

SUSTOUR Laos Project



Support Micro, Small, Medium Enterprises to Access Sustainable Market in the Tourism Supply Chain.

ITB Berlin 2024

PRESENTED BY

Paphanh Soundala, Plan International Laos



SUSTOUR Laos Project

A Collaboration for Sustainable Tourism in Laos

The European Union

Donor



Co-funded by
the European Union

Plan International Laos

Lead Implementating
Organization



Until we are all equal

Lao National Chamber of Commerce and Industry

Local Implementing
Partner



Ministry of Industry and Commerce

Government Partner



European Centre of Eco Agro Tourism

International
Implementing Partner



SUSTOUR LAOS PROJECT

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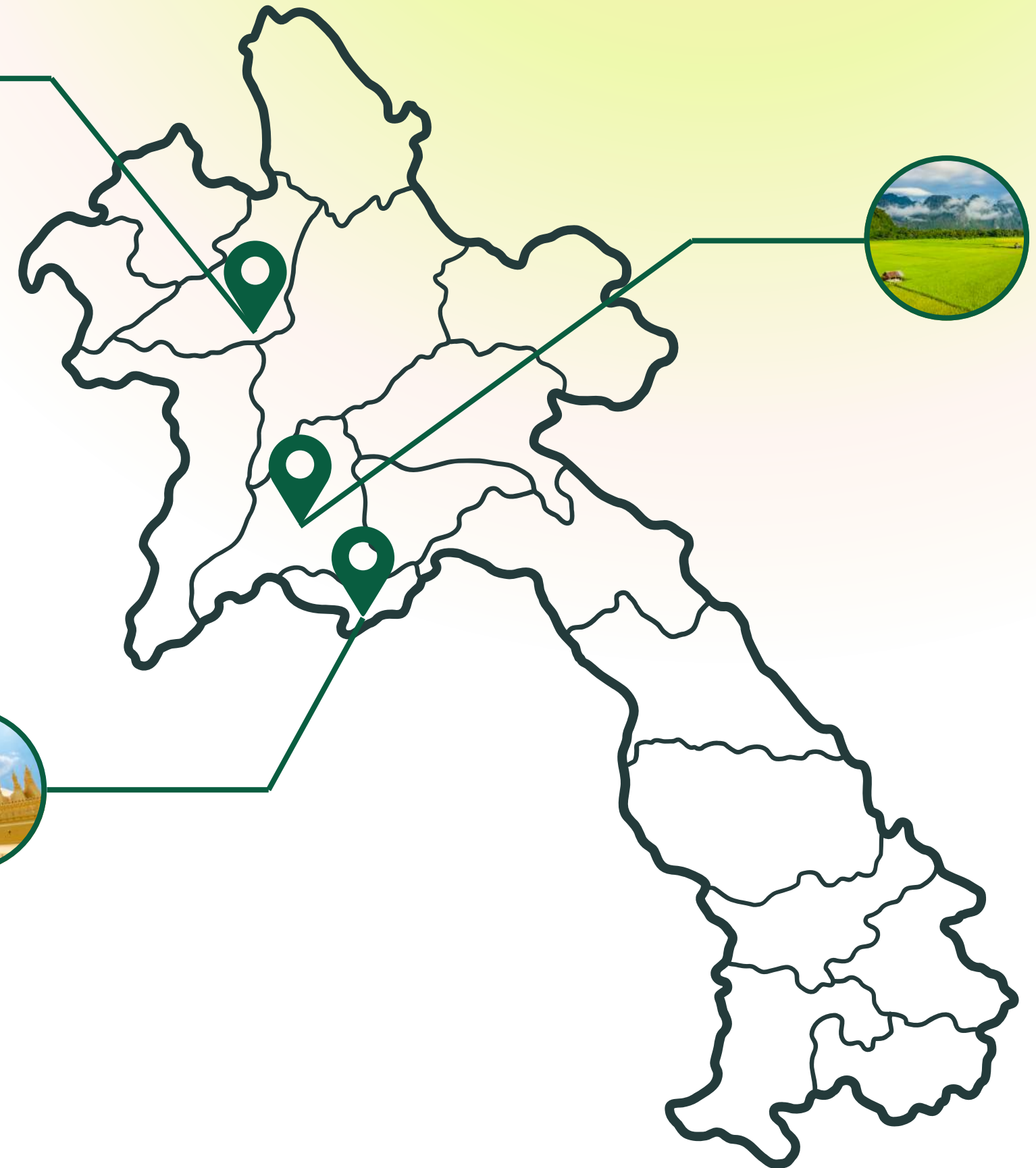
A Collaboration for Sustainable Tourism in Laos

Project Duration:

From Project Approval to **July 31, 2024**

Target Groups:

120 Tourism SMEs, **500** Supplier MSMEs, **40** Local Communities, **20** major international travel agencies; **500,000** Tourists.



Overall Objective: Empowering Sustainable Tourism in Laos

Objective # 1

Implement Travelife and Lasting Laos certificate in Laos tourism to boost sustainability and community benefits.



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Objective # 2

Promote sustainable tourism among Laos MSMEs, increasing consumer awareness and incentivizing sustainable supply chain practices.



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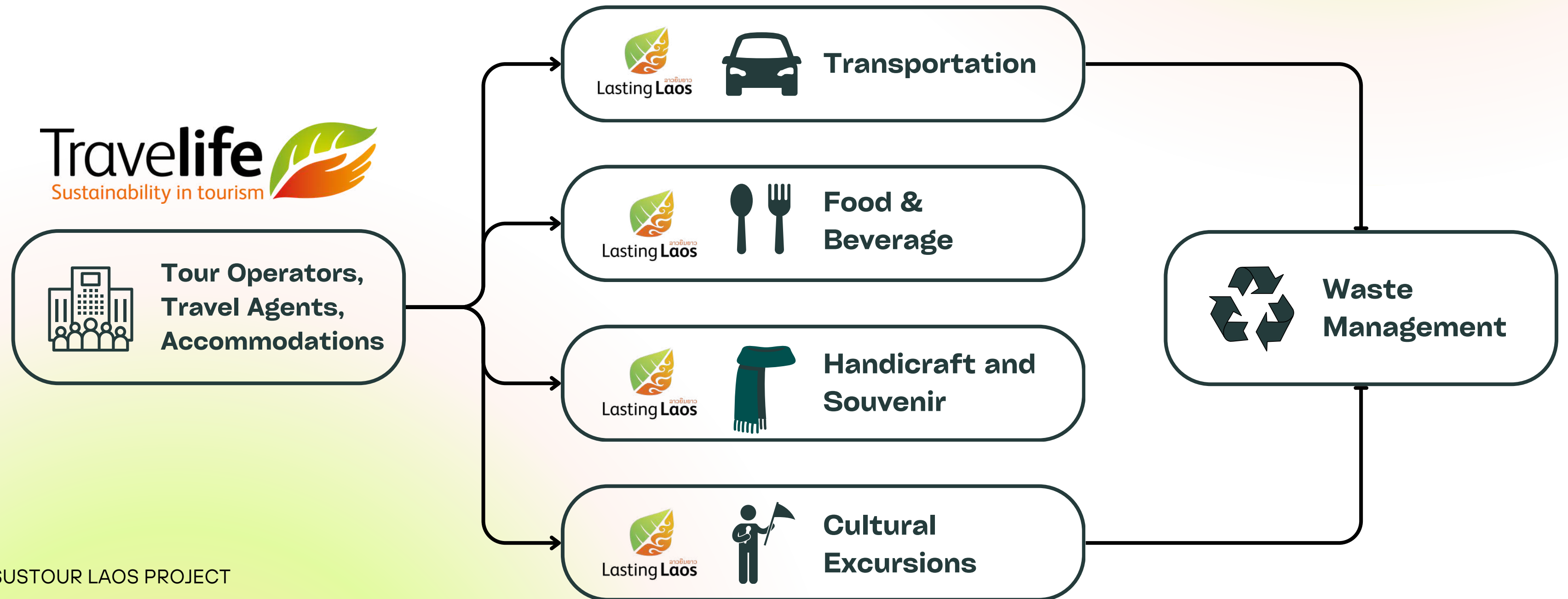
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Objective # 3

Advocate for sustainable tourism business needs in Lao and regional forums.

Travelife and Lasting Laos

Standards of Sustainability.



Travelife and Lasting Laos

Travelife and Lasting Laos: Standards of Sustainability.



An international certification for sustainable tourism.



A local certification tailored for Laos' tourism sector.



Our Achievements

Direct contribution to the growth of sustainable practices in Laos tourism.

SUSTOUR LAOS PROJECT



15 Hotels

**Certified by
Travelife (Gold
Certification)**



5 Travel
Companies

**Certified by
Travelife Partner
Level and 1
Certified Level**



17 MSMEs in
Tourism Sector

**Certified by
Lasting Laos**



For inquiries, contact us.

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Lasting Laos - ລາວຍືນຍາວ

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