

Sourcing from Cambodia

ECOTOURISM

Product & Supplier Brochure



Source: Freepik



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Cambodia at a Glance

Cambodia has enjoyed over two decades of economic and urban development, averaging an annual GDP growth rate of 6% between 2010 and 2021. After a small post-COVID slump, GDP has continued increasing, from USD 27.2 billion in 2021 to USD 29.6 billion in 2022. Growth forecasts are 5.5% and 6% for 2023 and 2024, respectively.

The country's population is 17 million and increasing, with a relatively young median age of 27. Cambodia's middle class is growing, as is the urbanization rate, currently estimated at 25.3%. The presence of a young, growing and increasingly urbanized middle class suggests Cambodian consumer demand and spending will continue to grow steadily in the future, as has been the case for over two decades. Cambodia's GDP per capita is estimated at USD 1,784.79 for 2022 with household consumption being equivalent to 65.2% of the GDP.

The Government of Cambodia has embraced free market principles and sees the opening of the country to foreign investment as one of its priorities; it aims

to bring the country to upper-middle-income status by 2030 and high-middle-income status by 2050. The Government has introduced various policy incentives to ease business engagement. One of them, called Qualified Investment Projects (QIPs), offers several benefits including tax holidays and duty exemptions on the import of construction materials.

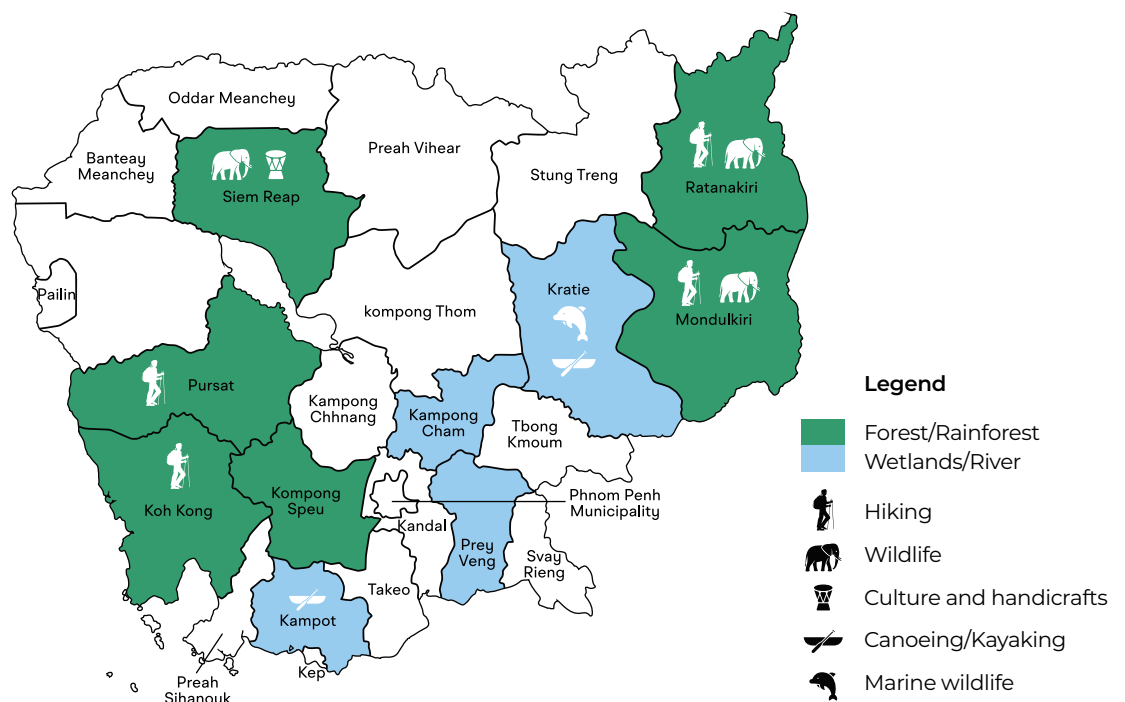
Cambodia's international trade benefits from the country's favourable geographic location at the crossroads between Thailand and Vietnam – two major manufacturing economies and trading partners in the region. The recent signing of regional and bilateral free trade agreements (FTAs) is expected to strengthen Cambodia's connectivity with international markets. Examples of such agreements include the China-Cambodia FTA and the Regional Comprehensive Economic Partnership (RCEP). Although there is no bilateral FTA between Cambodia and the European Union yet, trade links are significant. After China and the USA, the European Union (EU27) is Cambodia's third largest trade

partner as of 2022 (followed by Vietnam and Thailand), with Germany being the top individual EU country.

Cambodia's trade performance has been very impressive in the last 10 years. The country's exports have grown by an average of 16% per year, while imports have grown by an average of 12% annually. This has led to a significant increase in the country's trade surplus: In 2022, Cambodia's exports totalled USD 16.3 billion, while imports totalled USD 12.7 billion, resulting in a USD 3.6 billion surplus. The garment industry

is the country's single largest export sector, accounting for about 70% of total exports. However, there are also rising opportunities for the export of local agricultural products, such as rice and cashew nuts. Going forward, Cambodia's trade performance is expected to remain strong. Besides the country's traditional exports, the Government is working to diversify the country's export base, including new agricultural products. Cambodia will continue developing as a sourcing destination of high-quality products for the international market.

Cambodia's ecotourism opportunities, by region, 2023



Cambodia Factsheet

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Currency

Riel (KHR): 1 USD \approx 4,100 KHR. Dollarised economy (83%)

GDP

28.3 USD billion (2022)

GDP growth rate

5.3% (2022)

GDP per capita

1,771 USD (2022)

Official language

Khmer, English widely used

Capital city

Phnom Penh

Major cities

Siem Reap, Sihanoukville, Battambang

Government type

Constitutional Monarchy

Head of State

His Majesty King Norodom Sihamoni

Population

17 million (2023), annual growth 1.08 %, <27 years old: 50%

Economy

Garments, Tourism, Construction, Agriculture

Climate

Wet season: May to October

Dry season: November to April, average temperature: 27°C

Major religion

Buddhism (95%)



Source: Unsplash
Bayon Temple (Siem Reap)



Source: Freepik
Angkor Wat (Siem Reap)

Introduction

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Located in Southeast Asia, Cambodia boasts a remarkable natural and cultural heritage that has made it a highly sought-after tourist destination. In 2022, Cambodia welcomed over 2.2 million visitors, contributing a substantial USD 1.4 billion to the country's GDP. The outlook is positive for reaching pre-COVID levels – 6.6 million tourists in 2019 – by 2025.

Ecotourism, a form of sustainable tourism, has gained significant momentum in Cambodia in recent years. Travelers are increasingly drawn to the country's pristine natural beauty and are eager to explore its culture in a responsible manner.

Cambodia sets itself apart as an ideal ecotourism destination by dedicating over 40% of its land area to government-protected zones, encompassing national parks, wildlife sanctuaries, and community forests. Popular ecotourism activities in Cambodia include trekking, bird watching, kayaking, and immersing oneself in remote village sceneries.

The rising popularity of ecotourism in Cambodia can be attributed to several factors. Firstly, the country boasts a wealth of natural resources that lend themselves well to ecotourism, such as rainforests, mangrove swamps, pristine beaches,



and diverse wildlife. Secondly, Cambodia possesses a rich cultural heritage that can be experienced and explored through ecotourism, allowing visitors to delve into the country's history, art, and traditional way of life. Lastly, ecotourism provides opportunities for local communities and marginalized groups to generate income sustainably, thereby facilitating social inclusion.

Moreover, ecotourism offers several environmental benefits, including the conservation of natural resources, reduced pollution and waste, as well as increased environmental awareness. Community-

based ecotourism (CBET) initiatives contribute to minimizing energy consumption, embracing renewable energy sources, and avoiding single-use plastics.

In conclusion, ecotourism holds immense potential as a catalyst for economic growth and environmental conservation in Cambodia. The government is dedicated to developing the ecotourism sector sustainably, presenting numerous opportunities for businesses and communities to participate and thrive.

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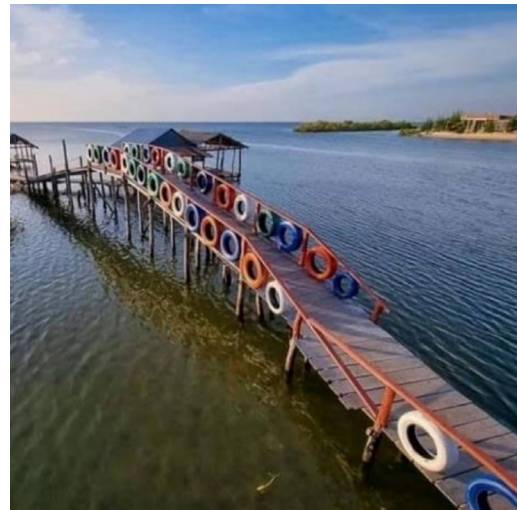
Attractions

Cambodia offers a diverse range of ecotourism experiences, allowing visitors to immerse themselves in the country's stunning natural landscapes and vibrant cultural heritage. From exploring lush rainforests and encountering rare wildlife to engaging with local communities and participating in sustainable practices, Cambodia provides various varieties of ecotourism that cater to different interests and preferences. The most prominent options for ecotourism available in Cambodia are listed below.



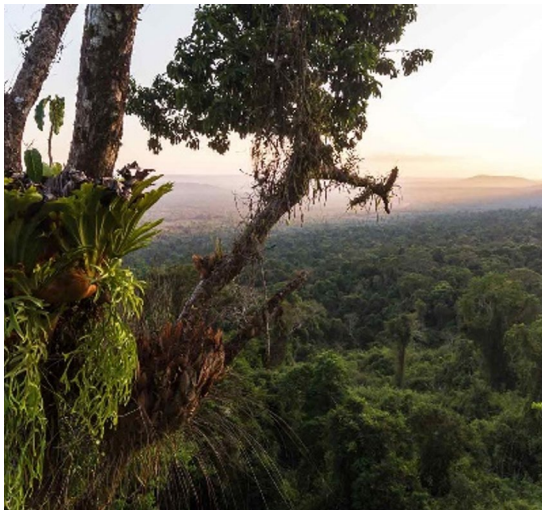
Chi Phat

Chi Phat is a Community-Based Ecotourism project located in the Cardamom Mountains of Cambodia. Developed by the Wildlife Alliance, its purpose is to protect biodiversity and generate income for the local community. In collaboration with the latter, Chi Phat offers exciting activities such as trekking, mountain biking, camping, river boat tours, waterfall swimming, wildlife watching, cooking classes, and river cruises. Villagers who once depleted the forest now work as guides, showcasing the natural beauty while promoting environmental preservation.



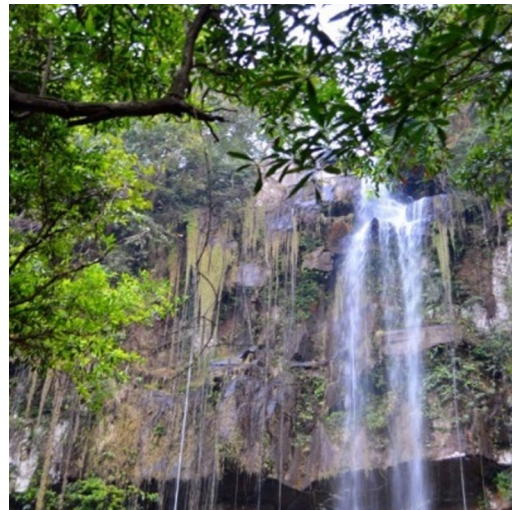
Trapeang Sangkae

Trapeang Sangkae is a Community-Based Ecotourism destination in Kam-pot Province, Cambodia. It is home to mangrove forests, salt fields, and a river. Visitors can enjoy boat tours, mangrove trekking, fishing, swimming, and overnight stays in bungalows.



Steung Areng

The Steung Areng Community-Based Ecotourism Project (STAR-CBET) was established in 2016 to protect the Cardamom Rainforest Landscape from wildlife poaching and deforestation. Through homestays, the project offers visitors the opportunity to connect with local people and to provide an alternative livelihood for them, while gaining unique insights into daily village life.



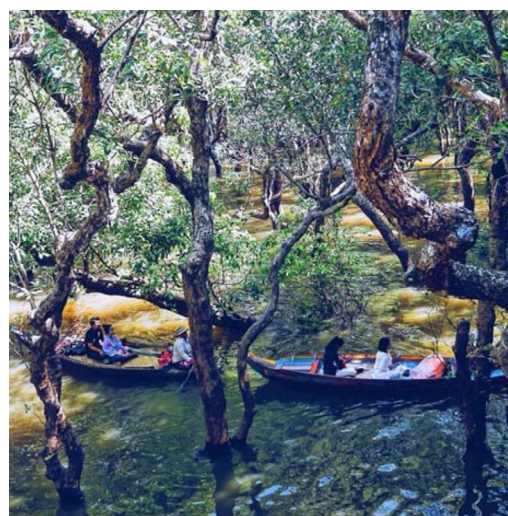
Chambok

Chambok is a Community-Based Ecotourism site adjacent to Kirirom National Park, featuring streams, a waterfall, and a bat cave. Developed in 2001 by the local organization Mlup Baitong and the Ministry of Environment, Chambok aims to address deforestation and improve community livelihoods. Managed by the villagers of Chambok commune, the project offers guided tours, biking, hiking, birdwatching, and homestays to generate sustainable income and protect the forest.



Virachey National Park

Virachey National Park is Cambodia's largest national park, covering 3,325 square kilometres. It is home to a variety of wildlife, including elephants, tigers, and bears. Visitors can go on multi-day trekking trips through the park and camp overnight in the wilderness. The park is located about 50 kilometers from Banlung, and can be reached by bus from Phnom Penh.



Kampong Phluk village

Kompong Phluk is a captivating floating village nestled in the heart of Tonle Sap, Cambodia's largest lake. While the term "floating" may be misleading, as the homes are actually built on tall stilts reaching approximately 8 meters high, the village presents a unique sight. During the rainy season, when the lake swells, the stilts become submerged, creating an illusion of floating houses amidst the water. The community offers visitors the opportunity to embark on scenic boat rides through dense mangrove forests.

Regulations

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The Royal Government of Cambodia is very supportive of the ecotourism sector through a number of policies and programmes. They include the Pentagonal Strategy Phase 1, which recognizes the importance of ecotourism in contributing to economic development.

The Royal Government of Cambodia (RGC) has formulated a National Ecotourism Policy (NEP) in collaboration with the Ministry of Environment (MoE) and the Ministry of Tourism (MoT), which was already approved in November 2018. This policy outlines the RGC's intentions to prioritize and develop three main aspects of ecotourism: 1) both large- and small-scale ecotourism operations, 2) designated ecotourism sites of high importance, and 3) the involvement of the private sector in ecotourism initiatives.

The NEP establishes a strategic vision for tourism in Cambodia, aiming to transform the country into a high-quality tourist destination and a prominent ecotourism attraction within the region and the world. The policy emphasizes the creation of ecotourism products that offer exquisite immersive experiences for visitors, with the objective of reducing poverty, promoting conservation of natural resources, and effectively addressing climate change.

In 2022, the MoE approved 307 small-scale ecotourism development projects in the Natural Resource Protection and Cambo-

dia Biodiversity Conservation Corridor. These projects encompass a total area of 2,670 hectares and aim to promote ecotourism in the corridor while conserving the area's natural resources and biodiversity.

As part of the Cambodia Sustainable Landscape and Ecotourism Project (CSLEP), which receives financial support from the World Bank, the MoE is preparing three significant official proclamations (Prakas) to further enhance tourism development. The first Prakas will regulate the implementation of small-scale eco-tourism projects covering an area below 10 hectares in protected areas and will involve the preparation of land lease agreements for a maximum period of 15 years. The second Prakas will focus on guidelines for the implementation of large-scale nature tourism projects and will involve the preparation of land lease agreements for a maximum period of 50 years. The third Prakas will address the organization and services provided by ecotourism communities located within the protected areas and biodiversity corridors.

The Cambodian Government aims to leverage the growth of the tourism industry by creating new experiences, attractions, and itineraries centered around natural resources. With the Ministry of Environment as its steward, the protected area system safeguards approximately 40% of Cambodia's land area.

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Development Cooperation

Today, the largest initiative supporting the ecotourism sector in Cambodia is the aforementioned Cambodia Sustainable Landscape and Ecotourism Project (CSLEP), which is funded by the World Bank and estimated to be worth USD 55 million. The main objective of this project is to enhance the management of protected areas (PAs) and promote ecotourism opportunities as well as the value chains of non-timber forest products (NTFPs) in the Cardamom Mountains-Tonle Sap landscape. The project aims to achieve this objective through several key actions:

- Strengthening the capacity for landscape planning and management of PAs and community-managed PAs, including the development of an Information System and Decision Support, and the provision of technical assistance for PA enforcement.
- Creating opportunities for ecotourism and NTFP value chains by improving the environment for private sector engagement and investing in infrastructure such as visitor centers, waste management facilities, and NTFP processing and storage facilities.

- Enhancing access and connectivity by rehabilitating rural roads and other related rural infrastructure, which will contribute to the development of ecotourism corridors and connections with major markets.
- Ensuring environmental, social, and economic sustainability through support for financial management and procurement, environmental and social management, revenue and fee management, and the implementation of effective natural resource management systems.

The project's overarching vision is to transform Cambodia into a leading ecotourism destination. To facilitate its progress, the project is actively seeking investors and public-private partnerships. The anticipated outcomes will directly benefit approximately 25,000 Cambodians (5,200 households) by providing direct and indirect economic opportunities as well as ecosystem services.



International Arrivals 07

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Between 2019 and 2022, Cambodia experienced contrasting trends in tourism flows. In 2019, the country achieved a record-breaking 6.6 million international tourist arrivals, showcasing its growing popularity. However, the COVID-19 pandemic brought a drastic decline in tourism activity, resulting in border closures, travel restrictions, and a significant drop in visitor numbers, registered at only 1.3 million in 2020. The closure of tourist sites and businesses further exacerbated the situation.

Nevertheless, as global conditions improved and travel restrictions eased in 2021, Cambodia's tourism industry began its recovery. The Cambodian Government implemented stringent health and safety measures, including

travel bubbles and vaccination campaigns, to ensure visitor safety. By 2022, the country witnessed a gradual resurgence in tourism, with international arrivals steadily increasing, reaching up to 2.2 million visitors. The reopening of borders and the allure of Cambodia's cultural and natural attractions played a pivotal role in attracting visitors back to the country. Estimates for international arrivals in 2023 are put around 4 million, which is still below pre-COVID levels but nevertheless promising for recovery.

Cambodia's tourism industry is now on the path to recovery, aiming to regain its position as a favoured destination for travellers worldwide while increasing efforts for more sustainability.

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Company Profiles

The following section features selected Ecotourism Community and Travel Agency companies.





ALL DREAMS CAMBODIA

Established in 2013, All Dreams Cambodia is a renowned travel agency and tour operator specializing in showcasing the natural and cultural wonders of the Kingdom of Cambodia. With a diverse range of tailor-made tours and itineraries, they cater to various travel preferences such as culture and heritage exploration, family fun, health and spa retreats, honeymoon experiences, and river cruises. Despite being a relatively new company, they possess two decades of expertise in Cambodia's tourism industry and maintain exceptional standards in their travel services. By partnering with carefully selected Dream Hotels and Venues in key cities and destinations, All Dreams Cambodia has solidified its position as a leading player in the tourism sector. Their dedicated team members are passionate about Cambodia and strive to share its rich heritage and allure through their comprehensive tour services and accommodations.



PRODUCTS / SERVICES

Package tours

Transportation
Accommodation
Meals
Guides

Meetings Incentives Conventions Exhibitions & Events (MICE)

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CONTACT

<https://www.alldreamscambodia.asia> | +855 157 53111 | info@alldreamscambodia.com

Building #148, Floor 2BC, St 245. P.O.Box 858, Sangkat Toul Tompong 2, Khan Chamkarmorn, 120110 Phnom Penh



CHI PHAT

The Community-Based Ecotourism project in Chi Phat is situated in the southwestern region of the Cardamom Mountain range, which boasts Southeast Asia's largest continuous rainforest. This pristine location is surrounded by breathtaking mountains, rivers, rainforests, wetlands, and mangroves, offering an exceptional ecological adventure for nature-loving tourists. The project holds immense significance for the four villages comprising the Chi Phat commune. Visitors can engage in various activities, including wildlife feeding, monitoring released wildlife through radio tracking and camera trapping, trekking, and mountain biking alongside knowledgeable rangers. Bird-watching from traditional rowing boats, wildlife spotting near waterholes during dawn and dusk, exploring bat caves and ancient burial sites, and swimming in regional waterfalls are among the diverse experiences available. Accommodations in Chi Phat range from homestays, guesthouses, bungalows, to forest camps, with nightly prices ranging from \$4 to \$31.



PRODUCTS / SERVICES

Trekking

Cycling

Kayaking

Boating

Accommodations

Guesthouse

Bungalow

Forest Camps

CONTACT

chi-phat.org | +855 035 675 6444 | chiphatbooking@gmail.com

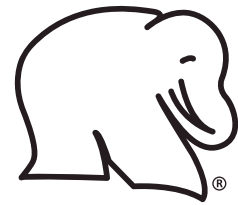
Chi Phat Village, Chi Phat Commune, Krong Koh Kong, Cambodia



ELEPHANT VALLEY PROJECT

The Elephant Valley Project is the original and premier elephant sanctuary in Cambodia. It offers a one-of-a-kind experience where tourists can trek into the elephants' natural jungle habitat and observe these majestic animals being themselves, interacting with each other and grazing in their natural environment. It is a simple and organic experience, with no riding, tricks, shows, or stress involved. Visitors can spend hours walking with the elephants, learning about their trials, tribulations, and profound stories, making it a perfect place for people who love elephants and genuinely care about their welfare and future.

Visitors have a range of packages to choose from, starting from just a half day of walking with elephants to a 4-day trekking adventure in the deep jungle. The packages cater to various budgets and time constraints. Additionally, tourists have the opportunity to meet the local indigenous Bunong people and witness the unique role they play in protecting these animals.



Elephant Valley Project
Mondulkiri, Cambodia

PRODUCTS / SERVICES

Visiting Elephants

Volunteering Activities

Reforestation

Farming for elephant food

Small building projects

Accommodations

Shared rooms (single bed with shared bathroom)

Private bungalow (Double Bed – Sleeps 2 Comfortably, Private Ensuite)

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CONTACT

<https://elephantvalleyproject.org/> | +855 099 696 041 | evpbookings@gmail.com

ELIE & Elephant Valley Project, Elie House Svay Jek Village Sokhdom Commune,
Sen Monorom Mondulkiri, Cambodia



KOH PDAO COMMUNITY BASED ECOTOURISM

Koh Pdao, located about 50km north of Kratie, is famous for its population of freshwater dolphins in the Mekong River. The Koh Pdao Community Based Ecotourism project was established in 2008 on Roungeav Island, one of the longest islands along the Mekong River in Cambodia. Its objectives are to improve local livelihoods through ecotourism and contribute to the conservation of fisheries resources, with a focus on protecting the Irrawaddy dolphins. Visitors can enjoy stunning sunsets, captivating landscapes, and river beaches during the dry season. They can also learn about traditional Khmer livelihoods, witness traditional dances, explore the village and jungle through treks, and participate in various activities such as fishing, farming, sports, and teaching English to children.



PRODUCTS / SERVICES

Sunset Watching
Boating
Dolphin Sighting
Homestay

CONTACT

<https://impactexplorer.asia/project/koh-pdao-island-homestay/> | +855 010 257 200
mekongcbet@ntfp.org | Sambo district, Kratie province, Sâmbor, Cambodia, 10207



OSMOSE ECOTOUR BY ALL DREAMS CAMBODIA

Osmose Eco Tours by All Dreams Cambodia is a supporter of the community-based ecotourism activities developed by the NGO Osmose. Osmose combines environmental conservation with the equitable development of lake communities in the Prek Toal area, which is located on the Tonle Sap Lake, a UNESCO Biosphere Reserve and the last stronghold of large water bird colonies in Southeast Asia.

Osmose Eco Tours by All Dreams Cambodia will continue to foster and promote social, ethical, environmental, and sustainable tourism. This commitment ensures economic benefits for the villagers of Prek Toal while maintaining the values and spirit of the tours initiated by Osmose.



PRODUCTS / SERVICES

**Full-day package of
bird sighting**

**Overnight stay tour
of birding**

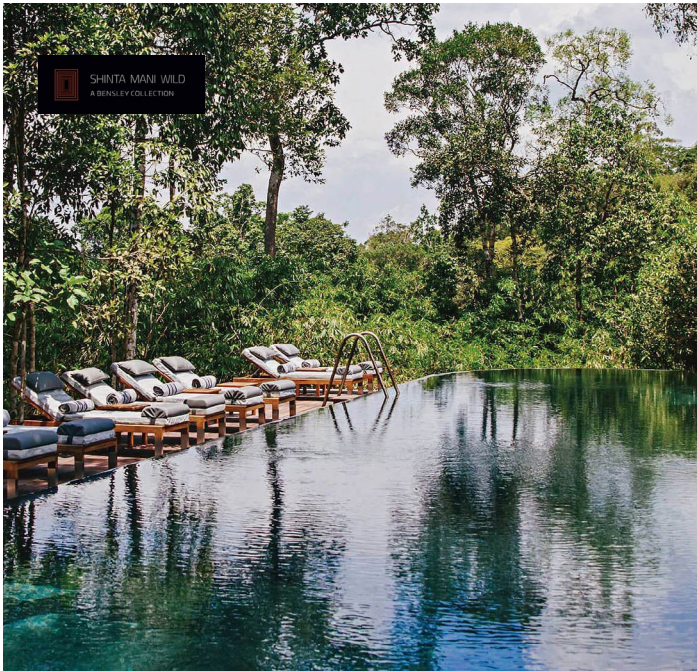
**Floating village visits
'Life on Water' tradition**

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CONTACT

<https://osmosetonlesap.com> | +855 99 707 009 | contact@osmosetonlesap.com

No.21, Rolous Street, Borey Prem Prey, Sangkat Kauk Chak, Siem Reap, Cambodia



SHINTA MANI WILD

Shinta Mani Wild is a groundbreaking luxury camp in Cambodia that seamlessly combines world-class design, hospitality, and conservation. Situated in a wildlife corridor between Bokor National Park and Kirirom National Park, owner and designer Bill Bensley aims to protect a 350-hectare river valley from poaching, mining, and logging. Collaborating with Wildlife Alliance, the Royal University of Phnom Penh, and the Cambodian Government, Bensley and his team are actively working to bring this innovative conservation model to life. The camp features 15 meticulously designed tents perched above the river and waterfalls, offering guests unparalleled views and a luxurious jungle safari experience in Cambodia.



PRODUCTS / SERVICES

Jungle Tour & Accommodation

Cambodian Residents Promotion Package

Jungle to Temples Package

The Ultimate Luxury Tour of Cambodia Package

CONTACT

<https://shintamani.com/wild/> | +855 87 656 152 | wild@shintamani.com

Prey Praseth Village, Ou Bak Rothed Commune, Kampong Seila District, Preah Sihanouk Province

Other Contacts

SECTOR STAKEHOLDERS

Cambodian Ministry of Tourism

<https://tourismcambodia.org/>

Cambodia Chamber of Commerce

<https://www.ccc.org.kh/>

Cambodia Development Resource Institute

<https://cdri.org.kh/>

Cambodian Federation of Employers and Business Associations

<https://www.camfeba.com/>

Cambodian Ministry of Commerce

<http://www.moc.gov.kh/>

Cambodian Ministry of Environment

<https://www.moe.gov.kh/>

European Chamber of Commerce in Cambodia (EuroCham)

<https://www.eurocham-cambodia.org/>

World Bank

<https://www.worldbank.org/en/country/cambodia>

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