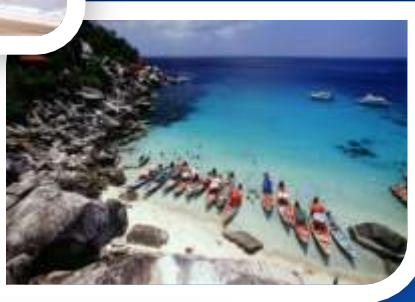


# Thailand Travel Mart + 2012 Customize Your Experience



TTM+  
2012  
CUSTOMIZE  
Your Experience

amazing  
THAILAND  
*Always Amazes You*

[www.tourismthailand.org](http://www.tourismthailand.org)



**Mrs. Juthaporn Rerngonasa**  
**Deputy Governor for International Marketing**  
**(Europe, Africa, Middle East, and the Americas)**  
**Tourism Authority of Thailand**



# *Miracle Year*

Amazing Thailand 2012

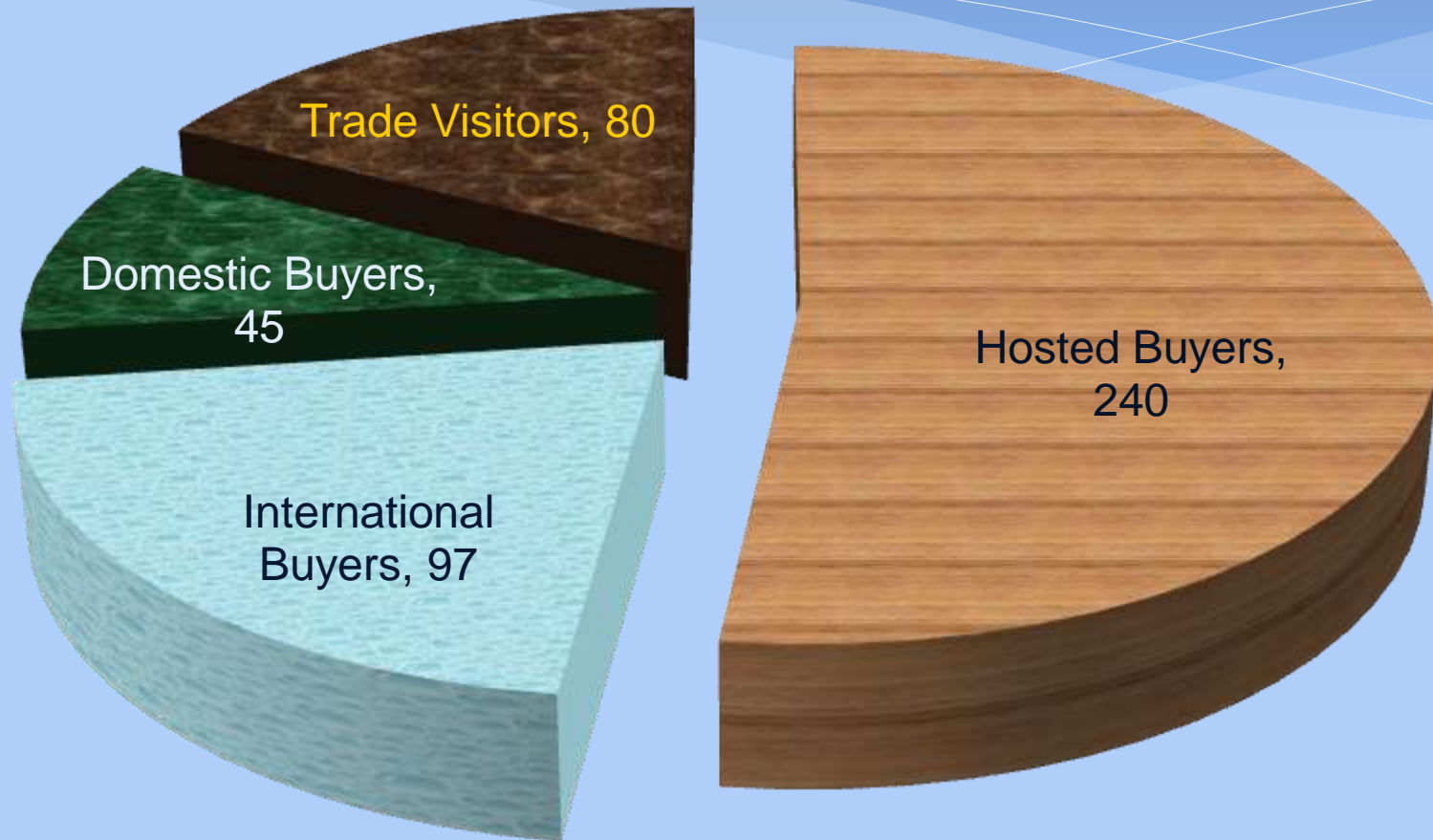




# Thailand Travel Mart Plus (TTM+) 2012



# Categories of Buyers





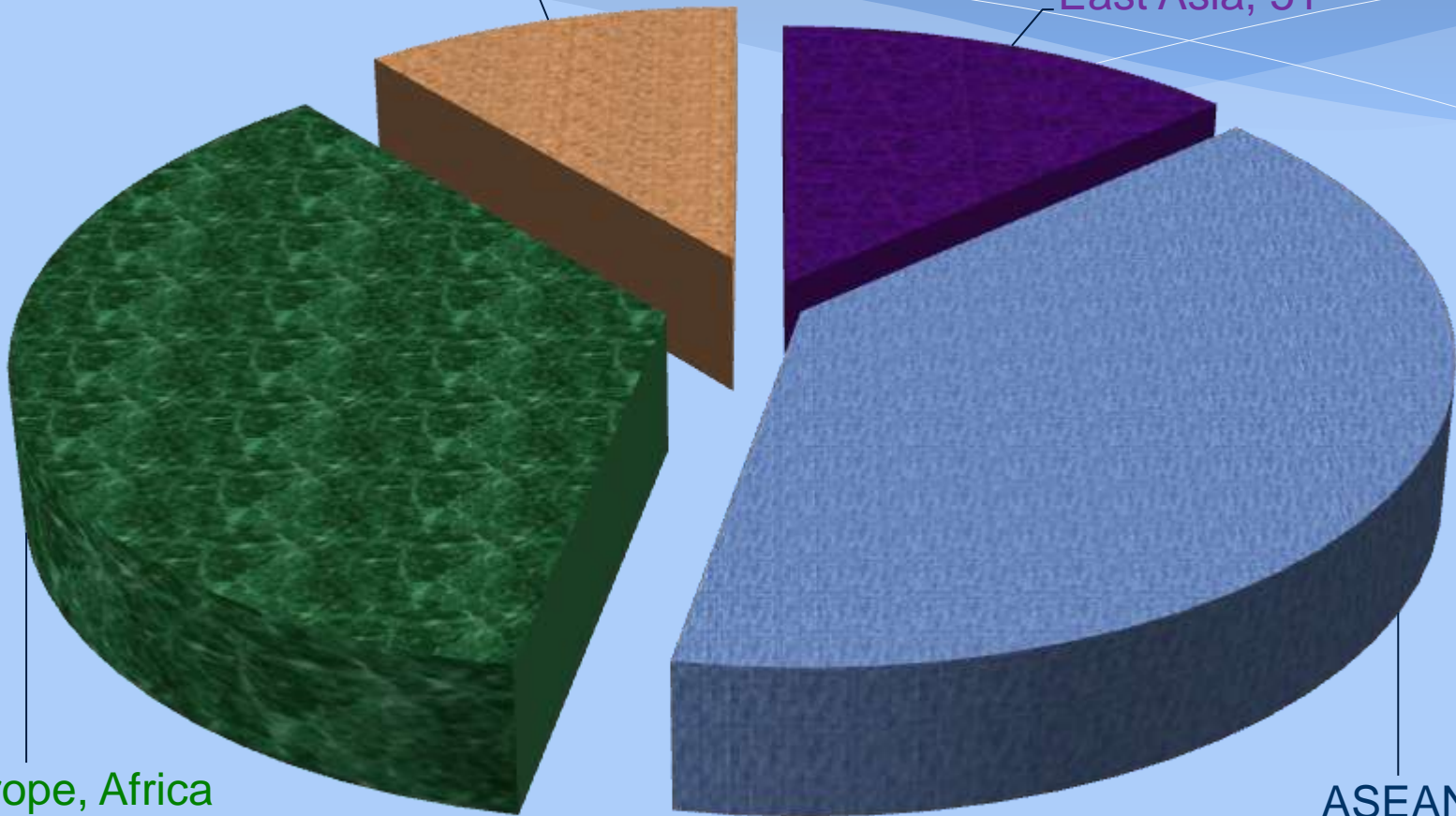
# NUMBER OF BUYERS

The Americas, 42

East Asia, 51

Europe, Africa  
and Middle-East ,  
138

ASEAN, South  
Asia and South  
Pacific, 151

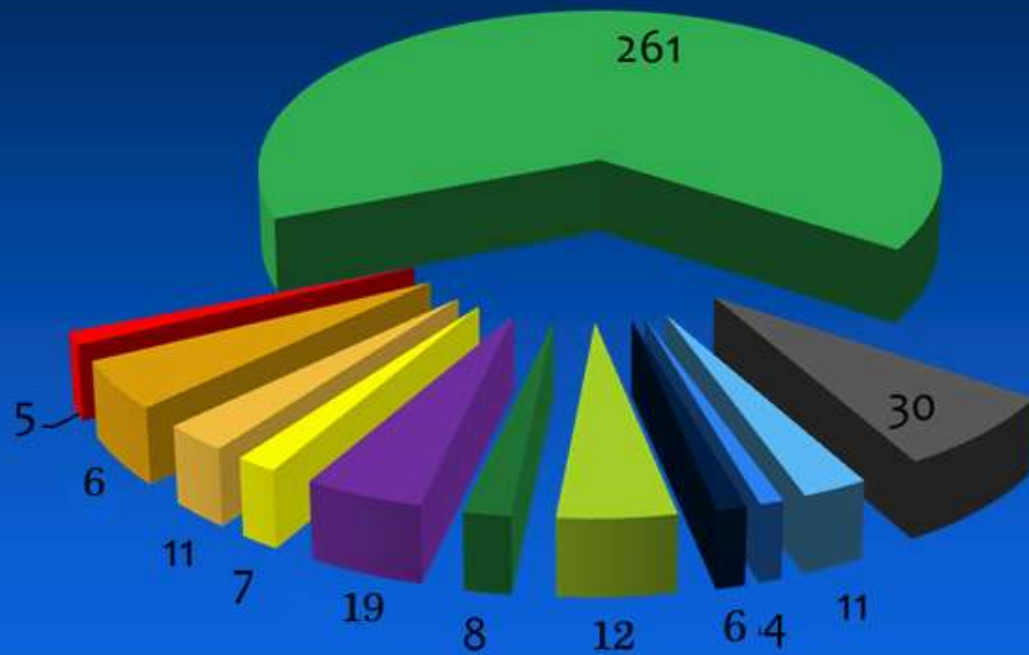


12 Categories	No. of Agencies	No. of Booths
GOLF	7	9
WEDDING & HONEYMOON	11	11
HEALTH & WELLNESS	19	19
ECOTOURISM	5	5
HOTELS & RESORTS	261	282
TOUR OPERATORS / TRAVEL AGENTS	30	30
ENTERTAINMENT / THEME PARK / CULTURAL PRODUCTS	11	12
TRANSPORTATION	4	11
OTHER TRAVEL SERVICES	6	7
THE GREATER MEKONG SUBREGION : GMS	12	12
ASSOCIATION	8	8
NTOs	6	14
<b>Total</b>	<b>380</b>	<b>420</b>

# TTM+ 2012

## Sellers





- Golf
- Wedding & Honeymoon
- Health and Wellness
- Ecotourism
- Hotels & Resorts
- Tour Operators & Travel Agents
- Entertainment/Theme Park/Cultural Product
- Transportation
- Other Travel Services
- The greater Mekong Subregion GMS
- Association
- NTOs

# Number of Sellers



# Categories of Niche Markets



**Health & Wellness**



**Golf**



**Weddings & Honeymoons**



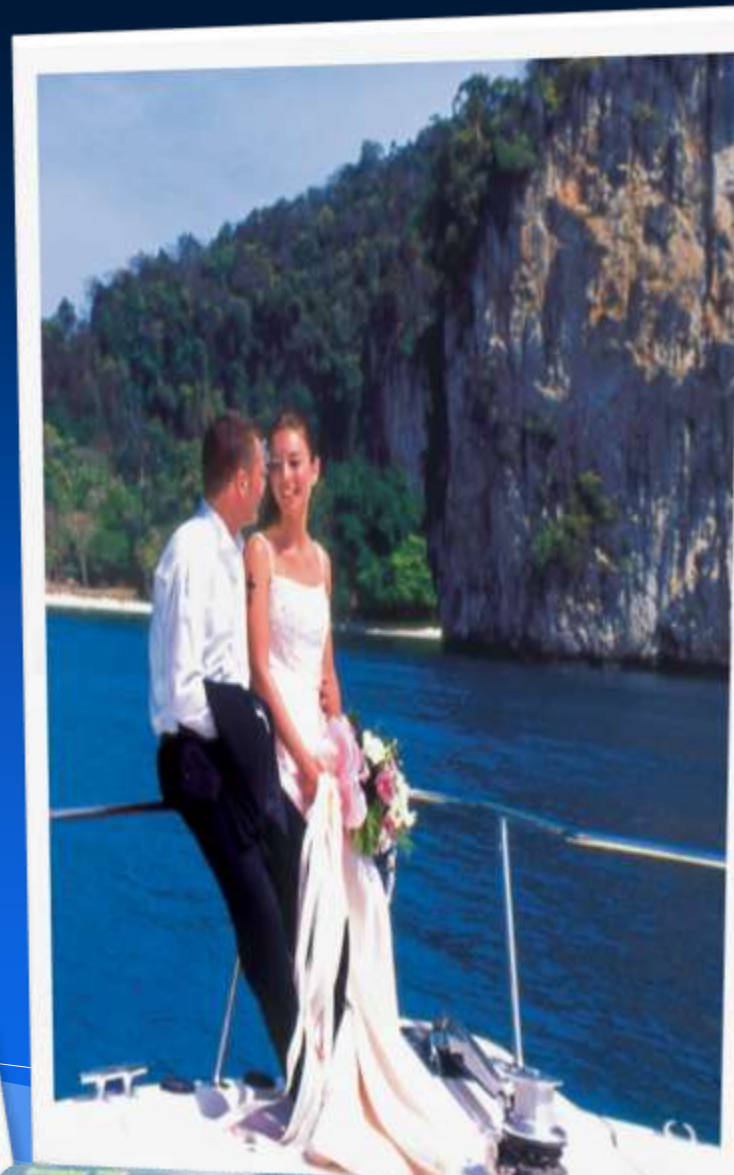
**Ecotourism**

m





**Thailand:**  
Sexiest  
Romance/  
Honeymoon  
Destination in  
Asia



**recommend**

# UNWTO World Tourism Barometer



## UNWTO World Tourism Barometer

### World's top destinations by international tourism receipts

Rank	Series	% change over previous year (local currencies, current prices)				Full year US\$				euro				
		07/07	08/08	10/09	11/10	2008	2009	2010	2011*	2008	2009	2010	2011*	
2011	2010	(billion)								(billion)				
1	1 United States	13.4	-14.7	9.9	12.3	110.4	94.2	103.5	116.3	75.1	67.5	78.1	83.5	
2	2 Spain	-0.4	-9.0	3.9	8.6	61.6	53.2	52.5	59.9	41.9	38.1	39.6	43.0	
3	3 France	-2.9	-7.7	-1.1	10.1	56.6	49.5	46.6	53.8	38.5	35.5	35.1	38.7	
4	4 China	\$	9.7	-2.9	15.5	40.8	39.7	45.8	48.5	27.8	28.4	34.6	34.8	
5	5 Italy	-0.1	-7.2	1.4	5.5	45.7	40.2	38.8	43.0	31.1	28.9	29.3	30.9	
6	6 Germany	3.2	-8.5	5.3	6.7	39.9	34.6	34.7	38.8	27.1	24.8	26.2	27.9	
7	7 United Kingdom	1.6	-1.3	8.4	6.9	36.0	30.1	32.4	35.9	24.5	21.6	24.4	25.8	
8	8 Australia	10.7	10.3	-0.2	-6.2	24.7	25.4	29.8	31.4	16.8	18.2	22.5	22.6	
9	9 Macao (China)	26.2	6.6	53.5	..	16.9	18.1	27.8	..	11.5	13.0	21.0	..	
10	10 Hong Kong (China)	11.1	6.7	35.6	22.7	15.3	16.4	22.2	27.2	10.4	11.8	16.7	19.5	
11	12 Thailand	4.9	-9.0	15.7	26.0	18.2	16.1	20.1	26.3	12.4	11.5	15.2	18.9	
12	11 Turkey	\$	18.7	-3.2	-2.1	10.6	22.0	21.3	20.8	23.0	14.9	15.2	15.7	16.5
13	13 Austria	7.6	-5.3	0.9	1.7	21.6	19.4	18.6	19.9	14.7	13.9	14.0	..	

The UNWTO forecasts international tourist arrivals to increase by 5.7% in 2011, reaching the historic one billion mark by the end of this year.

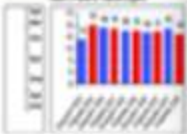
### UNWTO World Tourism Barometer

World tourist arrivals: from 800 million to 900 million in two years

In 2011 international tourist arrivals are forecast to increase by 5.7% to reach 900 million, up from 840 million in 2010. This is the first time since 2003 that the number of international tourists has exceeded 800 million. The forecast is based on the assumption that the global economic recovery will continue to gain momentum, with the world economy expected to reach a level of growth in 2011 above the long-term forecast of 4.5% and, accordingly, a rise towards the 4.5% long-term average in 2011 and 2012.



All 160 UNWTO member states reported an increase in international arrivals in 2010, with 158 of them reporting an increase of 10% or more. The UNWTO World Tourism Barometer forecasts a further increase in arrivals in 2011, with 160 of the 160 member states expected to report an increase in arrivals. The forecast is based on the assumption that the global economic recovery will continue to gain momentum, with the world economy expected to reach a level of growth in 2011 above the long-term forecast of 4.5% and, accordingly, a rise towards the 4.5% long-term average in 2011 and 2012.





# 5 International Airports + Don Muang Airport for Low-Cost Carriers

Chiang Mai International Airport



Chiang Rai International Airport



Suvarnabhumi Airport



Don Muang Airport



Phuket International Airport



Hat Yai International Airport



# 5 International Airports + Don Muang Airport for Low-Cost Carriers

**January – March 2012**

- Passenger Movements 26.49 millions (+7.53)





# TOURISM TOP 25

## TOURISM RANKING

## OVERALL RANK

1. <b>JP</b> Japan	# 4
2. <b>IT</b> Italy	# 10
3. <b>ES</b> Spain	# 14
4. <b>US</b> United States	# 6
5. <b>FR</b> France	# 9
6. <b>CH</b> Switzerland	# 2
7. <b>TH</b> Thailand	# 26
8. <b>AU</b> Australia	# 5
9. <b>NZ</b> New Zealand	# 3
10. <b>MV</b> Maldives	# 18
11. <b>MU</b> Mauritius	# 22
12. <b>DE</b> Germany	# 11
13. <b>CA</b> Canada	# 1
14. <b>BR</b> Brazil	# 31
15. <b>SE</b> Sweden	# 7
16. <b>IN</b> India	# 29
17. <b>AT</b> Austria	# 17
18. <b>SG</b> Singapore	# 16
19. <b>AR</b> Argentina	# 32
20. <b>TR</b> Turkey	# 48
21. <b>MY</b> Malaysia	# 43
22. <b>CL</b> Chile	# 34
23. <b>MX</b> Mexico	# 47
24. <b>FI</b> Finland	# 8
25. <b>AE</b> United Arab Emirates	# 25

FutureBrand



2011-2012

COUNTRY

BRAND

INDEX

# 7<sup>th</sup> Annual FutureBrand Country Brand Index 2011-2012

## Tourism Ranking:

1. Japan
2. Italy
3. Spain
4. United States
5. France
6. Switzerland
- 7. Thailand**
8. Australia
9. New Zealand
10. Maldives

## Thailand's Ranking for Tourism Attributes:

<u>Value for Money</u>	<u>#1</u>
Food	#6
Beaches	#6
Nightlife	#8
Shopping	#9
Resort & Lodging Options	#10

FutureBrand



www.tourismthailand.org

The screenshot shows the homepage of the Tourism Authority of Thailand (TAT) website. At the top left is the TAT logo with the slogan "Amazing Thailand Always Amazes You". Navigation links include "Travel Operator and Agent Site", "Media Site", and "Language: English". A search bar and "Login Register" options are at the top right. A main banner image shows a couple in a yellow kayak on turquoise water with limestone karsts in the background. Below the banner is a navigation menu with items like "Home", "About Thailand", "Travel and Transport", "Where to Go", "See & Do", "Where to Stay", "Food & Drink", "Shopping", "Travel Deals", "Real Experiences", and "What's New". An "INTERACTIVE MAP" of Thailand is visible. A "HIGHLIGHT" section features a "WIN FREE EXPERIENTIAL HOLIDAY IN THAILAND" promotion with sub-items "2 Days Thai Boxing Training" and "3 Nights at Bangkok's hip Lub d Hostel". Other highlights include "GAP YEAR TRAVELERS' GAME INVITATION" and "ORCHID PARADISE UNLEASHED".

This inset screenshot displays two sections of the website. The "TRAVEL DEALS" section features three promotional cards for different travel packages. The "TOP DESTINATIONS" section shows a grid of images for various Thai locations, including Nani, Chiang Khan, and Koh Samui.

www.tatnews.org

The screenshot shows the "News Room" page of the Tourism Authority of Thailand. The header includes the TAT logo and the text "News Room Tourism Authority of Thailand". Navigation tabs are labeled "HOME", "NEWS RELEASES", "PRESENTATIONS", "TRAVELLER'S TIPS", and "ABOUT THE TAT". A search bar is located on the right. The main content area features a large, vibrant image of a traditional Thai mask with a green face and golden details, set against a background of bokeh lights and a scenic landscape.



# Discover The Other You

Miracle Year | **AMANA THAILAND**  
Always Amazing. Plus.

Home Videos Watch & Win Creative Tourism Ideas Special Deals Contact us



Muay Thai Training

Thai Massage Teachings

Thai Cooking Classes

## WATCH & WIN!!!

Imagine an experiential vacation in Thailand that will change your life forever.

Explore and embrace a culture rich in history as you interact with masters of centuries' old art and tradition. With an array of activities shaped by generations, local experts are eager to share their knowledge with you.

Six individuals will travel to Thailand as our guests and leave having discovered another part of themselves.

Seize the Opportunity!

[JOIN NOW](#)

## There is a part of you that you have yet to discover

A journey to Thailand, Southeast Asia's emerald, offers a rare opportunity to discover another you. It is difficult to put one's finger on a single attribute that makes Thailand so alluring. Its sheer beauty and rich history have drawn visitors for as long as one can remember. At the core of Thailand are its people offering warm hospitality, multi-generational wisdom and masters of centuries' old art and tradition.

Thailand's diverse landscape offers an array of learning activities for visitors. From craft making to Thai boxing, learning about agricultural cornerstones such as rice farming to massage instruction, and lessons in preparing the exceptional dining cuisine, local experts are eager to share their knowledge. Through experiential travel, visitors to Thailand can expect life-changing lessons revealing undiscovered part of themselves.

<p>Discover your fearlessness.</p> <p><a href="#">READ MORE</a></p>	<p>Discover how to make magic.</p> <p><a href="#">READ MORE</a></p>	<p>Discover that you can feed the world.</p> <p><a href="#">READ MORE</a></p>
<p>Discover your balance.</p> <p><a href="#">READ MORE</a></p>	<p>Discover your healing power.</p> <p><a href="#">READ MORE</a></p>	<p>Discover your creativity.</p> <p><a href="#">READ MORE</a></p>

"Watch & Win" Lucky Draw - Teaser

ROYAL ORCHID PLUS  
New Members!  
Earn 2,500 bonus miles with your 1st THAI flight.  
[Enter now!](#)

**WIN A PHUKET HOLIDAY DISCOVERY**

BANGKOK'S STUNNING HOTEL ON THE RIVER

DISCOVERING BANGKOK HAS NEVER BEEN EASIER

## Special Offers:

Learning Packages	Hotels																																	
<table border="1"> <thead> <tr> <th>NAME</th> <th>DESTINATION</th> <th>RATES (THB)</th> </tr> </thead> <tbody> <tr> <td>• Cooking in Bangkok (Thai Cooking Classes)</td> <td>Bangkok</td> <td>1,500 THB</td> </tr> <tr> <td>• Wine I can cook! (Thai Cooking Classes)</td> <td>Bangkok</td> <td>1,600 THB</td> </tr> <tr> <td>• Full Day Class (Thai Cooking Classes)</td> <td>Chiang Mai</td> <td>1,300 THB</td> </tr> <tr> <td>• Thai Lanena Massage (Thai Massage Teachings)</td> <td>Chiang Mai</td> <td>4,500 THB</td> </tr> <tr> <td>• Therapist Training Course 24 Days/180 hours (Thai Massage Teachings)</td> <td>Bangkok</td> <td>19,250 THB</td> </tr> <tr> <td>• Thai Massage and Aroma Oil Massage in Theory and Practice (Thai Massage Chiang Mai Teaching)</td> <td></td> <td>12,000 THB</td> </tr> <tr> <td>• Special Lessons (12 Lessons) (Muay Thai Training)</td> <td>Bangkok</td> <td>10,000 THB</td> </tr> <tr> <td>• Training Package at Gym 2 (Training + Food + Accommodation) (Muay Thai Bangkok Training)</td> <td></td> <td>1,200 THB</td> </tr> <tr> <td>• Combination of Muay Thai Program and MMA / BJJ Program (Muay Thai Training)</td> <td>Samutprakarn</td> <td>10,500 THB</td> </tr> <tr> <td>• One Day at The Village (Multi-Activities)</td> <td>Nakhon Pathom</td> <td>1,400 THB</td> </tr> </tbody> </table>	NAME	DESTINATION	RATES (THB)	• Cooking in Bangkok (Thai Cooking Classes)	Bangkok	1,500 THB	• Wine I can cook! (Thai Cooking Classes)	Bangkok	1,600 THB	• Full Day Class (Thai Cooking Classes)	Chiang Mai	1,300 THB	• Thai Lanena Massage (Thai Massage Teachings)	Chiang Mai	4,500 THB	• Therapist Training Course 24 Days/180 hours (Thai Massage Teachings)	Bangkok	19,250 THB	• Thai Massage and Aroma Oil Massage in Theory and Practice (Thai Massage Chiang Mai Teaching)		12,000 THB	• Special Lessons (12 Lessons) (Muay Thai Training)	Bangkok	10,000 THB	• Training Package at Gym 2 (Training + Food + Accommodation) (Muay Thai Bangkok Training)		1,200 THB	• Combination of Muay Thai Program and MMA / BJJ Program (Muay Thai Training)	Samutprakarn	10,500 THB	• One Day at The Village (Multi-Activities)	Nakhon Pathom	1,400 THB	
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## Special Deals

To help plan your experiential trip, we have partnered with an array of tour operators, training centers and schools from all over Thailand. You'll find cost-savings for activities such as Thai boxing classes, Thai massage training and Thai cooking classes. There are special rates for accommodations in Bangkok, Chiang Mai, Phuket, Pattaya and Koh Samui to name a few. We've got them all for you right here.



### Creative Tourism Packages and Workshops

Check out special offers for your experiential holiday workshops and training courses in Thai cooking, Thai boxing and Thai massage training. Pick the training courses you like and combine it with hotel deals in that destination.

[Read More](#)



### Accommodation

Check out special hotel offers in Bangkok, Chiang Mai, Phuket, Pattaya or Koh Samui. Pick the accommodation you want and combine it with any of the Thai boxing classes.

[Read More](#)



### Creative Tourism Packages and Workshops (Exclusive Deals)

We're pleased to welcome Thai Airways - Royal Orchid Plus members. In addition to some already tremendous rates, our partners are thrilled to extend additional savings for these VIP travelers.

[Read More](#)

## Other Videos



### "Watch & Win" Lucky Draw - Teaser

Imagine an experiential vacation in Thailand that will change your life forever. Six individuals will travel to Thailand as our guests and leave having discovered another part of themselves.

1:15



### Discover The Other You (Japanese Subtitle) - Full Version

Most of the time you travel to discover new places. What if you could discover the other side of you during your journey? Through creative tourism experiences, visitors to Thailand can expect life-changing lessons revealing undiscovered part of themselves.

2:27



### Discover The Other You (Japanese Subtitle) - Game Invitation

Imagine an experiential vacation in Thailand that will change your life forever. Six individuals will travel to Thailand as our guests and leave having discovered another part of themselves. Enter now and you may win a 7-day all expenses paid experiential holiday valued at \$10,000.

1:15



www.discovertheotheryou.com

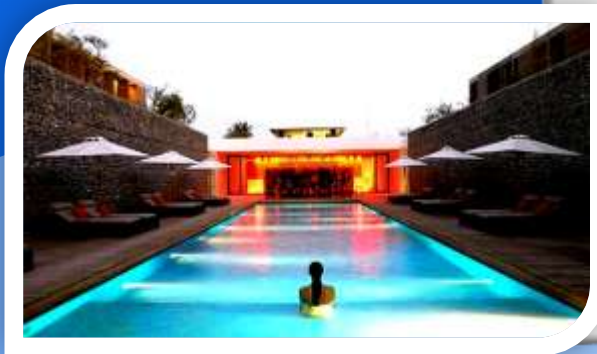
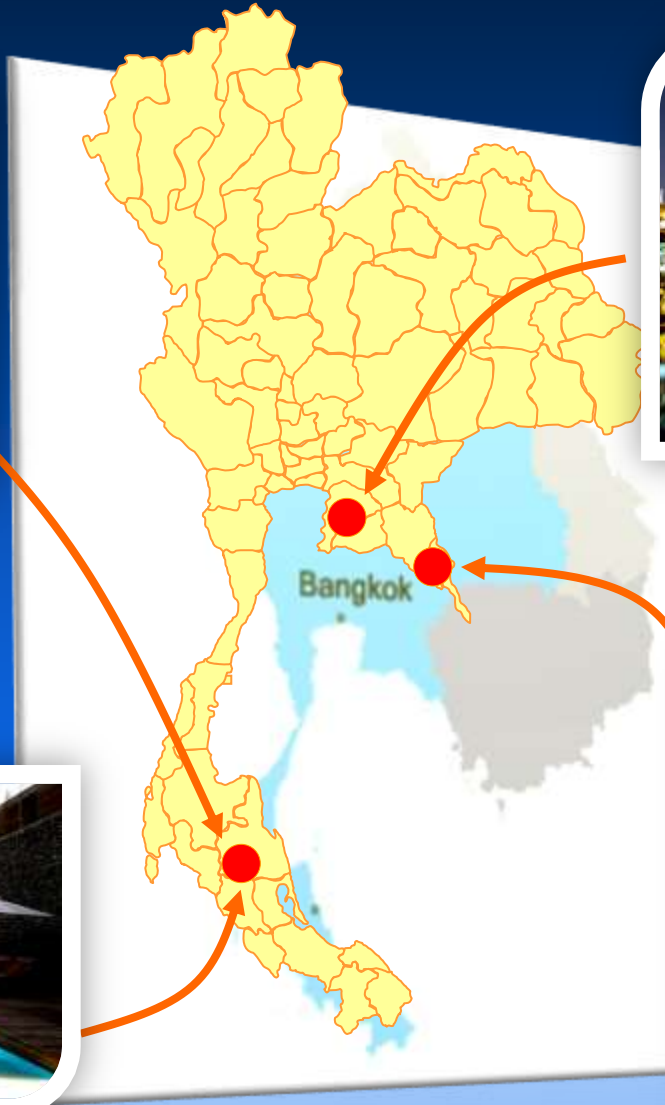




Sustainable Tourism



# The Green Hotels





# The Green Islands of Ko Chang



# Communicate through traditional & online media



Belgium Pageants i...  
Flood  
November 25, 2011



Interview with Sur...  
Flood  
November 25, 2011



Thai Airways Inter...  
Flood  
November 18, 2011



Martin Craigs on I...  
Flood  
November 10, 2011

## TAT's effective Crisis Communication



# DISCO

- \* D is for Digital Marketing

- \* I is Image Building

- \* S is Sustainable

- \* C is Crystallization & Crisis Management

- \* O is Organization Management



Southeast Asia  
*feel the warmth*

A S E A N



MYANMAR



THAILAND



SINGAPORE



CAMBODIA



INDONESIA

INDONESIA



LAOS



PHILIPPINES



VIETNAM



MALAYSIA



BRUNEI DARUSSALAM











# Shopping





# Terminal 21





# Asiatique The Riverfront









# Amazing Thailand Grand Sale 2012







# Miracle Thailand Card

The Miracle Journey in Thailand





# THANK YOU

