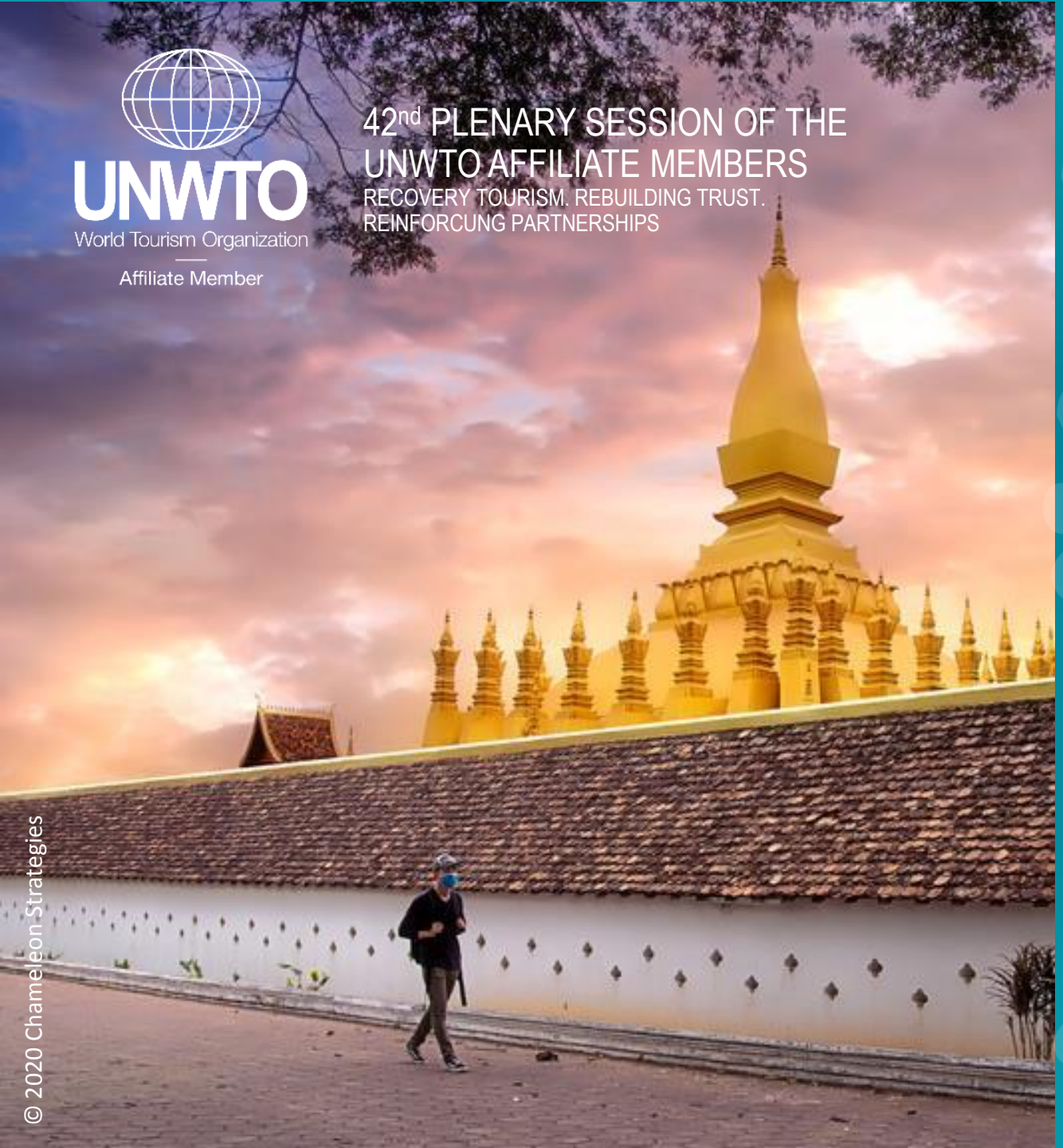

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CHAMELEON STRATEGIES

// SGDs & PARTNERSHIPS

BALANCED TOURISM ROVERY 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

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// 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

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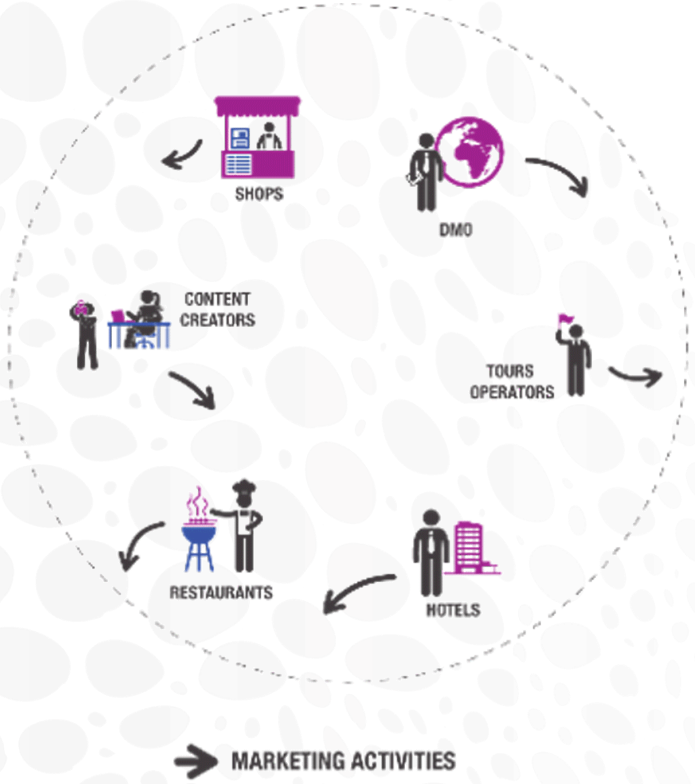
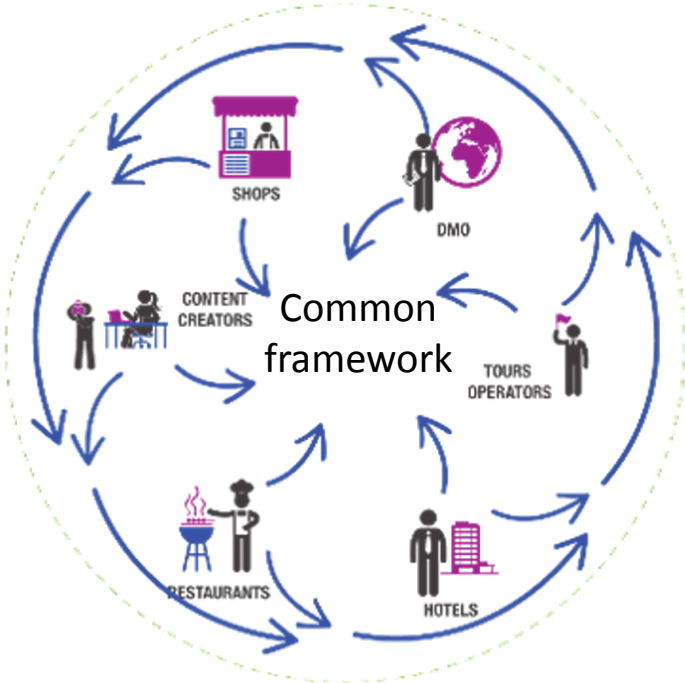
// THE NEED FOR A WHOLESOME APPROACH

Traditional approach



TRANSITION

New multi-user approach



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// SUCCESSFUL COLLABORATIONS

No barriers to participate

Enable collaboration

Focus attention on common goals

Allow individuality

Create win-win partnerships

Are sustainable

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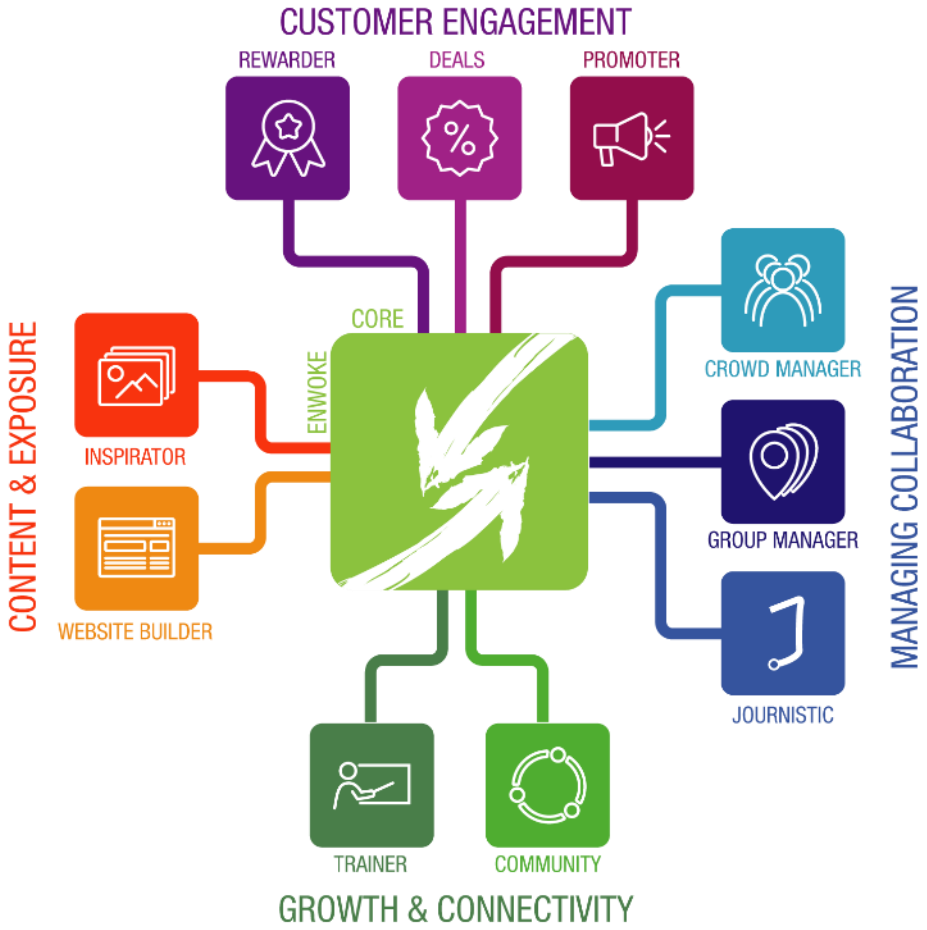
// TECHNOLOGY SOLUTION

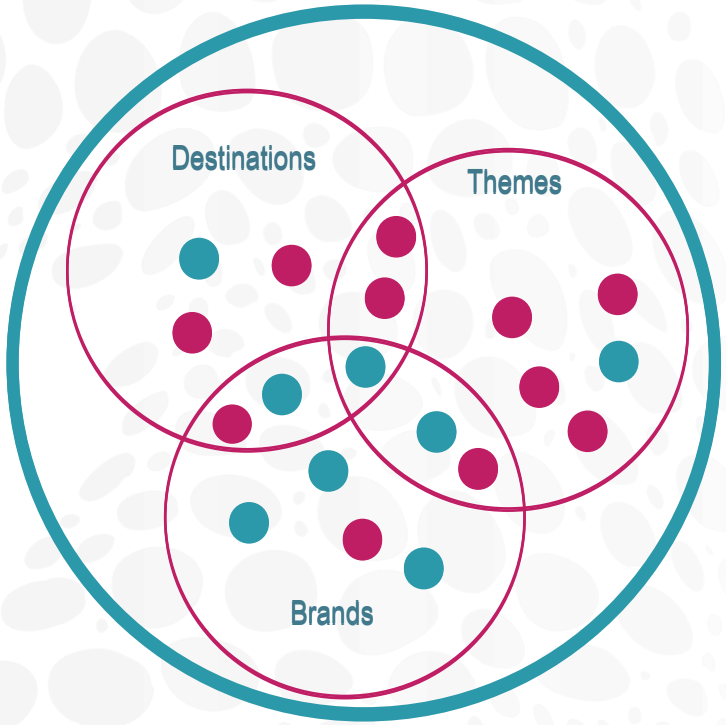
ENWOKE

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



DESTINATIONS		
THEMES		
BRANDS		

// SUPPORT OF UN SDGs

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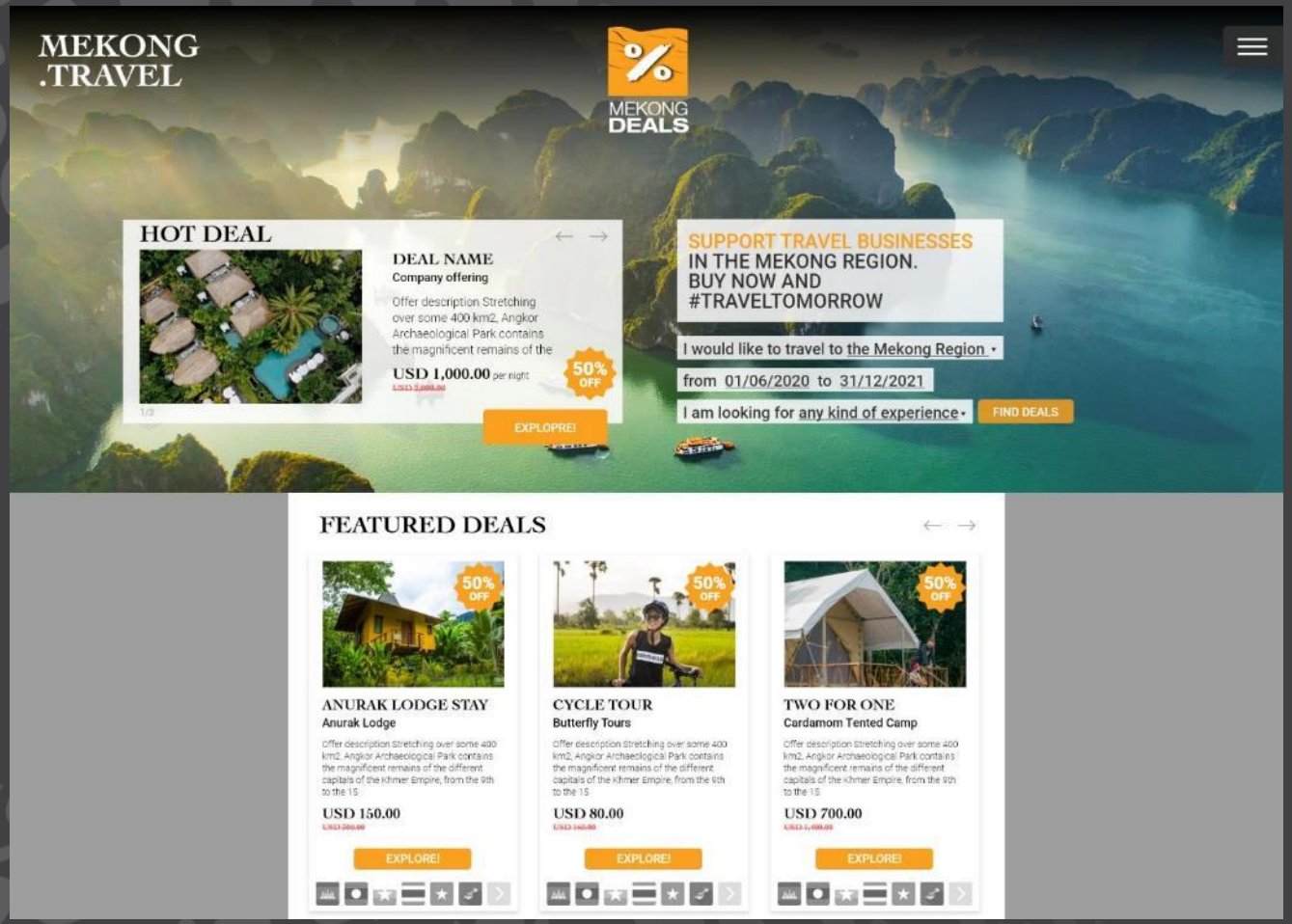
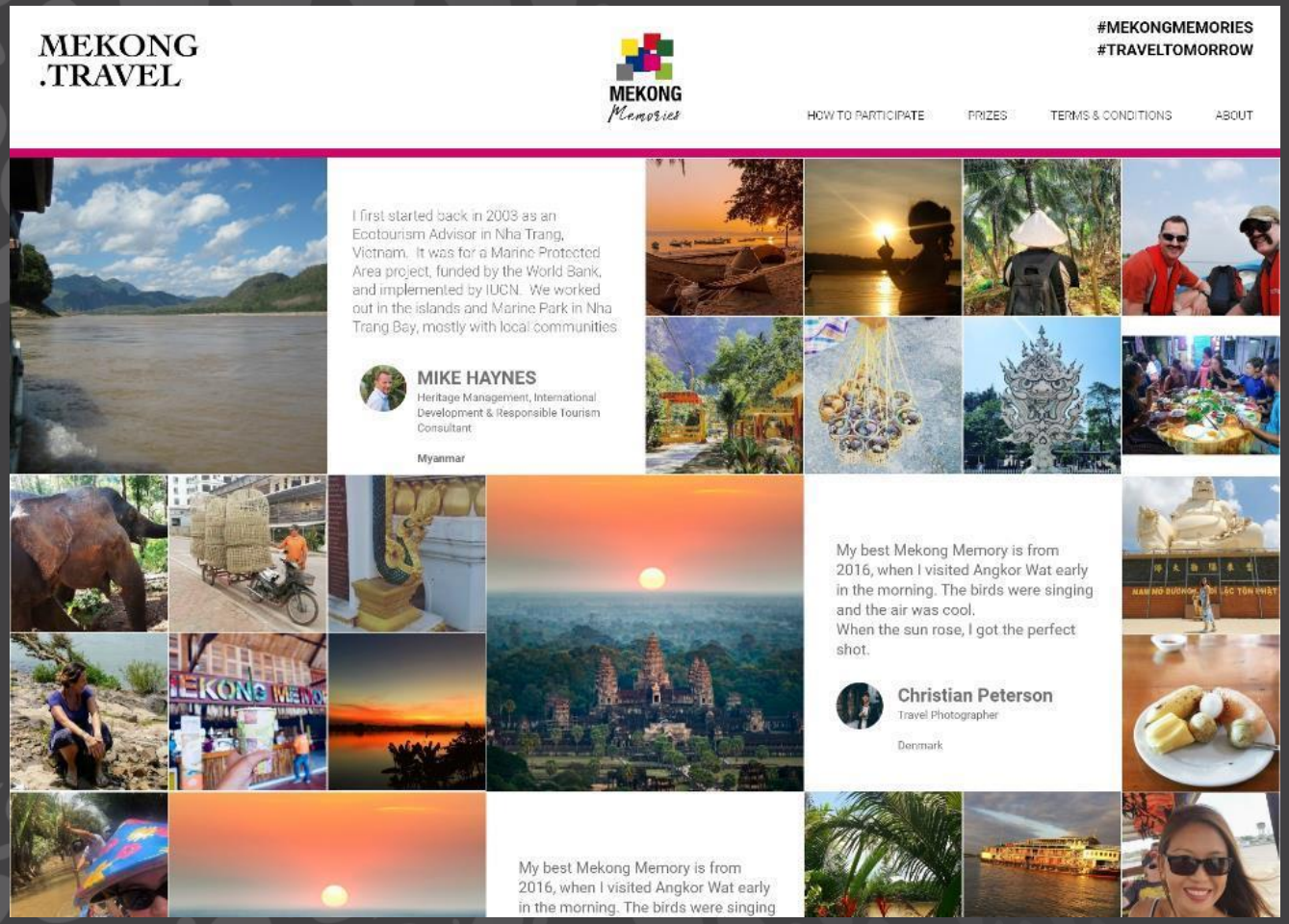
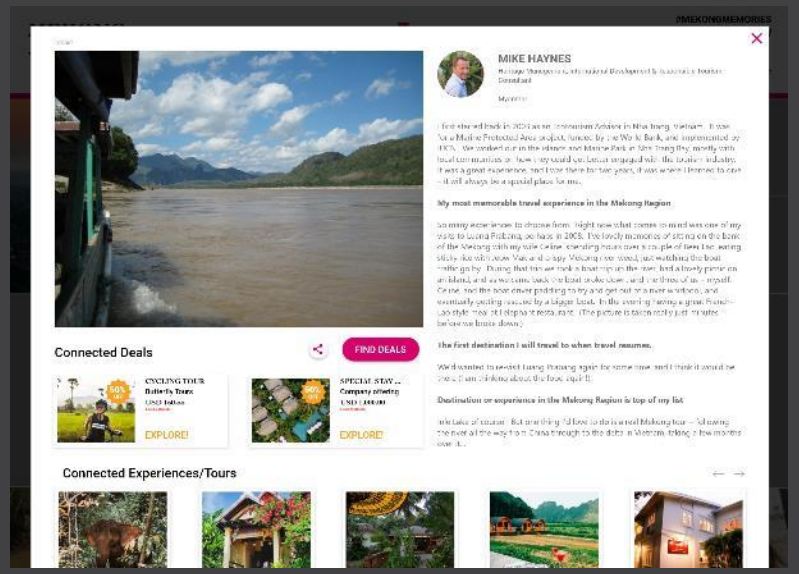
// COLLABORATION PROJECTS | MEKONG DEALS



// COLLABORATION PROJECTS | MEKONG MEMORIES





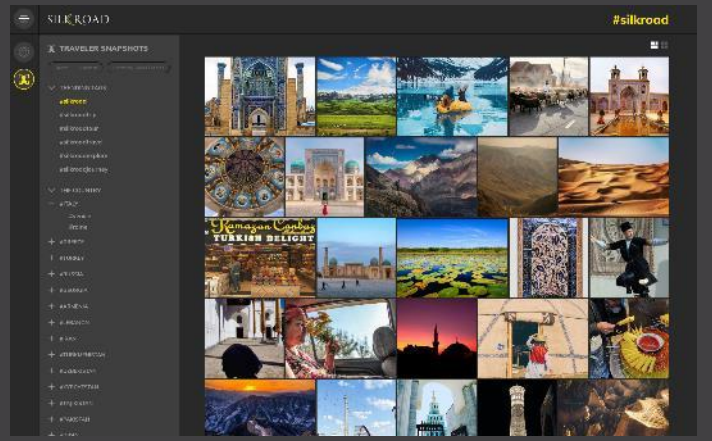
// COLLABORATION PROJECTS | PLANNED

PORTALS FOR SMALL AND SUSTAINABLE BUSINESSES

SocialEnterprises.travel/Purposeful.travel

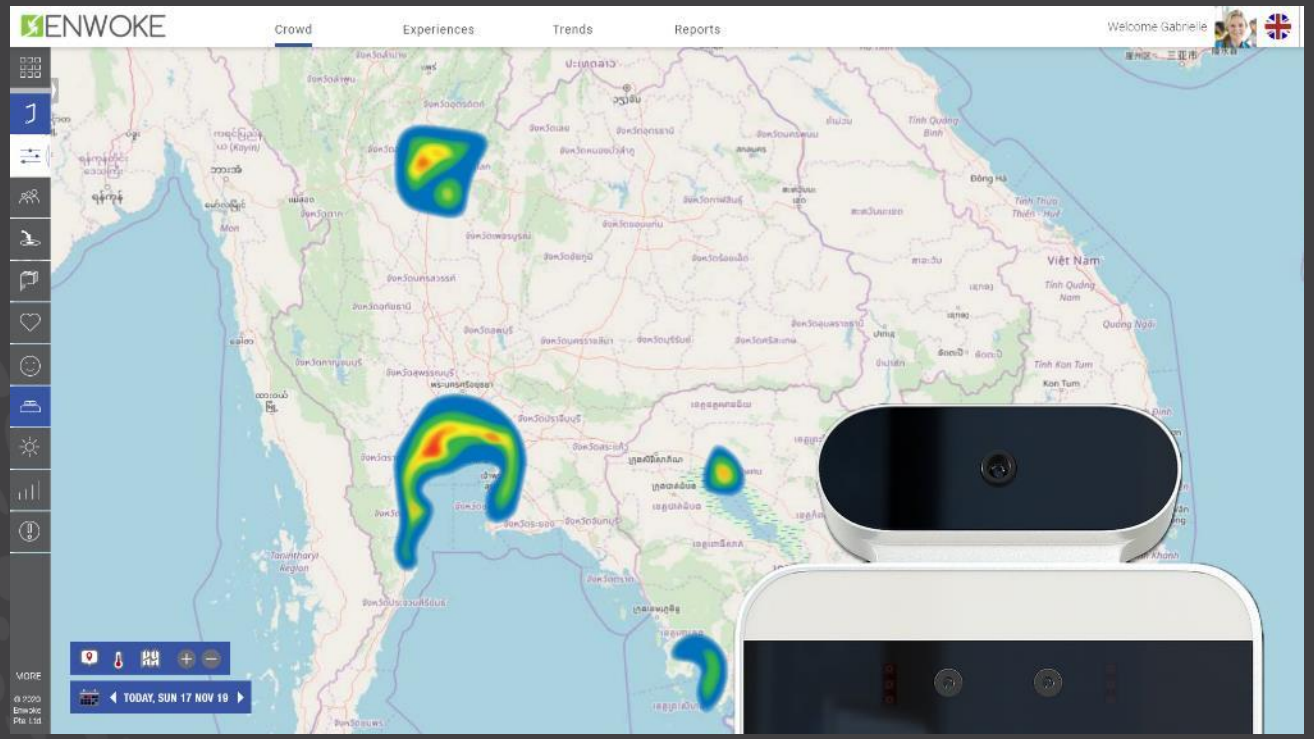
Experience Mekong Collection

// COLLABORATION PROJECTS | IN DISCUSSION



// 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.



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