

CAMBODIA FOOD: TECHNOLOGY AND IDENTITY

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TOURIST STATISTIC



Months	2018	2019	2020	2021	2022	2023
Q1	1,711,253	1,877,853	1,155,226	70,901	159,546	1,291,539
Jan	596,241	647,206	547,963	20,567	44,910	402,943
Feb	542,937	597,483	383,863	20,580	50,411	434,503
Mar	572,075	633,164	223,400	29,754	64,225	454,093
Q2	1,290,407	1,460,621	27,600	31,659	347,216	1,288,393
Apr	463,423	537,656	4,841	11,938	81,939	430,129
May	419,171	472,952	10,475	8,757	101,979	442,114
Jun	407,813	450,013	12,284	10,964	163,298	416,150
Q3	1,374,373	1,475,832	64,854	29,114	759,010	457,412
Jul	454,056	502,421	20,689	9,984	236,697	457,412
Aug	494,043	519,502	23,028	9,163	254,813	
Sep	426,274	453,909	21,137	9,967	267,500	
Q4	1,825,044	1,796,286	58,463	64,821	1,010,854	
Oct	453,370	481,782	20,210	12,759	310,182	
Nov	616,549	602,042	18,184	18,933	338,101	
Dec	755,125	712,462	20,069	33,129	362,571	
Total	6,201,077	6,610,592	1,306,143	196,495	2,276,626	3,037,344



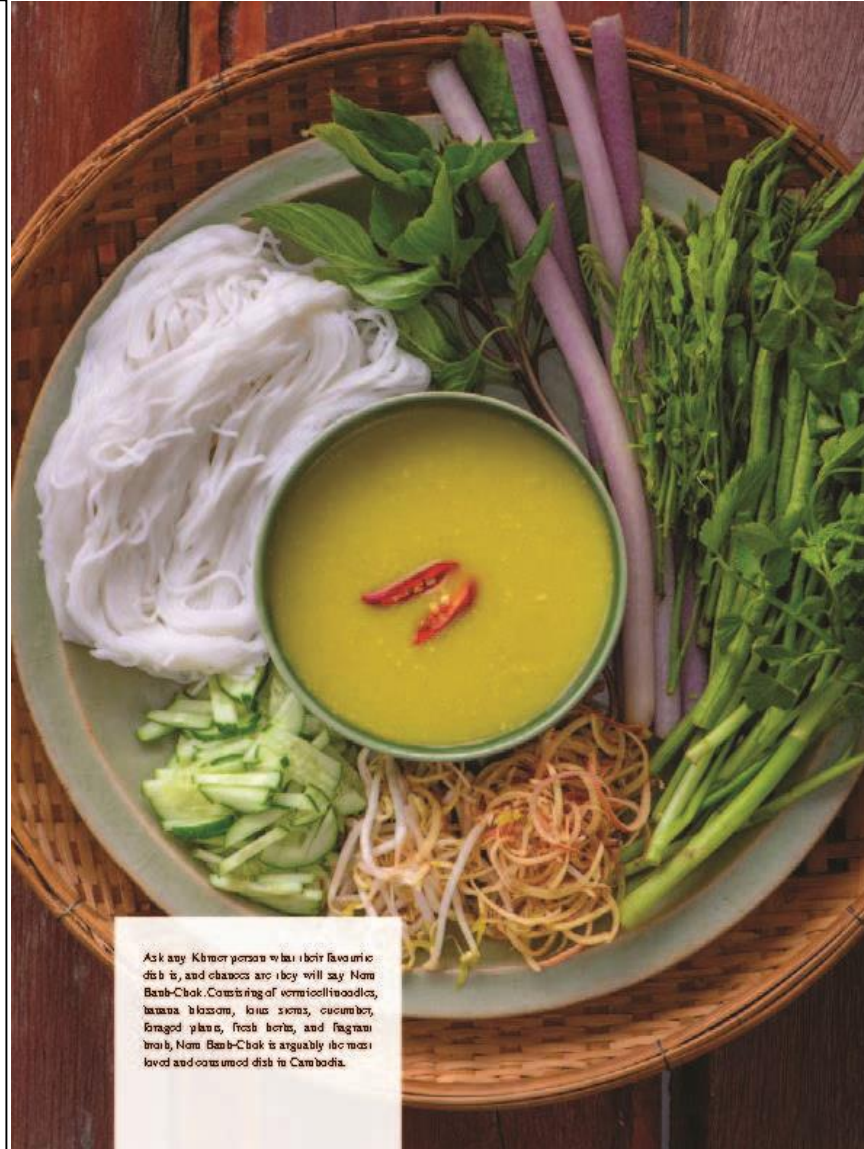
Street Food



អាហារតាមផ្លូវ កម្ពុជា

Street Food
CAMBODIA

All profits from this book
កម្ពុជា



Ask any Khmer person what their favorite dish is, and chances are they will say Nom Banh Chok. Consisting of vermicelli noodles, banana blossom, lotus stems, cucumber, braised pork, fresh herbs, and fragrant broth, Nom Banh Chok is arguably the most loved and consumed dish in Cambodia.



Kampot pepper

Kampot pepper is the most famous and most loved spice in Cambodia. Grown in mineral-rich soils in **Kep and Kampot**, it was the first Cambodian product to receive a Protected Geographical Indication (the same certification that protects regional products like Champagne). Renowned for its heady fragrance, intense flavor, and medicinal properties, it has a distinctly unique taste and lingers on the tongue more so than any other pepper variety.



Promote Cambodia as a Food Destination-Taste Cambodia



- Both long and short Taste Cambodia videos were created based on Khmer Cuisine from across the Country to utilise the unique and special qualities of food to showcase the range of destinations.
- As well as food, the 6 long and short and regional videos promote ecotourism, soft adventure, coastal and urban tourism.
- The videos are professionally made and are a powerful tool for both domestic and international tourism promotion. They have received excellent feedback in the media.





Promote Cambodia as a Food Destination-Taste Cambodia



- Taste Cambodia has been positively received nationally and internationally.
- The video was circulated by DMCs across their networks, hotels used in marketing to keep Cambodia on the 'radar' and it was featured on blogs.
- Being broadcasted on national TV
- Wanderlust featured it in a an internationally circulated publication and online
- Resources developed – video and stills will feature in other food tourism outputs.





Digital Campaign-Taste Cambodia



Digital Marketing Campaign to promote Cambodia through Ecotourism and Khmer Cuisine to the Domestic Tourism Market

- TWO MICROSITES: (1) FOOD AND (2) ECOTOURISM
- MYSTERY TRIPS: SEVERAL TRIPS
- VIRTUAL FOOD FEST: 4 EPISODES

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TasteCambodia is an initiative
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Française de Développement
(AFD) through the Tourism
Commercial Capacity
Building Programme.

Facebook Feed

Rediscover The World...
Follow Page 653 followers

Instagram Gallery



Food Map and Food Pocket Guidebook



- A set of promotional material focused on Khmer Cuisine that can be both printed and distributed electronically → a Food Guidebook and a Food Map (KH and ENG) of the Kingdom.
- Extensive research and consultation to develop content + innovative graphics
- Will support return to International and National Travel Fairs and Digital marketing



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Food Map and Food Pocket Guidebook



Rathanakiri Rice Wine
ស្រាបៀង



The Province of Ratanakiri is home to a lake formed in a 700,000-year-old volcanic crater. The small town of Banlung is the provincial capital. The population of Ratanakiri's minority groups. The Kreung minority makes up 16.3% of Ratanakiri's population. You will find large jars of rice wine as big as a third of your body drink by the indigenous people. The making of "Sra Peang" or "Ta Vê Teum" in Kreung language (an ethnic group) might take half a month, and the price is very reasonable for you to try. The main ingredient is a mix of rice, rice hulls, wine rum, and plenty of plant roots. The ingredients used in the making of the wine have been the same for many generations.

* The Kreung people drink this large rice wine during a celebration at the beginning of the harvest season. Kreung women sing and dance, with the men playing the biggest gongs. The slipping of rice wine ceremony begins with the Kreung people saying a short prayer, and each member sits behind each jar with a small bamboo stick. Villagers will go from jar to jar to taste and determine their favorites.

Freshwater lobsters are considered to be the key ingredient of Takeo Province. Locals around the lake know exactly how to bring them just right so they can bring out the juiciness of meat.

The Mekong River that flows through Takeo has made it the number one destination for fresh lobster, and many people from around the country have flocked to get a taste of the famous fresh water lobsters.

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Food Map and Food Pocket Guidebook

Khmer and English Versions





TECHNOLOGY IN RESTAURANT





TECHNOLOGY IN RESTAURANT



Reservation

Book a table at the restaurant

Reserve a Table

Here you can reserve a table at frizz restaurant.

To avoid disappointment: If you want to reserve a table within 24 hours, please don't use this form as we might not be able to reply in time. Instead, contact us by telephone (+855 (0)12 84 55 25) or drop by.

The restaurant is located on #67, Street 240, Phnom Penh, an easy to find address, see the map.

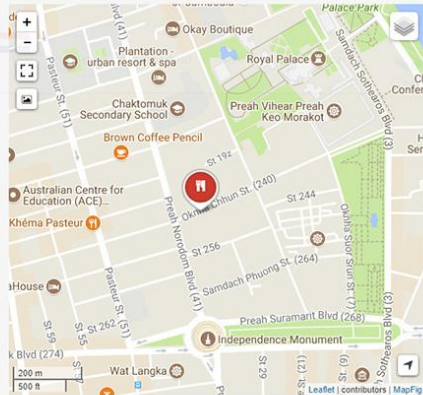


Table Reservation Form

Name *

First

Last

Phone *

Email *

I would like to reserve a table at the following day and time:

Date *

The date in this field will be displayed as "day-month-year"

Time *

HH : MM

I would like a table *

- ☐ Outside
- ☐ Inside
- ☐ Doesn't matter

How many persons? *

Please enter a value between 1 and 16.

Additional comments

(E.g. special diet, allergies)

Submit





LE PETIT CHEF (HYATT REGENCY PHNOM PENH)





សូមអរគុណ!!