

Cambodia's Tourism Industry Recovery Accelerates

According to the latest data from the Cambodian Ministry of Tourism, the number of international tourists visiting Cambodia reached 2.57 million in the first half of 2023, a staggering 409% year-on-year growth. The number of domestic tourists in the first five months of 2023 reached 10 million, a 76.4% increase compared to the previous year. It is projected that international tourist arrivals will reach 5 million and domestic tourists will reach 16 million in 2023, indicating a rapid recovery for Cambodia's tourism industry. During the mid-April period of the Khmer New Year in 2023, many hotels and restaurants in various regions were fully booked, and popular attractions like Angkor Wat saw a continuous flow of tourists. The Asian Development Bank previously forecasted a 7.3% growth for Cambodia's tourism industry this year.

Thailand Aims to Attract 35 Million Foreign Tourists Next Year

The Tourism Authority of Thailand recently announced its development goal for the next year's tourism industry: a total tourism revenue of THB 3 trillion (approximately RMB 630 billion), with THB 1.92 trillion (approximately RMB 400 billion) coming from international tourists. The plan is to attract 35 million foreign tourists to Thailand and generate an additional THB 1.08 trillion (approximately RMB 230 billion) from domestic tourism. The Tourism Authority of Thailand intends to create a new tourism ecosystem, reduce dependence on tourist numbers, encourage high-spending tourists, develop supply chains with industry partners, prepare for high-quality tourist groups, strengthen tourism safety measures, strive to create tourism value, and provide better services to visitors.



Nepal Plans for a "Tourism Decade" Focusing on Lesser-Known Destinations

During the recent Pacific Asia Travel Association (PATA) annual summit and adventure tourism trade show in Pokhara, Nepal Tourism Board actively promoted its "Tourism Decade" campaign, which will prioritize the growth of the tourism industry and focus on developing lesser-known destinations from 2023 to 2033, aiming to elevate Nepal as a major tourist destination. Nepal is actively exploring the development of tourism by enhancing infrastructure, upgrading existing tourism facilities, and deploying various tourism experiences and activities across the country. The development of tourism infrastructure will concentrate in regions such as Rolpa, Rukum, and Delpa, which are lesser-known destinations.

A Surge in Overnight Visitors in Vienna, Austria

Recently, according to Vienna's tourism authorities, compared to 2022, the number of people staying in hotels in Vienna, Austria, has increased by 20% once again, with nearly 1.5 million overnight stays in May. From January to May, nearly 6 million people visited Vienna, and the net revenue from overnight stays reached EUR 290 million from January to April. Germany topped the list of markets with the highest number of overnight stays in May, with 320,000 visitors, representing a 16% increase from the previous year. Austria, the United States, the United Kingdom, Italy, France, Poland, Switzerland, Spain, and Israel followed in the top ten markets.

Rendez-vous Canada (RVC) 2023 Was Held in Québec

Celebrating its 47th year, RVC 2023 took place from May 30 to June 2 at the Québec City Convention Centre. The event was jointly organized by the Destination Canada and the Tourism Industry Association of Canada. This four-day exhibition brought together tourism partners from all 13 provinces and territories in Canada and around the world while showcasing the extraordinary and diverse tourism experiences offered by each Canadian province, allowing industry partners to experience the tourism products firsthand, explore opportunities for future development, and promote resource sharing and future cooperation in Canada's tourism sector.



France Promotes Novel and Sustainable Accommodation Experiences

The Atout France reported a positive trend in France's tourism industry in the first half of 2023, with a notable return of Asian visitors in the past four months. The continuous interest in business and incentive travel, along with the upcoming Rugby World Cup in eight French cities in the second half of 2023, is expected to sustain the tourism momentum throughout the summer and autumn seasons. C2C homestays and outdoor camping products have shown promising performance, surpassing levels in the same period of 2022. Rural and outdoor destinations outside of major cities have seen a significant increase in market attention and demand.

Family Entertainment Coming to Belfast Maritime Festival

On September 9 and 10, 2023, Belfast, the UK, will host a series of free family activities themed around "rich maritime history and innovation". The Belfast Maritime Festival will take place one mile offshore, stretching from Queen's Quay to the Caroline ship in the Titanic Quarter. Visitors can enjoy maritime-themed fun starting from 11 a.m., including live music performances, street artists, and a colorful Belfast marketplace offering the finest local produce and crafts.

Dubai Tourism Invites Locals and Global Tourists to Embark on New Summer Adventures

Dubai, UAE recently launched the "Dubai Destinations" campaign, inviting locals and global tourists to embark on a journey to savor Dubai's cuisine. The event, hosted by Brand Dubai, aims to showcase Dubai as a unique summer tourist destination with captivating stories, from tranquil beach destinations to exciting water parks, picturesque hotels, shopping malls, indoor sports arenas, theme parks, popular local food outlets and other indoor places. It emphasizes the top-notch experiences and unique attractions Dubai offers during the summer season.

The above information is collated and summarized by our magazine. PHOTOGRAPHS / Panorama Media Inc., VCG