



# Greater Mekong Subregion Tourism Recovery Communications Plan

Unlimited Experiences, Unlimited Stories





This document was prepared by the Greater Mekong Subregion Tourism Working Group, comprising the Ministry of Tourism, Cambodia; Ministry of Culture and Tourism, People's Republic of China; Ministry of Information, Culture and Tourism, Lao People's Democratic Republic; Ministry of Hotels and Tourism, Myanmar; Ministry of Tourism and Sports, Thailand; Ministry of Culture, Sports and Tourism, Viet Nam National Administration of Tourism, Viet Nam; the Mekong Tourism Coordinating Office; and other Greater Mekong Subregion tourism industry stakeholders.

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# **Greater Mekong Subregion Tourism Recovery Communications Plan**

**Unlimited Experiences,  
Unlimited Stories**

Mekong Tourism Coordinating Office



中國大酒店

HOTEL

CHINA TOWN  
HOTEL

Chinatown Hotel

中國大酒店  
歡迎



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# Foreword

Dear travel and tourism stakeholders,

The Greater Mekong Subregion has increasingly focused on developing sustainable and inclusive tourism in recent years, with positive changes fostered by strong engagement between government, the private sector, and civil society. This has helped transform the region into one of the world's most desirable places to visit while significantly benefitting residents and local economies.

The Mekong Tourism Coordinating Office, an initiative of the 6-country Greater Mekong Subregion Tourism Working Group, is one of many stakeholders driving positive change. Our initiatives to promote the region as a single destination, create a nurturing environment for sustainable tourism, and support responsible tourism businesses are recognized as global good practices. These include the Mekong Moments storytelling campaign, Mekong Tourism Forum, and Experience Mekong Collection of responsible travel businesses and social enterprises, which are all accessible through our [mekongtourism.org](https://mekongtourism.org) website.

We recognize that the COVID-19 pandemic has brought much hardship to communities and businesses dependant on tourism, with many struggling to keep afloat. At the same time, the pandemic offers an opportunity to re-think how we can create a stronger and more resilient tourism industry built on local experiences that mutually benefit visitors and hosts. We believe that sharing these experiences with the world is vital to enable a sustainable tourism recovery.

This tourism recovery communications plan intends to support a safe and sustainable tourism recovery in the Greater Mekong Subregion. On behalf of the Mekong Tourism Coordinating Office, we thank the Greater Mekong Subregion national tourism organizations for their valuable inputs and guidance to prepare the plan. We also thank Destination Mekong, the Mekong Tourism Advisory Group, travel trade organizations, tourism businesses, the media, academia, nongovernment organizations, and other Greater Mekong Subregion development partners for collaborating with us to produce and implement the plan. We firmly believe that our collective efforts will help build confidence to travel and support a sustainable tourism recovery.

Sincerely,



Jens Thraenhart  
Executive Director (2014–2021)  
Mekong Tourism Coordinating Office



# Introduction

The Greater Mekong Subregion (GMS), comprising Cambodia, Guangxi Zhuang Autonomous Region and Yunnan Province in the People's Republic of China, the Lao Peoples Democratic Republic, Myanmar, Thailand, and Viet Nam, has diverse natural and cultural attractions, vibrant cities, and unrivaled hospitality that each year create countless memorable experiences for visitors. But what really makes the GMS stand out as a world-class destination are the people that live here and the people that visit. The GMS is full of voices with engaging stories.

The COVID-19 pandemic has temporarily quieted these voices. After achieving historic highs of nearly 74 million international tourist arrivals that generated more than \$100 billion in tourist receipts in 2019, 2020 saw international arrivals drop by 82% and tourism receipts fall 73%.<sup>1,2,3</sup> This translates to about 60 million fewer international tourist arrivals and \$73 billion less tourism receipts. Considering tourism contributed 3.3%–19.6% to the gross domestic product of GMS countries in 2019, the tourism downturn is significantly undermining GMS prosperity.<sup>4</sup>

1. [United Nations World Tourism Organization. 2021. UNWTO Global Tourism Dashboard - Origins & Destination.](#)
2. Mekong Tourism Coordinating Office. 2020. *GMS Tourism Performance 2019.*
3. Mekong Tourism Coordinating Office. 2021. *GMS Tourism Performance 2020.*
4. The World Bank Group. 2021. TCdata360. Retrieved from <https://tcdata360.worldbank.org/>.



Although tourism destinations are suffering from reduced income and significant job losses, GMS countries are taking tremendous efforts to manage and overcome the pandemic. These initially included decisive travel restrictions, COVID-19 testing and contact tracing, social distancing, mask-wearing, and promoting good hygiene. Social protection and vocational training programs for unemployed tourism workers and fiscal support for tourism enterprises followed. COVID-19 vaccination campaigns are accelerating and substantial percentages of people in the GMS countries are expected to be fully vaccinated against COVID-19 during 2021–2022. Successful GMS responses to the pandemic make compelling stories that the world should know more about.

People's affinity for travel remains strong and durable despite the pandemic. According to a recent global survey, 78% of respondents planned to travel in the near future. Many will be seeking family vacations, romantic getaways, and culinary experiences. Nature-based experiences in uncrowded settings are sought by most market segments, while younger travelers are expected to lead the recovery in urban areas. There is also strong demand for travel with purpose. Sixty-eight percent of future travelers will support brands that have sustainability policies and 72% intend to visit places where their spending benefits local economies. After more than a year of online meetings and work from home arrangements many travelers will combine vacations with working remotely.<sup>5</sup>

Distance will also influence travel decisions, with domestic and short-haul trips recovering first, followed by medium- and long-haul trips, likely beginning in 2022.<sup>6,7</sup> This potential phased recovery augurs well for the GMS, considering most GMS countries have large domestic tourism markets and large shares of international tourists are intra-GMS travelers, along with visitors from Japan, Malaysia, Singapore, and the Republic of Korea.

While the desire to travel remains high, actual travel will depend on how well the pandemic is managed worldwide and the speed and depth at which travel restrictions can be eased. For example, in February 2021, 85% of potential tourists indicated they were likely to travel internationally only when the pandemic is completely under control, mentioning uncertain travel restrictions and mandatory quarantine as key concerns. Tourists need assurance that destinations are properly managing public health risks and all tourism stakeholders have put adequate health and safety precautions in place.

As more people plan post-pandemic travel the GMS wants to tell the world what is being done by government and private enterprises to restart tourism safely and sustainably, and that the GMS has not lost what makes it such an attractive place to visit.

5. Amex Trendex. (2021, March 9). *Global Travel Trends Report*.

6. STR.2021. *Tourism After Lockdown : The long and short of long-haul travel*.

7. European Travel Commission. 2021. *Long-Haul Travel Barometer 1/2021*.





*The objective of GMS tourism recovery communications is to widely disseminate accurate and engaging information that supports a safe and sustainable tourism recovery.*



# Principles

Common principles to guide information dissemination by public and private tourism stakeholders in each GMS country and collectively by the Mekong Tourism Coordinating Office are outlined below.

Generate **aligned content** and messages that match GMS countries' COVID-19 recovery policies and the [GMS Tourism Sector Strategy](#) objectives to promote inclusive, sustainable, and resilient tourism. Make abundant, quality content openly accessible in suitable digital formats.

Facilitate **engaging conversations** among public and private GMS tourism stakeholders and consumers using tools that foster two-way communications. Use inspiring storytelling, tone of voice, and languages best suited for intended audiences.

Proactively **connect stakeholders** electronically and in-person using appropriate channels, to build trust and relationships that cost-effectively broaden information dissemination and exchange.

These principles will be applied during all recovery phases, generally defined as (i) international borders are closed to tourists, a reopening date is uncertain, and there are some domestic travel restrictions; (ii) a firm date to reopen borders to international tourists is announced, with easing domestic travel restrictions; (iii) one or more international travel corridors is established and domestic travel is largely unrestricted; and (iv) the openness of international and domestic travel policies is similar to pre-pandemic levels.





# Aligned Content

Aligned content inspires target audiences with rich stories, images, and videos that evoke memories of the GMS. Accurate information is essential to create trust and the desire to visit GMS destinations. Content will be timely and made available through easily accessible channels like company websites, online travel agents, and sharing economy platforms that also facilitate travel planning and booking. Content will feature the unique selling points of destinations together with accurate safety and health information to enable consumers to make well-informed travel decisions.

Key messages underscoring GMS countries' shared focus on a safe and sustainable tourism recovery intend to build trust, be welcoming and inspiring, and remind travelers that there are genuine efforts underway to manage tourism sustainably.

***We are managing COVID-19, caring for our visitors, and are putting appropriate health and safety measures in place.***

***We are opening for business and welcome domestic and international tourists.***

***We are managing tourism more sustainably for people and the planet.***

***We offer diverse and authentic experiences, including family beach holidays, pristine nature, city trips with friends, couples' retreats, and gourmet cuisine. Remember your last visit – relaxing, food, discovery, friends – and tell us what you would like to do now.***

Such messages will be conveyed using human stories that capture the values and experiences that make the GMS a desirable place to visit. Content will be conveyed in a positive tone of voice that is friendly, casual, and inspiring, in languages appropriate for the target audience.



# Engaging Conversations

The travel trade, broadly defined as government agencies like the GMS National Tourism Organizations, travel media and tourism enterprises, the Mekong Tourism Coordinating Office, and development partners will generate content and engagement through decentralized channels such as social media, websites, blogs, and online events, followed by in-person interaction when possible. GMS National Tourism Organizations will continue to disseminate country-specific information on their websites and through their media partners, and selectively endorse appropriate private sector-led recovery campaigns. Mekong Tourism Coordinating Office-led initiatives include the [mekongtourism.org](http://mekongtourism.org) website and its linked social media platforms, periodic newsletters, and press releases. The Mekong Tourism Coordinating Office will also organize events featuring tourism influencers and thought leaders.

Electronic communications channels that foster two-way engagement between and among consumers and the travel trade will be used extensively, while the use of traditional print and broadcast media to disseminate fixed messages will be used selectively. Localized engagement with domestic tourists and residents using GMS languages is especially important to foster the recovery.

Recognizing that many GMS destination management organizations and small tourism enterprises lack communications toolkits, the Mekong Tourism Coordinating Office will produce and freely share on its website and in online seminars a toolkit with sample social media posts, web advertising templates, sample press releases, and other tools for creating engagement with the travel trade and consumers.



## Connect Stakeholders

There are millions of stakeholders involved in GMS tourism, including private enterprises, government agencies, the media, academia, civil-society, and tourists, to mention a few. Many are already contributing to GMS tourism recovery communications and more will be mobilized with the help of conveners like GMS National Tourism Organizations, the Mekong Tourism Coordinating Office, and tourism industry associations.

The Mekong Tourism Coordinating Office connects stakeholders using the Mekong Tourism Forum and Mekong Tourism Advisory Groups, webinar hosting, and coordinating content generation for the Experience Mekong Collection, Mekong Moments, and Mekong Minis video collection. The Mekong Tourism Coordinating Office will continue to connect stakeholders by promoting these initiatives, selectively sponsor bloggers and website content, and aggregate and distribute trade and consumer-generated social media content.

Another Mekong Tourism Coordinating Office initiative is the nascent Mekong Recovery Campaign, which connects local GMS businesses with past international visitors to generate and share inspiring content on social media. The campaign also aims to boost domestic demand and increase sales for local businesses by asking influencers to share recommendations with domestic audiences.





# Source Markets

Source markets and segment targeting will vary from destination to destination, influenced by the COVID-19 situation in different sending countries, outbound/inbound travel policies, what the destination offers, and transport scheduling, among others. The logical first step is for GMS countries to promote domestic tourism, as is being done, while maintaining destination awareness in key international markets. Later, efforts will shift to promoting intra-GMS and intra-Southeast Asia travel shortly before borders reopen in these markets.

Given that North America and many European countries are making good progress with their COVID-19 vaccinations programs, they could also be tapped either before or at the same time medium-haul intra-Asia travel resumes (e.g. between the GMS and Japan and the Republic of Korea). Messaging will be timed properly and reflect the types of experiences sought by different demographic categories. Some examples of how to frame experience-based messages are shown in the table below.

Beach	Families and groups of friends are ready for relaxing and fun beach holidays.
Business	Adults are tired of online meetings, wanting to reconnect in-person with clients and colleagues.
City Stays	Younger travelers seek city stays with shopping, dining, and other urban experiences. Direct flights between many key source markets and Bangkok, Hanoi, Ho Chi Minh City, Phnom Penh, Seoul, Vientiane, Yangon, and many cities in the People's Republic of China are opening.
Culture	We all enjoy meeting hospitable GMS people and experiencing their rich cultural heritage.
Nature	All ages appreciate the range of nature-based experiences the GMS offers in safe, uncrowded settings.
Tours	Cautious adults and families, and those seeking specialized experiences, can easily book organized tours.
Visits	People miss their friends and family and want to reconnect.
Wellness	Adults yearn for wellness activities to relieve stress caused by the prolonged pandemic and working from home. Enjoying sports also improves mental and physical well-being.

# Scenarios

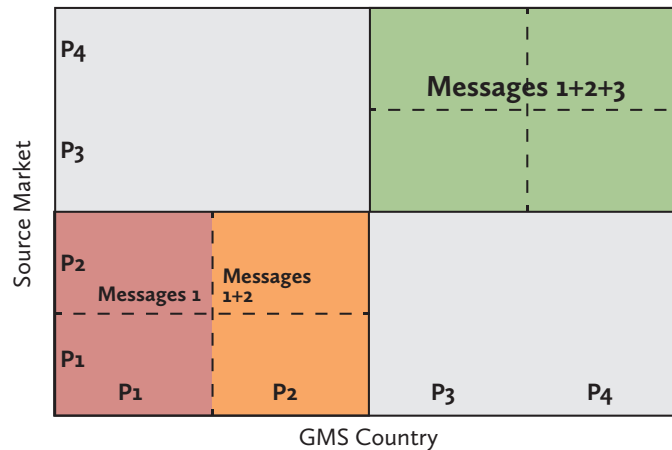
Communication scenarios during the 4 recovery stages discussed earlier are shown in the figure below. Unless the sending source market and receiving GMS country are both in Phase 3 or 4, there will be no international tourism travel. However, stakeholders should utilize the time leading up to international re-openings to promote domestic activities and disseminate content that increases destination awareness among markets not yet travelling internationally.

**Phase 1:** International borders are closed to tourists, a reopening date is uncertain, and there are some domestic travel restrictions.

**Phase 2:** Firm date to reopen borders to international tourists is announced, with easing domestic travel restrictions.

**Phase 3:** One or more international travel corridors is established, and domestic travel is largely unrestricted.

**Phase 4:** The openness of international and domestic travel policies is similar to pre-pandemic levels, not likely until at least 2023.



**P1** During Phase 1, GMS countries' public and private sectors generate engaging and inspirational content to build demand for the future. Having consistent and open collaboration between the public and private sectors builds rapport that helps boost the relevance, effectiveness, and efficiency of communication efforts. Messages during this phase will focus on engaging past travelers to share their experiences while traveling in the GMS and promoting domestic tourism. The purpose is to influence potential future international travelers to visit GMS destinations and encourage domestic travel, to diversify and help tourism enterprises survive border closures.

**P2** Phase 2 messaging will invite international travelers to visit the GMS once reopening dates are confirmed in sending markets and receiving GMS countries. Messages will feature trust-building content, including information about how countries have successfully managed COVID-19 and how they ensure tourist safety. Domestic tourism promotion continues.

**P3** In Phase 3, one or more international travel corridors are operating between sending markets and GMS countries. Regardless of whether travel is permitted only for vaccinated individuals or for everyone, targeted messaging should be increased to steer leisure and business travelers toward the GMS. Once several GMS countries are open to the same source markets, messaging to promote multi-country GMS travel can resume. Domestic tourism promotion continues.

Although Phase 4 is uncertain and likely beyond this plan's horizon, messaging should continue to be aligned, engaging, and build stakeholder connections.



# Key Implementation Roles

The Mekong Tourism Coordinating Office will lead the activities in its workplan and coordinate subregional (i.e. involving 2 or more) communications activities implemented by GMS National Tourism Organizations and other stakeholders when requested. The roles of key entities expected to support GMS tourism recovery communications are summarized below.

## GMS National Tourism Organizations

- Integrate appropriate tourism communications into national COVID-19 tourism recovery efforts.
- Create and implement national and destination-specific communications plans following the framework in this plan.
- Collaborate with national and international partners to implement the national and destination-specific communications plans.
- Coordinate with the Mekong Tourism Coordinating Office to implement initiatives that involve 2 or more GMS countries and the action plan in Annex II.

## Mekong Tourism Coordinating Office

- Aggregate and disseminate information provided by GMS National Tourism Organizations, tourism trade stakeholders, and consumers.
- Generate and disseminate original content using Mekong Tourism Coordinating Office professional networks and digital assets.
- Provide expert advice and mobilize resources to help implement this plan.
- Lead the implementation of activities in Annex II.
- Prepare periodic progress reports.

## Media

- Raise awareness and understanding about GMS tourism among the travel trade, consumers, and residents.
- Create and disseminate accurate and engaging content.

## Mekong Tourism Advisory Groups

- Generate and disseminate information that supports the GMS tourism recovery.
- Provide topical messaging advice, for example health and wellness, arts and culture, food, agritourism, wildlife conservation, child protection, and other advisory group thematic areas.

## Tourism Businesses

- Support and implement appropriate communications activities.
- Engage clients to participate in relevant activities.
- Sponsor national and multi-country activities in partnership with GMS National Tourism Organizations, tourism industry associations, and the Mekong Tourism Coordinating Office.

## Development Partners

- Provide knowledge and finance to help GMS National Tourism Organizations and the Mekong Tourism Coordinating Office design and implement tourism recovery communications activities.

# Monitoring

The Mekong Tourism Coordinating Office will monitor GMS tourism recovery communications and prepare periodic progress reports on the implementation of this plan. Key quantitative and qualitative indicators to be tracked are shown below. These indicators will be reviewed quarterly and updated when needed.

	Performance indicators	Data sources
<b>Objective</b> Widely disseminate accurate and engaging information that supports a safe and sustainable GMS tourism recovery.	<ul style="list-style-type: none"> <li>GMS countries' median score overall on an internationally recognized tourism sentiment index that aggregates sentiment toward tourism services, tourism experiences, and COVID-19 management</li> </ul>	Tourism Sentiment Index
<b>Aligned Content</b> Generate aligned content and messages that match GMS countries' relevant COVID-19 recovery policies and the GMS Tourism Sector Strategy objectives to promote inclusive, sustainable, and resilient tourism.	<ul style="list-style-type: none"> <li>Number of positive-sentiment media mentions (print, broadcast, online, and social media) about the GMS tourism recovery</li> <li>Number of visual content pieces shared with GMS tourism campaign hashtags</li> <li>Mekongtourism.org website traffic (e.g., users, visits, page-views, time-on-site, downloads) and website traffic of GMS National Tourism Organization websites, GMS tourism recovery campaign, Destination Mekong, and select destination management organizations</li> </ul>	Media tracking reports  Social media monitoring  Google Analytics
<b>Engaging Conversations</b> Facilitate engaging conversations among public and private GMS tourism stakeholders and consumers using tools that foster two-way communications.	<ul style="list-style-type: none"> <li>Number of likes and shares generated by social media accounts: Mekong Tourism Coordinating Office, GMS National Tourism Organizations, GMS tourism recovery campaign, Destination Mekong, and select destination management organizations</li> <li>Number of businesses and consumers engaging Experience Mekong Collection</li> </ul>	Social media monitoring  Google Analytics
<b>Connect Stakeholders</b> Proactively connect stakeholders electronically and in-person using appropriate channels to build trust and relationships that cost-effectively broaden information dissemination and exchange.	<ul style="list-style-type: none"> <li>Number of participants in the Mekong Tourism Forum, Destination Mekong Summit, and select major GMS tourism trade events</li> <li>Number of participants in Mekong Tourism Coordinating Office affiliated webinars and events that support GMS tourism recovery</li> <li>Number of websites and social media accounts linked to GMS National Tourism Organization, Mekong Tourism Coordinating Office, GMS tourism recovery campaign, Destination Mekong, and select destination management organization websites</li> </ul>	Event reports  Google Analytics







# Greater Mekong Subregion Tourism Recovery Plans



## Cambodia

*Recovery of Cambodia Tourism During and Post COVID-19.* Cambodia is promoting cultural heritage, ecotourism, Cambodia Bay, and Cambodian-ness, emphasizing human impact stories. Health, safety, and cleanliness are prioritized to build travelers' confidence.



## People's Republic of China

Market-specific messaging focuses on policies that support a safe and sustainable tourism recovery, including stringent health and safety measures and better visitor management. Digital technologies are being used to enable visitors to experience attractions and historical sights virtually. With a large domestic market, communications mainly use Chinese languages.



## Lao People's Democratic Republic

*Tourism Recovery Roadmap 2021-2025.* The roadmap promotes greening the tourism industry. Communications convey efforts to boost sustainability, reinforce that the country is a safe destination, diversification, and promote small and medium-sized enterprises. Regional markets are the main target.



## Myanmar

*Myanmar Tourism Strategy Recovery Roadmap 2021-2025 (September 2020).* Communications aim to rebuild trust among travelers by using inspiring messaging, emphasizing community-based tourism and sporting events.



## Thailand

The Amazing Thailand Safety and Health Administration certification program underscores Thailand's efforts to ensure visitor safety. Messaging reflects Thai hospitality, friendliness, and good service; and accentuates efforts to protect nature and cultural heritage, while "building back better."



## Viet Nam

Visit Viet Nam Year 2021 promotes safely discovering the country's rich historic and cultural heritage. The public and private sectors are collaborating to support a phased recovery, starting with promoting domestic tourism.





# Mekong Tourism Coordinating Office Communications Plan 2021–2022



## Mekong Tourism Coordinating Office Communications Plan 2021–2022

TIMEFRAME	OBJECTIVE	ACTIVITY	KEY TASKS	INDICATORS	AUDIENCE	PARTNERS	FUNDING
Aligned Content							
Q4 21–Q4 22	Travel trade is aware of GMS countries' recovery activities and policies	Prepare monthly GMS COVID-19 policy updates	<ul style="list-style-type: none"> <li>• Desk research to compile latest policies in each GMS country</li> <li>• Prepare draft 1 to 2-page desktop published report</li> <li>• GMS NTOs review report</li> <li>• Upload to MTCO website</li> </ul>	<ul style="list-style-type: none"> <li>• Number of reports published</li> <li>• Number of times report viewed online/dwell time</li> <li>• Number of times the reports are downloaded</li> </ul>	<ul style="list-style-type: none"> <li>• Travel trade media</li> <li>• Consumer media</li> <li>• Bloggers and Influencers</li> </ul>	<ul style="list-style-type: none"> <li>• GMS NTOs</li> <li>• Media partners</li> </ul>	MTCO administration budget
Q4 21–Q4 22	Travel trade and consumers are aware of GMS countries' travel policies	Launch storytelling recovery campaign	<ul style="list-style-type: none"> <li>• Design campaign platforms and integrate them with destination portals/websites</li> </ul>	<ul style="list-style-type: none"> <li>• Number of participating experiences</li> <li>• Website and social media traffic</li> </ul>	<ul style="list-style-type: none"> <li>• Travel trade</li> <li>• Consumers</li> </ul>	<ul style="list-style-type: none"> <li>• GMS NTOs</li> <li>• Industry stakeholders</li> <li>• Development partners</li> </ul>	MTCO, NTOs, donors, sponsors
Q4 21–Q4 22	International travelers are inspired by GMS experiences via shared social media content	Engage international travelers to share past experiences using visual content (photos and videos)	<ul style="list-style-type: none"> <li>• Engage industry stakeholder to ask past travelers to share their experiences via visual content on social media and add relevant hashtags</li> <li>• Identify industry stakeholder incentives</li> <li>• Create content guidelines</li> </ul>	<ul style="list-style-type: none"> <li>• Number of visual content pieces shared</li> <li>• Value of incentives donated by stakeholders</li> <li>• Content reach through social media channels</li> <li>• Relevant keywords used</li> <li>• Number of likes</li> </ul>	<ul style="list-style-type: none"> <li>• Consumers</li> </ul>	<ul style="list-style-type: none"> <li>• GMS NTOs</li> <li>• Industry stakeholders</li> </ul>	MTCO, NTOs, donors, sponsors
Q4 21–Q4 22	Domestic travelers are inspired by GMS experiences via shared social media content	Engage domestic travelers to share recent experiences using visual content (photos and videos)	<ul style="list-style-type: none"> <li>• Engage industry stakeholders to ask guests to share their experiences via visual social media content and add relevant hashtags</li> <li>• Identify industry stakeholder incentives</li> <li>• Create content guidelines</li> </ul>	<ul style="list-style-type: none"> <li>• Number of visual content pieces shared</li> <li>• Value of incentives donated by stakeholders</li> <li>• Content reach through social media channels</li> <li>• Relevant keywords used</li> <li>• Number of likes</li> </ul>	<ul style="list-style-type: none"> <li>• Consumers</li> </ul>	<ul style="list-style-type: none"> <li>• GMS NTOs</li> <li>• Industry stakeholders</li> </ul>	MTCO, NTOs, donors, sponsors
Q4 21–Q4 22	Residents promote localized GMS experiences	Engage residents to share information about what to do locally	<ul style="list-style-type: none"> <li>• Motivate residents to share “hidden secret” experiences via visual content on social media and add relevant hashtags</li> <li>• Create content guidelines</li> </ul>	<ul style="list-style-type: none"> <li>• Number of visual content pieces shared</li> <li>• Number of likes</li> </ul>	<ul style="list-style-type: none"> <li>• Consumers</li> </ul>	<ul style="list-style-type: none"> <li>• GMS NTOs</li> <li>• Industry stakeholders</li> </ul>	MTCO, NTOs, donors, sponsors
Q4 21–Q4 22	Travel trade and consumers share GMS travel and tourism information	Content creation, distribution, and (contextual) advertising	<ul style="list-style-type: none"> <li>• Write stories</li> <li>• Partner with distribution channels</li> <li>• Relevant media placement</li> <li>• Social media marketing</li> <li>• Engage travel industry to contribute content to the mekongtourism.org library</li> <li>• Include content in monthly e-newsletter</li> </ul>	<ul style="list-style-type: none"> <li>• Number of stories created</li> <li>• Pickup of stories</li> <li>• Advertising reach</li> <li>• Website traffic</li> <li>• Reach of social media posts</li> <li>• Number of new library posts</li> <li>• Open rate of e-newsletter</li> </ul>	<ul style="list-style-type: none"> <li>• Travel trade</li> <li>• Consumers</li> </ul>	<ul style="list-style-type: none"> <li>• Media</li> <li>• GMS NTOs</li> <li>• Industry stakeholders</li> </ul>	MTCO, NTOs, donors, sponsors

GMS = Greater Mekong Subregion, MTCO = Mekong Tourism Coordinating Office, NTO = National Tourism Organization, Q = quarter, SME = small and medium-sized enterprises.



## Mekong Tourism Coordinating Office Communications Plan 2021–2022

TIMEFRAME	OBJECTIVE	ACTIVITY	KEY TASKS	INDICATORS	AUDIENCE	PARTNERS	FUNDING
Engaging Conversations							
Q1 22–Q4 22	Tourism micro and SMEs better known by consumers	Connect tourism micro and SMEs with travel trade and consumers	<ul style="list-style-type: none"> <li>Expand Experience Mekong Collection portal</li> <li>Create member resource website</li> </ul>	<ul style="list-style-type: none"> <li>Number of businesses participating</li> <li>Engagement-level of businesses (engaged, active, responsive, inactive)</li> <li>Experience Mekong website traffic</li> </ul>	<ul style="list-style-type: none"> <li>Travel trade</li> <li>Consumers</li> </ul>	<ul style="list-style-type: none"> <li>GMS NTOs</li> <li>Experience Mekong Collection members</li> <li>Development partners</li> </ul>	MTCO, NTOs, donors, sponsors
Q4 21 –Q4 22	GMS tourism stakeholders effectively use communications channels	GMS Tourism Recovery Communications Toolkit	<ul style="list-style-type: none"> <li>Create generic communications toolkit and online seminar to advise users how to customize it</li> <li>Organize online seminars</li> </ul>	<ul style="list-style-type: none"> <li>Toolkit created</li> <li>Number of seminars</li> <li>Number of destinations and businesses using the toolkit</li> </ul>	<ul style="list-style-type: none"> <li>Industry stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>Subject matter experts</li> </ul>	MTCO administration budget, donors, sponsors
Q1 22 –Q4 22	Industry stakeholders help to design and promote communications activities	Mekong Tourism Advisory Group membership expanded	<ul style="list-style-type: none"> <li>Industry networking</li> <li>Organize meetings with expert groups</li> <li>Appoint Mekong Tourism Advisory Group members communications campaign “ambassadors”</li> </ul>	<ul style="list-style-type: none"> <li>Number of meetings organized</li> <li>Number of Mekong Tourism Advisory Group members and “ambassadors”</li> </ul>	<ul style="list-style-type: none"> <li>Travel trade</li> </ul>	<ul style="list-style-type: none"> <li>Industry stakeholders</li> </ul>	MTCO administration budget

GMS = Greater Mekong Subregion, MTCO = Mekong Tourism Coordinating Office, NTO = National Tourism Organization, Q = quarter, SME = small and medium-sized enterprises.

## Mekong Tourism Coordinating Office Communications Plan 2021–2022

TIMEFRAME	OBJECTIVE	ACTIVITY	KEY TASKS	INDICATORS	AUDIENCE	PARTNERS	FUNDING
Connect Stakeholders							
Q4 21 –Q2 22	Travel trade is aware of GMS countries' recovery activities and policies	Update Mekongtourism.org	<ul style="list-style-type: none"> <li>• Enrich user experience</li> <li>• Update plugins</li> <li>• Optimize database architecture</li> <li>• Increase loading speed</li> </ul>	<ul style="list-style-type: none"> <li>• Website content quality</li> <li>• Website uptime</li> <li>• Page visits per user session</li> <li>• Time per user session</li> <li>• Web-speed</li> </ul>	• Travel trade	• Website developer	MTCO administration budget, donors, sponsors
Q4 21 –Q4 22	Travel trade and consumers are aware of GMS travel and tourism information	Trade and consumer media relations	<ul style="list-style-type: none"> <li>• Prepare and distribute press releases</li> <li>• Engage bloggers and influencers</li> <li>• Organize Mekong Tourism events with media participation</li> </ul>	<ul style="list-style-type: none"> <li>• Number of press releases created</li> <li>• Number of press releases picked-up by media outlets</li> <li>• mekongtourism.org clicks</li> <li>• Mekong recovery campaigns webpage traffic</li> <li>• Number of media attending events</li> </ul>	<ul style="list-style-type: none"> <li>• Travel trade media</li> <li>• Consumer media</li> <li>• Bloggers and Influencers</li> </ul>	<ul style="list-style-type: none"> <li>• GMS NTOs</li> <li>• Media partners</li> </ul>	MTCO administration budget
Q4 21 –Q4 22	Boost travel demand and increase sales for local businesses	Coordinate Mekong Tourism Recovery Campaign	<ul style="list-style-type: none"> <li>• Create campaign website</li> <li>• Engage with businesses to upload vouchers</li> <li>• Promote website to consumers</li> </ul>	<ul style="list-style-type: none"> <li>• Website created</li> <li>• Number of offers uploaded by businesses</li> <li>• Website traffic</li> <li>• Number of offers sold</li> <li>• Value of offers sold</li> </ul>	<ul style="list-style-type: none"> <li>• Travel trade</li> <li>• Consumers</li> </ul>	<ul style="list-style-type: none"> <li>• GMS NTOs</li> <li>• Industry stakeholders</li> </ul>	MTCO, NTOs, businesses, donors, sponsors
Q2 22	Connect industry stakeholders to exchange tourism recovery communications knowledge/ experience	Mekong Tourism Forum	<ul style="list-style-type: none"> <li>• Organize event (agenda, format, content, speakers, venue, financing, reporting)</li> <li>• Organize Mekong Tourism events with media participation</li> </ul>	<ul style="list-style-type: none"> <li>• Number of participants</li> <li>• Media pickup</li> <li>• Forum website traffic</li> <li>• In-kind contributions</li> </ul>	<ul style="list-style-type: none"> <li>• Travel trade</li> <li>• Academia</li> <li>• Media</li> </ul>	<ul style="list-style-type: none"> <li>• All public and private GMS tourism stakeholders</li> </ul>	MTCO administration budget, donors
Q4 21	Connect industry stakeholders to exchange tourism recovery communications knowledge/ experience	Virtual Destination Mekong Summit	<ul style="list-style-type: none"> <li>• Organize event (agenda, format, content, speakers, venue, financing, reporting)</li> </ul>	<ul style="list-style-type: none"> <li>• Website created</li> <li>• Number of offers uploaded by businesses</li> <li>• Website traffic</li> <li>• Number of offers sold</li> <li>• Value of offers sold</li> </ul>	<ul style="list-style-type: none"> <li>• Travel trade</li> <li>• Consumers</li> </ul>	<ul style="list-style-type: none"> <li>• GMS NTOs</li> <li>• Industry stakeholders</li> </ul>	MTCO, NTOs, businesses, donors, sponsors
Q4 21 –Q4 22	Travel trade is aware of GMS countries' tourism recovery activities and policies	Virtual and in-person travel trade event participation	<ul style="list-style-type: none"> <li>• Deliver presentations and briefings about GMS tourism recovery activities and policies</li> </ul>	<ul style="list-style-type: none"> <li>• Number of events joined</li> <li>• Number of times MTCO quoted</li> </ul>	• Travel trade	<ul style="list-style-type: none"> <li>• GMS NTOs</li> <li>• Industry stakeholders</li> </ul>	MTCO administration budget

GMS = Greater Mekong Subregion, MTCO = Mekong Tourism Coordinating Office, NTO = National Tourism Organization, Q = quarter, SME = small and medium-sized enterprises.





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