



myanmar  
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# Tourism Opportunities in Myanmar

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# Overview



# 1. Introduction

# Geography of Myanmar



**Myanmar:** It is situated in Southeast Asia

**Bordered Countries:** on the north and north-east by China, on the east and south-east by Laos and Thailand, on the south by the Andaman Sea and the Bay of Bengal and on the west by Bangladesh and India.

- **Population:** 55.95 million (2023)
- **Area:** 676,578 km<sup>2</sup> (261,228 square miles).
- **Climate:** Tropical monsoon; cloudy, rainy, hot, humid summers
- **Religions:** Buddhism, Christianity, Islam, Hinduism, Spiritualism and others.
- **Languages:** Burmese; Myanmar is a union of 135 ethnic groups, all with their own languages and dialects.
- **Currency:** Myanmar kyat (MMK)

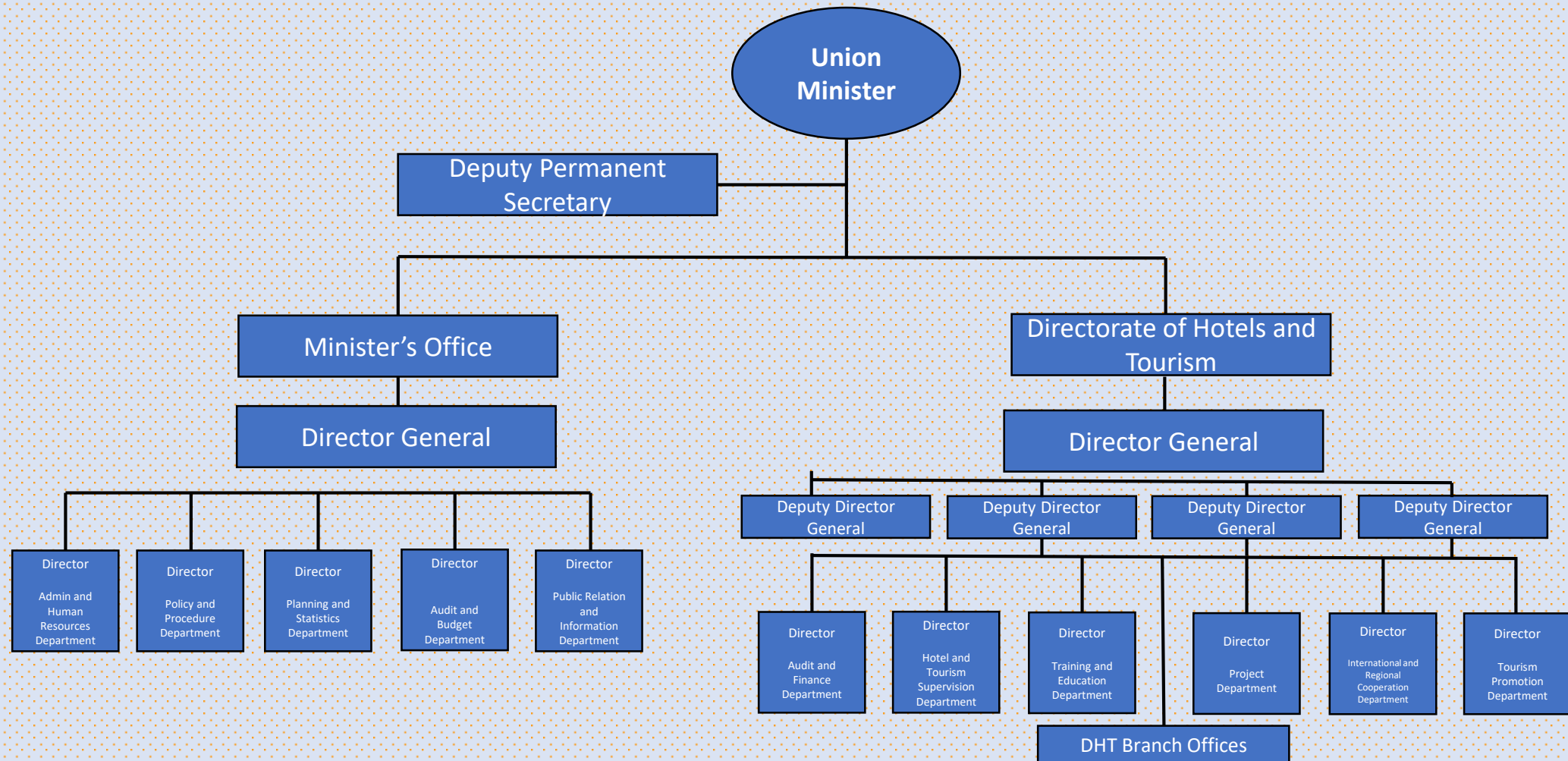


## 2. Portfolio of Tourism in Myanmar

# Organization of the Ministry



The Ministry of Hotels and Tourism was formed on 24 September 1992.





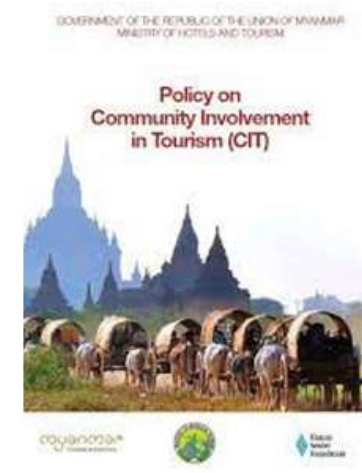
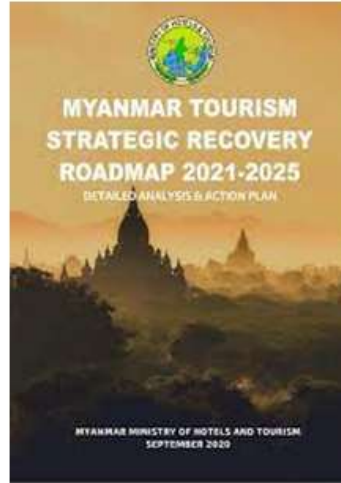
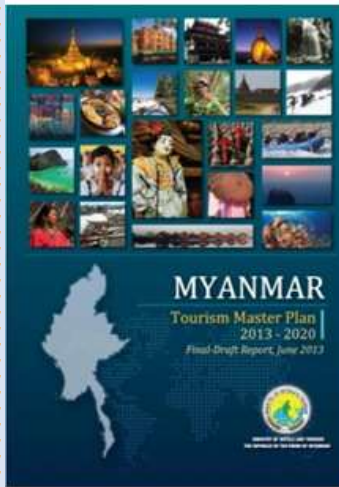
# Law, Rules and Policies of Tourism

- ❖ **Myanmar Tourism Law** was enacted on **17 September 2018**.
- ❖ The ministry issued the tourism rules with the approval of Union Government on 17 November 2020. For more information, please kindly visit to <https://tourism.gov.mm/tourism-legislation>.

## Tourism Policies of the Ministry

- To be the most important contributor to the national economy;
- To preserve and conserve natural environment, traditional heritage and custom of the local people in order to sustain the development of tourism industry in Myanmar;
- To develop socio-economy of the people and private sector by means of tourism development;
- To implement the regional and international contracts for the good of the national interest;
- To contribute to the peace process by developing tourism sector;
- To develop sustainable and inclusive tourism:

# Policy Reference Documents





# 3. Tourism Products and Attractions

# Cultural Attractions



“YANGON”

# Cultural Attractions



**Panoramic view of the ancient capital  
“Bagan”**

# Cultural Attractions



# Cultural Attractions

## Inle Lake



# Cultural Attractions



# Nature Based Tourism



# Nature Based Tourism





# Natural Attractions



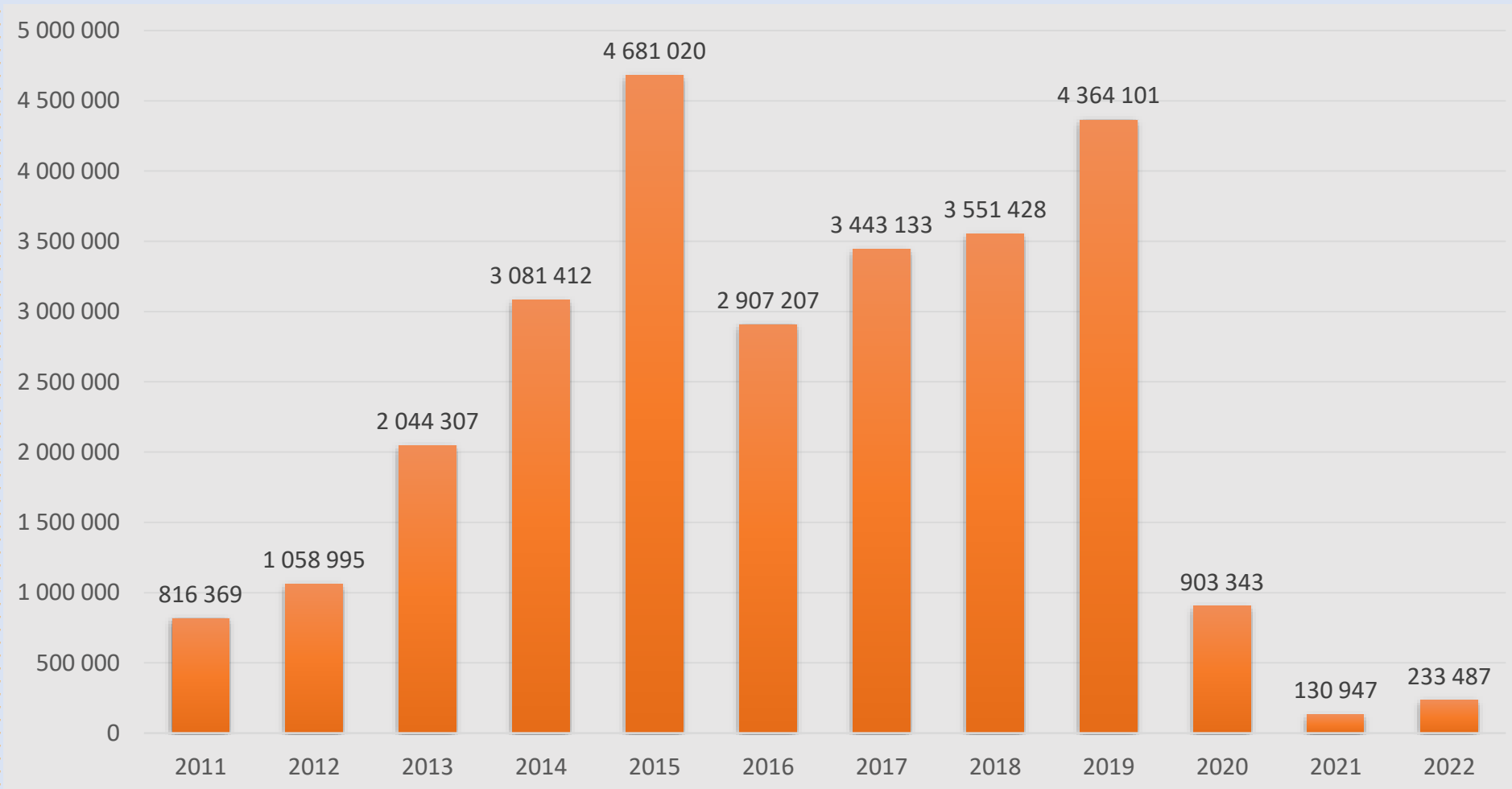
# Natural Attractions



# 4. Tourism Infrastructure

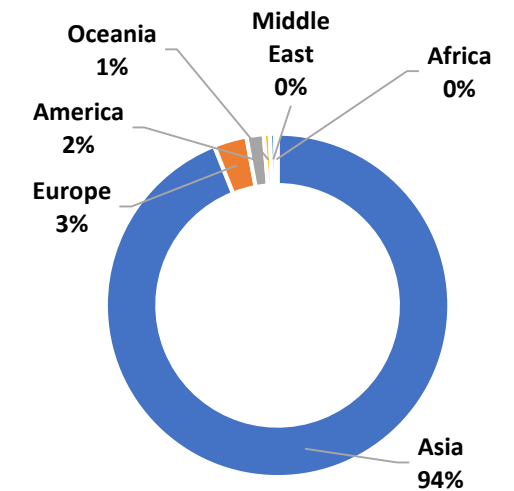


# Visitors Arrival to Myanmar



# Visitor Arrivals by Region

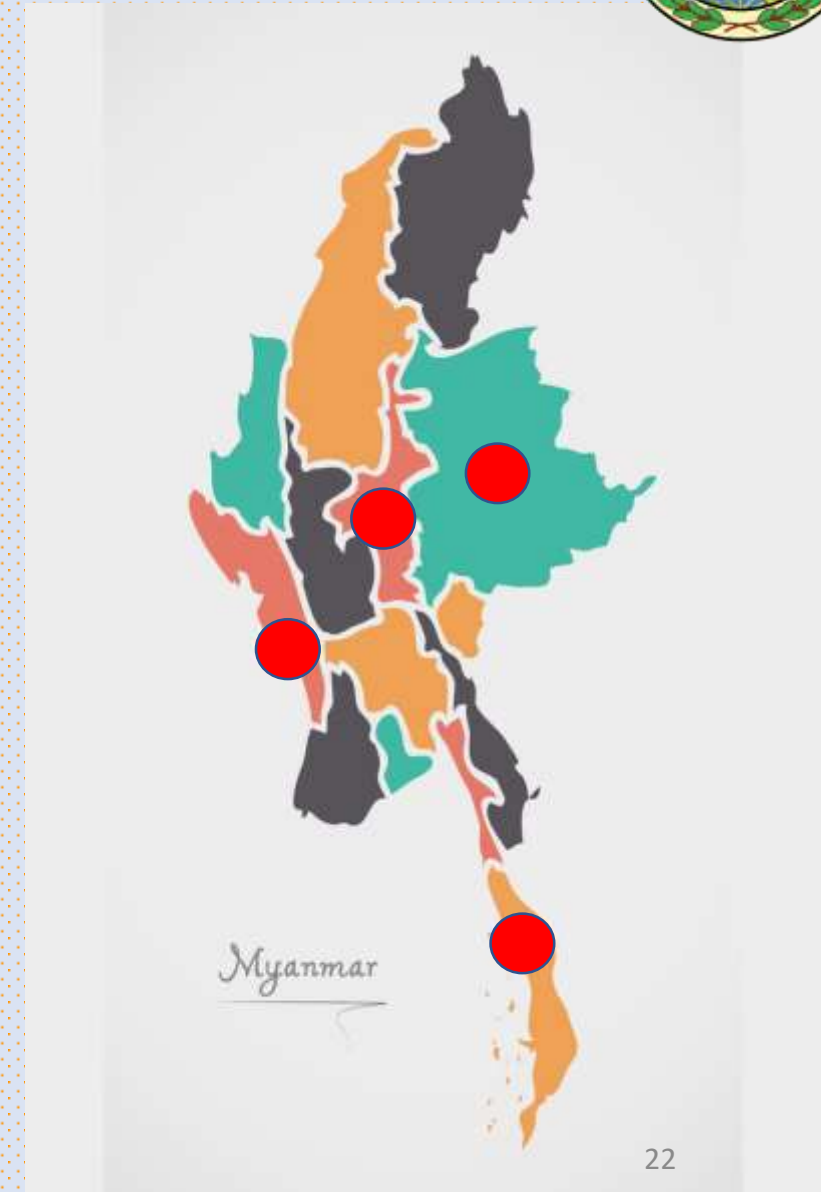
Region	2016	2017	2018	2019	2020	2021	2022
<b>Asia</b>	2,499,134	3,033,986	3,220,176	4,032,862	809,735	127,481	219,431
<b>Europe</b>	255,457	259,427	201,858	202,665	63,034	2121	7,256
<b>America</b>	102,525	99,745	86,908	88,044	20,486	759	3,802
<b>Africa</b>	3,779	5,866	4,346	4,490	1,384	192	509
<b>Middle East</b>	7,140	6,465	5,685	6,006	1,890	152	1,184
<b>Oceania</b>	39,172	37,644	32,455	30,034	6,814	242	1,305
<b>Total</b>	<b>2,907,207</b>	<b>3,443,133</b>	<b>3,551,428</b>	<b>4,364,101</b>	<b>903,343</b>	<b>130,947</b>	<b>233,487</b>



Market Share by Region in 2022 (All Tourist Arrivals)

# Domestic Connectivity

4 Domestic Airlines operate the **17 Destinations** across the country including key flagship destinations such as Ngapali Beach, Bagan, Mandalay, Kaw Thaug and Inle.



# Foreign Direct Investment

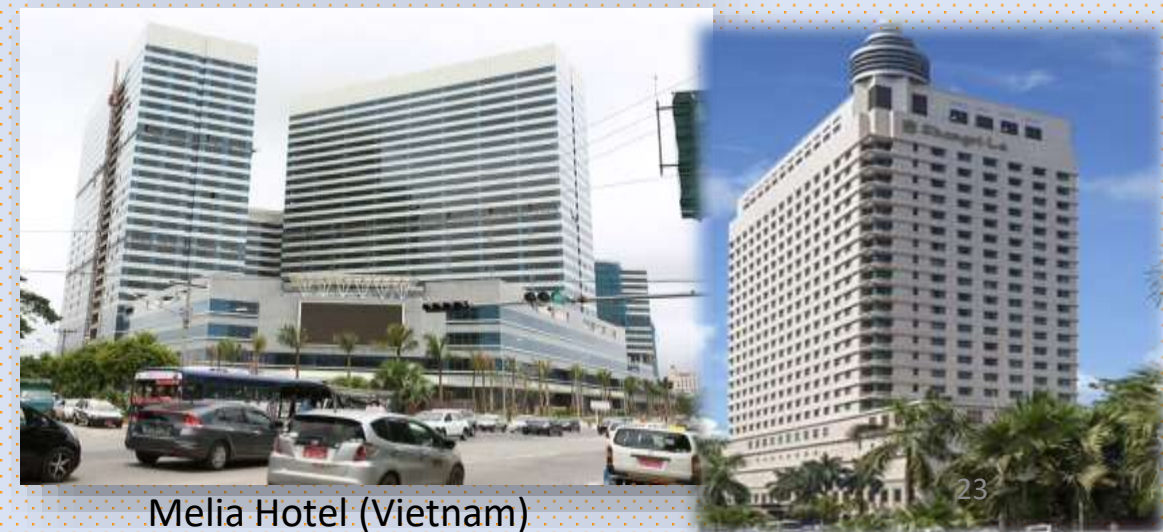


Sr.	Country	Number of Projects	Investment (USD Million)
1	Singapore	35	2,829.0
2	Thailand	13	481.0
3	Vietnam	1	440.0
4	Japan	6	394.4
5	Hong Kong	5	187.7
6	Korea	1	115.7
7	Malaysia	3	23.1
8	China	1	20.0
9	United Kingdom	3	14.5
10	Luxembourg	1	6.7
11	Italy	1	3.2
12	France	3	2.4
13	Switzerland	1	2.0
	Total	74	4,519.8



Pullman Yangon Centrepoint Hotel (Thailand)

Lotte Hotel (Korea)



Melia Hotel (Vietnam)

# Licensed Hotels and Rooms



State & Region (2022)	Number of Establishments	Number of Rooms
Nay Pyi Taw	99	6,419
Yangon	484	25,978
Mandalay	582	21,777
Bago	98	2,610
Sagaing	62	2,125
Tanintharyi	56	2,257
Ayeyarwaddy	121	4,894
Magway	57	1,505
Kachin	61	1,849
Kayah	33	709
Kayin	56	1,928
Chin	13	367
Mon	79	2,880
Rakhine	102	3,067
Shan	428	16,495
<b>Grand Total</b>	<b>2,331</b>	<b>94,860</b>





# Licensed Tour Agencies and Guides

State & Region	2021	2022	Share%	Change %
			2022	22/21
<b>Total Outbound Tour Companies</b>	802	834	100%	4%
<b>Nay Pyi Taw</b>	6	6	1	0
<b>Yangon</b>	755	787	94	4
<b>Mandalay</b>	19	20	2	5
<b>Kachin</b>	6	6	1	0
<b>Kayah</b>	2	2	0	0
<b>Mon</b>	2	3	0	50
<b>Shan</b>	9	7	1	-22
<b>Ayeyarwaddy</b>	3	3	0	0

Language	2021	2022	Share%	Change %
			2022	22/21
<b>Grand Total</b>	9,435	7,147	100%	-24%
<b>English</b>	3,144	2,798	39	-11
<b>Japanese</b>	378	347	5	-8
<b>German</b>	303	283	4	-7
<b>French</b>	348	328	5	-6
<b>Thai</b>	272	261	4	-4
<b>Chinese</b>	242	230	3	-5
<b>Spanish</b>	101	92	1	-9
<b>Russian</b>	90	83	1	-8
<b>Italian</b>	85	79	1	-7
<b>Korean</b>	72	73	1	1
<b>National Guide</b>	5,035	4,574	64	-9
<b>Regional Guide</b>	4,400	2,573	36	-42

# 5. Tourism Branding and Promotion

# Digital Marketing



Potential Travellers



Social Media Marketing



Articles & Content Marketing

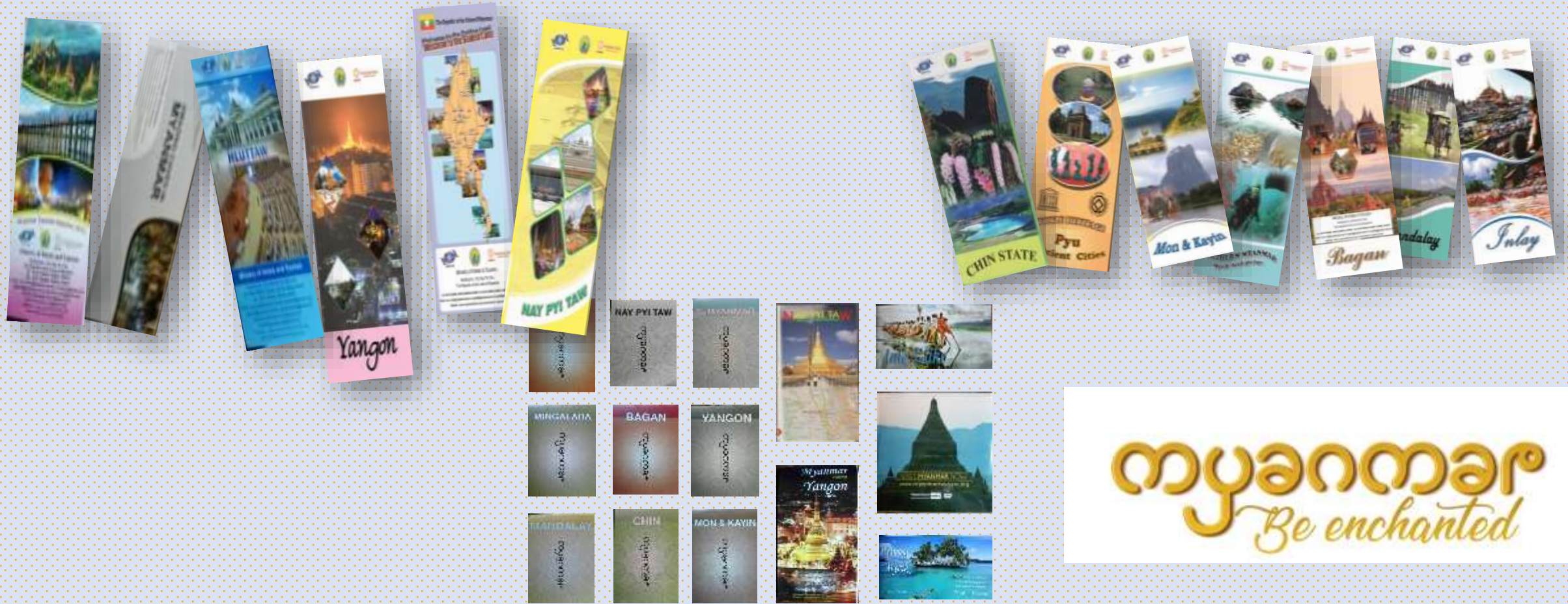


Video Content

<https://tourism.gov.mm/ru/>



# Promotional Materials



Promotional Materials and offline Marketing

# International Travel Shows



## 6. Challenges and Opportunities

# Challenges



- Awareness of Myanmar as a unique tourism destinations
- Lack of Direct Flights from Russian Federation to Myanmar
- Shortage of Human Resources (Russian Tour Guides) in Myanmar
- Not yet established Bilateral cooperation mechanism
- Limited tourism related infrastructures in the remote areas in Myanmar

# Opportunities



- ❖ Facilitate the promoting of direct flights between the two countries
- ❖ Create opportunities for Russian investors to observe Myanmar
- ❖ Negotiate to sign the Bilateral Agreement
- ❖ Initiate Bilateral tourism promotion activities
- ❖ Cooperate the HR development in tourism





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**Thank you very much for your kind attention!**