PATA DESTINATION MARKETING FORUM 2018
“GROWTH WITH GOALS”
November 28-30
AVANI Khon Kaen Hotel & Convention Centre
Khon Kaen, Thailand
Transborder Marketing in the GMS

Opportunities and Challenges
GMS is a Regional Good Practice Model
MEKONG TOURISM COLLABORATION

[Map showing the the countries involved: Myanmar, Laos PDR, Vietnam, Thailand, Cambodia, and China PR]
GMS Tourism Performance 2017

This briefing note is designed to introduce key factors related to understanding travel and tourism in the Greater Mekong Subregion (GMS) in 2017. It forms part of a series of initiatives of the GMS Tourism Working Group to provide information to stakeholders within the tourism industry.

International Visitor Arrivals excluding PR China

61,217,469

Tourism Receipts
$85 billion

Tourism Investment
USD 2.7 billion

Tourism Expenditure
USD 144.7 billion

Average Length of Stay
9.36 days

Mode of Arrival excluding PR China

Air: 56.22%
Land: 42.60%
Sea: 1.96%

Accommodations excluding PR China

48,073 Number of Hotels
1,410,755 Number of Hotel Rooms

Top Source Markets by Country excluding PR China

1. China: 15.78m
2. Korea: 4.7m
3. Malaysia: 4.08m
4. Thailand: 2.96m
5. Vietnam: 2.62m
6. Japan: 2.69m
7. Laos PDR: 2.25m
8. USA: 2.05m

Tour Services excluding PR China

19,151 Number of Tour Operators

Scheduled International Inbound Flights
366,353

Inbound Air Seat Capacity
73,332,345
Key Indicators 2016-2017

- **Tourist Arrivals**: 3.4% increase
- **Tourism Receipts**: 27.8% increase
- **Average Expenditure**: 44.5% increase
- **Average Length of Stay**: 11.7% increase
EXPERIENCE MEKONG

Greater Mekong Subregion
Tourism Marketing Strategy and Action Plan
2015–2020

GREATER MEKONG SUBREGION
TOURISM SECTOR STRATEGY
2016–2025
EXPERIENCES
### Appendix 4 - Multicountry Tour Routes

<table>
<thead>
<tr>
<th>Route</th>
<th>Lead</th>
<th>Main Experiences</th>
<th>Areas Included</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. <strong>Southern Coastal Corridor</strong>&lt;br&gt;Proposed</td>
<td>Cambodia</td>
<td>Beach and islands, leisure, seafood, history, culture, community-based tourism</td>
<td>Cambodia: Kep, Sihanoukville, Sihanoukville&lt;br&gt;Thailand: Chanthaburi, Trat (Ko Chang and Ko Kut) and Kanchanaburi (proposed)&lt;br&gt;Cambodia: Koh Kong, (Preah Sihanouk, Chhipha, Preah Sihanouk, Kampot, Kep, Kep Crab Market)&lt;br&gt;Viet Nam: Kien Giang (Kep, Phu Quoc Island)&lt;br&gt;Myanmar: Dawei (proposed)</td>
</tr>
<tr>
<td>2. <strong>Largest Waterfall in Asia</strong>&lt;br&gt;Guangxi, China</td>
<td>China, PRC</td>
<td>Nature, ethnic groups, culture</td>
<td>Vietnam: Ben Gioc, Cao Bang, and Ha Noi&lt;br&gt;PRC: Kunming, Guizhou, Yunnan, Guizhou and Guangxi&lt;br&gt;Viet Nam: Cao Bang, Cao Bang, and Ha Noi</td>
</tr>
<tr>
<td>3. <strong>Mekong River Cruise</strong>&lt;br&gt;Yunnan, China</td>
<td>China, PRC</td>
<td>River cruising, flood, nature, ethnic groups, culture, ecotourism</td>
<td>Laos PDR: Luang Prabang, Luang Prabang, Vang Vieng and Muang Xai/Outcom&lt;br&gt;Thailand: Chiang Mai, Golden Triangle&lt;br&gt;Myanmar: Thakhek and Kong Yang&lt;br&gt;PRC: Chongqing, Changsha, and Nanning&lt;br&gt;Viet Nam: Dien Bien</td>
</tr>
<tr>
<td>5. <strong>Mekong River Cruise</strong>&lt;br&gt;Yunnan, China</td>
<td>China, PRC</td>
<td>Ethnic groups, culture, ecotourism</td>
<td>Laos PDR: Luang Prabang, Luang Prabang, Vang Vieng and Muang Xai/Outcom&lt;br&gt;Thailand: Chiang Mai, Golden Triangle&lt;br&gt;Myanmar: Thakhek and Kong Yang&lt;br&gt;PRC: Chongqing, Changsha, and Nanning&lt;br&gt;Viet Nam: Dien Bien</td>
</tr>
<tr>
<td>6. <strong>Mekong Discovery Trail</strong>&lt;br&gt;Thailand</td>
<td>Thailand</td>
<td>Mekong excursions, nature, history, culture, coffee, ecotourism</td>
<td>Laos PDR: Luang Prabang, Luang Prabang, Vang Vieng and Muang Xai/Outcom&lt;br&gt;Thailand: Khammoune and U.D. Nakhon Phanom (Kong Jen)&lt;br&gt;Lao PDR: Phonsavan (Phonsavan and 4,000 Islands)&lt;br&gt;Cambodia: Siem Reap and Kratie</td>
</tr>
<tr>
<td>7. <strong>Cruising the Mekong Delta</strong>&lt;br&gt;Viet Nam</td>
<td>Vietnam</td>
<td>Mekong excursions, nature, culture, food</td>
<td>Vietnam: Mekong Delta (Mekong Delta)&lt;br&gt;Cambodia: Siem Reap and Phnom Penh, Focus on day excursions and multi-day international cruises&lt;br&gt;Myanmar: Yangon, Bago, Hpa-An and Mawlamyine&lt;br&gt;Thailand: Vientiane, Nakorn Sawan and Surat Thani</td>
</tr>
<tr>
<td>8. <strong>The Middle Path</strong>&lt;br&gt;Myanmar</td>
<td>Myanmar</td>
<td>Culture, history, pilgrimage</td>
<td>Myanmar: Yangon, Bago, Hpa-An and Mawlamyine&lt;br&gt;Viet Nam: Hoi An, Hue and Hue&lt;br&gt;Cambodia: Siem Reap and Phnom Penh, Focus on multi-day international cruises, day excursions and sports events</td>
</tr>
<tr>
<td>9. <strong>Mekong River Crossing in the Golden Triangle</strong>&lt;br&gt;Thailand</td>
<td>Thailand</td>
<td>Mekong excursions, nature, culture, soft adventure</td>
<td>Laos PDR: Luang Prabang, Luang Prabang, Vang Vieng and Muang Xai/Outcom&lt;br&gt;Thailand: Chiang Rai and Chiang Saen&lt;br&gt;Viet Nam: Dien Bien, Dien Bien&lt;br&gt;Viet Nam: Dalat, Khe Sanh, Hue and Hoi An</td>
</tr>
<tr>
<td>10. <strong>Route 9</strong>&lt;br&gt;Lao PDR</td>
<td>Lao PDR</td>
<td>Nature, soft adventure, culture, history, pilgrimage, beach</td>
<td>Laos PDR: Phonsavan (Phonsavan and 4,000 Islands)&lt;br&gt;Viet Nam: Nha Trang, Nha Trang, and Nha Trang&lt;br&gt;Thailand: Mukhansan</td>
</tr>
<tr>
<td>11. <strong>Route 10</strong>&lt;br&gt;Viet Nam</td>
<td>Vietnam</td>
<td>Beach, culture, history</td>
<td>Vietnam: Ho Chi Minh City, Hoi An, Hue and Hoi An&lt;br&gt;Thailand: Mukhansan</td>
</tr>
</tbody>
</table>
Richard Rose  
Deputy Country Director, Cambodia & Lao PDR  
Swisscontact | Swiss Foundation for Technical Cooperation

Jens Thraenhart  
Executive Director, Mekong Tourism Coordinating Office, Thailand
COLLABORATIVE STORYTELLING FOR EVERYONE
What is #MekongMoments?

- **Cooperative campaign** by and for ALL stakeholders
- **Turn-key solution** for ALL budgets to run a social media campaign
- Digital marketing **capacity-building**
- A social media campaign that leverages the phenomenon of **social media sharing**
- **Public-private partnership** – owned and operated by UNWTO Affiliate Member Chameleon Strategies.
SHARE YOUR 60 SECOND VIDEOS AND WIN

MEKONGMINIS.COM
Results (preliminary)

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

- 300 participants (travelers, bloggers, filmmakers)
- 220,000 followers (through network of participants)
- 700,000 video views
- 7 million people reached
Swisscontact
Sustainable tourism development

- Demand-oriented
- Systemic approach
- Sustainability through partnerships
We take a demand-led approach starting with the VISITORS...

Understand tourism markets using visitor flow analysis tool

Adapted the St Gallen model for destination development for Swisscontact

We work with a destination to find out:

WHO is coming?

WHY did they decide to come?

WHAT do they do there?

HOW do they travel through the destination?
We identify what is needed to improve the EXPERIENCE for the target visitors...

We work with a destination to ask:

How can we best serve them?

How can we best influence them?
We collaborate with our PARTNERS to bring the benefits to local tourism SMEs...

Support partners through coordination and technical assistance

Partners reach beneficiaries in a sustainable manner

Make ‘deals’ to support public and private service providers to reach beneficiaries in a sustainable way
Develop support services to improve standards in local tourism businesses

Improve or create products that the visitors want

Improve collaboration between destination stakeholders

Engage in more targeted marketing efforts to reach potential visitors

Develop support services to improve standards in local tourism businesses
Target Audience

Experiential Travellers

- To see and experience
- To immerse themselves in the destination
- To escape everyday norm and city life

Passion for Culture

- Gain new knowledge about culture and history of places and people
- Immerse themselves in a different way of life
- Broaden their horizons

Nature Lovers

- To escape city life
- To be outdoors and with nature
- Peace and tranquility
- Rejuvenate
Welcome to the official tourism website for Southern Laos!

Sabaidee! Our aim is to provide you with quality information about everything Southern Laos. We work closely with our local partners in the South to give you insider tips. Explore a little further and find our recommended destinations, activities and much more useful information.

If you have any questions or comments, don’t hesitate to email us at info@southern-laos.com.
The Wat Phou Festival or Boun Wat Phou is the highlight of the year for Champasak District; a three-day festa held as part of the Makha Bucha Buddhist Festival. The celebration is held on the full-moon day of the third lunar month because Buddha is said to have taught the core teachings of Buddhism (cease from evil, do good, and cleanse your mind) during this time.

The story goes that on this day, long ago, in India, numerous followers of Buddha came to see him on their own initiative. They were then ordained as teachers and became “enlightened ones.” Although celebrated annually, the actual festival date changes, this year it will start on the 17th of February and will culminate on the 19th.

Boun Wat Phou is the largest festival in Southern Laos. People take part in various activities during the three-day celebration. These include sound and light shows, processions, recitals, chanting, and most importantly, praying. There are also volleyball and petanque competitions for the more adventurous attendees. There are even elephant processions, traditional dancing, and concerts.

Wat Phou, which translates to “mountain temple”, was initially dedicated to Shiva, one of the gods of the Hindu Trimurti. The unique layout of Khmer architecture found at Wat Phou is included in the UNESCO World Heritage list in 2001. What most people don’t know is that while the temple reflects the religious beliefs and economic approaches of Khmer construction and was initially built for Hindu worship, it was later converted to an active Buddhist sanctuary and remains so to this day. Wat Phou, along with the lesser known Khmer temples in Southern Laos (Um Thong, Hong Nong Sida, and Temple of Thao Toel) were built as early as 10th century BC, during the reign of Yasavaramman I or the Leper King. Although there is little left of the Ancient Road going toward Angkor Wat in Siem Reap, you can learn of its fascinating history at the Wat Phou museum.

The magnificent Wat Phou is located 10km from Champasak’s town center. The Wat Phou complexes is the cultural heart of a wider historical landscape on the plains of Champasak District, ranging from the Mekong River to the Phou Kao Mountains.
• How do you measure success in transborder marketing?
• What if one destination benefits more than the other?
• What are some of the biggest opportunities with transborder marketing?
• What are some of the biggest challenges?
• What are some of the specific tools the GMS uses for collaboration between nations?