



**AUSTRALIAN EMBASSY
PHNOM PENH**

MEDIA RELEASE

BEST ANGKOR SUNSETS INITIATIVE LAUNCHED

In a major milestone for the Angkor Heritage Management Framework, on Friday 28th June the APSARA National Authority launched *Best Angkor Sunsets*, an initiative which includes a new website and brochures designed to support conservation of the Angkor site while meeting the needs of operators and visitors.

The Australian Government and the Royal Government of Cambodia, supported by UNESCO, initiated the Heritage Management Framework project in 2008 in response to a dramatic increase in tourism, new environmental challenges and the rapid development of the communities neighbouring Cambodia's Angkor World Heritage Site. The *Best Angkor Sunsets* initiative is one of four pilot projects being developed under the Heritage Management Framework.

Best Angkor Sunsets has identified alternative sunset options that improve tourists flow management, provide new and more-enjoyable visitor experiences and contribute to a better conservation of monuments, thus illustrating one of the principles set by the APSARA National Authority for the management of the Angkor World Heritage site.

The new website and brochures have been prepared by Australian consultants Godden Mackay Logan (GML) in collaboration with the APSARA National Authority and UNESCO, as part of the Angkor Heritage Management Framework Project.

Prof Richard Mackay from GML explained that during a visit to Angkor, viewing the sunset is often a central feature of visitor itineraries and an important tourist experience. However, at present visitors are only enjoying a small number of sunset experiences. As a result the sites are often congested.

“Crowded sunset locations cause site impacts and reduce the quality of the visitor experience.” he said.

Best Angkor Sunsets presents more than 30 sunset options to visitors at Angkor. The Angkor Sunsets website (www.angkorsunsets.com) allows visitors and operators to search for sunset options that meet different requirements.

The Australian Government is pleased to support this important initiative.

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