



THE LAOTIAN EXPERIENCE

ONY, STELLA AND SAMANTHA

LAOS IDENTITY CARD.

Country's motto : "Peace, Independence, Democracy, Unity and Prosperity"

Capital : Vientiane

Gouvernance : single-party communist state

Main religion : Theravada Buddhism (67%)

Official language : Lao

Currency : Lao Kip (LAK)

1US\$ = 20 809, 72 LAK 1LAK = 0,000048 US\$

Average wage : 559 US\$

National Holiday : 2nd of December (Vanh Saad)

Popular events : Boun Pii Mai, the Laotian New Year (April)

Ethnies : between 90 to 130 different ethnic groups divided into 3 main groups:

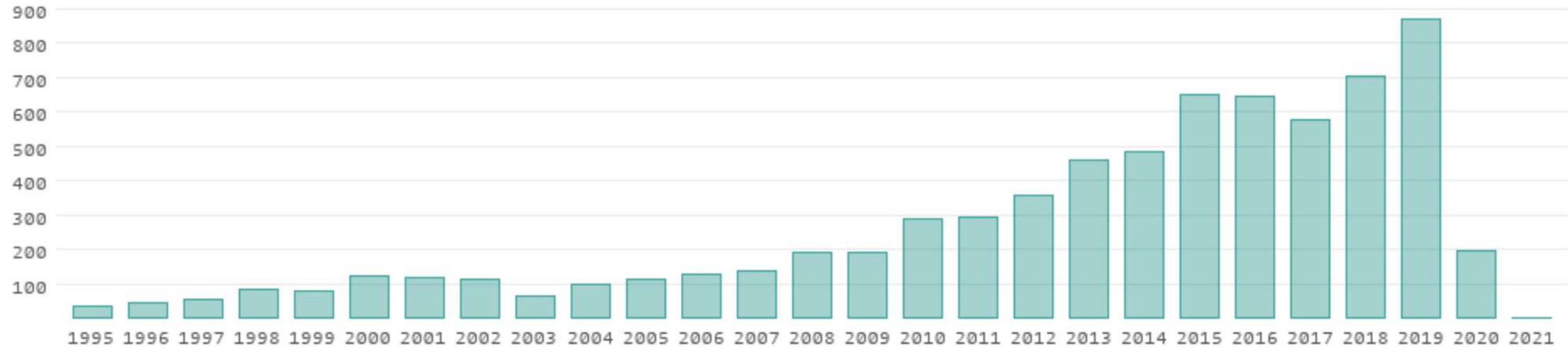
Lao Loums - the plains tribe,

Lao Theung - the hill tribe,

Lao Sung - the mountain tribe.



THE TOURISM INDUSTRY IN LAOS.



The evolution of the tourism industry and its profit from 1995 until now (in million of dollars).

The graphic indicates that in 1995, revenue from tourism amounted to 52 million of dollars. In the space of 26 years, the country's dependence on tourism has grown significantly. In 2020, sales generated by tourism collapsed due to the pandemic. In the first 6 months of 2020, tourist arrival declined by 60%.

In 2023, the tourism industry in Laos has been fruitful. The surge in visitor numbers has been partly attributed to the popularity of the China-Laos Railway and the expressway linking the capital Vientiane with touristic spots in China. In addition, Lao Airlines is offering direct flights to and from countries of the region. The Laos government has made tourism a top priority to revitalize the economy while rolling out a plan to attract at least 1.4 million foreign tourists in 2023. Their effort paid-off because Laos has been ranked 6th on the top South-East Asian country to be visited in 2023 with a total number of foreign visitors between 2.9 million and 3.3 million.

In 2024, the Government launched « **Visit Laos Year 2024** », which they hope will attract at least 4.6 million tourists to the country and boost the growth of the industry. This represents a significant economic opportunity : tourism already accounts for about 5 percent of the country's gross domestic product (GDP).

SWOT ANALYSIS AND LAOS MAIN ISSUES.

Strengths

- Politic stability
- Visa is easy to obtain
- Low cost of living for travellers on a budget
- Welcoming communities and natural landscapes
- Safe country with a low crime rate

Weaknesses

- Country that heavily relies on agriculture and farming
- Lack of developed infrastructures and public transportations
- Lack of trained professionals in the tourism industry
- Digitalisation represents a huge challenge

Opportunities

- Huge potential in the hospitality industry in the main tourist areas
- New international airport opening in February 2024
- Rise of eco-tourism

Threats

- Natural disasters such as, flooding, landslides, drought, and earthquakes
- Fierce competition from neighbors with Thailand and Vietnam (more diversified tourism offering)

MASS TOURISM THREATENS THE LAOTIAN CULTURAL HERITAGE.

The effect of over-tourism in main cities such as Luang Prabang was a primary concern at the UNESCO World Heritage Committee review in April 2022. The Ministry of Information, Culture and Tourism reported a total of 860,035 visitors to Luang Prabang province in 2019, about 75% of whom were foreign arrivals. This phenomenon highly endangers cultural sites preservation.

TRADITIONS BECOME SPECTACLES AND LOOSE THEIR MEANINGS.

Tourist's lack of respect for the town's religious traditions - notably the daily ceremony where monks collect food offerings from the faithful - has highly impacted the life of inhabitants. Nowadays, when monks leave their monasteries, they have to navigate through tourists flash photography and videocams. However, giving alms is a solemn Buddhist ceremony and it should be valued. Laos is fighting to keep its authenticity and community integrity.

THE 'BOOM' OF TOURISM IS CAUSING GENERAL PRICES TO GO UP FOR INHABITANTS.

With property prices rising on the back of the tourist influx, many local people sold their properties to outside developers who turned them into cafes, restaurants and guesthouses. Inhabitants in touristic areas have to relocate further away in the countryside.

MARKET TRENDS.

WHY TRAVEL TO LAOS ?

DISPERSED TOURISM

Laos emerges as a tranquil alternative to bustling tourism destinations. This new trend involves traveling to less popular sites, particularly in rural areas, where the beauty of nature becomes the main selling point. Dispersed tourism allows travelers to access cultural experiences and genuinely interact with people in a way that isn't possible in areas of mass tourism.

CULTURE AND HISTORY

Laos has a lot to offer and a rich history to share with the world. Whether it is UNESCO World Heritage Sites such as the town of Luang Prabang, festivals like the Bun Pi Mai (Laos New Year), the Laotian typical dishes and even their traditional folk music called Mor Lam played with a Khene (mouth organ), Laos is full of resources.

LANDSCAPES AND NATURAL SITES

Laos is a natural wonder. From massive waterfalls with pristine water, to mountain cliffs and immense caves through lavish green rice fields, Laos has something for everyone. You can explore the scenic valleys of the Mekong or stroll around the sacred temples of the capital city... Its untouched nature and authentic atmosphere make it a true gem.

ADVENTURE BASED ACTIVITY

Laos has become a must-visit destination for adventure seekers. You can go through the country's rivers by tubing or kayaking. For those who dare, you can explore the jungles and waterfalls from a different perspective by ziplining. Moreover, if you're looking for a physical challenge, you can visit the karst limestone mountains, a perfect area for rock climbing with over 40 climb routes.

SAFE PLACE TO TRAVEL

Laos is, in fact, one of the safest tourist destinations in Southeast Asia. Locals are always helpful and polite to foreigners. It is an extremely safe country to travel whether it is as a solo (female) traveler, with friends or with children.

SUSTAINABILITY

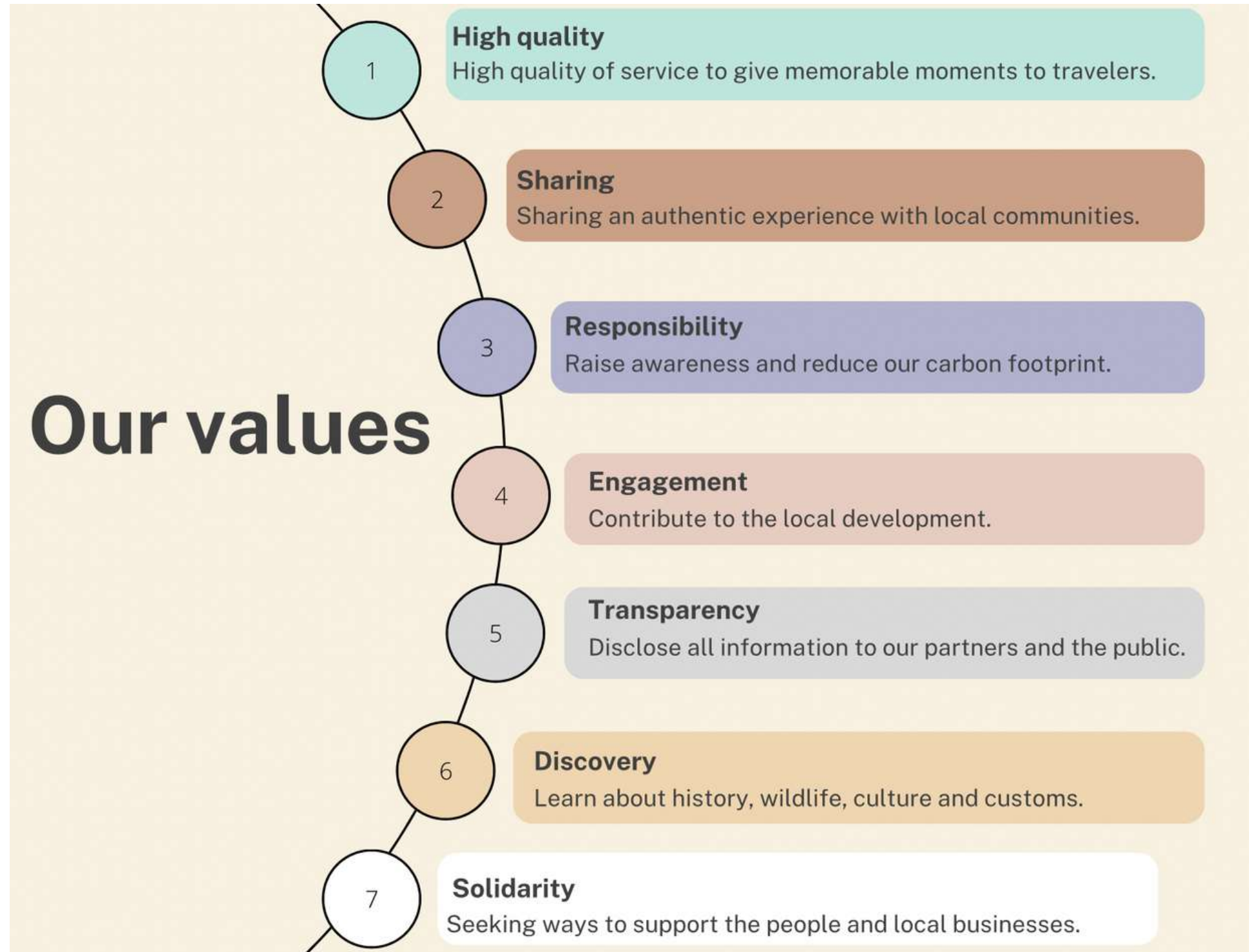
In order to preserve its authenticity, Laos has limited constructions in the major cities to avoid damaging the landscape and ecosystems. Therefore, 15% of the country's land area is set aside for biodiversity conservation in 23 national reserves. Lastly, Laos has also trained 70 hotels, travel agents and tour operators in sustainable practices, helping them to achieve certification. By promoting certifications, Laos ensures that tourism benefits local communities.



WHO ARE WE ?

After years of studying sustainable tourism, the three of us decided to take a trip to Laos, a country that we had never been to. After crossing the Mekong Lake to admire floating villages, deserted islands, and green rice fields, we wanted to immerse ourselves in the local culture while adopting a responsible and sustainable approach. We spent several days in remote provinces, sleeping in ethnic minority villages, in their traditional wooden and bamboo houses, with local meals. We were lucky enough to assist a Laotian couple in the Boloven plateaux on their plantations of coffee, rice, manioc, pineapples, and medicinal plants. This exchange and sharing of knowledge was an unforgettable experience, which made us fall in love with this wonderful country, its wild nature, its cultural diversity and the kindness of its people. We were so touched by the warm and gentle atmosphere that we never left. Since then, based in Vientiane for more than 4 years, we have been creating immersive, responsible and supportive trips that help local populations while discovering Laos, also named "a country of millions of elephants".

And so we became **"The Laotian Experience"**.



OUR LOGO AND TAGLINE.



The brand's name : « The Laotian Experience » written in red and dark blue (the color of the national flag).

A black-and-white drawing of a local person rowing a boat : we chose a simple drawing with elementary lines to represent the simplicity - yet resourcefulness - of the experience travelers will have onsite. Nothing fancy or pretentious, everything is local, uncomplicated and authentic.

The addition of a red pin and the postcard look-alike : We wanted to make it resemble a postcard because our agency offers travelers a remarkable and unforgettable adventure. Travelers will leave Laos with their head full of memories. They will take these memories home and share them with friends and family, just like a postcard.

For our motto, we choose **“Together, as one”** as it reflects our core values and principles. It emphasizes the fact that we are bringing people from different cultures together. Also, it defines our teamwork and commitment to help each other. Our aim is to facilitate the interactions and connections between travellers and locals.

We embrace everyone's background and it is the root of our cohesion. We want to show that the origin or any differences can be the key to an harmonious relationship. It is a way to build a cultural bridge and close the gap, treating everyone with the same respect, empathy, and fairness.

TOGETHER, AS ONE.

OUR CONCEPT.

Our aim is to enable travellers who wish to make a positive impact adopt the Laotian lifestyle and help communities with their daily tasks, while discovering the country's nature and rich culture. As part of our responsible and participative approach, we have already implemented several immersions and solidarity programs with the locals such as :

- Working at the hospital to learn how to provide care for elephants that have been injured on work sites.
- Participate in a micro-construction project in the Haka village.
- Build a library for a school group in the mountains.

OUR COMPETITORS.



- Based in France, but it also has a local receptive travel agency in Vientiane.
- Created in 2006.
- Tailor-made tours through Laos, Cambodia, Thailand, Vietnam and Yunnan.
- Total immersion into nature and local communities.
- Offering trekking and guided tours through mountains, jungle, rice fields and typical villages to meet the minorities.



- Based in Luang Prabang, with over 25 years of experience.
- Packages to all historical and natural sites,
- Packages with adventure-based activities such as kayaking or swimming in waterfalls or hikes to reach the mountainous jungle.



- Established in 2010 and offers ecotourism experiences.
- Allow travellers to discover all tribes and villages.
- Tours are led by experienced local guides.
- Close interaction with ethnical groups, make silk clothes and speak a few words in their language.
- 40% of their revenue are going to the men and women of these villages.

OUR USP.

WHAT ARE OUR 3 USP DEMONSTRATING CULTURAL OR SUSTAINABLE RELEVANCE ?

THE LAOTIAN EXPERIENCE



- **Visiting the 'untouched' spots of Laos and learning about unique ethnicities.** Laos is not only about Vientiane (capital city) or Luang Prabang. This country is full of resources and places to explore. We offer you an off-the-beaten-path experience, for a complete immersion onto the country's customs and daily-life.
- **Sleeping in home-stays to experience the full Laotian life.** It gives you a warm feeling of belonging to a community. You adopt the community customs, build relationships with the village's inhabitants and gain a deeper understanding of the destination. Moreover, by sleeping in home-stays you reduce your carbon footprint and minimize environmental impact.
- **Mixing participative tourism (= qualitative tourism) with cultural and responsible tourism.** Our packages include community projects, whether it is for the preservation of wildlife or the construction of new houses, with the discovery of fascinating landscapes and natural sites filled with history. Our itineraries allow you to do both, in a balanced way.

SUSTAINABLE GOAL IN THE FUTURE.

- As an agency who is committed to promote responsible and sustainable tourism, we are on our way to get the certification of **TravelLife**. This certification meets all our values and supports sustainable practices that minimize environmental impact, support local economies, and preserve cultural heritage.
- Receiving the certification is a mark of distinction, demonstrating to the world that our agency is at the forefront of sustainable tourism. The process of obtaining TravelLife certifications has 3 steps (acknowledgement - partner - certification) and we have done the first two steps, therefore, only the last one is left!
- TravelLife is one of the leading auditors in sustainable and responsible operations. Since 2012, they have trained over 1500 tour operators in CSR and more than 500 of them have received a TravelLife award to this day.



WHAT ARE 3 IMPACTS OF OUR BRAND ON ITS HOST COMMUNITY ?

- **Contribute to community projects to enhance their life conditions.** Travellers bring in valuable help to the villages by building or repairing houses, infrastructures for their livestock. They can also give a hand on organic farms, as villages don't have enough resources and time due to their daily activities.
- **Make a difference by donating to an Association.** All our packages include a 10\$ donation per person and per day to the non-profit organization called **Anoulak** created in 2018. They support the local communities in implementing innovative and sustainable approaches to bring alternative income and preserve local craftsmanship. They also promote natural resources management in a sustainable way, and encourage the use of less chemicals in the environment.
- **Providing additional revenue by working with local partners and communities.** First, we remunerate home-stays just as we would pay a hotel room. However, the funds are directly given to the communities as an additional revenue. Therefore, we aim to make a positive impact and allow them to continue their traditional activities. Additionally, each activity is directed by locals, whether it is a guided bike tour, cooking class..., we only work with locals as we want to generate profit for these minorities.

OUR TARGET AUDIENCE.

Among international arrivals in 2023, visitors were mainly from **Thailand, Vietnam, China, South Korea, and the United States**. Therefore, we want our brand to be attractive to these nationalities. The following table sums up the behaviours and characteristics of foreign visitors when they come to Laos. We wish to create packages that will catch the eye of our target audience showcased below. Therefore, you will find on the next pages a detailed description of 3 of our newest packages with their corresponding persona.

AGE GROUP	100%
15 to 19	7.0
20 to 29	47.0
30 to 39	28.0
40 to 49	15.0
50 to 59	2.0
60 and above	1.0

PURPOSE OF VISIT	%
Holiday and relaxing	84.7
Business	6.0
Visit family and friend	6.7
Official, convention and seminar	8.5
Treat Health	0.7
Religion	0.6
Others	0.3

PERSONS ACCOMPANIED WITH	%
Alone	13.6
Family	39.0
Friend	46.7
Others	0.9

AVERAGE LENGTH OF STAY (DAYS)	3
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1-DAY ITINERARY

Travellers will visit the mahouts' (elephant caretakers) village in the Mekong Elephant Park, a sustainable, non-riding elephant sanctuary in Pakbeng.

Mekong Elephant Park is an ecotourism project located on the banks of the Mekong River, opposite the village of Pakbeng. Founded in 2008, elephants are sacred to the country, as Laotians believe that they bring prosperity, therefore, their welfare is our main goal. Visitors have the opportunity to discover the privileged role that elephants play in the Laotian culture, and why it's so important to fight now to protect them before it's too late.

All funds raised through entrance fees are used to feed them, give them veterinary care, provide them with land and build infrastructures. This will enable their lifelong guide, their mahout, to receive a decent wage.

Morning : At 9:00am, arrival at the Mekong Elephant Park where you will be welcomed by a guide. In-depth presentation of the elephants and how they were rescued from the logging industry while examining their eyes, ears, mouth and feet. Look for elephants in the forest and walk alongside them. You will prepare the elephant's meal and feed them.

Noon : At 12:00pm, join a cooking class for an hour in the village and taste various traditional dishes such as Tam mak houg (green papaya salad), Khao poun (spicy rice vermicelli soup). Share a unique moment with the villagers. At 3:00pm, observe elephants taking their baths.

Afternoon : At 4:30pm, embark on a pirogue and sail on the Mekong, Asia's fourth largest river, until sunset. Enjoy the view of the port of Pakbeng and the local markets nearby until 6 PM.

PRICE : 80 US\$



***All our packages include bottles of water, homestay accommodations (when overnight packages), full board meals, activities, local guides, entrance fees to natural and cultural sites and a donation to Anoulak Organization. Our packages do not include visa cost, flights, travel insurance and personal expenses.**

3-DAY ITINERARY

For this participative trip, travellers learn directly from locals and from Nong Khiaw village where its people are called Thai Dam. It's a serene town between two majestic mountains that lies in the northern region of Laos. Nong Khiaw farm is a sustainable agricultural project where inhabitants combine traditional and modern agricultural techniques. The farm is committed to produce high-quality and organic food while preserving the environment and promoting the local community.

You will wander through Nong Khiaw's quiet streets where life follows its own pace. The locals will welcome you as their friend with warm smiles and genuine hospitality.



Day 1

- Morning: You will plant a variety of fruits, vegetables, and herbs utilizing traditional farming techniques.
- Lunch with the farm owners, with fresh products grown in the farm.
- Afternoon: You will explore the surrounding area by taking a hike to Phadeng Peak with a panoramic view of Nong Khiaw and its scenic limestone cliffs.

PRICE: 190\$

****Prices are affordable as activities are carried out with local communities and no third parties are involved, we work and set prices directly with local communities. Therefore, our prices are very competitive.***

Day 2

- Morning: Participate in the harvesting time at Nong Khiaw farm.
- Lunch at the farm with local products.
- Afternoon: Take a walk to Pha Tok Caves which is located 2km outside of the town itself. The caves is made up of a section of the stunning limestone for which Nong Khiaw is famous. Getting to the caves is an experience as you will have to hike through emerald-green rice paddies as well as jungle paths.

Day 3

- Morning: Ride your bicycle toward Ban Sop Houn, a nearby village known for its traditional way of life. They are still living from handicraft and community-based decision making: The village operates under a communal system, where important decisions are made collectively. You will stop a cooperative where artisans create handmade products using sustainable materials.
- Picnic from locally sourced ingredients.
- Afternoon: Return to Nong Khiaw and head towards a viewpoint that offers a perfect panoramic view of the town and its surrounding. End the day with a stunning sunset over the karst mountains.

5-DAY ITINERARY

As part of our participative program, we'll be taking part in micro-construction projects on the Bolaven Plateau in a remote village such as making traditional thatched roofs, creating bamboo tables for drying coffee berries, building livestock shelters, etc. The village's houses are suffering from the ravages of time, and the villagers have few resources to undertake renovations themselves. Travellers will discover Laotian hospitality in all its simplicity and have the chance to meet the Tat Lo families, who will welcome them for a few days.

The Bolaven Plateau, which rises to an altitude of 1,300 meters, is also known as the "Land of the Laven", where the Lao Theung, the original inhabitants of Laos are living. The Bolaven is renowned for its organic coffee farms and diversified plantations (tea, cardamom, fruit, etc.).



Day 1

- Early arrival at Tad Lo village, settling in.
- Discover the silk-making workshops at the weavers village. This village is home to looms used in the traditional manufacture of fabrics and carpets. They are known for the beauty of their "cross-stitch" woven cottons and their expertise in natural dyes.

Day 2

- Morning: You will help for the renovation of traditional wooden houses.
- Afternoon: Picnic and swimming in a clear river near the village.
- Evening: Prepare a meal with your host family to share a warm and convivial moment over a traditional meal.

Day 3

- Morning: You will create bamboo tables for drying coffee.
- Afternoon: Take a bicycle ride along the Mekong River and admire the landscapes of the Mekong Delta.

Day 4

- Morning: You will build cattle shelters.
- Afternoon: Walk and swim in the refreshing waterfalls of Tad Lo and Tad Hang. It's a 30-meter-wide, tree-lined waterfall that crashes over a 10-meter-long rock face, before settling into a calm river.

Day 5

- Visit Vat Phou, a Unesco World Heritage Site in Champasak, which translates to "mountain temple", a thousand year old temple built by the Khmer. The temple is dedicated to the Hindu God Shiva.

Price: 300 US\$

OUR PERSONAS.

1-DAY PACKAGE



HYUNH, DANG AND CHAU

Nationality : Vietnamese
Age : between 30 and 32 years old
Situation : Friend group
Occupation : Receptionnists
Salary : 15 000\$/year each



Behaviour : Take a break from work. They have travelled to many 'touristy' countries in Asia but never to Laos.

Needs : Seeking tranquil atmosphere and amazing landscapes.

Interests : Well-being of animals.

Qualities : Joyful and outgoing.

About Huynh, Dang and Chau
We have known each other through work and we love to travel together. We are dynamic and eager to discover new people, food and culture !



3-DAY PACKAGE



CHEN, LI AND THEIR DAUGHTER XIO

Nationality : Chinese
Age : 40, 42 and 15 years old
Situation : Family
Occupation : University teachers and student
Salary : 35 000\$/year each



Behaviour : First time in Laos for their daughter. They want to show her the authenticity of this country.

Needs : Contact with local communities.

Interests : Culture and the traditional way of life.

Qualities : Hard-worker and history-lovers.

About Chen, Li and Xio

Our family is passionate about history and country's traditions. We have travelled to many countries and meet interesting communities. Therefore, we want to travel and support those minorities.



5-DAY PACKAGE



JAMES JONES

Nationality : American
Age : 29 years old
Situation : Single
Occupation : Accountant
Salary : 60 000\$/year



Behaviour : Travelling the world alone, first time in Asia.

Needs : Discover laid-back countries.

Interests : Sport and crafts.

Qualities : Adventurous and curious.

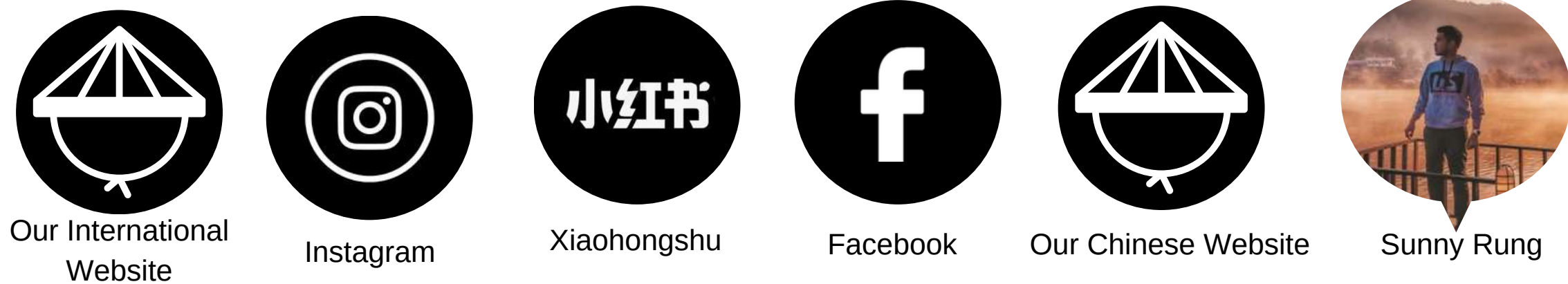
About James

I am a young and ambitious man on a journey to discover my true potential and make a positive impact in the world.



OUR LAUNCH MARKETING STRATEGY.

Our 3 new products will be launched in March 2024. First, we will announced it exclusively to our customer base, whether international or Chinese. We will then promote it through the most used apps in Asia and in the world : Facebook and Instagram. However, as these two apps are blocked in China, we are also present on Little Red Book AKA Xiaohongshu, a Chinese app similar to Instagram in order to stay connected to our Chinese clientele.



SUN	MON	TUE	WED	THU	FRI	SAT
					Mailing to our customer base	Social media post N°1 brochure
3	Promotional video out on our websites	5	6	7	8	Social media post N°2 traveller testimony
10	Partnership launch with Thai travel influencer Sunny Rung	12	13	Event : International Tourism Fair in Paris	15	Social media post N°3 nature and culture
17	Social media contest with a price to win	19	20	21	22	Social media post N°4 traditional craftsmanship
24	25	26	Event : ASEAN Tourism Forum in Laos	28	29	Social media post N°5 community project
31						

