WE ARE AFFILIATE MEMBERS
Opportunities in recovery
Chameleon Strategies is an award-winning partner to the hospitality, travel, and services industries. We leverage leading technology and build strategies to provide our clients with sustainable and inclusive solutions to grow, engage their stakeholders, and inspire consumers.

Our interdisciplinary teams and partners are located in Asia, Europe, and North America. Since 2008, we are an Affiliate Member of the United Nations World Tourism Association (UNWTO).
OBJECTIVE

Inspire members to use the recovery to build inclusive and sustainable tourism industry that benefits communities and societies.
// CHALLENGES

Engaging stakeholders on a large scale
Limited resources
Complexity of targeted multi-niche campaigns
MSMEs play a crucial role:
- Core of destination appeal and drivers of change
- Integrated in communities
- Close relationships with the customers

MSMEs are the most affected by the pandemic
DESTINATION MEKONG SUMMIT 21
RE-START > RE-FORM > RE-BALANCE
21 & 22 October 2021 | 2PM – 6PM (Indochina time)
destinationmekong.com/dms21/
RE-START

- Restarting tourism in a sustainable way should be at the heart of destination recovery campaigns.
- Policies should be introduced to allow safe travel to the Mekong countries.
- A focus must be put on building capacity and opportunities for people working in the tourism and travel industry.
FRAMEWORK FOR PARTNERSHIP

I. ENSURE SECURE ENVIRONMENT FOR STAKEHOLDERS

II. OFFER INCENTIVES TO ENGAGE

III. RECOGNIZE ENGAGEMENT
RE-FORM

- Tourism must be reformed to leverage innovations in technology, data, and digital media.
- Rethink tourism via new ways of doing business and Smart Tourism applications.
- Social enterprises have an important role to play to innovate experiences to create social impact.
- New destination marketing and management needs to be created, and public-private partnerships are at the core.
INNOVATION ≠ TECHNOLOGY

TECHNOLOGY

PROCESSSES

CAPACITY
RE-BALANCE

• The UN Sustainable Development Goals should guide policies
• Tourism does not need to recover to old unbalanced levels.
• Through collaboration with all stakeholders, win-win solutions can be established.
• Balanced tourism provides experiences for travelers and at the same time respects local communities, the environment and cultures.
// RE-START > RE-FORM > RE-BALANCE

HAPPY STAKEHOLDERS & RESILIENT DESTINATIONS
INTEGRATIVE TOURISM RESTART CAMPAIGN

CAPACITY BUILDING ACTIVITIES

GOVERNANCE AND PROCESSES

INSPIRING STORYTELLING

MEMORIES

TRUSTED RECOMMENDATIONS

SECRETS

VALUABLE OFFERS

DEALS
DESTINATION RESILIENCE

MORE BENEFITS TO STAKEHOLDERS

LARGER NUMBER OF QUALITY LEADS

HIGHER PARTICIPATION

MORE QUALITY CONTENTS

HIGHER EXPOSURE

MORE STAKEHOLDER ENGAGEMENT
SUMMARY
SUSTAINABLE TOURISM RECOVERY
<table>
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<tr>
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<th>Build policies focusing on inclusivity, sustainability, and stakeholders</th>
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<td>II</td>
<td>Make use of technology and integrate it in industry partner engagement and capacity building activities</td>
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<td>III</td>
<td>Be forward looking. Aspire to new goals to make tourism a driver of change through benefits for communities</td>
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<td>IV</td>
<td>Chameleon Strategies urges all members and affiliate members to create public-private partnerships and build strong tourism networks with all stakeholders</td>
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<td>V</td>
<td>We strongly support the Programme of Work of the Affiliate Members Department of the UNWTO, which is integral to build back better and allow a bright future for tourism.</td>
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Adapting to Change – Since 1999

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