

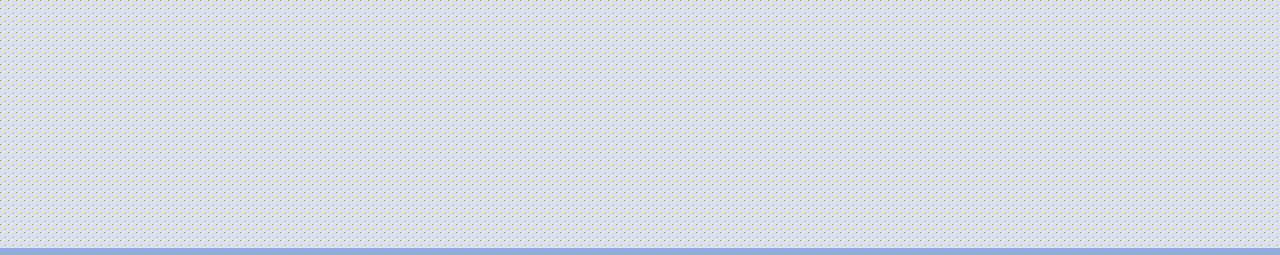


Tourism Opportunities in Myanmar

Presented by Mr. Zeyar Myo Aung Deputy Director General Ministry of Hotels and Tourism Republic of the Union of Myanmar ddg.tourism@tourism.gov.mm

Overview





1. Introduction

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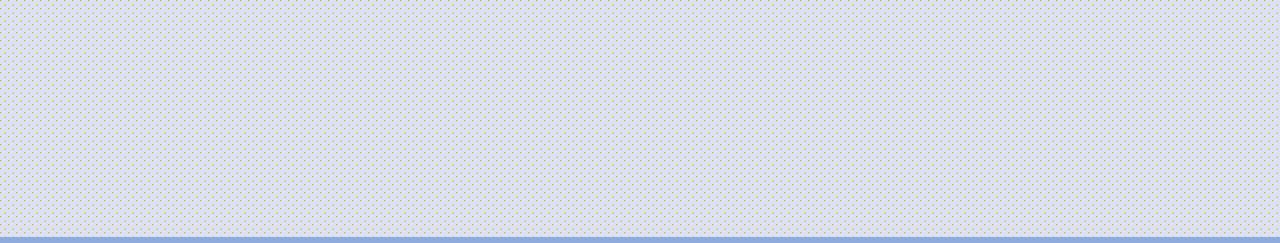
Geography of Myanmar



Myanmar: It is situated in Southeast Asia **Bordered Countries:** on the north and north-east by China, on the east and southeast 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 km² (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

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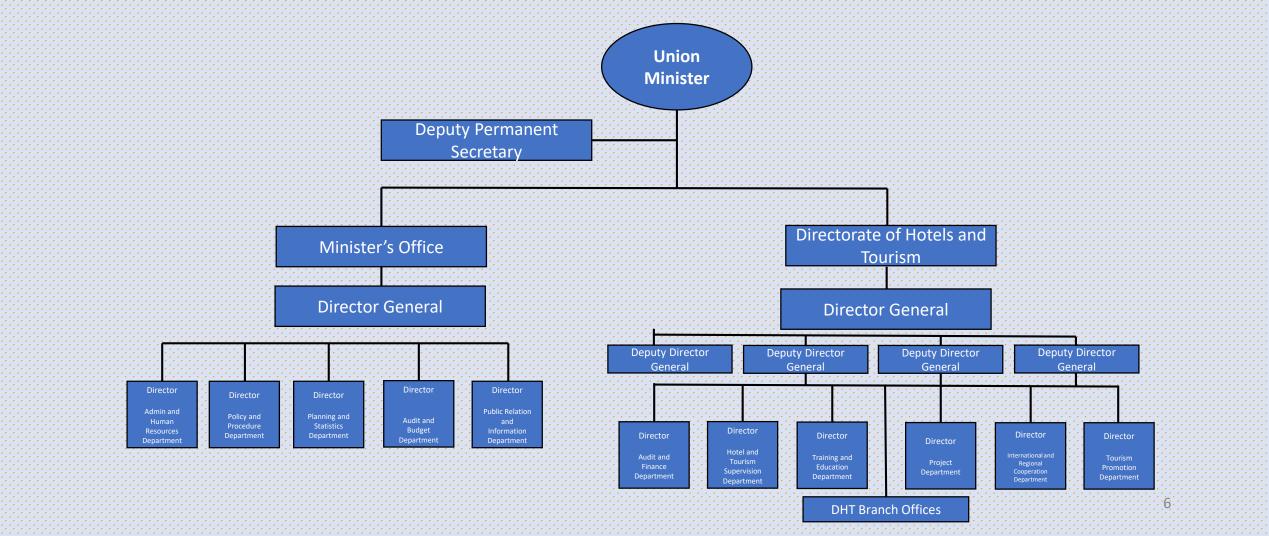
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Organization of the Ministry



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.

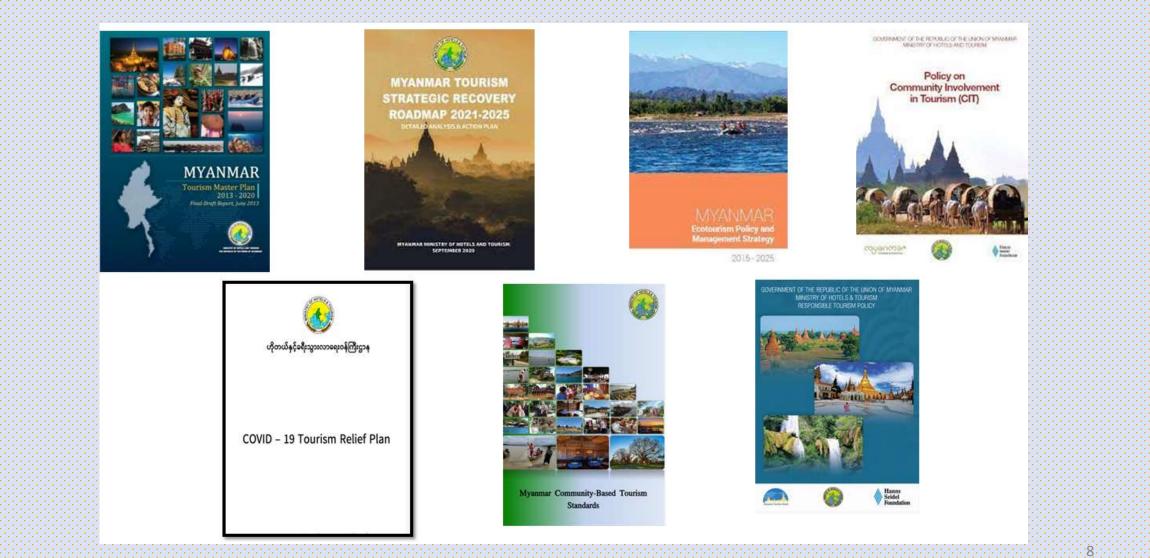
The ministry issued the tourism rules with the approval of Union Government on 17 November 2020. For more information, please kindly visit to https://tourism.gov.mm/tourism-legislation.

Tourism Policies of the Ministry

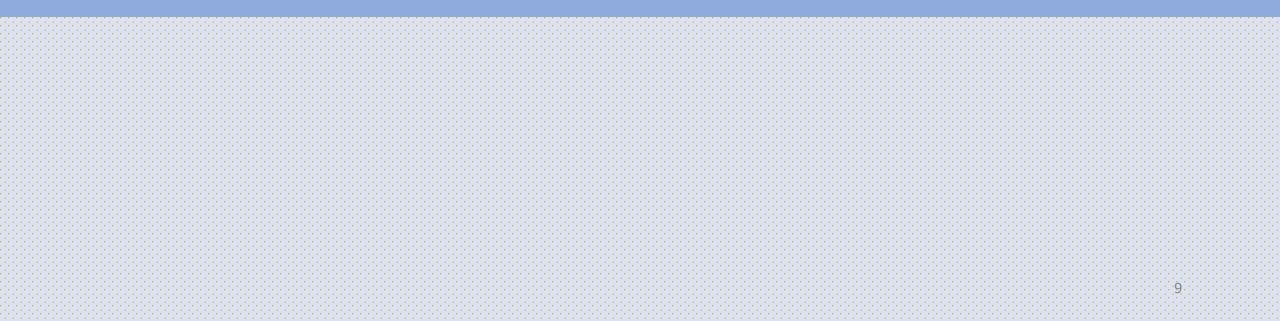
- > To be the most important contributor to the national economy;
- To preserve and conserve natural environment, traditional heritage and custom of the local people in order to sustain the development of tourism industry in Myanmar;
- To develop socio-economy of the people and private sector by means 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

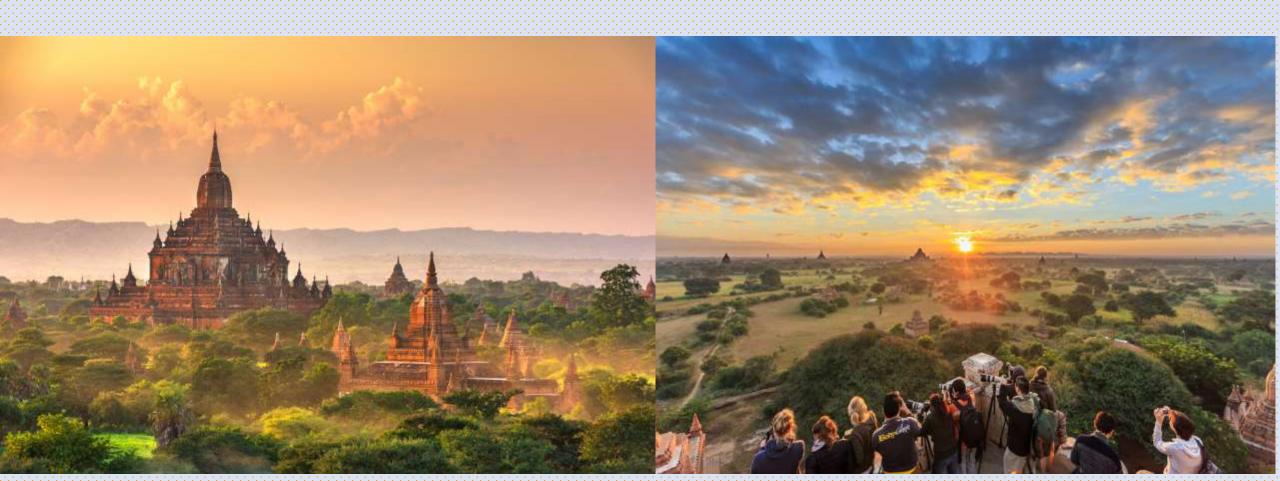




"YANGON"







Panoramic view of the ancient capital

"Bagan"

















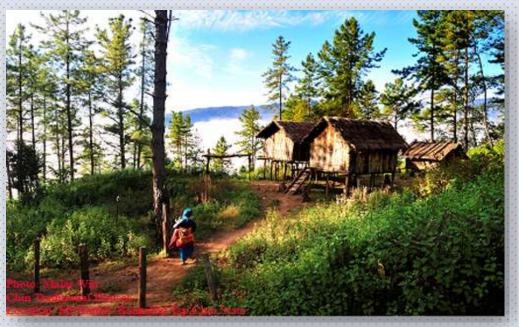






Natured Based Tourism







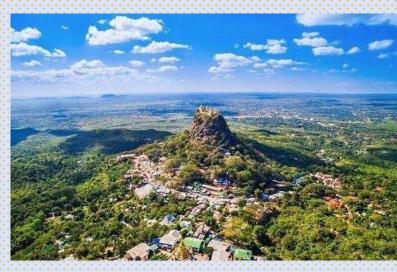




Natured Based Tourism













Natural Attractions













Natural Attractions



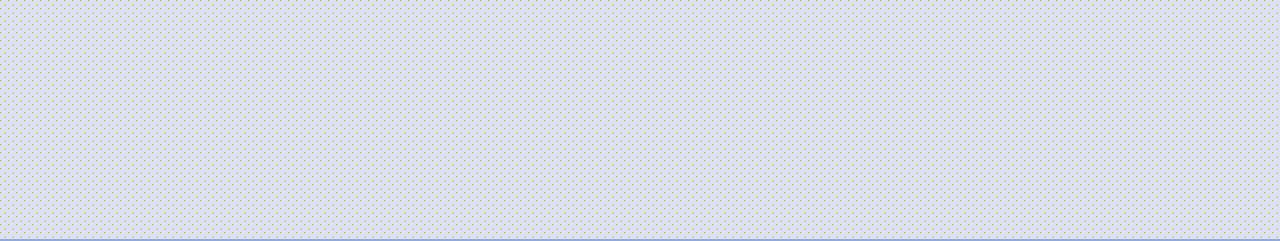










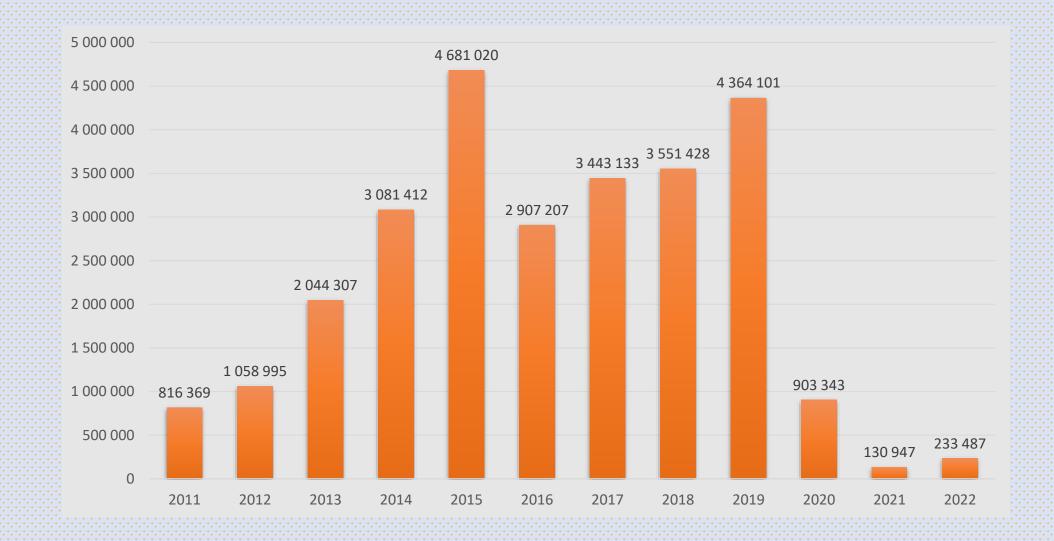


4. Tourism Infrasturcture

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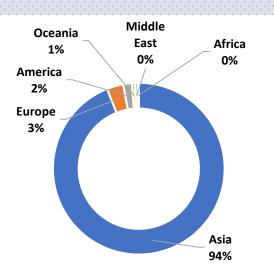
Visitors Arrival to Myanmar





Visitor Arrivals by Region

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

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Domestic Connectivity

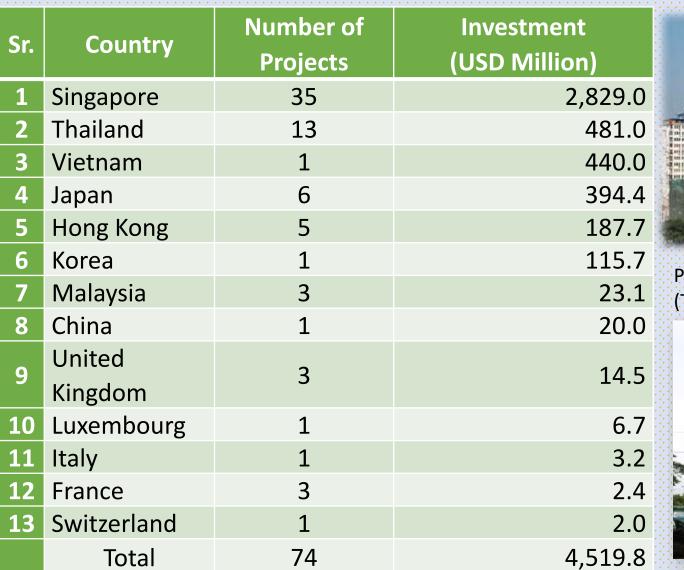
4 Domestic Airlines operate the 17 Destinations across the country including key flagship destinations such as Ngapali Beach, Bagan, Mandalay, Kaw Thaung and Inle.



ATOF HOTELS &

Myanmar

Foreign Direct Investment





Pullman Yangon Centrepoint Hotel Lotte Hotel (Korea) (Thailand)



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
Grand Total	2,331	94,860



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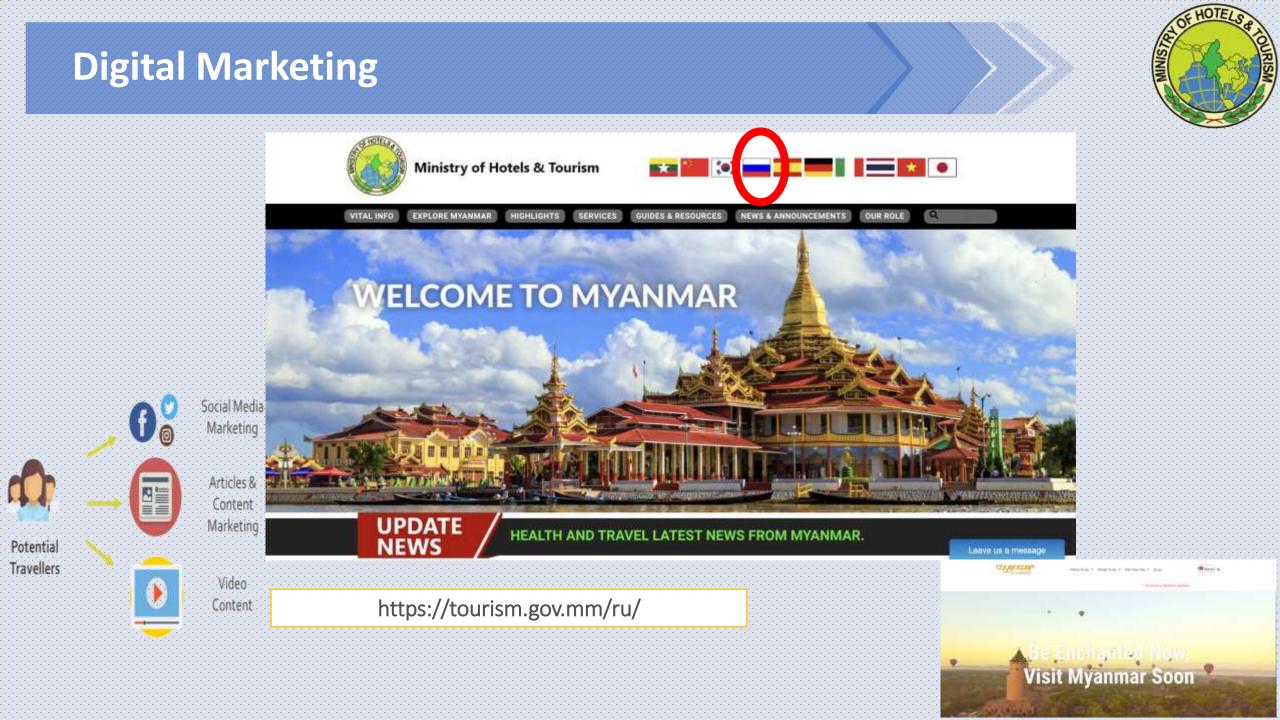
Licensed Tour Agencies and Guides



			Share%	Change	Language	2021	2022	Share%	Change %
State & Region	2021	2022		%				2022	22/21
			2022	22/21					
				,	Grand Total	9,435	7,147	100%	-24%
Total Outbound Tour Companies	802	834	100%	4%	English	3,144	2,798	39	-11
	C	C	1	0	Japanese	378	347	5	-8
Nay Pyi Taw	6	6	1	0	German	303	283	4	-7
Yangon	755	787	94	4	French	348	328	5	-6
	10	20	2	-	Thai	272	261	4	-4
Mandalay	19	20	2	5	Chinese	242	230	3	-5
Kachin	6	6	1	0	Spanish	101	92	1	-9
	-		•	0	Russian	90	83	1	-8
Kayah	2	2	0	0	Italian	85	79	1	-7
Mon	2	3	0	50	Korean	72	73	1	1
	0		4	22	National	5,035	4,574	64	-9
Shan	9	7	1	-22	Guide	2,230	.,	•	
Ayeyarwaddy	3	3	0	0	Regional Guide	4,400	2,573	36	-42

5. Tourism Branding and Promotion

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Promotional Materials



International Travel Shows



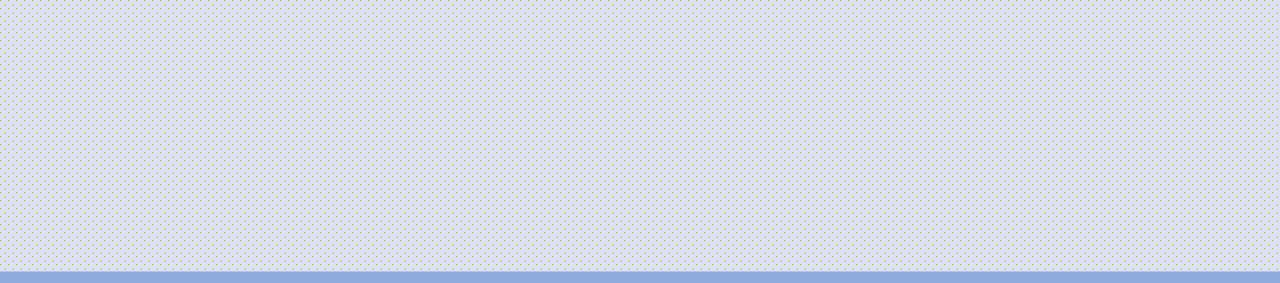




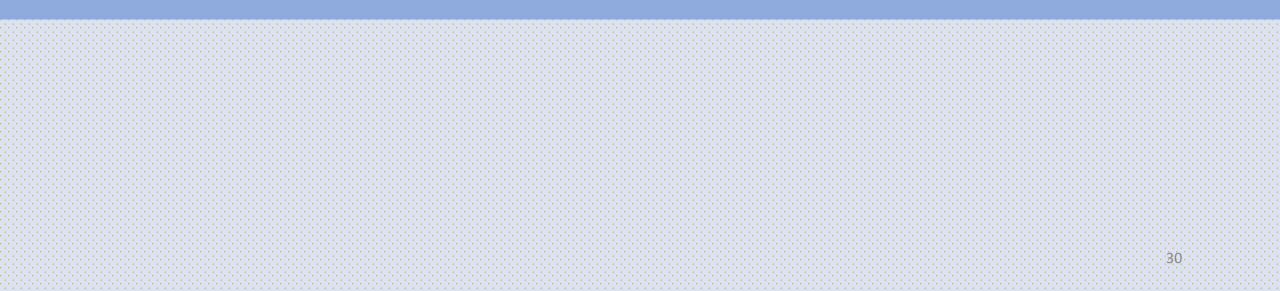








6. Challenges and Opportunities



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



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- 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



Thank you very much for your kind attention!

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