

# ASEAN UNCOVERED: CONNECTING URBAN LIFE AND COMMUNITY ROOTS

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## Rediscovering the City: Tourism Stories Told by the City



ASEAN-KOREA CENTRE

Christina Chan, Head of Culture & Tourism

# ASEAN at a Glance

## Overview of ASEAN

10 unique countries across land area of > 4.5 million km<sup>2</sup>

692 million people

## The Diversity Challenge

different languages, customs, religions, cuisine, people

urban vs rural contrasts

## Inherent Challenge

How do we present Southeast Asia as One Destination?



# Finding Common Ground in Diversity

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## **Shared Values Across ASEAN Region**

Warmth, hospitality, community, heritage, gastronomy culture, storytelling

## **Creating a Collective Identity**

Foundation of ASEAN's unified tourism messaging

Visit Southeast Asia branding, tagline, campaign



# Urban Meets Cultural Heritage

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Cities across Southeast Asia blend modern infrastructure with community traditions

## Case Studies

- Bangkok's Talat Noi
- Singapore's heritage districts within global financial hub
- Hanoi's historic Old Quarter amidst rapid development







# Marketing ASEAN as One Destination

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## Key Strategies

ASEAN Tourism Strategic Plan

ASEAN Tourism Marketing Strategic Plan

Collaborative Integrated Marketing Campaigns



**Southeast Asia**

A DESTINATION FOR EVERY DREAM

**#SOUTHEASTASIACHALLENGE**

*Source: ASEAN Tourism*

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#SOUTHEASTASIACHALLENGE

# Campaign Overview

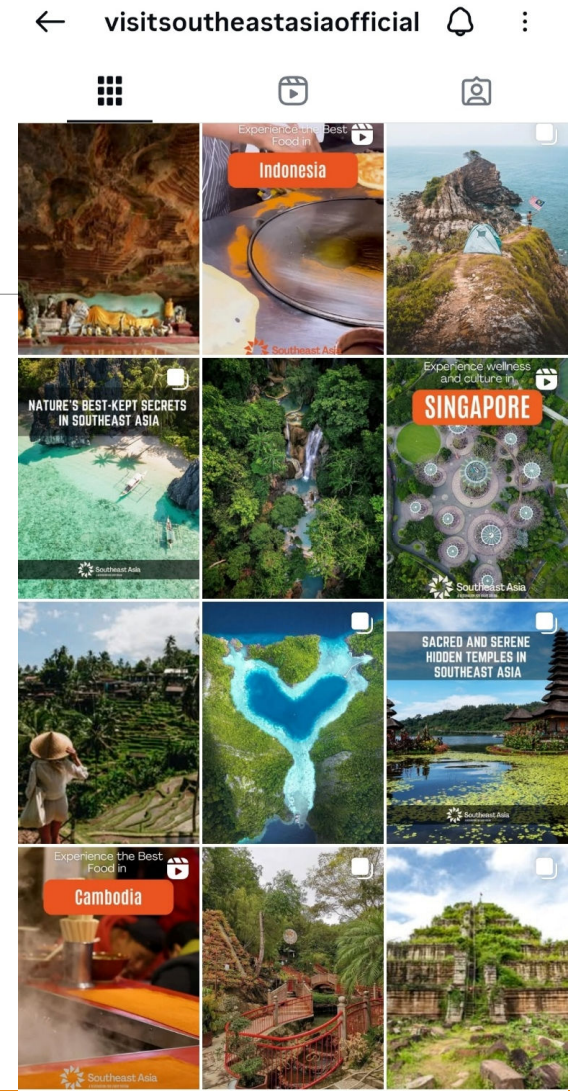
## Campaign Highlights

- The trip was approximately **35 days total to visit all 10 ASEAN countries**
- Influencers were in each country for about 3-4 days each

## Campaign Message

- Embark on a Journey of Dreams in Southeast Asia!
- With its diverse landscapes, rich cultures, and endless adventures, Southeast Asia truly offers a destination for every dream.

Campaign Tags and Hashtags:  
**#SoutheastAsiaChallenge**



Source: ASEAN Tourism

# Influencer Objectives

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## Objectives

- Participate in all the activities
- Participants given a list of activities each day that they partake in and capture content that shows off that activity
- Encourage users to vote for their content by voting on ASEAN's IG story poll.
- Drive traffic to ASEAN Tourism's IG channel
- During non-activity days, highlight their own exploration via IG stories to keep fans engaged



# Influencers



**KINYA CLAIBORNE**

- <https://www.instagram.com/kinyaclaiborne>
- Categories: Style, fashion and leisure
- Country: USA



**TINGER HSIEH**

- <https://www.instagram.com/dashofting>
- Categories: Food and lifestyle
- Country: USA & UK



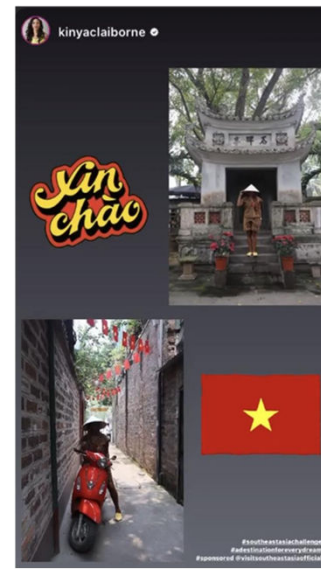
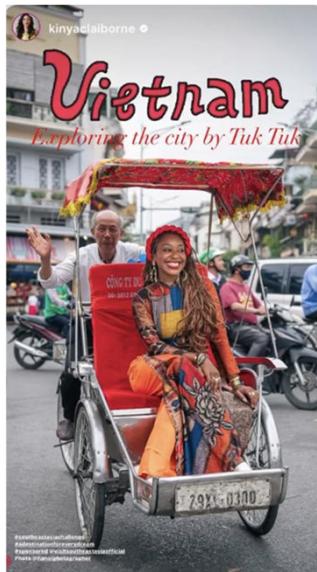
**MEL B**

- <https://www.instagram.com/melbtravel>
- Categories: General Travel
- Country: Aussie & UK

**#SOUTHEASTASIACHALLENGE**

# INSTAGRAM STORIES

some highlights



Hanoi, Viet Nam

#SOUTHEASTASIACHALLENGE

Source: ASEAN Tourism



# FEED POSTS some highlights



Myanmar

**kinyaclaiborne and visitsoutheastasiaofficial**  
Bagan, Myanmar

**kinyaclaiborne** • Amidst Myanmar's ancient splendor, are the warm and friendly locals who are the true treasures of this captivating travel destination.

It's known for its expansive landscape dotted with thousands of historic Buddhist temples, pagodas, and stupas, originally built during the Bagan Kingdom's reign from the 9th to 13th centuries.

📍 Bagan, Myanmar  
📷 @canonusa R10 & PowerShot V10  
💡 Things to do on your next visit...

📍 Temple Exploration: Bagan is home to some of the world's most magnificent Buddhist temples, pagodas, and stupas. Spend time wandering through these historic sites to appreciate their architectural and spiritual significance.

📍 Visit Pwar Saw Village: Experience the local lifestyle by visiting Pwar Saw Village. Interact with the locals and observe their daily activities.

📍 Local Markets: Experience rural Myanmar life at the local markets and shop for everything from fresh produce to colorful crafts. It's also a perfect place to try local street food, such as tamarind flakes or Myanmar tea.

#southeastasiachallenge #adestinationforeverydream #myanmar #bagan #southeastasia #sponsored @visitsoutheastasiaofficial

Edited · 1w

**visitsoutheastasiaofficial** @kinyaclaiborne Thanks for sharing! Have you been able to try local cuisines? 🙏

👍👍👍 Liked by **mlchanged** and 8,919 others  
May 7



Singapore

**kinyaclaiborne and visitsoutheastasiaofficial**  
Singapore

**kinyaclaiborne** • Feeling lost in a magical fairy tale at Gardens by the Bay in Singapore 🌿

Dress @aura\_thelabel\_  
Photog @grizzypix  
Destination @visit\_singapore

#singapore #gardensbythebay #visitsingapore #southeastasia #marinabaysands

1w

**visitsoutheastasiaofficial** 🌟🌟🌟🌟

1w · 2 likes · Reply

— View replies (2)

**dashofting** • Can't believe you got all of these photos in before the rain storm. When are you gonna post a video from this?

1w · 2 likes · Reply

— View replies (1)

**grizzypix** 🙌🙌🙌

1w · 3 likes · Reply

— View replies (1)

**archana.93** • Wow this place 🤩

6d · 2 likes · Reply

— View replies (1)

👍👍👍 Liked by **mlchanged** and 8,170 others  
May 8

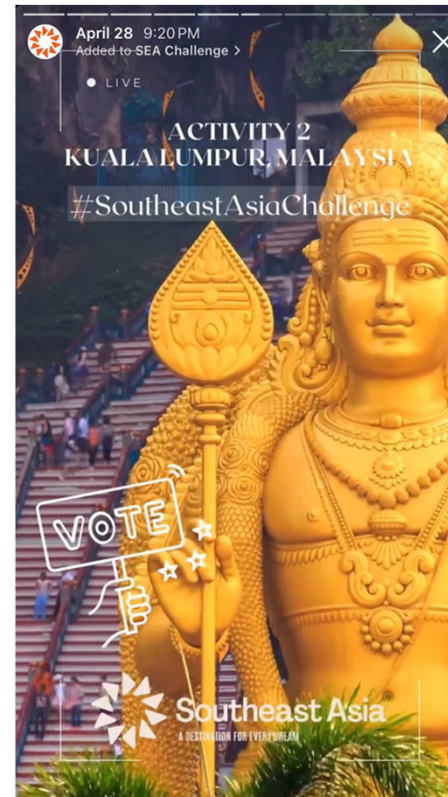
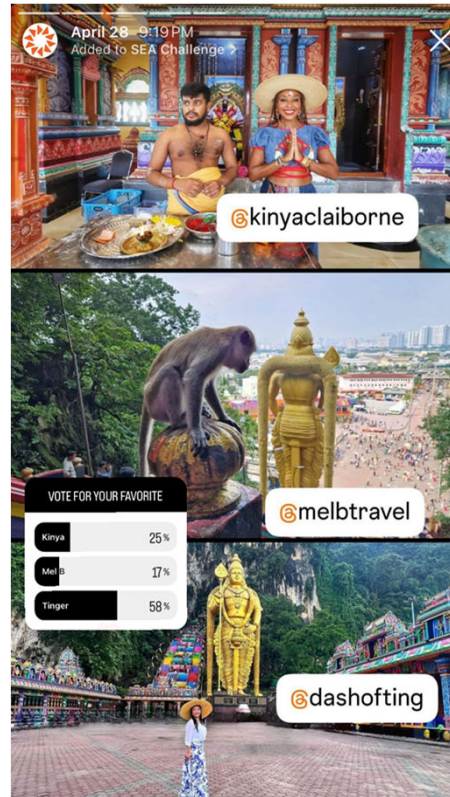
#SOUTHEASTASIACHALLENGE

Source: ASEAN Tourism



# INSTAGRAM STORY POLLS

Some highlights



Kuala Lumpur, Malaysia

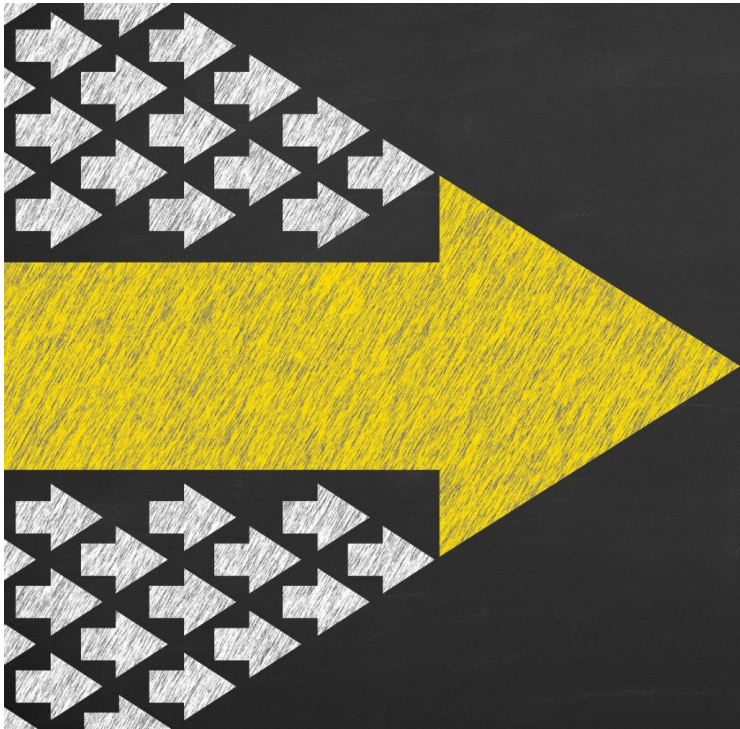
#SOUTHEASTASIACHALLENGE

Source: ASEAN Tourism



# Lessons Learned & Looking Forward

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## **Achievements**

Overcoming fragmentation to tell a united story

Southeast Asia's growing appeal to global travelers

## **Future Opportunities for Visit Southeast Asia**

Sustainable tourism

Enhancing cross border connectivity and information gaps

Seamless Travel

# Key Takeaways

1. ASEAN's Strength Lies in Its Diversity
2. Urban and Cultural Identities Can Coexist
3. Shared Regional Values Create Unity
4. Strategic Collaboration Makes Regional Marketing Possible
5. One Region, Many Stories—Marketed as One Journey



Thank you  
감사합니다



ASEAN-KOREA CENTRE

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