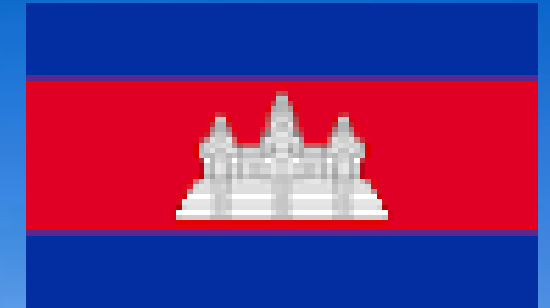




Leveraging Meeting and Events for Local Development. 17th UTM-UN Tourism Training Programme. 21-24 October 2025. Macao, China

Chhun Nak, Deputy Director



LOCATION:

SE Asia

Bordering Thailand, Lao PDR, Viet Nam

Coastline at the Gulf of Thailand



AREA: 181,035 km²



POPULATION: 16 million



CAPITAL: Phnom Penh



CLIMATE:

Tropical monsoon

- Dry season (November to April)
- Rainy season (May to October)



A brief overview of Cambodia's tourism boom

- ***First steps (1960s - 1980s)***
- In the 1960s, **tourism in Cambodia** had a timid emergence, attracting a small number of visitors captivated by the temples of Angkor and the exoticism of the country. Political instability and social unrest in the 1970s and 1980s hampered this initial phase.
- ***Renaissance (1990s - 2000s)***
- The end of the Khmer Rouge regime and the gradual opening up of the country to the outside world marked the beginning of the 1990s. With peace restored and economic reforms implemented, tourism grew at an average annual rate of over 20%.
- ***Development and diversification (2010s - today)***
- Since 2010, **Cambodia's tourism sector** has emerged as a major economic force, accounting for 20% of the country's GDP and employing over 600,000 jobs. Beyond the temples of Angkor, the country has succeeded in broadening its tourism offering to include beach holidays, **eco-tourism tours** and **authentic cultural experiences**.

Rendezvous in Cambodia to meet MICE

01

Cambodia's fascination lies in its unique history and culture. Ancient temples, lush jungles and magnificent beaches are all part of this place. The people of Cambodia are renowned for their warmth and friendliness.

Located in Southeast Asia, Cambodia boasts a multitude of cultural and natural resources. Its Angkor temples, heavenly beaches and friendly people are renowned the world over.

02

With its remarkable blend of ancient temples, picturesque landscapes and warm hospitality, Cambodia has all the elements to captivate event organizers and leave a lasting impression on delegates.

03

In this article, we delve into the history of MICE tourism in Cambodia, provide an overview of what makes this country special, highlight the unique MICE offerings available and present compelling reasons to offer this destination to your customers, simply by turning to Trusted DMC, your partner in Southeast Asia.

Potentials for attraction event in Phnom Penh



SIEM REAP - ANGKOR, Home of the World Heritage

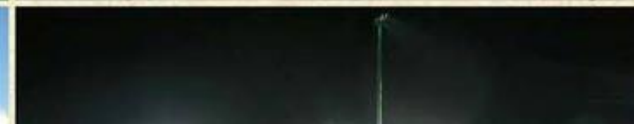


The Angkor Wat temple marvelously sited in the midst of the forest is overlooked by a helicopter.

This World Heritage was built by King Suryavarman II in the 12th Century and dedicated to Brahmanism.

**Heritage of
Humanity and
World Wonder**

PREAH SIHANOUK PROVINCE, Coastal Zone, Casinos-Gambling



ECO-TOURISM IN THE NORTH-EAST



History of MICE tourism in Cambodia

- The MICE sector in Cambodia is growing by leaps and bounds.
- After long periods of political turmoil, the country turned to tourism in the 1990s and has enjoyed steady growth ever since.
- In recent years, the number of MICE visitors has risen sharply, with an average increase of 15% per year over the last five years, thanks to the country's natural splendor, rich culture and booming infrastructure.
- In fact, Cambodia's emergence as a MICE destination began in the early 2000s, supported by the country's booming economy and construction industry.
- Since then, Cambodia has made significant strides in setting up successful conferences, exhibitions and incentive programs, gaining increasing recognition as a reliable and dynamic MICE destination.

A meteoric rise

- Recent years have seen exponential growth in Cambodia's MICE industry.
- In 2019, we have over 2.5 million MICE tourists visited the country, representing a 20% increase on the previous year. This increase is due to various factors, such as:
 - ♦ *Infrastructure development*: Cambodia has invested heavily in the creation of new infrastructure, such as airports (Phnom Penh, Siem Reap, Preah Sihanouk and Koh Kong was link Cambodia to major world cities), hotels and convention centers.
 - ♦ *The country now offers a variety of activities and services for MICE groups*, from cultural tours to workspaces and international conferences.
 - ♦ *An enabling environment*: The Cambodian government attaches great importance to the development of MICE tourism and offers multiple benefits to event organizers

MICE offers specific to Cambodia

- While Cambodia is widely known for Angkor and its temples, it's important to emphasize that the kingdom is now a diversified destination.
- Of course, there's Angkor, but there's also Phnom Penh - emerging as a new MICE destination in Indochina - and coastal destinations.
- What's more, the recently built freeway undoubtedly improves connectivity. Despite the lack of marketing and communication efforts, Cambodia does indeed offer a generous range of options for MICE event organizers.
- The kingdom offers a wide choice of hotels and convention centers, as well as a variety of activities and entertainment for participants. Whatever the budget or requirements, Cambodia offers a multitude of options for MICE groups.

What makes Cambodia a unique MICE destination ?

- To which we must add :
- ✓ **Authenticity:** Cambodia is an authentic country that has not yet been ravaged by tourism.
- ✓ **Diversity:** Cambodia offers a wide variety of landscapes, cultures and activities.
- ✓ **Accessibility:** Cambodia is easily accessible by air from many Asian and European cities.
- But Cambodia also stands out for :
- ✓ **Angkor Wat, its temples:** A must-see for anyone visiting Cambodia, Angkor Wat is one of the world's largest religious complexes. Conferences, seminars and special events can be organized in the temples of Angkor Wat.
- ✓ **Its magnificent tropical beaches:** Cambodia is home to many magnificent beaches, ideal for incentive trips and team-building activities.
- - **Floating villages:** An exceptional experience offering visitors the opportunity to discover traditional Cambodian life.
- ✓ **Varied and vibrant culture:** Cambodia has an exceptional history and culture. Cambodian culture is accessible to MICE tourists by visiting temples, museums and local markets.

The future of MICE in Cambodia

- **As Cambodia emerges as a thriving MICE destination, its combination of historic wonders, natural beauty, state-of-the-art facilities and warm hospitality makes it an irresistible choice for event organizers.**
- **By choosing Cambodia, decision-makers can offer their clients a unique and rewarding experience that combines business with pleasure.**
- **So why not consider Cambodia as your next MICE destination and be part of its remarkable journey to becoming a leading choice for international events?**

Challenges facing the MICE industry in Cambodia

- **Competition:** Cambodia competes with other Southeast Asian countries to attract MICE travelers. These countries, like Thailand and Vietnam, have more developed infrastructures and human resources.
- **Lack of skilled labor:** Cambodia's MICE sector needs skilled personnel to manage events and provide services to customers. However, Cambodia lacks qualified personnel for the MICE industry. This can lead to problems with customer service and event management.
- **Infrastructure:** Cambodia's MICE infrastructure is under development, but there is still a long way to go. Not only are existing convention centers often small and not equipped with the latest technology, but there is also a need for more world-class convention centers and hotels.
- **Language barrier:** Khmer is the official language of Cambodia, and few people in Cambodia speak English. This can be an obstacle for MICE tourists who don't speak the language.
- **Access:** Cambodia is still a relatively inaccessible country for some travelers. Of course, Cambodia does have a new Techo International Airport, but air links to the country are limited and often expensive. Domestic connections can also be limited.

Opportunity

- ✓ Increased accessibility

- **Direct flights:** The airport will welcome direct flights from major cities in Asia, Europe and North America, facilitating access to Siem Reap, Preah Sihanouk and Phnom Penh for business travelers and MICE event participants.
- **Reduced travel times:** Direct flights will eliminate the need for connections, significantly reducing travel times and making travel to Cambodia more attractive for professionals on a tight schedule.

- ✓ Increased capacity

- **More participants:** The airport can accommodate a greater number of passengers simultaneously, making it possible to organize larger-scale MICE events and welcome more participants.
- **Better logistics:** The larger cargo area and modern facilities will facilitate the logistics of MICE events, including the transport of materials and equipment.

- ✓ Greater appeal

- **A more attractive destination:** Improved accessibility and capacity will make Siem Reap a more attractive destination for MICE event organizers looking for unique and easily accessible venues.
- **Synergy with Angkor Wat:** The airport's proximity to the famous archaeological site of Angkor Wat will enable MICE event participants to combine their attendance at conferences or business meetings with cultural and sightseeing visits.

Tourism Statistic in 2024

- International Tourists : 6.70 Million, with increased 22.9%
- Domestic Tourists : 22.52 Million, with increased 20.1%
- Cambodia Outbound Tourists : 1.85 Million with increased 1.4%
- Tourism Establishment Agencies : 13,876 Licenses
- Accommodations : 83,787 Rooms
- International Tourism Receipts : 3,637 Million USD, with increased 18%
- Tourism Direct Jobs : 510,000 persons
- Tourism sector contribute to the GDP : 9.4%
- In the first 7 months of this year. we received International tourist arrivals over 3 million with dropped 0.8% compared to the same period of 2024

Looking ahead to 2025

Despite the challenges it faces, **Cambodia's MICE sector** has strong growth potential. The Cambodian government has taken a number of steps to support the sector's development, including the establishment national MICE tourism agency and the development of new MICE :

- ✓ Increasing demand for sustainable and responsible MICE events.
- ✓ Growing demand for immersive and authentic MICE experiences.
- ✓ Increased use of technology to enhance the experience of MICE event participants.

Cambodia is well placed to take advantage of these trends and become a MICE destination of choice for event organizers worldwide. If Cambodia can meet the challenges it faces, it can become a **leading MICE destination in Southeast Asia**. By at the end of this year, the number of MICE travelers to visit Cambodia is expected to reach of 3 million and generating revenues of over 1.5 billion USD.



Conclusion

- The arrival of the "Destination Cambodia 2024" campaign marks the beginning of a remarkable tourism transformation in Cambodia. In an environment of growing competition in the Asian tourism market, this initiative aims to promote the country as a privileged destination, overcoming its traditional reputation mainly linked to the Angkor temples.
- Based on this dynamic revival, **MICE travel to Cambodia** is proving to be booming, offering a variety of options for event organizers. Thanks to its natural splendor, rich culture and booming infrastructure, Cambodia is an exceptional destination that will appeal to your event's participants.

The gateways bring International Events to Cambodia

CAMBODIA
Kingdom of Wonder
feel the warmth



Welcome to Cambodia

Cambodia immigration checkpoints which accept e-visa or visa on arrival

- Cambodia has 75 border checkpoints, 26 of them international, 13 bilateral, 26 regional, one Mekong river port and nine seaports,



Techo International Airport, air gateway to the heart of Cambodia

Airport Category: 4F
Terminal size: 240 000m²
Capacity: 40 mid-size aircraft
Runway: 4000mX65m
Taxiways:
Parking Stands:
Rescue and Fire Fighting:
Cargo Terminal:



Siem Reap International Airport, air gateway to the home of World Heritage

Siem Reap International (REP)

Airport Category: 4E

Terminal size: 700 hectare

Capacity: 10 million

Runway: 3600m x 45m

Taxiways: 3605m

Parking Stands: 16 contact stands

5 Remote Parking bays



Sihanouk Ville International Airport, air gateway to the Coastal Zone and Entertainments

Airport Category: 4E
Terminal size:
Capacity:
Runway: 3300mx40m
Taxiways: 01, 3300m
Parking Stands:
Rescue and Fire Fighting:



Dara Sakor International Airport, air gateway to the Coastal Zone and Entertainments

Airport Category:4E

Terminal size:

Capacity:

Runway:

Taxiways:

Parking Stands:

**Rescue and Fire
Fighting**



AIRLINES FLYING TO/FROM CAMBODIA



Air Asia



Air France



Apsara Air



Asiana Airlines



Bangkok Airways



Bassaca Air



Cambodia Angkor Air



Cambodia Bayon Airlines



Cathay Pacific



China Airlines



China Eastern Airlines



China Southern Airlines



Condor



Delta Air Lines



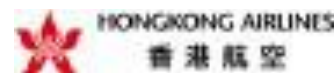
Dragon Air



Etihad Airways



EVA Air



Hong Kong Airlines



Japan Airlines



Jetstar Airways



KLM Royal Dutch Airlines



Korean Air



Lufthansa Airlines



Malaysia Airlines



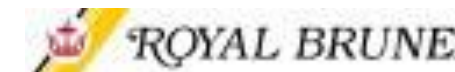
Myanmar Airways International



Qantas



Qatar Airways



Royal Brunei



Shandong Airlines



Siberia Airlines



Silk Air



Singapore Airlines



Thai Air Asia



Thai Airways



Tianjin Airlines



Tigerair



Vietnam Airlines



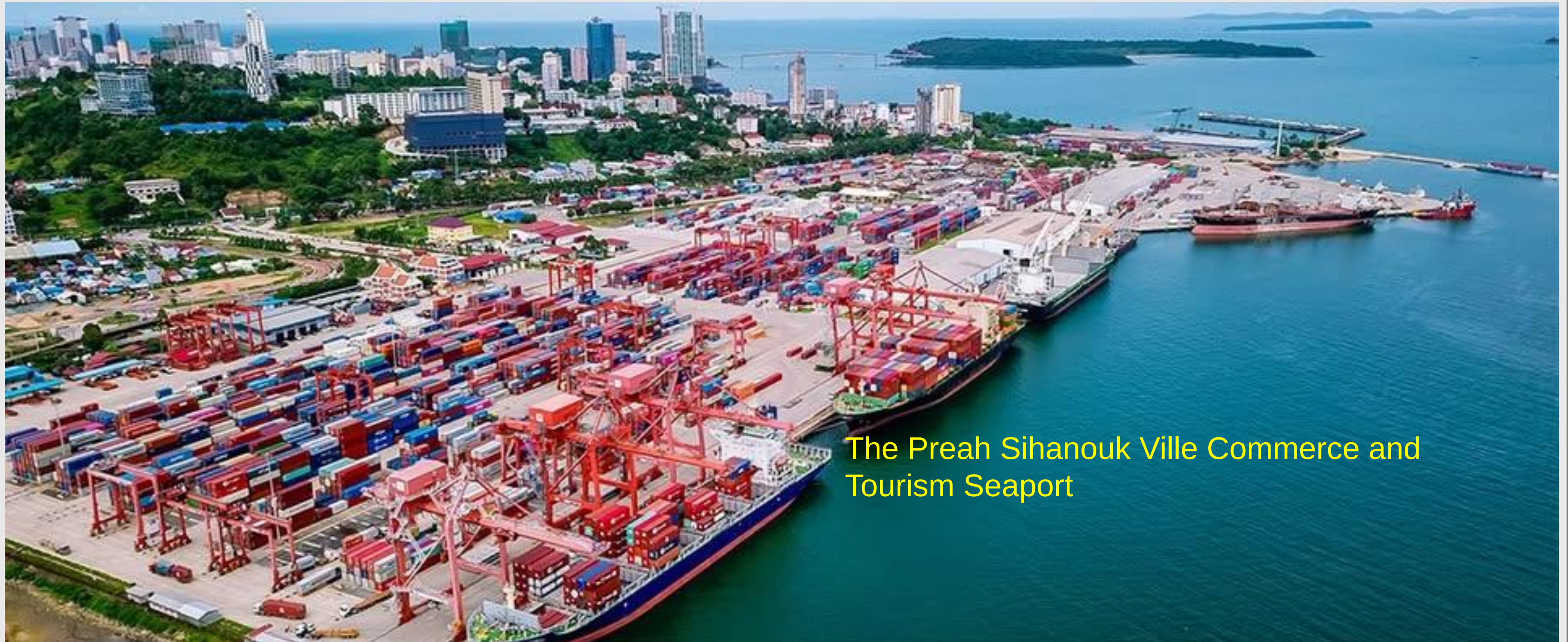
Virgin Australia Airlines

PHNOM PENH river port, river gateway for bring international event



Mekong River Port Commerce and Tourism Seaport

Sea gateways for bring international event



The Preah Sihanouk Ville Commerce and Tourism Seaport

Kompot International Tourism Sea Port



MICE Investment Opportunities

Key in North-East Zone

- Eco-tourism, Hotels, Resorts,
- Transports (Standard and Comfort)
- Agro-Tourism (Unique Farming Product)



Key in Phnom Penh

Hotels, Resorts, MICE

- Amusement and Theme Parks
- Transports (City Tour Bus)
- New innovation in Sports tourism

Key in Coastal Zone

- New development on the Island
- Hotels, Resorts, Casino, MICE
- Aquariums and Aquatic Center
- High standard Taxi-Boat
- Variety of Water Sports Activities



Key in Siem Reap Angkor

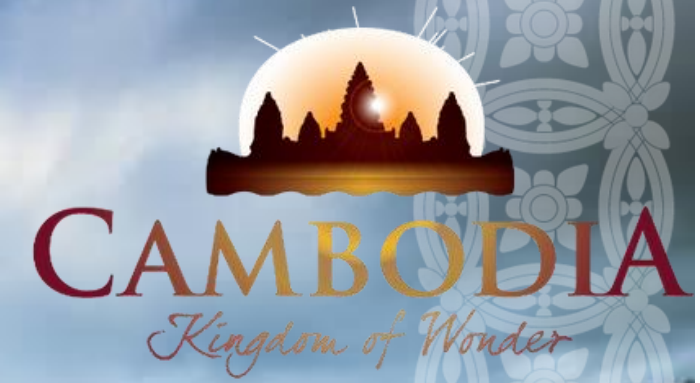
Hotels, Resorts, MICE

Amusement and Theme Parks

Transports (City Tour Bus)

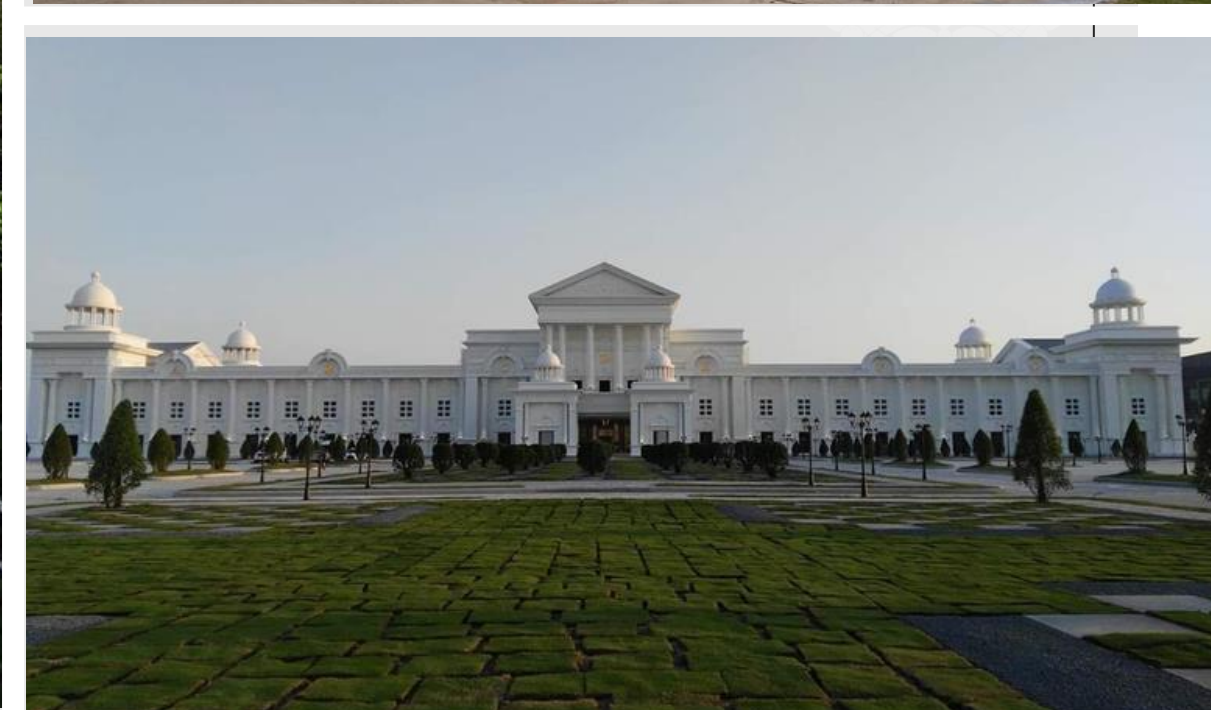
New innovation in Sports tourism





TOURISM FACILITIES

Bayon Temple



FESTIVITY IN CAMBODIA

KHMER NEW YEAR & ANGKOR SANKRANTA



អង្គរសង្ក្រាន្ត

មកដល់ក្នុងពេលឆាប់ៗនេះ
COMING SOON

ទំនាក់ទំនងឧបត្ថម្ភគាំទ្រ 092 63 00 33 / 010 63 73 92

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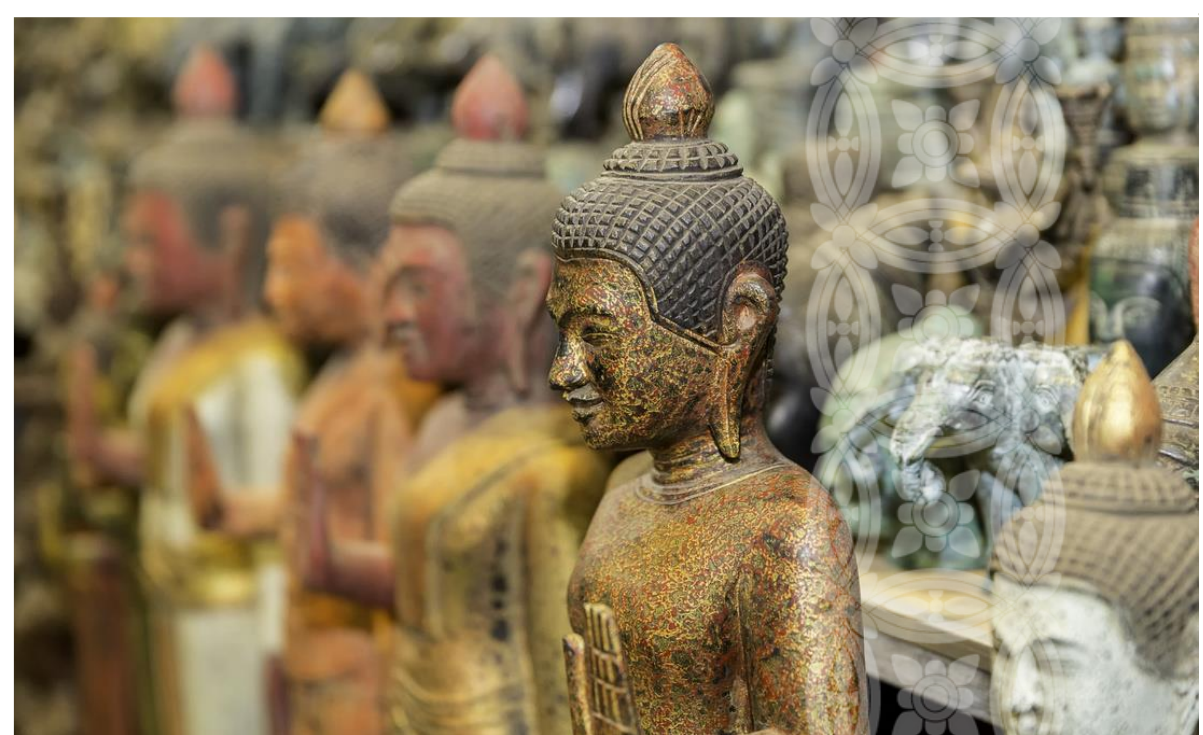
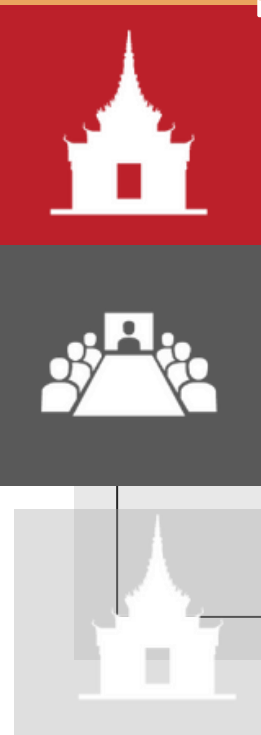


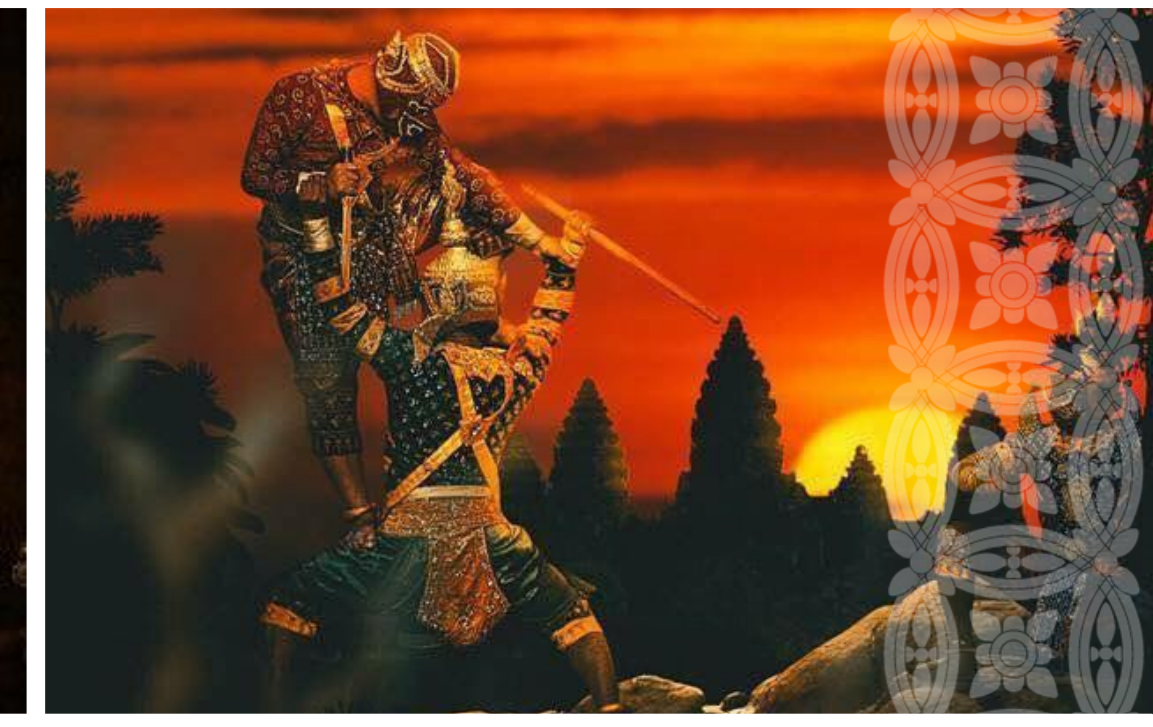


HOTELS AND MICE

Rosewood Phnom Penh Hotel









KHMER CUISINE



CAMBODIA
Kingdom of Wonder
feel the warmth





SPA AND WELLNESS



CAMBODIA
*Kingdom of Wonder
feel the warmth*



Welcome To Cambodia
Kingdom of Wonder



COME AND
DISCOVER



TOURISM GROWTHS IN
PEACE

Thank
you

