

Myanmar Voluntary Report

Overview

Myanmar, as a year round destination, has seen a steady growth in tourism arrivals and tourism receipts year by year as the result of the joint efforts of the public and private sectors of the tourism industry.

Myanmar received (791,505) International Tourist Arrivals in the year 2010 and Myanmar welcomed (816,369) International Tourists in the year 2011, with an increase rate of (3.14) %. Among the 2011 International Tourist Arrivals, (391,176) came by air, making a growth of (26) % in arrivals in terms of air-entry.

The major source markets are Asia followed by West Europe, North America, Oceania, East Europe, Middle East, other Americas and Africa. From Asia, the top markets are China followed by Thailand, Malaysia, Korea, Japan, Singapore, India, Hong Kong and Bangladesh. From West Europe, France tops the list followed by Germany, UK, Italy and Spain. The number of arrivals from Switzerland has also increased.

The Ministry of Hotels and Tourism, in close collaboration with the Myanmar Tourism Board, has been carrying out tourism activities in the regional and international markets for tourism promotion and marketing, tourism investment and tourism human resource development and has been putting efforts to enhance the development of tourism in the country, within the framework of ASEAN, GMS, thereby both multilaterally and bilaterally.

To enhance the quality of tourism, the efforts have been made in upgrading tourism-related infrastructure, standardizing hotel accommodations, tourist transports and restaurants, enhancing skills, knowledge and service quality of tourism employees especially the tourist guides and hotel staff, and the quality of the tourist destinations and attractions including security of tourists.

For the facilitation of travel of tourists in the country, the Committee for Smooth Entrance of Foreign Visitors was formed on 15 September 2011 comprising the members of tourism and related departments, officials from States and Regions and private organizations.

Overall Tourism Performance

In relation to the overall tourism performance, tourism growth in 2011 showed a positive trend. The following are some of the detailed indicators:

Table 1. Overall Tourist Arrivals

	2010	2011
Yangon Entry Point	29746	364743
Mandalay & Bagan Gateway	13442	20912
Nay Pyi Taw		5521
Border Tourism	480817	425193
TOTAL	791505	816369

**Table 2. Yangon Entry Point
(Including Tourist Arrivals through border check points to Yangon)**

	2010	2011
1. Package	87932	103590
2. FIT	110714	134956
3. Business Travellers	48549	69943
4. Entry Visa (Visit friends & Relative)	28240	33273
5. Others	23303	22981
TOTAL	297246	364743

**Table 3. Border Tourism
(Including day return visitors)**

	2010	2011
1. North Eastern Region	67531	58935
2. Eastern Region	265588	236312
3. South Eastern Region	147698	129946
TOTAL	480817	425193

Table 4. Visitors by Nationalities

No.	Country	2011	%
	ASIA	259692	66.39
1	CHINA	62018	15.85
2	THAILAND	61696	15.77
3	MALAYSIA	23287	5.95
4	KOREA	22524	5.76
5	JAPAN	21321	5.45
6	TAIWAN	15542	3.97
7	SINGAPORE	15391	3.93
8	INDIA	12318	3.15
9	HONGKONG	3820	0.98
10	BANGLADESH	1988	0.51
11	OTHERS	19787	5.06
	WEST EUROPE	80895	20.68
1	FRANCE	19414	4.96
2	GERMANY	14006	3.58
3	U.K	11056	2.83
4	ITALY	9710	2.48
5	SPAIN	6659	1.70
6	SWITZERLAND	5545	1.42
7	BELGIUM	3376	0.86
8	AUSTRIA	1964	0.50
9	OTHERS	9165	2.34
	NORTH AMERICA	25365	6.48
1	AMERICA	21680	5.54
2	CANADA	3685	0.94
	OCEANIA	11622	2.97
1	AUSTRALIA	10415	2.66
2	NEWZEALAND	1188	0.30
	OTHERS	19	0.01
	EAST EUROPE	7622	1.95
1	RUSSIA	3496	0.89
2	OTHERS	4126	1.05
	MIDDLE EAST	2607	0.67
	OTHER AMERICAS	2380	0.61
	AFRICA	993	0.25
	TOTAL	391176	100.00

Table 5. Tourist Arrivals by Special Tours**(a) Special Charter Flight Tours**

Year	No. of Charter Flight	No. of Pax
2008	54	6328
2009	29	4627
2010	52	7603
2011	61	8370

(b) Tourist Arrivals by Cruises

Year	No. of Cruises	No. of Pax
2008	6	2688
2009	4	1700
2010	3	547
2011	8	3450

(c) Yachting Tours

Year	No. of Pax	Income (US\$)
2008	2037	272140
2009	1444	192800
2010	1417	139410
2011	1091	121860

(d) River Cruises

Year	No. of Pax	Income (US\$)
2008	1302	74319
2009	1438	345896
2010	4547	1203945
2011	12437	1735290

(e) Ballooning

Year	No. of Pax	Income (US\$)
2008	2918	662277
2009	2940	719586
2010	4886	977200
2011	2808	700087

Table 6. Tourism Income

Year	2008(US\$)	2009(US\$)	2010(US\$)	2011(US\$)
Total Earnings	165M	196M	254M	319M
Average Expenditure Per Person Per Day	95	95	102	120
Average Length of Stay (Nights)	9.0	8.5	8	8

Types of Tourists

- 26% Group Tours
- 38% Foreign Independent Travellers
- 21% Business Travellers
- 15% Others

Tourists Arrivals**Visitor Arrivals By Gender Group**

- 62% Male
- 38% Female

Visitor Arrivals By Age Group

- 5% Age 1-20
- 53% Age 21-50
- 42% Age 51+

No. of Hotels / Motels / Guest Houses - 731

No. of Rooms - 25002

Table 7. Foreign Investment in Hotels & Commercial Complexes

Sr. No.	Projects	Room	Investment US\$(M)	Remarks
1	31	5145	855.919	Completed
2	5	1415	288.500	Under Construction
	36	6560	1144.419	

Table 8. Foreign Investment in Hotels & Commercial Complexes by Country-wise

Sr. No.	Country	Hotel/ Apartment	Investment US\$ (M)
1	Singapore	12	597.756
2	Thailand	11	263.250
3	Japan	6	183.013
4	Hong Kong	4	77.000
5	Malaysia	2	20.000
6	United Kingdom	1	3.400
	Total	36	1144.419

Licensed Tour Companies

a.	Foreign Company	1
b.	J.V Company	15
c.	Local Company	743
	Total	759

Licensed Tourist Transportation

a.	Coach(26-50seater)	63
b.	Mini Bus(13-25 seater)	27
c.	Hiace/Townace (5-12 seater)	13
d.	Saloon/ Van (4 seater)	19
e.	Motor Boat	12
f.	Boat	17
g.	Yacht	26
h.	Hot Air Balloon	1
	Total	178

Licensed Tour Guides

a.	English	1931
b.	Spanish	106
c.	Japanese	343
d.	French	231
e.	Chinese	125
f.	Thai	106
g.	German	219
h.	Russian	35
i.	Italian	43
j.	Korean	21
Total		3160

Air Linkages

At present, Nay Pyi Taw, Yangon, Mandalay and Bagan are international gateways to Myanmar. There are (15) international airlines operating regular flights to Yangon and the major carriers are Myanmar Airways International (MAI), Thai Airways (TG), Silk Air (MI) and Thai Air Asia (FD). Yangon connects with Bangkok, Singapore, Kuala Lumpur, Kunming, Nanning, Guang Zhou, Taipei, Kolkata, Ha Noi, Ho Chi Minh, Chiang Mai, Phuket, Siem Reap and Phnom Penh. Mandalay has direct air links with Kunming and Mangshi. Currently, Myanmar has (6) domestic airlines.

The Nay Pyi Taw International Airport was open on 19 December 2011 and currently the airport has received chartered flights.

Participating in International Travel Fairs and Expos

During 2011, Myanmar participated in the various tourism events and activities to promote Myanmar as a safe and peaceful destination. Some of which are:

- ASEAN Tourism Forum 2011, Phnom Penh, Cambodia, 15-21 January 2011
- ITB Berlin (Germany), 9-13 March 2011
- Mekong Tourism Forum 2011 (Lao PDR), 26-28 May 2011
- Thailand Travel Mart, 8-10 June 2011
- PATA Travel Mart, 6-9 September 2011
- International Travel Expo 2011 (Vietnam), 14-17 September 2011
- ASEAN Tourism Fair 2011 (Japan), 21-26 September 2011
- 3rd ASEAN Culture and Tourism Fair (Korea), 30 Sept-5 Oct 2011

- ITB Asia (Singapore), 19-21 October 2011
- China International Travel Mart (China), 27-30 October 2011
- World Travel Mart (London), 7-10 November 2011
- Belgium Tourism Expo 2011, 8-9 December 2011, Belgium

Tourism Events Hosted by Myanmar in 2011

- Inlay Orchid Images, 9 April 2011
- Nay Pyi Taw Travel Mart and Food Show in conjunction with Jade, Gems and Pearl Special Sales, 1-13 July 2011, Nay Pyi Taw
- Build Your Business Through PATA Chapter Workshop, 11 October 2011, Yangon, 11 October 2011
- 28th GMS TWG, Related Meetings and Travel Leaders' Symposium on Sustainable Tourism Development, (27-29 November 2011)
- Workshop: (From Localization to Globalization), 28 November 2011
- Workshop on Responsible Tourism, 29 November 2011
- Workshop: (E-Tourism Asia Boot Camp), 29 November 2011

Conclusion

Myanmar intends to develop tourism in a sustainable and responsible manner. The preservation and conservation of nature and culture are always the main concern for the country. Through sustainable and responsible tourism, Myanmar will try to maintain the long-term benefits from tourism for the country as well as for the region.

-END-