WARMLY WELCOME TO LAO PDR



Lao PDR Country Presentations

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I. National Digital Branding Strategy & Vision of Laos

Our vision

Lao PDR's digital tourism vision is to move from simply promoting destinations to creating a connected, authentic and data-driven national tourism brand where digital technology and AI help the world discover the diversity of Laos while protecting its culture, Nature, History heritages and environment and our identity under the Brand **"Laos Simply Beautifull".**

The strategy is integrated consisting of the Core Pillars

- One national Lao tourism identity
- Digital-first destination marketing
- A coordinated public-private ecosystem
- AI enabled, but human-centered
- Sustainable and authentic growth
- Laos: Simply Beautifull

Integration of the tourism Marketing roadmap

- Brand and Positioning
- Marketing Development
- Digital promotion: social media, creators, video, platform and AI discovery
- Visitors experience
- In the Short – term
- In the Medium – term
- In the Long – term

In order to develop and promotion Lao tourism in line with the government policy and directions, we have developed the national tourism development plan and Tourism Marketing Strategy 2026-2030.

II. Authentic Storytelling & Cultural Heritage in the AI Era of Laos

- Digital protection of heritage
- Responsible tourism and algorithms
- Lao participation in AI governance
- AI-enabled destination marketing
- Tangible UNESCO Cultural Heritages


National Museum


Wat Phou Temple


Plain of Jars

- Intangible UNESCO Cultural Heritages


Lao Traditional Naga Motif Weaving


Lao Traditional Khane Music


Fon Lamvong Laos

III. Public–Private and Platform Partnerships of Laos

Lao PDR Government is collaboration working closer with Private Sector, LATA, GMS, ADB, ASEAN Counties and etc.

- Government provided legitimacy and cultural oversight
- Industry provided real-time market knowledge
- Digital platforms became distribution channels
- There was a shared action plan
- Private-sector leadership increased over time.
- It connects marketing with local communities
- How Lao PDR can take this into the AI era













www.tourismlaos.gov.la

Thank you for your kind attention

