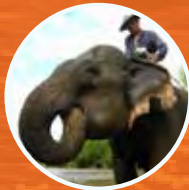


# Stay Another Day Laos



**Promoting  
Sustainable  
Tourism**

# Why Stay Another Day?



Laos is a country rich in culture and beauty. Many travelers find the tranquility and spirituality of Laos among the highlights of a visit to Southeast Asia. Beautiful temples, stunning scenery and treks through the forest are all lovely memories to take home, along with unique and attractive crafts, but Laos has much more to offer. It is also a country of centuries-old culture confronting the challenges of modernization – an aspect which few visitors take the time to explore.

Tourism has grown rapidly in recent years, and is a source of both pride and employment for many Lao people. However, the increasing numbers of visitors can also have negative environmental and social consequences and typically these impact upon the poorest of people. The International Finance Corporation's Mekong Private Sector Development Facility is working in Laos, Cambodia and Vietnam to promote the development of sustainable or 'destination friendly' tourism. This is tourism that is commercially viable, and at the same time creates broader benefits for society and supports conservation of the natural, historic and cultural assets on which tourism depends.

In this booklet you will find a wealth of remarkable initiatives which not only provide ideas for a richer travel experience, but also the opportunity to contribute in some way to improving the welfare of local people. For example, wilderness tours run by local guides can bring incomes to many rural people who usually lack such opportunities. Patronizing centuries-old arts and crafts provides a living for local people and their extended families, and also helps preserve traditions for future generations.

- So during your visit to Laos, stay a little longer, buy local products and visit some of the initiatives described in this booklet. Not only will you have an even more memorable experience (and one you can recommend to others), but you will also ensure that tourism is benefiting a much wider range of people.
- Visit [www.stay-another-day.org](http://www.stay-another-day.org) to see what's available in other countries.
- **If you visit any of the initiatives, please mention the 'Stay Another Day' booklet or website, as this helps us track the impact of our project.**