



Destination Laos Tourism Marketing Plan 2022-2023

For Covid-19 Recovery

Tourism Marketing Department
Ministry of Information, Culture and Tourism and
National Destination Management Network (DMN)
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EXECUTIVE SUMMARY

The year 2020 delivered a major shock to the tourism industry, both in Laos and globally. As borders closed, due to the Covid-19 pandemic, no one quite understood the challenges that lie in reopening them. Laos was no exception and in late March 2020, borders closed and all tourism halted. While domestic tourism has encountered a vigorous renaissance, domestic tourists are not able to match the volume and spend of international tourists.

In December 2021, the Prime Minister's Office announced a Travel Green Zone scheme to gently push the door open and re-welcome tourists to Laos. The plan only allows for group travel in the country so that tourists may be monitored and reduce the risk of the spread of Covid-19, both to local people and to other visitors. Independent travelers, formerly a mainstay of Lao tourism, have been effectively shut out and await further reopening measures to allow them access to the country.

Initiated by the Ministry of Information, Culture and Tourism (MICT) in collaboration with National Destination Management Network (DMN), and supported by the Second Greater Mekong Subregion Tourism Infrastructure for Inclusive Growth Project, this Destination Laos Tourism Marketing Plan 2022-2023 for Covid-19 Recovery builds on prior research on Laos' domestic and international tourism markets conducted in mid-late 2021. It is expected that this plan will formulate tourism activities for the coming years which will be overseen by the DMN, which will rally the stakeholder and donor support needed for each activity.

The DMN is a platform for public and private sector stakeholder collaboration in the tourism sector. It coordinates the key activities of various stakeholders into a Public and Private Sector Action Plan, which enables all parties to understand what other stakeholders are doing in the tourism sector and allows synergies and collaborations to form.

The activities focus on both domestic and regional tourists. The domestic market is the only support for the entire tourism industry in Laos, at present, so continuing the Lao Thiao Lao domestic tourism campaign will be of great importance until international visitors can return in sufficient numbers.

As the country reopens, Laos will need to consider how to position and brand itself as it works to attract regional and international travelers again. Importantly, a campaign will be required to tie all of the various marketing activities from digital marketing, print marketing, events, media & PR initiatives, as well as guide involvement in international travel trade fairs.

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I. INTRODUCTION

Like many other countries in the world, Laos has suffered tremendously as a direct result of the Covid-19 pandemic, with the local tourism industry being the hardest hit. Almost two years have passed since the country first closed its international borders and suspended all tourist visas, effectively halting all international tourism in a country already desperate for foreign currency. As the country successfully contained the first wave of the virus within its national borders in 2020, a domestic tourism marketing campaign called *Lao Thiao Lao* was initiated to boost what was left of the struggling local industry. A few months later, the second and third waves spearheaded by the more pathogenic and more transmissible Delta variant caused more infections, deaths, and even business closures.

Facing continual pressure from the business sector, the government realized that a zero-covid policy was all but impossible and thus moved to try to “live with the virus” by not only lifting stay-at-home orders but also reopening the country to foreign tourists in a limited and controlled fashion on 1 January 2022. However, disjointed communications, the unavailability of flights, and increasing cases are some of the factors that are obstructing the country’s reopening. As of the writing of this report, only several hundred tourists have managed to come to Laos while Omicron, a more transmissible but less lethal Covid-19 variant, makes its way through the local population.

Thus, it is clear that the country is in dire need of a marketing plan in order to begin to attract the already small number of tourists willing to travel to this part of the world. A clearly delineated plan is not only a prerequisite to jumpstarting the local tourism sector towards recovery but also necessary in offering hope to a sector that has not seen operating revenue in months.

The marketing goals, or objectives of this plan is as follows:

- 1) **Short term goal:** *increase awareness* of tourism destinations and businesses within Laos through social media channels and the wider digital web, among locals and expatriate communities, and regional tourists
- 2) **Short-medium term goal:** *generate leads* (higher conversions/sales) through the stimulation of interest via improved products and services from local tourism businesses

Long-term goals remain outside the scope of this plan, but short and medium-term activities should complement and support longer-term strategies.

In order to build a robust plan that consists of effective activities, it will be necessary to understand the situation of tourists returning to travel for the first time in several years.

II. MARKET RESEARCH

The Covid-19 pandemic and its accompanying restrictions have caused an unprecedented disruption to tourism around the world. Laos initially responded to the crisis by swiftly closing borders and protecting its citizens. For the most part, the Covid-19 situation allowed Lao people internal mobility, so domestic travel was heavily promoted.

Initiated just a year ago, the *Lao Thiao Lao* domestic tourism campaign provided a lifeline for a tourism industry on the brink of total collapse. While not a perfect solution, it offered some stop-gap relief for businesses while raising awareness of domestic tourism sites in Laos among the local population.

The domestic market can be understood through the lens of five personas (tourism personality types). Through these behavioral persona groups, we can see that the impossibility of international travel, Covid-19 fatigue, pent-up demand, philanthropy, and the success of the *Lao Thiao Lao* campaign, are factors incentivizing many travelers to go beyond their home provinces. More specifically, it is expatriates and upper income bracket Lao that are keeping what is left of the industry alive, especially the high-end sector.

Regarding the international tourism sector, several key topics leap to the forefront for consideration in this marketing plan:

Topic 1: Health security will help determine the image of a destination but revenge spending and Covid-19 fatigue are expected to be moderators to this phenomenon.

Topic 2: Health-security permeates all government policy but we are slowly seeing the transition from pandemic to endemic.

Topic 3: Proximity tourism: the ones closest to us will come first.

Topic 4: Travel planning and habits have gone increasingly digital

Strategies are being implemented by foreign governments to try to jumpstart international tourism. From Thailand's Phuket Sandbox to Singapore's SG Clean, state-backed initiatives have received mixed levels of success due to inconsistent communication, reactive policies, and changing circumstances as the pandemic develops. At least for the foreseeable future, health safety will become a fundamental new dimension that has been irrevocably embedded in tourism policy. However, at least for the more tourism-dependent countries, increasing economic and political considerations will play a bigger role in decision-making. In the early phases of reopening, travel to and from neighboring countries presents the most readily-available sources of tourism, simply due to logistical ease. Lastly, the pandemic is expected to

drive tourists to rely more on credible and official sources online, while neighboring countries close to home may drive the bulk of the first post-pandemic travelers, especially with the current limited number of long-haul flights. A preference for nature-based and outdoor activities is expected to increase.

New directions in marketing Laos can be devised through careful examination of consumer travel trends, needs, and desires as the world shifts from responding to Covid-19 as a pandemic, while the virus becomes endemic. However, it is the case that continual flexibility and adaptation will be required by all parties in all sectors. It remains to be seen whether Covid-19 will prove to be a truly transformative event or simply a temporary shock to a resilient system that will heal in the upcoming years.

III. VISION

This Destination Laos Tourism Marketing Plan 2022-2023 for Covid-19 Recovery aims to outline, guide, and evaluate the marketing tasks implemented or coordinated by the Lao Destination Management Network, and the Lao tourism industry as a whole, as the country reopens. In turn, this work supports the overarching objectives of the Five-Year Development Plan of the Ministry of Information, Culture and Tourism (2021-2025), which are to develop, promote, and manage natural, cultural, historical, and agricultural tourism in a green and sustainable manner to enable regional and international integration and become a leading economic driver that will help lift people out of poverty in accordance with government policies.

IV. MARKETING ACTIVITY

The next section offers a list of products and services that could potentially be adopted by private sector tourism businesses and government agencies hoping to maneuver in the new tourism landscape.

1) Products and Services

The following is a series of potential services that the private and public sectors could offer to meet the demands of the different sub-segment markets in the post-Covid-19 era.

1) Tour Company Packages and Attractions

- i. **Tourism Sustainability Certification.** Promote businesses and tourist attractions that possess the local sustainability certification from Lasting Laos and the internationally recognized Travelife certification for a “safe and green” appeal, as well as those meeting ASEAN Tourism Standards, or a sustainable tourism certification from the Global Sustainable Tourism Council.*
- ii. **Health and Safety Certification.** Tourism businesses should receive LaoSafe certification and then promote this distinction to the tourist market and build confidence their own health and safety protocols.*
- iii. **Fly-Drive Packages.** Some tourist segments like families with high disposable income are willing to spend on facilities such as private car rentals where they have maximum control over health by managing their own mode of transport with the purpose of minimizing, as much as possible, contact with others outside of their group; (e.g., Lao Airlines-AVIS partnership for high-end western market).*
- iv. **Air-Rail Package.** The Laos-China Railway will be extremely marketable during its first year of operation, - so a flight plus rail package is going to be a huge draw (e.g., Thai market flying from Bangkok to Vientiane, taking the train to Luang Prabang, and flying back to Thailand).*
- v. **Hotel Bubbles.** Extend the concept of safe bubbles across a spectrum of similar grade LaoSafe-certified hotels for a hotel-hopping adventure across provinces (e.g., Settha Palace VTE + Luang Say Residence LPB + Riverside Boutique Hotel VV).*
- vi. **Kid-Friendly Events & Facilities.** Parents are always looking for activities for their children to engage in, therefore more child-focused activities will provide a bigger incentive for the former to make the decision to book a hotel or dine at a restaurant (e.g., Easter Egg Hunt, Christmas Tree decorating, kiddie pool swimming races, family cooking class, makeshift outdoor jungle gym, child-sized bicycles, babysitting service, etc.).*

- vii. **Turn Covid-19 health collaterals into collectables.** Distribute or sell Laos Destination branded facemasks, hand gel, thermos bottles, keep cups, vaccine cardholders/pouches, etc. as a way to add value to other products.*
- viii. **Luxury → Luxury-Lite.** High-end accommodations and restaurants could lower their prices (whether in a long term or a limited time manner) to broaden their customer base to a younger, healthier, but less affluent market.*
- ix. **Safe Outdoor Adventures.** Outdoor activities are generally considered safer, with regard to virus transmission, than indoor ones. Promote nature and water activities that are also thrilling and safe.*
 - 1. Tubing*
 - 2. Ziplining*
 - 3. Hiking*
 - 4. Trekking*
 - 5. Kayaking*
 - 6. Golf*
 - 7. Cave exploring*

2) Government Services

- i. **Official Website Update.** Provide updated, concise, complete, and dynamic information on the tourismlaos.org website, so that prospective tourists can learn about both Covid restrictions in Laos, entry procedures, tourism sites, and logistics within the country. The website should be optimized to load quickly, be mobile-friendly, and be visually informative.*
- ii. **Covid-19 ChatLine.** Chat accounts should be managed on a 24-hour a day basis. There should be staff responding to tourist queries on Facebook & Messenger, Instagram, Twitter, WhatsApp, Telegram, Viber and more niche apps like LINE (Thailand, Japan), WeChat (China), KakaoTalk (Korea), and Zalo (Vietnam). There should be a 100% response rate within 30 minutes of receiving the text. This is to ensure that tourists feel safe everywhere they go.*
- iii. **Covid-19 Health Hotline.** An easy to remember call center number (three-four digits) should be established to answer any enquiries related to health security for tourists. Call center staff should be versed in English, Chinese, Thai, Vietnamese, Korean and other relevant languages. The center should be on a 24/7 operational basis. This is to let tourists feel safe everywhere they go and that help is just a call away.*
- iv. **Tourist-friendly Covid Testing Booths.** In cities with international airports, special tourist-only PCR testing booths should be set up in convenient locations to assist with testing before departing the country.*

2) Marketing Tools

1) Digital Marketing

- i. **Reopening campaign.** Craft key messages and a regional/international campaign to engage, connect, and reassure consumers that Laos is ready and safe for travel. These should align with national recovery policies and strategies. Content should be correctly timed and aimed at showcasing the types of experiences desired by various demographic groups.
 - ii. **Official website.** In the age of misinformation and disinformation, accurate and reliable information can be hard to come by. Many studies point to post-Covid travelers' tendency to consult official government portals as sources of genuine real-time information, especially online. Ensure that the official tourism website (tourismlaos.org) is updated, easy to navigate, loads quickly, mobile responsive, and search-engine optimized. An upgraded website will make for a strong hub of centralized information, where all consumers can find it easily.
 - iii. **Social media presence for the domestic and regional markets.** Having an active presence on Facebook, TikTok, Instagram, and YouTube, is certainly good for the domestic market. However, for the regional market, there will be a need to start producing content in whatever language the potential customers speak (e.g. Thai language posts for Thai tourists). Ensure at least one post per week (or every two weeks) to stay relevant on Laos' top social networking sites.
 - iv. **Social media presence for regional markets and beyond.** Establish a presence on Twitter, LinkedIn, and Google My Business to prepare for the return of regional and long haul markets.
 - v. **Digital presence on specialized tourism websites.** Depending on the type of business, be sure to have a presence on TripAdvisor, AirBnB, Agoda, Booking.com, Trip.com, and the What's Up Laos app.
- 2) **Events.** Events are some of the best ways to attract attention and stimulate interest in a destination. One potential idea is to host events in uncommon places in Laos to stir up excitement among and drive domestic and foreign tourists to these lesser-known locations. While events tend to be crowd-heavy, ensuring health and hygiene measures (e.g. physical distancing, vaccination requirement, masks, etc) are in place is prudent.
- i. **Food Festivals.** Food is the most common shared experience among people, both locals and tourists. Host international food-themed festivals featuring the cuisines of various cultures to diversify culinary options with the objective of appealing to a wider audience. Cooking competitions tend to also be a big hit at these types of food-themed gatherings.

1. *ASEAN Food Festival*
2. *Chinese, Japanese, Korean Food Festivals*

ii. **Marathons/Walkathons.** These corporate or NGO-sponsored events tend to draw some of the most health and socially-conscious people. A good social/environmental/health cause (e.g. cancer research, anti-violence, etc) is at the center of these events.

3) **Media and Public Relations.** Social media marketing, which is generally done at the national level and by businesses themselves, should be supplemented with a presence on both the wider internet and in more traditional mass media such as travel magazines, travel blogs, and newspapers. Some strategies for dealing with media are sending press releases with official country announcements, purchasing an advert or advertorial on newspapers and magazines, or getting *earned* media by appealing to writers and columnists with either good content ideas or in-kind trips or deals. Apart from the immediate visibility and exposure granted by being featured in these mediums, keywords related to the destination or business are permanently embedded into sections of the digital web, allowing for future tourists to stumble upon it via search engines (e.g. Google, Bing, Baidu, Yahoo).

- i. *Travel-focused Blogs* ([TTR Weekly](#), [TTG Asia](#), [Travel Weekly Asia](#), [Skift](#), [Travel Daily News Asia](#))
- ii. *Travel Magazines* (regional airline inflight magazines such as [Champa Meuanglao](#), [Fah Thai](#), [Sawasdee](#), [Heritage](#), and [SilverKris](#))
- iii. *News Media Websites* (Bangkok Post, The Nation, The Straits Times, South China Morning Post, Vientiane Times, Laotian Times, Phnom Penh Post, The Cambodia Daily, The Jakarta Post)
- iv. *Press Trips.* Schedule a series of unique set-departure press trips through Laos only open to select regional and international journalists, photographers, personalities, and influencers. The private sector will be keen to assist with in-kind support in exchange for possible exposure.

4) Print Materials

- i. *Digital Brochures.* In most cases, going paperless is a good strategy, especially during this time of contagion. Digital brochures are a good way to pack information in an easy to visualize format that can be sent simultaneously to hundreds of people at a time by email blast (most effective for B2B) or text (WhatsApp and Telegram seem to be very popular for sending digital promo material) or available for download via a website.
- ii. *Posters.* Posters are also effective if they are placed within eye level at strategic places like international ports of entry or frequently visited tourism sites, hotels, and restaurants.

- 5) International Travel Trade Fairs.** Some of the best events to attend are travel trade fairs. While these tend to be B2B-exclusive, they offer the opportunity to meet with travel agents, influencers, media, and even FITs from around the world.
- i. *ITB* (Germany, Singapore, China)
 - ii. *World Travel Mart* (UK)
 - iii. *China Outbound Travel & Tourism Market* (China)
 - iv. *International Travel Expo* (Hong Kong)
 - v. *Incentive Travel & Conventions, Meetings Asia* (Thailand)
 - vi. *ASEAN Tourism Forum* (rotates through ASEAN)
 - vii. *Asia-Pacific Incentives and Meetings Event* (Australia)
 - viii. *The Seoul International Travel Fair* (Korea)
 - ix. *Tourism Expo Japan* (Japan)
 - x. *China International Travel Mart* (China)
 - xi. *ITE* (Vietnam)
- 6) Policies and Enabling Environments.** There are some overall policy changes and government actions worth considering to create a tourist-friendly business environment and boost tourism into Laos.
- i. **Leveraging Lao Consular Channels.** Laos has numerous embassies, missions, and consulates all over the world. Use these offices to distribute magazines, brochures, and other promo materials. These can serve as an excellent direct form of marketing to would-be tourists.
 - ii. **Visa Fee Moratorium.** Eliminate visa fees during the first several months (or years) of reopening to encourage a return to Laos, as visa restrictions have been proven to negatively influence inbound tourism.
 - iii. **Digital Nomad Visa.** Attract long-stay tourists to Laos who work remotely and spend their earnings in-country.
 - iv. **Allow Motorcycle/Bicycle Groups into Laos.** People want to experience Laos at their own pace and this type of self-driving option gives freedom to do so. Recently, border officials did not let riders bring their motorcycles or bicycles into the country.

V. ROLES AND RESPONSIBILITIES

The Tourism Marketing Department, Ministry of Information, Culture and Tourism is responsible for overseeing the overall implementation of this marketing plan.

The Destination Management Network (DMN) is responsible for coordination and implementation of this plan across relevant ministries and stakeholders, including garnering support from international organizations, as well as overseeing any resource providers.

VI. ACTION PLAN

This two-year action plan outlines goals and opportunities for Laos to pursue in line with its strategic priorities. It is intended that the strategic activities are delivered over three key phases including:

- ❖ **Phase 1:** Focus on *Lao Thiao Lao* & upgrade online reputation management and presence **(Jan-Jun 2022)**
- ❖ **Phase 2:** Organize media, influencer and travel agent FAM trips & make preparations for outdoor events **(Jul-Dec 2022)**
- ❖ **Phase 3:** Intensify marketing activities **(Jan-Dec 2023)**

The Destination Laos Marketing Action Plan is detailed in the annex.

VII. MONITORING AND EVALUATION

Every marketing intervention needs to be evaluated through a variety of indicators to be able to measure success. And success can be defined via any of the following types of metrics, which are tied to our initial marketing goals:

1. **Return On Investment (ROI):** tourist expenditures, increased visitors (hard metric)
2. **Exposure:** number of people reached (soft metric)
3. **Engagement:** active interactions and purchase intentions (soft metric)

It is important to distinguish between hard and soft metrics.

Hard Metrics

Tourist Expenditures. Online bookings for hotels, airlines, and revenue earned by tourism-related businesses are measures of overall tourist expenditures. These can be aggregated as the total amount earned as a result of the marketing activities (i.e., the investment). This number can then be used to calculate ROI and justify spending on future marketing campaign initiatives.

Increased Visitors. Another measure of success is to use increases in the number of actual visitors, as well as numbers of tourism businesses:

- Visitation can be measured nationally in overall numbers of visitors to Laos, or discretely in targeted areas or attractions.

- Increase in pedestrian footfall following periods of significant marketing activity and major seasonal events sponsored/attracted as part of this strategy
- Increase in pedestrian footfall within weekday and off-peak (i.e. rainy season) visitation periods
- There is a greater increase in the number of tourism businesses reopening in Laos or selling Laos-based experiences

The MICT is ideally positioned to coordinate the collection of this data, by liaising with the relevant sectors ranging from the Ministry of Foreign Affairs (MOFA, issuance of tourist visas), Ministry of Public Security (MoPS, border control and immigration statistics), and private sector revenue data managed by the Lao National Chamber of Commerce and Industry (LNCCI) or sub-associations representing hotels, restaurants, and tourism businesses.

Alternatively, an exit survey strategically placed at international borders (both land and air) can be distributed to tourists before their return home. This can be a series of quick questions conducted electronically via a specialized survey platform that tourists can perform on their mobile phones. Tracking tourist behavior on spending in this manner will rely on self-reporting, which is subject to some biases and errors.

A research company should be commissioned to perform a final assessment of all marketing activities by employing a range of qualitative (and quantitative, where possible) methodologies. These include short structured interviews and surveys, focus group discussions, and longer ethnographies that allow for some preliminary conclusions to be drawn regarding the effectiveness of the marketing initiatives.

Note: As with all efforts in determining the impact of any social phenomenon, it is important to understand that *correlation does not equal causation*. If an increase in tourist spending is observed throughout the launch of a campaign, it is wise not to conclude that this can be attributed to the campaign alone. While marketing initiatives can account for some of the increase, it is likely that a large number of tourists will have come of their own accord or have been inspired organically to come to Laos through other channels (friends' posts, organic media content, travel guides, private sector marketing, etc).

Soft Metrics

An overdependence on measuring marketing success through hard financial returns could lead to the underemphasis of the non-financial benefits of marketing. These include relationship nurturing, enhanced awareness, testimonial reinforcement, and increased overall exposure. Studies have shown that these factors condition the audience priming them to become actual tourists in the near future. Metrics that capture this data are considered "soft" because they do not definitively tell whether audiences have actually converted into

tourists. While they measure broad audience interest in and relevance of the marketing content, they are not necessarily tied to revenue earned for the country.

Soft metrics gathered through the backend platform can be incredibly comprehensive and are immensely valuable as they allow insight into user behavior at both the micro and macro levels. Due to the constantly changing digital environment, analyzing data should be a regular activity. Soft metrics such as **exposure (reach)** and **engagement** are recommended and consist of the following:

1. *Social media data*: post reach, post engagement (reactions, comments, shares, clicks), video views, video retention (Facebook Insights, Instagram Analytics, etc), Page Likes/Followers, ad impressions
2. *Website metrics*: unique visitors, sessions, pageviews, average time spent, bounce rate, (Google Analytics), referral rates from different mediums
3. *Public relations*: number of publications, trendiness on various social media, sentiment index analysis via Google Alerts or Cision

Note: When it comes to algorithmically-driven social media like Facebook and Twitter and recommendation platforms like Google, it is important to understand that these platforms are always changing and adapting. The advertising business model of these online technologies compel their programming to capture and maintain user attention. Therefore, they have the tendency to drive the visibility of content that will ensure that the highest number of people use their digital services for the longest amount of time. For social media, organic reach will be very low given the increasing number of content creators, so a good content strategy and a sizable budget allocation to digital advertising will be required to see results.

Finally, there should also be periodic qualitative reviews of the campaign as a whole from within the industry and among stakeholders. This could affect adjustments to the plan and influence future activities. Among topics that merit review:

- **Public-private sector collaboration in marketing activities.** What could be improved?
- **Private sector satisfaction with marketing progress.** Are there opportunities for improvements? What lessons have been learned?
- **Decisionmaker and Destination Management Network feedback.** Are there any recommendations for improvements to mechanisms and activities?

VIII. REFERENCES

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IX. ANNEX

Destination Laos Tourism Marketing Action Plan

No	Activity	Implementation Method	Duration	Indicators / Projected Results	Stakeholder Responsibility	Estimated Budget
I	Digital					
1	<p>Restart Lao Thiao Lao Campaign: As the country moves from pandemic to endemic, jumpstarting the Lao Thiao Lao campaign by promoting posts on Facebook should be a priority.</p>	Contract a local digital marketing firm to supervise the campaign	<p>Activity Phase 1: Dec 2021 - Apr 2022</p> <p>Activity Phase 2: May 2022 - Dec 2022</p> <p>Activity Phase 3: Jan 2023 - Dec 2023</p>	<p>Backend Platform Analytics metrics (reach, views, engagement, video retention, impressions, etc)</p> <p>Objectives 1) increase general awareness of tourism activities and destinations in different provinces for residents of Laos; 2) reaching new customer segments (segregate persona groups by content, linguistic style, platform targeting)</p>	<p>Led by: LNCCI</p> <p>Implementor: local marketing company with private sector in-kind support</p> <p>Financial support: Phase 1: UNDP Phase 2: PLAN Phase 3:</p>	<p>Activity Phase 1: 25,000 USD</p> <p>Activity Phase 2: 40,000 USD</p> <p>Activity Phase 3: 60,000 USD</p>
2	<p>Upgrade Tourism Database: Analyze, assess, and update the database of tourism content to reflect current realities (e.g., professionally staged and natural photographs, videos, text, copy-captions).</p>	Engage a local content production company to analyze, assess, and update the content database of videos, images, written copy	<p>Activity Phase 1: Jan - Jun 2022</p> <p>Activity Phase 2: Jul - Dec 2022</p>	Database updated/rebuilt in a central, easy-to-access digital server and ready for use	<p>Led by: MICT</p> <p>Implementor:</p> <p>Financial support:</p>	5,000 - 20,000 USD

No	Activity	Implementation Method	Duration	Indicators / Projected Results	Stakeholder Responsibility	Estimated Budget
3	<p>Develop a National-Level Tourism Recovery Campaign: An integrated, dynamic campaign is needed to convey Laos' readiness to reopen with specific and updated information for tourists.</p> <ul style="list-style-type: none"> - social media (Facebook, Twitter, YouTube, LinkedIn) - online regional media (PR) - offline print magazines (inflight and travel magazines) - periodic surveys of tourists and assessments to evaluate campaign effectiveness (exit survey for tourist satisfaction) 	Engage a local creative media company to craft a recovery marketing campaign and deploy it across all mediums targeting key tourist source markets	<p>Activity Phase 1: Jan-Feb 2022 (Development)</p> <p>Activity Phase 2: Mar 2022-Dec 2023 (Implementation)</p>	Campaign developed and promoted widely throughout the world	<p>Led by: MICT</p> <p>Implementor:</p> <p>Financial support:</p>	15,000 - 30,000 USD
4	<p>Upgrade Official Website: An upgraded website will make for a strong hub of centralized information, where tourism stakeholders such as travel agents, media, and FITs can get their information.</p> <p>Priority</p>	<p>1. Engage a web IT expert to upgrade the Tourism Laos website infrastructure and make it a dynamic hub of information.</p> <p>2. Engage an experienced Media</p>	<p>Activity Phase 1: Jan - Feb 2022 (IT Development)</p> <p>Activity Phase 2: Jul 2022 - Dec 2023 (Updating/Mai</p>	<p>Website metrics:</p> <ul style="list-style-type: none"> - increase in Unique Visitors - increase in Sessions/Page Views increase in Alexa and other Page rankings - increase in sites linking in - decrease in bounce rate 	<p>Led by: MICT</p> <p>Implementor:</p> <p>Financial support:</p>	5,000-10,000 USD

No	Activity	Implementation Method	Duration	Indicators / Projected Results	Stakeholder Responsibility	Estimated Budget
	<ul style="list-style-type: none"> - ensure the website loads quickly - visually informative 	& Public Relations Company/Consultant to maintain and continuously update content, related to reopening and tourism entry requirements.	aintenance/Marketing)			
5	<p>Upgrade/Maintain Official Presences on Social Media Platforms: The government must create and maintain an official presence on all the popular public-facing social media platforms.</p> <p>Priority (intensify marketing)</p> <ul style="list-style-type: none"> - Facebook (@laosimplybeautiful.info); Instagram (@laostourism, @laos_simplybeautiful); Twitter (@laostourism); YouTube (@laostourism); Pinterest (@Laosimplybeaut) <p>Create presence on:</p> <ul style="list-style-type: none"> - LinkedIn 	Engage a local creative media company (in conjunction with foreign media-based companies) to maintain the social media presences of the country across all mediums targeting key tourist source markets.	<p>Activity Phase 1: Jan - Mar 2022 (Green Zone P1)</p> <p>Activity Phase 2: Apr - Jun 2022 (Green Zone P2)</p> <p>Activity Phase 3: Jul 2022 - Dec 2023 (Green Zone P3)</p>	<p>Metrics:</p> <ul style="list-style-type: none"> - increase in Unique Visitors - increase in Sessions/PageViews - No. of content produced and deployed 	<p>Led by: MICT</p> <p>Implementor:</p> <p>Financial support:</p>	<p>Activity Phase 1: 15,000 USD</p> <p>Activity Phase 2: 15,000 USD</p> <p>Activity Phase 3: 90,000 USD</p>

No	Activity	Implementation Method	Duration	Indicators / Projected Results	Stakeholder Responsibility	Estimated Budget
	- TikTok					
6	<p>Set Up Official Chat Lines for Tourists: The government should set up and manage official textlines on all the popular messaging apps to assist current and prospective tourists with information.</p> <ul style="list-style-type: none"> - WhatsApp (Business) - Messenger - WeChat - LINE - Zalo - KakaoTalk 	Engage a customer service company to organize all online chat channels and assist tourists in-country, as well as offer current information to prospective tourists to Laos.	Jan 2022 - Dec 2023	No. of tourists helped	<p>Led by: MICT</p> <p>Implementor:</p> <p>Financial support:</p>	15,000 - 40,000 USD
7	<p>Train the Trainers to Build Social Media and Online Reputation Management Skills for Tourism Businesses: Tourism providers need a comprehensive foundation on creating content production for social media, such as Facebook, TikTok, Instagram, and YouTube, in order to reach both domestic and international markets. Businesses also need to establish a presence on</p>	Engage an experienced trainer to train trainers at the MICT and follow up over a period to encourage development of these skills.	Jan - Jun 2022	No. of trainers trained	<p>Led by: MICT</p> <p>Implementor:</p> <p>Financial support:</p>	20,000 USD

No	Activity	Implementation Method	Duration	Indicators / Projected Results	Stakeholder Responsibility	Estimated Budget
	Twitter, LinkedIn, Google My Business, and Online Travel Agencies to actively engage with and respond to foreign tourists, especially in regards to health security messaging.					
II	Events					
1	<p>Host Food Festivals: Organize international food-themed festivals to diversify culinary options with the objective of appealing to a wider audience. Cooking competitions are a great spectacle to attract audiences.</p> <ul style="list-style-type: none"> - ASEAN Food Festival - Chinese Food Festival - Japanese Food Festival - Korean Food Festival 	Coordinate with Embassies and National Business Chambers to organize these various food festivals with select provincial tourism authorities	Oct 2022 - Dec 2023	No. of events	<p>Led by: MICT</p> <p>Implementor:</p> <p>Financial support:</p>	TBD
2	<p>Organize Marathons/Walkathons: Corporate or NGO-sponsored events draw some of the most health and socially-conscious people (e.g. cancer research, anti-violence, etc). They could bring</p>	Collaborate with NGOs, INGOs, CSOs, and provincial authorities to organize these events; leverage sponsorship opportunities with private companies	Oct 2022 - Dec 2023	No. of events	<p>Led by: MICT</p> <p>Implementor:</p> <p>Financial support:</p>	TBD

No	Activity	Implementation Method	Duration	Indicators / Projected Results	Stakeholder Responsibility	Estimated Budget
	awareness to both the cause and cause surges in the economy of the location.					
III	Media & PR					
1	Coordinate with International Travel Trade Press: Produce frequent press releases to inform regional/international travel press of pertinent information and developments in Laos.	Engage an experienced Media & Public Relations Company/Consultant that can coordinate with regional media players who can source, create, and disseminate accurate information in a timely fashion	Jan 2022 - Dec 2023	No. of media pieces deployed	Led by: MICT Implementor: Financial support:	24,000 USD
2	Build Relationships with International Travel Magazines and News Media: Maintain contact and offer assistance in writing stories about Laos.	Engage an experienced Media & Public Relations Company/Consultant that can coordinate with regional media players who can source, create, and disseminate accurate information in a timely fashion	Jan 2022 - Dec 2023	No. of media pieces deployed	Led by: MICT Implementor: Financial support:	36,000 USD

No	Activity	Implementation Method	Duration	Indicators / Projected Results	Stakeholder Responsibility	Estimated Budget
3	<p>Organize Press/Media/Influence Trips: Develop set-departure press trips throughout the year for select regional journalists, photographers, personalities, and influencers, with some private sector support.</p>	Engage an experienced Media & Public Relations Company/Consultant that can coordinate with regional media players who can source, create, and disseminate accurate information in a timely fashion	Jan 2022 - Dec 2023	<p>No. of trips No. of media participants No. of media pieces created</p>	<p>Led by: MICT Implementor: Financial support:</p>	TBD
IV	Print					
1	<p>Design and Distribute Digital Brochures: In most cases, going paperless is a good strategy, especially during this time of contagion. Digital brochures are a good way to pack information in an easy to visualize format that can be sent simultaneously to hundreds of people at a time.</p>	<p>Contract a professional creative/design company to conceptualize/design a series of digital brochures, with visually appealing infographics. Brochures should be adapted for the right market and formatted for electronic distribution by:</p> <p>- email blast (most effective for B2B)</p>	Jan 2022 - Dec 2023	No. of digital brochures created	<p>Led by: MICT Implementor: Financial support:</p>	5,000 - 10,000 USD

No	Activity	Implementation Method	Duration	Indicators / Projected Results	Stakeholder Responsibility	Estimated Budget
		- text (WhatsApp, Telegram, LINE, WeChat, etc) - available for download via website (Google Drive, DropBox)				
2	Print Brochures: Print some brochures for use in Lao Embassies abroad and other events as required.	Contract a printer to manage the printing of brochures.	Jan 2022 - Dec 2023	No. of brochures printed	Led by: MICT Implementor: Financial support:	5,000 USD
3	Design and Affix Posters: Posters are also effective if they are placed within eye level at strategic places like international ports of entry or frequently visited tourism sites, hotels, and restaurants.	Contract a professional creative/design company to conceptualize/design posters which should be adapted for the right market and format.	Jan 2022 - Dec 2023	No. of posters created	Led by: MICT Implementor: Financial support:	5,000 - 10,000 USD
V	Travel Trade Fairs					
1	Participation in Tourism Exhibitions and Fairs: While these tend to more B2B-focused, they offer the opportunity to meet with travel agents, influencers, media, and even FITs from around the world.	Prioritize certain travel fairs in key source markets and hone in-person marketing efforts to boost Laos' presence in these markets.	Jan 2022 - Dec 2023	No. of agents met No. of visitors to booth	Led by: MICT Implementor: Financial support:	TBD

No	Activity	Implementation Method	Duration	Indicators / Projected Results	Stakeholder Responsibility	Estimated Budget
	<ul style="list-style-type: none"> - ITB (Germany - March, Singapore - October, China - November) - World Travel Mart (UK - November) - China Outbound Travel & Tourism Market (China - March) - International Travel Expo (Hong Kong - June) - Incentive Travel & Conventions, Meetings Asia (Thailand - September) - ASEAN Tourism Forum (rotates through ASEAN - January) - Asia-Pacific Incentives and Meetings Event (Australia - March) - The Seoul International Travel Fair (Korea - June) - Thailand Travel Mart+ (Thailand - June) - Tourism Expo Japan (Japan - September) 					