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## **Myanmar presents Kayah State, a new destination**

### **Discover the unknown Myanmar at ITB 2016**

*Yangon/Geneva* – At ITB 2016, Myanmar Tourism Marketing (MTM) in partnership with the International Trade Centre (ITC) will launch Kayah State as a new destination.

Tourism in Myanmar has so far been concentrated on traditional highlights: the bustling capital of Yangon, the colonial era charm of Mandalay, the temples of Bagan and tranquil beauty of Inle Lake. Recent political changes have stimulated tremendous interest from international visitors wishing to go beyond these highlights and discover new and authentic regions in Myanmar.

Kayah State is a recently opened destination in the east of Myanmar for pioneers seeking inspiring travel and an encounter with local ethnic communities. Since 2014 ITC has worked with the government of Myanmar to develop suitable cultural and ecotourism products, preparing local communities for the arrival of international visitors.

The new tours, community visits and cultural experiences will be presented during the ITB. Travel media and trade participants are invited to join any of these events and meet with representatives from ITC and Kayah State.

Myanmar is viewed by many industry observers as among the world's most promising emerging travel destinations. As a consequence of political and economic changes it is experiencing rapid growth in tourism arrivals. In 2015 Myanmar attracted more than 5 million international visitors.

Myanmar's recent Responsible Tourism Policy has paved the way for the development of community tourism. One of the aims of the policy is to ensure an equitable distribution of the benefits from tourism into new regions, encourage local entrepreneurship and involve local communities in innovative product development.

Closed for over half a century, recently opened to visitors, and finally accessible by air and road, Kayah is one of Southeast Asia's last frontiers for inspiring, authentic travel. With pristine nature, ethnic diversity and a location close to Inle Lake and the Thai border, Kayah holds great potential for community based tourism in the small local villages and offers a privileged insight into traditional ways of life.

Since 2014 the International Trade Centre (the joint agency of the World Trade Organization and the United Nations), in partnership with the Myanmar Ministry of Hotels and Tourism (MoHT) and Ministry of Commerce (MOC) has supported the development of new cultural and nature tourism products in Kayah State. Local government and communities in Kayah have been supported in their preparations for the arrival of international tourists and in doing so with respect to the local culture and environment.



During their stay visitors have several alternatives for enjoying Kayah's beautiful nature, participating in cultural exchange and experiencing village life. Guests can follow the "trail of the ancestors" with local villages as guides and sample local cuisine at a "jungle picnic". The tours are targeted towards guests who wish to leave the "beaten path" and experience the true local culture that exists outside traditional tourist routes.

The objective is to establish a new tourism destination in Kayah with minimal disruption to the local environment and existing way of life, opening the potential for sustainable, community driven economic development with benefits that are widely and equitably shared. For more information on Kayah please see enclosed PDF leaflet.

### **ITB Events**

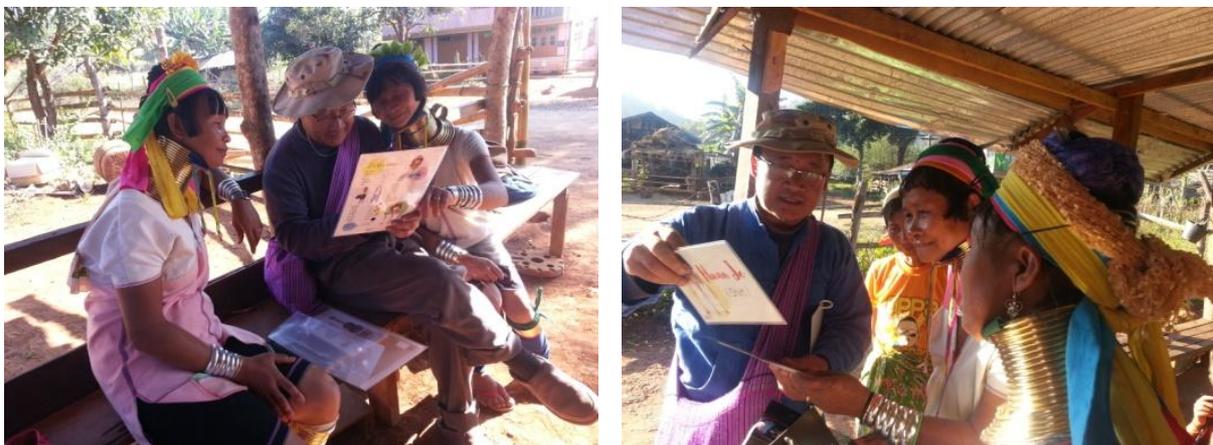
During the ITB Kayah will be presented at the following events:

- Official Myanmar Press conference.
- ITB convention session on sustainable tourism development in Myanmar with the UN-WTO Secretary General, PATA CEO and representatives from the Myanmar Tourism Marketing association and Kayah State.
- Social gathering at Myanmar National stand, including formal launch of Kayah State as a new community and ecotourism destination.
- Product presentation in the Adventure and Sustainable tourism hall.

Please find details on time and location in the overview below.

### **Meet with our team**

Our team of experts and local representatives is ready to support you and is available during the ITB. Our team includes Pascal Kho Twe, a prize winning Myanmar author ("*From the Land of Green Ghosts*") and native from the Kayah Padaung "Long Neck" Tribe. Please visit the Myanmar national stand or make an appointment to interview our team for further information, or even to plan your familiarisation trip to Myanmar and Kayah State.



*Local ITC Expert **Pascal Kho Twe** trains Kayah women on the skills to receive international visitors*

## Contact

For inquiries, future updates or appointments please contact:

Naut Kusters, [myanmar.travel.europe@gmail.com](mailto:myanmar.travel.europe@gmail.com), + 31 6 48805 475

## Myanmar events at ITB 2016

	Time	Event	Location
<b>Wednesday – Sunday</b>	10.00 – 17.00	Myanmar national stand. Personal meetings with representatives and experts.	Hall 26B, stand 201 and 228
<b>Wednesday 9 March</b>	13.15 - 14.15	Authenticity and sustainability in Asia's emerging tourism regions: best practice example Myanmar, Kayah.	Hall 7.1a, Saal New York 1 ITB Convention
	17.00 - 19.00	Social gathering at Myanmar stand	Hall 26B, Myanmar stand.
<b>Thursday 10 March</b>	10.00 - 10.30	Myanmar, Kayah state: an emerging community tourism destination.	Hall 4.1.b. Adventure Stage & Event Area
	10.45 - 11.35	Myanmar official press conference	Room 1 in hall 5.3.
	15.30	Film Festival prize giving ceremony	Cinema Hall 3.1.
<b>Friday 11 March</b>	12.30 - 13.30	Myanmar, Kayah state: new community tourism products presentation & B2B meeting	Room Dessau 4, meeting bridge C, between hall 6.2 and 7.2

## About

### Myanmar Tourism Marketing (MTM)

MTM is a non-profit organization created in the 2000 to act as the marketing arm of the Myanmar Tourism Federation. MTM has 124 members, 80% of which are tour operators, with the remaining 20% being airlines and hotels. Its main functions are (i) the dissemination of information to promote Myanmar as a preferred destination for tourists; (ii) participation in national and international tourism events; (iii) co-operation with international tourism bodies; (iii) organization and participation of Myanmar in international tourism trade fairs, including stand organization, displays, etc. (e.g. ITB, WTM, ASEAN Tourism Forum, JATA, ITB Asia); (iv) publication and distribution of news bulletins, promotion brochures and an up-to-date website.

### International Trade Centre (ITC)

ITC is the joint agency of the World Trade Organization and the United Nations. ITC assists small and medium-sized enterprises in developing and transition economies to become more competitive in global markets, thereby contributing to sustainable economic development within the frameworks of the [Aid-for-Trade agenda](#) and the [Millennium Development Goals](#).

ITC has developed and implemented tourism projects for almost 10 years. [ITC's inclusive tourism project in Myanmar](#) aims to create jobs in the Myanmar tourism sector with a focus on Kayah State. The project increases incomes of enterprises and local communities by enhancing the competitiveness of Myanmar's tourism industry and related supply chains, especially at the Kayah State level, ultimately contributing to sustainable economic development.

Within the framework of the Myanmar Inclusive tourism project, launched by the UN International Trade Center (ITC) in 2014 and funded by the Netherlands Trust Fund, CBT programs have been developed in Kayah State.

For more information about the UN-ITC Myanmar tourism initiative:

[www.intracen.org/itc/projects/ntf-3/myanmar/](http://www.intracen.org/itc/projects/ntf-3/myanmar/)

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