42nd PLENARY SESSION OF THE UNWTO AFFILIATE MEMBERS
RECOVERY TOURISM. REBUILDING TRUST.
REINFORCING PARTNERSHIPS

SGDs & PARTNERSHIPS
BALANCED TOURISM RECOVERY VIA INCLUSIVE PARTNERSHIP FRAMEWORKS
THE CHALLENGES OF RECOVERY

The COVID-19 crisis has burdened the tourism industry with new challenges and increased old problems:

• Collaboration on destination and multi-entity levels is limited
• Inclusiveness and a focus on communities are often not a priority
• Opportunities to recover a balanced tourism sector are not utilized
OPPORTUNITIES FOR COMMUNITIES

- The pandemic is an opportunity to challenge traditional approaches
- There is a need to allow for a scalable solution
- Chameleon Strategies invested in technology to support tourism resilience and recovery on a broad basis
THE NEED FOR A WHOLESOME APPROACH

Traditional approach

New multi-user approach

TRANSITION

Common framework

MARKETING ACTIVITIES
SUCCESSFUL COLLABORATIONS

- No barriers to participate
- Enable collaboration
- Focus attention on common goals
- Allow individuality
- Create win-win partnerships
- Are sustainable
Enwoke is a powerful engagement platform to stimulate stakeholder collaboration within communities from destinations to hotel companies.
. Enwoke gives tools to stakeholders of multi unit enterprises and communities
# A GLOBAL CONTENT DISTRIBUTION NETWORK

<table>
<thead>
<tr>
<th>DESTINATIONS</th>
<th>THEMES</th>
<th>BRANDS</th>
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<tbody>
<tr>
<td><img src="image1.png" alt="Destinations" /></td>
<td><img src="image2.png" alt="Themes" /></td>
<td><img src="image3.png" alt="Brands" /></td>
</tr>
</tbody>
</table>

- **Destinations**: [Follow the coast](image1.png)
- **Themes**: [Missing Heritage](image2.png)
- **Brands**: [IHG](image3.png)

- **Businesses**
- **Stakeholder Groups**
SUPPORT OF UN SDGs
COLLABORATION PROJECTS | MEKONG DEALS
COLLABORATION PROJECTS | MEKONG MEMORIES

My best Mekong Memory is from 2016, when I visited Angkor Wat early in the morning. The birds were singing and the sun was rising. When the sun rose, I got the perfect shot.

Christian Peterson
Travel Photographer

My best Mekong Memory is from 2016, when I visited Angkor Wat early in the morning. The birds were singing and the air was cool. When the sun rose, I got the perfect shot.

Mike Haynes
Heritage Management, International Development & Responsible Tourism Consultant
COLLABORATION PROJECTS | PLANNED
PORTALS FOR SMALL AND SUSTAINABLE BUSINESSES

SocialEnterprises.travel/Purposeful.travel

Experience Mekong Collection
The Silk Road
Connecting Culture

Explore Thematic Traveling

History & Culture  Family Activities  Nature  Wellness  Gastronomy  Festivals  Community Based Tourism  Adventure

Take the Silk Road Journey
INTEGRATION PROJECT | HEALTH DATA

• Enwoke is able to integrate with any data device. A partnership with Transfong Technologies Face Recognition Temperature Sensor Access System allows destinations and experiences to:
  • Get an overview of crowd health in a destination
  • Integrate ticketing with facial recognition entrance control
  • Integrate notifications with health data.
Adapting to change - since 1999

www.chameleonstrategies.com