



# Unlocking Tourism B2B Strategic Partnerships

*Effective and Collaborative Private Sector  
Partnerships with Local Impact*

Libby Owen Edmunds, Private Sector Specialist, 7 August 2025

# Local Businesses are the Backbone of Tourism



**ECONOMIC EMPOWERMENT**



**COMMUNITY DEVELOPMENT**



**CULTURAL PRESERVATION & IDENTITY**



**ENVIRONMENTAL STEWARDSHIP**



**INCLUSIVE GROWTH**

# Rethinking B2B in Tourism



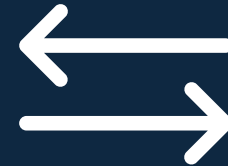
## MULTI ACTOR COLLABORATION

MORE THAN TWO PARTNERS, MORE  
THAN \$\$\$



## STRENGTHEN THE ENTIRE SECTOR

FILL THE GAPS IN SKILLS, FINANCE,  
DIGITAL, SUSTAINABILITY



## COLLECTIVE IMPACT

SHIFT POWER & CREATE LONG-TERM  
SHARED VALUE

# Common Challenges - Tourism B2B Partnerships

**01**

**Unequal power  
and  
expectations**

**02**

**Local  
businesses  
unprepared  
to meet  
market  
standards**

**03**

**One-off  
transactions  
instead of  
shared  
value**

**04**

**Lack of  
support or  
facilitation**

**05**

**Difficulties  
in accessing  
finance**

**Critical  
Success  
Factors  
Tourism  
B2B  
Partnerships**



**Trust & Shared Value**



**Clear Roles & Business  
Incentives**



**Support Structures (coaches,  
facilitation)**



**Long-Term Thinking &  
Adaptability**

# B2B Partnerships across Asia & the Pacific

## COMMUNITY BASED TOURISM

### INDONESIA



# B2B Partnerships across Asia & the Pacific

## TOURISM SKILL DEVELOPMENT

NEPAL



**TOURISM SMEs  
in NEPAL**

# B2B Partnerships across Asia & the Pacific

## FOOD WASTE & FOOD SECURITY

### ASIA PACIFIC



**VERIFIED  
RESPONSIBLE  
SUPPLIERS**



**250+  
COMMUNITIES**

# B2B Partnerships across Asia & the Pacific

## PRODUCT DEVELOPMENT

VANUATU

**VANUATU ECOTOURS**



# B2B Partnerships across Asia & the Pacific

## BUSINESS DEVELOPMENT – IMPROVING PROFITABILITY AND EFFICIENCY OF SMEs

### SRI LANKA



# Everyone has a role to play in unlocking Tourism B2B Partnerships



**PARTNER** - A business case (need, gap, opportunity) exists, scale agent

**FACILITATOR** - Brings networks and experience

**RESOURCE PROVIDER** - \$\$\$, technical assistance or knowledge sharing

**ADVOCATOR** - Influencing to bring about systemic change

**BENEFICIARY** - Recipient of positive economic, social or environmental impacts from B2B partnerships



Tourism B2B partnerships—especially those where **values & incentives are aligned**, and where there is **collaboration**—can transform local tourism from surviving to thriving, **delivering positive impacts** for local communities.