	45.55%	\$48,000	\$10,000		
4. Product	\$16,000	8.88%	\$12,000			\$5,000
5. Training	\$17,000	9.44%	\$2,000		\$15,000 ?	
TOTAL	\$180,000	100%	\$95,000	\$35,000	\$22,000	\$5,000

PS: MTCO Salaries, office expenses, and currency fluctuations are NOT included.

2017 MTF Contribution

Company	Total: USD 115,000
Venues	Total: USD 45,000
• Meeting Venues	\$30,000
• Lunch Venues	\$5,000
• Event Catering	\$10,000
Services	Total: USD 30,000
• SIM Cards	\$1,000
• Transportation	\$5,000
• Post Tours	\$15,000
• Other Sponsors	\$15,000
Marketing	Total: USD 30,000
• Design & Collateral (CEN International)	\$20,000
• Hosting Media (Hotels)	\$6,000
• Hosting Media (Airlines)	\$4,000
• Bottles (GIZ)	\$2,000
• Guide Book (MBI, GD)	\$2,000

Financial Analysis 2011-2017



MTCO Financial 2018 Forecast Scenarios

EXPENDITURE

Operations

ED wage	48,000	48,000	60,000	72,000
OM wage	14,000	14,000	18,000	24,000
Temporary staff		9,000	40,000	60,000
Office supplies	1,500	1,500	2,000	4,000
Telecom	1,500	1,500	2,000	3,000
Courier, postal service, messenger	500	500	1,500	1,000
Local Travel	1,000	1,500	3,000	6,000
Bank Fee	500	500	500	1,000
Miscellaneous	1,000	1,000	1,000	2,000

Marketing

Website, Email Hosting and Maintenance	2,000	3,000	6,000	9,000
Website Development & Enhancements	4,000	6,000	15,000	24,000
Membership fee	3,000	5,000	7,000	10,000
Marketing		3,000	6,000	12,000
Collateral and promotional material		4,000	5,000	10,000
Entertainment		500	3,000	6,000
Travel expenses	6,000	9,000	18,000	24,000
TWG-40	1,000	1,000	1,000	1,000
MTF 18	5,000	10,000	20,000	30,000
TWG-41	1,000	1,000	1,000	1,000

90,000 120,000 210,000 300,000



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

APPENDIX 12

GMS Tourism Taskforce



Mekong Tourism Coordinating Office (MTCO)
Department of Tourism, 154 Rama I Road,
Pathumwan, Bangkok 10330 THAILAND
Email: info@mekontourism.org Website: www.MekongTourism.org

GMS TWG TASK FORCES

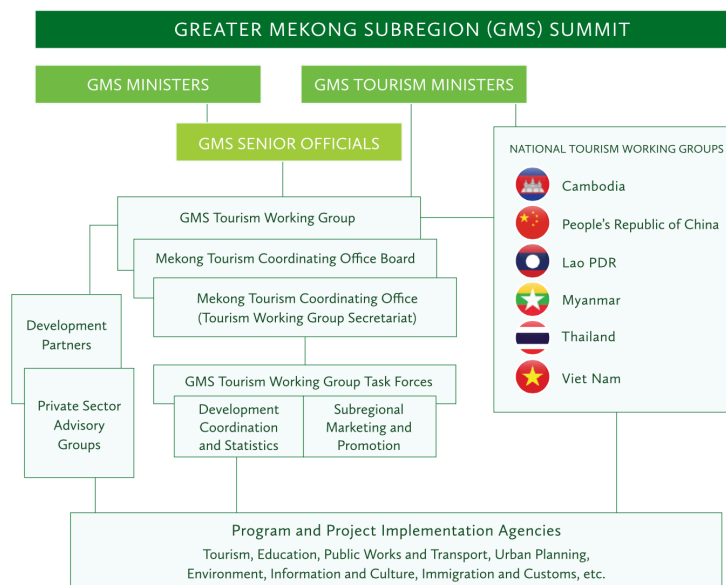
The GMS Tourism Sector Strategy 2016-2025, as endorsed by the six GMS tourism ministries, includes the development of various task forces. GMS TWG Members present agreed to create a series of task forces to enable greater support for the various initiatives included in the GMS TWG Work Plan and to provide National Tourism Organizations of the six GMS Member Countries with new forms of collaboration and to be platforms for participation in the relevant working areas.

The Task Forces of the GMS Tourism Working Group are defined as multidisciplinary teams in which various specialist departments of the tourism ministries or other ministries within the governments of the six GMS member countries with common interests and expertise in specific fields collaborate. Thus far, the following task forces in the respective subject matters have been agreed upon:

- Sub-regional Marketing & Promotion
- Development Coordination & Statistics

Other Task Forces can be added at a later stage based on initiatives in the GMS TWG Work Plan, endorsed by the members of the GMS TWG.

The Task Forces should collaborate if applicable and useful with the Mekong Trends Expert Groups under the public-private sector partnership organization Destination Mekong.



Source: GMS Tourism Working Group.

The main objectives of the GMS Tourism Task Forces include:

1. To serve as practical mechanisms to enrich the subject matter expertise of the GMS Tourism Working Group in order to execute the GMS TWG Work Plan;
2. To foster the knowledge exchange among the different actors involved;
3. To promote public-private collaboration in specific segments; and
4. To contribute to the development of sustainability and responsibility tourism in the Greater Mekong Subregion.

Specific Tasks & Activities:

1. Sub-regional Marketing & Promotion

- 1.1 Create collaborative social media campaigns by leveraging the new Mekong Moments social commerce campaign platform
- 1.2 Engage industry stakeholders, especially small businesses to participate in executing social media contests on Mekong Moments
- 1.3 Penetrate the Mekong Tourism brand by promoting logo, websites, and regional marketing programs and initiatives
- 1.4 Develop multi-country thematic routes by creating online promotions, collaborative promotions at regional and global travel trade shows
- 1.5 Organize multi-country thematic fam trips for niche media and specialized tour operators

2. Development Coordination & Statistics

- 2.1 Promote responsible travel operators via the Experience Mekong Collection, and feature best practices via the Experience Mekong Showcase
- 2.2 Enhance the GMS tourism statistical framework and improve data harmonization among the GMS member countries
- 2.3 Educate the industry on key subject matters via the Mekong Trends insight and knowledge platform
- 2.4 Integrate travel startups into the GMS tourism ecosystem via the MIST Accelerator Program
- 2.5 Develop Destination Mekong as a public-private partnership-led platform to execute key initiatives



Participation in the task forces:

- Each task force is chaired by one member of the GMS Tourism Working Group – preferably an expert in the subject at hand - who ensures alignment to the GMS TWG Work Plan, and gives regular updates to the GMS Tourism Working Group.
- Each Task Force should include one member of each of the six GMS member countries. Task Force members don't have to be members of the GMS Tourism Working Group, but can be members of different departments within the tourism ministries, or even members of other relevant ministries within the respective governments. Key is to have relevant experts included in the task forces to allow for cross-department/ministry cooperation to be most effective.
- The coordination of the different task forces will be carried out by the Mekong Tourism Coordinating Office;
- To formalize the task force participation, members will be appointed by the GMS TWG Focal Point by sending an email to the Executive Director of the MTCO;
- The chair of each Task Force should be selected during the GMS TWG Meeting, with tenure of one year, renewable for additional years without limit, based on the performance of the task force.
- GMS TWG Members may participate in any task forces they deem appropriate, providing experience, suggestions and technical means to achieve their objectives;
- Task Force meetings will take place every two months and will be carried out through videoconferencing systems (ie skype). In addition, task force meetings will be held taking advantage of activities or events organized by MTCO or its members, such as GMS TWG meetings, to bring together a significant number of members who may be interested in this issue.
- Each task force will be allocated 10-15 minutes at GMS TWG Meetings for the respective task force chair to give an update. The task forces may opt to invite other task force members with specific experts, or even third party experts to give value-added presentations, interventions, or contributions.
- Each task force can cooperate with a private sector Mekong Trends Expert Group in order to leverage the benefits of public private collaboration and partnership. Destination Mekong will develop Mekong Trends Expert Groups in relevant subject matters. These Mekong Trends Expert Groups will present at GMS TWG meetings in order to inform GMS TWG members of issues in specific areas, such as MICE, Food Tourism, Accessible Tourism, etc.

MEKONG TRENDS EXPERT GROUPS

The first Mekong Trends Expert Group currently in development is on Accessible Tourism. Please see the charter below.

MEKONG TRENDS EXPERT GROUP ON ACCESSIBLE TOURISM

1. Objectives

The expert group on accessible tourism was suggested by Mira Travels Myanmar, with the following objectives:

1.1. To provide a complete analysis in the following areas:

- > Main reasons for creating accessible tourism strategies
- > Experiences and success stories provided by destinations
- > Global-standardized work system on accessibility
- > Measures to be implemented

- . 1.2. To establish collaboration mechanisms on accessible tourism, universal accessibility and design for all travel and tourism stakeholders within the GMS, promoting the launch of research activities and pilot projects in this area
- . 1.3. To disseminate activities developed by members, especially innovative experiences, studies and activities, as well as the benefits of their implementation in practice
- . 1.4. To promote measures aimed at improving the promotion and commercialization of accessible tourist products
- . 1.5. To promote the quality and competitiveness of tourist facilities, resources and services through the implementation of measures linked to the principles of universal accessibility and design for all
- . 1.6. To foster the development of technical and technological solutions adapted to the real needs of tourists with disabilities, reduced mobility or special needs



- . 1.7. To propose mechanisms to provide the appropriate knowledge to the professionals of the sector to integrate tourist accessibility within their strategic planning as an additional component in the value chain
- . 1.8. To contribute to the debate to standardize the parameters and criteria that define the accessible tourist product, in accordance with the regulations on accessibility and international recommendations.

2. Action Plan

2.1. To collaborate with public and private sector stakeholders by:

- > Developing an issues paper on the Strengths, Weaknesses, Opportunities, and Threats on the subject matter in the GMS
- > Publish a Mekong Trends Snapshot Report on the subject matter
- > Host a seminar or workshop on the subject matter
- > Initiate a tangible project to drive development of the subject matter in the GMS, i.e. a collection of accessible travel operators in the GMS
- > Update the six national tourism ministries at the bi-annual GMS Tourism Working Group meetings



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

APPENDIX 13

2018 Mekong Tourism Forum and
TWG-41 Meeting



TWG-40
MTF 2018 Proposal
Yangon, Myanmar
December 4, 2017



MEKONG TOURISM FORUM 2018
NAKHON PHANOM, THAILAND
MEKONGTOURISMFORUM.ORG





June 2018

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28	29	30	31	Jun 1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
THAILAND TRAVEL MART PLUS						
17	18	19	20	21	22	23
24	25	26	27	28	29	30
TWG-41 & MEKONG TOURISM FORUM 2018						
Jul 1	2	3	4	5	6	7

DAY 1 MON JUNE 25	TWG-41 & ADB TIIG STEERING COMMITTEE MEETING - RIVER SIDE HOTEL	
DAY 2 TUES JUNE 26	MTCO BOARD MEETINGS - RIVER SIDE HOTEL	BLOGGER MATCHUP - R PHOTO HOTEL
DAY 3 WED JUNE 27	MIST – MEKONG INNOVATIVE STARTUPS IN TOURISM OFFICIAL MTF 2018 OPENING GALA DINNER - NAKHON PHANOM UNIVERSITY	
DAY 4 THUR JUNE 28	MTF 2018 MORNING KEYNOTE & SESSIONS 8 SESSIONS IN 8 ETHNIC VILLAGES FOOD FESTIVAL - NAKHON PHANOM UNIVERSITY	
DAY 5 FRI	POST TOURS NAKHON PHANOM	







MTF 2018 CONCEPT

“Transforming Travel – Transforming Lives”

- **Day 1:**
 - 9:00-15:00 - MIST
 - 15:30-17:30 - Official Opening
 - 19:00-22:00 - Gala Dinner
- **Day 2:**
 - MTF 2018 Keynote & Mekong Opportunities & Threats
 - Village Experience (8 Sessions in 8 Ethnic Villages)

Youth Tourism	Family Tourism
Adventure Tourism	Heritage Tourism
Wellness Tourism	Community-based Tourism
Luxury Tourism	Food Tourism

- Food Festival



MEKONG TOURISM FORUM 2018
“Transforming Travel – Transforming Lives”
 Nakhon Phanom, Thailand
 June 27-28, 2018
 MEKONGTOURISMFORUM.ORG



GMS Tourism Working Group Meeting Mekong tourism Forum Hosting Rotation

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



Date and Venue

📍 Nakhon Phanom Province, Thailand

📅 25 – 29 June 2018



Meeting Venue

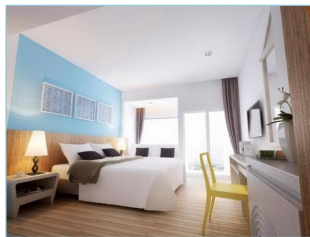
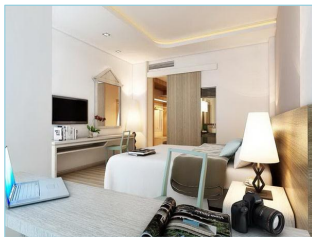
The River Hotel



Nakhon Phanom University



The *River* Hotel Nakhon Phanom

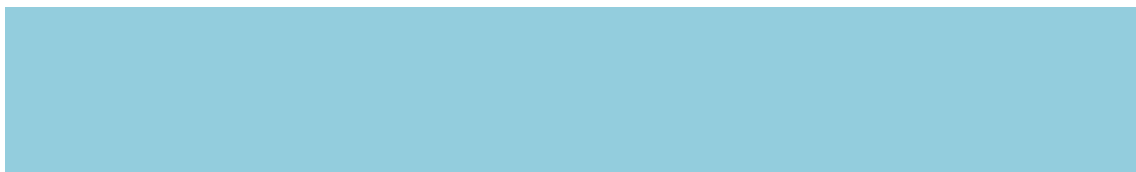


Tentative Program



- 25th Jun 18:** Tourism Working Group Meeting
- 26th Jun 18:** Broad Meeting
- 27th Jun 18:** MIST and GALA Dinner
- 28th Jun 18:** Mekong Tourism Forum and Food Festival
- 29th Jun 18:** Technical Tour

Thank You





Cambodia



China



Laos



Myanmar



Thailand



Viet Nam

APPENDIX 14

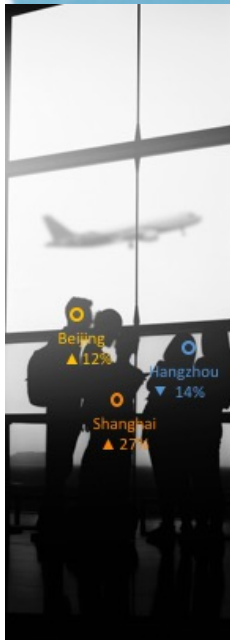
Mekong Trends



40th MEETING OF THE GMS TOURISM WORKING GROUP

International Air Traveler Trends to Great Mekong Region

December 2017



ABOUT FORWARDKEYS

ForwardKeys predicts future travel patterns by crunching and analysing 17M booking transactions a day.

It is used by companies operating in the global travel ecosystem to monitor and anticipate traveller arrivals and stay ahead of the trends from a particular origin market at a specific time.

The analysis enables you to anticipate the impact of events, better manage staffing levels, adjust and measure the effectiveness of marketing efforts and predict future market movements.

ForwardKeys has the **most complete database of air reservations available**. Data is retrieved daily from all the major global reservation systems worldwide and enhanced with sophisticated datasets to paint a constantly-updated picture on who is traveling when and where at any given airport.



ZERO IN ON WHAT REALLY MATTERS



KNOW TOMORROW'S TRAVELLERS



KNOW WHAT'S HAPPENING RIGHT NOW



CASH IN, SEIZE THE OPPORTUNITY

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INDEX



#0 METHODOLOGY BRIEF

#1 OVERVIEW FOR GMS COUNTRIES

#2 DESTINATION SNAPSHOT

#3 SPECIAL FOCUS: CHINA OUTBOUND TO GMS

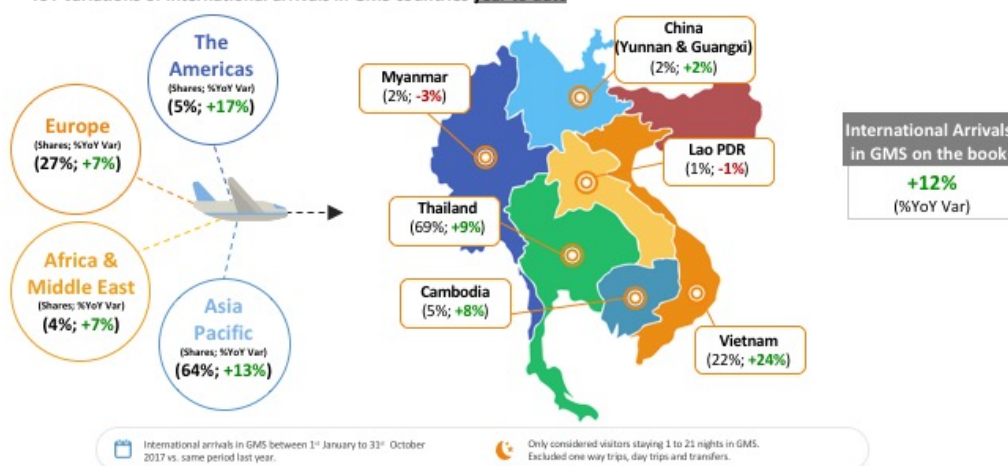
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Overview:
International Arrivals & Capacity

International Arrivals in GMS saw a stable increase year to date

YoY variations of international arrivals in GMS countries year to date

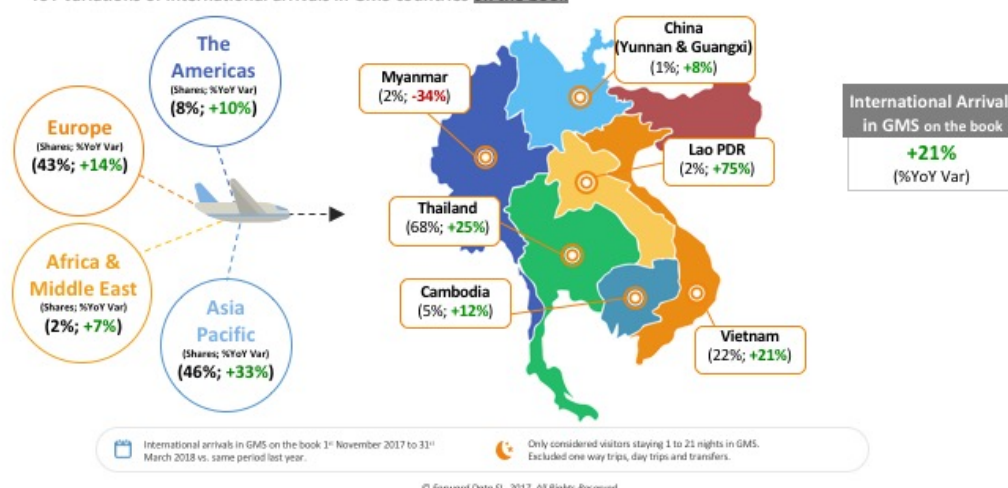


5

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Forward looking: strong start to 2018

YoY variations of international arrivals in GMS countries on the book



6

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Vietnam, Laos, and Cambodia welcomed the most capacity increase

Growth of international capacity to each GMS country, 2017 vs. 2015

Country	Total Capacity International 2017 (,000)	Growth	Legacy	LCC
Cambodia	5,483	+39%	+28%	+57%
China (Yunnan+Guangxi)	3,308	+23%	+22%	+24%
Laos	1,524	+43%	+19%	+134%
Myanmar	3,498	+35%	+34%	+36%
Thailand	47,669	+16%	+8%	+36%
Vietnam	17,984	+47%	+24%	+40%

Scheduled air capacity between Jan 1st to Dec 31st 2017 vs. 2015.
 Geographic categories follow UNWTO definitions.

7

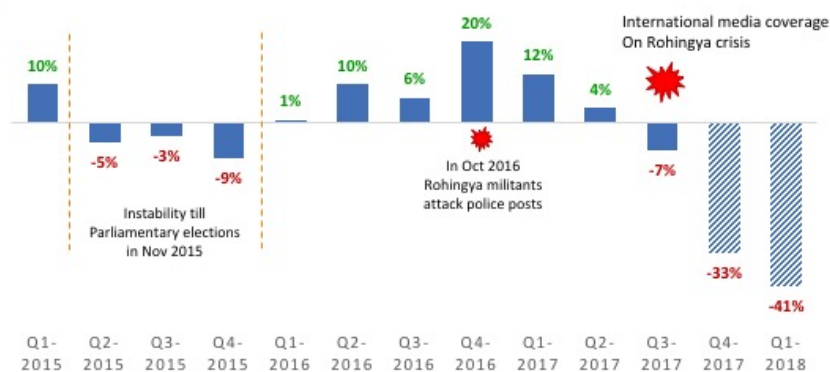
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Instability in the North suppressing overall inbound tourism to Myanmar



YoY variations of quarterly international arrivals in Myanmar: Q1 2015 to Q3 2017 & forward looking Q4 2017 to Q1 2018



Bookings for travel to GMS issued between 1st January to 11th November 2017 compared to 3rd January to 12th November 2016. Only considered visitors staying 1 to 21 nights in GMS. Excluded one way trips, day trips and transfers.

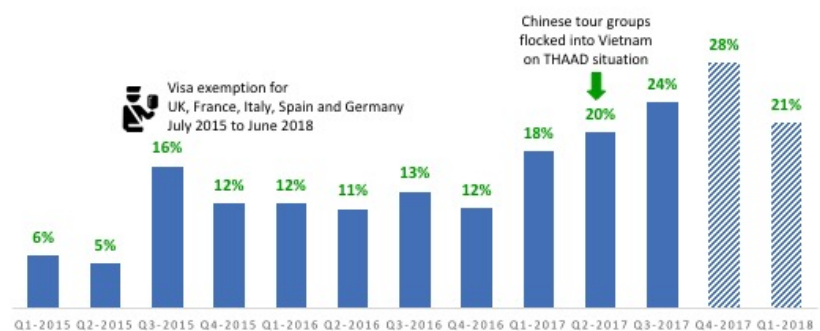
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Vietnam visa ease encouraging European travellers



YoY variations of quarterly international arrivals in Vietnam: Q1 2015 to Q3 2017 & forward looking Q4 2017 to Q1 2018



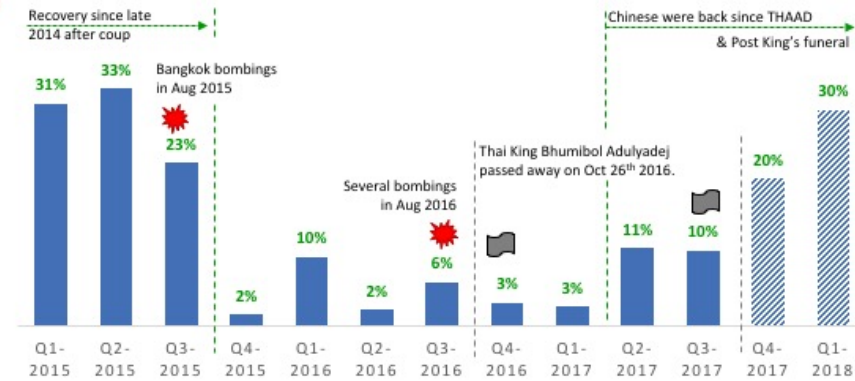
Bookings for travel to GMS issued between 1st January to 11th November 2017 compared to 3rd January to 12th November 2016. Only considered visitors staying 1 to 21 nights in GMS. Excluded one way trips, day trips and transfers.

10

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International bookings to Thailand kept growing

YoY variations of quarterly international arrivals in Thailand: Q1 2015 to Q3 2017 & forward looking Q4 2017 to Q1 2018



Bookings for travel to GMS issued between 1st January to 11th November 2017 compared to 3rd January to 12th November 2016.

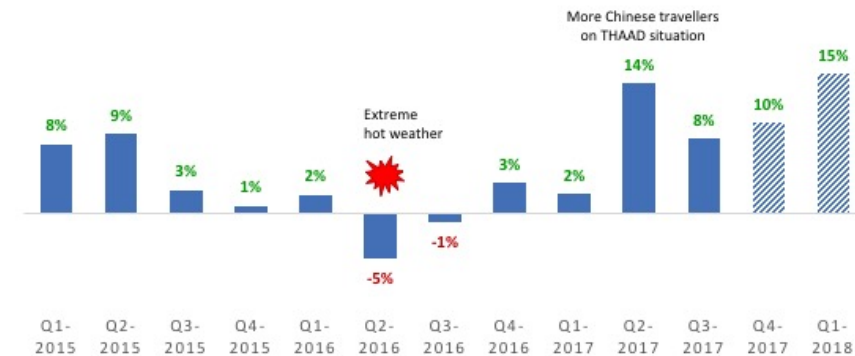
Only considered visitors staying 1 to 21 nights in GMS. Excluded one way trips, day trips and transfers.

11

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International arrivals to Cambodia remains strong, despite a noticeable drop in 2016 Q2

YoY variations of quarterly international arrivals in Cambodia: Q1 2015 to Q3 2017 & forward looking Q4 2017 to Q1 2018



Bookings for travel to GMS issued between 1st January to 11th November 2017 compared to 3rd January to 12th November 2016.

Only considered visitors staying 1 to 21 nights in GMS. Excluded one way trips, day trips and transfers.

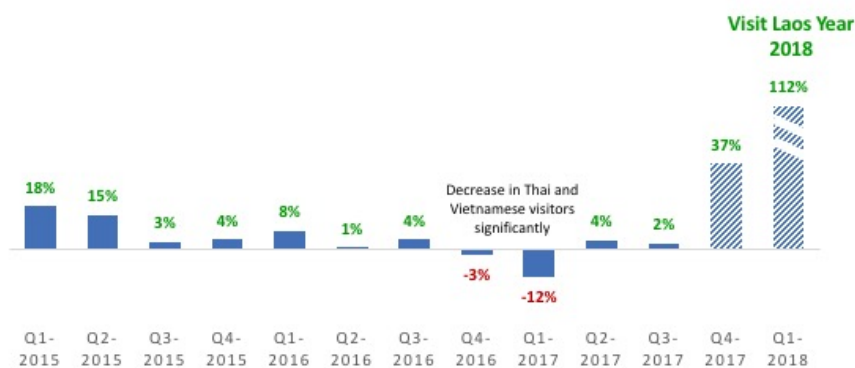
12

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International bookings to Laos will surge in the coming months



YoY variations of quarterly international arrivals in Laos: Q1 2015 to Q3 2017 & forward looking Q4 2017 to Q1 2018



Bookings for travel to GMS issued between 1st January to 11th November 2017 compared to 3rd January to 12th November 2016.

Only considered visitors staying 1 to 21 nights in GMS. Excluded one way trips, day trips and transfers.

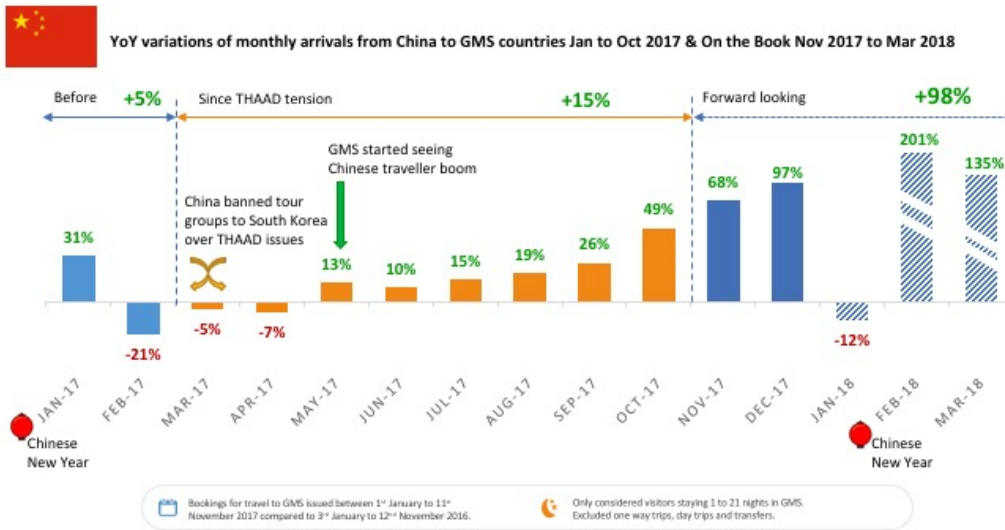
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Focus on Chinese travellers to GMS

Chinese travellers choosing GMS destinations over China – South Korea tension



Thailand, Vietnam, and Laos are preferred by Chinese 2017 year to date



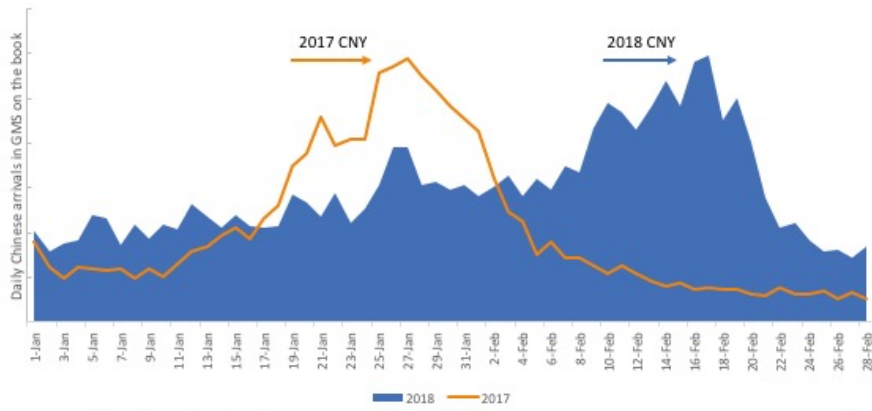
Traveller profile of Chinese arrivals in GMS countries year to date: Jan to Oct 2017



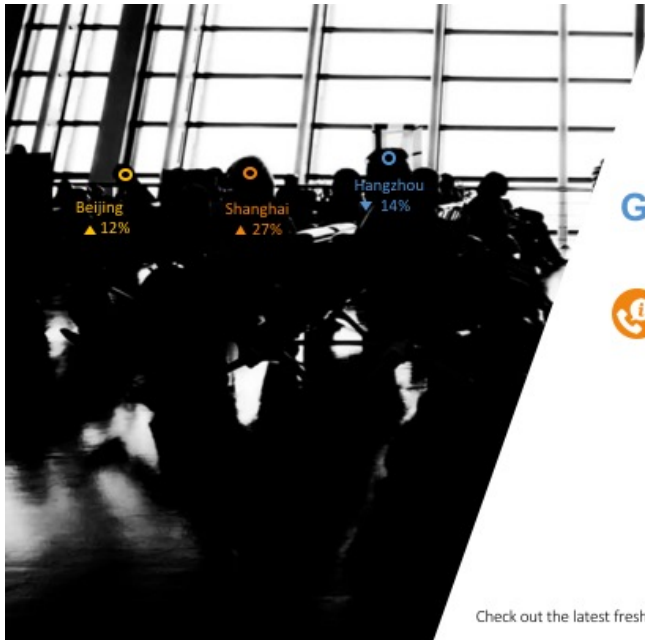
Chinese arrivals from January 1st to October 31st 2017 vs. 2016.
 FIT travellers are those from 1 to 5 persons per booking.
 Group travellers are those in groups of 6 or more persons.
 Only considered visitors staying 1 to 21 nights in GMS. Excluded one way trips, day trips and transfers.

Bookings from China to the rest of GMS countries CNY 2018 on the book

Forward Looking Arrivals from China to GMS during 2018 CNY Period



Chinese arrivals on the book for January 1st to February 28th 2018 vs. 2017 with bookings issued as of 18th November 2017 vs. as of 18th November 2016. Only considered visitors staying 1 to 21 nights in GMS. Excluded one way trips, day trips and transfers.



GET IN CONTACT!

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 Development – APAC

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Check out the latest fresh analysis at www.forwardkeys.com





Cambodia



China



Laos



Myanmar




Thailand



Viet Nam


APPENDIX 15

Greater Mekong Subregion Tourism
Infrastructure for Inclusive Growth Project



MINISTRY OF TOURISM

KINGDOM OF CAMBODIA
NATION RELIGION KING
 ជាតិ សាសនា ព្រះមហាក្សត្រ



ASIAN DEVELOPMENT
BANK

Tourism Infrastructure for Inclusive Growth Project

ADB LOAN No. 3194-CAM (SF)

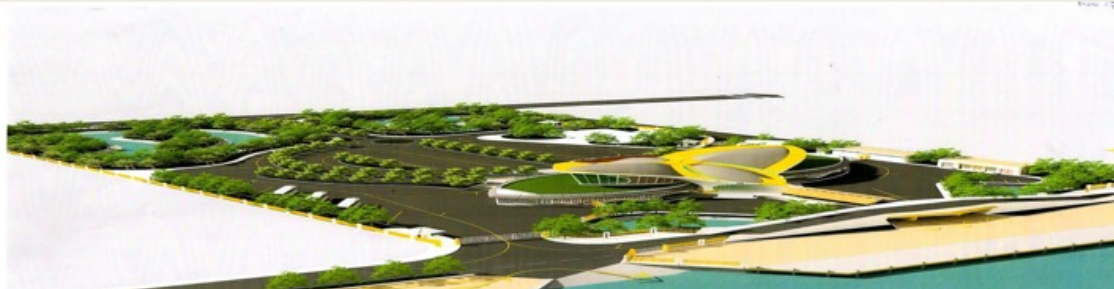
Project Progress Report

ADB Steering Committee Meeting
for Inclusive Growth

December 4, 2017, Yangon, Myanmar

Overview

- 1. OVERALL PROGRESS**
 - Progress Summary
 - Updated Project Information
- 2. PROGRESS BY OUTPUT**
 - Output 1 Highlights
 - Output 2 Highlights
 - Output 3 Highlights
 - Output 4 Highlights
- 3. GOING FORWARD**
 - Directions for 2018





1.1. Overview of Project Progress



- **Outputs 1 and 2** After experienced of delay, these outputs now on the move, preparing bidding, contract and construction.
- **Output 3** activities focused on continued capacity building, ASEAN standard hospitality, MSE development activities, Heritage Conservation and Marketing activities.
- **Output 4** activities show both progress in some areas, Master of trainer in ASEAN Tourism Standard.

General:

- More activities are taking place in the provinces and with the DMOs and the implementation of the DMPs and as the PIUs becoming more engaged as capacity builds.
- Focus is shifting more towards implementation of activities with local beneficiaries while continuing to deliver capacity building and awareness raising.



1.2. Updated Project Information



- **Time Elapsed Since Loan Effectiveness: 52%**
- **Overall Implementation Progress: 45%**
- **Utilization of Funds: as of 30-09-2017**

Cumulative to Date	Total Estimates	Actual
Contract awards (ADB)	Total Contracts US\$ 3,629,382	US\$ 2,974,708
Disbursements (ADB)	Disbursement US\$ 1,831,827	Actual Expense: US\$ 1,753,834
Disbursements (RGC Funds)	Disbursement Counterpart Funds US\$ 346,7200 • (US\$ 115,050 salary supplements for PCU & PIUs staff and in-kind contribution US\$224,000)	Actual Expense: US\$ 346,720 - Salary supplements for PCU & PIUs staff = US \$122,720 - In-kind contribution = US\$ 224,000
Total Accumulative Expenditure (All sources)	Total Estimated Disbursement US\$2,178,547	Total Expenses: US\$2,100,554



2.1. Highlights Output 1: Last Mile Tourism Infrastructure New Design of Kampot International Passenger Terminal



Conceptual design

Results:

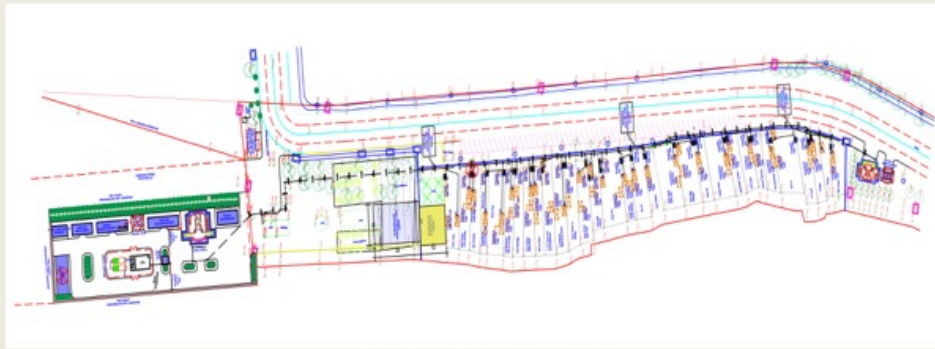
- The new design concept accepted
- The Bidding Document will advertisement on December 2017
- The construction will start in early next year.





2.2. Highlights Output 2: Environmental Services in Tourism Centers Improved

Kep Crab Market Waste Management System



Technical design

Kep Crab Market Waste Management System



Conceptual design

Ground-breaking Ceremony, Kep



Results:

- Detailed Designs approved by ADB
- The groundbreaking and construction has been started on November 21, 2017 and expected to complete on August 2018



2.3. Output 3 Highlights: Institutional Capacity Building for Inclusive Tourism



Heritage Conservation and Awareness Raising

- **Results:** Base on the *Heritage Management Plans* PCU has collaborated with of Department of Tourism Professional Training Department to organize coastal zone guide training. There are 34 trainee accepted to this coastal guide training



The entrance exam committee discussing on exam procedure.



2.3. Output 3 Highlights: Institutional Capacity Building for Inclusive Tourism



Tourism-Related Micro and Small Enterprise Development Support



Results: The Soya mild and sugar palm juice processing skill training was provided to 11 community member who come from three target province.

2.3. Output 3 Highlights: Institutional Capacity Building for Inclusive Tourism

Tourism-Related Micro and Small Enterprise Development Support

Five days training on Koh Kong Sauce and Kapi processing held in Koh Kong province, participated by 38, 24 women.



Site visit to Trat, Thailand



In class practice



2.3. Output 3 Highlights:



Institutional Capacity Building for Inclusive Tourism

On August a training was provided on how to improving food safety and quality in Kampot province.

Results: 48 participants (16 women) from the provincial governor's office, line departments, restaurants, canteens, catering establishments, and the provincial department of tourism attended the training



2.3. Output 3 Highlights:



Institutional Capacity Building for Inclusive Tourism

Hospitality Skills and Food Safety Training

Following completion of three courses of master of trainers , all PIUs had deliver echo training to MSE and community in their provinces



Results: 18 provincially-based trainers trained to ASEAN Standards in 3 skills areas: front office, housekeeping, F+B



2.3. Output 3 Highlights:



Institutional Capacity Building for Inclusive Tourism

Awareness Raising Campaign:

“Marine Tourism Product Development Workshop”

Kampot, July 14, 2017

- **Results:** The workshop has brought together 243 participants, representing different tourism stakeholder groups to evaluate and discuss promoting sustainable tourism, product development with quality and environmental conversation.



2.3. Output 3 Highlights:



Institutional Capacity Building for Inclusive Tourism

Awareness Raising Campaign:

“Preventing Human Trafficking and Child Exploitation in tourism ” *Kep Town, August 12*



Results: There were 52 people who attended the workshop (30 of them being women) who represented local vendors, tour operators, students from Donbosco and people living in town.



2.3. Highlights for Output 3 Awareness Raising Campaigns cont:



Seminar on Sanitation and Food Safety in Tourism and Servicing Tourists

Kep Town,



Results: There were 54 participants, 23 of them were women attended the seminar



2.3. Highlights for Output 3 Awareness Raising Campaigns cont:



Seminar on Sanitation and Food Safety in Tourism

Kep Town, September 15



Results: There were 54 participants, 23 of them were women attended the seminar



2.4. Highlights for Output 4:

ASEAN Tourism Standard Training on Food and Beverage Service



Serving Wine

Taking customer order in Restaurant Services training



2.4. Highlights for Output 4:

ASEAN Tourism Standard Training on Housekeeping and Front Office



Bed making

Napkin Folding

2.4. Highlights for Output 4:

ASEAN Tourism Standard Training on Housekeeping and Front Office

Practice checking reservations

2.4. Highlights for Output 4:

Result: 18 trainees received certificates recognized by MOT as well as ASEAN



3. Going Forward: Directions for 2018



- **Output 1** The procurement of Works contract under Kampot Pier Development Project, expected to be advertised in December 2017.
- **Output 2:** Monitoring the construction work of Crab Market Environmental Improvement.
- **Output 3:** MSE and marketing activities.
- Continued rolling out of awareness raising activities.
- Ongoing capacity building and increased engagement of PIUs and DMOs in project delivery.
- **Output 4:** Project continued support on ASEAN Tourism Standard.



MINISTRY OF TOURISM

KINGDOM OF CAMBODIA
NATION RELIGION KING

ព្រះរាជាណាចក្រកម្ពុជា



ASIAN DEVELOPMENT BANK

*“Thank you for your
Attention”*



Greater Mekong Subregion Tourism Infrastructure for Inclusive Growth Project (GMS TIIG) – Lao PDR

Progress Report

July 2017 – September 2017

Yangon, 4 December 2017



Project overview

ADB Loan–3156-REG (LAO)

Loan amount:	US\$ 40 million
Estimated project cost:	US\$ 43.57 million
Government contribution:	US\$ 3.57 million
Period:	14/01/2015 – 31/12/2019
Target provinces:	4 (Luang Prabang, Oudomxay, Khammouane and Champasack)

Project Components and Outputs

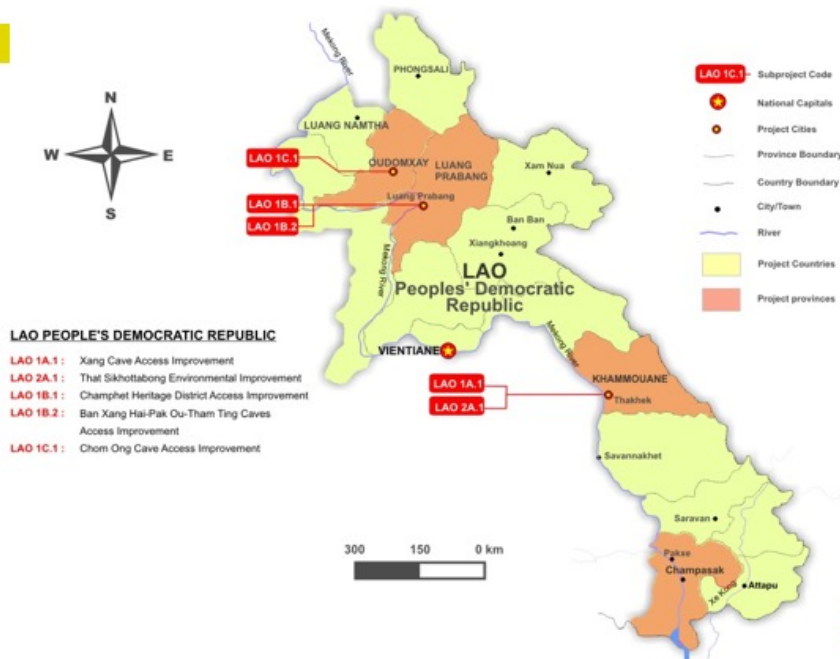
The project has four outputs:

- (i) Tourism access infrastructure improved;
- (ii) Improved environmental infrastructure in Cross border tourism destinations;
- (iii) Strengthened institutional capacity to promote and manage inclusive tourism growth; and
- (iv) Effective project implementation and knowledge management.

3



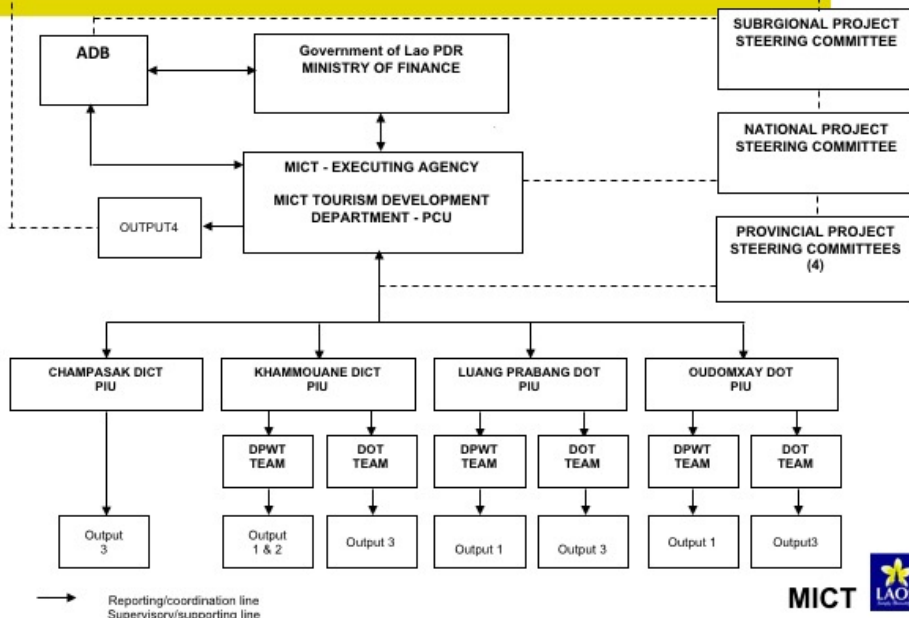
GMS TOURISM INFRASTRUCTURE FOR INCLUSIVE GROWTH PROJECT
LAO PDR: PROJECT PROVINCES AND SUB PROJECTS



4



Project organization structure

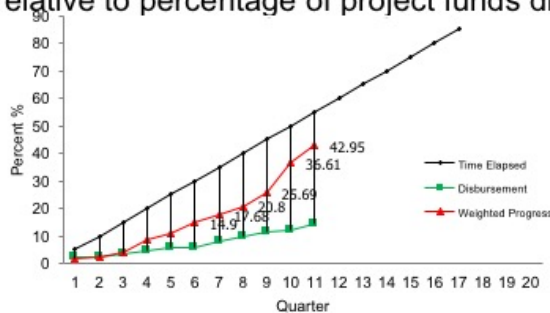


5



Overall Progress (up to 30 Sept 2017)

- ✓ Time elapsed since grant effectiveness is 55%, with weighted progress of implementation of 42.95% and disbursement to date of 14.1%.
- ✓ Although activity implementation for Components 3 & 4 are on track, PIUs report issues related to low capacity in understanding how to implement certain activities and administrative procedures.
- ✓ Project progress by weighted activity is 42.95% as calculated in attachment B. Figure 1 illustrates the percentage of project progress relative to percentage of project funds disbursed and time elapsed.



7

Contract awards and Financial Disbursements

- As of 30 September 2017, cumulative contract awards (CA) under the ADB loan is \$8.364 million, which represents 22.9% while cumulative disbursements are \$5.519 million, which represents 14.1% of net loan amount of \$36.522 million.
- For 2017 achievement, cumulative contract awards of \$8.363 million represents 52.5% of cumulative (September 2017) e-Ops contract award projection of \$15.917 million while disbursement of \$5.159 million represents 87.3% of cumulative (September 2017) e-Ops disbursement projection of \$5.906 million.
- Due to low achievement in contract awards, the Project maybe rated as “potential problem” Project. For 2017, the Project has achieved actual contract awards of \$3.774 million and disbursement of \$1.747 million against yearly projection of \$24.329 million and \$6.174 million.

8

Project progress by output

Outputs 1 and 2: W01 - Xang Cave Access & That Sikhottabong

In Khammouane, **Output 2** is progressing well. Construction by the Dala Company has stated in earnest this quarter and was the focus on an ADB Review Mission during the last week of September 2017.

Project progress by output

Outputs 1 and 2: W02 - Chom Ong Cave Access Improvements (Oudomxay).

- ✓ The 40 km Oudomxay road and Chom Ong Cave improvements were approved by the ADB and sent out to international tender on the ADB web site on July 27th, 2017.
- ✓ Bids for the Oudomxay Road were opened publically on September 18th 2017. Nine companies participated in the bid opening. Contract award is scheduled for November 2017.
- ✓ Chom Ong Cave Access Contract Signing (Oudomxay Province)

9



Project progress by output

Outputs 1 and 2: W03 - Ban Xang Hai–Tham Ting Cave & Chomphet Heritage District Access Improvements (Luang Prabang).

- For **Output 1**, the social safeguards documents – The Initial Environmental Examination and Environmental Management Plan and Resettlement Plan – for the Luang Prabang subproject were all approved by the ADB and posted to its website on September 11th 2017.
- The Post Bid Evaluation Report for the Luang Prabang subproject was approved by the ADB in late August 2017 and the contract is ready for signing as of the end of September 2017, pending Government Safeguards Clearance. The MICT has been urged to accelerate this process.

10



Project progress by output

Outputs 1 and 2: W02 - Chom Ong Cave Access Improvements (Oudomxay).



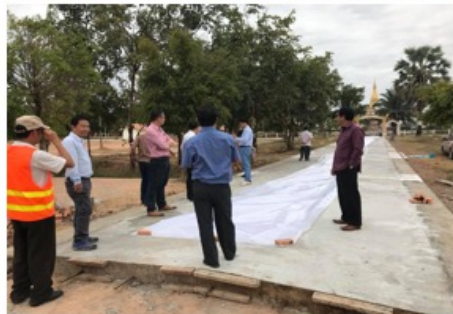
11

Chom Ong Cave Access Contract Signing with Chitchaleu Co Ltd (Oudomxay Province)

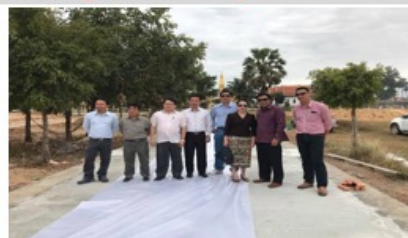


Project progress by output

Outputs 1 and 2: Khammouane Province



Sikhotabong Access Improvement



12



Project progress of outputs

Output 3: National Level

- 7 officials are pursuing a Master's Degree in Tourism at the National University of Laos;
- Tourism destination management training-of-trainers for MICT staff, with 30 participants (12 females-40%);
- **DMN Meetings:** Meetings were held at the national level with members of the marketing task force to discuss plans for national branding and promotion with the help of Swisscontact and NZAID.
- The project agreed during the ADB review mission that DMN meetings will be held in December 2017 to review the progress Destination Management Plan (DMP) implementation and to receive input from DMN members on what activities should be selected for implementation in next year's plan.
- The **PCU** continued to support the DMNs with higher education for DMN members. A strategy for Simply Beautiful was completed and participation in a three-country familiarization trip between Laos, Thailand and Myanmar supported.

13



Project progress of outputs

Output 3: National Level



14

Tourism destination Plan of 4 province and National level



Project progress of outputs

Output 3: National Level



15

Tourism destination Plan of 4 province and National level

Project progress of outputs

Output 3: National Level



16

Project progress of outputs

Output 3: Champasak Province

(Institutional Capacity to Promote Inclusive Tourism Growth Strengthened)

- Ongoing Master's Degree scholarship support for 1 DICT staff
- Meetings were also held in Champasak Province with the provincial marketing task force, with support by Swisscontact, to discuss Southern Laos branding and promotion.
- The project has begun coordinating with other development partners, including Swisscontact, GIZ and NZAID to draft an agenda for the meeting.
- **Heritage Guide Training:** Training of trainers courses were conducted by the Rural Research and Development Training Center in Champasak Provinces (4 days each), 26 participants, 9 women, 0 ethnic).

17

Project progress of outputs

Output 3: Champasak Province

(Institutional Capacity to Promote Inclusive Tourism Growth Strengthened)

- In Champasak Province, progress was made towards meeting the project's target of 20% of businesses adopting ASEAN Tourism Standards with additional homestay homes in Don Kho Village receiving the ASEAN Homestay Standard in July 2017 (71 participants, 19 women, 0 ethnic).
- According to provincial homestay statistics there are now a total of 25 ASEAN Homestays in the province or a total of 89 total homestays. Therefore, the province has reached the target by meeting 25% of the total with the ASEAN Homestay Standard.
- The PCU organized meeting in Don Kho to review and improve the ASEAN Homestay Standard in September 2017 (14 participants, 2 women).

18

Project progress of outputs

Output 3: Champasak



Don Kho Homestay
(Homestay Standard)



Installation of 103 directional signs
at 73 locations in 4 districts

19

Project progress of outputs

Output 3: Khammouane

(Institutional Capacity to Promote Inclusive Tourism Growth Strengthened)

- 2 officials are pursuing a Master's Degree in Tourism at the National University of Laos;

- **Provincial Tour Guide Trainings:** The project supported provincial tour guide trainings in Oudomxay and Khammouane provinces in order to support local SME tour businesses.

- The two-week trainings were conducted according to National Training Institute curriculum by a team of national and provincial experts and with added curriculum and trained guide trainers of Swisscontact.

- The training in Oudomxay had a special focus on Heritage Protection & Management and a total of 47 participants (13 women, 16 ethnic people), while the Khammouane training had 21 total participants (11 women, 0 ethnic).

20

Project progress of outputs

Output 3: Khammouane



Food safety and hygiene (Develop a manual & conduct training for restaurant providers/vendors)

Project progress of outputs

Output 3: Khammouane



Tourism product & facilities improvement at Tha Lang (The Loop)



Tourist Information Center at Konglor Cave site, Ban Konglor (The Loop)



Project progress of outputs

Output 3: Luang Prabang

(Institutional Capacity to Promote Inclusive Tourism Growth Strengthened)

- **Content on Traditions, Ethnic People and Tourism Sites:** Luang Prabang, completed collecting information on the province's traditions, festivals, ethnic people and tourism attraction histories, which will be added to the project's database on such information collected from other provinces. Luang pr information and histories, 17 participants (4 women, 1 ethnic person).
- **Protection of Alms Giving Traditions in Luang Prabang:** Brochures promoting the protection of alms giving traditions (tak baht) were produced and printed for distribution to visitors at hotels, guesthouse, restaurants, tour companies and information centers (5,500 copies).
- **Small Business Training for Food, Handicraft and Homestay:** In Luang Prabang Province a training on improving standards aimed at owners and managers of hotels, guesthouses and restaurants was conducted (45 participants, 9 women).

23



Project progress of outputs

Output 3: Luang Prabang

Directional signs to tourist sites



Guide training



Riverweed production group

Production & marketing training



Project progress of outputs

Output 3: Oudomxay

(Institutional Capacity to Promote Inclusive Tourism Growth Strengthened)

DMN Capacity Building - Workshops & Experiential Learning: The Oudomxay PIU worked together with Luang Namtha Province to share Experiences on tourism development between the two provinces, holding a two-day workshop in Luang Namtha that included a hands-on learning trip to Nam Ha NPA to learn about CBET development (50 participants, 20 women, 34 ethnic people).

Local Food Promotion: In support of local restaurants and food producers, Oudomxay Province produced a booklet promoting local foods of Oudomxay Province, which was set up with content collection of 71 total dishes recorded (8 participants, 3 women).

Provincial Tour Guide Trainings: The project supported provincial tour guide trainings in Oudomxay in order to support local SME tour businesses.

The two-week trainings were conducted according to National Training Institute curriculum by a team of national and provincial experts and with added curriculum and trained guide trainers of Swisscontact. The training in Oudomxay had a special focus on Heritage Protection & Management and a total of 47 participants (13 women, 16 ethnic people),

25



Project progress of outputs

Output 3: Oudomxay



Hospitality management training



Improvement of Oudomxay Night Market



Oudomxay destination branding exercise

Project progress of outputs

Output 4

(Effective Project Implementation and Knowledge Management)

- Ad hoc hands-on financial management training for all PIU accountants by the PCUs finance manager;
- Support for Northern Heritage Route (Lao PDR-Thailand-Viet Nam) regional marketing initiatives, such as Xayabouli Elephant Festival and production of 20,000 Lane Xang-Lanna maps (Lao PDR-Thailand)
- Support Agro - tourism Phutawen Farm (Mekong route: Nongkhai-VTE-Thaphabath/Bolikhamsay)
- Support for select ASEAN tourism standards implementation and it's awards;

27



Phutawen Farm

700m from city (15 hour drive)

Started as a private farm and supplier of fresh organic products to several grocery stores and households in Vientiane Capital, Phutawen Farm is set to open its gardens to local and foreign tourists eager to learn agricultural and experiential values a short drive from the center of Vientiane.

All Throughout Laos, there are 4 Phutawen Farms:

- Haeng Village, Thaphabath District, Bolikhamsay (217km)
- Nam Phou, Pak Seng District, Rattanak Kiri (180km)
- Ban Chai, Oudomxay (150 km)
- Phutawen Village, Phutawen District, Bolikhamsay (170 km)

Phutawen started farming in 2012 with an aim to produce healthy, safe and clean agri products through good and sustainable farming practices. From the start, Phutawen has thought itself to be a game changer in the agri-tourism industry in Laos.

70 percent of Laos population is engaged in agriculture and farming but the production income is relatively low. As one of the ways to alleviate this dilemma, Phutawen shares local to its depth know-how for farmers and students who wish to learn the strategies and practices they are using to meet with the top global standards of organic farming.

Phutawen Farm is a local food handling model of a local and global agri-tourism destination.

Phutawen Farm
111 000000 217 km
www.phutawen.com

LAOS
Sustainable Development

Destinations nearby the Capital

Pak Ngum - Thaphabath Circuit

Agro - tourism Phutawen Farm

28

Support Agro - tourism Phutawen Farm, Sept 2017



Project progress of outputs

Output 4



Homestay Standard

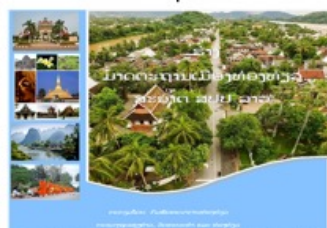
Support for select ASEAN tourism standards implementation



Green Hotel Standards



Clean toilet standard



Tourist Clean City Standard



29

Project progress of outputs

Output 4

The Lane Xang Cultural Quadrangle Loei-Lao PDR
Tourism Cooperation Framework of the Greater Mekong Sub-region



30



Project progress of outputs

Tourism Route Map

31



Output 4



Project progress of outputs

Attractions and Recommended Tour Programs

32



Output 4



Challenges and lessons learned

- There has been confusion between SME and PPP activities, as both are in support of the private sector and have similar elements and objectives.
- Subprojects recommended by the PPP experts have proven more difficult than expected. The enabling factors for successful PPPs are not as strong as initially expected.
- Greater awareness on PPPs is required if this sub-component is to have any impact.
- Large number of activities over multiple sites and locations in the annual workplans makes implementing them challenging.
- Private and public sector stakeholders on the Destination Management Networks need constant follow up to implement the plans. Lack of ownership of the plans by the DMNs.

33

Challenges and lessons learned

- Provincial related materials were produced by the provinces on their own.
- However, greater effort should be made to coordinate all marketing efforts of the provinces and produce a concerted program of marketing for the entire country. The tourism marketing strategy scheduled for the 4th quarter of 2017 and 1st quarter of 2018 aims to solve this issue.
- The TOT was a very important first step in building local capacity to conduct Heritage Guide Trainings on their own. The trainers were able to conduct the training successfully at both sites and enthusiasm for this activity was very high.
- More preparation is needed for the Heritage Guide Training in the future, including editing and translation of materials and presentations. Another TOT should be held next year with more time between the TOT and the training for preparation by the trainers.

34





Asian Development Bank



Mekong Tourism



**GMS TOURISM INFRASTRUCTURE FOR INCLUSIVE GROWTH PROJECT (TIIG)
PROJECT PROGRESS REPORT
DECEMBER 2017**

**By Tran Huy Thong
Vietnam**

CONTENT

- 1. Highlights about the Project**
- 2. Project Implementation Progress**
- 3. Work Plan of 2018**

1. Highlights about the Project

- **Project title:** *The Greater Mekong Sub-region (GMS) Tourism Infrastructure for Inclusive Growth Project;*
- **Borrower:** *Socialist Republic of Vietnam;*
- **Executing agency:** *Ministry of Culture, Sports and Tourism (MCST);*
- **Implementing units:** *Project Coordination Unit (PCU); PIUs in Lao Cai, Dien Bien, Ha Tinh, Tay Ninh, Kien Giang provinces;*
- **Total project budget:** *55.08 mill.USD;*

Source	Amount (\$ million)	Share of Total (%)
Asian Development Bank (loan)	50.00	90.8
Government	5.08	9.2
Total	55.08	100.0

3

Timeframe

- **Date of signing of Loan Agreement (LA):**
November 25th, 2014;
- **Date of the State President's approval of LA:**
February 25th, 2015;
- **Date of LA effectiveness:** *March 30th, 2015;*
- **Date of project completion:** *December 31st, 2019*
- **Date of project closure:** *June 30th, 2020.*

4

Project Components:

- **Output 1:** Last-mile tourism access infrastructure improved
- **Output 2:** Environmental Services in cross-border tourism centers improved
- **Output 3:** Institutional capacity to promote inclusive tourism growth strengthened
- **Output 4:** Effective project implementation and management.

5

2. Project Implementation Progress

Main consulting packages, administered by MCST (PCU) have been completed:

2.1 - Package: ***Project Management, Civil Engineering and Capacity Building Support***

100% completed, the contract signed on 19 May 2016, actual mobilization from 01 March 2017 after receiving approved ODA Allocation Plan for 2017.

2. Project Implementation Progress (cont.)

2.2 Package: **External Auditor**

Completed 100%, contract signed in January 2017, received PCSS number from ADB, mobilized for preparation of auditing report for 2015-2016, received an audit report and submitted to ADB.

2.3 Package: **Construction Supervision Support**

Completed 100%, contract signed on 18 August 2017, received PCSS number on 15 September 2017.

2. Project Implementation Progress (cont.)

Resulting by very late receiving ODA Allocation Plan in 2015 (*the Project received mentioned plan in middle of December 2015*) and even did not receive any at all in 2016, as soon as received ODA Allocation Plan for 2017 at the end of March 2017, the Project is accelerating the progress by maximum mobilization of international and national experts from the Consulting firm AMDI.

2. Project Implementation Progress (cont.)

Up to-date, only for nearly 8 months from mobilization of the Consulting firm, despite of so many difficulties and administrative procedures, which were not depending on our willingness:

- we have prepared and conducted nearly 20% of total software activities (equal to numbers of activities initially scheduled for first 3 years),
- prepare TORs for many of remaining activities to be conducted in 2018 and 2019,
- completed all tasks assigned from MCST and ADB for the time, and
- achieved certain progress in preparation of required construction design and bidding documents: Completed basic design for Huong Tich Pagoda, Muong Phang Road, completed bidding documents for Lao Cai Road, submitted basic design for approval by local authorities the subprojects in Tay Ninh and Kien Giang.

9

- Rapid and Effective International TA Mobilization

- Tourism Specialist / Team Leader
- International Solid Waste Management.
- International Waste Water Engineer.
- International Environment Specialist
- International Gender and Social Development Specialist
- International Public Private Partnership Specialist
- International Monitoring and Evaluation Specialist

Total mobilized person-months to date: **14**,
or **55%** of total ISS' person-months

10

Number of mobilized national specialists to date:

- National Lead Civil Engineer / Co-Team Leader
- Civil Engineers / Designers
- National Solid Waste Management.
- National Waste Water Engineer.
- National Environment Specialist,
- National Tourism Destination Management Specialist
- National Tourism Training Specialist
- National Gender and Social Development Specialist
- National Social Safeguards Specialist
- National Monitoring and Evaluation Specialist
- Tourism MSE Value Chain Specialist
- Tourism MSE Development Specialist (Northern)
- Tourism MSE Development Specialist (Southern)
- National Heritage Interpretation Specialist
- National Marketing and Promotion Specialist

220
person-months to date

or

54%
of total NSs' person-months

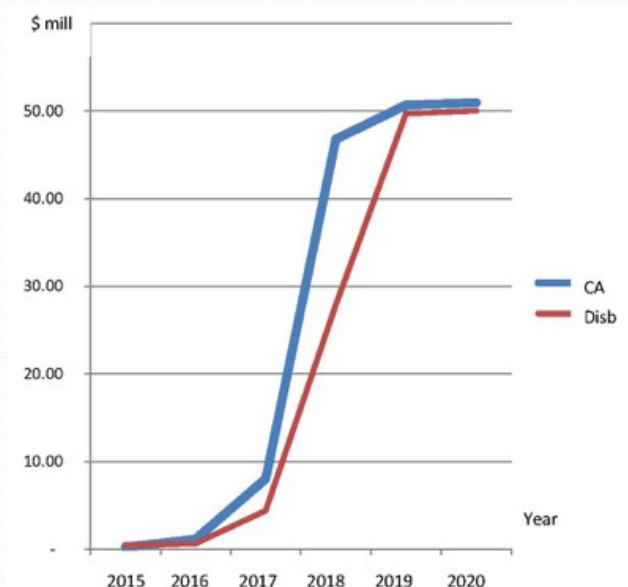
11

Utilization of Funds (ADB Loan and Counterpart Funds) Forecasted to date of 31 December 2017

Category	Amount	Spent on
Cumulative Contract Awards	\$8.05m	Contract awarding for 01 construction package, 03 Consulting packages, numbers of software activities in 2017, procurement of PCU's and PIUs' cars and office equipment, administrative expenses
Cumulative Disbursements	\$4.42m	Procurement of PCU/PIUs cars; Office Equipment; PCU/PIU administrative expenses; payments for Consulting Firm and Auditor; advance payment for Construction supervisors; advance for TIIG-VIE-W02 package and software activities

12

Cumulative Contract Award and Disbursement scheduled to date of 31 December 2017



13

WORK PLAN 2018

Package “External Auditor”

- To prepare and submit an audit report for 2017

Package “Construction Supervision Support”

- Proposed mobilization time: Middle of December 2017.
- Schedule for 2018: 50% of total contract amount according to actual progress of construction packages.

14

Consulting firm:

- Complete construction design, get approval by local authorities and prepare bidding documents for all remaining 8 packages. Based on our calculation, all of them shall be ready in the first quarter 2018, maximum beginning of 2nd quarter 2018.
- Prepare TORs and support PIUs to conduct software activities in provinces.
- Prepare and submit all kinds of deliverables.
- Other assigned consulting tasks

15

WORK PLAN 2018

To complete Contract Awarding for remaining 8 construction packages and to about 40% of all construction works

Output 1:

Last-mile Tourism Access Infrastructure Improved

1. Da Dung Cave Access Improvement
2. Muong Phang Access Road Improvement
3. Ta Phin – Ban Khoang Access Road
4. Lao Cai Cultural Exchange and Tourism Information Center
5. Dien Bien Phu Cultural Exchange and Tourism Information Center

16

Da Dung Cave Access Improvement (TIIG-VIE-W05B)

Main items:

(i) Upgrade 2.0 km access road; (ii) Improve steps and footpaths to the caves; (iii) A tourist reception/information center; (iv) Parking area of 2,500m²; (v) Male and female public toilets blocks and rubbish bins; (vi) Water supply from the main road to the site; (vii) Electricity supply and lighting along the access road and in public areas; (viii) Wastewater and solid waste management systems; and (ix) Directional signage and information boards.

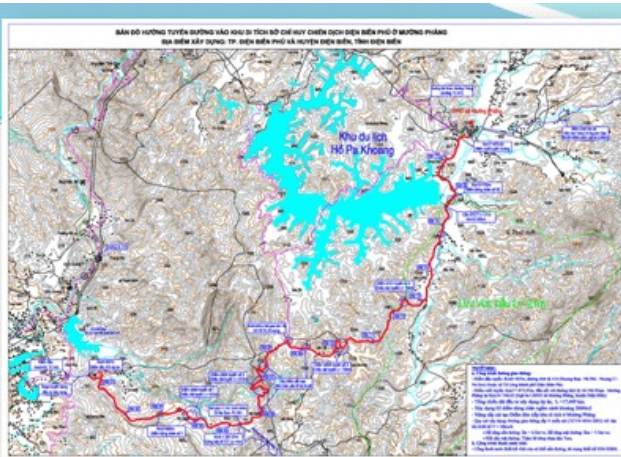
17



Da Dung Cave Access Improvement (TIIG-VIE-W05B)

- Total Investment: \$ 1,814,000
- 60% DD completed (Basic Design assessed by Kien Giang Construction Department)
- Issuing BD: January 2018
- Proposed Contract Award date: March 2018
- Proposed percentage of completed works in 2018: 40%

18



Muong Phang Access Road Improvement (TIIG-VIE-W01)

Main items:

- ✓ Upgrade 19 km access road;
- ✓ Rehabilitate two small bridges;
- ✓ Construct two rest stops with viewing platforms;
- ✓ Enlarge the existing parking area by 2,000m² at the existing Muong Phang Tourist Reception Center;
- ✓ Lighting system;
- ✓ Upgrade water and electricity supply and wastewater and solid waste management systems in the tourist reception area;
- ✓ Install directional and information signage at key locations.

19

Muong Phang Access Road Improvement (TIIG-VIE-W01)



- Total Investment: \$ 6,860,000
- 70% DD completed (Basic design approved by PPC Dien Bien)
- Detailed Design to be approved: End of December 2017
- Issuing BD: January 2018
- Proposed Contract Award date: March 2018
- Proposed percentage of completed works in 2018: 50%

20

Ta Phin – Ban Khoang Access Road Improvement (TIIG-VIE-W02)

Main items:

- ✓ Upgrade 6km of access road from Sa Pa to Ta Phin commune;
- ✓ Rehabilitate two bridges, each 8m wide with a 22m span;
- ✓ Upgrade 8.7km access road from Ta Phin to Ban Khoang commune;
- ✓ Construct male and female public toilets blocks and a parking area in Ta Phin commune;
- ✓ Install directional signage and information boards.

21



Ta Phin – Ban Khoang Access Road Improvement (TIIG-VIE-W02)

- | | |
|--|---|
| <ul style="list-style-type: none"> - Total Investment: \$ 7,245,000 - 100% DD completed - Issued BD on 24 October 2017 - Bid Opening on 23 November 2017 | <ul style="list-style-type: none"> - Under Bid evaluation stage now - Contract award: End of December 2017 - Proposed percentage of completed works in 2018: 60% |
|--|---|

22

Dien Bien Phu Cultural Exchange and Tourism Information Center (TIIG-VIE-W06)

Main items:

(i) Tourism Information services, exhibitions, and cultural performance areas; (ii) Parking areas; and (iii) Public open spaces with vendor kiosks offering food and beverages, ethnic handicrafts and souvenirs.

- Total Investment: \$ 1,307,000
- Relating administrative procedure for the TIC: completed
- Construction design started from October 2017
- Proposed contract award date: April 2018.
- Proposed percentage of completed works in 2018: 50%

23

Lao Cai Cultural Exchange and Tourism Information Centers (TIIG-VIE-W07)

Main items:

(i) Tourism Information services, exhibitions, and cultural performance areas; (ii) Parking areas; and (iii) Public open spaces with vendor kiosks offering food and beverages, ethnic handicrafts and souvenirs.

- Total Investment: \$ 1,780,000
- Agreement on new land for the TIC: pending, waiting for approval from ADB and MCST
- Proposed contract award date: June 2018.
- Proposed percentage of completed works in 2018: 40%

24

WORK PLAN 2018

Output 2: Environmental Services in Cross Border Tourism Centers Improved

1. Phu Tu Environmental Improvement
2. Ba Den Mountain Environmental Improvement
3. Huong Tich Environmental Improvement
4. Nguyen Du Tourism Environmental Improvement

25

Phu Tu Environmental Improvement (TIIG-VIE-W05A)

Main items:

- (i) Upgrade the main road (700 m) and secondary access road (3.5 km);
- (ii) Parking areas;
- (iii) Upgrade seaside footpaths, public open spaces, and existing public rest pavilions;
- (iv) A visitor information/reception center and ticket office;
- (v) Stalls of variable sizes;
- (vi) Public toilet blocks and facilities including showers and changing rooms;
- (vii) Rehabilitate the existing passenger pier;
- (viii) Water and electricity supply, solid waste management system, waste water treatment system;
- (ix) Directional and information signage at strategic locations.

26

**DIỀU CHỈNH MỞ RỘNG QUY HOẠCH CHI TIẾT XÂY DỰNG
KHU DU LỊCH CHÙA HANG - HỒN PHỤ TỬ**
Xã Bình An - Huyện Kiên Lương - Tỉnh Kiên Giang
Số 05 Tổ Chức Không Quan Kiến Trúc và Cảnh Quan

**Phu Tu Environmental Improvement
(TIIG-VIE-W05A)**

- Total Investment: \$ 6,457,000
- 60% DD completed (Basic Design assessed by Construction Department)
- Issuing BD: January-February 2018
- Proposed Contract Award date: March 2018
- Proposed percentage of completed works in 2018: 40%

27

**Ba Den Mountain Environmental Improvement
(TIIG-VIE-W04)**

Main items:

(i) Expand the public concourse surrounding the main religious buildings by approximately 3,000m²; (ii) Install safety barriers and upgrade footpaths, including construction of rest shelters and kiosks; (iii) Male and female public toilets; (iv) A tourist information center; (v) Electricity supply, outdoor lighting, water supply; (vi) Drainage system and 1,500 m³/day wastewater treatment plant; (vii) Solid waste management; (viii) Directional and information signage in strategic locations.

28

Ba Den Mountain Environmental Improvement (TIIG-VIE-W04)



- Total Investment: \$ 5,565,000
- 75% Basic Design completed
- Issuing BD: January-February 2018
- Proposed Contract Award date: March 2018
- Proposed percentage of completed works in 2018: 40%

29

Huong Tich Environmental Improvement (TIIG-VIE-W03)

Main items:

- (i) 3,000m² parking area; (ii) A tourist reception/information center;
- (iii) Upgrade 5km access road and a 1,500m² parking area; (iv) Upgrade footpaths and steps; (v) Expand the hilltop pagoda's public concourse and install kiosks, pavilions, safety barriers and handrails; (vi) Male and female toilet blocks; (vii) Electricity supply, outdoor lighting and water supply; (viii) Drainage and wastewater treatment plant; (ix) Solid waste management systems; (x) Directional and information signage in strategic locations.

30

Huong Tich Pagoda Environmental Improvement (TIIG-VIE-W03)



- Total Investment: \$ 6,688,000
- 75% DD completed (Basic Design approved by PPC Ha Tinh)
- Detailed Design to submitted soon
- Proposed Contract Award date: March 2018
- Proposed percentage of completed works in 2018: 40%

31

Nguyen Du Tourism Environmental Improvement (TIIG-VIE-W08)

Main items:

(i) Construction of a memorial square together with access paths, landscaping, and 2,000m² vehicle parking area; (ii) upgrade the existing open drainage canal and water retention areas; (iii) A solid waste management system; (iv) Male and female public toilets blocks; (v) Electricity supply and public lighting; (vi) Two open-sided public rest pavilions; and (vii) Directional signage and information boards to present the life and works of the great UNESCO recognized Poet Nguyen Du.

32

Nguyen Du Tourism Environmental Improvement (TIIG-VIE-W08)



- Total Investment: \$ 1,500,000
- Construction Design started in November 2017
- Issuing BD: February-March 2018
- Proposed Contract Award date: April-May 2018
- Proposed percentage of completed works in 2018: 40%

33

Output 3: Institutional capacity to promote inclusive tourism growth strengthened

Accelerate software activities (preparing TORs and implementing approved plans) to solve about 50% of values of planned works in 2018:

- Destination Management Plans
- Heritage Protection and Interpretation Programs
- Micro- and Small Enterprise Support Program
- Implement Health, Safety and Tourism Awareness Programs
- Facilitate Establishment of Public-Private Partnerships
- Implement National Marketing and Promotion Program
- Implement Program to Combat Child Exploitation and Human Trafficking

34

Output 4: Effective project implementation and management

- Implement training on financial management
- Finalize and train PIU/PCU staff to implement comprehensive sex disaggregated PPMS, including safeguards monitoring
- Maintain web-based knowledge center
- Implement the EMDP, GAP, IEE/EMPs and RPs
- Implement GMS marketing and statistics harmonization programs
- Implement ASEAN tourism standards program
- Approve and implement O&M plans with sustainable finance mechanisms
- Update baseline information and prepare end of project impact evaluation

35

Thank you for your attention and have a nice day !

36



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam