Asia is predicted to experience the greatest growth in tourism in the next two decades.

Over 36 million tourists came to Cambodia, Lao PDR, Thailand and Vietnam in 2012.

Children in tourism areas are more vulnerable to exploitation and abuse.

- 60% of travellers saw children unsupervised on the streets.
- 33% of travellers saw children working in tourism facilities (e.g., hotels, restaurants, etc).
- 18% of travellers saw children working in night-time entertainment facilities.

95% of travellers encountered local children in tourism areas. Many interactions left tourists feeling sad, guilty, concerned and disappointed.

Tourists to South East Asia want:

1. **Clear information** about how to be a child safe traveller.
2. **More consumer choices** that align with child safe tourism.
3. To be part of the change, led by governments and the tourism industry.

Child Safe Travellers are less likely to inadvertently put children at risk of abuse.

Activities that can put children at risk of abuse:

- **Orphanage** tourism: 15% of tourists who understood child safe tourism vs. 15% of tourists overall.
- Gave to children begging: 3% vs. 3%.
- Bought from a child: 9% vs. 9%.
- Photographed children: 28% vs. 26%.

“Protecting children is everybody’s responsibility.”
— Research Participant