Successful Promotion and Capacity Building of Cultural Tourism and Thematic Routes
Trough Collaborative Social Commerce in the Greater Mekong Subregion

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

Build a brand that promotes the Greater Mekong Subregion as a single tourism destination through collaboration between businesses and people who are passionate about the Mekong region.
Digital Transformation

Systems of Intelligence

Empower your employees
Engage your customers
Optimize your operations
Transform your product
A tourism brand... what’s that?

The idea of a brand is perhaps easier to understand if you replace it with the word “reputation”.

What is the destination’s reputation at home and abroad, what are the destination’s unique characteristics; what makes the destination memorable?
Regardless of what you choose

Ads don’t work the way they used to

People are skilled at ignoring marketing and rarely change their mind.
Brand-generated content is being **IGNORED**

Content created by brand is perceived as less authentic than content generated by users

**CHALLENGES**

Brands are spending more

3x Year-over-year increase in brand created content

For less return

5% of all brand created content gets notices

Source: Beckon Research
User-generated content is being NOTICED

Content created by brand is perceived as less authentic than content generated by users

**IMPACT OF USING USER-GENERATED CONTENT**

- **Strengthen consumer trust**
  - 92% of consumer trust earned media more than owned media
  - Source: Nielsen

- **Drive sales**
  - 81% of purchase decisions are peer influenced
  - Source: Forbes

Source: Nielsen
Source: Forbes
Storytelling is an important *marketing tool* for brands, in order to *get in touch* with their main audience.
Social Media is storytelling.

Blogs

Facebook Walls

My Story
2.5 billion pieces of user-generated content are shared every day.
We can use travelers experiences to tell a story.

Turtle selfie on Visit Australia’s Instagram got

❤️ 61K

Source: instagram.com/Australia
USING SOCIAL MEDIA TO GENERATE SOCIAL COMMERCE

People buy where they connect.

People are 6 times more likely to buy.
GETTING MORE OUT OF SOCIAL COMMERCE

MAKE IT COLLABORATIVE!

• Enhance social commerce and benefit from THE POWER OF MANY
• Conducted in a collaborative way between numerous instances of a network, e.g. experiences, outlets, hotels, shops, restaurants, etc...
PUBLIC-PRIVATE PARTNERSHIP TO PROMOTE GMS TOURISM
THE CHALLENGE

• Engaging businesses regardless of size and type to promote a route, theme, or destination collaboratively

• Leverage the power of visual social media sharing with limited resources to inspire.

• Enabling businesses to promote their offers in real time and run engagement campaigns to travellers

• Promoting issues like responsible tourism, child protection, travel dispersion, and multi-country journeys

• Building capacity for small business in the destination
What is #MekongMoments?

- **Cooperative campaign** by and for ALL stakeholders
- **Turn-key solution** for ALL budgets to run a social media campaign
- Digital marketing **capacity-building**
- A social media campaign that leverages the phenomenon of **social media sharing**
- **Public-private partnership** —owned and operated by UNWTO Affiliate Member Chameleon Strategies.
All Stories

Mount Phousi is ALWAYS a good idea by Nadia Mike

Why you need to visit Wat Xieng Thong Temple

Kuang Si Falls – why you MUST visit + killer photo

Where to Stay in Luang Prabang – Kiridara Hotel
The Importance of Integration

Traveler
- Inspiration
  - KOL
  - In-destination
- Storytelling
  - Ambassador
  - Rewards
  - Social Media
  - Word of Mouth
  - Online
- Travel
- Booking

Industry
- Capacity Building
  - Support
  - Training
  - Standards
  - Community Building
  - Relationships
  - Partnership
  - Rewards
- Ambassadors
  - Content Creation
  - Engagement
- Identification

Destination
- Engagement

Social Media
Publicity
Word of Mouth
Online
KOL
In-destination
Ambassador
Rewards
Social Media
Word of Mouth
Online
MEKONG MOMENTS RECOGNITION
STAKEHOLDER ENGAGEMENT STRATEGY

1. Engage local industry, give them tools to showcase themselves, reward them and turn them into ambassadors.

2. Get travelers to tell their stories to achieve an authentic brand image with “real” consumer generated stories.

3. Offer categorized content to maximize the appeal to customer segments.

4. Combine and integrate online and offline activities.
Motivate people to share Moments and tag with #MekongMoments
Getting visitors and locals to **share their stories** (and generate awareness for you)

Emotions which trigger to get people to share:
- Achievement
- Pride
- Truly helpful
- Self image
- Incentives (contests)

Increasingly people prefer to share specifically within groups with the interest/community
MULTIPLE MICRO SOCIAL MEDIA CONTESTS
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 show more

Platform: Instagram
Upload date: 22/05/2016

Category: DO - Others

Connected Experiences

Connected Groups

LAOS minis
The Elephant Conservation Center, located in Sayaboury in the Lao People's Democratic Republic, acts to preserve and protect the Asian elephant species, which is critically endangered. Established in 2014, the center focuses on elephant rehabilitation, research, and education.
AVANI Luang Prabang

AVANI Luang Prabang is a modern boutique hotel with a storied history. Formerly the site of French officer quarters, the hotel is now home to a landmark local hotel, these peek-position grounds in the heart of the old town now welcome you with classic contemporary style design that's a break of fresh air while remaining true to the town's colonial architectural heritage.

AVANI Luang Prabang PO Box 1482, Prathimbath Road, Xua Keng Village Luang Prabang, Laos PDR 01000
MEKONG HERITAGE

Explore the cultural and natural heritage of the Mekong Region

search...
MULTI-COUNTRY THEMATIC JOURNEYS
Importance of Routes and Themes to Tourism

- Travel-intent based themes by travelers interests
- Destinations are collection of themes, such as e.g. culture, history, or food
- Themes help in the self-identification of locals as well as in the distinguishing from other regions.
- Themes and routes can become destinations in themselves for travelers, e.g. Danube River, Silk Road
Thematic Routes

The Tea Caravan Trail
10 Highlights in the Northwest Mountains

1. Fort Carnot
2. Nam Chiang
3. Don Chai
4. Nam Phaie
5. Bor Kung
6. Vat Mahaphot
7. Nam Eng Cave
8. Nam Hia NPA
9. Vien Neua
10. Nam Dee Fall

LEGEND:
- Historic sites
- Natural beauties
- Cultural spots
- Wildlife habitats
- Ecotourism areas
- Indigenous cultures
- Cultural festivals
- Trekking routes
- Tours
- Transportation

NOTE: The map is a guide to the historical and natural sites along the Tea Caravan Trail. For detailed information, please refer to the accompanying guidebook.
Follow the coast
Custom branded

Follow the coast
Showcasing of experiences on route
Map of experiences
Aggregates and curated inspirational user generated content
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**
COLLABORATIVELY PROMOTING THE GREATER MEKONG SUBREGION
Business create listing profiles for its experiences on ENWOKE.com for FREE.

Optionally businesses can upgrade listings to private-label websites with own URL.

Business encourages people to share experience via social media and to hashtag content.

Tagged shared content with matched hashtags will be aggregated into relevant platforms (destinations, themes, brands, associations, etc.).

Aggregated content will be associated with the respective website on the Enwoke system.

People inspired by aggregated content will be linked directly to the respective experience website on the Enwoke system.
Experience and social content is aggregates into platforms from ENWOKE databases based on category, brand, location, or theme.

Profiles and websites are featured in platforms based on category, brand, location, or theme.

User generated content is aggregated from social media channel based on tags, location and connectivity.

Meta content is aggregated through AI Technology.

The ENWOKE Model: The 3 E’s

- **EXPOSURE**
- **ENGAGEMENT**
- **EARNINGS**
MEKONG TOURISM OVERVIEW 2018

DOWNLOAD AT:
HTTP://BIT.LY/MTO-2018
MEKONG TOURISM FORUM
MEKONGTOURISMFORUM.ORG
DALI, YUNNAN – P.R. CHINA
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