

MEKONG TOURISM FORUM 2019

Program

- [Day 1](#) (p. 2)
- [Day 2](#) (p. 5)

Speakers

- [Zhang Hailin](#) (p. 6)
- [Brian Linden](#) (p. 7)
- [Steven Schipani](#) (p. 8)
- [Mei Zhang](#) (p. 9)
- [Latdaphone Vongkhamheng](#) (p. 11)
- [Jens Thraenhart](#) (p. 12)
- [Kanha Sam](#) (p. 14)

Partners

- [GMS Member Countries](#) (p. 15)
- [MTF 2019 Hosts](#) (p. 16)
- [Strategic Sustainable Event Partner](#) (p. 16)
- [Local Partners](#) (p. 17)
- [Travel Partners](#) (p. 17)
- [Supporters](#) (p. 18)
- [Media Partners](#) (p. 19)
- [Sponsors](#) (p. 21)

Information

- [About Dali](#) (p. 22)
- [Transportation](#) (p. 24)
- [Visa](#) (p. 25)
- [Hotel](#) (p. 26)
- [Contact](#) (p. 27)
- [FAQ](#) (p. 27)
- [Social Feed](#) (p. 31)

Program

Hosted by the Ministry of Culture & Tourism of P.R. China (MCT) in beautiful Dali and Xizhou Ancient Town in Yunnan from May 28-29, the 2019 MTF will focus on the theme of “Tourism – a driver for cultural heritage preservation and poverty alleviation”. After the official opening of the 2019 Mekong Tourism Forum, inspiring keynotes and sessions will drive discussions and debate. Key Mekong Tourism initiatives, including the Experience Mekong Collection, the Mekong Mini Movie Festival, and the MIST program will showcase some of its highlights. The second day will take delegates to Xizhou Ancient Town part of the Dali Prefecture, to experience how tourism and culture are tightly interlinked, and preservation and conservation are critical to ensure sustainability.

DAY 1 28 May 2019

Time	Activities
9:00 - 10:20	<u>MTF 2019 OFFICIAL OPENING</u> Chaired by H.E. Mr. Zhang Xu – Vice Minister, Ministry of Culture and Tourism of PRC
10:20-10:45	<u>BREAK</u>
10:55 - 11:25	<u>THE DEVELOPMENT OF TOURISM STIMULATES POVERTY ALLEVIATION IN VILLAGES</u> MA JINZHONG
11:25-11:50	<u>THE PRACTICE OF POVERTY ALLEVIATION WITH TOURISM—20 YEARS IN YUNNAN</u> JI XIAO DONG

12:00-14:00	<u>LUNCH</u>
14:05-14:25	<u>RAIL TOURISM AS A DRIVER FOR SUSTAINABILITY IN THE GMS</u> BRIAN LINDEN
14:25-15:10	<u>MANAGING CULTURAL HERITAGE PRESERVATION AND POVERTY ALLEVIATION IN THE GMS</u> This session, focusing on the theme of MTF 2019 looks into the management of sustainable and responsible tourism in destinations in the Greater Mekong Sub region (GMS). The session starts with... DAW KHUN THAN WIN DR. JIRAPORN PROMMAHA ZHANG HAILIN LATDAPHONE VONGKHAMHENG STEVEN SCHIPANI
15:10-15:50	<u>SOCIAL ENTERPRISES DRIVING SUSTAINABLE TOURISM</u> Social Enterprises and small sustainable travel experiences have become the heroes of the Mekong Region. The Experience Mekong Collection has been showcasing the best responsible small tourism businesses in the... KANHA SAM BRIAN LINDEN JENS THRAENHART
15:50-16:20	<u>BREAK</u>
16:20-16:45	<u>TOURISM AND CULTURE – DRIVING SUSTAINABILITY</u>

	<p>Mei Zhang is a native of Dali, and in 2016 launched her first book “Travels through Dali with a leg of ham”. in search of her roots of the region's...</p> <p>MEI ZHANG</p>
16:45-17:25	<p><u>THE POWER OF VISUAL STORYTELLING</u></p> <p>Inspiring people via visual content from photos to videos has been an important way for destinations to promote experiences to travelers. The successful MekongMoments.com platform and the award-winning Mekong Mini...</p> <p>JERETH JANSEN GERRIT KRUEGER</p>
16:45-17:00	<u>CLOSING</u>
18:00-21:00	<u>MTF 2019 GALA DINNER</u>

DAY 2

29 May 2019

Time	Activities
8:00-18:00	<u>MTF 2019 CULTURAL EXPERIENCE</u> MTF 2019 Cultural Experience
18:00-21:30	<u>BUFFET DINNER WITH MEKONG</u> <u>TOURISM RECOGNITION CEREMONY</u> DALI REGENT HOTEL Recognition of the 2019 Experience Mekong Collection Showcases (www.ExperienceMekong.org)

Speakers



ZHANG HAILIN

Professor, Guilin Tourism University, China

BIOGRAPHY

Zhang Hailin is now Executive Director of ASEAN Tourism Research Base of China Tourism Academy, and professor at the Guilin Tourism University. Prior to this appointment he was Dean of International School of the university. In recent years Mr Zhang focuses his research on China -ASEAN tourism, which includes monitoring statistics on travel movements, identifying changes in consumer preferences and destination developments with respect to branding and positioning. In these domains he was engaged with a number of successful projects assigned by China Ministry of Education, China National Tourism Administration, Asia Development Bank and PATA among others. Mr. Zhang is also a frequent speaker at international tourism seminars and workshop across ASEAN member states and China.



BRIAN LINDEN

Owner - Linden Centre Dali, Yunnan

BIOGRAPHY

Brian Linden is the developer of learning retreat/hotels in Nationally Protected Chinese Relics. He received his Ph.D. from Stanford University, M.S from University of Illinois, B.S from Northeastern Illinois University, and A.A from Elgin Community College. He has spent over 25 years involved in education, business, and journalistic ventures throughout Asia. He began his career working for CBS, after which he received a fellowship from the US Defense Department to pursue a Masters in Asian Economics at the University of Illinois, Champaign Urbana. Brian returned to China on a scholarship with the Hopkins-Nanjing program before enrolling in an Asian History doctoral program at Stanford University. Brian has traveled to every province in China and has spent over 200 nights on trains. He has worked and sojourned in over 75 countries, yet over the years, it has been Brian and his wife Jeanee's passion for China's history, traditions, and people that have kept drawing them back. A trip to Xizhou in 2006 brought them one step closer to realizing their dreams and in 2008 the Linden Centre became a reality – an elegant retreat where foreigners and Chinese alike could share their passion for intellectual exchange, authentic cultural immersion, and life-long learning.



STEVEN SCHIPANI

Senior Portfolio Management Specialist - Asian Development Bank (ADB)

BIOGRAPHY

Steven Schipani is the Senior Portfolio Management Specialist at ADB's Lao PDR Resident Mission. He manages a portfolio of around USD800 million that covers public investments in agriculture and natural resources, education, energy, health, industry and trade, transport; and water supply and other municipal infrastructure and services.

Steven is also ADB's tourism sector focal for the Greater Mekong Subregion. He leads the design and administration of investment projects and technical assistance to improve tourism competitiveness and boost subregional cooperation. A United States national, Mr. Schipani has lived and worked in Cambodia, the Lao PDR, Myanmar, Thailand and Viet Nam since 1994. He started his career as a US Peace Corps volunteer in Thailand.



MEI ZHANG

Founder, Wild China

BIOGRAPHY

Mei is a native of Yunnan province in southwest China. She holds an MBA from Harvard Business School and worked for McKinsey & Company until she found her true passion in sustainable travel. While serving as a consultant to The Nature Conservancy, Mei witnessed the push and pull between economic development and conservation of both nature and culture in Yunnan. She strongly believed that there was a for-profit solution to this – providing sophisticated interpretation of Chinese culture and nature through experiential travel.

This revolutionary concept led to the creation of WildChina in 2000.

Together with former WildChina CEO Albert Ng, Mei has transformed the company into an award-winning business: National Geographic Adventure – “Best Adventure Travel Company on Earth;” National Geographic Traveler – “Tours of a Lifetime”. Mei’s expertise has led her to win a number of personal awards and accolades, including Travel and Leisure “A-List of Top Travel Advisors”, Conde Nast Traveler “Top Travel Specialist”, and Wendy Perrin’s “#WOW List of Travel Experts”

The WildChina story has been covered by Harvard Business Review, CNN, The Wall Street Journal, The New York Times, TIME and more. WildChina set the golden standard in luxury adventure travel in China, and its rigorous operation process is documented in a Harvard Business School case and studied by all first year Harvard MBAs. WildChina has also established many partnerships with villages, nature reserves and NGOs around China.

Realizing that WildChina alone cannot change the industry, Mei is a frequent speaker on sustainable tourism and entrepreneurship in China. She served as a judge for the World Travel & Tourism Council's Tourism for Tomorrow Awards and has been on the advisory boards of Adventure Travel Trade Association, The International Ecotourism Society and, was a founding board member of the Global Sustainable Tourism Council (GSTC) primarily funded by the UN Foundation.

In 2012, after spending four years in Washington DC, establishing WildChina's US presence, Mei took another leap of faith, returning to China to build another venture, Beshan, bringing sophisticated travel to a chic Chinese clientele.

Mei is passionate about unlocking authentic travel experiences for the forever-curious Chinese traveler. In 2015, she launched a new venture, www.Newugo.com, a platform that acts as the 'Airbnb' for authentic travel experiences. On newugo.com, locals can host guests to experience their daily lives. Guests can learn some new tunes from a Miao folk singer, learn to make cheese from a Dali villager, or collect mountain honey with a chef. In 2016, Penguin published Mei's first book, Travels through Dali with a leg of ham. The book is a beautifully illustrated chronicle of her return to her roots in search of the region's unique traditions, culture and cuisine.



LATDAPHONE VONGKHAMHENG
Swiss Contact - National Technical Coordinator, Tourism

BIOGRAPHY

Ms. Latdaphone Vongkhamheng has 4 years experiences in the tourism industry. After her graduation in 2009, she started her career in the tourism industry as Travel Consultant, Reservation Manager and Product Specialist for a well-known travel agency in Vientiane. In 2014, she had the opportunity to continue her education and completed her degree as Master of Business Administration in New Zealand. Since 2017, she continued her career in project development as Public Relation and Project Coordinator for the Trade Facility Development II by the World Bank and as a short-term consultant for E-commerce Readiness Assessment Project implemented by UNCTAD. In September 2018, she joined Swiss contact as Tourism Technical Officer.



JENS THRAENHART

Executive Director - Mekong Tourism Coordinating Office (MTCO)

BIOGRAPHY

Jens Thraenhart was appointed by the six tourism ministries of Cambodia, Laos, Myanmar, Thailand, Viet Nam, and China (Yunnan and Guanxi Provinces) to head the Mekong Tourism Coordinating Office (MTCO) as its Executive

Director. The Mekong Tourism Coordinating Office (MTCO) is an inter-governmental body to promote the Mekong region as a single tourism destination, and foster responsible tourism development in the Greater Mekong Subregion (GMS). In his tenure, he digitized the organization, and as a result the website MekongTourism.org was recognised with three prestigious awards for innovation and design. He created the public-private partnership framework Destination Mekong, which operates various initiatives, including the collaborative social commerce platform Mekong Moments, the Experience Mekong Collection curating responsible travel experiences, and the Mekong Innovative Startups in Tourism (MIST) accelerator program.

In 2009, he co-founded award-winning China digital marketing and social media agency Dragon Trail, based in Beijing/PR China, helping companies all over the world to reach affluent Chinese consumers. Prior he has led marketing,

CRM, and digital strategy teams at the Canadian Tourism Commission based in Vancouver/Canada, and at Fairmont Hotels & Resorts based in Toronto/Canada.

In 1999, he founded his consulting firm Chameleon Strategies based in Hong Kong and Vancouver, a UNWTO Affiliate Member, where he has personally assisted many global companies. In 2016, Chameleon Strategies moved its main office to Bangkok/Thailand, offering services from strategic consulting, social technology development, and creative design.

Educated at Cornell University with a Masters of Management in Hospitality, Mr. Thraenhart was recognized as one of the travel industry's top 100 rising stars by Travel Agent Magazine in 2003, was listed as one of HSMAI's 25 Most Extraordinary Sales and Marketing Minds in Hospitality and Travel in 2004 and 2005, and named as one of the Top 20 Extraordinary Minds in European Travel and Hospitality in 2014. A member of the UNWTO Global Panel of Experts, and PATA Board Member, he also served as past executive global board member of HSMAI (Hospitality Sales Marketing Association International), and past Chair of PATA China.



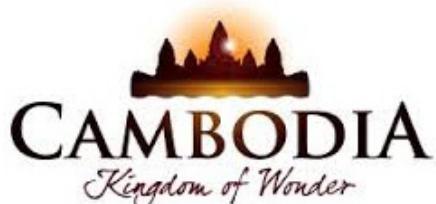
KANHA SAM
Managing Director – Soksabike

BIOGRAPHY

Kanha Sam is the current managing director of Soksabike, a social enterprise offering the bicycle tours based in Battambang, Cambodia. She has started working with Soksabike since 2012 with several years' experience in the hospitality industry. She was educated at Dewey International University with a Bachelor of Business Management. She also recently has earned the certificate of Women Entrepreneur in SHE Investment Program in Cambodia.

Partners

GMS MEMBER COUNTRIES



MTF 2019 HOSTS



Mekong
Tourism
Coordinating
Office

STRATEGIC SUSTAINABLE EVENT PARTNER





LINDEN CENTRE



CHAMELEON
STRATEGIES

LOCAL PARTNERS



TRAVEL PARTNERS



SUPPORTERS



MEDIA PARTNERS



Discover
The Essence of Cambodia

eGlobal
TRAVEL MEDIA
AUSTRALIA/NEW ZEALAND
INDIA / ASIA / JAPAN / AMERICA'S

HOTELIERS
Hotel, Travel & Hospitality News

**HOTEL
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INTELLIGENCE FOR HOTELIERS



The logo for Mekong Moments consists of a cluster of colorful squares (yellow, red, green, blue) arranged in a non-linear pattern. To the right of this graphic, the words "Mekong" and "Moments" are written in a large, lowercase, serif font, with a thin horizontal line separating them.

travHQ

TravelDailyNews
Asia-Pacific .asia



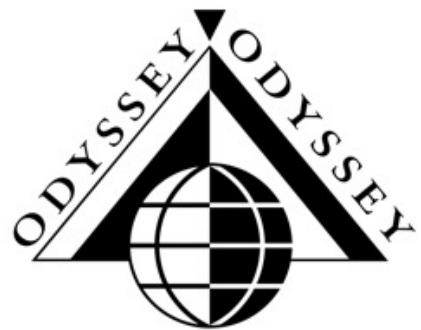
Travel
News
Asia

TRweekly
Daily online ASEAN travel news

travindy
communicates sustainable tourism



SPONSORS



Information About Dali

Dali, Yunnan

Dali City, formerly known as Tali, is the county-level seat of the Dali Bai Autonomous Prefecture in northwestern Yunnan. Dali is the seat of Dali Prefecture and includes Dali New City (下关, *Xiàguān*) and Dali Old Town (古城, *Gǔchéng*).

Dali Old Town is one of the most popular tourist destinations in Yunnan, known for its natural scenery, historical and cultural heritage, and vibrant nightlife.

What to see and do

Dali as a center of the Dali Bai Autonomous Prefecture gathers 25 ethnic minorities to create a unique background with kinds of ancient towns and historical buildings. With its geographical location and pleasant weather, there are many top attractions to see in Dali.

Cangshan Mountain and Erhai Lake are praised as the city's leading scenic areas. Most attractions lie between these two landmarks, such as the Butterfly Spring and the Three Pagodas. Also, there are many activities held, like the Spring Fair, Bai Torch Festival, etc.

Hiking in Cangshan



Hiking Cangshan Mountain from West of Dali Old Town is the best way to experience the beauty of this mountain, also the safest way with well-paved roads. It takes only one hour to get the walking trail (named Cloud Pass) where 2 km away from Zhonghe Temple in the north. Along the way, you may see local people doing their morning exercises.

Cycling around Erhai Lake



North-South length of the lake is 40 km and the East-West width is roughly 7–8 km. Its area is 250 square kilometres, making it the second largest highland lake of China

Dali is just one of the small ancient towns located around Erhai Lake. If you are staying in Dali for a few days, don't forget to grab a bike and explore Erhai Lake region. There are numbers of biking courses you can enjoy: a half day, a full day, or even two full days.

Xizhou, a charming small town located 20km northwest from Dali is a good place to visit by bicycle. Xizhou is not the major travellers' destination, but it's a good size to spend a day. Seeing the Bai architecture is not to miss in Xizhou.

Explore the Historic Area



The Three Pagodas, around 3km north of the Dali Old Town, is Dali's most iconic landmarks, three Layered, cream-coloured pagodas gently tapering towards their summits. The oldest pagoda was built around 850 when the region was a major Buddhist centre. The Three Pagodas look best at a

distance. Chongsheng Temple adjoins the Three Pagodas and was the largest monastery in this area.

More information about Dali

<https://www.chinadiscovery.com/dali-tours/things-to-do.html>

<http://runawayjuno.com/runaway-to/asia/china/what-to-do-in-dali-yunnan-province-china/>

Transportation

By Air

At the moment, Dali can be accessed by several flights from multiple cities such as Beijing, Shanghai, Kunming, Xishuangbanna, Tianjin, Chengdu, Chongqing, Guiyang and Guangzhou. Many flights, such as to Guangzhou and Kunming, are operated daily.

Direct flights include Dali-Kunming (Daily), Dali-Chengdu (Daily), Dali-Chongqing, and Dali-Xishuangbanna (Daily). You can fly to many large cities, such as Beijing, Shanghai, Guangzhou and Hong Kong via Kunming.

Dali (Huangcaoba) Airport is located on the southeast bank of Erhai Lake. The airport is about 13 kilometers away from the city center with a couple of choices into town such as bus No.7 makes a round-trip between Xiaguan and the airport costing CNY1 and airport shuttles go to downtown areas. Taxis are also available to the airport for about CNY 80.

By Train

Recently, Dali can be accessed by the latest high-speed train service from Kunming daily with an average interval of 25 minutes. There are many high-speed D trains from Kunming to Dali Train Station (in Dali New City-Xiaguan), leaving during about 06:30-21:30 every day, the trains need only about 2-3 hours time for arriving.

By Road

The other options to get to Dali is to take coaches to shuttle between the two cities (Kunming to Dali). Nowadays there are over 50 pairs of coaches running between these two cities with an interval of about 30 minutes. The prices range from around CNY 80 to CNY 160. The total duration of the journey is about 4 – 5 hours.

For more information about high-speed train and coach service
<https://www.travelchinaguide.com/china-trains/high-speed/kunming-dali.htm/>
<https://www.chinadiscovery.com/dali-tours/transportation.html>

Visa

All visitors entering China must possess valid passports valid for at least six months from the date of entry. On entering China, visitors must ensure that they need to obtain a Chinese visa with the exception of visa-free entry based on relevant agreements or regulations.

The best way to get entered to China is to apply for a Tourist Visa. The regulation depends on nationality. For the event, the best connection to Dali is to commute from Kunming International Airport or take a high-speed train service from Kunming to Dali.

The border checkpoints falling under this category are:

International Airports
Kunming Changsui International Airport in Kunming

Local Regional Airport
Dali Airport in Dali Bai Autonomous Prefecture

The Visa Exemption allows tourists to enter China without a visa according to the indicated regulations by the Chinese government.

For more information about the visa issue, please visit China Embassy and China Visa Center.

Hotel

Cangshan Hotel Dali



Boasting a shared lounge, bar and free WiFi, Cangshan Hotel is situated in Dali New Town, 300 m from Monument of Shih-tsu, a 7-minute walk from Qingbi Stream, and 700 m from Dali Museum.

https://www.tripadvisor.com/Hotel_Review-g303781-d447009-Reviews-Cang_Shan_Hotel-Dali_Yunnan.html

Dali International Hotel



Boasting an outdoor swimming pool, fitness centre and terrace, Dali Hotel is located in just a 10-minute drive from Dali Railway Station. Free WiFi is provided throughout the property.

https://www.booking.com/hotel/cn/dali.en-gb.html?aid=356980;label=gog235jc-1DCAs0MUIEZGFsaUgzWANo3QGIAQGYAQm4AQflAQzYAQPoAQGIAgGoAgO4ArmXmuYFwAIB;sid=7e725e0dc55e2f56da d71aedeb8e6bc7;dist=0&keep_landing=1&sb_price_type=total&type=total&

Contact

Name: Mekong Tourism Coordinating Office

Address: 154 Rama I Rd, Khwaeng Wang Mai, Khet Pathum Wan, Krung Thep Maha Nakhon 10330, Thailand

Website: <https://www.mekongtourism.org>

Facebook: Mekong Tourism Coordinating Office

Phone: +66820385071

Twitter: TourismMekong

LinkedIn: mekong-tourism

FAQ

1. Why is the MTF 2019 under the theme “Tourism – a driver for cultural heritage preservation and poverty alleviation”?

Tourism can be an important catalyst in changing people's lives for the better through mutual understanding. Travel can be a force for good - by visiting each other's communities and exchanging ideas, people learn to embrace different cultures and lifestyle making the world a better place. With MTF 2019, we don't just want to attach a theme to the annual forum, but we want to live it. By visiting and engaging with the local communities in the Xizhou ancient town, the delegates will be able to interact with the local people, while the local people will be able to interact with visitors from all over the world.

2. What does it mean when you say “MTF 2019 is inclusive”?

For MTF 2019, we decided to make the destination the venue and include the local communities in an ancient town as a host for the Mekong Tourism Forum. MTF is making the event experiential and brings people outside the conference venue and allow delegates to engage with locals. By hosting the actual sessions together with the local communities in the ancient town, and have the local people participate and be part of the experience, we believe the discussions can be enriched, and the experience is a memorable one.

This approach could become a model for other smaller towns without big conference facilities to host events collaboratively.

3. How do I get to the Morning Venue (Dali International Conference Center) on May 28?

The host country will provide shuttle vans transfer between the official hotels and the morning and evening venues. The transportation schedule of the vans will be posted in the lobby of the official host hotels.

4. What are the official hotels of MTF 2019?

There are two official hotels

1. Dali International Hotel
2. Cangshan Hotel Dali

5. Where can I register and pick up my badge for MTF 2019?

Delegates can register for MTF 2019 at the MTF counters at Dali International Conference Center.

6. How do I register for the MTF 2019 Cultural Immersion Experience?

Registration for MTF is open online at MekongTourismForum.org. It is free of charge but reserving a seat in advance is required. During the registration process for MTF 19, participation at the Cultural Immersion Experience can be booked.

7. How do I get to the Cultural Immersion Experience I registered for?

The host country will provide transportation from the official hotels to the morning venue on May 29 (Xizhou ancient town).

8. Where is lunch served?

Lunch will be served at the conference venue on 28 March. On 29 March, instead of having one big catered lunch, we decided to let delegates experience the local cuisine at Xizhou ancient town.

9. Where and when are the evening functions, and how do I get there?

The Gala Dinner will be arranged at the official venue which will be at Dali International Hotel.

10. What is the dress code?

On May 28, business attire is required as it will include the official opening, conference, and the gala dinner. On May 29, delegates who join the cultural Immersion Experience are recommended to wear comfortable "Light Business Casual" suitable for workshop activities.

11. Is there WIFI available?

WIFI is provided at most of the session venues and all the official hotels. In China, access to some Western social media such as Facebook, Instagram, Twitter, etc. as well as Gmail is blocked. It is recommended to enable roaming services from your based country in order to get access to Western social media websites or to use a VPN.

12. Where can I get water?

This year, as we still keep continuing reducing plastic waste, we kindly ask all MTF 2019 delegates to respect our policy and refrain from using single use plastic items. Please bring your own refillable water bottle, re-usable bag, and bamboo straw (or equivalent) to the event. You can refill the bottle at all session venues as well as your official hotels. Please refrain from using any plastic water bottles to make a difference.

13. How and where can I get a local SIM card?

It is not possible to get local SIM cards in China without a local ID.

14. Can I join a MTF 2019 Post Tour if I haven't registered previously?

Please check on www.MekongTourismForum.org under Post Tours for information about post tours. Optional Post Tours will be made available by local tour operators at special prices to MTF 2019 delegates. Please inquire at the MTF 2019 Tour Desk during Mekong Tourism Forum on May 28th.

15. Will there be airport transfers back to Dali Airport, and if yes at what time and from where?

There will be a schedule that will pick up MTF 2019 delegates from official hotels at set times on May 29th & 30th.

16. What is the #hashtag to MTF 2019 to share my photos, videos, and posts on social media?

There is a Mekong Tourism Forum page on MekongMoments.com. Please tag #MekongMoments on the various social media platforms (Instagram, Twitter, Facebook, WeChat), and add the official hashtag for MTF which is #MekongTourismForum.

17. What is the Mekong Tourism Contributor Program, and how can I join?

Passionate tourism experts active in the GMS can join our new Mekong Tourism Contributor program to contribute articles as well as documents for our e-library. Contributors receive a dedicated personal page with their bio, links to their website and social media, and collection of their contributed content. As part of our new Mekong Tourism Contributor Program, which consists of individual Mekong Tourism Experts and Mekong Travel Storytellers, as well as Mekong Tourism Partners (organizations), we also would like to establish Expert Groups in various subject matters - from Food Tourism, River Cruise Tourism, Adventure Tourism, Aviation, Hotel Investment, etc.

More information and application are at <http://www.mekongtourism.org/contributors/>

18. How can I get engaged with Mekong Tourism initiatives and programs and stay up-to-date?

Easiest is to regularly visit MekongTourism.org. Please sign up to our weekly e-newsletter at <http://www.mekongtourism.org/e-newsletter/> and follow us on social media (@TourismMekong).

Social Feed



Facebook: <https://www.facebook.com/tourismmekong/>



Twitter: <https://twitter.com/TourismMekong>



Instagram: <https://www.instagram.com/tourismmekong/>



YouTube:
https://www.youtube.com/channel/UCh_zFwgbOT660A6ml3oXDkg



LinkedIn: <https://www.linkedin.com/company/mekong-tourism/>