



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



PATA DESTINATION MARKETING FORUM 2018

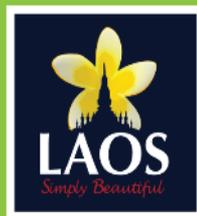


GMS is a Regional Good Practice Model



USAID
FROM THE AMERICAN PEOPLE

MEKONG TOURISM COLLABORATION



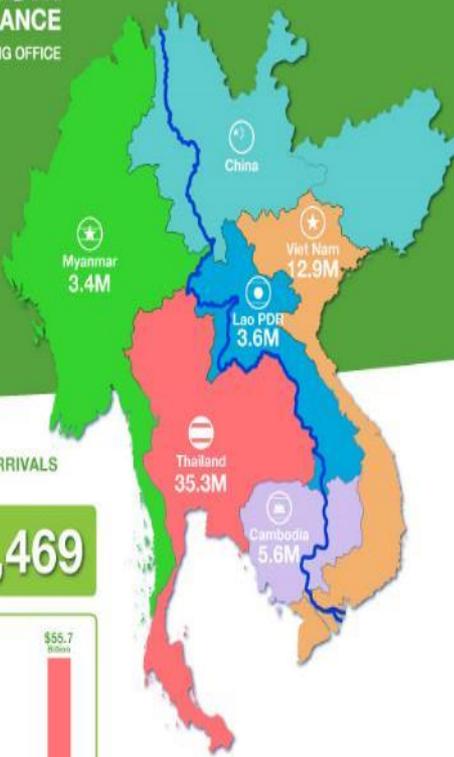


GMS 2017 TOURISM PERFORMANCE

MEKONG TOURISM COORDINATING OFFICE

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.

Cambodia Lao PDR Myanmar Thailand Viet Nam



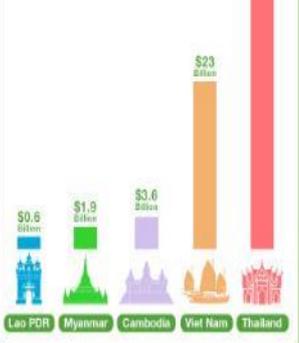
INTERNATIONAL VISITOR ARRIVALS excluding PR CHINA

61,217,469

TOURISM RECEIPTS

\$ 85 billion

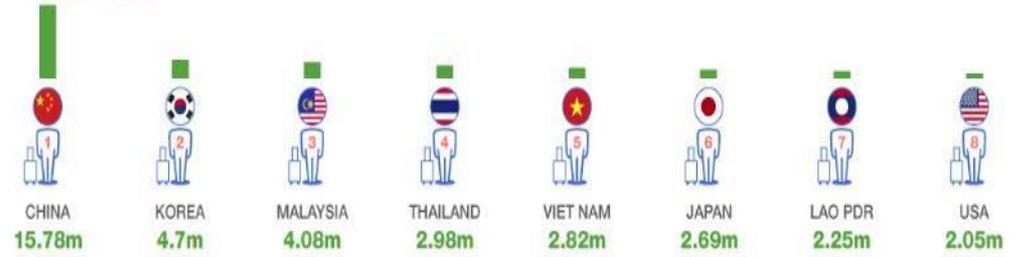
\$55.7 billion



INTERNATIONAL VISITOR ARRIVALS



TOP SOURCE MARKETS BY COUNTRY excluding PR CHINA



ACCOMMODATIONS excluding PR CHINA



TOUR SERVICES excluding PR CHINA



MODE OF ARRIVAL excluding PR CHINA



Key Indicators 2016-2017



TOURIST ARRIVALS



3.4%



TOURISM RECEIPTS



27.8%



AVERAGE EXPENDITURE



44.5%



AVERAGE LENGTH OF STAY



11.7%





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EXPERIENCE MEKONG



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



GREATER MEKONG SUBREGION



TOURISM SECTOR STRATEGY
2016-2025

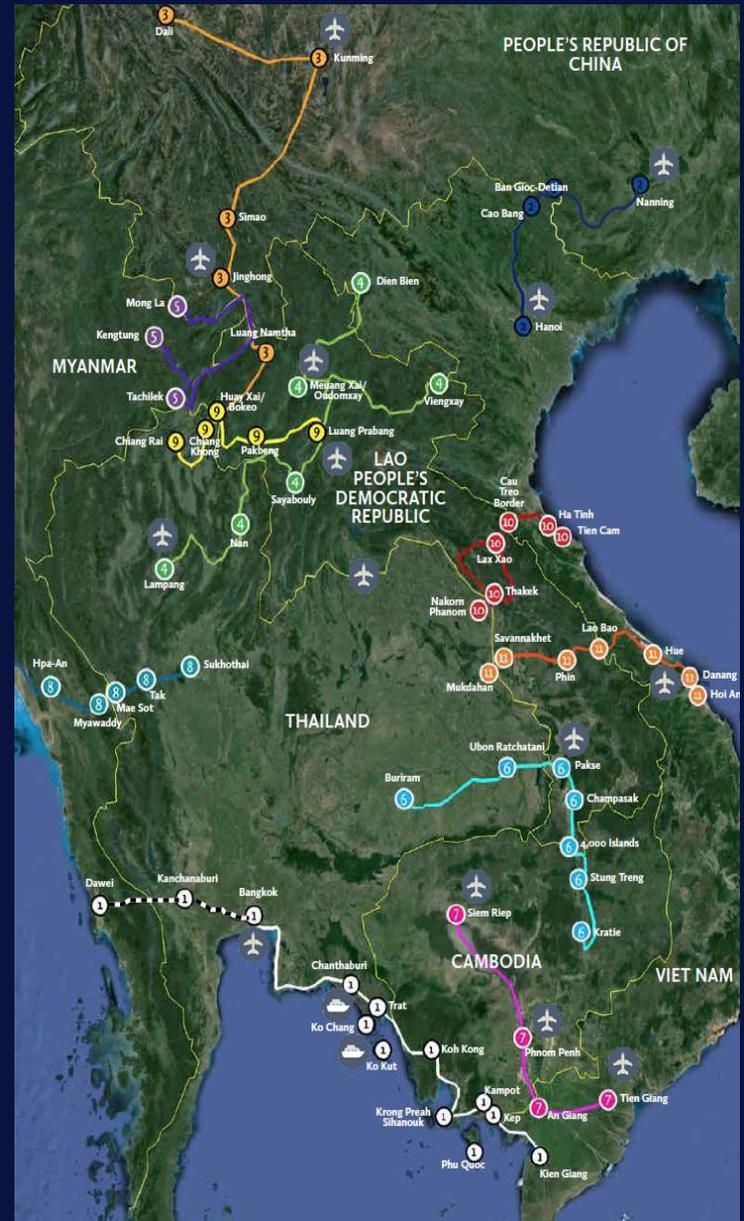
EXPERIENCES

MULTI-COUNTRY THEMATIC JOURNEYS

APPENDIX 4 – MULTICOUNTRY TOUR ROUTES

ROUTE	LEAD	MAIN EXPERIENCES	AREAS INCLUDED
1 Southern Coastal Corridor --- = proposed	Cambodia	Beach and islands, leisure, seafood, history, culture, community-based tourism	Thailand = Chanthaburi, Trat (Ko Chang, and Ko Kut) and Kancharaburi (proposed). Cambodia = Koh Kong (Peam Krasop, Chiphlat), Preah Sihanouke, Kampot, Kep (Kep Crab Market). Viet Nam = Kien Giang (Ha Tien, Phu Tu and Phu Quoc Island). Myanmar = Dawei (proposed)
2 Largest Waterfall in Asia	Guangxi Zhuang, PRC	Nature, ethnic groups, culture	Detian-Ban Gioc Cross-Border Waterfall . PRC = Nanning and Detian. Viet Nam = Ban Gioc, Cao Bang, and Hanoi.
3 Mekong Tea Caravan Trail East	Yunnan, PRC	River cruising, food, nature, ethnic groups, culture, ecotourism	PRC = Kunming, Dali, Simao, Ganglaba and Jinghong/Sipsongpanna. Lao PDR = Luang Namtha and Huay Xai/Bokeo. Thailand = Chiang Kong and Chiang Rai/Golden Triangle.
4 Northern Heritage Trail	Lao PDR	Culture, nature, history, community-based tourism	Thailand = Lamphang and Nan. Lao PDR = Sayabouly, Luang Prabang, Viengxay and Meuang Xai/Oudomxay. Viet Nam = Dien Bien.
5 Mekong Tea Caravan Trail West	Yunnan, PRC	Ethnic groups, culture, ecotourism	Thailand = Chiang Rai, Mae Sai and Golden Triangle. Myanmar = Thachilek and Kengtung. PRC = Mong La and Jinghong.
6 Mekong Discovery Trail	Thailand	Mekong excursions, nature, history, culture, coffee, ecotourism	Thailand = Buriram and Ubon Ratchathani (Kong Jiem). Lao PDR = Champasak (Pakse, Champasak and 4,000 Islands). Cambodia = Stung Treng and Kratie.
7 Cruising the Mekong Delta	Viet Nam	Mekong excursions, nature, culture, food	Viet Nam = Tien Giang (My Tho) and An Giang (Chau Doc). Cambodia = Siem Reap and Phnom Penh. Focus on day-excursions and multi-day international cruises.
8 The Middle Path	Myanmar	Culture, history, pilgrimage	Myanmar = Yangon, Bago, Khyatikhtho (Golden Rock Pagoda), Hpa-An and Myawaddy. Thailand = Mae Sot, Tak and Sukhothai.
9 Mekong River Cruising in the Golden Triangle	Thailand	Mekong excursions, nature, culture, soft adventure	Thailand = Chiang Rai and Chiang Kong. Lao PDR = Bokeo (Houay Xai), Pakbeng and Luang Prabang. Focus on multi-day international cruises, day-excursions and sports events.
10 Route 8	Lao PDR	Nature, soft adventure, culture, history, pilgrimage, beach	Thailand = Nakhon Phanom. Lao PDR = Thakhek (The Loop, including all caves and attractions) and Lax Xao. Viet Nam = Cau Treo Border and Ha Tinh (Chua Huong Pagoda and Tien Cam beaches).
11 East-West Corridor	Viet Nam	Beach, culture, history	Viet Nam = Da Nang, Hoi An, Hue and Lao Bao. Lao PDR = Phin and Savannakhet. Thailand = Mukdahan.

Lao PDR = Lao People's Democratic Republic, PRC = People's Republic of China.
 Source: Mekong Tourism Coordinating Office and GMS National Tourism Organizations.





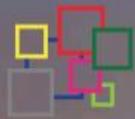
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Richard Rose
Deputy Country Director, Cambodia & Lao PDR
Swisscontact | Swiss Foundation for Technical
Cooperation



Jens Thraenhart
Executive Director, Mekong Tourism Coordinating
Office, Thailand



Mekong
Moments

COLLABORATIVE STORYTELLING FOR EVERYONE



BE IN THE MOMENT
TRAVEL RESPONSIBLY



Mekong
Moments

ENWOKE

MEKONGMOMENTS POWERED BY ENWOKE



Mekong
Tourism

@MEKONG MOMENTS



What is #MekongMoments?

- **Cooperative campaign** by and for ALL stake holders
- **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.

IN PARTNERSHIP WITH



IHG®



My Myssy Tours
The way out there with Culture



giz

Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH



KHIRI
TRAVEL



SMALL
LUXURY
HOTELS
OF THE WORLD



swisscontact



Mekong
Moments

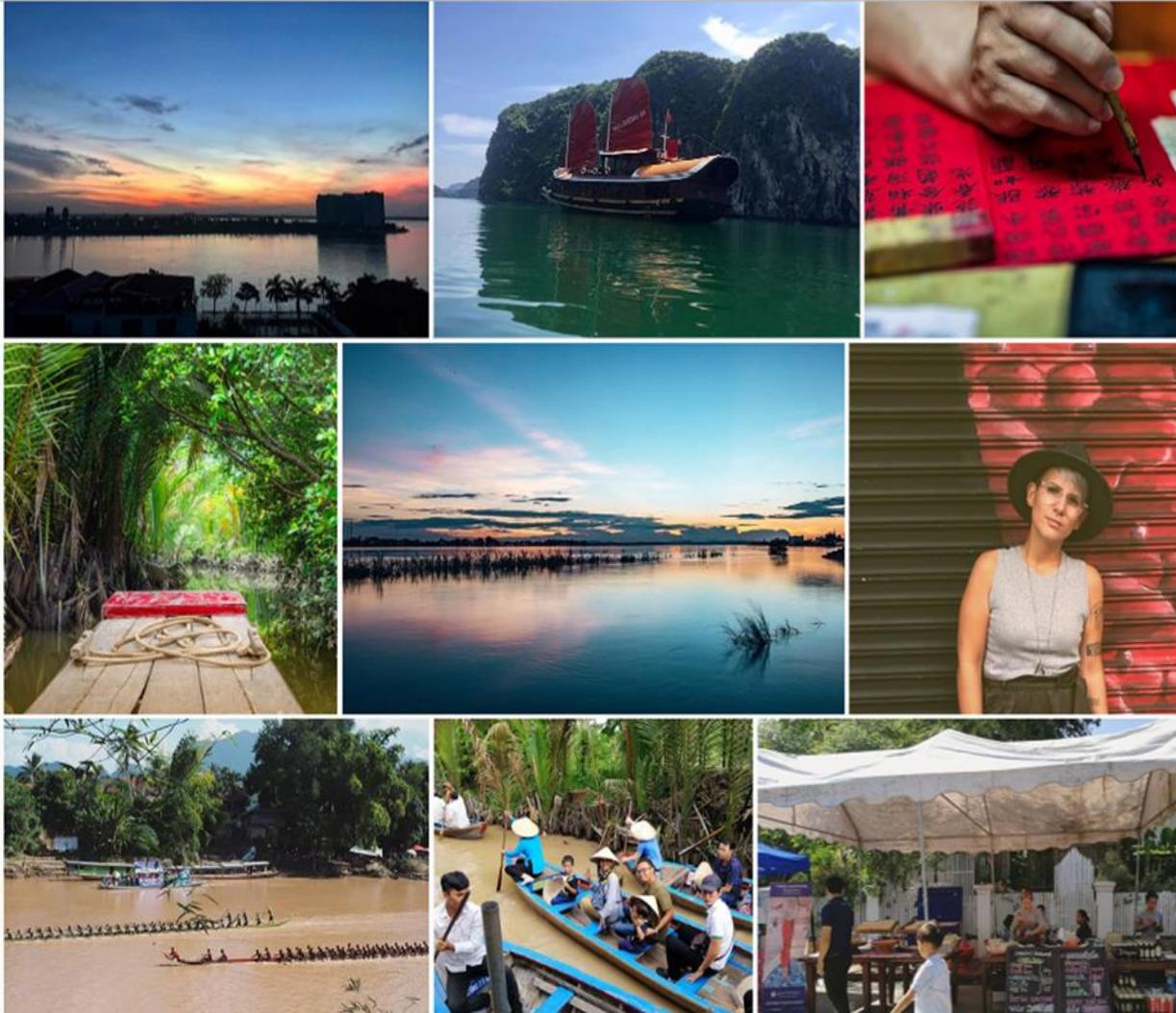
THE OFFICIAL TRAVEL GUIDE OF THE GREATER MEKONG SUBREGION

☰ **BROWSE BY**

🔍 SEARCH IMAGES, PLACES, STORIES AND PEOPLE



#MEKONGMOMENTS





mekong MINIS

MEKONG MINI MOVIE FESTIVAL 2018

CATEGORY PARTNER

#LUXURY

ROSEWOOD
A SENSE OF PLACE™

SUPPORTED BY



IN PARTNERSHIP WITH



INITIATED BY

MEDIA PARTNER

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



IN PARTNERSHIP WITH



INITIATED BY



POWERED BY





Swisscontact

Sustainable tourism development

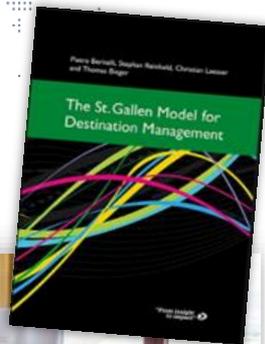
- ✓ Demand-oriented
- ✓ Systemic approach
- ✓ Sustainability through partnerships

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...



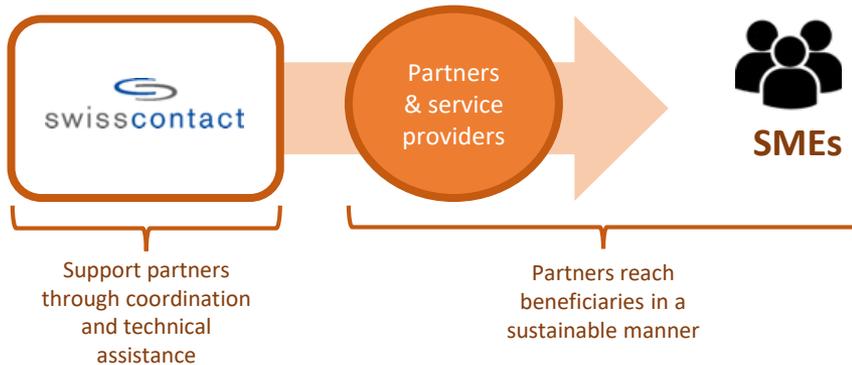
We work with a destination to ask:

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...



Make 'deals' to support public and private service providers to reach beneficiaries in a sustainable way



***Improve collaboration
between destination
stakeholders***



***Improve or create products
that the visitors want***

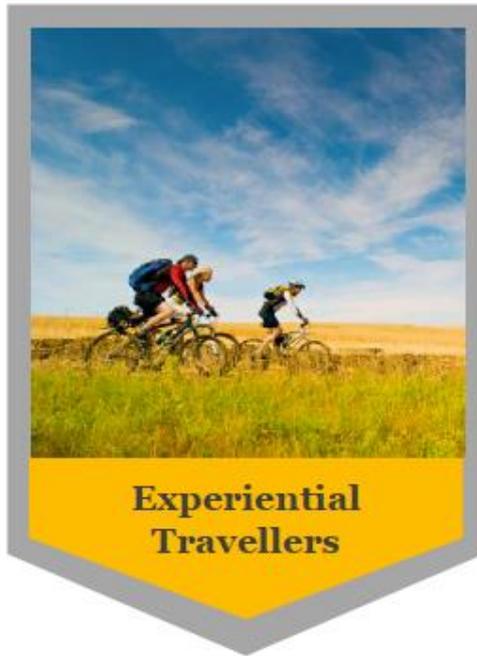


***Engage in more targeted
marketing efforts to reach
potential visitors***

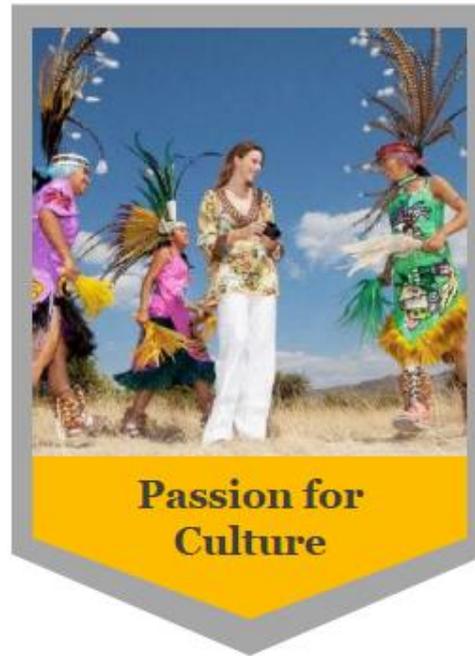


***Develop support services to
improve standards in local
tourism businesses***

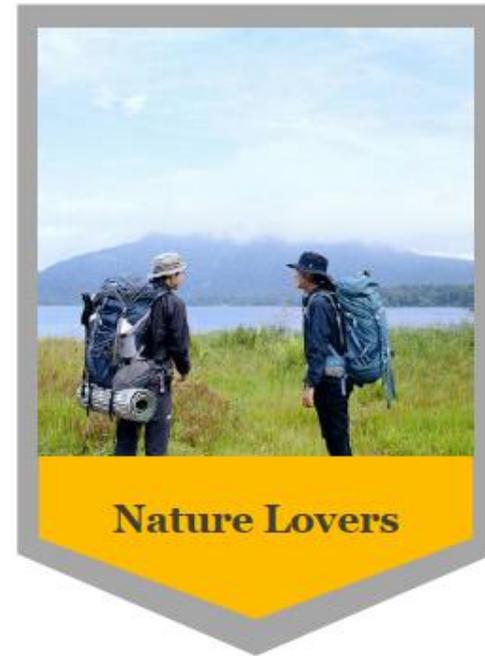
Target Audience



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



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



- 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.



tripadvisor Southern Laos

About Southern Laos Hotels Holiday Rentals Restaurants Things to do Flights

Asia > Laos > Southern Laos Tourism

Southern Laos Tourism: Best of Southern Laos

Southern Laos, Laos

12,995 reviews and opinions

- Hotels (23) 7,107 Reviews
- Holiday Rentals (1) 17 Reviews
- Flights
- Things to Do (39) 1,989 Reviews
- Restaurants (94) 3,844 Reviews
- Forum

Overview Places to Stay Things to Do Official Resources provided by SOUTHERN LAOS

Southern Laos Tourism 22 June

This is why Southern Laos should be on your bucket list...

WWW.SOUTHERN-LAOS.COM

Southern Laos, Charming by Nature [Learn More](#)

1.2K 25 Comments 512 shares 95K views

SOUTHERN LAOS

Charming by nature

BOUN WAT PHOU AN EXPERIENCE LIKE NO OTHER

TEXT BY DYAN BARUTZKI

PHOTOGRAPHS BY PHOONSAB THEVONGSA / SWISSCONTACT & BART VERWELJ

Children observe the
lighting of a fire lantern
at Wat Phou

The Wat Phou Festival or Boun Wat Phou is the highlight of the year for Champasak District; a three-day fiesta held as part of the Makha Bouxa 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 gained it the UNESCO World Heritage label 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 Tomo, Hong Nang Sida, and Temple of Thao Tao) were built as early as 10th century BC, during the reign of Yasovarman 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 complex 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. >





PATA DESTINATION MARKETING FORUM 2018



- 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?