



Mekong Tourism Regional Tourism Strategy and Initiatives

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MEKONG TOURISM COLLABORATION



Lessons Learned



I

Developing Tourism Strategy driven by public and private sectors

II

Delivering on visitor expectations in terms of products, experiences, service, and infrastructure

III

Creating a culture of collaboration, contribution, and engagement to create value for all stakeholders

IV

Leveraging digital means to communicate with industry and show leadership position in industry

V

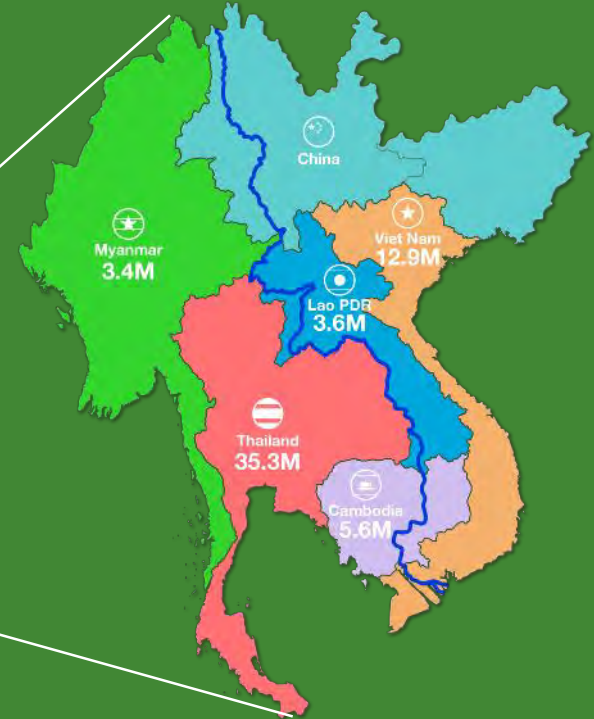
Build relationships with development partners, and national as well as global industry associations



Greater Mekong Subregion (GMS)



The Greater Mekong Subregion (GMS) is one of the leading tourist arrival regions in the world with about 60 million international arrivals in 2017.





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.

INTERNATIONAL VISITOR ARRIVALS excluding PR CHINA

61,217,469

TOURISM RECEIPTS

\$ 85 billion



INTERNATIONAL VISITOR ARRIVALS



TOP SOURCE MARKETS BY COUNTRY excluding PR CHINA



ACCOMMODATIONS excluding PR CHINA



MODE OF ARRIVAL excluding PR CHINA



TOUR SERVICES excluding PR CHINA



Cambodia Lao PDR Myanmar Thailand Viet Nam

Key Indicators 2016-2017



TOURIST ARRIVALS



3.4%



TOURISM RECEIPTS



27.8%



AVERAGE EXPENDITURE



44.5%



AVERAGE LENGTH OF STAY



11.7%



Problem Tree



**MEKONG TOURISM
WORKING GROUP**

**MEKONG TOURISM
FORUM**

**MEKONG TOURISM
WEBSITES**

**MEKONG TOURISM
CONTRIBUTORS**

**MEKONG TOURISM
EXPERT GRUPS**

**MEKONG TOURISM
E-NEWSLETTER**

**MEKONG TOURISM
EXPERTS**

**MEKONG TOURISM
STORYTELLERS**

**MEKONG TOURISM
SOCIAL MEDIA**

**EXPERIENCE MEKONG
COLLECTION &
SHOWCASE**

**MEKONG TOURISM
STORIES**

**MEKONG TOURISM
FAM TRIPS**

**# MEKONG MOMENTS
CAMPAIGN**

**MEKONG INNOVATIVE
STARTUPS IN TOURISM**

**MEKONG TOURISM
PARTNERSHIPS**



Cambodia



China



Laos



Myanmar



Thailand



Viet Nam



Thailand to promote geocultural tourism in northern high terrains



Smart tourism a priority, says prime minister



Bagan to start using e-ticket entrance fee system Monday



Myanmar signs \$80m-loan agreement with ADB for GMS Corridor Towns Development
Prniart



HCM City, AIB look to work



Myanmar to develop tourism



Thailand to double airport



Cambodia's famed Angkor attracts

CONTRIBUTORS

All

Mekong Tourism Experts

Mekong Travel Storytellers

Partner Organisations

HOTELIERS
Hotels, Travel & Hospitality News
4 Hoteliers



Aqua Expeditions



Archana Singh



ASEAN.travel



**Bernie
Rosenbloom**



Bill Barnett



Buffalo Tours



Daniel Koeppel



Destinspire



Don Ross



Evo Terra



**Gaid
Phitthayakornsilp**



Jaffee Yee



Jens Thraenhart



John Cragen



MEKONG TOURISM FORUM



MTF THEMES



MTF 2015: Public-Private Partnerships

Da Nang, Viet Nam

MTF 2016: Unique Experiences

Sihanoukville, Cambodia

MTF 2017: Prosper with Purpose

Luang Prabang, Lao PDR

MTF 2018: TRANSFORMING TRAVEL

Nakhon Phanom, Thailand

MTF 2019: CONNECTING PEOPLE

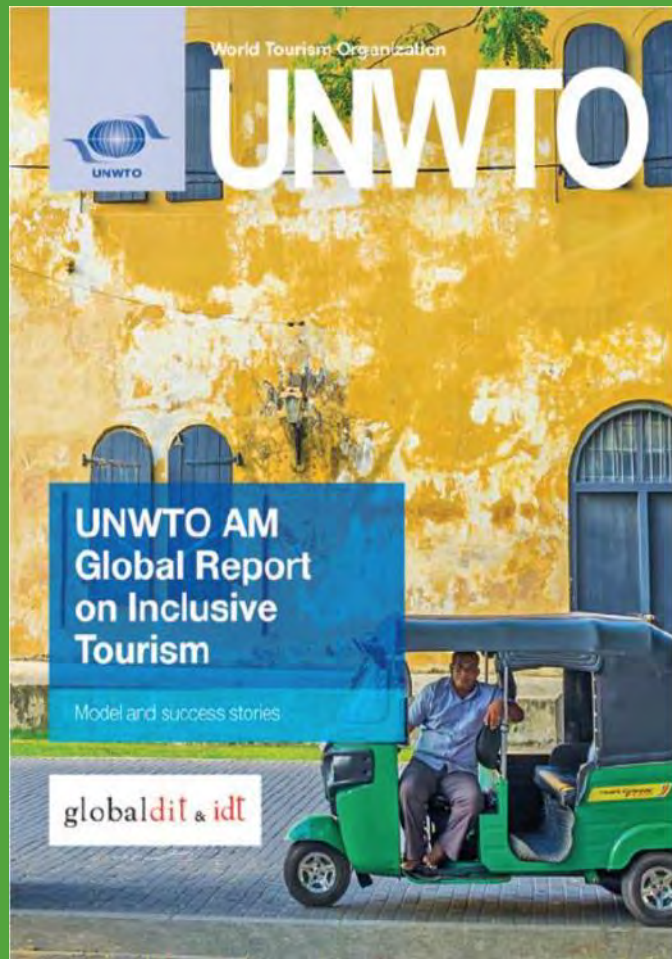
Dali/Yunnan, PR China



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MEKONG
TOURISM
FORUM





completed, in which the GTA examined factors such as the township's tourism product offerings, availability of transportation routes and cultural and historical heritage of such township. Townships that had similar offerings were grouped together – for instance a pre-planned life route, in efforts to create a homogeneous marketing offer for tourists, each township's unique experiences are highlighted: for instance, Fields and Fordburg host shopping experiences whereas Sophiatown and Soweto host pre- and post-apartheid experiences.

4. Inclusion of local businesses and people in the tourism industry

In order to resolve the racial gap, the promotion of businesses that have a broad-based black economic empowerment (BEE) scorecard has been encouraged, the development of a memorandum that all government departments procure only from B-BBEE compliant tourism service providers has been made and programmes installed to develop black entrepreneurs and provide national mentorship programs that train black-owned SMEs in marketing their businesses accordingly have been implemented¹⁶.

The government's support of SMEs through initiatives such as procurement processes aids the broadening of economic development opportunities. With the assistance of the government, which is the region's biggest employer, the strategy will attempt to ensure that townships become livable and vibrant economic centres.

The GTA supports conventions and events; it also markets Gauteng as "Africa's must-see big city region experience", during these DMO activities SMEs are incorporated and exposed to the tourism industry¹⁷. By introducing township-based businesses to the broader market it forces them to be more industry competitive.

6.2.4 Main results

Townships and urban areas alike are at this time looking to be rejuvenated; this includes urban areas such as Johannesburg Central Business District. Clusters are being identified and developed; this is done through grouping similar activities together into one area to attract visitors. Ideally, this is the way forward, as tourism is a sector that does not exist in isolation, but is ultimately support-based; for instance no accommodation establishment can exist without other activities like restaurants and entertainment.

In the context of Gauteng, a fitting example is the Maboneng Precinct, a Sotho word meaning 'place of light', which is located in the heart of Johannesburg Central Business District. Regeneration in the city's Central Business District has seen the transformation of areas that, for years, were declared no-go zones as a result of urban decay and crime. The name of the precinct fits as this area has fast become a centre of creative energy for Johannesburg's urban artists. With a mix of art galleries, and retail and studio space on offer, the precinct draws the inner-city public, as well as the chic, art-loving crowd of the city's northern suburbs, bringing life back into this fading neighbourhood; it is a great area to drive Johannesburg tourism within the local and international tourist market.

Similar to the Maboneng Precinct, another growing tourism attraction is that of Vilakazi Street in Soweto. The street is identified as "the street of the giants, named after Dr Benedict Wileke Vilakazi, a distinguished writer and educator who wrote the last poetry book published in Zulul. The street was home to two Nobel Peace Prize Laureates: South Africa's first democratically elected president, the late Nelson Mandela, and Archbishop Emeritus Desmond Tutu. Not far from Vilakazi Street lies the Hector Pieterman Memorial and Museum which represents the struggle fought by the youth for education during the apartheid era. Today, the street is a popular precinct for local and international visitors; thriving business like restaurants have been built along the street such as Gaskama, Nampiba, and Vuvo. These businesses are continuing to grow and employ local youth and women, and as a result of their growth and popularity more businesses are being established. The clusters aim to link the private and public sector to increase the value of the products and experiences being marketed, and therefore, by marketing these attractions through GTA's different platforms there will be access to a greater market.

6.3 Mekong Tourism Forum 2017 in Luang Prabang, LAO PDR – an inclusive and experiential concept for small towns

Link:
www.mekongtourism.org/

The exotic allure of emerging markets such as Viet Nam, Cambodia, Myanmar, and Laos continue to woo event

¹⁶ National Department of Tourism (2013). The South African Tourism Planning Toolkit. Available from: <http://www.tourism.gov.za/about/DO/DOconnect/throughgateways/Documents/SA%20Tourism%20Planning%20Framework%20Final.pdf> (accessed on 06 April 2017).

¹⁷ Gauteng Tourism Authority (2017). Gauteng Tourism Strategy – available from: <http://www.gauteng.net/destination/Chiefs-Khulubeka-Cultural-Village> (accessed on 18 April 2017).

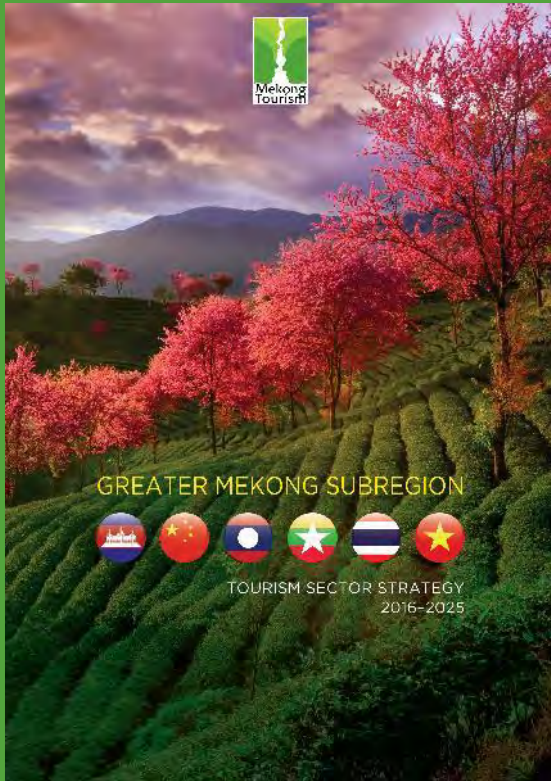




THE WORLD'S LEADING TRAVEL TRADE SHOW®



Mekong Tourism Strategic Framework



Free Download: MekongTourism.org/e-library

Mekong Tourism Strategic Framework



Vision:

Tourism in the Greater Mekong Subregion is integrated, prosperous, equitable, and resilient, with effective partnerships and knowledge management

Outcome:

More competitive, balanced, and sustainable destination development

Aligned with Sustainable Development Goals, Paris Agreement, ASEAN Tourism Strategic Plan, GMS Strategic Framework, and other regional commitments



GMS Tourism Cooperation Strategic Framework



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

Mekong Tourism Strategy: Cost Estimate



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

Strategic Direction	Cost Estimates (\$ million)
1. Human resource development	164.20
2. Improve tourism infrastructure	58,140.00
3. Enhance visitor experiences and services	119.20
4. Creative marketing and promotion	42.00
5. Facilitate regional travel	245.00
Total	58,710.40





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PUBLIC-PRIVATE PARTNERSHIP TO PROMOTE GMS TOURISM



CAMBODIA



CHINA



LAO PDR



MYANMAR

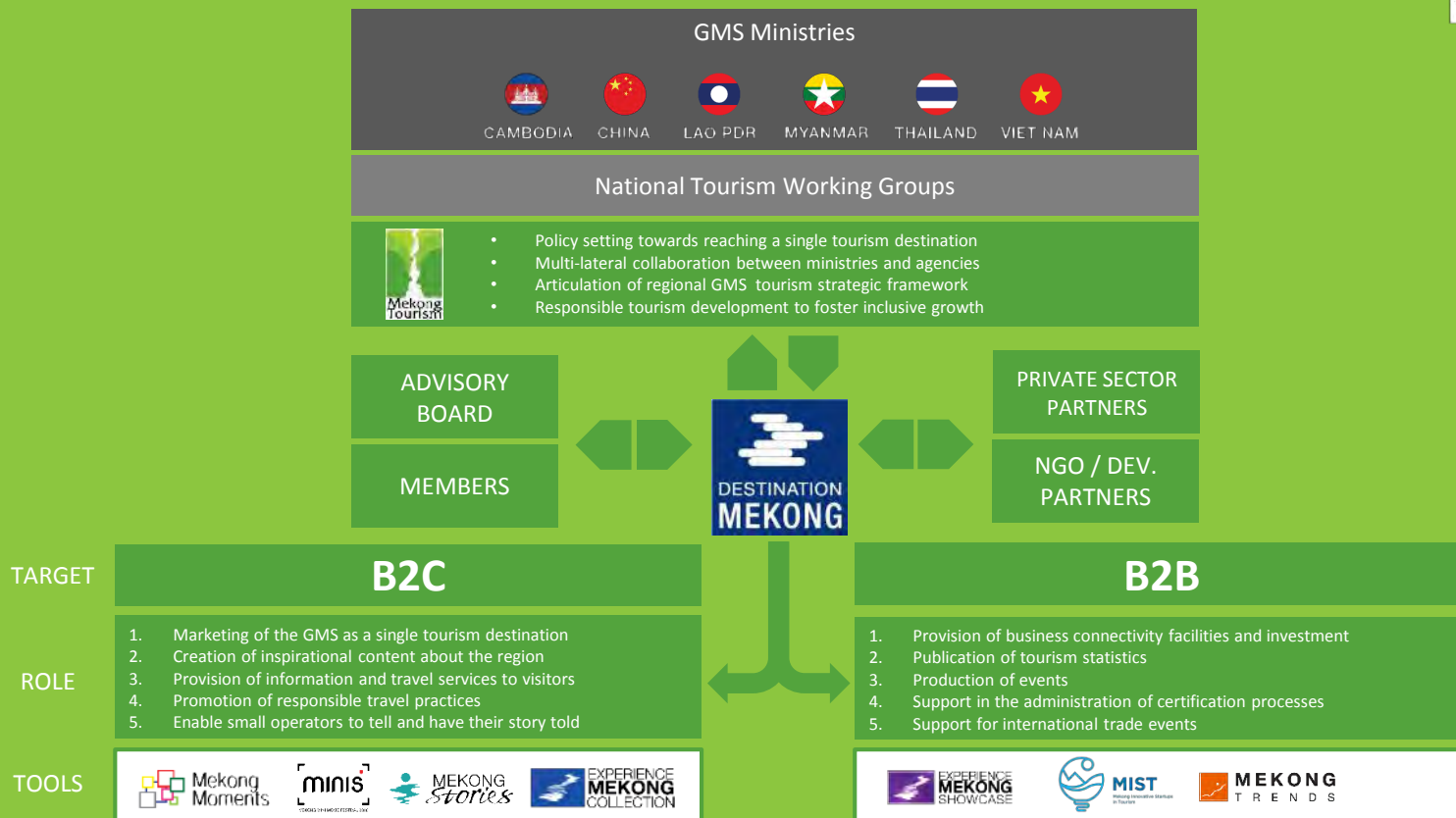


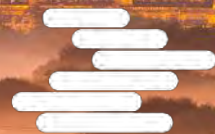
THAILAND



VIET NAM

Mekong Tourism Structure





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Mekong Tourism Initiatives



GMS Tourism Sector Strategy 2016-2025
Strategic Directions

GMS Strategic Collaboration Framework

Human Resources

Infrastructure

Visitor Experiences

Marketing

Travel Facilitation

GMS Tourism Sector Strategy 2016-2025
Strategic Direction Nr. 1

Human Resources Development



Mekong Innovative Startups in Tourism

An initiative of



Supported by



MIST 2017 Successes

- 250+ applicants
- 21 Startup Accelerator semi finalists
- \$35,000 in innovative grants
- 13 Market Access tours for companies based in Cambodia, Viet Nam, Malaysia, Thailand, Australia, Canada, and the United States
- 360 unique media stories
- 54 million estimated coverage views
- 1.49 million social shares

GMS Tourism Sector Strategy 2016-2025
Strategic Direction Nr. 2

Improve Tourism Infrastructure

Developing Infrastructure in the GMS for Tourism



ROADS



PIERS



BRIDGES



CAPACITY BUILDING



THE WORLD BANK



ADB Tourism Support:

Cambodia, the Lao People's Democratic Republic, Myanmar, and Viet Nam



Loan/Grant/Technical Assistance	Years	Amount (\$ million)	Objectives	Rating
Greater Mekong Subregion (GMS) Mekong Tourism Development Project: L1969-CAM (SF); L1970-LAO (SF); L1971-VIE (SF)	2003-2010	37.31	Improve access and environmental infrastructure, promote pro-poor tourism, and develop regional tourism standards.	Successful
GMS Tourism Sector Strategy: R-CDTA 6179	2004-2006	0.80	Prepare a 10-year GMS tourism strategy to promote sustainable tourism development that reduces poverty.	Highly Successful
Preparing the GMS Sustainable Tourism Development Project: R-PPTA 6279	2006-2008	0.90	Prepare ensuing investment project.	Successful
GMS Sustainable Tourism Development Project: L2457-VIE (special funds [SF]); G0117-LAO (SF)	2008-2014	18.80	Sustainable tourism development that creates livelihood opportunities for the poor.	Successful
Improving Market Access for the Poor in Central Cambodia: Japan Fund for Poverty Reduction 9156-CAM	2011-2014	1.93	Increase income and local employment for poor households.	Successful
Myanmar Tourism Master Plan: PATA 8136-MYA	2012-2013	0.23	Prepare Myanmar tourism master plan, emphasizing employment and income generation, equitable benefit distribution.	Highly Successful
Preparing the GMS Tourism Infrastructure for Inclusive Growth Project: R-PPTA 8233	2012-2014	1.20	Prepare ensuing investment project.	Successful
Strengthening the Mekong Tourism Coordinating Office: R-CDTA 8156	2012-2016	0.23	Strengthen the institutional framework for GMS tourism cooperation.	Project ongoing
GMS Tourism Infrastructure for Inclusive Growth Project: L3194-CAM (SF); L3156-LAO (SF); L3165-VIE (SF)	2014-2019	108.00	Increase tourism receipts and employment in underdeveloped segments of the GMS economic corridors.	Project ongoing
Preparing the Second GMS Tourism Infrastructure for Inclusive Growth project: R-PPTA 9090	2016-2019	1.50	Prepare ensuing investment project.	Project ongoing



GMS Tourism Sector Strategy 2016-2025
Strategic Direction Nr. 3

Enhance Visitor Experiences & Services



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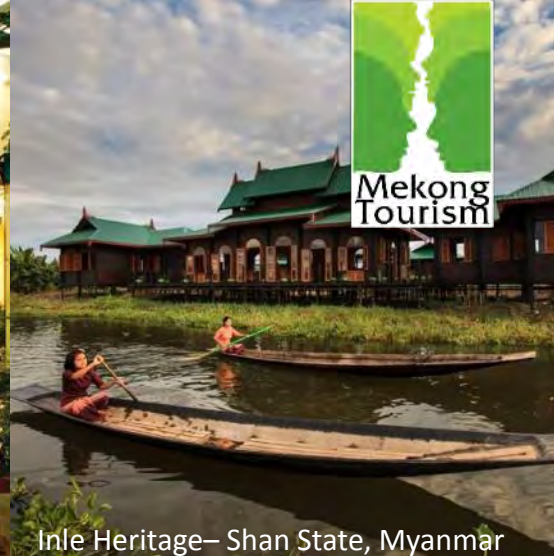
Experience Mekong Collection

SHOWCASING TO BUILD CAPACITY AND SET STANDARDS

- Showcasing responsible and sustainable travel experiences in the GMS
- Capacity building initiative to motivate other operators to learn and get inspired.
- Featured case studies, prepared in partnership with Mahidol University, to showcase innovative best practices



Rōmdeng – Phnom Penh, Cambodia
Krachaeng – Ayutthaya, Thailand



Inle Heritage– Shan State, Myanmar
Mahoud Lodge– Luang Prabang, Laos



EXPERIENCE MEKONG COLLECTION

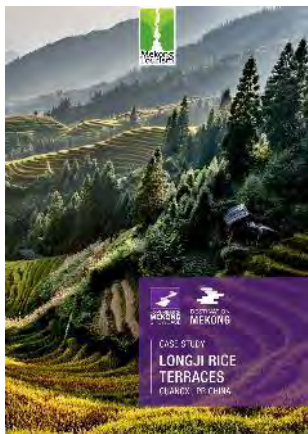
NOMINATE RESPONSIBLE EXPERIENCES
www.ExperienceMekong.org





EXPERIENCE
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SHOWCASE

Experience Mekong
Showcases 2018



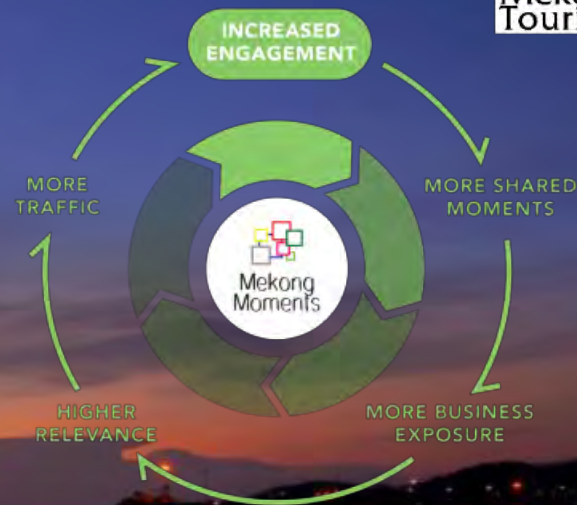
EXPERIENCE MEKONG SHOWCASES – BEST PRACTICE CASE STUDIES 2018

GMS Tourism Sector Strategy 2016-2025
Strategic Direction Nr. 4

Create Marketing & Promotion

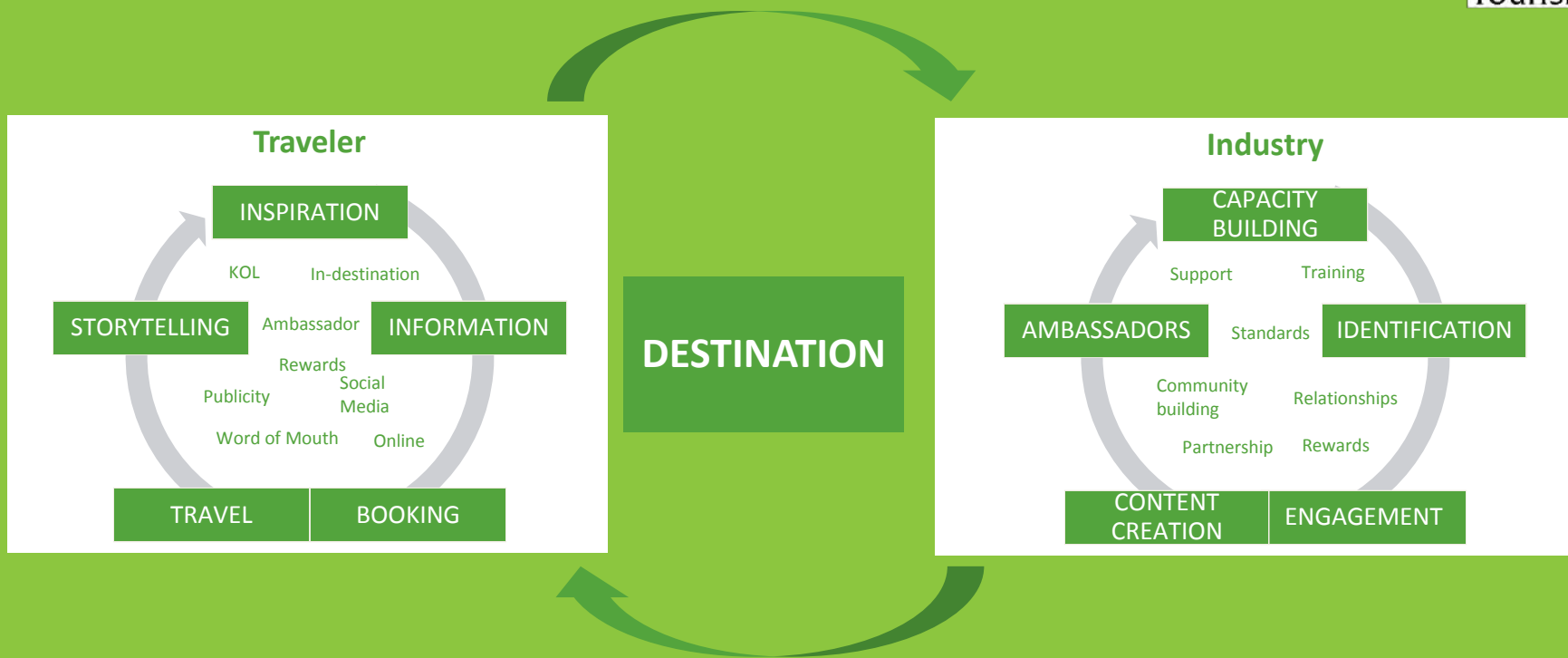


#137Pillars #MyHomestay #VesperBar
#GerritsTour #Kampot #GreenDiscoveryLaos
#AirAsia **#MekongMoments** #SouthernLaos
#OkPokTok #KamuLodge #Laos #LaoAirlines
#AmazingThailand #SinoukCoffee
#SofitelLuangPrabang #AsianTrails #BangkokRiver
#SaigonTourism #InterContinentalBKK



COLLABORATIVELY PROMOTING THE GREATER MEKONG SUBREGION

The Importance of Integration

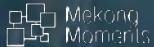




Mekong Moments



BE IN THE MOMENT
TRAVEL RESPONSIBLY



Mekong
Moments



ENWOKE

MEKONG MOMENTS powered by ENWOKE



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



MyPhasay Tours



giz
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für Internationale
Zusammenarbeit (GIZ) GmbH



KHIRI
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SMALL
LUXURY
HOTELS
OF THE WORLD



swisscontact



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MEKONG MOMENTS RECOGNITION



DESTINATION
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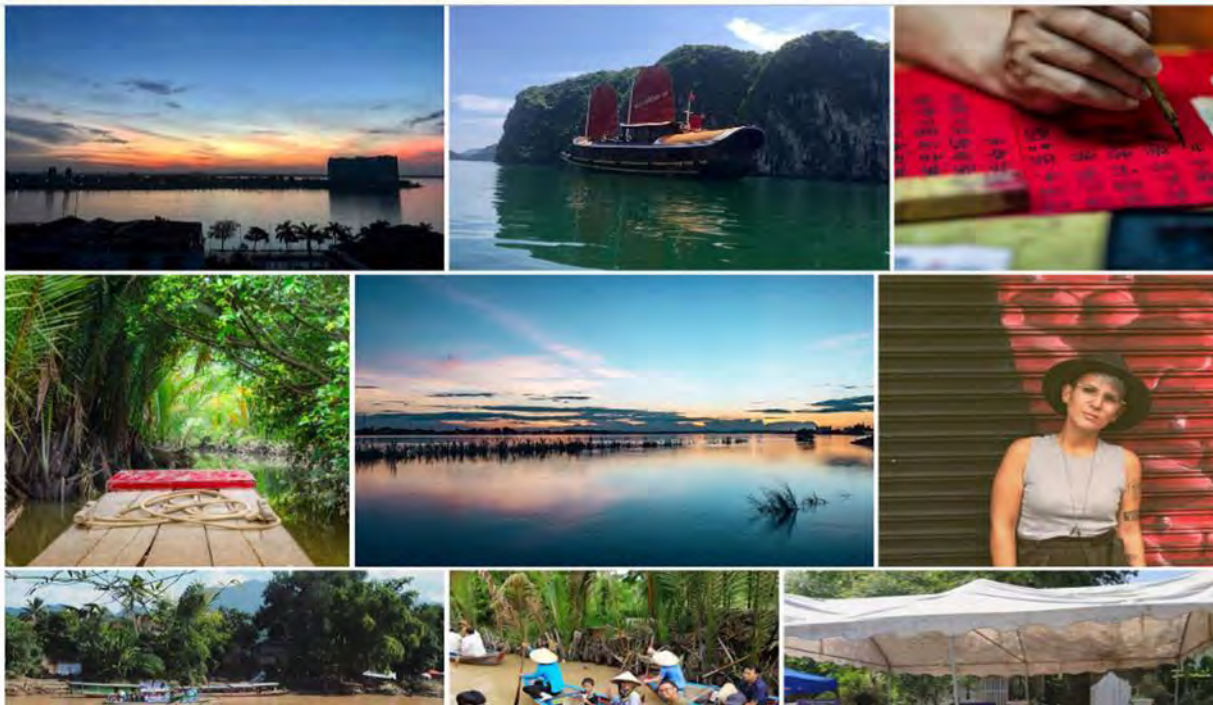
THE OFFICIAL TRAVEL GUIDE OF THE GREATER MEKONG SUBREGION

BROWSE BY

SEARCH IMAGES, PLACES, STORIES AND PEOPLE



#MEKONGMOMENTS





@jcoremans



We are still looking for funds for the 13 elephants that were rescued from illegal trafficking. We need your help to take care of these beautiful animals. You can find out more here: www.indiegogo.com/projects/13-rescued-elephants-need-your-help/ #elephantrescue #elephantconserve...
show more

Platform :: Instagram

Upload date :: 22/05/2018

Report

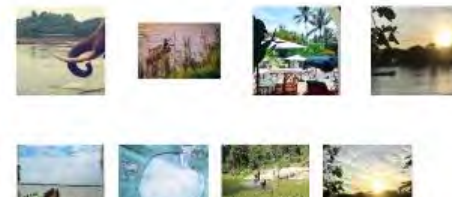
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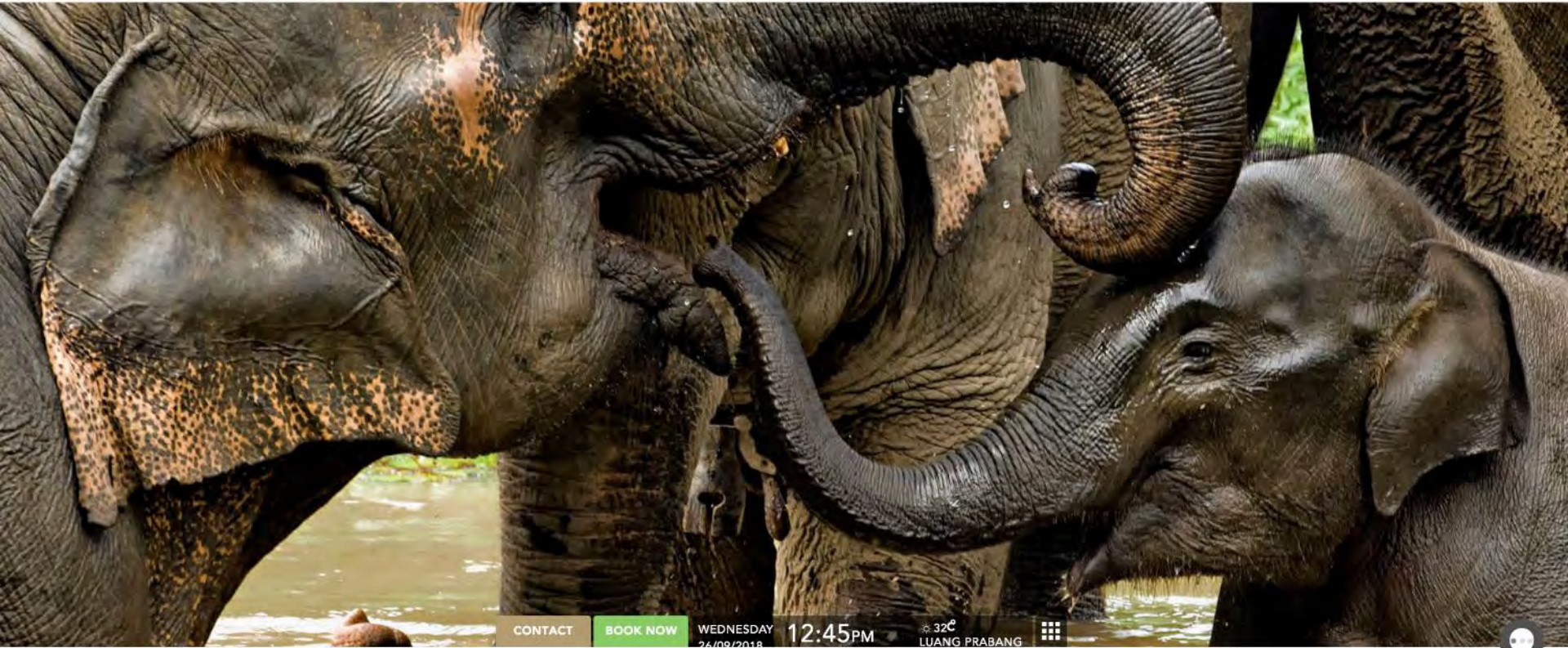


Connected Experiences



Connected Groups



[CONTACT](#)[BOOK NOW](#)WEDNESDAY
26/09/2018

12:45PM

32°C
LUANG PRABANG

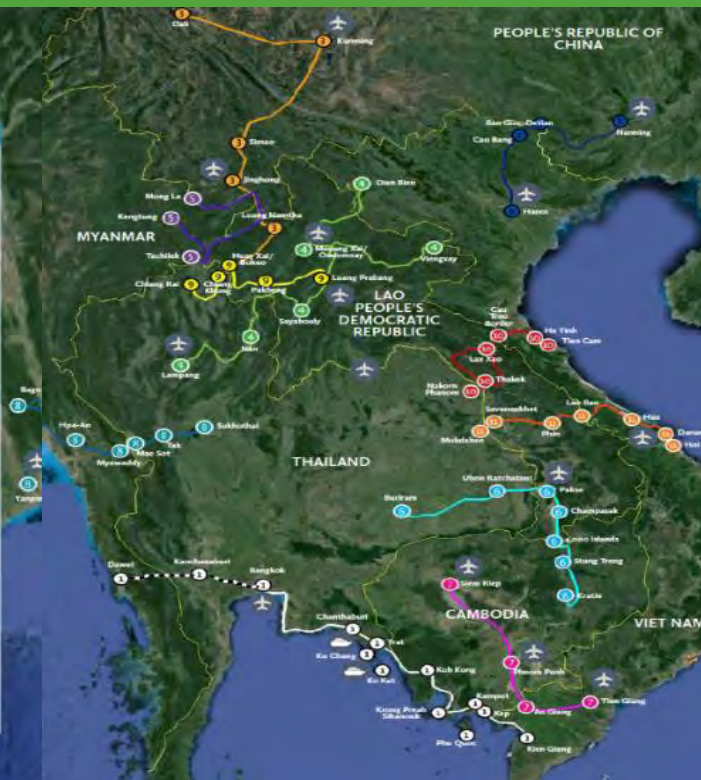
The Elephant Conservation Center, located in Sayaboury in the Lao People's Democratic Republic, acts to preserve and protect the Asian

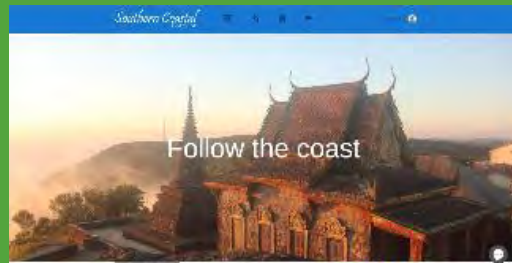
MULTI-COUNTRY THEMATIC JOURNEYS

APPENDIX 4 – MULTICOUNTRY TOUR ROUTES

ROUTE	LEAD	MAIN EXPERIENCES	AREAS INCLUDED
1 Southern Coastal Corridor	Cambodia	Beach and islands, leisure, seafood, history, culture, community-based tourism	Thailand = Chanthaburi, Trat (Ko Chang, and Ko Kut) and Kanchanaburi (proposed). Cambodia = Koh Kong (Pearl Krapoo, Chiyhat), Preah Sihanouke, Kampot, Kep (Kep Crab Market). Viet Nam = Kim Cang (Ha Tien, Phu Tu and Phu Quoc Island). Myanmar = Dawei (proposed)
2 Largest Waterfall in Asia	Guangxi Zhuang, PRC	Nature, ethnic groups, culture	Detian-Shan Gao Cross-Border Waterfall. PRC = Nanning, and Detian. Viet Nam = Ban Gioc, Cao Bang, and Ha Noi.
3 Mekong Tea Caravan Trail East	Yunnan, PRC	River cruising, food, nature, ethnic groups, culture, ecotourism	PRC = Kunming, Dali, Siman, Gangsha and Jinghong/ Siposongpana. Lao PDR = Luang Namtha and Huay Xai/Bokao. Thailand = Chiang Kong and Chiang Rai/Golden Triangle.
4 Northern Heritage Trail	Lao PDR	Culture, nature, history, community-based tourism	Thailand = Lampang and Nan. Lao PDR = Sayabouly, Luang Prabang, Viengkay and Mouang Xay/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 = Thakhek and Kengtung. PRC = Móng 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 (Paksé, Champasak and a ooo island). 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, Khyatillo (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 = Bokao (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 = Nakorn Phanom. Lao PDR = Thakhek (The Loop, including all caves and attractions) and Lao Xao. Viet Nam = Cao Liao Border and Ha Tinh (Chua Hong Pagoda and Tien Cam beach).
11 East-West Corridor	Viet Nam	Beach, culture, history	Viet Nam = Da Nang, Hoi An, Hue and Lao Bao. Lao PDR = Phou 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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Satellite



 SEARCH IMAGES, PLACES, STORES AND PEOPLE





Go to Mekong Moments



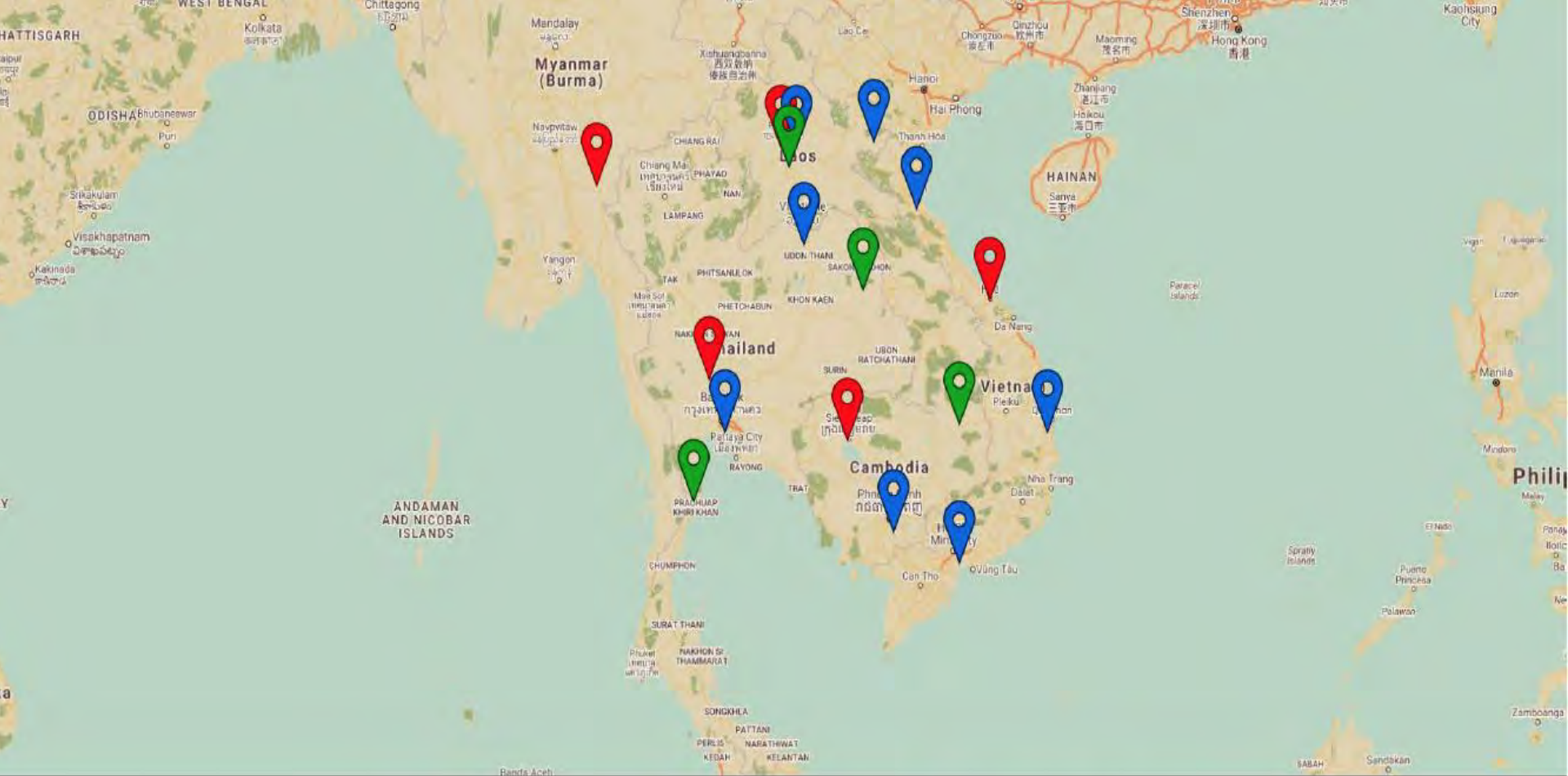
MEKONG HERITAGE

Explore the cultural and natural heritage of the Mekong Region

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- Heritage Areas
- Cultural Heritage Sites
- Natural Heritage Sites

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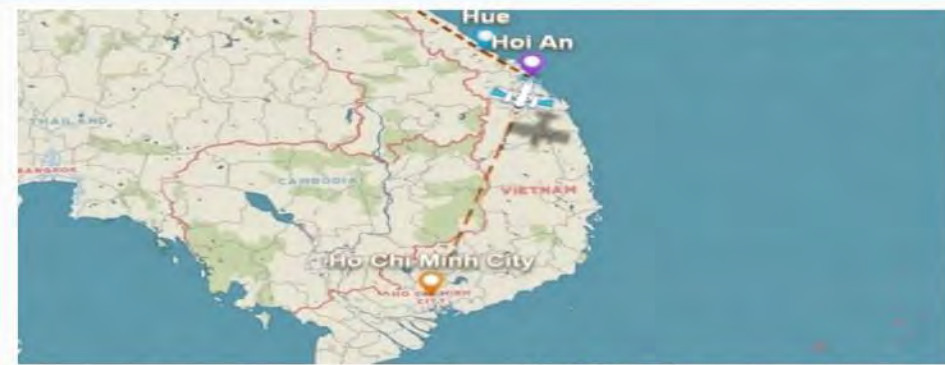
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Cambodia



WWF-CAMBODIA



ENSURING A BRIGHT FUTURE FOR IRRAWADDY DOLPHINS IN THE MEKONG RIVER

The Irrawaddy dolphin symbolizes the magnificence of the Mekong River and its continued high biodiversity. The [latest population survey](#) showed that only 80 Irrawaddy Dolphins inhabit the Mekong River. Even this low number would make the Mekong subpopulation the largest of only five remaining critically endangered freshwater populations of this species in the world.

The Irrawaddy dolphin (*Orcaella brevirostris*) inhabits a 190km stretch of the mainstream Mekong River between Kratie, Cambodia and Khone Falls on the border with Lao PDR.



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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



www.mekongtourism.com



www.mekongmoments.com



www.destinationmekong.com



www.enwoke.com



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ABOUT LAOS



THINGS TO DO

Search



Food



Nature



Adventure



Luxury



Budget



Heritage



Wellness



Family

Search by Categories

Experience name

Lorem ipsum dolor sit amet, consectetur
 adipiscing elit. Etiam interdum, neque quis
 volutpat ullamcorper, mi quam aliquet odio

Experience name

Lorem ipsum dolor sit amet, consectetur
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Experience name

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Experience name

Lorem ipsum dolor sit amet, consectetur
 adipiscing elit. Etiam interdum, neque quis
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GMS Tourism Sector Strategy 2016-2025
Strategic Direction Nr. 5

Facilitate Regional Travel



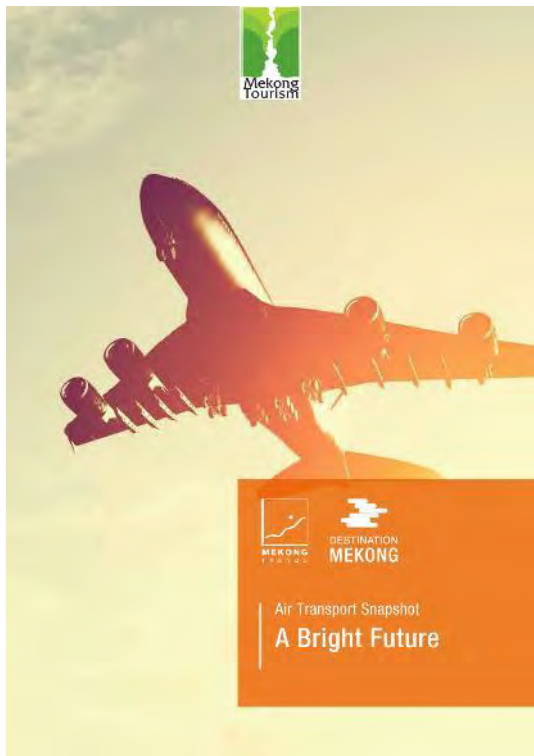


MEKONG
TRENDS

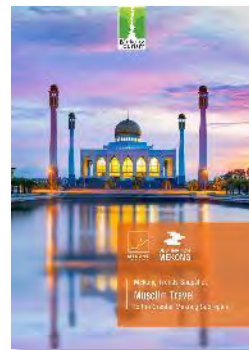
Tourism Insight Knowledge Center



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Line-up



Mekong Sustainable Tourism Dashboard



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