



Project location:
Luang Namtha, Champasak and Xieng Khuang provinces in Laos

Project start date:
1 April 2009

Funding source:
AusAID 43.1%, Teamworkz 56.9%

Total grant funds approved:
A\$227,030

Updated December 2012

Teamworkz – Online Tourism In Laos

ABOUT TEAMWORKZ

Teamworkz is an online booking platform for hotels, guesthouses and tour operators currently working with over 100 partners country-wide. In operation for 4 years, the Lao owned business has successfully developed and implemented online accommodation and tour sales websites in Vientiane, Luang Prabang and Vang Vieng.

THE PROJECT AND HOW IT WORKED

Teamworkz sought ECF assistance to expand their operations to the provinces of Luang Namtha, Champasak and Xieng Khuang. Teamworkz recognised that the tourism potential of these spectacular provinces was constrained by the absence of online information and booking services.

The project will also enhance the online accommodation and tour industry in Laos by improving online accessibility to international and regional markets.

- Up to 100 hotel, guesthouses and tour operators will gain increased access to customers, a professional online image, their own website and ability to process online payments, and thus increased sales and profits.
- More than 4,000 indirect beneficiaries (such as farmers, handicraft producers, transport providers) could supply goods and services to the tourism industry and improve their income and livelihood opportunities.

THE RESULTS

- Teamworkz's internet marketing and booking service for tourism operators in three underdeveloped provinces in Laos has substantially increased booking revenues since the commencement of the ECF project.
- With the support of ECF funding, Teamworkz developed websites and online booking services for 86 tourism businesses in the selected provinces, including province websites in conjunction with local government agencies.

- This has resulted in close to 2,000 additional booking to rural and remote hotels - 95% of whom previously had no internet profile or marketing materials.
- During field visits by the ECF team, almost all hotels and guesthouses that were marketing through Teamworkz reported increased growth in bookings and noted an overall increased number of tourists visiting.
- Hotels and guesthouses were working with a larger number of online tourism providers with many also working through booking.com and agoda.com
- A number of the larger hotels had increased employment and added rooms or were in the process of construction / completion of new rooms.
- A second online booking system has been developed in Laos modeled on Teamworkz' success.
- This model could be adapted in other locations where communications and marketing networks are weak; it has been showcased in the Solomon Islands and Vanuatu through ECF linkages activities.

HOW ECF FUNDS WERE USED

- ECF funded the salary and wages of a travel writer and photographer to produce the marketing material for the tourism providers – many of whom did not have any online presence in the past.
- Teamworkz is funding website set up costs, office support costs and equipment.