



# 46<sup>th</sup>

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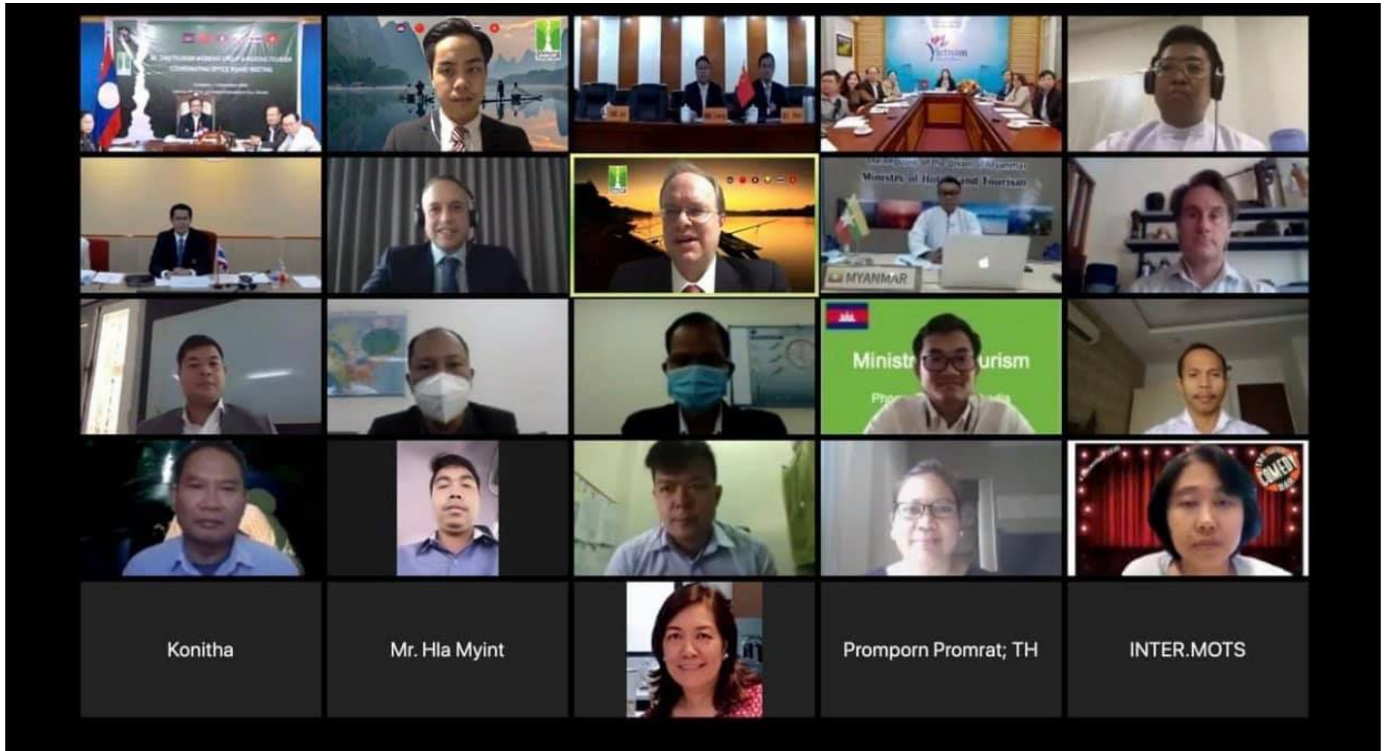
## MEETING OF THE GMS TOURISM WORKING GROUP (TWG-46)

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3 DECEMBER 2020  
VIRTUAL MEETING  
VIDEO CONFERENCE CALL (ZOOM)

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### DRAFT SUMMARY OF PROCEEDINGS



# Introduction

1. The Forty-sixth Meeting of the GMS Tourism Working Group (TWG-46) was held on 3 December 2020 via video conference call (Zoom). Its main objective was to discuss the current tourism situation and COVID-19 in respective countries, as well as tourism recovery initiatives and strategies. The meeting, chaired by Lao PDR Government, was co-organized by the Ministry of Information, Culture and Tourism, Lao PDR as well as the Mekong Tourism Coordinating Office (MTCO). As in the previous virtual TWG meeting, MTCO set-up the video conference meeting, and took care of technical logistics, as well as facilitated the meeting flow. It was attended by representatives of the National Tourism Organizations (NTOs) of the six Greater Mekong Subregion countries (Cambodia, PRC, Lao PDR, Myanmar, Thailand, and Viet Nam), MTCO, and the Asian Development Bank (ADB). Copy of the List of Participants is in [Appendix 1](#). The recording of the meeting is available upon request to any of the governments of the Greater Mekong Subregion.
  
2. The MTCO, as moderator of the videoconference call, guided the meeting with some housekeeping and time management notes.
  
3. The Chair, Mr. Khom Douangchantha, Director General, Ministry of Information, Culture and Tourism Lao PDR opened the floor for comments and approval of the provisional agenda of this TWG-46 meeting. The agenda was

deemed approved after consideration of Lao PDR request to report under Other Matters about the ASEAN Sustainable Solution Tourism Expo 2020 they hosted on 5-6 November 2020. A provisional agenda can be found in [Appendix 2](#).

# Agenda Item 1

## Opening Session

### Opening Remarks by the Director General, Ministry of Information, Culture and Tourism Lao PDR:



**4.** The Chair welcomed and thanked all the meeting participants especially the MTCO for facilitating and organizing the meeting. He believed that the meeting will be a good source of creative and innovative solutions to mitigate the impact of COVID-19 outbreak and to boost business and consumer confidence in the tourism industry. He wished for a productive working group meeting and that it will continue to be a good platform of cooperation among GMS members.

### Remarks from Asian Development Bank

**5.** Mr. Alfredo Perdiguero, head of the ADB delegation, thanked Lao PDR as host and all country delegations for their active participation in this and other virtual events organized by the tourism working group this year. He also appreciated MTCO's efforts in co-organizing the meeting and keeping GMS tourism stakeholders engaged during



these challenging times. He noted that although COVID-19 continues to negatively impact travel and tourism, the countries' successful efforts to contain the pandemic and the recently announced promising vaccine trial results inspire optimism to see a faster recovery in 2021. Aside from building on strongly rebounding domestic tourism in all GMS countries, he cited restarting intra-GMS tourism as a key phase of the recovery. He emphasized that as we plan for a sustainable recovery, we can't let our guard down for comprehensive and sustained public health responses. He recalled that regional cooperation helped facilitate successful tourism in the GMS and is critical for its revival. He reiterated ADB's continues support through COVID-19 pandemic response option (CPRO), other financing, and knowledge services. Moreover, ADB is expected to introduce in late 2020 a regional financing facility that enhances access to safe and effective COVID-19 vaccines.

### **Remarks from Executive Director, Mekong Tourism Coordinating Office**

**6.** Jens Thraenhart, Executive Director of the MTCO, thanked the Ministry of Information, Culture and Tourism of the Lao PDR for chairing the virtual meeting. He reiterated the

importance of engaging all stakeholders, particularly local communities, as we plan for a holistic and balanced recovery from this pandemic. He described foreseen post-pandemic world characteristics to adapt to, among others, shift in preference and behavior among travelers at least in the short-term, that is, the public health conditions of destinations, and the hygiene standards of transportations, hotels and other tourism facilities will be top priority; people will prefer short-haul breaks and shorter itineraries; and regional tourism and economic collaborations may become driving factors for an accelerated tourism recovery. He reported that MTCO has been working closely with all GMS member countries as well as the private sector to monitor and alleviate the impacts of COVID-19 on the tourism sector in the GMS and to advance the tourism working group initiatives such as the 1<sup>st</sup> Virtual Destination Mekong Summit, recognition of the first Mekong Hero, showcasing the most innovative and responsible small businesses in the Experience Mekong Collection, and engagement of the travel industry via our Mekong Tourism Advisory Group (MeTAG), as well as curated innovative projects via the Mekong COVID-19 Innovations initiative, in partnership with Mekong Institute.

**7.** Copies of the opening remarks in this session are in [Appendix 3](#).

# Agenda Item 2

## GMS NTO Interventions: GMS Situation Updates



**8.** NTO representatives of the six GMS countries gave updates on their respective country situation during COVID-19 as well as their planned tourism recovery initiatives and strategies as follows:

**9.** **Cambodia** first expressed sympathies for the lost lives due to the pandemic and others due to recent typhoon Vamco in Viet Nam. In terms of tourism performance, it was reported that for January to September 2020, Cambodia received 1.2 million international tourists down by 74% compared to 2019. Domestic tourism has been steadily recovering and some areas returned to normal domestic tourism activity. As of September 2020, some 2,838 tourism-related businesses either shut-down or temporarily closed causing 50,996 job losses. This accounts for 29.6% of tourism businesses nationwide. About 62% of COVID-19 affected tourism businesses are based in Siem Reap province, making 14,702 workers out of job.

**10.** Aside from Cambodia Government's six rounds of measures to support tourism businesses in COVID-19 period, the Ministry of Tourism has been preparing key strategic documents as part of their COVID-19 impact mitigation strategies. These include: (i) Roadmap on the rehabilitation and promotion of Cambodia's tourism sector (2020-2025); (ii) Masterplans for tourism development in Siem Reap, Kep and Mondulkiri provinces (2020-2035); and (iii) Tourism Development Strategic



Plan (2021-2030). Cambodia is also preparing to introduce a Travel Bubble in early 2021 which is considered an effective arrangement to restart tourism in a safe and responsible manner. All GMS member states were invited to participate.

**11.** PRC reported that in terms of COVID-19 infections, no local transmission for the last couple of months and recent confirmed cases are from abroad. For tourism-related performance, data from the 7-day October holiday in PRC showed that domestic tourists reached 637 million with tourism revenue at 466.56 billion Chinese Yuan, decreasing by 21% and 30% respectively, when compared to last year's data for same period. The operation resumption rate of tourism industry related businesses as of mid-September 2020 were as follows: (i) travel agency: 75.72%; (ii) star hotels: 91%; and (iii) group travel: 40%.

**12.** Response and recovery measures reported include: (i) tourist flow management-setting of quota or ceiling for receiving tourists, online booking of tickets, staggered peak hours for tourist attractions; (ii) smart tourism-using smart technology such as big data to trace and monitor tourists, using cloud and VR technology to livestream the tourist attractions, exhibitions, museums etc.; (iii) financial and monetary measures- accelerate investments on tourism infrastructure projects, tax cuts, financial loans, safeguard rights of tourist guides and honing of skills; and (iv) organized and hosted travel fairs- China International Travel Mart on 16-18 November 2020, 6th Maritime Silk Road (Fuzhou) International Tourism Festival on 27 November to 31 December 2020, 2020 China-ASEAN Expo Tourism Exhibition, 8 December 2020. PRC also noted the new trends during this pandemic as follows: smart tourism, safe and healthy tourism, recreational tourism (stay longer in one destination instead of touring or moving around) and self-driving (for social distancing).

**13.** Lao PDR reported that as of September 2020, tourist arrivals reached 886,447 which decreased by 74% compared to last year of same period. On tourism development, Lao PDR updated their Tourism Development Plan 2021-2025 as well as Provincial Tourism Strategies 2021-2025, elaborated tourism standards in line with ASEAN's standards; continued implementing the ADB-Tourism Infrastructure for Inclusive Growth Phase II and other tourism projects assisted by other development partners. They organized a trip for Lao media and international bloggers to Luang Prabang and Oudomxay provinces in October 2020. The recovery plan for Lao Tourism include: (i) economic recovery measures; (ii) rebuild trust of domestic and foreign tourists; (iii) restore the attractions of tourist destinations; and (iv) boost domestic tourism.

**14.** Myanmar informed that as of 1 December 2020 COVID-19, confirmed cases reached 92,189 with 1,972 deaths. Current initiatives to revitalize tourism in Myanmar include: (i) development of the Myanmar Tourism Strategic Recovery Roadmap 2021-2025 with the assistance of Luxembourg; (ii) development of Tourism National Guidelines for COVID-19 Safe Services (up to Beta Version VI) to help restore tourists trust and confidence. For the future, Myanmar has been

developing alternative tourism products, established destination management organizations in states and provinces, and participating in ASEAN Framework for travel bubble schemes now on pilot stage. Another future activity included in Tourism Recovery Roadmap 2021-2025 is called Enchanting Myanmar Health and Safety Protocol where hotels and restaurants get certification that they follow health and safety protocols at regional, national and international level before reopening.

**15. Thailand** reported that since the outbreak of COVID-19 last year, there were 4,026 COVID-19 positive cases, 3,822 of which have recovered, 144 are still hospitalized and 60 deaths. There were 18 new positive cases on 2 December 2020, and all traveled from abroad. Thailand's tourism recovery initiatives focus on two areas, namely, (i) build confidence among tourists and (ii) boost domestic tourism in the country. Measures to build confidence among tourists include: (i) Clean Together platform where Ministry of Tourism and Ministry of Public Health and other relevant organizations jointly developed guidelines for tourist attractions, businesses and guides to prevent the spread of COVID-19 virus and to operate; (ii) White Tourism campaign which is training to enhance service quality of tourism personnel and (iii) Safety Zone project which aims to create models of safe tourism destinations. Measures to boost tourism in Thailand include: (i) We Travel Together campaign to boost domestic tourism among Thai citizens where Government provide subsidies for hotel rooms, food and air tickets for eligible citizens; and (ii) Special Tourist Visa issued to foreigners who meet certain criteria to begin opening up Thailand tourism to international tourists.

**16. Viet Nam** gave first a review of Viet Nam's outstanding tourism performance in 2019. It was further reported that Viet Nam was honored at World Travel Awards 2020 of the following awards: (i) World's Leading Heritage Destination 2020, (ii) Asia's Leading Heritage Destination, (iii) Asia's Leading Cultural Destination; and (iv) Asia's Best Golf Destination 2020. In terms of COVID-19 situation, as of 2 December 2020, there have been 1,351 confirmed cases in Viet Nam of which 1,195 cases recovered, 118 being treated and 35 deaths. Viet Nam had well-controlled the first two COVID-19 waves. However, new local transmission cases have been reported in Ho Chi Minh City from 1 December 2020. COVID-19 pandemic negatively impacted on Viet Nam's tourism industry. For the first 10 months of 2020 and when compared to same period in 2019, tourism performance indicators decreased as follows: (i) number of international tourist arrivals down by 75% (3.7 million); domestic tourists by 41% (42.5 million) and total tourism revenue by 56% (7 billion USD).

**17.** The Viet Nam Government's response to COVID-19 pandemic include financial, monetary and social welfare packages to support enterprises including tourism businesses and personnel. An example is the recent government 12 trillion vnd loan to Viet Nam Airlines to help rescue the aviation industry. In addition, the government continues to implement safety checks and travel entry regulations as it reopened international flights with 6 countries, including 4 from the GMS. Reported tourism industry response include: (i) domestic tourism recovery campaigns

(Vietnamese people travel in Viet Nam in May and Vietnam-Safe and Attractive Destination in October; Vietnam Safe Travel app, Video clip contest themed *Vietnam Now* and photo contest themed *Explore Vietnam*); and (ii) international tourism stimulus program (implementing promotional campaigns amid pandemic to remain in tourist mind like online marketing with hashtag #MyVietnam on social media, broadcasted new video clip *Why not Vietnam* on CNN, *Virtual Vietnam* page and *Green Travel* page in vietnam.travel website). For tourism recovery in Viet Nam, Vietnam National Administration of Tourism (VNAT) will continue to implement domestic stimulus programs, while enhancing the application of digital technology in promoting Viet Nam as a safe and attractive destination.

**18.** Copies of country reports/presentations are in [Appendix 4](#).

### **Discussion:**

**19.** The Chair appreciated all the country updates and noted that information is useful as we go about making good tourism recovery plans and further promote tourism in each country.

**20.** Mr. Steven Schipani of ADB congratulated the countries for their comprehensive presentations. He cited that it is interesting to see various GMS countries' initiatives to build confidence to travel, which is helping to revive domestic travel and setting the stage for a successful international reopening. Since the GMS countries have done a good job in controlling the spread of COVID-19 with very low community transmission and given the optimism of coming vaccines, a possible next step in 2021 is opening intra-GMS or cross-border tourism and travel bubbles.

## **Agenda Item 3**

### ***MTCO Update on initiatives and programs***

**21.** Mr. Jens Thraenhart of MTCO updated the meeting on various GMS tourism initiatives and programs as follows: (i) **GMS Tourism Performance Scorecard**- The Scorecard 2019 was presented in the last meeting and showed outstanding performance of the subregion. For Scorecard 2020, decline in performance is expected. MTCO sought country collaboration in providing needed statistics for early completion/publication of the Scorecard.; (ii) **Corona Virus Resource Pages**- MTCO continue to update and maintain the said resource pages on the mekongtourism.org website and noted to be widely visited within and out of tourism industry.; (iii) **Travel Situation Infographics** – 9 infographics have been published and popular in social media and now working on the 10<sup>th</sup>; (iv) **Mekong Tourism Advisory Group (MeTAG)**- now with over 90 members of travel professionals and with wide array of expertise from 6 member countries and international travel and



tourism organizations; the group continued to meet virtually and advice of GMS member countries will be sought on how to move forward with this mechanism; (v) **MTCO-NTOs virtual meetings**- held zoom calls to exchange updates and how MTCO can support member countries' initiatives; (vi) **Work with Travel Media**- partnered with Travel Mole (one of the largest travel trade media outlets) to communicate and articulate the latest information in GMS tourism thru two calls where industry experts were invited as speakers.; (vii) **MTCO actively participated in various webinars** to keep the Mekong region and Mekong tourism on top of mind of travel trade and other organizations.; (viii) **Sustainable and Smart Tourism Development in the Mekong Region**- providing tourism expert support to Mekong Institute which administered the Mekong- Republic of Korea Cooperation Fund for this program. MTCO could have directly acted upon this program if its legal status has been resolved. It was further reported that MTCO was approached by GIZ for a funded capacity building project for small rural enterprises in the Mekong region but could not be engaged due to its pending legal status. (ix) **Capacity Building for Sustainable Tourism and Reviving Tourism** – MTCO supported the UNWTO training program organized by Macau Institute for Tourism Studies, participated by GMS member countries' officials.; (x) **World Tourism Day 2020**- supported UNWTO and in the spirit of COVID-19 and the theme of Tourism and Rural Development, created a quizzes on social media to guess images of rural secondary tourism destinations in the Mekong region. This got a lot of engagement and good to position the Mekong region as a sustainable and experiential tourism destination; (xi) **Mekong COVID Innovations**- partnered with Mekong Institute to curate innovative initiatives during COVID-19; (xii) **NTO Communications**- engaged in multiple calls with GMS TWG focal points and NTO teams.

**22.** He also provided updates on various Mekong Tourism initiatives under the public-private sector partnership framework Destination Mekong as follows: (i) **1st Destination Mekong Summit**- hosted the virtual summit in August 2020 and reached out to over 2,000 people with 1,500 registered participants and another 500+ additional people by livestreaming in Facebook and YouTube. The video recording of summit is available to access for free. This gave a lot of exposure to Mekong tourism destinations.; (ii) **Experience Mekong Collection**- started as a capacity building initiative that has created strong alliance among social enterprises and currently an effective platform of helping each other during these challenging times. A relevant post-COVID 19 video clips of Experience Mekong Collection were produced to inspire people to visit Mekong region and engage with secondary destinations and small businesses. Mekong collection showcases now on its third year are chosen 1 for each country and in partnership with Mahidol University in Thailand are made into case studies to be good for education materials of what sustainable tourism mean. A survey among Experience Mekong Collection members was conducted in May 2020 on how businesses are responding to the pandemic and plan to do another survey next year; (iv) **Mekong Heroes**- is a new program recognizing inspiring individuals because it is believed that sustainable tourism is driven by passionate and inspiring individuals. Two former tourism ministers (from Myanmar and Thailand) act as co-chairs of the judging committee.; (v) **Mekong Innovative Startups in Tourism (MIST)**- the 2020 MIST is postponed to 2021 in hope of holding an in-person event. MTCO proposed to evolve MIST into

Mekong Innovations in Sustainable Tourism for broader coverage beyond start-ups with a focus on resilience and sustainability. MTCO is looking forward to partner again with ADB and Thailand's National Innovation Agency, and also discussing other potential partners, such as Seedstar.; (vi) **Mekong Memories**- marketing campaigns will be an important part of tourism recovery and in this initiative businesses ask their past clients to share past experiences on social media as Mekong memories. It does not only give exposure to the businesses but also create an online cloud of content to inspire people worldwide to visit the Mekong region; (vi) **Mekong Deals** where businesses can sell tourism vouchers for later use. MTCO is working with GMS countries to do this at country level while it will maintain the aggregate regional level deals.; and (vii) **Promoting Mekong Region to China**- Recognizing PRC as an important source market for GMS Tourism either pre or post COVID-19, MTCO is working to create a B2B online platform to connect travel businesses in Mekong region with Chinese buyers and media. Originally planned for Q3 of 2020 but is being postponed to 2021.; and (viii) **Mekong Tourism Forum in Bagan, Myanmar** - MTCO is working closely with Myanmar Government to prepare for this event. A copy of Mr. Thraenhart's presentation is in [Appendix 5](#).

### **Discussion:**

**23.** The Chair thanked MTCO for a very comprehensive presentation, doing an excellent job and all the hard work on the reported initiatives and programs.

**24.** Thailand comments include the following: (i) MTCO operations should be in line with the contract of the MTCO executive director and written reports on the same should be submitted to all member countries; (ii) MTCO should identify concrete outcomes for each initiative, including measurements for each outcome; and (iii) requested MTCO to provide more details about the outcomes of the Mekong memories campaign such as number of people who participated and from which countries for use in marketing analysis.

**25.** In response, MTCO informed that Mekong memories campaign has not been launched but being developed. The Tourism Authority of Thailand Deputy Governor is informed of the status of the campaign. When launched, MTCO will share with member countries all available statistics and data for GMS countries use and reference. MTCO enjoined all countries' active collaboration to make the campaign successful. Regarding its operations, MTCO is already providing written reports aligned with our contract/mandate. This is usually provided in regular updating meetings with NTOs. In terms of outcomes and key performance indicators (KPIs), all initiatives are aligned with the contract of the Executive Director, as well as the action steps outlined in the Experience Mekong Marketing Strategy 2015-2020 and the Mekong Tourism Sector Strategy 2016-2025. Goals, performance updates, and KPIs are reflected in detail in the GMS Tourism Working Group workplan which every year is endorsed by member countries and executed by the working group and the MTCO. In the MTCO Board Meeting, MTCO will present the 2020 GMS

Tourism Working Group workplan results and draft 2021 plan where outcomes and KPIs are aligned with the Executive Director contract and MTCO mandate.

**26.** Viet Nam appreciated MTCO's many creative activities for GMS countries. Noted that in the GMS Tourism Performance Scorecard, PRC statistics are excluded and thus does not give a full picture of GMS performance. With the 7<sup>th</sup> GMS Summit of Leaders coming up, PRC is requested to share the needed tourism statistics to present a full picture to our Leaders.

**27.** MTCO remarked that Viet Nam's comment is a very valid point. He explained that issue is not new and is due to the lack of provincial level statistics for PRC Yunnan and Guangxi Provinces. Currently, there are two options, one is to exclude PRC statistics in the Regional level performance scorecard if provincial statistics cannot be obtained (which is the chosen option in the present Scorecards) and option 2 is to include PRC but using national level statistics/data. PRC representative said they are still working on the requested statistics and get back to the Tourism Working Group after consulting internally in PRC about this issue.

## Agenda Item 4

### *Updates from the Asian Development Bank (ADB)*

**28.** Mr. Steven Schipani presented an overview of what ADB is doing to support the tourism sector in the Mekong region. These include **ongoing investment projects** for Cambodia, Lao PDR, Viet Nam and Myanmar which support green and resilient infrastructure and capacity-building. These projects also have resources to develop tourism standards as well as promote domestic tourism, which countries are encouraged to use to help develop safety and hygienic standards and/or trainings in COVID recovery plans. For **pipeline projects**, under preparation and proposed for approval in 2021 are three projects namely: (i) Guangxi Guilin Comprehensive Ecological Rehabilitation Project; (ii) Cambodia Community-Based Tourism COVID-19 Recovery Project; and (iii) Cambodia Inclusive Coastal Fisheries and Tourism Development Project. Among its **knowledge and innovation assistance**, ADB it will continue to support MIST in 2021. Many MIST alumni are coming up with innovative solutions to support businesses affected by COVID-19, helping to sell their products online and the shift to promoting domestic tourism. ADB also launched a separate Digital Hackathon to re-establish tourism confidence with innovative digital solutions. There is a prize of ten thousand dollars to pilot test winning solution in GMS or ASEAN countries. Policy briefs have also been produced, for example, ideas on reviving tourism amid COVID-19 pandemic.

**29.** He further reported on broader GMS Program updates among which the coming 7<sup>th</sup> GMS Summit of Leaders is scheduled in March 2021, as well as the completed 24<sup>th</sup> Ministerial Conference on 4 November 2020. Moving forward there

is a need to clearly communicate when and how tourism will open to international tourists. The TWG proposed a “tourism readiness’ communications plan and social media campaign ahead of the GMS Tourism Marketing Strategy & Action Plan update and GMS Tourism Sector Strategy Midterm Review.

**30.** The 24th GMS Ministerial Meeting reviewed the draft GMS Economic Cooperation Program Strategic Framework 2030 for adoption by GMS Leaders at the 7<sup>th</sup> Summit. The document considered the directions of GMS Tourism Working Group, especially the emphasis on resilience and disaster preparedness. Mr. Schipani thanked the TWG members for their inputs and updates on the Minister-endorsed Regional Investment Framework (RIF) Third Progress Report and Update, noting 60% of RIF tourism projects are being financed. A knowledge product on Section-specific planning along the GMS North-South Economic Corridor in Myanmar and PRC was also noted by the GMS Ministers. It identified many investment opportunities in the tourism sector which can potentially be added in GMS Tourism pipeline for financing consideration, now and on the next RIF. Another knowledge product that can guide the future pipeline of Tourism projects is the study *Greater Mekong Subregion 2030 and Beyond: Integration, Upgrading, Cities, and Connectivity*.

**31.** Another deliverable of the 7th GMS Summit of Leaders is the COVID-19 Response and Recovery Program 2021-2023. The current draft prioritizes public-private coordination to reestablish tourism operations, safe and seamless travel enhancements, health and safety protocols, and continued aid to the sector. Signing of the MTCO Charter to establish it as an international organization in 2021 remains a possibility.

**32.** Mr. Schipani confirmed that ADB is ready to support the proposed “tourism readiness’ communications plan and social media campaign in the first half of 2021.

**33.** Copy of Mr. Schipani’s presentation is in [Appendix 6](#).

### **Discussion:**

**34.** Mr. Jens Thraenhart agreed with the approach to hold off the Experience Mekong Marketing Strategy 2021-2025 until we know what will happen in terms of opening borders for international tourism. The resources may be used to support some of the initiatives like social media campaigns or other digital platforms for tourism recovery going forward, as presented.

**35.** Lao PDR and Cambodia gave updates regarding implementation of the Second GMS Tourism Infrastructure for Inclusive Growth project, including measures to promote domestic tourism and health/hygiene standards.

**36.** Viet Nam informed the meeting that the Tourism Development Triangle Plan 2020-2025 among Cambodia, Lao PDR and Viet Nam is proposed to be adopted in the CLV Summit this December 2020. Viet Nam sought ADB assistance to help these three countries to implement the plan. They also requested ADB to reserve resources to help prepare the GMS Tourism Marketing Strategy 2021-2025 when appropriate.

**37.** Myanmar noted that post-COVID 19, countries were focused on innovation. Moreover, investment in technologies such as touchless biometrics, self-service, automation, mobile device apps is increasing. GMS countries may need these facilities to receive international visitors for safe and healthy travel. Myanmar requested ADB to consider support for these kinds of facilities. Myanmar also requested clarification about the \$10,000 amount mentioned by ADB.

**38.** Lao PDR expressed full support to the two proposals of Viet Nam to seek ADB support for both the implementation of the CLV Tourism Development Triangle Plan 2020-2025 and the preparation of an updated GMS Tourism Marketing Strategy 2021-2025.

**39.** Mr. Schipani thanked everyone for their suggestions and Lao PDR and Cambodia for their comprehensive report on their ongoing ADB-assisted projects. These projects are doing well and very relevant post-COVID, particularly infrastructure components such wastewater treatment, sanitation, and solid waste management investments. On the question of Myanmar re the \$10,000 amount he mentioned in his presentation, Mr. Schipani clarified that \$10,000 would be made available to the winner of the Digital against COVID-19 Hackathon Challenge to pilot a solution in 1 or more GMS/ASEAN countries. Re Myanmar suggestion for ADB to support touchless technologies, ADB will consider in future and ongoing ADB operations. Re the request for support in preparing GMS Tourism Marketing Strategy, ADB will support this in 2021 for 2021-2025 or for an appropriate time-period depending on the evolving COVID-19 situation. ADB will be guided by the GMS TWG regarding appropriate timing because the marketing strategy should be based on a realistic reopening plan. Re CLV Tourism Development Triangle Plan, ADB requested the TWG to share a copy so that the proposed projects may be considered either in new pipeline projects or ongoing projects in the CLV area.

***A 1-hour virtual lunch break was made before proceeding to the closed-door session of the MTCO Board. MTCO Board members were requested to resume connection by 2:00 pm (Bangkok Time).***



# 46<sup>th</sup>

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## MEETING OF THE GMS TOURISM WORKING GROUP (TWG-46)

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3 DECEMBER 2020  
VIRTUAL MEETING  
VIDEO CONFERENCE CALL (ZOOM)

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DRAFT SUMMARY  
OF PROCEEDINGS



Cambodia



China



Laos



Myanmar



Thailand



Vietnam

# APPENDIX 1

## LIST OF PARTICIPANTS

**List of Participants**  
**The 46th GMS Tourism Working Group Meeting**  
**on December 3, 2020 – via video conference call**  
**(Zoom)**

| No.            | Title | Name - Last name         | Designation                 | Organization                        |
|----------------|-------|--------------------------|-----------------------------|-------------------------------------|
| <b>Lao PDR</b> |       |                          |                             |                                     |
| 1              | Mr.   | Khom Duangchanta         | Director General            | Ministry of Information and Culture |
| 2              | Mrs.  | Darany Phommavongsa      | Director General            | Ministry of Information and Culture |
| 3              | Mrs.  | Phonemaly Inthaphome     | Deputy Director General     | Ministry of Information and Culture |
| 4              | Mr.   | Somxay Sipasueth         | Director of Division        | Ministry of Information and Culture |
| 5              | Mr.   | Phouthone Dalalom        | Deputy Director             | Ministry of Information and Culture |
| 6              | Mrs.  | Champhone Vongsa         | Deputy Director of Division | Ministry of Information and Culture |
| 7              | Ms.   | Alounny Panyasith        | Deputy Director of Division | Ministry of Information and Culture |
| 8              | Ms.   | Deng Phanouvong          | Officer                     | Ministry of Information and Culture |
| 9              | Mr.   | Somexay Chongheumoua     | Officer                     | Ministry of Information and Culture |
| 10             | Ms.   | Chanthanongsin Rasmounty | Officer                     | Ministry of Information and Culture |
| 11             | Mr.   | Vongkeo Syamphone        | Officer                     | Ministry of Information and Culture |



|                 |           |                     |  |  |
|-----------------|-----------|---------------------|--|--|
| 12              | Ms.       | Lattana Chandakham  | Officer                                    | Ministry of Information and Culture    |
| 13              | Mr.       | Keovichit Chitpanya | Officer                                    | Ministry of Information and Culture    |
| <b>Cambodia</b> |           |                     |  |  |
| 14              | H.E./ Mr. | Rathasak Thong      | Director General                           | Ministry of Tourism, Cambodia          |
| 15              | Mr.       | Kong Sopheareak     | Director                                   | Ministry of Tourism, Cambodia          |
| 16              | Mr.       | Makara Chhun        | Director                                   | Ministry of Tourism, Cambodia          |
| 17              | Mr.       | Chhiv Try           | Director                                   | Ministry of Tourism, Cambodia          |
| 18              | Ms.       | Sieng Neak          |  | Ministry of Tourism, Cambodia          |
| 19              | Mr.       | Phearom Men         | Director                                   | Ministry of Tourism, Cambodia          |
| 20              | Mr.       | Ratana Choub        | Director                                   | Ministry of Tourism, Cambodia          |
| 21              | Mr.       | Chan Socheat        | Head of Office                             | Ministry of Tourism, Cambodia          |
| 22              | Mr.       | Sarin Chhoeurn      | Chief of GMS Office                        | Ministry of Tourism, Cambodia          |
| <b>PR China</b> |           |                     |  |  |
| 23              | Mr.       | Xi Long Zhang       | Deputy Director General                    | Ministry of Culture and Tourism, China |
| 24              | Mr.       | Xin Ming Wang       | Director, Division of Asian Affairs        | Ministry of Culture and Tourism, China |
| 25              | Mr.       | Jun Yang            | Deputy Director, Division of Asian Affairs | Ministry of Culture and Tourism, China |

| <b>Myanmar</b>  |     |                                 |                                |   |
|-----------------|-----|---------------------------------|--------------------------------|---|
| 26              | Mr. | Hla Myint                       | Director                       | Ministry of Hotels and Tourism                    |
| 27              | Mr. | Kyaw Swar Win                   | Assistant Director             | Ministry of Hotels and Tourism                    |
| <b>Thailand</b> |     |                                 |                                |   |
| 28              | Mr. | Panupak Pongatichat             | Director                       | Ministry of Tourism and Sports                    |
| 29              | Ms. | Janjirapon Piboonthiti          | Officer - Professional level   | Ministry of Tourism and Sports                    |
| 30              | Mr. | Boonserm Khunkaew               | Deputy Director General        | The Department of Tourism                         |
| 31              | Ms. | Patthanasiri Salyasiri Ewtoksan | Director                       | The Department of Tourism                         |
| 32              | Ms. | Nalanthorn Panumpun             | International Affair Officer   | The Department of Tourism                         |
| 33              | Ms. | Sukunlaya Singhaphan            | International Affair Officer   | The Department of Tourism                         |
| 34              | Ms. | Sarima Chindamat                | Director                       | Tourism Authority of Thailand (TAT)               |
| 35              | Ms. | Phantajit Promkutkaew           | Chief                          | Tourism Authority of Thailand (TAT)               |
| 36              | Ms. | Thanyamon Kerdphol              | International Relation Officer | Tourism Authority of Thailand (TAT)               |
| <b>Viet Nam</b> |     |                                 |                                |   |
| 37              | Mrs | Thi Phuong Nhung Tran           | Deputy Director General        | Vietnam National Administration of Tourism (VNAT) |
| 38              | Mrs | Ngoc Bich Vu                    | Official                       | Vietnam National Administration                   |

|                                     |      |                       |   |   |
|-------------------------------------|------|-----------------------|---|---|
|                                     |      |                       |   | of Tourism (VNAT)                                 |
| 39                                  | Mr.  | Phong Binh Tran       | Deputy Director General   | Vietnam National Administration of Tourism (VNAT) |
| 40                                  | Mrs. | Mai Huong Tran        | Official  | Vietnam National Administration of Tourism (VNAT) |
| 41                                  | Mrs. | Thi Minh Que Le       | Principle Official  | Vietnam National Administration of Tourism (VNAT) |
| 42                                  | Mr.  | Khanh Tung Dinh       | Official  | Vietnam National Administration of Tourism (VNAT) |
| <b>Asian Development Bank (ADB)</b> |      |                       |   |   |
| 43                                  | Mr.  | Alfredo Perdiguero    | Director, Regional Cooperation and Operations Coordination Division | Asian Development Bank (ADB)                      |
| 44                                  | Mr.  | Steven Schipani       | Unit Head, Project Administration                                   | Asian Development Bank (ADB)                      |
| 45                                  | Ms.  | Alma Canarejo         | GMS Secretariat Consultant  | Asian Development Bank (ADB)                      |
| 46                                  | Mr.  | Nida Ouk              | Senior Project Officer  | Asian Development Bank (ADB)                      |
| 47                                  | Mr.  | Asadullah Khan Sumbal | Principle Regional Cooperation Specialist                           | Asian Development Bank (ADB)                      |
| 48                                  | Ms.  | Pinsuda Alexander     |   | Asian Development Bank (ADB)                      |

|  |     |                               |                              |   |
|--|-----|-------------------------------|------------------------------|---|
| 49   | Mr. | Siti Hasanah                  | Urban Development Specialist | Asian Development Bank (ADB)              |
| 50   | Ms. | Giang Thanh Nguyen            |                              | Asian Development Bank (ADB)              |
| 51   | Mr. | Dominic Mellor                |                              | Asian Development Bank (ADB)              |
| <b>World Tourism Organization (UNWTO)</b>        |     |                               |                              |   |
| 52   | Mr. | Harry Hwang                   | Director                     | UNWTO                                     |
| 53   | Ms. | Christine Brew                | Technical Coordinator        | UNWTO                                     |
| 54   | Ms. | Nury Kim                      | Senior Officer               | UNWTO                                     |
| 55   | Mr. | Li Yang                       | Regional Project Specialist  | UNWTO                                     |
| 56   | Ms. | Orianne Derrier               | Regional Project Specialist  | UNWTO                                     |
| <b>Mekong Tourism Coordinating Office (MTCO)</b> |     |                               |                              |   |
| 57   | Mr. | Jens Thraenhart               | Executive Director           | Mekong Tourism Coordinating Office (MTCO) |
| 58   | Mr. | Natthakorn Asunee Na Ayudhaya | Operations Manager           | Mekong Tourism Coordinating Office (MTCO) |



Cambodia



China



Laos



Myanmar



Thailand



Vietnam

# APPENDIX 2

## PROVISIONAL AGENDA



**46<sup>th</sup> GMS TOURISM WORKING GROUP & MEKONG TOURISM  
COORDINATING OFFICE BOARD MEETING**

**Thursday – 3 December 2020  
Virtual Meeting via Video Conference Call (Zoom)**

**PROVISIONAL AGENDA**

| <b>Thursday, 3 December 2020: GMS Tourism Working Group Meeting</b> |   |
|---|---|
| <b>09:00-09:30</b>  | <b>Online Check-in</b>  |
| <b>Item 1</b><br><b>09:30-09:35</b>                                 | <b>Housekeeping Notes</b> <ul style="list-style-type: none"> <li>➢ <b>MTCO:</b> Video Conference Call Instructions</li> <li>➢ Call will be moderated by MTCO</li> <li>➢ <b>MICT:</b> Adoption of Agenda</li> </ul>  |
| <b>Item 2</b><br><b>09:35-09:55</b>                                 | <b>Welcome by Host: Ministry of Information, Culture, and Tourism, Lao PDR</b> <ul style="list-style-type: none"> <li>Ø Remarks from Meeting Chair, Ministry of Information, Culture, and Tourism of Lao PDR (MICT): Mr. Khom Doungchantha, Director General Tourism Marketing Department, MICT</li> <li>Ø Remarks from Asian Development Bank (ADB): Mr. Alfredo Perdiguero, Director, Regional Cooperation Southeast Asia Department, ADB</li> <li>Ø Remarks from Mekong Tourism Coordinating Office (MTCO): Mr. Jens Thraenhart, Executive Director, MTCO</li> </ul>   |
| <b>Item 3</b><br><b>09:55-11:15</b>                                 | <b>GMS NTO Interventions</b> <ul style="list-style-type: none"> <li>➢ <b>GMS Situation Updates:</b> <i>10 minutes for each national tourism organization to give an update on the current situation during COVID-19 in their respective countries, and planned tourism recovery initiatives and strategies.</i> <ul style="list-style-type: none"> <li>○ Cambodia</li> <li>○ PR China</li> <li>○ Lao PDR</li> <li>○ Myanmar</li> <li>○ Thailand</li> <li>○ Viet Nam</li> </ul> </li> <li>➢ <b>All:</b> Discussion on how the GMS TWG and ASEAN Secretariat can collaborate to position Southeast Asia as a safe and healthy destination.</li> <li>➢ <b>All:</b> Discussion on how the GMS TWG and ASEAN Secretariat can collaborate to support regional travel bubbles to accelerate tourism recovery.</li> </ul> |



**46<sup>th</sup> GMS TOURISM WORKING GROUP & MEKONG TOURISM  
COORDINATING OFFICE BOARD MEETING**

**Thursday – 3 December 2020  
Virtual Meeting via Video Conference Call (Zoom)**

**PROVISIONAL AGENDA**

|  |   |
|--|---|
| <p align="center"><b>Item 4</b><br/><b>11:15-11:35</b></p> | <p><b>MTCO Update on initiatives and programs: Mr. Jens Thraenhart, MTCO</b></p> <ul style="list-style-type: none"> <li>➤ COVID-19 initiatives (Resource Pages on MekongTourism.org)</li> <li>➤ GMS Tourism Performance Scorecard</li> <li>➤ Mekong Memories &amp; Mekong Deals campaign</li> <li>➤ Experience Mekong Collection &amp; Mekong Heroes</li> <li>➤ Destination Mekong Summit</li> </ul>  |
| <p align="center"><b>Item 5</b><br/><b>11:35-12:00</b></p> | <p><b>Updates from the Asian Development Bank (ADB): Mr. Steven Schipani, ADB</b></p> <ul style="list-style-type: none"> <li>➤ Status of ADB's ongoing GMS tourism sector support and new initiatives</li> <li>➤ Discuss proposal for GMS tourism communications plan and social marketing campaign ahead of GMS tourism marketing strategy update</li> <li>➤ GMS Summit 2021 deliverables</li> </ul> |
| <p align="center"><b>12:00-13:30</b></p>                   | <p><b>Lunch Break</b></p> <ul style="list-style-type: none"> <li>➤ End of GMS TWG-46 Meeting</li> <li>➤ <u>Following after break:</u> Closed MTCO Board Meeting<br/>Restricted to MTCO Board Members only</li> </ul>  |
| <p align="center"><b>Item 6</b><br/><b>13:30-13:45</b></p> | <p><b>Intervention from UNWTO: Mr. Harry Hwang – Director Asia Pacific Department</b></p> <ul style="list-style-type: none"> <li>➤ Update on UNWTO Programs relevant for GMS</li> <li>➤ 2020 Theme: Tourism and Rural Development</li> <li>➤ Restarting Tourism: COVID-19 Impact and Measures</li> </ul>  |
| <p align="center"><b>Item 7</b><br/><b>13:45-14:00</b></p> | <p><b>Mekong Tourism Advisory Group (MeTAG)</b></p> <ul style="list-style-type: none"> <li>➤ Development of MeTAG going forward</li> </ul>  |
| <p align="center"><b>Item 8</b><br/><b>13:45-14:00</b></p> | <p><b>MTCO Operations &amp; Finances</b></p> <ul style="list-style-type: none"> <li>➤ 2020 GMS TWG Workplan</li> <li>➤ MTCO Finances (2020 Q1 – Q3 Financial Statement)</li> </ul>  |



**46<sup>th</sup> GMS TOURISM WORKING GROUP & MEKONG TOURISM  
COORDINATING OFFICE BOARD MEETING**

**Thursday – 3 December 2020  
Virtual Meeting via Video Conference Call (Zoom)**

**PROVISIONAL AGENDA**

|  |   |
|--|---|
| <p><b>Item 9</b><br/><b>14:20-14:40</b></p>  | <p><b>Mekong Tourism Forum &amp; TWG / MTCO Board Meetings</b></p> <ul style="list-style-type: none"> <li>➢ MTF Bagan (currently scheduled for 25-26 February 2021)</li> <li>➢ TWG-47, chaired by Thailand (Virtual) – May/June 2021</li> </ul> |
| <p><b>Item 10</b><br/><b>14:40-15:30</b></p> | <p><b>MTCO Legal Status</b></p> <ul style="list-style-type: none"> <li>➢ <b>Update from PR China:</b> Ministry of Culture and Tourism of PRC may wish to brief the MTCO Board on the status of the MTCO legal status agreement.</li> </ul>      |
| <p><b>Item 11</b><br/><b>15:30-16:00</b></p> | <p><b>Other Matters &amp; Closing</b></p> <ul style="list-style-type: none"> <li>➢ <b>All:</b> Open Discussion/Other Issues</li> <li>➢ <b>Chair:</b> Closing Remarks &amp; Thank You</li> </ul>   |





Cambodia



China



Laos



Myanmar



Thailand



Vietnam

# APPENDIX 3

## SPEECHES



## Opening Remarks at 46<sup>th</sup> Meeting of GMS Tourism Working Group

By H.E. Mr. Khom Doungchantha,  
Director General Tourism Marketing Department, Ministry of  
Information, Culture, and Tourism, Lao PDR  
on 3<sup>rd</sup> December 2020

Virtual Meeting via Video Conference Call (Technology: Zoom)

### Excellencies

- Mr. Alfredo Perdiguero, Director of Regional Cooperation Southeast Department, Asian Development Bank
- Mr. Jens Thraenhart, Executive Director of Mekong Tourism Coordinating Office
- Head of GMS Delegation
- Distinguished guests, ladies and gentlemen

I am very honorable to represent the Ministry of Information, Culture, and Tourism of Lao PDR to deliver opening remarks at this 46th GMS Tourism Working Group and Mekong Tourism Coordination Office Board Meeting. As we all know that GMS as well as other countries around the world have been facing the biggest challenge due to Covid-19 pandemic outbreak, which severely impacts the economy and tourism industry.

The meeting will be updated the current situation during Covid-19 and tourism recovery initiatives and strategies in each GMS respective country. We will also discuss on how the GMS Tourism Working Group and ASEAN Secretariat can collaborate to position Southeast Asia as a safe and healthy destination and other relevant issues.

I believe that this meeting will be a good channel for GMS countries to explore creative and innovative solutions to stimulate the tourism sector including strengthening our collaboration and coordination mechanism to mitigate the impact of the COVID-19 outbreak in the region in order to boost the business and consumer confidence in the tourism industry.

### Distinguished guests

Lao PDR highly evaluates that the GMS cooperation has good contribution and support to GMS countries aiming at facilitating the integration and

developing tourist attractions in order to attract more tourists to come and visit GMS countries.

As the chair of this meeting, I wish this meeting will be a good platform of our cooperation and reach the objectives of the meeting.

I, finally wish all of us good health and stay safe. May I invite the co-chair Mr. Alfredo Perdiguero, Director, Regional Cooperation Southeast Asia Department, ADB to have remarks, next I May I invite Mr. Jens Thraenhart, Executive Director of Mekong Tourism Coordinating Office to have remarks.

Thank you



## Opening Remarks at 46<sup>th</sup> Meeting of GMS Tourism Working Group

**By Mr. Alfredo Perdiguero,  
Director, Regional Cooperation Operations Coordination  
Division**

**Southeast Asia Department, Asian Development Bank  
on 3<sup>rd</sup> December 2020**

**Virtual Meeting via Video Conference Call (Technology: Zoom)**

On behalf of the Asian Development Bank, we thank the Lao PDR's Ministry of Information, Culture and Tourism for hosting our second virtual GMS Tourism Working Group meeting in 2020; and thank all GMS country delegations for your active participation in this and other virtual events organized by tourism working group members this year. We also appreciate the Mekong Tourism Coordinating Office's efforts to organize the meeting and keep GMS tourism stakeholders engaged during these challenging times.

Although COVID-19 continues to negatively impact travel and tourism around the world, GMS countries' successful efforts to control the pandemic – together with recently announced promising vaccine trial results – inspire optimism that we could see a faster recovery in 2021. Building on strongly rebounding domestic tourism in all GMS countries, a key phase of the recovery could be restarting intra-GMS tourism.

Remember, regional cooperation helped facilitate amazingly successful tourism in the GMS – and is critical for its revival.

Meanwhile, it's important that we remain vigilant in mitigating COVID-19 impacts and plan for a sustainable recovery. The importance of comprehensive and sustained public health responses cannot be understated. As recently accelerating “second waves” in some regions show, unless the virus is controlled economic activity will continue to be constrained and tourism's recovery further delayed. Other critical measures include sustained social protection for unemployed tourism workers; fiscal/regulatory support for tourism businesses; better, harmonized safety and hygiene standards; re-establishing confidence to travel using cost effective digital technologies; and more investment in secondary destination infrastructure to “build back better” and diversify.

ADB is supporting such efforts through our COVID-19 pandemic response option, other financing, and knowledge services. These include resources for COVID-19 prevention and control, expanded social protection programs, and fiscal support for the tourism industry's wide-reaching micro, small and medium sized enterprises. Next year, ADB will continue to support these initiatives and we expect to introduce a regional financing facility that enhances access to safe and effective COVID-19 vaccines.

So, while the challenges COVID-19 present are greater than any we have faced, we believe the GMS will emerge from these difficult times with even stronger resolve to make tourism more inclusive, resilient, and sustainable.

Again, on behalf of ADB, we sincerely thank our colleagues from the Ministry of Information, Culture and Tourism for hosting this meeting and thank the Mekong Tourism Coordinating Office for moderating. ADB highly appreciates the contributions and active participation of all GMS country delegations.

Thank you.



## TWG 46<sup>th</sup> Opening Speech

By Jens Thraenhardt

**Executive Director, Mekong Tourism Coordinating Office**

**46<sup>TH</sup> MEETING OF THE GMS TOURISM WORKING GROUP**

**3<sup>rd</sup> December 2020**

**Virtual Meeting via Video Conference Call (Technology: Zoom)**

-----

- Mr. Khom Doungchantha, Director General Tourism Marketing Department, MICT
- Mr. Alfredo Perguero – Director, Regional Cooperation Southeast Asia Department, Asian Development Bank
- Heads of Delegation of the GMS Member Countries
- Distinguished Delegates of the GMS Member Countries and the Asian Development Bank
- Ladies and Gentlemen.

Good morning to all of you. This is the second time, that we conduct our Mekong Tourism Working Group Meeting and Board Meeting virtually – as we currently still cannot travel to our neighbouring countries. On behalf of the Mekong Tourism Coordinating Office, I would like to thank the Ministry of Information, Culture, and Tourism for chairing this virtual meeting.

As I mentioned in my previous opening remarks of the 45th GMS Tourism Working Group Meeting, the COVID virus has cracked the foundations of our tourism industry. When planning for a recovery, it is important to do so within the context of a balanced recovery by engaging all stakeholders, in particular our local communities.

Many experts believe that this pandemic may bring an opportunity to reset tourism and make it more responsible and sustainable by aiming at a Balanced Tourism Recovery and holistic destination management and putting stakeholder engagement at the core.

The tourism landscape will be reshaped. In the post-pandemic world, we will see a shift in preference and behavior among travelers at least in the short-term – the public health conditions of destinations, and the hygiene standards of transportations, hotels and other tourism facilities will

become a top priority; people will prefer short-haul breaks and shorter itineraries; regional tourism and economic collaborations may become driving factors for an accelerated tourism recovery.

Regional Tourism and Economic Cooperation frameworks, such as GMS and ASEAN can be a solution for tourism recovery. Countries have invested resources over the past decades to build and foster these collaborations. Now is the time to harvest the fruits of the hard labour.

We have been working closely with all of you as well as the private sector to monitor and alleviate the impacts of COVID-19 on the tourism sector in the GMS. I would like to personally thank you, the member countries of the Mekong Region, and the GMS Tourism Working Group for your hard work during these challenging times. We very much appreciate our collaboration, which made it possible for us to advance our initiatives, from organizing the 1st Virtual Destination Mekong Summit, recognize the first Mekong Hero, and showcase the most innovative small responsible businesses in the Experience Mekong Collection, to engaging with the travel industry via our Mekong Tourism Advisory Group - MeTAG.

With this, I would like to thank you and wish you safe travels again very soon, across our Mekong borders.



Cambodia



China



Laos



Myanmar



Thailand



Vietnam

# APPENDIX 4

## GMS COUNTRY REPORT





# Country Report

by Ministry of Culture and Tourism, China

For the 46<sup>th</sup> Meeting of the GMS Tourism Working Group  
December 3rd, 2020

## CONTENTS

01

COVID19 Situation

02

Tourism Overview

03

Measure Adjustments

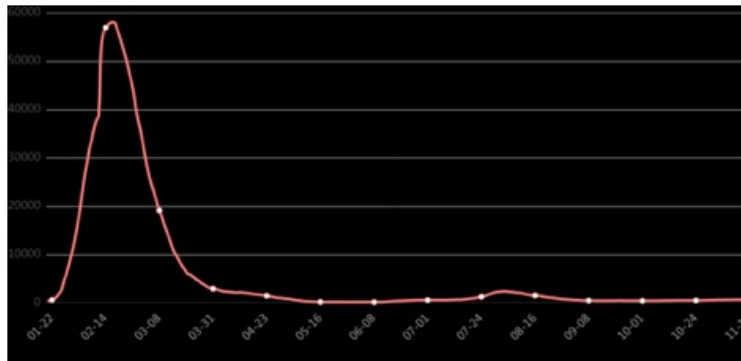
04

New Trends

05

New Initiatives

## 01 COVID-19 in China-Statistics and Facts



The graph is from: <https://news.qq.com/zt2020/page/feiyun.htm#/>

On November 16th, 15 confirmed cases were reported. Like most of the days in the last couple of months, all of them were imported cases and no local confirmed cases were reported on that day. Right now the major exposure for China to fight against COVID-19 are the ones from abroad.

## 02 Overview of Tourism

| Data during the National Holiday |                |   |
|----------------------------------|----------------|---|
| Item                             | Number         | Percentage compared to the same period of last year |
| Tourists                         | 637 Million    | 79%   |
| Tourism Revenue                  | 466.56 Billion | 69.9%   |

| Data on the tourism Industry (Until Mid Sept. 2020) |                           |
|---|---------------------------|
| Item  | Operation Resumption Rate |
| Travel Agency                                       | 75.72%                    |
| Star Hotel  | 91%                       |
| Group Travel  | 40%                       |

## 02 Overview of Tourism

| Other related data                             |                 |   |
|--|-----------------|---|
| Item   | September, 2020 | Percentage compared to the same period of last year |
| Number of Passagers by air (Mainland China)    | 47.75 Million   | 98%   |
| Number of Passager by railway (Mainland China) | 235.37 Million  | 78.8%   |

## 03 Measures

### Tourist Flow Management

1. Setting ceiling/Quota for the tourist attractions of the receiving tourists

Quota adjusted according to the COVID-19 situation with all the preventive & control measures in place:

All measures shall be accessed by local government, taking into the consideration of area based risk rating. Area-based risk rating is a rating system that divides areas into low-risk, medium-risk and high-risk areas according to the severity of the epidemic in these areas.

2. Encouraging On-Line Booking of Tickets.

Feb 25th to July 14: 30%;  
Closed area is not open.

3. Staggered Peak hour plan for the tourist attractions.

July 14th to Sept. 18: 50%;  
Closed area is allowed to open.

Oct 1 to present: 75%

### 03 Measures

#### Smart Tourism

- |  |  |   |
|--|--|---|
| <p>1. Implementation of the smart tourism demonstration project;</p>                               | <p>Using smart technology in tourism industry, for example:</p>  | <p>Using big data technology to better trace and to monitor the tourist flow.</p>                     |
| <p>2. The smart tourism upgrading project in the national holistic tourism demonstration area.</p> | <p>Encouraging on line ticket selling and QR code checking to avoid direct people to people contact.</p> | <p>Using cloud and VR technology to livestream the tourist attractions, exhibitions, museums etc.</p> |

### 03 Measures

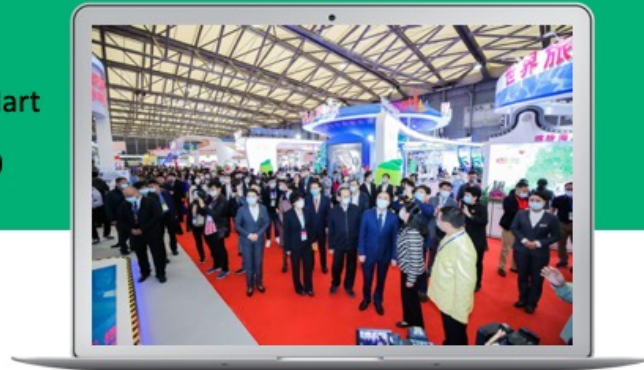
#### Financial and monetary measures & other assistance

- |  |   |  |
|--|---|--|
| <p>Accelerate the investment in the tourism projects including infrastructure and tourism related public facilities.</p> | <p>Comprehensive measures including tax cuts, financial loans, bonds etc.</p> | <p>Safeguard the rights of the tourist guides and provide training courses to hone their skills.</p> |
|--|---|--|

### 03 Measures Recent Travel Fairs in China

#### China International Travel Mart November 16<sup>th</sup> to 18<sup>th</sup>, 2020

- 45000 square meters;
- About 1500 exhibitors;
- 31 domestic provinces in China &  
about 50 countries and regions participated

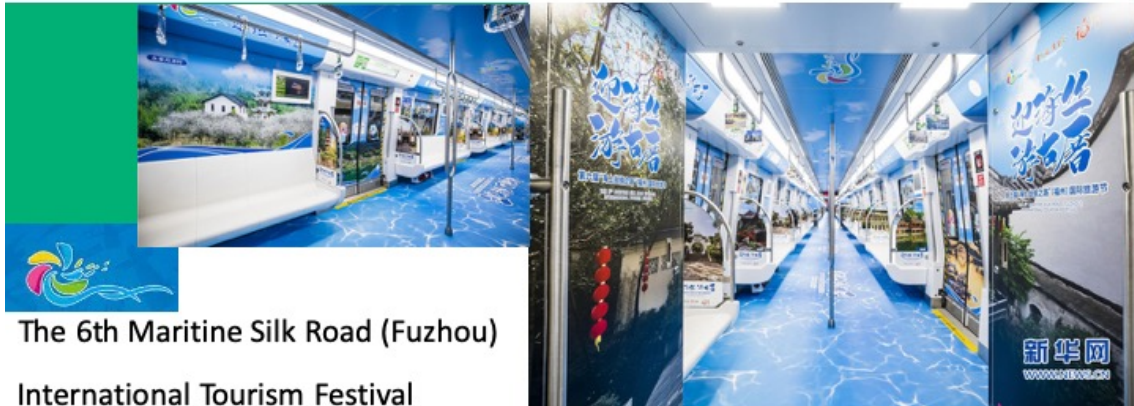


### 03 Measures Recent Travel Fairs in China

#### China International Travel Mart Shanghai, China November 16<sup>th</sup> to 18<sup>th</sup>, 2020

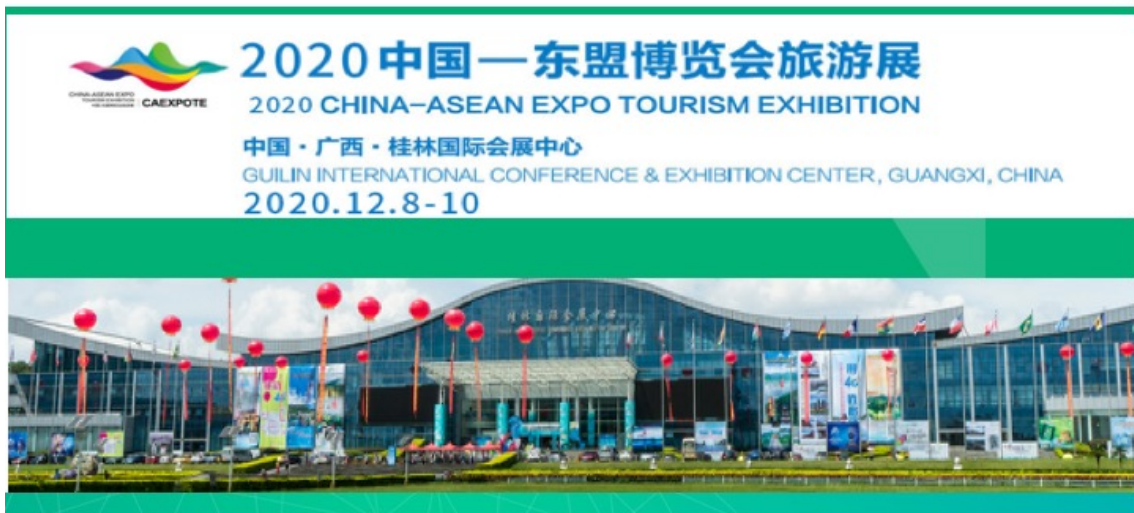


03 Measures Recent Travel Fairs in China



The 6th Maritime Silk Road (Fuzhou) International Tourism Festival  
Nov. 27<sup>th</sup> to Dec. 31<sup>th</sup>, 2020

03 Measures Recent Travel Fairs in China



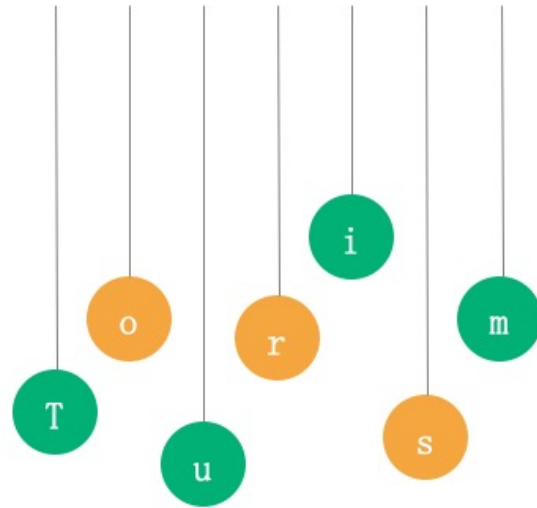
## 04 New Trends



## 05 New Initiative

Let's hold hand in hand  
and work together to  
overcome the  
difficulties.

Thank You!







## 46<sup>TH</sup> MEETING OF THE GMS TOURISM WORKING GROUP 3<sup>RD</sup> DEC 2020 (VIRTUAL MEETING)



## LAO PDR CURRENT SITUATION UPDATES DURING COVID-19 AND RECOVERY PLAN



### OVERVIEW

- ❑ TOURISM CURRENT SITUATION
- ❑ TOURISM DEVELOPMENT
- ❑ TOURISM PROMOTION
- ❑ IMPACT OF COVID-19 ON THE TOURISM  
INDUSTRY LAO PDR AND RECOVERY PLAN





# TOURIST ARRIVALS TO LAOS



| Year            | Tourist Arrivals | Change (%) |
|-----------------|------------------|------------|
| 2011            | 2,723,564        | + 23.0     |
| 2012            | 3,330,072        | + 22.0     |
| 2013            | 3,779,490        | + 13.0     |
| 2014            | 4,158,719        | + 10.0     |
| 2015            | 4,684,429        | + 13.0     |
| 2016            | 4,239,047        | - 10.0     |
| 2017            | 3,868,838        | - 8.7      |
| 2018            | 4,186,432        | 8.2        |
| 2019            | 4,791,065        | 14.4       |
| 2020 (9 months) | 886,447          | -74        |



**Table 9: Tourist Arrivals to Laos by Port of Entry in 2020**



| Country of Origin           | 2016             | 2017             | 2018             | 2019             | 2019             | 2020           | Change     |
|-----------------------------|------------------|------------------|------------------|------------------|------------------|----------------|------------|
|                             | Number           | Number           | Number           | Number           | Jan - Sept       | Jan - Sept     | 2019 (%)   |
| <b>Grand Total</b>          | <b>4,239,047</b> | <b>3,868,838</b> | <b>4,186,432</b> | <b>4,791,065</b> | <b>3,446,587</b> | <b>886,447</b> | <b>-74</b> |
| <b>Asia and Pacific</b>     | <b>3,919,665</b> | <b>3,634,094</b> | <b>3,942,259</b> | <b>4,616,307</b> | <b>3,260,683</b> | <b>781,799</b> | <b>-76</b> |
| Brunei                      | 484              | 342              | 278              | 389              | 263              | 102            | -61        |
| Cambodia                    | 16,536           | 15,108           | 18,908           | 28,342           | 22,743           | 5,007          | -78        |
| Indonesia                   | 5,010            | 3,241            | 3,487            | 5,161            | 3,954            | 1,213          | -69        |
| Malaysia                    | 24,391           | 19,114           | 26,002           | 28,321           | 19,166           | 5,795          | -70        |
| Myanmar                     | 3,695            | 2,848            | 22,132           | 22,524           | 12,269           | 14,155         | -88        |
| Philippines                 | 16,750           | 10,168           | 10,826           | 17,187           | 13,979           | 3,667          | -74        |
| Singapore                   | 8,512            | 6,829            | 7,692            | 11,730           | 7,682            | 2,006          | -74        |
| Thailand                    | 2,009,605        | 1,797,803        | 1,929,934        | 2,160,300        | 1,519,476        | 350,098        | -77        |
| Vietnam                     | 998,400          | 891,643          | 867,585          | 924,875          | 701,931          | 186,174        | -73        |
| <b>Non-ASEAN</b>            | <b>836,282</b>   | <b>887,000</b>   | <b>1,055,415</b> | <b>1,317,478</b> | <b>959,220</b>   | <b>226,315</b> | <b>-76</b> |
| Australia                   | 33,077           | 20,886           | 19,607           | 24,750           | 17,675           | 7,269          | -59        |
| Bangladesh                  | N/A              | 250              | 287              | 787              | 531              | 176            | -67        |
| China                       | 545,493          | 639,183          | 805,833          | 1,022,727        | 756,952          | 138,457        | -82        |
| India                       | 8,249            | 4,343            | 4,864            | 8,152            | 5,896            | 1,740          | -70        |
| Japan                       | 49,191           | 32,064           | 38,985           | 41,736           | 31,207           | 11,081         | -64        |
| Korea                       | 173,260          | 170,571          | 174,405          | 203,191          | 135,191          | 40,207         | -70        |
| Nepal                       | N/A              | 749              | 403              | 614              | 441              | 113            | -74        |
| New Zealand                 | N/A              | 3,202            | 3,460            | 3,965            | 2,933            | 1,224          | -58        |
| Pakistan                    | N/A              | 4,787            | 3,455            | 558              | 735              | 516            | -66        |
| Sri Lanka                   | N/A              | N/A              | 214              | 353              | 630              | 426            | -63        |
| Taiwan (pr. of China)       | 14,005           | 4,329            | 4,823            | 6,956            | 5,049            | 1,709          | -66        |
| <b>Others</b>               | <b>8,220</b>     | <b>8,670</b>     | <b>1,837</b>     | <b>3,242</b>     | <b>2,410</b>     | <b>24,012</b>  | <b>896</b> |
| <b>Europe</b>               | <b>221,998</b>   | <b>161,192</b>   | <b>165,808</b>   | <b>182,465</b>   | <b>123,193</b>   | <b>70,498</b>  | <b>-43</b> |
| Austria                     | 5,324            | 2,874            | 3,237            | 3,320            | 2,223            | 1,249          | -44        |
| Belgium                     | 5,682            | 4,371            | 5,322            | 6,099            | 4,127            | 1,969          | -52        |
| Denmark                     | 4,479            | 3,198            | 3,892            | 3,134            | 2,220            | 1,590          | -28        |
| Finland                     | 3,218            | 2,023            | 2,287            | 1,719            | 1,160            | 778            | -33        |
| France                      | 54,953           | 36,760           | 39,315           | 44,416           | 29,952           | 15,507         | -48        |
| Germany                     | 34,018           | 23,776           | 22,915           | 25,346           | 16,263           | 8,629          | -47        |
| Greece                      | 593              | 481              | 520              | 586              | 381              | 246            | -36        |
| Ireland                     | N/A              | 513              | 2,159            | 2,687            | 1,936            | 763            | -61        |
| Italy                       | 10,052           | 7,537            | 6,198            | 7,330            | 5,247            | 2,750          | -48        |
| Netherlands                 | 7,004            | 5,500            | 7,804            | 8,877            | 6,114            | 2,284          | -63        |
| Norway                      | 4,018            | 2,334            | 2,913            | 2,248            | 1,676            | 873            | -48        |
| Poland                      | N/A              | N/A              | 2,988            | 2,995            | 1,780            | 1,146          | -36        |
| Portugal                    | N/A              | N/A              | 2,432            | 2,459            | 1,370            | 705            | -49        |
| Russia                      | 13,033           | 10,986           | 8,963            | 12,054           | 8,791            | 3,143          | -64        |
| Spain                       | 5,461            | 4,589            | 5,309            | 6,157            | 4,198            | 1,475          | -65        |
| Sweden                      | 5,795            | 3,483            | 4,802            | 3,475            | 2,374            | 1,419          | -40        |
| Switzerland                 | 10,603           | 7,956            | 9,749            | 8,512            | 5,635            | 2,930          | -48        |
| United Kingdom              | 39,170           | 27,723           | 26,801           | 31,976           | 21,747           | 11,589         | -47        |
| <b>Others</b>               | <b>18,505</b>    | <b>17,090</b>    | <b>8,202</b>     | <b>9,683</b>     | <b>6,397</b>     | <b>11,457</b>  | <b>79</b>  |
| <b>The Americas</b>         | <b>86,211</b>    | <b>64,227</b>    | <b>69,101</b>    | <b>82,652</b>    | <b>56,000</b>    | <b>30,168</b>  | <b>-46</b> |
| Argentina                   | N/A              | 512              | 1401             | 933              | 666              | 398            | -40        |
| Brazil                      | N/A              | 537              | 3,692            | 2,915            | 2,135            | 1,460          | -32        |
| Canada                      | 19,315           | 13,467           | 10,759           | 12,873           | 8,759            | 4,635          | -47        |
| USA                         | 58,094           | 38,765           | 49,178           | 61,184           | 40,995           | 18,111         | -56        |
| <b>Others</b>               | <b>8,802</b>     | <b>10,946</b>    | <b>4,071</b>     | <b>4,747</b>     | <b>3,445</b>     | <b>5,565</b>   | <b>62</b>  |
| <b>Africa and Middle Ea</b> | <b>11,263</b>    | <b>9,318</b>     | <b>9,264</b>     | <b>9,641</b>     | <b>6,711</b>     | <b>3,992</b>   | <b>-41</b> |
| Egypt                       | N/A              | 18               | 128              | 241              | 177              | 53             | -70        |
| Kuwait                      | 3,593            | 2,128            | 82               | 178              | 79               | 21             | -73        |
| Israel                      | 3,593            | 2,128            | 2,997            | 4,041            | 2,610            | 1,664          | -36        |
| Saudi Arabia                | N/A              | 1                | 42               | 125              | 76               | 28             | -63        |
| South Africa                | N/A              | 1,065            | 1,473            | 2,303            | 1,744            | 594            | -66        |
| United Arab Emirates        | N/A              | 8                | 74               | 64               | 46               | 3              | -93        |
| <b>Others</b>               | <b>7,670</b>     | <b>8,217</b>     | <b>4,376</b>     | <b>2,709</b>     | <b>1,979</b>     | <b>1,630</b>   | <b>-18</b> |



|  | <u>2018</u> | <u>2019</u> | <u>% Increase</u> |
|--|-------------|-------------|-------------------|
| Total Number of Hotels and Guesthouses | 3.102       | 2.920       | +5.2%             |
| Total Number of rooms                  | 56,825      | 55.541      | -0.26%            |
| Total Number of Travel agents          | 503         | 539         | 13%               |
| Total Number of Tourist attractions    | 2,208       | 2,199       | -1%               |
| Natural site                           | 1,314       |             |                   |
| Cultural sites                         | 591         |             |                   |
| Historical sites                       | 295         |             |                   |



## TOURISM DEVELOPMENT



- **UPDATED TOURISM DEVELOPMENT PLAN 2021-2025**
- **UPDATED PROVINCIAL TOURISM STRATEGIES 2021-2025**
- **ELABORATE TOURISM STANDARDS IN LINE WITH ASEAN STANDARDS.**



## TOURISM DEVELOPMENT



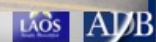
- IMPLEMENTATION OF ADB-TOURISM INFRASTRUCTURE FOR INCLUSIVE GROWTH PROJECT PHASE: II
- TOURISM ACTIVITIES SUPPORTED BY GIZ, USAID, LUX, WORLD BANK....

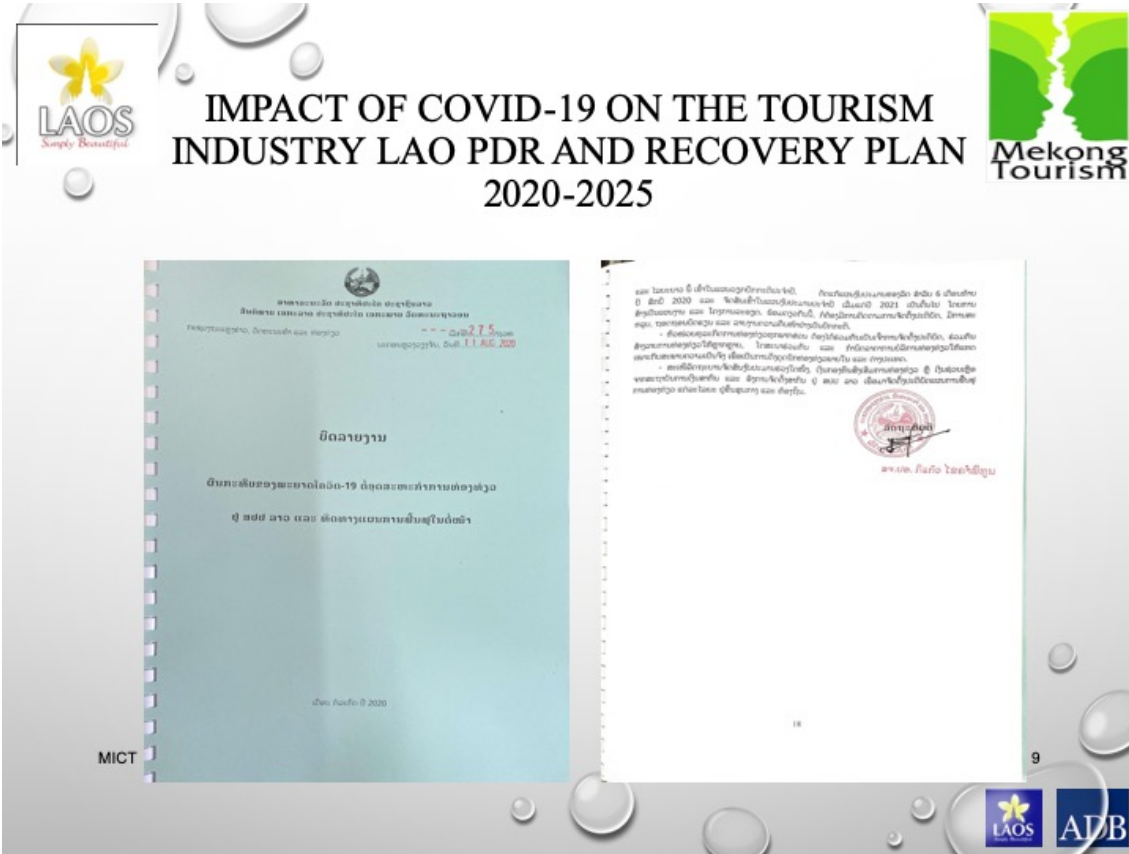


## TOURISM PROMOTION



- ORGANIZED FAM TRIP FOR LAO MEDIA AND INTERNATIONAL BLOGGERS IN LAOS: LUANG PRABANG, OUDOMXAY PROVINCES IN OCTOBER 2020





### THE CONFIRMED COVID-19 CASES IN LAOS

- ❖ Today, we have recorded 39 confirmed COVID-19 cases in Laos, 24 cases have been discharged from hospital, remaining 15 cases in the country;
- ❖ The risk of widespread and severe outbreak still exists. the Lao government has laid out measures to prevent the spread of the virus as indicated in Prime Minister’s Order.

## Travel advisory to the Lao PDR

1. Every individual must have a negative COVID 19 test certificate using RT-PCR of no more than 12 hours before departure to Lao PDR.
2. 14 days self-quarantine at a venue designated by the Task Force Committee only.

**Immigration:** Closing international borders checkpoints for individuals, except for health emergency, experts, charter flights, and authorized transportation of goods;

Suspension of the issuance of all types of visas, including visa-on-arrival, e-visa as well as a tourist visa, for all nationalities.

MICT

2/4/21

11

## II. COVID-19 Impacts on the Tourism Industry in Lao PDR

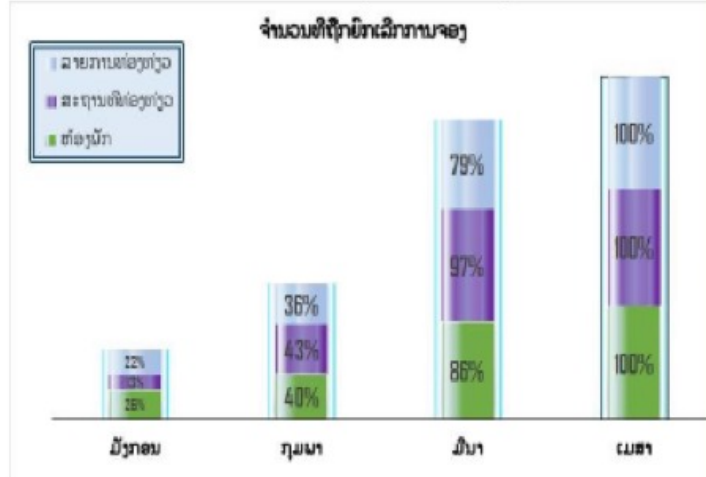
- Restrictions on the entry and exit of tourists from February 2020 onwards.
- Almost all tourism businesses have stopped providing services,
  - which include 637 hotels,
  - 2,283 resorts and guesthouses,
  - 539 tour companies, 36 tour agents,
  - 809 tourist sites,
- more than 2,000 tour guides and other tour packages.

## II. COVID-19 Impacts on the Tourism Industry in Lao PDR

- During February and April 2020, about 90% of tourism business operators and tourism networks were financially affected
- This is due to most business operators having borrowed money from the bank to invest.
- Some businesses paid employees just 30%-40% of their base salaries to pay off the company's operation costs during the period in which income was not generated.

## II. COVID-19 Impacts on the Tourism Industry in Lao PDR

- During the first three months of 2020, revenue generation from tourism was 142,517,856 US dollars, declined from the same period of 2019 by 41%



## II. COVID-19 Impacts on the Tourism Industry in Lao PDR

Impact

Number of tourists who used the services January to March

|                           | ນັກທ່ອງທ່ຽວ<br>ພາຍໃນ | ນັກທ່ອງທ່ຽວ<br>ສາກົນ | ລາຍຮັບ |
|---------------------------|----------------------|----------------------|--------|
| ໂຮງແຮມ, ຕືອນພັກ, ອີສອດ    | -33%                 | -82%                 | -79%   |
| ສະຖານທີ່ທ່ອງທ່ຽວ          | -37%                 | -80%                 | -81%   |
| ຮ້ານອາຫານ, ສະຖານທີ່ປັບປຸງ | -22%                 | -64%                 | -72%   |
| ບໍລິສັດທ່ອງທ່ຽວ           | -26%                 | -84%                 | -76%   |

## II. COVID-19 Impacts on the Tourism Industry in Lao PDR

Impact on the businesses in Lao PDR

Number of Tourist who canceled booking of accommoation and tour package

| ປະເພດການທ່ອງທ່ຽວ | ໂຮງແຮມ, ຕືອນພັກ, ອີສອດ | ສະຖານທີ່ທ່ອງທ່ຽວ | ບໍລິສັດທ່ອງທ່ຽວ |
|------------------|------------------------|------------------|-----------------|
| ມັງກອນ           | 26%                    | 13%              | 22%             |
| ກຸມພາ            | 40%                    | 43%              | 36%             |
| ມີນາ             | 86%                    | 97%              | 79%             |
| ເມສາ             | 100%                   | 100%             | 100%            |



## V. Recovery Plan for the Lao Tourism Industry 2021-2022

The Lao should focus on four goals as follows:

- ❖ **Economic recovery: stimulate more job creation and more employment, improve mobile payment systems because most domestic and international tourists will want to avoid direct contact with money in the future.**
- **Review tax breaks offer low-interest loans to business entities that have performed well in the past to help businesses survive.**

B

### V. Recovery Plan for the Lao Tourism Industry(cont)

- Provide support for tourism business units, especially small and medium-sized businesses.
- Government to reduce tax by 50% of normal value for tourism businesses such as hotels, resorts, guesthouses.....
- Support local businesses and SMEs through tourism business planning, human resource development,

#### V. Recovery Plan for the Lao Tourism Industry (conts)

- ❖ **Re-build trust with domestic and foreign tourists:**
- ❖ **Restore the attractiveness of tourist destinations / attractions: Focus on methods such as:**
  - **Improve hygiene, safety, and quality of services and facilities at tourist sites.**
  - **Promote the cultivation of crops and the consumption of organic food for tourism.**
  - **Improve the toilets at tourist sites so they are clean and meet higher standards (sufficiency, free of charge, clean and well maintained).**
  - **Tourist vehicles must be safe and clean, with reasonable rates.**
  - **Raise awareness on tourism, resources and environmental protection for domestic tourists.**
  - **Preparing the National Strategic recovery plan for tourism for 2021-2025**

#### V. Recovery Plan for the Lao Tourism Industry (cont)

- ❖ **Domestic tourism promotion campaign for tourism recovery:**
  - **Review Lao PDR's tourism marketing strategy and redefine marketing targets to help accelerate recovery in the short, medium and long term.**
  - **Advertise outstanding and diverse tourism products in each part of the country and provide information on prices of tour programs.**
  - **Introduce digital technology for quick access to information for tourists.**
  - **Promote cooperation between the public and private sectors.**





# Myanmar Updates

The Ministry of Hotels and Tourism, Myanmar

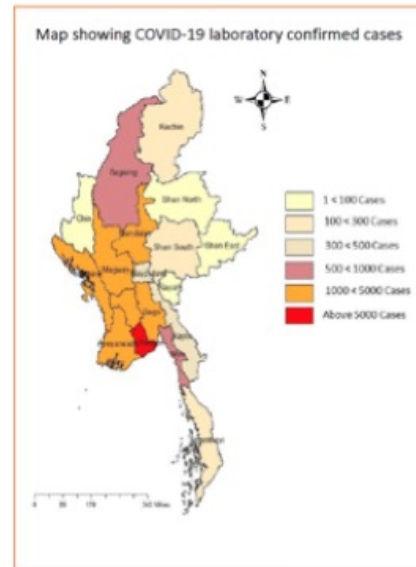
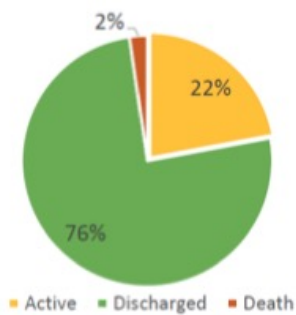


## COVID-19 Situation



As of 1 Dec 2020

|                   |         |
|-------------------|---------|
| Confirmed Cases - | 92,189  |
| Discharged -      | 71,343  |
| Death -           | 1,972   |
| Negative -        | 858,352 |





## Current Initiatives



### “Myanmar Tourism Strategic Recovery Roadmap (2021-2025)” (With the assistance of Luxemburg Development Agency)



## Current Initiatives



### Tourism National Guidelines for COVID-19 Safe Services (up to Beta Version VI)

- Chapter 1- Transportation Sector
- Chapter 2- Accommodation Sector
- Chapter 3- Operational Guidelines for the Food Sector
- Chapter 4- Social Distancing Guidelines at Tourist Destination
- Chapter 5- Destination Attractions, Projects and Management
- Chapter 6- Travel Agencies, Tour Guides and Tour Operators
- Chapter 7- Guiding Principles for Prevention for Hotel and Tourism Training Centers
- Chapter 8- Guidelines for Holding Meeting, Entertainments and for Souvenir Shops
- Chapter 9- Directive of the National Central Committee for COVID-19 Prevention and Control
- Chapter 10- Departure at the Airport

Collaborate with respective associations to provide Certificates and Plaques to restaurants, hotels, transport service (To build Trust and Confidence of Travelers)





## Future Plan



- ✓ To offer alternative tourism products to both international and domestic visitors, the committee for each of the following tourism theme has been formed:

- Culture-based Tourism
- Ecotourism
- Gastronomy Tourism
- River Cruise and Train Tourism
- Sports Tourism
- Agri-based Tourism



- ✓ Destination Management Organizations in Regions and States (Representatives of public, private and local communities)
- ✓ ASEAN Framework to Facilitate Travel Bubble Schemes
  - Travel Bubble for Business Travelers



## Future Approach



### “Enchanting Myanmar Health & Safety Protocol (HSP)”

- ❖ Reopening hotels and restaurants in Regions and States after inspecting by Regional Tourism Committee and staff from MOHS

❖ International Certification



- ❖ Inspecting on practicing HSP in those hotels and restaurants
- ❖ Check once in six months
- ❖ Allow to use Plaque with the Ministry logo
- ❖ Announce on the Ministry website & webportal



# GMS Situation Updates on the current situation during COVID-19

## COVID – 19 Situation in Thailand

(as of 2 December 2020)

|   |  |              |
|---|--|--------------|
|   | <b>Confirmed cases</b>                     | <b>4,026</b> |
|   | <b>+ 18 New cases !</b> (as of 2 Dec 2020) |              |
|  | <b>Hospitalized</b>                        | <b>144</b>   |
|  | <b>Recovery</b>                            | <b>3,822</b> |
|  | <b>Death</b>                               | <b>60</b>    |

1

2



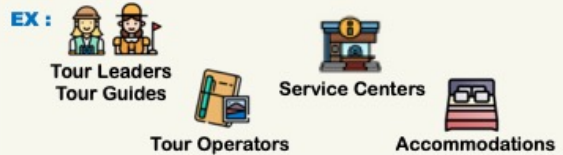
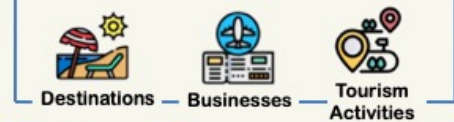
# MEASURES TO BUILD CONFIDENCE AMONG TOURISTS

## GUIDELINES FOR TOURIST ATTRACTIONS & TOURISM BUSINESSES

คู่มือการปฏิบัติงานมาตรฐานบริการท่องเที่ยว  
และกิจกรรมด้านการท่องเที่ยว  
เพื่อป้องกันการแพร่ระบาดของโรคติดเชื้อไวรัส  
โคโรนา 2019 (COVID-19)  
กระทรวงการท่องเที่ยวและกีฬา  
สำนักงานส่งเสริมการท่องเที่ยว  
สํานักงานส่งเสริมการท่องเที่ยว



## TO OPERATE MORE HYGIENIC & SAFELY



3

4

# WHITE TOURISM



The Training Campaign

## “TO ENHANCE SERVICE QUALITY” Of Tourism Personnel



- HYGIENE**
- SAFETY**
- FAIRNESS**

5

# SAFETY ZONE

## “Safety Tourism Destinations”

**5 areas**

- Nan Old Town
- Baan Rai Kong Khing
- Asiatique
- Bang Saen Beach
- Yaowarat



Set Safety & Hygiene  
Criteria



Conduct Workshops  
about Safety & Hygiene  
Criteria

6

## CRITERIA



Safety of Life & Belongings



Hygiene & Cleanliness



Crime Prevention



Public Health



Fairness



Environment




7

## MEASURES TO BOOST TOURISM

8



# WE TRAVEL TOGETHER

| ACCOMMODATION  | SERVICES & FOOD  | AIRLINE  |
|--|--|--|
|  <p>Government will subsidize<br/><b>40% of the hotel rooms</b></p> <p>Not more than 3,000 \$/night<br/>(≈ 97 US Dollars)</p> <p>Limited to 10 rooms or 10 nights</p> |  <p>Government will subsidize<br/><b>900 \$ /day</b><br/>(≈ 29 US Dollars)</p> <p>Limited to 40%<br/>of actual expenses</p> |  <p>Government will subsidize<br/><b>40% of the ticket price</b></p> <p>Not more than 2,000 \$/seat<br/>(≈ 65 US Dollars)</p> |

9



## Thailand Special Tourist Visa (STV)

- 1**

Foreigner from a low-risk country


- 2**

Accept compliance of preventive measures


- 3**

Provide evidence of a place to stay


- 4**

Provide a certificate of health insurance



10

## Upon arriving in Thailand



11

THANK YOU !

12



MINISTRY OF CULTURE, SPORTS AND TOURISM  
VIETNAM NATIONAL ADMINISTRATION OF TOURISM

## Updated Performances about Vietnam Tourism and COVID-19

The 46<sup>th</sup> GMS TWG Virtual Meeting  
03<sup>rd</sup> December 2020

### 1. Tourism performance in 2019

- *Number of international and domestic visitors:*  
18.008.591 international visitors (increased by 16,2%)  
and 85 million domestic visitors
- *Tourism receipt:* 32,8 billion USD
- **World Travel Awards 2020:**
  - + [World's Leading Heritage Destination 2020](#)
  - + [Asia's Leading Heritage Destination](#)
  - + [Asia's Leading Cultural Destination](#)
  - + [Asia's Leading Culinary Destination](#)
  - + [Asia's Best Golf Destination 2020](#)



## Vietnam & GMS tourism flow:

| International arrivals from GMS countries to Vietnam | 2019             | 2019/2018     |
|--|------------------|---------------|
| Cambodia   | 227.910          | 12.3%         |
| China*   | 5.806.425        | 16.9%         |
| Laos   | 98.492           | -17.9%        |
| Myanmar  | 39.371           | 14.1%         |
| Thailand   | 509.802          | 45.9%         |
| <b>Total</b>   | <b>6.682.000</b> | <b>17.80%</b> |

| Vietnamese visitors to GMS countries | 2019              | 2019/2018   |
|--------------------------------------|-------------------|-------------|
| Cambodia                             | 908.803           | 13.6%       |
| China*                               | 7.948.000         | 4.8%        |
| Laos                                 | 924.875           | 6.6%        |
| Myanmar                              | 52.567            | -1%         |
| Thailand                             | 1.047.629         | 1.89%       |
| <b>Total</b>                         | <b>10.881.874</b> | <b>5.2%</b> |



\* China mainland by all types of transportation, including the same day visitors.

## 2. Impacts of Covid-19 on Vietnam tourism in 2020

### Covid-19 Situation

- 1,351 confirmed cases, 1,195 cases was recovered (89% of total infections); 118 being treated cases, and 35 deaths
- Has well controlled first two Covid-19 waves
- Newly detected 03 Covid-19 cases
- 1<sup>st</sup> wave in April: Nationwide social distancing
- 2<sup>nd</sup> wave in July – August: partial social distancing
- Newly detected cases in December: partial social distancing in HCM City



## Impacts on tourism

|                                  |                    | Growth rate      |
|----------------------------------|--------------------|------------------|
| Number of international visitors | 3,686,779 arrivals | decreased by 75% |
| Number of domestic visitors      | 42.5 million       | decreased by 41% |
| Tourism revenue                  | 7 billion USD      | a decline of 56% |

- 90% of the international travel agencies and accommodations have temporarily closed
- The average room occupancy rate: 20%
- < 30% of total employees keep working
- Other companies have been furloughed or cut-down up to 80% of salary



### 3. Vietnam Government's response to COVID-19

- **Supporting policies:** three supporting packages in terms of finance, monetary and social welfare. *The Government rescued the aviation industry by giving vnd 12,000 trillion loan to Vietnam Airlines*
- **Regulations on entering Vietnam:** reopened scheduled international flights with 6 countries since 22 September 2020 including 4 GMS countries (China, Thailand, Laos, Cambodia)





### *Specific medical checks and entering regulations:*

- Show a negative COVID-19 test certificate of three to five days before departure for Viet Nam.
- Have an international health insurance covering COVID-19 or the inviting agency commits to pay treatment fees in case of COVID-19.
- Agree to sample and test COVID-19 upon arrival using RT-PCR and undergo testing COVID-19 two times during 14 first days in Viet Nam.
- Have accommodations reservation with designated hotels which are allowed to receive outside travelers before departure.
- Have a long term working permit in Viet Nam or have an Invitation of Viet Nam's receiving organisations.
- + Enter one day before the scheduled working time to implement the relevant medical supervision regulations.



- + Install and use Bluezone application when stay in Viet Nam and strictly follow scheduled working programme in Viet Nam.

## **4. Tourism Industry response to COVID-19**

### **• Tourism stimulus programs - Domestic tourism:**

- + **“Vietnamese people travel in Vietnam”** in May and **“Vietnam - Safe and Attractive Destination”** in October
- + travel app **“Vietnam Safe Travel”** on 10 October 2020
- + **Video Clip Contest themed “VietnamNOW”** and **Photo Contest themed “Explore Vietnam”**

### **• Tourism stimulus programs - International tourism:**

- + offline marketing with the hashtag **#MyVietnam** on social media
- + Broadcasted new **video clip “Why not Vietnam?”** on CNN
- + Launched the **“Virtual Vietnam” page** on the official promotion website vietnam.travel



- + Launched the **“Green Travel” page** on vietnam.travel
- + Organise promotional webinars

## 5. Tourism Recovery and Outlook

- Still strictly managing the safety of tourism operation
  - Pursue the guidelines to prevent and control the COVID-19
  - Continue to implement domestic stimulus programs, enhancing the application of digital technology in promotion
- **rebuild the tourists' trust and confidence to travel again**



THANK YOU



Visit us at [www.vietnam.travel](http://www.vietnam.travel)  
Mobile App: VietnamGo  
[www.facebook.com/VietnamTourismBoard](https://www.facebook.com/VietnamTourismBoard)



Cambodia



China



Laos



Myanmar



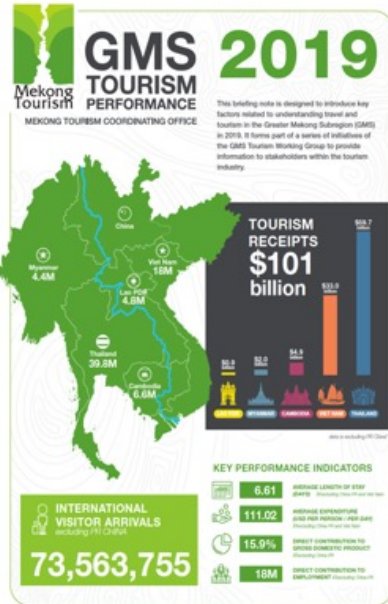
Thailand



Vietnam

# APPENDIX 5

## MTCO UPDATES ON INITIATIVES AND PROGRAMS



MTCO CORONAVIRUS UPDATE (last update November 22)

E-MAGAZINE SOCIAL HUB Search...

HOME ABOUT EVENTS NEWS DESTINATION INFORMATION OUR INITIATIVES LIBRARY MEDIA CONTRIBUTORS

# CORONAVIRUS RESOURCE PAGE (LAST UPDATED NOVEMBER 22)

## GMS COUNTRY UPDATES

Please see below for updates about travel requirements in each of our six GMS member countries:

CAMBODIA CHINA PR LAO PDR MYANMAR **THAILAND** VIET NAM

[Official Tourism Department Website](#)

Last updated on April 28:

The Tourism Authority of Thailand (TAT) would like to provide the latest update that the Thai Cabinet today approved the Centre for COVID-19 Situation Administration's (CCSA) proposal to extend the Emergency Decree for one more month, starting from 1 May, 2020. [Read more](#)

## GMS COVID-19 Travel Situation Infographics

Mekong Tourism



# Mekong Tourism Advisory Group (MeTAG)

Advisory Group of the regional tourism collaboration in the Mekong Region

**Description**  
 Managed by the Mekong Tourism Coordinating Office (MTCO), MeTAG is a voluntary advisory group of passionate travel and tourism professionals, active in the member countries of the Greater Mekong Subregion (Cambodia, PR China, Lao PDR, Myanmar, Thailand, Viet Nam).

**About This Network**  
 77 Members  
 Visit Our Website  
 Bangkok, Thailand  
 A Secret Sharing Network

**Top Posts**

- VIRTUAL MEKONG TOURISM FORUM Since we postponed the Mekong Tourism Forum in Bagan to end of February 2021, we are preparing for a half day virtual MTF on August...
- Dear MeTAG Members, This is a quick reminder the next...
- As a quick reminder, please don't forget our 4th MeTAG Meeting, this coming Thursday, June 4th, at 4pm Bangkok time, with Ms. Anna Pollock facilitating a...
- 4TH MEKONG MEETING - STRATEGY SUNDAY...
- Dear MeTAG members: As we are preparing for first...
- QUICK REMINDER: 5TH MEKONG MEETING - SUNDAY, JUNE...
- With the travel bans announced to be lifted we see bookings coming in again. Up 100% from last week. Looking forward to see a big rise in...
- Hello MeTAG Members: We are looking to schedule our 3rd MeTAG Meeting for Sunday, May 19th at 4pm BKK time. We will be using Zoom. The participants will be about...

**Members Near You**

**Topics**

- TOPIC COVID-19 Following
- TOPIC MeTAG Following
- TOPIC Events Following
- TOPIC Mekong Heroes Following
- TOPIC Experience Mekong Collection Following
- TOPIC MeTAG Following
- TOPIC Mekong Minis Following
- TOPIC Mekong Moments Following

## MTCO-NTOs Update Virtual Update Meetings



MoHT Myanmar – Nov 27, 2020



VNAT Viet Nam – Nov 27, 2020



MoT Cambodia – Dec 1, 2020



MICT Lao PDR – Dec 1, 2020



MCT PR China – Dec 1, 2020

## Webcast to inform Global Travel Trade Mekong Tourism Post COVID-19

travelmole  
Unearthing travel news since 1999



JULY 2 & AUGUST 4

### SPEAKERS INCLUDE:

- Moderated by: Mr. Charles Kao, Publisher of TravelMole
- Jens Thraenhart, Executive Director of Mekong Tourism Coordinating Office
- Mr. Bertie Lawson, CEO of Sampan Travel Myanmar
- Ms. Duangmala, Managing Director of Exo Travel Laos
- Mr. Nick Ray, Director of Hanuman Travel Cambodia & Lonely Planet Author
- Mr. Bobby Nguyen, CEO of Mekong Rustic, Viet Nam
- Mr. Willem Niemeijer, CEO of Yaana Ventures, Thailand
- Mr. Brian Linden, Owner Linden Center, Dali/China
- HE Mr. Htay Aung, Former Minister of Hotels and Tourism of Myanmar
- Mr. Chattan Kunjara Na Ayudhya, Deputy Governor of Tourism Authority of Thailand
- Mr. Inthy Deaunsavanh, CEO of Green Discovery Laos
- Mr. Peter Wiesner, Advisor of Bangkok Airways
- Mr. Pongpanu Svetarundra, Director of Asset World Cooperation & Former Permanent Secretary of the Ministry of Tourism and Sports of Thailand
- Mr. Michael Zhou, CEO of Indochina Odyssey Tours, China

### GLOBAL AUDIENCE:

- UK: 115,000 SUBSCRIBERS
  - 58% Travel Agents
- USA: 95,000 SUBSCRIBERS
  - 60% Travel Agents
- ASIA PACIFIC: 40,000 SUBSCRIBERS
  - 65% Travel Agents

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1.5 million website page views on TRAVELMOLE WEBSITE every month

40,000 Twitter Followers

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**THE MEKONG-REPUBLIC OF KOREA**  
**COOPERATION FUND**

# Sustainable and Smart TOURISM DEVELOPMENT in the Mekong Region





**IFTM Global Centre for Tourism Education & Training and UNWTO  
Online Training Programme for the Greater Mekong Sub-region**

***“Capacity Building for Sustainable  
Tourism and Reviving Tourism”***

Mr. Harry Hwang  
Director  
Regional Department for  
Asia and the Pacific  
UNWTO

Professor John Ap  
Director of the Global Centre for  
Tourism Education and Training  
Macao Institute for Tourism Studies

Mr. Jens Thraenhart  
Executive Director  
Mekong Tourism Coordinating  
Office





# 1<sup>st</sup> DESTINATION MEKONG SUMMIT

## Re-building Tourism for a Better Future

Virtual Summit | Zoom  
**25 AUGUST 2020 | 2-5PM** (Indochina time)

With a keynote by  
**Prof. Dr. Simon Hudson** | University of South Carolina  
 Author of "COVID-19 & TRAVEL" (published in August 2020)

Organized by DESTINATION MEKONG

In partnership with UNWTO

### 1<sup>st</sup> DESTINATION MEKONG SUMMIT

Balanced Tourism Recovery for a Better Future

Join the **Virtual Destination Mekong Summit** and hear from international experts recommendations and insights for travel businesses during COVID-19 to prepare for a balanced tourism recovery.

**25 AUG 2020 | 1:30PM - 6PM** Indochina time  
 Register for free on [destinationmekong.com/dms20](https://destinationmekong.com/dms20)

#### SELECT SPEAKERS

|   |   |  |  |   |  |
|---|---|--|--|---|--|
| DR. YULIN WANG<br>Member, National Health Commission  | MS. GLORIA SEDBERRY<br>President, Mekong Tourism  | R.E. NATTAKARN KETSUDOM<br>Head, Department of Tourism | R.E. THONGCHAI SRISAKUL<br>Head, Department of Tourism | R.E. JITTHI KONGSRI<br>President, The Mekong Club | R.E. KHAMVONG VITHAYAKHAM<br>Vice President, Mekong Club |
| DR. AN HUI SONG<br>President, Mekong Tourism          | MS. SOTH CHANTHAVONG<br>President, Mekong Tourism | MS. SANYUT CHANSRI<br>President, Mekong Tourism        | MS. SANYUT CHANSRI<br>President, Mekong Tourism        | MS. SANYUT CHANSRI<br>President, Mekong Tourism   | MS. SANYUT CHANSRI<br>President, Mekong Tourism          |
| DR. THONGCHAI SRISAKUL<br>Head, Department of Tourism | MS. SANYUT CHANSRI<br>President, Mekong Tourism   | MS. SANYUT CHANSRI<br>President, Mekong Tourism        | MS. SANYUT CHANSRI<br>President, Mekong Tourism        | MS. SANYUT CHANSRI<br>President, Mekong Tourism   | MS. SANYUT CHANSRI<br>President, Mekong Tourism          |
| MS. SANYUT CHANSRI<br>President, Mekong Tourism       | MS. SANYUT CHANSRI<br>President, Mekong Tourism   | MS. SANYUT CHANSRI<br>President, Mekong Tourism        | MS. SANYUT CHANSRI<br>President, Mekong Tourism        | MS. SANYUT CHANSRI<br>President, Mekong Tourism   | MS. SANYUT CHANSRI<br>President, Mekong Tourism          |

#DestinationMekong



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# EXPERIENCE MEKONG COLLECTION

Select Country ▾ | 
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 Affiliations ▾ | 
 Showcase ▾ | 
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**Loikaw Lodge – Kayah State, Myanmar**



**Atelier – Kampot, Cambodia**



**The Inle Sanctuary – Shan State, Myanmar**



**Là Hoa . Flowers Speak – Ho Chi Minh City, Viet Nam**



**Mulberry Boutique Hotel – Siem Reap, Cambodia**



**Babel Guesthouse – Siem Reap, Cambodia**



**Haoma – Bangkok, Thailand**



**Lalay Lodge – Ngapali Beach, Myanmar**



EXPERIENCE  
MEKONG  
SHOWCASE

## Experience Mekong Showcases



Elephant Valley Project  
Mondulkiri, Cambodia



Yangshuo Mountain Retreat  
Guangxi, PR China



Loos Buffalo Dairy  
Luang Prabang, Lao PDR



## 2020 EXPERIENCE MEKONG SHOWCASES



Living Irrawaddy Dolphin  
Project  
Mandalay, Myanmar



The Family Tree  
Hua Hin, Thailand



La Hoa / Flowers Speak  
Hi Chi Minh City,  
Viet Nam

2019 EXPERIENCE MEKONG SHOWCASES – BEST PRACTICE CASE STUDIES

MAHIDOL UNIVERSITY



2018 EXPERIENCE MEKONG SHOWCASES – BEST PRACTICE CASE STUDIES

MAHIDOL UNIVERSITY



Please see the list of EMC Members who are in need of support:

**SUPPORT EXPERIENCE MEKONG COLLECTION MEMBERS**

- [Cambodia](#)
[China](#)
[Lao PDR](#)
[Myanmar](#)
[Thailand](#)
[Viet Nam](#)



**Living Irrawaddy Dolphin Project**

The Living Irrawaddy Dolphin Project's mission is to support fishing communities to protect Myanmar's critically endangered Irrawaddy Dolphins and the unique heritage of cooperative fishing by helping them to market and promote community-based tourism.

Learn more about Living Irrawaddy Dolphin Project [here](#) – Support Living Irrawaddy Dolphin Project [here](#)



**Sanon Restaurant**

Sanon is a training restaurant for marginalised as well as changing lives and building futures for Myanmar youth. The intention is to employ all Burmese staff to help encourage the development of local skills and expertise and support the local community. An income from the Restaurant helps pay for full-time staff such as our English teacher, a social worker, training chefs, front of house trainers, a restaurant manager and accountant.

Learn more about Sanon Restaurant [here](#) – Support Sanon Restaurant [here](#)

**About This Network**

- 93 Members
- [Visit Our Website](#)
- Bangkok, Thailand



## Experience Mekong Collection (EMC)

Collection of responsible travel experiences in the Mekong Region

**Discovery**

Top Posts

- Dear EMC Members, As a quick reminder, 1st Experience...
- Our 1st Virtual Experience Mekong Collection Members Meeting was very successful yesterday - very inspiring today...
- Dear EMC Members: LAST CHANCE TO ASK YOUR...
- Dear EMC members, As a quick reminder, for anyone who still...
- I will be on a webinar on Saturday hosted by the Myanmar Tourism Marketing Association. Anybody...
- Mekong Tourism Forum Postponed to February 2021! We have decided, together with the Ministry of Hotels and Tourism of Myanmar, to postpone the Mekong Tourism Forum in...
- For the first time we are inviting Experience Mekong Collection...
- Dear EMC Members: VERY IMPORTANT - PLEASE...
- 1st Experience Mekong Collection Members Meeting...
- The new Mekong Tourism Newsletter is live. Have enjoy...

- TOPIC

**COVID-19**

Following
- TOPIC

**EMC Membership**

Following
- TOPIC

**Experience Mekong Showcases**

Following
- TOPIC

**Events**

Following

**TOPIC**

**Practical Learning and Actions during COVID-19 - How to survive and how to prepare for recovery (Part 1)**

**SPEAKERS:**

- JOHN ROBERTS**, Director of Eschanta & Conservation, Golden Triangle Asian Elephant Foundation (Group Director of Sustainability and Conservation, Minor Hotels), Thailand  
EMC Profile: <https://bit.ly/3W0y9tK>
- CHRISTOPHER BARCLAY**, Founder - China Heritage Hotels, China  
EMC Profile: <https://bit.ly/3W0y9tK>
- THIDA WIN**, CEO, Plan Bee Social Enterprise, Myanmar  
EMC Profile: <https://bit.ly/3W0y9tK>

**LIVE: WEBINAR**  
23 JULY 2020 | 3.00PM-4.30PM

MORE INFORMATION ABOUT EXPERIENCE MEKONG COLLECTION  
[EXPERIENCEMEKONG.COM](http://EXPERIENCEMEKONG.COM)

[MekongTourism.org](http://MekongTourism.org) | [DestinationMekong.com](http://DestinationMekong.com)

**EXPERIENCE MEKONG COLLECTION**

**SURVEY May 2020**

**KEY FINDINGS**

**Percentage of business/revenue loss due to COVID-19**

61.7%

**Outlook for the rest of 2020**

Recovery 25.5%  
Stagnation 4.9%

**Likelihood of going out of business**

|                             |       |       |       |
|-----------------------------|-------|-------|-------|
| Extremely likely            | 5.1%  | 12.1% | 24.9% |
| Somewhat likely             | 11.8% | 23.9% | 28.7% |
| Neither likely nor unlikely | 29.0% | 18.1% | 12.2% |
| Somewhat unlikely           | 15.9% | 35.1% | 14.8% |
| Extremely unlikely          | 38.8% | 14.8% | 12.6% |

58.5% see it as likely to go out of business with no recovery after 12 months

**Intention on HR side towards end of COVID-19**

Keeping permanent staff 46.7%  
Hiring new staff 14.0%  
Hiring back former staff 28.3%

**Expectations of demand to go back to normal**

|                       |       |
|-----------------------|-------|
| In the next month     | 1%    |
| In the next 3 months  | 6.4%  |
| In the next 6 months  | 22.3% |
| In the next 9 months  | 5.3%  |
| In the next 12 months | 26.6% |
| In the next 18 months | 28.8% |
| In the next 24 months | 7.5%  |
| more than 24 months   | 1%    |
| never                 | 1%    |

**61.6% expect demand to go back to normal within 12 months**

**Changes in the business operations**

- Reducing expenses
- Temporary closing the business
- Reducing full-time staff
- Hiring freeze
- Reducing part-time staff
- Reducing number of activities
- Eliminating tours/products
- None

**Expectations of governments (extract)**

- Provide clear plans and guidelines
- Financing in form of tax relief and loans
- Recovery marketing campaigns
- Recover with quality tourists, not quantity

**Fostering domestic and regional travel**

- Greater recognition of SMEs and social enterprises
- Protection of wildlife through crisis
- Health and safety guidelines





MEKONG  
HEROES

**Initiative Partners**

- > Mekong Tourism Coordinating Office
- > Ministry of Tourism Cambodia
- > Ministry of Culture and Tourism PR China
- > Ministry of Information, Culture and Tourism of Laos
- > Ministry of Hotels and Tourism Myanmar
- > Ministry of Tourism and Sports Thailand
- > Vietnam National Administration of Tourism



MEKONG HEROES

**Showcasing  
inspiring  
individuals**



# THE MEKONG REGION'S TOURISM & TRAVEL STARTUP PROGRAM

MIST 2020 is welcoming nominations for ventures from Cambodia, PR China (Yunnan and Guangxi), Lao PDR, Myanmar, Thailand, and Viet Nam from May 15 to July 15, 2020.

To get some impressions of our MIST 2019 Forum in Bangkok, [click here](#).



**MEKONG  
.TRAVEL**



#MEKONGMEMORIES  
#TRAVELTOMORROW

HOW TO PARTICIPATE PRIZES TERMS & CONDITIONS ABOUT

My best Mekong Memory is from 2016, when I visited Angkor Wat early in the morning. The birds were singing and the air was cool. When the sun rose, I got the perfect shot.

**Christian Peterson**  
Travel Photographer  
Denmark

I love the Mekong Region! There are a million things to see and experience. I used to spend most of my time there and I am looking forward to traveling the region again asap.

**Jan Willem**  
Tour Operator



**Promoting the Mekong Region to China and the World**  
***Supercharge inbound tourism recovery online***



**Fully online B2B event**

**Destination Mekong Online Travel Mart**

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**The first online B2B event** for the Mekong tourism industry

Validated **Bona Fide And Quality Buyers**

Sellers from all **industry verticals** from across the entire region

**2 Valuable Buyer Segments**  
Leisure | Corporate/MICE



**Launching in Q3 2020**



**MEKONG TOURISM FORUM  
ACHIEVING BALANCED TOURISM  
BAGAN, MYANMAR <> FEB 25-26, 2021**



**Jens Thraenhart**

Executive Director - Mekong Tourism Office  
2nd Vice Chair – UNWTO Affiliate Members

[jens@mekongtourism.org](mailto:jens@mekongtourism.org)





Cambodia



China



Laos



Myanmar



Thailand



Vietnam

# APPENDIX 6

## ADB UPDATES



# GMS Program Updates: Tourism

46<sup>th</sup> GMS Tourism Working Group Meeting  
3 December 2020  
Online, Hosted by Lao PDR

Steven Schipani  
Southeast Asia Department  
Asian Development Bank



## Overview

### ADB's Ongoing GMS Tourism Projects

- [GMS Tourism Infrastructure for Inclusive Growth Projects](#) (C,L,V \$220 m)
- [Economic Empowerment of the Poor and Women in the East-West Economic Corridor](#) (MYA, \$3.0 m)

### 2021 Pipeline

- [Guangxi Guilin Comprehensive Ecological Rehabilitation Project](#) (\$140 m)
- [Cambodia Community-Based Tourism COVID-19 Recovery Project](#) (\$3.5 m)
- Cambodia Inclusive Coastal Fisheries and Tourism Development Project (\$55 m)

### Knowledge and Innovation

- [Re-establishing Tourism Confidence through Innovative Digital Solutions](#)
- [Mekong Innovative Startups in Tourism](#)
- [ADB-PATA Travel Lab Asia](#)
- [Reviving Tourism amid the COVID-19 Pandemic policy brief](#)

### 7<sup>th</sup> GMS Summit Preparations

- 24<sup>th</sup> GMS Ministerial Conference, 4 November 2020, PRC – **Completed (virtual)**
- 7<sup>th</sup> GMS Summit, 25 March 2021, Cambodia – **Confirmed (virtual)**

**For Discussion Today:** Proposed GMS 'tourism readiness' communications plan and social media campaign ahead of GMS Tourism Sector Strategy Midterm Review & GMS Tourism Marketing Strategy & Action Plan update



## GMS Ministers Conference

- Reviewed draft-final *GMS Economic Cooperation Program Strategic Framework 2030*
- Endorsed *GMS Regional Investment Framework Third Progress Report and Update (2020)*
- Noted pilot study *Section-Specific Planning for the GMS North-South Economic Corridor in Myanmar and PRC*
- Noted the study *Greater Mekong Subregion 2030 and Beyond: Integration, Upgrading, Cities, and Connectivity*
- Discussed [ADB's COVID-19 assistance](#) and continuing support for GMS countries' health response, social protection for unemployed tourism workers, small and medium sized tourism enterprises, macroeconomic stability, and "build-back better" policies and infrastructure



## #DigitalAgainstCOVID-19 Hackathon



- **Challenge:** To help Southeast Asia's small and medium-sized tourism businesses endure the COVID-19 downturn, how can we use digital technology to provide health and safety information, or develop consumer products and services, that restore confidence to travel?
- **Deadline for submissions:** 17 January 2021
- **Pitching event:** 17 or 18 March 2021
- **More information** is available [here](#)



## Strategic Tourism Planning Initiatives

- Continue to strengthen coordinated dissemination of timely and accurate travel information, promote domestic tourism, and maintain GMS destination awareness in priority markets ahead of potential reopening in 2021
- Prepare GMS tourism readiness communications plan and social media campaign to support GMS tourism recovery
- Postpone new Experience Mekong Tourism Marketing Strategy and Action Plan and GMS Tourism Sector Strategy midterm review until 2021/once plans to reopen borders to tourists are confirmed by GMS countries

ADB

## Tourism Readiness Communications Plan & Social Media Campaign



- **Objective:** Disseminate accurate and engaging information to support the GMS tourism recovery
- **Approach:** Two-step, first assess TWG members and MTCO communications efforts, identify gaps and synergies, prepare focused plan identifying key audiences, messages, dissemination channels (mainly social media), timelines, responsible agencies, resource requirements, and performance indicators. After TWG endorses, support MTCO to launch and manage the plan's social media campaign

ADB





## 7<sup>th</sup> GMS Summit Deliverables - Tourism

- **GMS Long-term Strategic Framework 2030:** Including GMS Tourism Sector Strategy priorities, with expanded crisis resilience focus – **Confirmed**
- **GMS COVID-19 Response & Recovery Plan 2021-2023:** Including public-private coordination to re-establish tourism operations, safe and seamless travel enhancements, health and safety protocols, and continued aid to the sector - **Confirmed**
- **Mekong Tourism Coordinating Office:** Statement of Intent to sign Mekong - [Lancang] Tourism Coordinating Office Charter in 2021 – **Tentative**



ADB

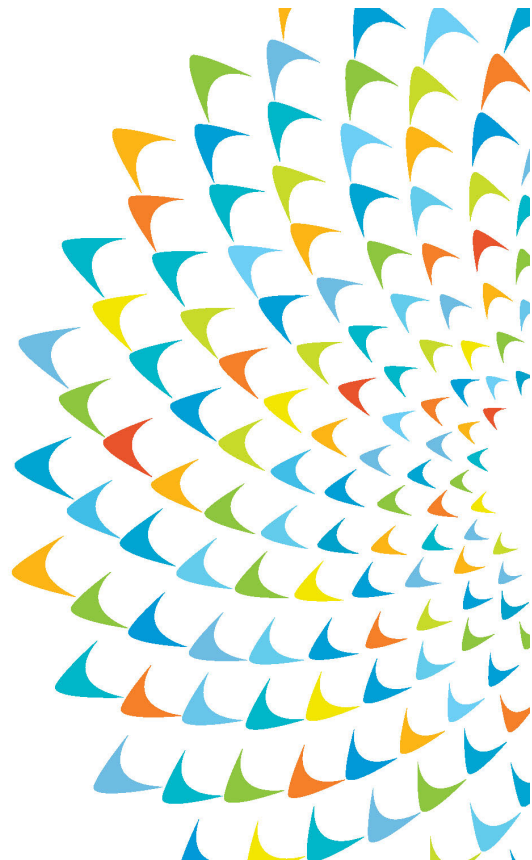


ADB

Thank you.

[ADB Strategy 2030](#)

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





Cambodia



China



Laos



Myanmar



Thailand



Vietnam