

MEKONG TOURISM COLLABORATION















Lessons Learned

Developing Tourism Strategy driven by public and private sectors

Mekong Tourism

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

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

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

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





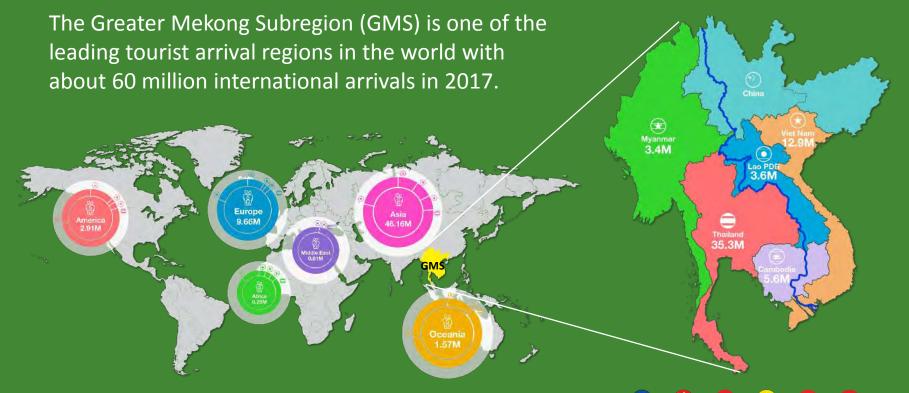






Greater Mekong Subregion (GMS)







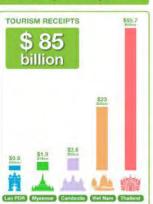
GMS 2017 PERFORMANCE

MEKONG TOURISM COORDINATING OFFICE

This briefing note is designed to introduce key factors related to in the Greater Mekong Subregion series of initiatives of the GMS Tourism Working Group to provide information to stakeholders within Myanmar 3.4M 35.3M

INTERNATIONAL VISITOR ARRIVALS

61,217,469





AVERAGE LENGTH OF STAY

AVERAGE EXPENDITURE (USD PER PERSON / PER DAY)

TOURISM INVESTMENT

DIRECT CONTRIBUTION TO GROSS DOMESTIC PRODUCT

(USD BILLION)





CHINA

15.78m



4.7m











2.25m



USA 2.05m

ACCOMMODATIONS

excluding PR CHINA



48,073 NUMBER OF HOTELS



1,410,755 NUMBER OF HOTEL ROOMS

TOUR SERVICES

excluding PR CHINA



19,151 NUMBER OF TOUR **OPERATORS**



MYANMAR

2,593

13,913

VIET NAM 1,852

MODE OF ARRIVAL







366,353

EEE 73,332,345





Mekong Tourism

Effects

Core Problem Reduced destination expenditure and lower economic benefits

Imbalanced tourism growth and inequality between primary and secondary destinations

Environmental degradation and loss of cultural heritage assets

Low Tourism Competitiveness of Cambodia, the Lao PDR, Myanmar, and Viet Nam

Weak business-enabling environment for higher-value travel and tourism

Shortage of skilled hospitality workers and public tourism management expertise

Insufficient transport infrastructure, sanitation, and clean water supply in secondary destinations

Inadequate conservation and protection of natural and cultural heritage assets

- Cumbersome business registration processes
- Inefficient legal framework and unpredictable taxation
- Lack of affordable finance
- Inadequate enforcement of food, water and traffic safety regulations
- Lack of emergency health services
- Ineffective marketing and knowledge management

- Lack of qualified instructors with industry knowledge
- Shortage of quality education and training facilities
- Low levels of public and private investment in education and training
- Training mismatched with industry needs
- Negative image of tourism employment
- Slow implementation of regiona industry standards

- Lack of public financing for infrastructure
- Lack of public-private partnerships
- Insufficient funding for operations and maintenance
- Low capacity to maintain infrastructure assets
- Low populations density in rural areas
- Limited decentralized infrastructure planning

- Low public awareness of heritage conservation issues
- Weak enforcement of environmental regulations
- Shortage of public and private financing for heritage conservation
- Low number of UNESCO World Heritage Sites

MEKONG TOURISM WORKING GROUP

MEKONG TOURISM FORUM

MEKONG TOURISM WEBSITES

Mekong Tourism

MEKONG TOURISM CONTRIBUTORS

MEKONG TOURISM EXPERT GRUPS

MEKONG TOURISM E-NEWSLETTER

MEKONG TOURISM EXPERTS

MEKONG TOURISM STORYTELLERS

MEKONG TOURISM SOCIAL MEDIA

COLLECTION & SHOWCASE

MEKONG TOURISM STORIES

MEKONG TOURISM FAM TRIPS

MEKONG MOMENTS
CAMPAIGN

MEKONG INNOVATIVE STARTUPS IN TOURISM

MEKONG TOURISM PARTNERSHIPS





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



HCM City, AllB look to work



Myanmar to develop tourism



Thailand to double airport













CONTRIBUTORS





AII

Mekong Tourism Experts

NEWS & MEDIA VISITOR INFORMATION

Mekong Travel Storytellers

LIBRARY INTERACTIVE MAP

Partner Organisations





EVENTS





ASEAN.travel

















Buffalo Tours

Daniel Koeppel

Destinspire





















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













Mekong Tourism







INTELLIGENCE | CASE STUDY

Mekong Tourism Forum wows

Creative planning results in new event model for emerging destinations By Gerardine Donough-Tan

he exotic allure of emerging markets such as Cambodia and Laos continues to woo event planners, but often the question remains: can these destinations, especially small towns that have never hosted big events, rise to the challenge? Luang Prabang in Laos not only rose to the occasion this June, but also provided a new model for future events.

Hosting the Mekong Tourism Forum (MTF) 2017 from June 6 to 9 was a great win for the Unesco World Heritage city, but without a convention centre and only a handful of small hotel ballrooms (with capacity for just 300 people), event planners had to think outside the box

So the organisers-Mekong Tourism Coordinating Office (MTCO), Luang Prabang provincial government and Ministry of Information, Culture and Tourism-made the entire destination the venue,

Creativity

MTCO executive director, Jens Thraenhart, says they took a risk experimenting with a new MICE model for smaller towns without hig hotels or dedicated conference facilities.

"MTF 2017 in Luang Prabang demonstrated that by making the destination the venue, and having delegates spread out to experience various tourism products, matched with topical sessions, true engagement can be achieved. This event was truly an event by the industry, for the industry,"

The large hall in the Central Bank building served as the venue for morning plenary sessions and the welcome gala dinner. Hotels, attractions and Mekong cruise companies hosted three preliminary events on day one and 16 breakout sessions the next two days, followed by nine post-tours.

Themed Prosper with Purpose', MTF 2017 focused on sustainability and engagement. Beyond keynote speeches and panel discussions, tourism professionals from Mekong member countries made both passionate and entertaining pitches on the

threats and opportunities to drive responsible tourism development in the region.

To further engage delegates with the sustainability message, all arrendees received specially produced aluminium water bottles, with venues serving as refill stations. As a result, an estimated 5,000 single-use plastic bottles were saved.

Challenges

New model Morning

Central Bank building

(main), while afternoon

in hotels, restaurants and

even boats (opposite)

breakout sessions took place

plenaries were held in the

Planning was more focused and intense than with most regional meetings because the concept was new to the Luang Prabang travel industry.

Thraenhart explains: "We started planning the forum in September 2016 with a concept paper and met with officials from the ministries. We also engaged with industry professionals in the Greater Mekong sub-region to get feedback and initial reactions. Everybody seemed very excited while recognising the complexities."

Bangkok-based MTCO staff made multiple trips to Luang Prabang. First, they visited potential session venues and met travel operators, then later conducted detailed planning with selected venues on how to stage their sessions. They also held planning meetings with government departments. The goal was to enable a maximum number of smaller operators to participate, get added value, and be part of the hosting community,

Vongdavone Vongxavanath, head of tourism promotion and marketing, Department of Information, Culture and Tourism of Luang Prabang province, says: "MTF 2017 was designed to be an inclusive conference and showcase small and medium enterprises. We had 24 staff working with the private sector and stakeholders to host the 16 tracks, Almost 400 participants registered-more than expected. So we had to adjust the programme, venues and hotels."

A fleet of vans and minibuses ferried delegates and speakers to lunch in local restaurants and then to breakout sessions held across town-in hotels. restaurants, craft centres, a botanic garden, farm and even on boats that cruised along the Mekong River

SNAPSHOT

Who MTCO, Lusing ricumment and Ministry

and Tourism When June 6-9, 2017 Where Luanta Prational







CELASIA

CASE STUDY INTELLIGENCE

during sessions. Participants were then transferred

to dinner venues and later, back to 17 official hotels. The Central Bank hall was miraculously transformed from classroom and theatre-style seating by day to a banquet hall with long tables by night. In the carpark and verandah, catering teams worked swiftly in pop-up kitchens to prepare the six-course Laorian-inspired dinner.

For variety and to solve the catering challenge, the closing dinner was held in the garden of The Grand Luang Prabang Hotel, where several hotels and restaurants manned hawker stalls dishing out typical Laotian cuisine, washed down by free-flowing Beer Lao, wine and local concoctions.

Peter Richards, International Trade Centre responsible rourism specialist, sums up the challenges standpoint, the organisers' efforts paid off to create conferences ver by making the destination the venue. This is a new benchmark for inclusive conferences." #



16 SEPTEMBER 2017

CEL ASIA

2017 SEPTEMBER 17







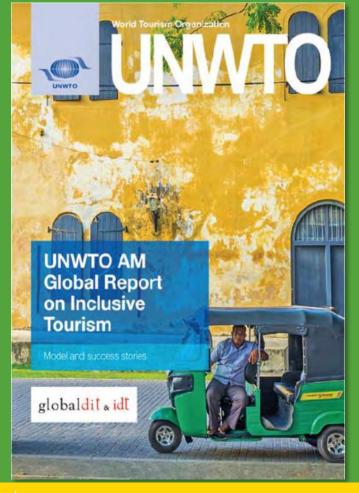






Mekong Tourism





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Inclusion of local businesses and people in the tourism industry

In older to resolve the axial gap, the promotion of businesses, that have a head board based base excension improvement (DBBEE) screecard has been enclouraged, the development of a memorastium that all government departments produce has been made and programmes installed to develop bases, entire present and produce manufactured to develop bases, entire present and provide missional mentionship programs that train black owned SMMEs in marketing their businesses accordingly have been implementated.

The government support of SMMEs through inhabition such as protuvement procedes aids the bradening economic deviourner coportinese. With the sessions of this government, which is the regards brigging temployed the encargy will altering as ensure that covarings became lightle and vibrant economic centers.

The GTA bupbots conventions and events, it also markets Gauleing as "Alinga's muck see big oily region expension", during these DMO solvines SMMEs are incorporated and exposed to the tourism incustry". By introducing foundthip based businesses to the broader market it forces them to be more industry companies.

5.2.4 Main results

Four-injoir and urbain aleas alike are at this time looking, to be injuvirated, this instudies into aware such as Johannesburg Corard Business District. Clusters are being identified and developed, this is done through grouping distribution accesses mogether time one times to alteract victims closely, this is the very low-word, as business in a section that is contained to a transition support based-for victimine to accommodation restablishment can exert without other architection for exertised like restauration and emercialization.

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Dimilar to the Maboneng Precinci, another growing tourism altraction is that of V/akazi Street in Soweto. The street is identified as "the street of the greats, named after Dr. Benedict Wallet Vilakazi, a distinguished writer and educator who wrote the first poetry book published in Zulu. The street was frome to two Nobel Place Pros Lourestes South Africa's fror democratically elected president, the late Nelson. Mandela, and Archbishop Emerius Deamond Tutu. Not fail from Vilakata Street Lea, the Hector Pieterson Memorial and Museum which represents the struggle fought by the youth for education during the apartneid era. Today, the street is a pobular present for local and international visitors: thriving business like restaurants have been built along the street such as Bakhuma, Nambilha, and Vuyos, These businesses are continuing to grow and amploy 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 manage 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

www.mekongtourism.org/

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

Global Report Inclusive Tourism Destinations Model and success stories





















P. National Department of Souton, 2019. The South African Tourism Remong Toolea. Available from into //www.fourism.gos.za/Acouch@7/Remonect.intouregate. Documents/DANSOTourem9-20Penning9-20Pound9-20Penning-20Penning-20Penning-20Penning-20Penning9-20P

Gaussing Trusters Activity (2017). Deeds Custom Intege. Available from http://www.gauderg.nec/security/cp-Cnico-Autwook-Custome-Visige. (Accessed on 18 April 2017).







THE WORLD'S LEADING TRAVEL TRADE SHOW®

















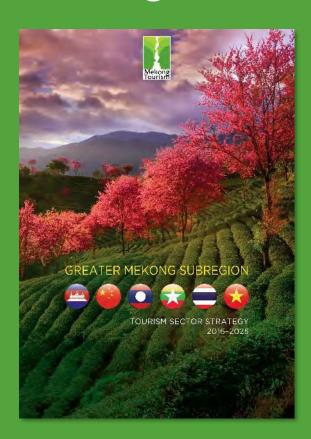






Mekong Tourism Strategic Framework







Free Download: MekongTourism.org/e-library

Mekong Tourism Strategic Framework



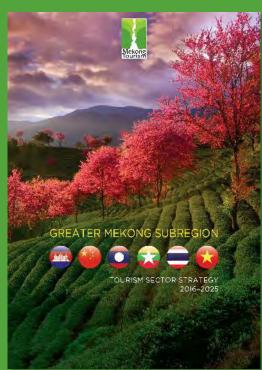
Vision:

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

Program 1.1

Implement regional skills standards

Program 1.2

Capacity building for public officials

Program 1.3

Strengthen tourism enterprise support services

Strategic Direction 2

Improve Tourism
Infrastructure

Program 2.1

Improve airports

Program 2.2

Improve road access in secondary destinations

Program 2.3

Develop green urban infrastructure and services

Program 2.4

Improve river and marine passenger ports

Program 2.5

Expand the transnational railway system

Strategic Direction 3

Enhance Visitor Experiences & Services

Program 3.1

Create integrated spatial and thematic destination plans

Program 3.2

Develop thematic multicountry experiences

Program 3.3

Implement common tourism standards

Program 3.4

Facilitate private investment in secondary destinations

Program 3.5

Prevent negative social and environmental impacts

Strategic Direction 4

Creative Marketing and Promotion

Program 4.1

Promote thematic multicountry experiences and events

Program 4.2

Position the GMS as a must visit destination in Asia

Program 4.3

Strengthen public-private marketing arrangements

Program 4.4

Enhance market research and data exchange

Program 4.5

Raise awareness about tourism opportunities and sustainability

Strategic Direction 5
Facilitate Regional Travel

Program 5.1

Broaden implementation of air services agreements

Program 5.2

Address tourist visa policy gaps

Program 5.3

Improve border facilities and management

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













Mekong Tourism Structure

TARGET





























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



















Developing Infrastructure in the GMS for Tourism











ROADS



BRIDGES

CAPACITY BUILDING





























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

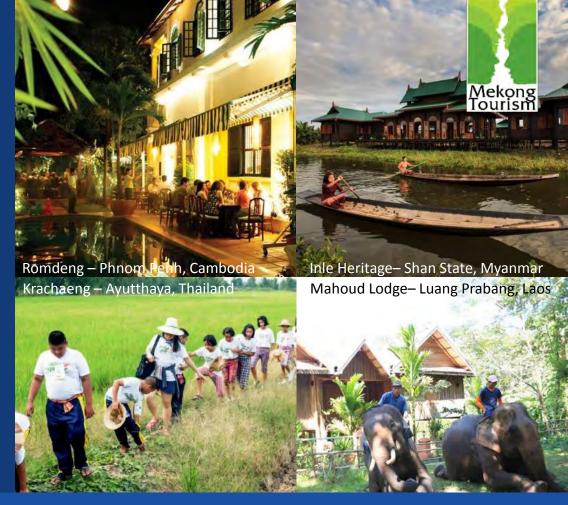






SHOWCASING TO BUILD CAPACITY AND SET STANDARDS

- 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



















EXPERIENCE MEKONG COLLECTION



NOMINATE RESPONSIBLE EXPERIENCES

www.Experience Mekong.org

























































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



COLLABORATIVELY PROMOTING THE GREATER MEKONG SUBREGION













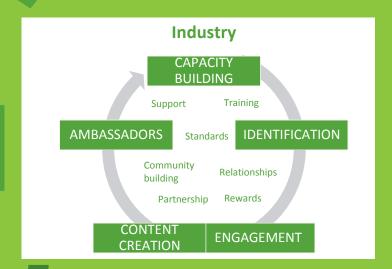


The Importance of Integration





DESTINATION





















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

















































MEKONG MOMENTS RECOGNITION



























Mekong Tourism







THE OFFICIAL TRAVEL GUIDE OF THE GREATER MEKONG SUBREGION

≅ BROWSE BY

Q SEARCH IMAGES, PLACES, STORIES AND PEOPLE



11 11

#MEKONGMOMENTS

































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

Platform :: Instagram Upload date :: 22/05/2018

Report

Category :: DO - Others

Connected Experiences



















































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

12:45рм

















MULTI-COUNTRY THEMATIC JOURNEYS



			MAIN EXPERIENCES	OUR ROUTES AREAS INCLUDED	Surface Deline Control Of Surface
D	Southern Coastal Corridos proposed	Cambodia	Beach and Islands, lensure, seafood, history, culture, community- based tourism	Thalland = Cherrihaburi, Trat (No Chang, and Ko Kiel) and Kancharaburi (proposed). Canibodia = Coh Kong (Pener Kirasop, Chiphut), Preah Shanoule, Kanpuci, Kop (Kip Crab Market). Wet Main = Kinc Clang (Ho The Hin Ta and Phu Quoc Island). Myanmar = Davel (gropposed).	Burg In (a) Care Stat Care State
	Largest Waterfall In Asia	Guangei Zhuang, PRC	Mature, ethnic groups, culture	Detran-Ban Gioc Cross-Border Waterfall PRC = Namintg and Detran. Viet Nam : Ban Gioc, Cao Bang, and Hanol.	MYANMAR Tuchina (1) (1) (1) (1) (1) (1) (1) (1) (1) (1)
3)	Military Was Constant Marijani	Yunnun, PRC	River cruising, food, nature, ethnic groups, culture, ecotourism	PRC - Kunming, Dali, Simus, Ganglaba and Jinghong/ Sipsongsanna. Like PDR - Luang Namtha and Huay Xal/Bokeo. Thatland - Chlang Kong and Chlang Ral/Golden Triangle.	Charles O Company To C
	Northern Heritage Trail	Lac PDR	Culture, nature, history, community-based tourism	Thalland - Lampang and Nan. Lao PDR = Sayabouly, Luang Prabang, Viengxay and Mexang Xay Oudomay. Viet Nam = Dien Bien.	REPUBLIC ON THE CASE OF THE CA
3	Mekong Tea Caravan Trali West	Yunnan, PRC	Ethnic groups, culture, ecotourism	Thailand = Chiang Rai, Mae Sai and Golden Triangle. Myanmar = Thachilek and Kengtung. PRC = Mong La and Jinghong.	Haloron State Committee Co
<u></u>	Making Decreay Tabl	Thailand	Mekung excursions, nature, history, culture, coffee, ecotourism	Thalland - Buriram and Ubon Rachathari (Kong Jierri). Lao PDR - Champasak (Paksa, Champasak and 4,000 libandi). Cambodia - Stung Teng and Kratie.	THAILAND
	Cruising the Makeing Delta	Vies Nam	Making excursions, nature, culture, food	Viet Nam = Tien Glong (My Tho) and An Glong (Chau Doc). Cambodia = Siem Reap and Phnom Penh, Focus on day- eacursons and multi-day weematonal cruses.	Use facilitation of relations of the facilitation of the facilitat
3	The Middle Path	Myanmar	Culture, history, pligrimuge	Myanmar = Yangon, Bago, Khyatiksho (Golden Rock Pagoda), Hipa-An and Myawaddy. Thailand = Mae Sot, Tak and Sukhothai.	Open Combination Company Street
9	Melong River Cruising in the Golden Triangle	Thelland	Meking excursions, nature, culture, soft adventure	Thalland = Chiang Rel and Chiang Kong Lae PDR = Bokeo (Housy Xal), Pakbeing and Lusing Probang Focus on misti-day international cruites, day- eacurations and sports events.	CAMBODIA
9	Rosto E	Lac PDR	Nature, soft adventure, culture, history, plightmage, beach	Thatland = Nation Phanoen. Lao PDR = Thakhek (The Loup, including all caves and attractions) and Lao Xoo. Viet Nam = Cau Tieo Border and Ha Tinh (Chua Haong Pagoda and Tien Cam beaches).	Control of the form of the for
<u>س</u>	East - West.	ViesNam	Beach, culture, history	Viet Nam - De Nang, Hol An, Hise and Leo Rec. Leo PDR - Phin and Savannakhet. Thailand - Muktahan	Kinny Proces On No. On Commy On Time Group











































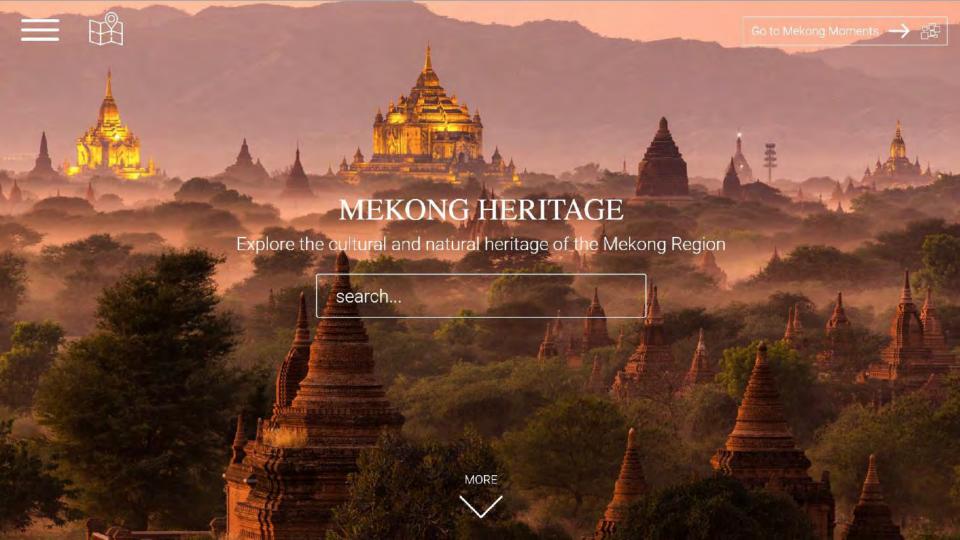


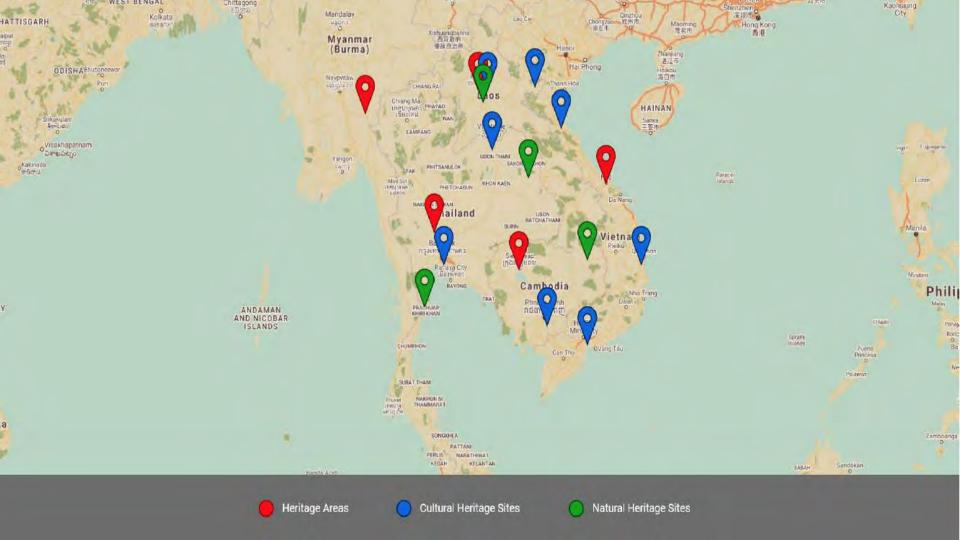






Southern Coastal 曲 == **ADMIN** ក្រុងស្នួងសេន Krakor Knong Knacheh Krong Pursat ក្រុងពោធិសាក Мар Satellite ក្រុងក្រែខេះ 🛌 Krong Kampong Chhnang Inhangbanh Khum Baray 14 Grattian 3 (538) (33) Phnom Krong Kampong TRAT Kravanh ភ្នំក្រស់ញ Veal Vegeng. Skun (3) Cham ក្រុងកំពុងទាម MB Krong Sucing Memot Outongk 8db PRACHUAP Krong 1 Aora District KHIRI KHAN Phoum Phnom Penh Rigitaani Krong Choer Mon (hbghtes រាជធានីភ្នំពេញ 8 Taţai min Free Veng Krong Ta -Khmau ||ក្នុងការឡា Tây Ninh Kash Kong (a) ក្រុងព្រៃវង Krong\ Svay Rierin ក្រុងស្វាយរៀង Stae Ambel Kjų Sakor Bito Bi Krong Baves Cirhuk AUS fan Châu Hồng Ngư (ai) hau Đốc Krong Kaeb Long Xuyên Ha Tiens QLBB Grace C Rạch Giả Mạp data 92018 Gò **≅** BROWSE BY SEARCH MAGES, PLACES, STORIES AND PEOPLE











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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.

















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























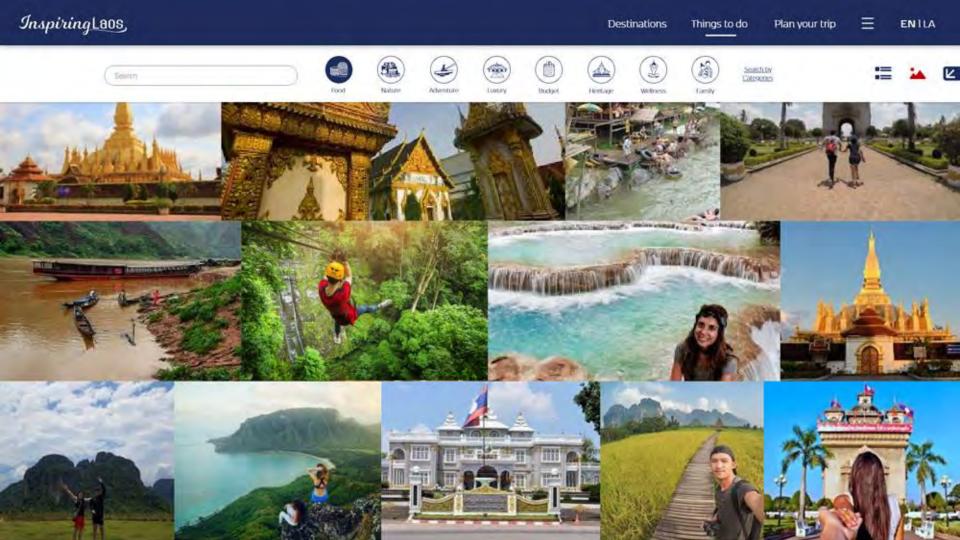














Unchiot





Hentage

3





Earnily

Search by Circoones

Experience name

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

Experience name

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Experience name

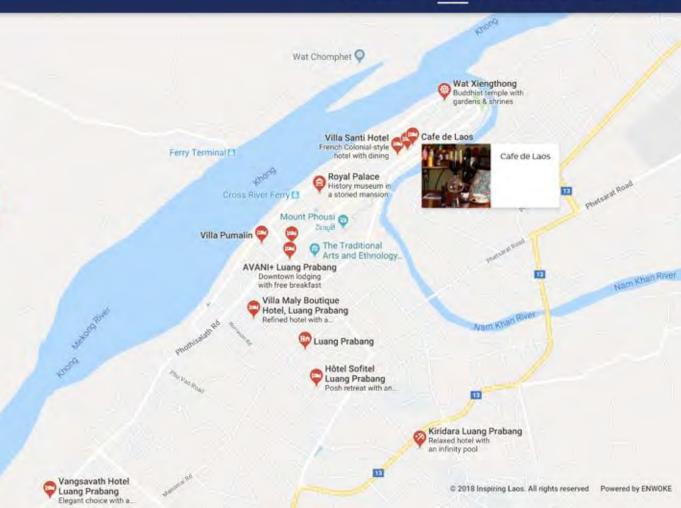
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Experience name

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Experience name

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Tourism Insight Knowledge Center





















Line-up



