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Pacific Asia Travel Association

**Next
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‘Embracing the Complete Visitor Economy’

2013 PATA Annual Summit

25 - 28 April

Centara Grand & Bangkok Convention Centre at CentralWorld



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MYANMAR PERSPECTIVES

- **What are the Public sectors' challenges, and opportunities inherent in politically advancing the complete visitor economy?**

Tourism Experiences in Myanmar



International Tourist Arrivals in ASEAN

	Member Country	2009	2010	2011	2012
1	Brunei Darussalam*	157,474	214,290	242,061	300,139
2	Cambodia	2,161,577	2,508,289	2,881,862	3,560,000
3	Indonesia	6,323,730	7,002,944	7,649,731	8,147,000
4	Lao PDR	2,008,363	2,513,028	2,723,564	3,050,400
5	Malaysia	23,646,191	24,577,196	24,714,324	25,950,000
6	Myanmar	762,547	791,505	816,369	1,058,995
7	Philippines	3,017,099	3,508,818	3,917,454	4,259,600
8	Singapore	9,681,259	11,638,663	13,171,303	14,356,500
9	Thailand	14,149,841	15,936,400	19,230,470	22,303,065
10	VietNam	3,772,559	5,049,855	5,988,425	6,585,853
	TOTAL	65,680,630	73,740,988	81,335,563	89,571,552

Tourist Arrivals

	2009	2010	2011	2012
Yangon Entry Point	297,246	364,743	364,743	559,610
Mandalay & Bagan	8,861	13,442	20,912	32,521
NayPyiTaw	-----	-----	5,521	1,250
Borders	519,269	480,817	425,193	465,614
Total	762,547	791,505	816,369	1,058,995

Key International Source Markets into Myanmar 2012, by Nationality

Rank	Nationality	No. of arrivals	%	Rank	Nationality	No. of arrivals	%
1	Thailand	94,342	15.9	6	Malaysia	30,499	5.1
2	China	70,805	11.9	7	France	30,064	5.1
3	Japan	47,690	8.0	8	Singapore	26,296	4.4
4	USA	37,589	6.3	9	United Kingdom	24,296	4.1
5	Korea (ROK)	34,805	5.9	10	Germany	23,063	3.9

Tourism Income

Year	2009 USD	2010 USD	2011 USD	2012 USD
Total Earnings	196 mil.	254 mil.	319 mil.	534 mil.
Average Expenditure Per Person Per Day	95	102	120	135
Average Length of Stay	8.5	8.0	8.0	7.0

"Less is More" beneficial-and sustainable-than Fast Tourism."

- **Value of 100 tourists**

- **Each 40 USD/Day into a village**

= USD 4,000

- **Minimal intercultural connection**

- **Cost is a high degree of environmental and probable adverse cultural impact**

- **Value of 5 friends spending 4 days bird watching +river fishing for trout, staying in a simple but fully-serviced, comfortable, traditional house**

- **Each put 200 USD/Day into a village = USD 4000**

- **Complete with strong intercultural connection.**

- **Cost is a benign environmental or cultural impact, if any at all.**

Thank You & Mingalarba!