

YAANA Ventures

Willem Niemeijer
CEO
@willelniemeijer

YAANA
VENTURES



SUSTAINABILITY AND EXPERIENTIAL TRAVEL

 GLOBAL SUSTAINABLE
TOURISM COUNCIL

travel forever



AGENDA

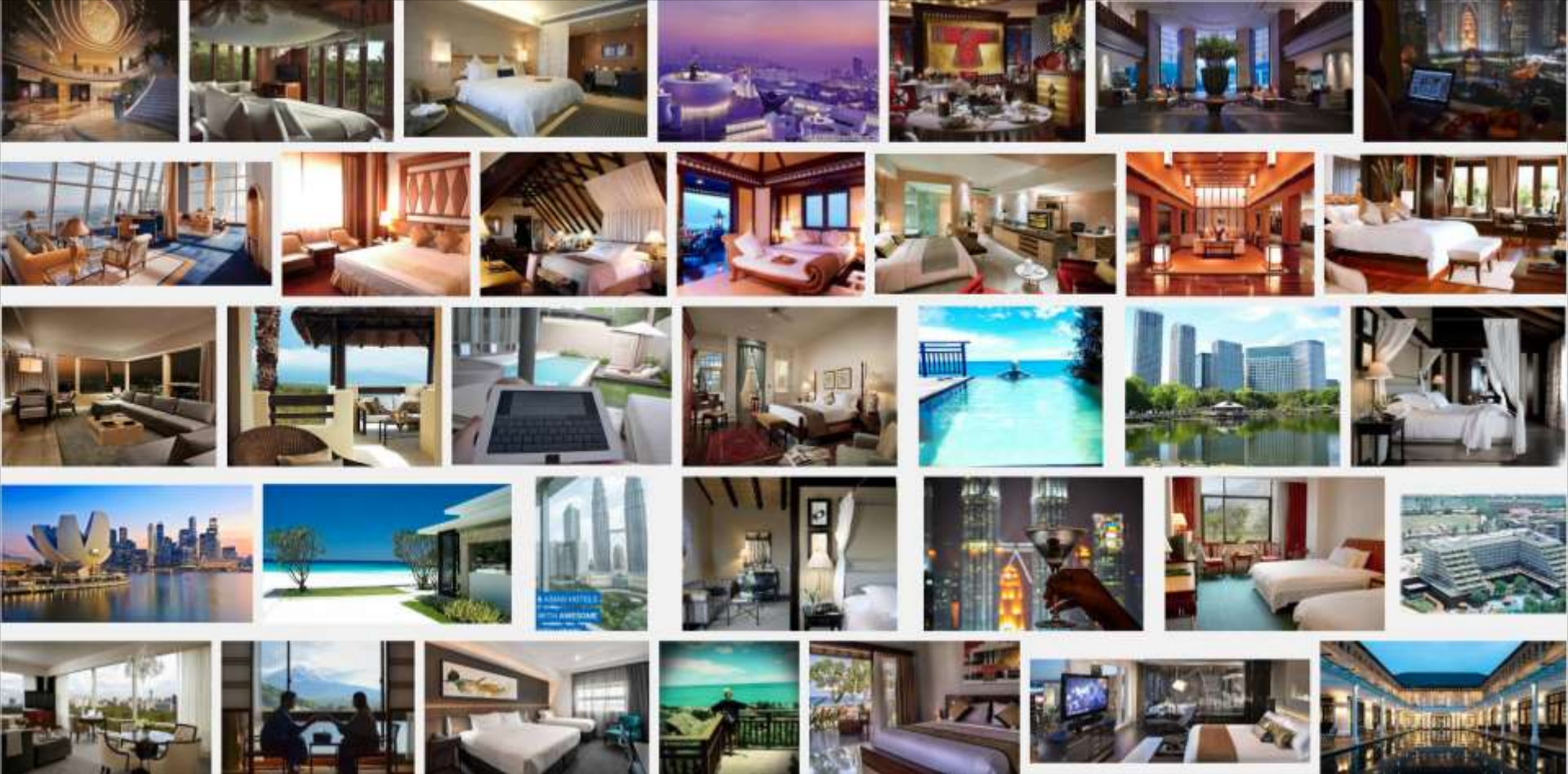
- Experience Economy in Tourism
- Visitor Dispersion to make Growth Sustainable
- 4 Examples



The Progression of Value



Experience Economy in Tourism



Visitor Dispersion to make Growth Sustainable



Visitor Dispersion to make Growth Sustainable



Visitor Dispersion to make Growth Sustainable

PATA[®]cademy

Human Capital Development

A large crowd of people, likely Chinese tourists, is gathered in what appears to be an airport or travel event. In the foreground, a hand is holding a pair of wooden chopsticks, symbolizing Chinese culture. The background shows a busy travel environment with people and structures.

100+ million
Chinese Outbound Travellers

Visitor Dispersion to make Growth Sustainable



Visitor Dispersion to make Growth Sustainable



Visitor Dispersion to make Growth Sustainable



Visitor Dispersion to make Growth Sustainable

1.
PICNICS
DELICIOUS
OPPORTUNITY


KHIRI
TRAVEL



1.
PICNICS
DELICIOUS
OPPORTUNITY




KHIRI
TRAVEL

2. KAYAKING IN KAYIN STATE

KHIRI
TRAVEL



2. KAYAKING IN KAYIN STATE



3. BANTEAY CHHMAR TENTS


Banteay Chhmar
Tents



Villagers are provided with ongoing training; from both Khiri Travel management and external professionals.



The villagers arrange activities for travelers to experience local daily Khmer life.

Travelers can choose to stay overnight at a CBT participating home stay to support member hosts.



3. BANTEAY CHHMAR TENTS


Banteay Chhmar
Tents



3. BANTEAY CHHMAR TENTS


Banteay Chhmar
Tents



4.
ANURAK
COMMUNITY LODGE



4.
ANURAK
COMMUNITY LODGE



4. ANURAK COMMUNITY LODGE





Travel Trends that are Reshaping the Industry



Travel Trends that are Reshaping the Industry



- An Appetite for Exotic Travel Experiences
- The Dream of Cultural Immersion
- Millennials Matter
- The rise of the Digitally Inspired Traveler

THANK YOU!

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