



ໃສ່ໃຈ - ຫຼວງພະບາງ
Luang Prabang - Handle with Care



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Lao Food & Hotel Expo 2018
Lao Hospitality Conference 2018
“Promoting Sustainable Investment for Tourism Hospitality in Laos”

on June 08th 2018, at National Convention Centre, Vientiane Capital, Lao PDR

Event Programme

Time	Programme
9:30 - 10:45	<p>Session 1: Branding Laos, the Role of the Hospitality Sector</p> <ul style="list-style-type: none"> ✚ Tourism Branding ✚ Marketing a Hospitality Brand and Franchising ✚ Marketing a Local Brand case ✚ Marketing a Local Brand and Franchising case ✚ A briefing on Mekong Tourism Branding
11:15-12:30	<p>Session 2: The Economics in Hotels and Restaurants Investment</p> <ul style="list-style-type: none"> ✚ Asian Hotel Performance and Investment Trends ✚ Adapting to changes – Modernization and Digitalization of the Hotel and Restaurant Industry ✚ Increasing Profitability in Hotel ✚ Increasing Revenue from Restaurant and Bars
14:00-15:30	<p>Session 3: The Lao Hospitality Sector Status and the way forward for Sustainable Economic and Social Development – Panel Discussions</p> <ul style="list-style-type: none"> ✚ The Lao Hospitality Sector
