Location & Climate In Kalaw

45 minutes from Heho airport, airport until March 2017 Bus and rail links Future possible road link with Nay Pyi Taw which operated as an international Nay Pyi Taw. Kalaw Which is a ‘Sub-tropical Dry’ climate similar to Hong Kong, Kathmandu, Nepal, Hanoi, Vietnam and Taunggyi, Myanmar.

- average annual temperature is 19°C

- average rainfall is 1623mm, 68% less than in Yangon.

- the hottest time of the year is April with a peak of 29.3°C during the daytime. Creating comfortable all year round climate for tourists and locals.

- the hottest time of the year is April with a peak of 29.3°C during the daytime.
Scenery & Wildlife

Scenery
Beautiful forested and hilly landscape.

Wildlife
- 276 bird species were recorded in Kalaw in 2009, most within 10km of the town.

‘The presence of a small forested reservoir close to the town, as well as ease for tourist access, has also established Kalaw as a routine stop for birdwatching and at least six birdwatching companies have visited Kalaw since 2005.
Heritage & Town

- Architectural legacy- 200+ pre World War II houses
- Monasteries and pagodas.
- Hidden caves within the mountains
- A 5 Day Market
- Untouched streets from colonial era
- Historic cinema
- Fresh local food, such as organic fruit and vegetables. Superb local cuisine (Intha, Danu and Shan), a healthier alternative to Burmese food for tourist
- Ethnic group (Danu, pa-oh, Palaung, Shan, Taungyoe)
Kalaw’s Tourism Industry

• Kalaw had 35 hotels / motels / guesthouses totaling 752 rooms in 2015. A total of 12,561 tourists visited Kalaw in 2014, which equates to 0.4% of the total Myanmar tourists.

• The rooms in Kalaw were occupied for only 33 days per year (assuming tourists stayed in for an average of 2 nights)

• It is estimated that tourists spent US$0.6mn in 2014 in Kalaw (based on average spent of USD$30 per tourist per night

Room Used Per year total days (9%)

<table>
<thead>
<tr>
<th>Tourists</th>
<th>Rooms</th>
<th>Total Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>12,561</td>
<td>752</td>
<td>$600,000</td>
</tr>
</tbody>
</table>
Kalaw Tourism Organization

- Established in 2017 by a group of people who love Kalaw

- KTO members, believe in the importance of developing Kalaw while maintaining essential ecological processes and helping to conserve the cultural and natural heritage and biodiversity

- KTO intends to bring all the stakeholders, tourists, investors, business partners, donors (INGOs), communities, students, media, local authorities to cooperate for the development of Kalaw as a touristic destination

- WE ARE A GENUINE GRASSROOT LEVEL TEAM, founders, trustees, members, donors, beneficiaries and volunteers. We all work together.
Vision & Mission

Vision
Together preserving Kalaw’s mountain resort experience with its natural environment and cultural heritage.

Mission
The Kalaw Tourism Organization is an initiative of local individuals and the business community with a strong commitment to promote responsible tourism in cooperation with local stakeholders, including the public sector, by preserving the natural environment and cultural heritage, to enhance social and economic development, and to raise awareness of positive and negative impacts of tourism.
Our Approach

- Identify partner local communities, privates and international institutions that are deeply committed to work with us to promote Kalaw as a safe, fun, clean and eco-friendly destination
- Bond with the local communities to promote their sense of ownership and preserve their livelihoods, cultural heritage and traditional values
- Collaborate with local authorities and community members to agree upon fair rules and effective policies, promote and monitor their application in order to reach our goals and objective and view them as necessary to be part of a national tourism campaign and/or marketing
- Ensure long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services
- Consider all our stakeholders as our brand and marketing ambassadors
Our Impact:
Since 2017, we have promoted Kalaw to be an eco-friendly destination with our work:

- More than 20 awareness campaigns/workshops/trainings for local communities, Kalaw tourism industry and visitors
- Constructed website/social medial page for communication channels
- Created maps, information brochures, promotional books for all the stakeholders especially for the visitors, invite travel blogger
- 2000 pine and other trees were planted as a part of our green campaigns, “Re-planting pine forest”
- Provided continuous support to ensure development of our long-term effective travel and tourism strategy
- Participated in Kalaw Urban Development plan initiated by MP, Daw Pyone Kathi Naing and Symbiocity, Sweden.

KTO was awarded as the winner of 2017 Best Responsible Tourism Destination
Membership Information and Financial Statement

Membership Rates:
Standard Membership (January – June) – 15,000 MMR kyat due in 1 week of June
Standard Membership (January – December) – 30,000 MMR kyat due in 1 week of January

Each member is automatically listed in one category on visitkalaw website. As a member of Kalaw Tourism Organization, you contribute to developing Kalaw city and your business. We believe that by working together, we will get more visitors to Kalaw all year round and transform Kalaw an high-end vacation destination. You are Invited to Join us!

Income and Expenses

<table>
<thead>
<tr>
<th>Year</th>
<th>Income</th>
<th>Expenditure</th>
<th>Nature of spending &amp; %</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>xxxxxxxx</td>
<td>xxxxxxxx</td>
<td>Admin (20%), Workshops(50%), campaign (30%)</td>
</tr>
<tr>
<td>2018</td>
<td>xxxxxxxx</td>
<td>xxxxxxxx</td>
<td>Admin (20%), Workshops(50%), campaign (30%)</td>
</tr>
</tbody>
</table>
Get Involved

- Sponsor 100 trees for our green campaigns, “Re-planting pine forest
- Become members
- Become Volunteers
- Give a Donation
- Institutional support

Contact and Join us!
Kalaw Impressions
small effort, big impact?

THANK YOU