



# 28<sup>th</sup> GMS Tourism Working Group Meeting

29 November 2011, Aureum Palace Hotel  
Bagan, The Republic of the Union of Myanmar

Report & Follow up of the 27th GMS Tourism Working Group and  
Mekong Tourism Forum 2011

26–29 May 2011, Pakse, Lao PDR

# 27<sup>th</sup> GMS Tourism Working Group Meeting

26 May 2011, Pakse Lao PDR



- The meeting was chaired by H.E. Vang Rattnavong of the Lao National Tourism Administration and co-chaired by Mr. Chong Chi Nai, Country Director, Lao Resident Mission, Asian Development Bank.
- TWG 27 reviewed the implementation of the tourism sector strategy being coordinated by MTCO in two aspects, the Marketing Program & the Tourism Development Program.
- MTCO Executive Director gave an update on the Explore Mekong Website, GMS Tourism Events, and presented media clippings.
- MTCO Project Coordinator updated on the development program.
- Followed by the GMS Country Project Updates and the announcement of host country for MTF 2012 and TWG 28 meeting.



# Mekong Tourism Forum 2011

27-28 May 2011, Pakse, Lao PDR

- The Mekong Tourism Forum 2011 was held at the Champasak Grand Hotel in Pakse, Lao PDR during 27 – 28 May 2011.
- The theme of “Destination Mekong: The Making of the Star” was chosen and aimed to promote new and emerging tourist attractions.





# Mekong Tourism Forum 2011

27-28 May 2011, Pakse, Lao PDR

- The event was well received by over 250 international and local participants.



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- In conjunction with the MTF 2011, the Mekong Travel Fair was held at the same venue with over 80 participating booths.





# Mekong Tourism Forum 2011

27–28 May 2011, Pakse, Lao PDR

- As a host of the next MTF, Thailand held the “Thailand Night” farewell dinner as well as performed the MTF host hand over ceremony on the night of 28 May 2011.

