

Travel and Tourism - Myanmar - August 2014

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“We intend to use tourism to make Myanmar a better place to live in – to provide more employment and greater business opportunities for all our people, to contribute to the conservation of our natural and cultural heritage and to share our rich cultural diversity.”

– Myanmar Responsible Tourism Policy 2012, published by the Myanmar government

This report looks at the following areas:

- How important is tourism for a developing nation like Myanmar?
- Who is visiting Myanmar and what are the most popular destinations?
- How are the rapid social, political and economic changes impacting Myanmar's tourism industry?
- What opportunities and challenges does the tourism industry face in Myanmar?

International tourism is expanding rapidly in the Republic of the Union of Myanmar (known locally and worldwide by both its official name, Myanmar, and its former British colonial name, Burma), albeit from a low base. In 2013, Myanmar welcomed 2.04 million visitors, a dramatic expansion since 2012. Tourism revenues were expected to increase rapidly in 2014, bringing much-needed foreign currency into the country.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Domestic

Figure 8: Domestic and international tourism visits to Myanmar tourism destinations, 2012

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Yangon Airport

Mandalay International Airport

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