



CHAMELEON  
STRATEGIES

adapting to change since 1999



UNWTO

World Tourism Organization

Affiliate Member

// WE ARE AFFILIATE MEMBERS

Opportunities in recovery



# // 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).





## // 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**







## // THE ROLE OF THE LONG-TAIL

**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/](https://destinationmekong.com/dms21/)





# // 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

I

ENSURE SECURE ENVIRONMENT FOR STAKEHOLDERS

II

OFFER INCENTIVES TO ENGAGE

III

RECOGNIZE ENGAGEMENT





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

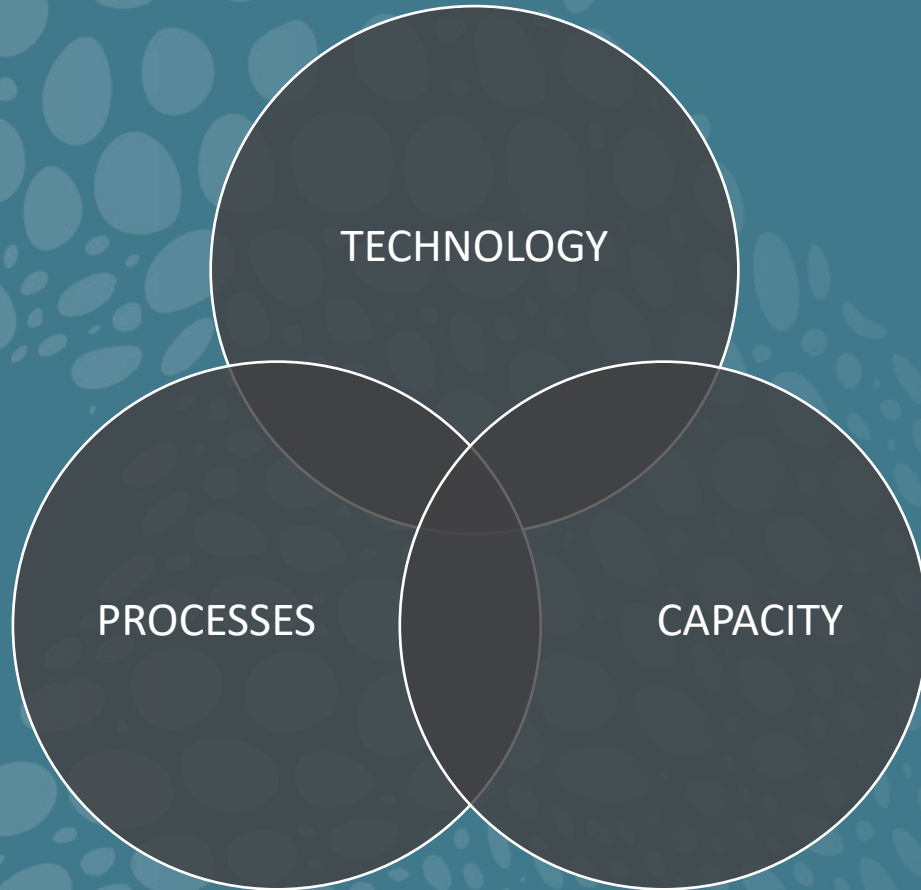
## RE-FORM

- 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 $\neq$ 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.







Image: Bloomberg





Image: The Phuket News



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

HAPPY STAKEHOLDERS &  
RESILIENT DESTINATIONS





# // INTEGRATIVE TOURISM RESTART CAMPAIGN

CAPACITY BUILDING ACTIVITIES

GOVERNANCE AND PROCESSES

INSPIRING STORYTELLING

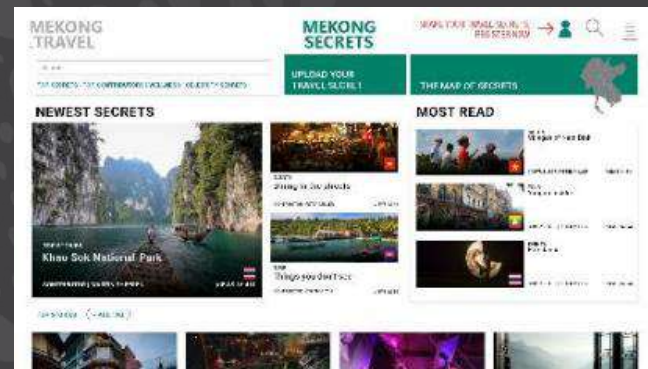
MEMORIES

TRUSTED RECOMMENDATIONS

SECRETS

VALUABLE OFFERS

DEALS





# MEKONG STORIES

— INSPIRING TALES FROM THE REGION —



MEKONG STORIES

## COVID AND THE CLIMATE CRISIS



Dan Daly, Editor  
@daldaly

It is not an exaggeration to predict that by 2030, when we will have had a decade of the pandemic, the world will have seen both a climate crisis and a pandemic. The world has been hit by both a climate crisis and a pandemic. The world has been hit by both a climate crisis and a pandemic.

The COVID-19 pandemic has been a wake-up call for the world. It has shown us that we are all in this together and that we need to work together to solve our problems.

While the world has been hit by a pandemic, it has also been hit by a climate crisis. The world has been hit by both a climate crisis and a pandemic.

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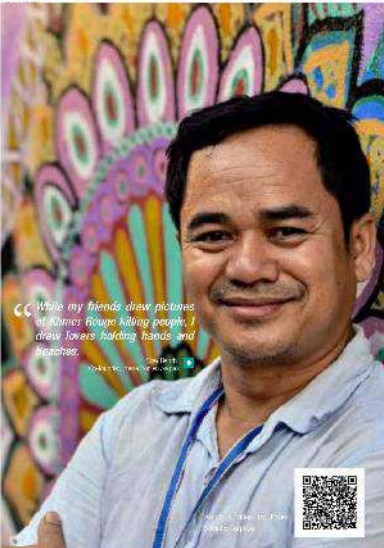
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“The Mekong region is like an ‘union’, one can keep learning about the peoples and the cultures of the region and appreciate it more and more like peeling the layers of an onion.”  
— S. H. H. H. H.

“What I love about Steps is to see the local community engage with us and leave our coffee shops smiling.”  
— S. H. H. H. H.



“While my friends draw pictures of Khmer Rouge killing people, I draw lovers holding hands and beaches.”  
— S. H. H. H. H.



## 2021 MEKONG HERO SREY BANDAUL

Srey Bandaul was a leader in the fight against the Khmer Rouge regime in Cambodia. He was a member of the Khmer Rouge and was involved in the genocide. He was a leader in the fight against the Khmer Rouge regime in Cambodia.

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“The resilience and adaptability of the people along the Mekong region who share one history is very inspiring and admirable.”  
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# SUMMARY

## SUSTAINABLE TOURISM RECOVERY



I

Build policies focusing on inclusivity, sustainability, and stakeholders

II

Make use of technology and integrate it in industry partner engagement and capacity building activities

III

Be forward looking. Aspire to new goals to make tourism a driver of change through benefits for communities

IV

Chameleon Strategies urges all members and affiliate members to create public-private partnerships and build strong tourism networks with all stakeholders

V

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.





# CHAMELEON STRATEGIES

Adapting to Change – Since 1999

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**UNWTO**  
World Tourism Organization  
Affiliate Member