

River Tourism

by Alexis de Suremain (MAADS) 26 Nov 2024

The Mekong, an untapped tourism destination



AI generated fantasy

Benchmarking on existing operations in the region



500 Rai Floating Resort, Khao Sok Lake, Thailand.

448 USD for the night of 26 Nov 2025

Benchmarking on existing operations in the region



The Float House, Kwai River, Thailand.

170 USD for the 26 Nov 2024.

On land equiv. rooms are sold 50 USD.

Benchmarking on existing operations in the region



Canvas and Orchids Retreat, Tatai, Cambodia

183 USD for the Island Tent

293 USD for the floating tent in 22 Jan 2025

Benchmarking on existing operations in the region



Floatation, floating lounge and bungalow

experimental single room 88 USD



The Mekong, Cambodia's second destination?

- After Angkor, the **most famous site in Cambodia is the Mekong**. In many Westerners' minds, more than any other river, the Mekong inspires the feelings of nostalgia, romance, exotic landscapes, adventurous explorations, mystery...
- All the ingredients are there to turn it into one of the world's **major road trip** destinations.
- Such development would ideally be a **trans-national project**, involving Thailand, Laos, Cambodia and Vietnam.

Innovative options



The options for creativity are endless. River tourism can be a very creative proposition, as it not much has been done yet. It is very different from people's usual lifestyle, building up exotism, which is what travellers are after.

In Phnom Penh

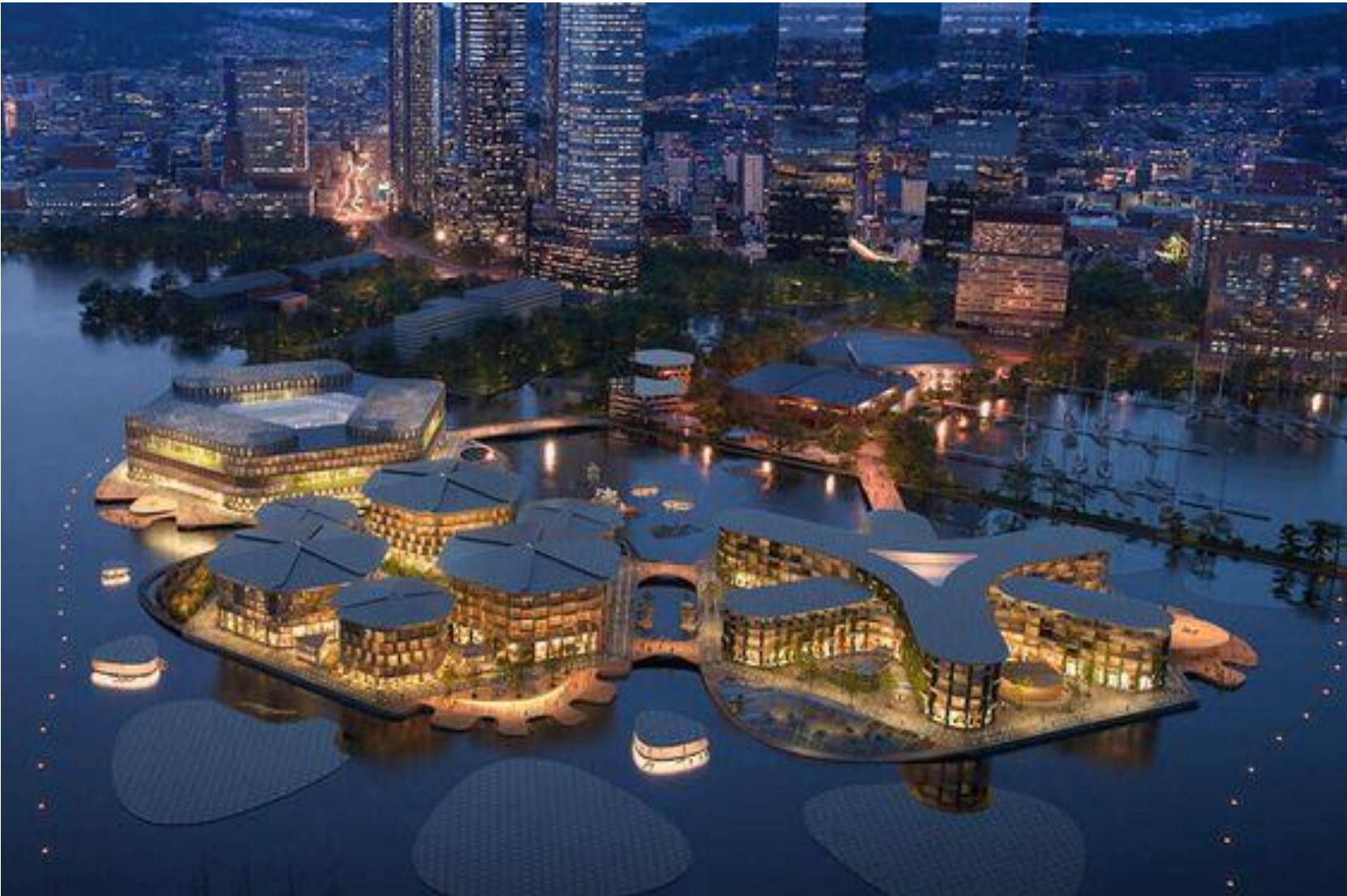
- The huge **water space where the Four Rivers** join, and the uncovered riverbanks appearing nine month per year, can host initiatives differentiating experiences which neither Bangkok nor Ho Chi Minh City can.
- On the riverbanks, **temporary F&B outlets, art installations**, that would be recreated every year, like a rebirth Buddhism process (or the Burning Man Festival in Nevada desert).
- A **floating tourism quarter** with restaurants, bars, performance spaces, floating accommodations.
- An annual floating contemporary art festival



Architects' researches



A real example from Seoul



Special Tourism Initiatives (like SEZ for garment)

In order for the Government to steer private investments towards most urgent priorities, **create a set of fiscal incentives** automatically granted to companies developing selected activities or geographic areas. Advertise well such opportunities, so developers would allocate their investments accordingly.

