

NTF III MYANMAR RESULTS

MYANMAR INCLUSIVE TOURISM FOCUSING ON KAYAH



KEY RESULTS:



- **Tourism products:** 8 new products developed, including 6 cultural tourism tours (Htaa Nee La Le, Pan Pet, Htay Kho and Daw Ta Ma Gyi villages) and 2 creative experiences (“Sausage making” and “Natural Dyeing” at the Loikaw weaving centre)



- **Tourism arrivals:** International tourist visits to Kayah State increased by 130% - from 3,900 to 9,000 and domestic tourist visits more than doubled from 14,000 to 33,500 between 2015 and 2017



- **Tourist spending:** Tourist spending in Kayah State increased by 400%
- **Income generated for Kayah SMEs:** Kayah tourism and tourism-related enterprises increased their overall income by 83%.
- **Income generated in CBT villages:** From 2016 to August 2018, a yearly average of USD 8,000 of extra income was generated in Pan Pet and Htaa Ne Lah Le



- **Jobs supported:** Jobs increased by 11% among Myanmar tour operators and Kayah SMEs. Additionally, the project created around 90 part-time jobs in Kayah communities
- **Sales:** 30 inbound tour operators have included the new ITC supported Kayah products in their offering
- **Peace process:** Facilitating dialogue and cooperation between ethnic groups and government authorities, the project has played an important role in bridging differences, building on and thereby ensured income generation through tourism.



What to know about this project?

Running from 2014 to 2017, the International Trade Centre's NTF III Inclusive Tourism project in Myanmar focused on fostering economic opportunities through the development of sustainable tourism products in Myanmar's Kayah State. In addition, the project supported Myanmar's tourism industry at national level in marketing and branding, tourism statistics and increasing export capacities of Myanmar inbound tour operators.

At project start, tourism in Kayah State was at an infant stage but showed high potential for development – especially for cultural and community-based tourism. Kayah State has now developed a strong tourism offering attracting domestic, regional and international tourists with its products, services and a well organised set up able to welcome tourists and provide a unique experience.

