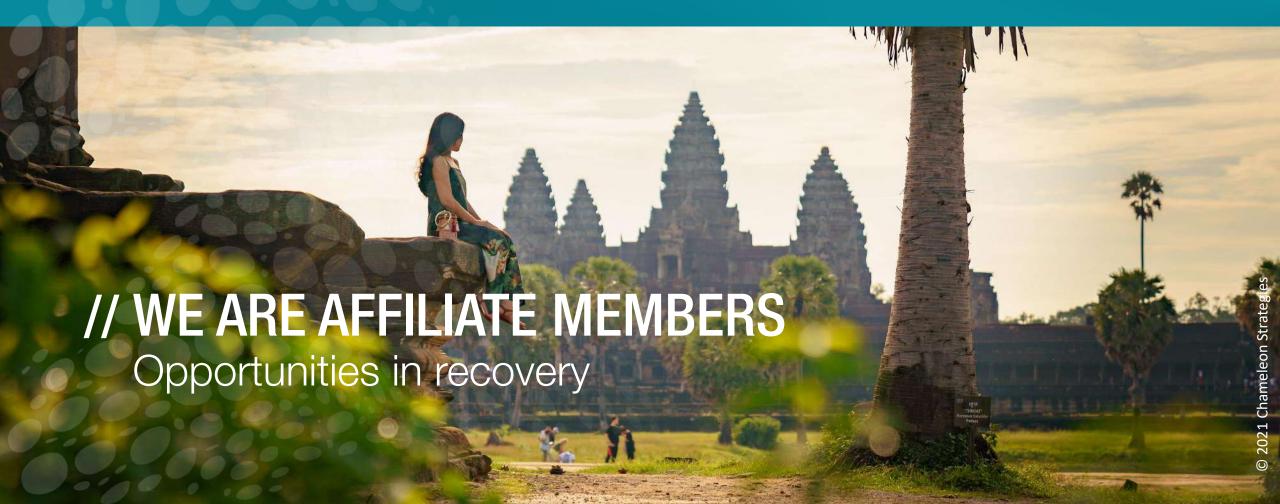


adapting to change since 1999





// ABOUT US

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).













// RE-START > RE-FORM > RE-BALANCE

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

ENSURE SECURE ENVIRONMENT FOR STAKEHOLDERS

OFFER INCENTIVES TO ENGAGE

RECOGNIZE ENGAGEMENT





// RE-START > RE-FORM > RE-BALANCE

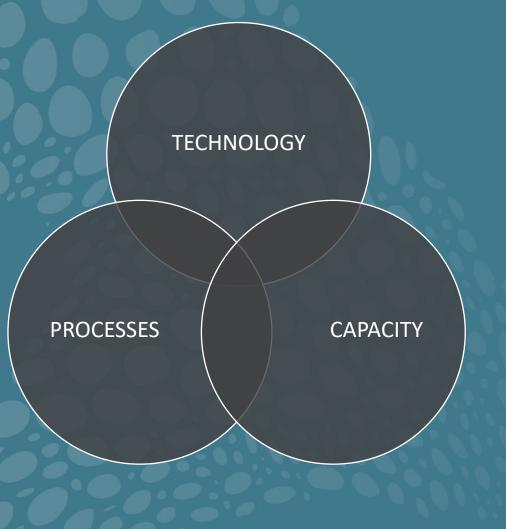
RE-FORM

- 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





// RE-START > RE-FORM > RE-BALANCE

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.











// INTEGRATIVE TOURISM RESTART CAMPAIGN

CAPACITY BIULDING ACTIVITIES

GOVERNANCE AND PROCESSES

INSPIRING STORYTELLING

MEMORIES

TRUSTED RECOMMENDATIONS

VALUABLE OFFERS

SECRETS

DEALS















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CC The Mekong region is like an "onion", one can keep learning about the peoples and the cultures of the region and appreciate it more and more like pealing the layers of an onion

Concerns of Widows Cares

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Build policies focusing on inclusivity, sustainability, and stakeholders Make use of technology and integrate it in industry partner engagement and capacity building activities Be forward looking. Aspire to new goals to make tourism a driver of change through benefits for communities Chameleon Strategies urges all members and affiliate members to create public-private partnerships and build strong tourism networks with all stakeholders 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.



