

Tourism

Over several years of sector reconstruction, capacity constraints have represented a serious obstacle to Cambodia's tourism growth, despite the kingdom's strong progress year-on-year. There has been significant growth in many sectors, including through public-private partnerships and direct investment, resulting in multiple high-end luxury hotels, shopping facilities and coffee shops. However, the basic systems for sector planning are not yet fully in place. The sector already has ample potential to attract not only international visitors, but also domestic tourists to explore every corner of the kingdom, through environmentally friendly ecotourism and celebrating the cultural importance of Angkor Wat.

Envisioned Outcomes

- 1 Cambodia employs data-driven analysis integrated with advanced technology to understand, and boost its own, tourism competitiveness.
- 2 There is a digitalization of tourist-related businesses and established international presence throughout social media channels.
- 3 The kingdom has increased the awareness of popularity in secondary provinces, whilst keeping high revenue generating tourism activities focused on destination locations such as Siem Reap.
- 4 There is an established and transparent system for investment through public-private partnerships.

#Cambodia2040

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