



Leisure Travel

Enhancing Mongolia's Appeal in the Global Leisure Market

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Overview of Global Travel Trends Impacting Mongolia



Overview of Global Travel Trends

1. Rise in demand for *experiential and immersive travel* experiences.
2. Growth in *sustainable tourism* practices, with travelers prioritizing eco-friendly options.
3. Increasing interest in *wellness and relaxation*.
4. Shift towards *personalized* and luxury tourism, with private and *bespoke* services gaining popularity.
5. Influence of *digitalization*, with online booking platforms and AI-enhanced travel recommendations.


Mongolia's Competitive Advantage in Global Arena

1. Untouched landscapes
2. Nomadic heritage and history
3. Adventure tourism (horse trekking, overlanding, desert safaris)
4. Spiritual and wellness experiences (Buddhist, shamanic rituals, Mongolian traditional medicine)
5. Low-density tourism (off-the-beaten-path destinations)

Challenges in Leisure Tourism

1. Infrastructure gaps
 - road conditions, limited luxury accommodations
2. Lack of global brand presence
3. Need for skilled workforce and hospitality training
4. Seasonality constraints and extreme weather

Strategies for Growth & Market Expansion

1. Partnerships with Global Luxury Brands/Companies
 2. Government & Private Sector Collaboration policy support, investment incentives
 3. Diversification (year-round tourism, unique luxury offerings)
 4. Strategic Marketing & Digital Presence (social media, influencer collaborations)
 5. Sustainability & Community Integration supporting local artisans, and conservation projects
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- A photograph of a person riding a camel in a desert landscape. The person is wearing a brown jacket and a hat, and is holding the reins of the camel. The camel is walking towards the left. In the background, there are sand dunes and another person riding a camel. The sky is clear and blue.

WildMongolia Approach



WildMongolia Approach to Create Value

1. Customer-Centric Approach
 - understanding traveler personas & preferences
2. Seamless Experience
 - end-to-end journey curation with luxury & comfort
3. Authenticity & Storytelling
 - unique narratives showcasing Mongolian culture
4. Quality Partnerships
 - hotels, local communities, airlines, and DMCs
5. Sustainability & Responsibility
 - eco-conscious itineraries & local engagement





Building Lasting Connections

We work with locally acclaimed experts/locals to craft unique, compelling journeys through the areas of their greatest passion & expertise. We travel alongside distinguished authors, pioneers, and celebrated scholars to create the perfect journey.



Aynur Yura

Locally renowned dancer and chef: guardian of Western Mongolia's Heritage



Mainbayar Buuvei

Paleontologist with specialized expertise in fossils, evolutionary biology, biostratigraphy, and osteology.



Dalai Dukha

Locally renowned artist specializing in shamanism and the cultural traditions of the Dukha people.



Munkhbayar Budjav

Equestrian expert and developer of standardized horse-riding guidelines for Mongolian horses.



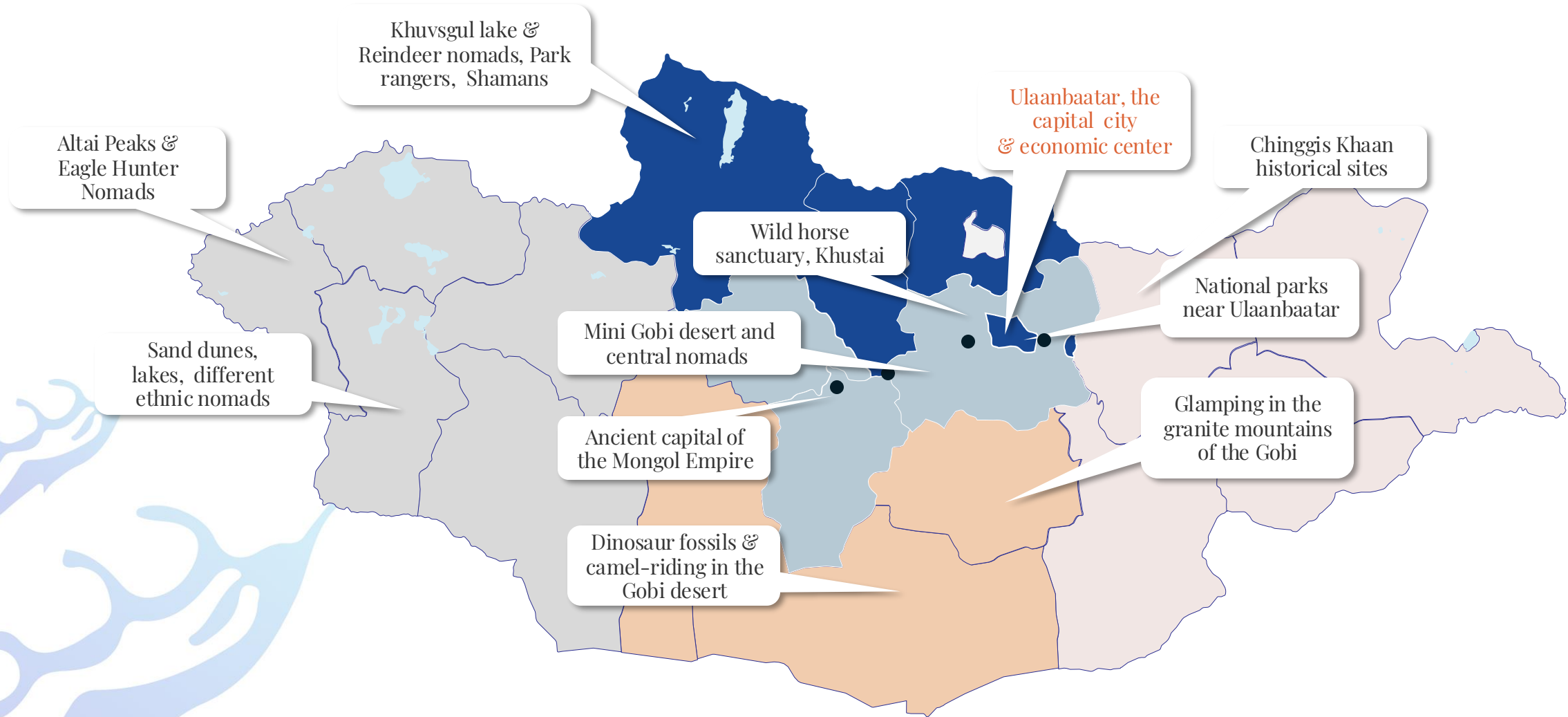
Heesco –Hosnaran Khurelbaatar

International street artist Heesco, a leading figure in contemporary Mongolian art.



Buyan Dorj

Buyan, Michelin star-trained, specializes in a fusion of Mongolian cuisine to deliver exceptional culinary experiences.



Know the resource

Ulaanbaatar- Capital city

Recommended seasons:

Summer, fall and spring

Activities:

- Chinggis Khan Museum
- Natural History Museum
- Intelligence Museum: Private Events
- National Art Gallery
- Meeting with Paleontologists and Visiting Their Work
- Bogd Khan Palace Museum: Private Dinner and Performance
- Ger District Exploration and Visit to Local Artisan Families
- Meeting with Mongolian Traditional Clothing Designers
- Visit to Traditional Instrument Makers'
- Cashmere Factory Visit, workshops
- Opera and performances



Western Mongolia

Recommended seasons:

Summer, fall and spring, including many festivals held in September & October

Activities:

- Mountain hiking/climbing
- Ice glacier trekking
- Eagle hunting demonstration
- Master training on eagle hunting
- Petroglyphs finding
- Sport fishing
- Horseback riding
- Nomadic Kazakh families visit
- Glamping options
- Livestock herding and care
- Ice-skating, snowboarding
- Wildlife watching



Southern Mongolia - Gobi

Recommended seasons:

Summer, Fall, Spring

Activities:

- Sand dune hiking and trekking
- Folk performance against the backdrop of ancient granite cliffs
- Fossil site digging with paleontology experts
- Horseback riding
- Bactrian Camel riding
- Finding petroglyphs on the rocks
- Visiting nomadic families
- Ger building
- Livestock herding and care
- Felt making
- Stargazing
- Watching sunrise & sunset of Gobi desert



Northern Mongolia – Taiga

Recommended seasons:

Summer, Fall, Winter

Activities:

- Mountain hiking/trekking
- Trail hiking with park rangers
- Visit one of the last Reindeer herder tribes in the Taiga
- Meet Shamans
- Sport fishing/ kayaking/boating
- Horseback, yak riding
- Visiting nomadic families
- Ger building
- Livestock herding
- Glamping/camping
- Ice festivals
- Mountain trail biking
- Survival camping options



Central Mongolia

Recommended seasons:

Summer, Spring, Fall, Winter

Activities:

- Mountain hiking and trekking
- Visit historical sites
- Chinggis Khaan historical sites
- Visit nomadic families
- Horseback, camel, yak riding
- Ger building
- Livestock herding
- Glamping/camping
- Bicycle riding/mountain biking
- Survival game in the wilderness
- Visit religious places/temples
- Naadam festivals
- Dog sledding



Eastern Mongolia

Recommended seasons:

Summer, fall, spring and summer

Activities:

- Explore horse racing
- Hiking in vast grassland
- Trekking
- Nomadic Buryat tribes visit
- Exploring as historical places related to the life of Chinggis Khaan
- Experience natural hot & cold springs
- Glamping options
- Wildlife watching
- Horse riding journey





Customer Centric Approach

1. Build the Trust!
 - First 1-2 emails, know the customer
2. Don't urge to send the proposal in the first email
 - Understand the needs and send the proposal
 - 30-40 emails of communication – and final confirmation
 - Average 20-25% of conversion rate
3. Set the right expectation, Never overpromise
4. Excel on the operation! Do an extra one mile.
5. Always take genuine feedback and improve the process

WENDY'S SUMMARY OF THE FINDINGS

(1) Respond to trip requests within hours, not days.

Speed sends the traveler a message about how prompt and conscientious you'll be if the traveler entrusts you with his/her trip.

(2) Send a brief but compelling and personalized email reply:

- **No form letter or questionnaire.**
- **Establish a personal connection.** Give a feeling of warmth and comfort. Don't make the client do any work (e.g., fill out a questionnaire) before you've established a comfort level.
- **Address details that the traveler gave in the trip-inquiry form.** Show that you've paid attention to small details. Ask two to three follow-up questions. Focus on what the traveler wants, not what you want to sell.
- **Show your knowledge and credibility.**
- **The goal is to get them on the phone.** Ask when a convenient time for a call is. Say that your destination is complicated and there are so many choices that it's better to talk to them rather than waste their time sending a lot of information that may not be right.
- **Don't send links to other websites.** If you send a link to your own website, direct them to specific pages. Don't make them fumble around your website.

(3) During your phone conversation:

- **Show your knowledge.** Provide the traveler with info he won't already know by looking on the Internet.
- **Show your credibility.** Be honest about negatives about the destination. Explain how you'll minimize them. If you live there half the year, say so.
- **Show your power.** Say what only you can do that nobody else can do.
- **Show your value.** Hopefully you are able to guarantee never to charge more than what they find online (caution them about comparing apples with oranges). Tell them that you're not biased by which travel companies are paying you commissions, and/or that you won't charge them a fee. Consider saying that you're waiving your fee just for them, or just for WendyPerrin.com travelers.
- **Show how you'll help them avoid crowds.** Tell them how they can be the only travelers at the site.
- **Explain how you work and how you charge and why.** If you give this information in a form letter, it can be a turn-off: People's eyes go right to the fees and penalties and don't read the reasons why the fees are to the traveler's benefit or why your pricing saves them money, time, and hassle via negotiated rates/benefits.



Ministry of Culture,
Sports, Tourism and
Youth of Mongolia



**MONGOLIA TOURISM
ORGANIZATION**
Legal entities of public law

TOURISM WEEK 2025

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MONGOLIA
· ALWAYS · MOVING ·