

# **Tour of Mekong 2010**

**by  
Tourism Authority of Thailand  
(TAT)**

**26 May, 2011**





- **Tour of Mekong 2010** –by Tourism Authority of Thailand (TAT)
- A Mountain Bike Marathon Race covering 4 countries:  
**Thailand - Lao PDR - China and Vietnam**

# Tour of Mekong 2010



- **Date:** 4 – 16 December, 2010 Starting at Chiang Rai Province
- **13 Days of Race**



# Objectives



- To attract athletes and quality tourists, locally and internationally especially from European and Scandinavian markets to the GMS region.



- To introduce new activities and to stimulate traveling to the northern part of Thailand and neighbouring countries.



- To raise profile of the border that connects the GMS countries in the aspect of Eco-Tourism.



- To expand opportunity for tourism in the GMS and promote the Eco-Tourism of the Region.

# Cycling Route



Chiang Khong District of Chiang Rai province, Thailand - Huay Xai - Vieng Phoukha - Luang Nam Tha - Luang Prabang, Lao PDR. - Jinghong, China - Sapa - Dien Bien Phu, Vietnam- Chaloen Phra Kiat District of Nan province, Thailand.

# Activities

- Cycling tour along the designated route.
- Cycling race through 4 countries to accumulate points.



# Activities



- Organize a Fam Trip along the tourism route of the Tour of Mekong, joined by entrepreneurs, media, and tourists

# Number of Participants

- Thailand Tournament: 70
- China Tournament: 50
- Vietnam Tournament: 50
- Lao Tournament: 150

(50 registered from the Start in Thailand plus joint locals from each country)





By Wanchai

By Wanchai



HỘI KHÁ HỘI CHỦ NGHĨA VIỆT NAM MUÔN NĂM!

By Wanchai

By Wanchai



By Wanchai

By Wanchai

THANK  
YOU

