

June 16, 2021
ASEAN-Japan Centre

**How do Japanese female millennials view CLMV (Cambodia / Lao PDR / Myanmar / Viet Nam)
as travel destinations?**

Webinars based on the results of travel sentiment survey to be organized on June 21 & 22



Samples of tourism contents in CLMV countries (Upper: from left, Myanmar: Kyaiktiyo Pagoda, Viet Nam: My Quang noodle in Da Nang
Bottom: from left: Cambodia: the Royal Palace in Phnom Penh, Lao PDR: Light boat festival in Luang Prabang)

ASEAN-Japan Centre (AJC) will organize the webinar “CLMV (Cambodia / Lao PDR / Myanmar / Viet Nam) Travel Sentiment Survey – strategic post-pandemic approaches to attract Japanese female millennials” on June 21 and 22, 2021. It will be based on the results of CLMV¹ travel sentiment survey conducted in January 2021 by AJC. Ms. Yui Hiramatsu, the Manager of Marketing Solution Department from Valise Inc., the company which was commissioned to conduct the survey, will explain the results of the survey including how Japanese female millennials collect travel information on social media and what impressions they have on each CLMV country as a travel destination, all of which may be helpful in creating tour products and improving the use of social media in tourism promotion especially for those targeting Japanese travelers.

According to Japan Tourism Agency, the number of annual Japanese overseas travelers surpassed 20 million for the first time in 2019² where women in their twenties ranked first in both age and gender categories³. As an agency promoting tourism in ASEAN countries, especially CLMV countries, AJC conducted a travel sentiment survey targeting Japanese women in their 20s and 30s in anticipation of the with- and post-COVID-19 travel.

The webinar will explain in more details about the results of the survey. It is open to everyone who is interested in CLMV destinations, tour planning, and the effective use of social media in tourism promotion. Although the webinar will be in Japanese language, English audio will be provided via simultaneous interpretation.

The report on survey results is available for download on AJC website as below.

<https://www.asean.or.jp/en/tourism-info/20210604/>

¹ AJC has been enhancing support toward CLMV (Cambodia / Lao PDR / Myanmar / Viet Nam) countries aiming to narrow the development gap among ASEAN Member States.

² Japan Tourism Agency, 17 January 2021 (https://www.mlit.go.jp/kankocho/topics06_000244.html).

³ JTB Report 2020 “All about Japanese overseas travelers”, JTB Tourism Research & Consulting Co., 14 August 2020.

About the Webinar

■ Webinar title:

“CLMV (Cambodia / Lao PDR / Myanmar / Viet Nam) Travel Sentiment Survey – strategic post-pandemic approaches to attract Japanese female millennials”

- **Date and Time:** Monday, 21 June 2021, 3 PM- 4PM (Japan Time) / on Cambodia and Lao PDR
Tuesday, 22 June 2021, 3 PM- 4PM (Japan Time) / on Myanmar and Viet Nam

■ Program:

Presenter: Ms. Yui Hiramatsu, Manager, Marketing Solution Dept., Valise Inc.

Contents: Outline of survey, Conclusion, and Q&A session

- **Language:** English audio will be provided via simultaneous interpretation (original audio is in Japanese).
Simultaneous interpretation is available only with Zoom application.

- **Registration:** Via google form as below.

https://docs.google.com/forms/d/e/1FAIpQLSeD9Q6qrN_sRoSRCmnlR6qvXnl5EZwHjptF03SJ2xQVevlU4g/viewform

- **Venue:** ZOOM Webinar

- **Fee:** Free

- **Organizer:** ASEAN-Japan Centre

- **Contact:** Tourism & Exchange, ASEAN-Japan Centre: info_to@asean.or.jp

(Inquiries on registration and technical issues, World Compass Co. Ltd.: webinar@worldcompass.co.jp)

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ASEAN-Japan Centre reached its 40th anniversary in May 2021.