



‘Visit Thailand Year Will Live On,  
Serving As A Solid Foundation  
From Which Our Tourism  
Industry Can  
Develop And Go Forward From  
Strength To Strength.’

— **Prime Minister Prem Tinsulanonda,**  
Addressing Thai International’s  
Annual Marketing Meeting In Pattaya,  
12 May 1988.

# Contents

page 6	Visit Thailand Year
	Why it worked
	Why it nearly didn't
page 13	The Numbers Game
	Hidden in the statistics — some brilliant results
page 29	Tourism And The Thai Economy
	Banks zoom in with investment and services
page 33	Tourism Authority of Thailand
	Doing a lot with a little
page 38	Thai International
	Leading the marketing blitz
page 43	The THAI-TAC Merger
	Why it occurred, and how it will help
page 47	Abacus
	The history and the future
page 49	Airline Alliances
	Seeking to cement Bangkok as an Asian aviation hub
page 52	Bangkok Airport And Beyond
	New 'hardware' — and now for the 'software'
page 61	Hotels
	Room rates row clouds an otherwise sunny sky
page 72	Inbound Agents
	Beaming all the way to the bank
page 78	Conventions And Incentives
	Blazing ahead
page 86	Conclusions
	The 7/Eleven Factor
page 96	Appendix
	The full list of Visit Thailand Year activities
	The Billion-Baht OECF Tourism Development Projects
	Acknowledgements

Copyright, Asian Business Press 1988

