Presentation at the 5th Asia/Pacific Executive Training Program on Tourism Policy and Strategy
Tourism Management in Cambodia

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Cambodia lies in the heart of Asia covering 181,035 km² with a population of about 14 million.

The Capital is Phnom Penh, 1.5 million

It is bordered with Laos and Thailand to the North, with Vietnam to the East and South, with Thailand and the Gulf of Thailand to the Southwest.
Development and promotion shall be

• inline with support to country economic and social development that will surely contribute to the job opportunity creation and income generation to improve Cambodian people living conditions.

• Attached to “cultural and natural” tourism that has actively contributed to development, protection and conservation of cultural and historical heritage, and natural resources.

(NSDP 2006)
Current Tourism

- Tourism is one of the major generators of revenue for the national economy contributing more than 12% of GDP, job creations and poverty reduction.

- Tourism is one of the top ten priority sectors for socio-economic development.

- Tourism has been decided as «Green Gold»

- Sustainable tourism development contributes to poverty alleviation and reducing Climate change.
Tourism Priority Zones and Resources

- Siem Reap
- Angkor
- Costal Area
- Northeast
Siem Reap-Angkor and Its Surrounding
Phnom Penh
Coastal Zone
Northeast
Northeast Cambodia is home to many species of animals. The 1996 survey Wildlife Sanctuary recorded 44 mammal, 76 bird, and 9 reptile species.
### Tourist accommodation in Cambodia in 2010

<table>
<thead>
<tr>
<th>Destination</th>
<th>Hotels</th>
<th>Hotel Rooms</th>
<th>Guest Houses</th>
<th>Rooms of Guest Houses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phnom Penh</td>
<td>159</td>
<td>6,920</td>
<td>365</td>
<td>5,351</td>
</tr>
<tr>
<td>Siem Reap</td>
<td>122</td>
<td>9,465</td>
<td>214</td>
<td>2,895</td>
</tr>
<tr>
<td>Coastal Area</td>
<td>69</td>
<td>2,711</td>
<td>180</td>
<td>2,638</td>
</tr>
<tr>
<td>Eco-tourism Area</td>
<td>20</td>
<td>752</td>
<td>75</td>
<td>1,038</td>
</tr>
<tr>
<td>Others</td>
<td>68</td>
<td>4,391</td>
<td>229</td>
<td>3,192</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>438</strong></td>
<td><strong>24,239</strong></td>
<td><strong>1,063</strong></td>
<td><strong>15,114</strong></td>
</tr>
</tbody>
</table>

Source: MOT, Department of Tourism Industry
## Tourist Arrivals

### 2010 Arrivals 2.508 M (up 16%)

<table>
<thead>
<tr>
<th>Mode of Arrival</th>
<th>Arrivals (2010)</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Air</td>
<td>1,304,300</td>
<td>52.00%</td>
</tr>
<tr>
<td>Land</td>
<td>1,016,584</td>
<td>40.53%</td>
</tr>
<tr>
<td>Water ways</td>
<td>78,015</td>
<td>3.11%</td>
</tr>
<tr>
<td>Same-day visitor</td>
<td>109,390</td>
<td>4.36%</td>
</tr>
</tbody>
</table>

### Mode of arrivals 2010

- **PNH int’l airport**: 591,628 (23.59%)
- **REP int’l airport**: 712,672 (28.41%)

*Note: '2010 Arrivals 2.508 M (up 16%)' indicates the total number of tourist arrivals in 2010, which is an increase of 16% compared to the previous year.*
2010: 2,508,289, increased 16.04%
Source Markets of Arrival in 2010

- Asia and the Pacific: 72.06%
- ASEAN: 38.38%
- Europe: 19.51%
- Americas: 7.94%
- Africa: 0.18%
- Middle East: 0.31%
Gateway to Cambodia

20 international Check Points:
- With Vietnam 10
- With Thailand 6
- With Lao 1
- Sea port 1
- Airport 2
22 Airlines operate to Cambodia
Phnom Penh International Airport

- Airport category: 4D (upgrade to 4E)
- Terminal: 16,000 m²
- Capacity: 2 millions passengers
- Runway: 3,000 m x 45 m
- Taxiways: 2
- Parking stands: 14 (4 aerobridges)
- Rescue and fire fighting: Category 9
- Cargo Terminal: 6,500 m²
Siem Reap International Airport

Airport category: 4C
Terminal: 13,000 m²
Capacity: 1.5 million passengers
Runway: 2,550 m x 45 m
Taxiways: 2
Parking stands: 16 (4 aerobridges)
Rescue and fire fighting: Category 9
Cargo Terminal: 6,500 m²
Sihanouk Ville International Airport

Total land area: 682 ha.
Terminal: 1,000 m².
Runway: 2,500 m x 40 m
Accessibility

- Open-sky policy:
- Visa on arrival
- E-visa,
- K-visa (Overseas Cambodian)
- Visa Exemption for ASEAN member countries

Visa on arrival available  www.mfaic.gov.kh/e-visa
Vision 2020

Arrivals

- 2008: 2.1 Million
- 2009: 2.2 Million
- 2010: 2.5 Million
- 2015: 3.7 Million
- 2020: 6.0 Million
Vision 2020

Tourism Revenue ($)

- 2009: $1,561 M
- 2010: $1,786 M
- 2015: $2,600 M
- 2020: $4,000 M (e)
Vision 2020

Hotel Demand (Room)

- 2010: 25,000 rooms
- 2015: 40,000 rooms
- 2020: 70,000 rooms
Priorities for Investment

- Accommodation
- Tourist resorts
- Tourist facilities and infrastructures
- HRD
Conclusion

- Tourism and economic growth;
- Stability and safety;
- Strong support of stakeholders;
- Best opportunities for investment.
Or-kun!
Thank You!

Romduol National Flower

www.mot.gov.kh