



Mandate Spotlight: 064 ASEAN, Tourism

Intra-ASEAN Tourism Recovery Campaign

Location: ASEAN

Beneficiaries: ASEAN Tourism Marketing Partnership Working Group (ATMPWG) and ASEAN Secretariat

Consultant: Marketing Distribution Services Ltd

Start: September 2022

End: November 2023

GAC Contribution:

CAD 149,790

Context

The ASEAN tourism industry, once a critical economic driver contributing nearly 15% of the region's GDP and 14% of employment, faced a significant challenge in recovering from the COVID-19 pandemic. The 2021 figures painted a stark picture, with tourism receipts and arrivals down by more than 90% compared to pre-pandemic levels. Despite the availability of domestic travel due to ASEAN member state vaccination programs, overall hotel occupancy rates remained down by more than 25%.

Recognizing this reality, ASEAN countries strategically prioritized regional travel in the initial recovery phase. This aligned perfectly with the recommendations outlined in the post-COVID-19 Recovery Plan for ASEAN Tourism. The focus shifted towards domestic and regional markets, with a curated selection of products and experiences designed to cater to the evolving preferences of travelers. This included the growing demand for outdoor activities, health and wellness experiences, the rise of remote work opportunities, and seamless connectivity to destinations.

Success in this recovery hinged on collaboration. The 25th Meeting of the ASEAN Tourism Ministers emphasized the importance of amplified public-private partnerships for marketing the region's diverse tourism offerings as international travel resumed. The endorsed Phnom Penh Declaration served as a roadmap for this collaborative effort. It outlined a two-pronged approach: fostering increased confidence in regional travel and spearheading a robust digital transformation within ASEAN tourism. This digital effort would pave the way for a more inclusive and competitive industry poised for long-term success.

Brief Description of the Mandate

The main goal of the mandate was to promote intra-regional travel and enhance regional cooperation between the public and private sectors of the tourism industries of the ASEAN member nations.

This campaign included a series of strategic activities, starting with a comprehensive desk-based study to gather current travel data and trends in Southeast Asia. This was followed by extensive stakeholder consultations through surveys and sessions to guide the development of the tourism recovery campaign. Based on the insights gained, a targeted social media campaign was developed on the META platform, alongside a communications plan to support the tourism sector and provide a roadmap for its implementation.

The campaign was then introduced to relevant ASEAN bodies and launched through a coordinated online webinar. It focused on promoting sustainable tourism, with special considerations for gender balance and minimizing environmental impacts, aiming to create a resilient and sustainable tourism sector that can effectively respond to future challenges while enhancing the economic integration and competitiveness of the region.

Selected Key Results

- The mandate work was guided by extensive **stakeholder engagement**, which included online surveys and virtual consultation sessions. This collaborative approach ensured that the mandate was well-informed and supported by relevant ASEAN stakeholders.
- A targeted **social media campaign** was launched on the META platform, designed to resonate with ASEAN residents. This initiative was crucial for promoting intra-regional travel and achieved impressive engagement levels. The campaign generated significant visibility with 14,349,018 impressions targeting female audiences alone, close to the initial target of 16,666,667 impressions across genders.

- A robust **communications plan** was developed to support the tourism sector in leveraging the social media campaign. This plan provided a strategic roadmap for future campaign implementations by the ASEAN Secretariat, ensuring sustainability and consistency in messaging.
- The **webinar** was organized, which focused on promoting intra-ASEAN travel for recovery and resilience, successfully registered 80 participants, achieved a 68% attendance rate, and engaged stakeholders in discussions on sustainable tourism practices, with 54% of the attendees being women. The wide geographic reach during the webinar, with participants from across and outside ASEAN, illustrated the campaign's broad impact and its role in boosting regional tourism resilience.

Environment & Climate Change

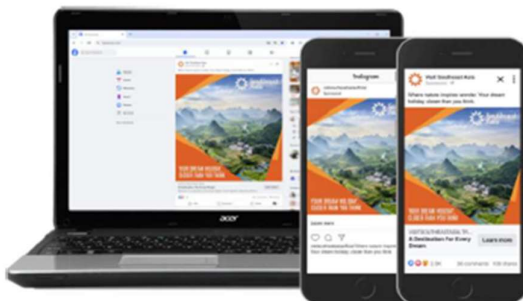
The mandate emphasized promoting environmentally responsible and sustainable tourism practices, addressing the need to mitigate the environmental impact of increased regional travel. The campaign highlighted sustainable tourism destinations within the ASEAN region, focusing on ecotourism and community-based tourism that supports conservation efforts and the economic and social sustainability of local communities. It raised awareness among travelers about the importance of preserving natural resources and minimizing their ecological footprint while traveling. Additionally, the campaign supported broader conservation efforts linked to tourism through funding and awareness-raising. A significant aspect of the campaign was the shift in focus from long-haul, international markets to regional travel, likely to reduce the carbon emissions associated with long-distance air travel, aligning with global efforts to combat climate change. Throughout the project, efforts were made to minimize the environmental impacts of the campaign's operations, including prioritizing online meetings over travel, using digital media channels (Facebook, Instagram) for all communications and training, and implementing workplace policies that reduce energy consumption and waste. This integrated approach effectively promoted a form of tourism that respects and preserves the natural and cultural environments of the ASEAN region.

Gender and Social Inclusion

The mandate focused on gender and social inclusion, promoting equitable engagement across different demographics. The campaign maintained a balanced gender approach, particularly highlighting the role of women in the tourism sector and targeting female travelers with specific marketing efforts. The initiative also supported the growth of women-owned businesses within the tourism value chain, especially in local small-scale food and handicraft sectors. Further, the campaign design and promotional activities intentionally used imagery and messaging that emphasized the strength and contributions of women in sustainable tourism at all social levels. This approach not only catered to a diverse audience but also aimed to stimulate solo female travel, enhancing familiarity and engagement. The campaign's targeted advertisements on social media platforms also demonstrated a nuanced understanding of gender dynamics, achieving a balanced reach to both male and female audiences. Overall, the campaign's commitment to gender and social inclusion was integral to its strategy, promoting a more inclusive and responsive tourism industry within ASEAN by 2030, in line with the ASEAN Gender and Development Tourism Work Plan.

HOW WAS THE CAMPAIGN DELIVERED? CHANNELS & PLACEMENTS

FACEBOOK & INSTAGRAM FEEDS



FACEBOOK & INSTAGRAM STORIES

