

## Mekong Tourism Forum 2015

### Unlocking the Potential of the GMS via Innovative Partnerships

16-19 June 2015, Da Nang, Viet Nam

#### What is the Mekong Tourism Forum?

The Mekong Tourism Forum 2015 will be held under the theme of **“Unlocking the Potential of the Mekong Region via Innovative Partnerships”**. The forum will focus on enhancing collaboration between the public and private sectors to develop responsible and sustainable tourism, and protecting the natural and cultural heritage of the GMS for future generations..The Mekong Tourism Forum is the flagship annual gathering for the six-nation Greater Mekong Sub-region (GMS). Since 1996 the MTF has provided a platform for stakeholders in the tourism industry to discuss the development and promotion of travel to, from and within the GMS. The MTF is inclusive, interactive and results-oriented, encouraging all participants to work together to effectively market the GMS as a single destination.



**The 2015 Mekong Tourism Forum is free to attend for qualified industry professionals,** however we will encourage donations to a yet to be determined responsible tourism initiative in the Greater Mekong Sub-region (GMS).

Availability will be on a first-come first-serve basis (Registrations will open February 1, 2015). Pre-registrations are possible to send an email to [mtf2015@mekongtourism.org](mailto:mtf2015@mekongtourism.org) [1] to be

notified when registrations are open. Please include the following information: Name, Company, Title, Sector (Hotel, Airline, Tour Operator, Cruise, etc.), Phone, Email.

No-Shows and cancellations less than 45 days prior to the event will be charged a fee of USD 450.

## **Six Nations, Three Common Goals**

The Mekong Tourism Forum works to achieve three main objectives:

1. to raise the profile of the Greater Mekong Sub-region (GMS) as a single tourist destination
2. to provide an industry-wide platform for the public and private sectors to address sub-regional tourism issues
3. to expand marketing networks and opportunities for promoting the GMS and its stakeholders, pool collective resources and create intra-industry synergy

## **Who Should Attend?**

The Mekong Tourism Forum presents the best annual opportunity for those in the GMS tourism industry to meet and discuss travel issues related to the region.



### **You should attend if you aim to:**

- Gain knowledge of tourism development in the Greater Mekong Sub-region
- Exchange ideas and discuss a framework for action with business counterparts in the industry
- Follow up on joint marketing promotions with support from top-level officials and influential regional decision-makers
- Network with key government and carrier representatives, tour operators and hoteliers as well as  
outbound travel agents from major source markets
- Influence the direction of tourism development

## Network and Negotiate

The Forum enables delegates to meet, mingle, network and negotiate with:

- High-level government officials and representatives of national tourism organisations (NTOs)
- Government officials and representatives of international organisations involved in the development of the GMS
- GMS-based entrepreneurs, investors and financiers
- Hoteliers, tour operators, ground transportation providers and tourism facilitators
- Representatives of airlines serving or planning to serve the GMS

## Da Nang City

Da Nang City is located in middle of Central Viet Nam, between Ha Noi and Ho Chi Minh City, separated from Laos by the western Truong Son Mountains. It is surrounded by Thua Thien-Hue along the northern border and Quang Nam on the southern border. It is embraced by the East Sea with 150km of seacoast.

*Climate:* Da Nang is located in the zone of typical tropical monsoon, temperate and equable climate. The city's weather bears the combination of the north and the south climate characters with the inclination to the former. There are two seasons: the wet from August to December and the dry season from January to July, cold waves are occasional but they are of average and short lasting. Average humidity is 83.4%. Average temperature is about 26<sup>0</sup>C, the highest is 28-30<sup>0</sup>C in June, July, August, the lowest is 18-23<sup>0</sup>C in December, January, February. In Ba Na Mountain, the temperature is 20<sup>0</sup>C. Average rainfall is 2,505mm per year that concentrates during October and November.



Da Nang City is a bustling regional hub, not only because it is a dynamic center for trade, sports and education but also the gateway to three [UNESCO World Heritage sites](#) [2] ([Hoi An Ancient Town](#) [3], [Hue's Complex of Monuments](#) [4] and [My Son Sanctuary](#) [5]). The surrounding area is home to some of Vietnam's most compelling attractions, including the imposing [Hai Van Pass](#)

[6], the serene Son Tra Peninsula, the magnificent Marble Mountains, the natural wonder of **Ba Na Hills** [7] and the myriad of splendid **beaches** [8] surrounding the city.

Da Nang is the country's third largest city and continues to grow, increasingly hosting luxury resorts, and major events, including **international marathons** [9], golf tournaments and **fireworks displays** [10].

When the city lights up at night, Da Nang offers you a breathtaking sight: the display of lights on two of iconic bridges of the city. The Han River Bridge is covered in beautiful lights, while the Rong Bridge is shaped like a dragon and breathes fire at certain times of the day. These two bridges play an important role in everyday life in Da Nang. Not only do they awake the commercial potential of the city but are also a point of pride for locals, iconic monuments of Da Nang left for future generations.

Just take a walk down a riverside street to feel the city at night, and enjoy a fantastic meal at any of the city's top-notch restaurants. Combining poetic river scenery with warm hospitality, Da Nang has become a favorite destination for domestic and international tourists.

Da Nang City also has an international airport with many direct flights every day from all over the world.

#### **For more information about Da Nanang, please**

**visit:** <http://centralcoastvietnam.com/places-to-explore/danang/> [11] and <http://www.vietnamtourism.com/en/index.php/tourism/items/73> [12]

**Source URL:** <http://www.mekongtourism.org/trade-professional/mekong-tourism-forum/mtf-2015>

#### **Links:**

[1] <mailto:mtf2015@mekongtourism.org?subject=Pre-Registration%20for%20MTF%202015&body=NAME%3A%0ACOMPANY%3A%0ATITLE%3A%0ASECTOR%3A%0APHONE%3A%0AEMAIL%3A%0A>

[2] <http://whc.unesco.org/en/list/>

[3] <http://centralcoastvietnam.com/heritage-sites/hoi-an/>

[4] <http://centralcoastvietnam.com/heritage-sites/hue/>

[5] <http://centralcoastvietnam.com/heritage-sites/my-son-sanctuary/>

[6] <http://centralcoastvietnam.com/places-to-explore/hai-van-pass/>

[7] <http://centralcoastvietnam.com/places-to-explore/ba-na-hills/>

[8] <http://centralcoastvietnam.com/leisure/beaches/>

[9] <https://www.facebook.com/CentralCoastVN/photos/a.758676084155475.1073741843.607041179318967/740625529293864/?type=1>

[10] <http://english.vov.vn/CultureSports/Danang-prepares-for-fireworks-extravaganza/279675.vov>

[11] <http://centralcoastvietnam.com/places-to-explore/danang/>

[12] <http://www.vietnamtourism.com/en/index.php/tourism/items/73>