



Lao People's Democratic Republic
Priority Tourism-Related Investment Project: Fact Sheet



Project Concept: Premier Partner Program,
www.ecotourismlaos.com

Location: www.ecotourismlaos.com

Estimated Start-up Cost: US\$ 80



Site Description and Context: www.ecotourismlaos.com is an official site of the Lao National Tourism Administration (LNTA) and was created with the support from the ADB-financed GMS Sustainable Tourism Development Project (STDP). The site has won Planeta.com's Ecotourism Spotlight Award in 2007, 2008, and 2009 and will again enter in 2010. Currently, 6,500-8,000 people visit the site and view a total of 50,000-60,000 pages each month. This represents a 30-60% jump over the average of 5,000 visits for 35,000 page views in mid-2009 when the site contracted a dedicated content editor and embarked on a site expansion and upgrade. First-time visitors account for over 70% of the total; more than half of the visitors view the "Activities" page; and each visitor views between 6-9 pages per visit.

The purpose of www.ecotourismlaos.com is to provide travelers with information on nature and culture-based tourism activities, handicrafts, eco-accommodation, National Protected Areas, provinces, world heritage sites, etc. in Lao PDR to help generate income for local communities, support natural and cultural protected areas, and minimize negative impacts on Lao's culture and environment.

As part of its program to more actively promote Lao ecotourism and its providers, LNTA has been upgrading its www.ecotourismlaos.com to attract more visitors, provide better information, expand the content and become more interactive. This is being accomplished by revising and continually updating the entire site, focusing on activities expanding the *What's New* newsletter and issuing it monthly, launching a virtual tour of Laos, opening an online hotel booking engine, and creating a dedicated "Contact"-ecotourismlaos@gmail.com- to quickly answer enquiries. More upgrades are planned for 2010-2011.

www.ecotourismlaos.com is offering a Premier Partner Program for tour operators, eco-accommodation and handicraft sellers/producers to provide them with more internet exposure through an extensive one-page listing on its Premier Partner Pages. Visitors will be directed to Premier Partner Pages from more 50 trekking itineraries and nine other sections accessed from the Activities page, as well as Provincial Highlights, World Heritage Sites, Travel Facts, Transportation, Protected Areas, New Products and What's New. Expressions of interest from private-sector investors are welcome.

Incentives Available: A Premier Partner Page on listing on www.ecotourismlaos.com includes a 100-word description of your business, banner and photographs linked to your website, list of your products/services, and contact information, while associating you with the LNTA-STDP project and increasing visitor traffic to your website/email. View the current site at www.ecotourismlaos.com.

Contact Information

Mr. Rik Ponne

International Team Leader

GMS Sustainable Tourism Development Project in Lao PDR

rikponne@gmail.com

Mr Bernie Rosenbloom

Content Editor

www.ecotourismlaos.com

ecotourismlaos@gmail.com