INVESTMENT OPPORTUNITY PROFILE ON:

LUANG PRABANG SMART TOURISM & CULTURAL INFORMATION PLATFORM

By Department of Tourism and Culture, Luang Prabang







ABOUT THE PLATFORM AND OPPOTUNITY

- **Luang Prabang's tourism and cultural information is currently spread across different government databases, information sources, and private platforms. This initiative aims to create one centralized digital platform for visitors, businesses, communities, and government.**

- **The opportunity could be developed through a public-private/development partnership. The Department of Tourism and Culture would lead and manage the platform and coordinate information with relevant government departments and local stakeholders. A technology company or digital-service provider could support platform design, database integration, technical development and system management.**

- **Development partners could contribute to system development, data integration or capacity building, while tourism businesses, CBTs and other local stakeholders could contribute and maintain relevant information.**

Areas for Partnership

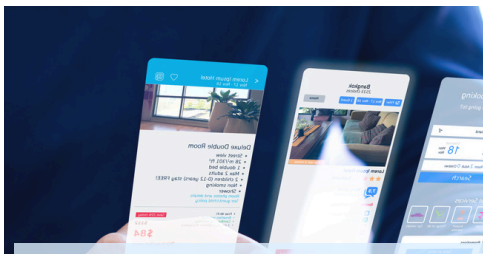
- **Digital & Technology Partnerships –** Platform development and technical solutions such as AI
- **Private-Sector Partnerships –** Tourism and business integration
- **App Promotion & Marketing –** Increase awareness and user
- **Technical Capacity:** Training, system administration, and long-term maintenance

EXISTING ASSETS & READINESS

- Existing tourism information and databases
- Government leadership and coordination
- Identified need for a centralized platform
- Interest in partnering with a technology provider

PROTENTAIL IMPACT

- Better Visitor Experience: Easy access to reliable tourism information
- Greater Visibility: Promote CBTs and local tourism businesses
- Stronger Coordination: Connect government tourism information and services
- Inclusive Digital Tourism: Give smaller local operators greater visibility
- Better Local Services: Improve access to practical information for visitors



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