Successful Promotion and Branding of Cultural Tourism in the Mekong Region Through Collaborative Digital Transformation

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MEKONGTOURISM.ORG
MEKONG TOURISM COLLABORATION
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

- 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

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
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

User-generated content is being NOTICED

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

92%

81%

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.
2.5 billion pieces of user-generated content are shared every day.
Tell your own story

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 are 6 times more likely to buy where they connect.

Social Media

Social Commerce

(E)-Commerce

People buy where they connect.
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
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.

IN PARTNERSHIP WITH
All Stories

BROWSE BY
SEARCH IMAGES, PLACES, STORIES AND PEOPLE

DATE ADDED NEAR BY MOST POPULAR MOST ADDED HIDE MAP

Map Satellite

Mount Phousi is ALWAYS a winner!

Why you need to visit Wat

Kuang Si Falls – why you

Where to Stay in Luang...
The Importance of Integration

Traveler

- Inspiration
  - KOL
  - In-destination

- Storytelling
  - Ambassador
  - Rewards
  - Social Media
  - Word of Mouth
  - Online

- Travel

- Booking

Destination

- Industry
  - Capacity Building
    - Support
    - Training
  - Ambassadors
    - Standards
  - Identification
    - Partnership
    - Rewards

- Content Creation

- Engagement

- Industry
  - Capacity Building
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- Engagement
MEKONG MOMENTS RECOGNITION

PATA®
Pacific Asia Travel Association
GOLD AWARD WINNER
2018

THE GOLDEN CITY GATE
TOURISM MULTIMEDIA AWARD
DURING ITB BERLIN
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
MULTIPLE MICRO SOCIAL MEDIA CONTESTS
#MEKONGMOMENTS
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
The Elephant Conservation Center, located in Sayaboury in the Lao People's Democratic Republic, acts to preserve and protect the Asian elephant species. Established in 2010, it is dedicated to the conservation and rehabilitation of Asian elephants.
SIMPLY BEAUTIFUL

I'm looking for

PLACES TO GO  ABOUT LAOS  THINGS TO DO
MEKONG HERITAGE

Explore the cultural and natural heritage of the Mekong Region
Thematic Routes

The Tea Caravan Trail
10 Highlights in the Northwest Mountains

1. FORT CARNOT
2. NAM CHANG
3. DON CHAI
4. NAM PHAENG
5. BOR KUNG
6. VAT NAHA PHOT
7. NAM ENG CAVE
8. NAM HA NPA
9. VENG NEUA
10. NAM OEE FALL

LEGEND
- Historical Site
- Cultural Site
- Natural Monument
- Indigenous People's Site
- Archaeological Site
- Important Historical Landmark
- Natural Landmark
- Tourist Attraction
- Important Cultural Landmark
Follow the coast

The heart of the Mekong Region awaits you...

Connecting cultures from Thailand through Lao PDR to Viet Nam

Uncover the secrets of nature

Taste the best of tea in the Mekong Region

Step back in history

Meander the Mekong

Follow the path of Buddha
Follow the coast
Showcasing of experiences on route.
Map of experiences
Aggregates and curated inspirational user generated content
SHARE YOUR 60 SECOND VIDEOS AND WIN

MEKONGMINIS.COM
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
MEKONG TOURISM FORUM
DALI, YUNNAN – P.R. CHINA
MAY 21-23, 2019
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