



THAILAND
**THE GREATEST
STORY** IN GLOBAL
TOURISM HISTORY

A 60TH ANNIVERSARY TRIBUTE TO
THE TOURISM AUTHORITY OF THAILAND

Key
Developments

2005

- UNWTO Executive Council holds meeting in Phuket to facilitate tsunami recovery efforts, 01 February.
- Numerous events held all through the year to facilitate tsunami recovery.
- Siam Paragon opens in Bangkok, 9 December.

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2005

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THE POST-TSUNAMI RECOVERY IS WELL UNDER WAY



Mrs Juthamas Siriwan

Governor

TOURISM RECOVERY ROADSHOW 8 FEBRUARY 2005 STOCKHOLM

Sawasdee kha and Good Afternoon Ladies and Gentlemen

On behalf of the Tourism Authority of Thailand, allow me to extend my warmest welcome to all of you today. Thank you for being with us.

The December 26 tsunami created havoc and affected a number of Indian Ocean countries, Thailand included. In the resulting destruction, many people lost their lives and livelihoods.

The Tourism Authority of Thailand (TAT) and the Royal Thai government have expressed their sincere condolences and sympathies to all those affected.

We are also here to communicate what we are doing to help protect the areas against future disasters, and also to redevelop the affected areas with a totally new concept of development for the future.

TAT AND THAI GOVERNMENT ACTIVITIES

Since the day of the tragic event, the people of Thailand, the Royal Thai Government and the TAT have done everything humanly possible to provide relief and aid to victims.

“ Now that the immediate priorities have been taken care of, the most important task is to ensure that the hundreds of thousands of people affected by the disaster do not suffer economically. ”

Our primary responsibility was to ensure all international visitors are safe and arrange for their smooth transfer out of the affected areas and back to their home countries.

In collaboration with the airlines (THAI Airways International, Scandinavian Airlines, Bangkok Airways, Air Asia, Orient Air, Phuket Air, Nok Air and the Royal Thai Air Force, plus all the European and international airlines), a total of 17,066 people were evacuated out of Phuket to Bangkok between 27 and 30 December 2004.

THE RECOVERY CAMPAIGN

Now that the immediate priorities have been taken care of, the most important task is to ensure that the hundreds of thousands of people affected by the disaster do not suffer economically. This means helping them get back to work as soon as possible.

Over the next few months, the TAT and the Thai tourism industry will be working actively to spread the word that the vast majority of the beach resorts remain unaffected and perfectly safe for a holiday. All the basic infrastructure, water, electricity and telecommunication services are in place and operating normally.

Health & Safety

The Ministry of Public Health has issued a statement that there is no report of uncontrolled disease outbreaks in any of the affected areas and Thailand is safe for travelling.

International Stars help Tsunami Relief

Major international stars are joining the effort to raise funds for Tsunami relief victims. For example:

World renowned movie stars like Michael Douglas, Jeremy Irons and Jean Claude Van Damme, as well as Joel Schumacher, director of Phantom of the Opera, and Oliver Stone, director of Alexander, will be attending the Bangkok International Film Festival 2005 which has changed its name to “BKKIFF 2005 for the Andaman Tsunami Relief”. Over 100 media representatives from 21 countries will also be present.

Former world No. 1 tennis star Martina Hinggis of Switzerland will be playing in the Volvo Women's Open 2005. She will also be visiting Phuket to help the poor and the many other victims of the tsunami. Another tennis star Conchita Martinez will also be playing at the Volvo Open.

On February 3, 2005, MTV Asia Aid urged viewers around the world to keep contributing towards the Tsunami relief efforts, with UNICEF the primary global recipient of funds raised. Among the bands which performed at the concert were Good Charlotte from the US and Taiwanese pop star Jay Chou. Irish superstar Ronan Keating exclusively recorded an MTV Asia Aid concert from Kata Beach in Phuket. Ricky Martin also visited the areas.



Marketing Promotion

Domestic

On 14 February 2005, a memorial religious ceremony will be held for tsunami victims.

For the moment, most relaunch campaigns will focus on the domestic markets and will be done in collaboration with the Thai Hotels Association and the Association of Thai Travel Agents.

TAT is designing special packages and special fares to provide incentives for Thais to start travelling again. The local meetings and incentives market will also be heavily targetted to hold corporate meetings and events in areas of the affected provinces that are fully operational.

International

TAT will participate in global travel trade shows and organize recovery roadshows in main target markets.

Media familiarization trips are being organized for tour operators and international media to

show that Thailand is safe and ready to receive visitors again.

The same strategy will be carried out in the international meetings, incentives, conventions and exhibitions market.

Experts from Ministry of Public Health, Ministry of Natural Resources and Environment will be there to answer questions and explain the situation directly to the tour operators and media.

ESTABLISHMENT AND DEVELOPMENT OF AN EARLY WARNING SYSTEM

In January, senior officials of the Indian Ocean regional countries met in Phuket to finalise plans for establishing an early warning system against future tsunamis. The structure and details of Early Warning System Phase I will be finished and operational by March 2005.

It will involve a vast network of media communication links, radio and television, even SMS text message facilities and watchtowers. Training programmes and awareness campaigns will be carried out to help educate the local people, tourism industry personnel, students and tourists themselves about what to do in case a tsunami strikes again.

The systems to be set in place will be similar to those already established in the Pacific, which means that the technology and supporting facilities are already available and proven to be workable.



CURRENT SITUATION AND REDEVELOPMENT PLAN

Another important priority is to ensure that the rebuilding of the various affected areas is done in a way that conform with the principles of sustainable development and do not repeat the mistakes of the past.

On Phuket island, the Tourism Authority of Thailand has been entrusted with overseeing the development of the Patong Seaboard Redevelopment Master Plan.

To mitigate the impact of future natural disasters on coastal resorts and communities, all post-Tsunami reconstruction and rehabilitation efforts are being

based on the “Safer Beach” design concept. Under this concept, the design and development of natural landscapes and physical infrastructures will be done in such a way as to be strong enough to withstand natural forces, with equal consideration being given to the conservation of natural coastal and marine landscapes and resources and environmental integrity.



Phi Phi Don Development Plans

Equally as popular as Phuket are the Phi Phi Islands. Provincial planners are now surveying every square meter of these islands in order to come up with an entirely new development plan. The first priority will be to identify any land where park encroachment has occurred and to re-claim these areas for marine park protection.

Diving Sites

Most of the coral reefs that Thailand is famous for especially the world- renowned dive sites of Similan islands and the Richelieu Rock have seen little or no damage. The little damage that has occurred is to the hard corals in shallow waters of around 10-30 ft.

Many divers have volunteered to help with the clean up process of the reef.

Government Efforts

The Royal Thai government set up a number of committees in order to address urgent problems and help all victims. Financial assistance measures were also approved for those whose businesses were affected.

CONCLUSION

In conclusion, allow me to reiterate that the thousands of people dependent on tourism for a living want the visitors to return as soon as possible. Those who care about the affected destinations should now make an effort to visit them, and show support for the recovery.

It is important that a natural disaster is not followed by an economic disaster. We are grateful for all the help and assistance we have received at the government level for recovery and relief efforts. To help bring visitors back can be considered an extension of those efforts by the private sector.

Visitors will be assured of a very warm welcome because of the obviously beneficial impact it will have on boosting the morale of the thousand of lives affected.

Thank you for the opportunity to address you today. We carry the condolences of the Thai people to all those who were affected by the disaster, and an appeal to again starting visiting our countries.

TAT ON MARKETING OFFENSIVE TO BRING VISITORS BACK



Mr. Jamlong Ratanapan

*Executive Director of International
Markets Promotion Department*

MEDIA BRIEFING: 15TH GENERAL ASSEMBLY OF THE CONFEDERATION OF ASEAN JOURNALISTS 6 AUGUST 2005 CHA-AM

Good Evening, Distinguished Guests, Ladies and Gentlemen,

On behalf of the Tourism Authority of Thailand (TAT) and the Thai tourism industry, I am very honoured and delighted to welcome you all this evening. Thank you for choosing Thailand as the host of your 15th General Assembly. It is truly a pleasure to have you here.

The media plays a very critical role in shaping the image of countries which in turn impacts on the marketing and promotion efforts of the travel & tourism industry. Allow me to give you a few details of our tourism industry.

Like in all ASEAN countries, tourism is one of Thailand's most important industries. Each year, it supports thousands of jobs and generates billions of dollars in foreign revenue for the country.

Travel to Thailand from ASEAN countries is growing at record levels, thanks to visa-free policies, strong marketing campaigns and increased low-cost airline linkages between the various new and emerging destinations.

2004 was a good year for Thai tourism even though the final week of the year was impacted by the tsunami. The



number of tourists at all points of entry totalled 11.65 million up 16.46% from 2003.

In the first six months of 2005, arrivals from the ASEAN nations to Thailand at the Bangkok International Airport increased 17.68% to 593,358.

Singapore topped the list with 229,202 arrivals, followed by Malaysia at 153, 218 and Philippines at 65,284. We are also seeing strong growth from Vietnam, a rapidly developing ASEAN member.

THAILAND TRANSPORTATION INFRASTRUCTURE

As you are aware, there can be no tourism without transportation. Here, Thailand is seeing a number of major developments that will vastly facilitate air, road and railway connections with the Greater Mekong Subregion countries of Myanmar, Laos, Cambodia, Vietnam and the southern Chinese province of Yunnan. These countries are all part of ASEAN and the ASEAN Plus Three groupings.

ASIAN HIGHWAY

Although aviation is considered the sexier component of the global transport industry, land transport is by far the bigger and more cost-efficient mover of people and goods. Land transport has gained some long-overdue respect as of July 2005 with the coming into force of the Asian Highway agreement to link up 141,204 kilometres of roads and highways from Indonesia to Turkey. Thailand will be a critical player in this highway network which in future will make it possible for people to drive from Singapore to Kunming, and from Yangon to Ho Chi Minh city, all via Thailand.

If low-cost airlines have made it possible for “everyone to fly,” boosting road and rail transport through the ASEAN and GMS regions will make it even more possible for everyone to travel. Along with aviation and maritime linkages to airports and seaports, the end result will be an integrated, international, intermodal transport system that will facilitate the seamless movement of people and products through borders.

NEW AIRPORT

In the middle of 2006, we are also anticipating the opening of a new airport for Bangkok, designed to be an aviation hub of Asia and one of the world's most modern airports. It will have two parallel runways with a total capacity of 76 flights per hour.

At the initial stage, Suvarnabhumi Airport will be able to handle up to 45 million passengers annually. After completion of the final phase, this will rise to 100 million passengers a year. At 563,000 square metres, the passenger terminal will be the world's largest single building structure.

MASS TRANSIT SYSTEM

Bangkok has long been notorious for its traffic conditions, which was a major nuisance for visitors. But our new mass transit systems are playing a major role in helping visitors get around the city smoothly and comfortably.

The subway complements the existing skytrain and is linked to it by three interchange stations at important junctions. It runs under two major city thoroughfares, Rama IV and Ratchdapisek and links up a number of business districts, hotels, shopping complexes and major event halls like the Thai Cultural Centre and the Queen Sirikit National Convention Centre.





As part of project to solve the traffic problems in Bangkok, the Royal Thai government is planning to expand the subway and skytrain throughout the entire city, including its numerous suburban districts. Seven new routes totaling 291 kilometres will be added to the present network of 24 kilometres of skytrain and 20 kilometres of subway.

CONVENTION FACILITIES

This is also another important element of our infrastructure development, designed to attract the high yield meetings, conventions and exhibition business. We hope to attract more meetings like this one by your confederation.

Visitors to Thailand who identified themselves as coming for conventions totalled 159,450 in 2004, increased 82.56% over 2003. By far the largest numbers of convention delegates are from East Asia region, a total of 95,089 including 17,251 from Malaysia and 16,078 from Singapore.

In addition, availability of convention and exhibition space in Thailand is at an all time high. More exhibition and convention space is in the pipeline:

- Work is under way on a new exhibition hall named 'Challenger' at IMPACT Muang Thong Thani, due to be ready by early 2006. The facility will have a total of 160,000 sq m of exhibition area, making it Asia's largest exhibition and one of the world's ten largest exhibition halls.

- Bangkok International Trade & Exhibition Centre (BITEC) has invested 250 million baht (US\$ 6.41 million) in the construction of a 10,000 sq m, column-free multipurpose event hall. Measuring 64 m by 120 m, it offers a clear ceiling height of 12 m. with a floor loading of 3,000 kg/sq m, designed to accommodate heavy exhibits.
- Chiang Mai's first convention centre is planned for completion in time for the 'Visit Chiang Mai Year' promotion in 2006. The facility, featuring an 8,000 sq m exhibition hall and a 3,000-seat convention hall, will be located eight kms from Chiang Mai International Airport. The first major event to be held there will be the International Horticultural Expo in 2006.
- Since 1997, Khon Kaen Province has a convention hall attached to Khon Kaen University and seeks to position itself as a world-class multi-purpose venue, the first of its kind in Thailand's northeastern region. The 3,000 sq m facility is managed by N.C.C. Management & Development Co.,Ltd, the same group that manages the QSNCC.

MARKETING PROMOTION

Ladies and Gentlemen of the media,

Despite the impacts of the tsunami, for now our previously set target of 13.38 million visitor arrivals by 2005 is not being revised.

With safety of the affected areas ensured and now that most of them are open and in business again, TAT is on a marketing offensive to bring visitors back to the region.

TAT is designing special packages and special fares to provide incentives for Thais and International tourists to start travelling again. The local and international meetings and



incentives market will also be heavily targetted to hold corporate meetings and events in areas of the affected provinces that are fully operational.

In collaboration with airlines, hotels and tour operators, special packages are being offered. We have launched an Andaman Recovery campaign to rebuild confidence and attract visitors back to the region.

TAT will participate in global travel trade shows like ITB, FITUR in Spain, ATF in Malaysia. We have also organized recovery roadshows in main target markets.

As part of the Andaman Recovery plans to promote and revive the six provinces affected by the December 26, 2004, tsunami, we have organised two Mega Fam Trips for over 1,000 tour operators and media from our major source markets like China, Taiwan, Korea, Hong Kong and Japan. This has given them a first-hand opportunity to see the situation for themselves so that they can communicate it back to their clients and respective audiences.



UPCOMING MAJOR EVENTS

Ladies and gentlemen,

I am sure you are aware that His Majesty the King of Thailand is the world's longest reigning monarch. In 2006, Thailand will commemorate the 60th anniversary (Diamond Jubilee) of his accession to the throne as well as his 80th birth anniversary celebrations. Major events will be organised that should interest your clients, readers and viewers:

Thailand Grand Invitation 2006: We plan to hold major celebratory events with international visitors, overseas Thais, expatriates and Thai people. Special events will include music, culture, arts, festivals, sports and 60 "greatest events" all over the country.

Royal Flora Ratchapruek 2006, Chiang Mai: Because His Majesty is known for his love of Nature, we plan to hold a huge exhibition of flora and fauna in the northern capital of Chiang Mai between 1 Nov 2006 – 31 Jan 2007. Hundreds of horticulturists around the world are expected to visit Thailand for this huge event that will have various components directed at scientists, businesspeople and consumers.

PATA Annual Conference 2006, Pattaya: For those of you more deeply involved at the strategic level of the travel industry, you may find it interesting to know that the Pacific Asia Travel Association is based in Bangkok. Its 55th annual conference 2006 is to be held between 23-27 April 2006 in Pattaya, expected to be attended by around 1,500 senior executives from Asia-Pacific travel industry. It is an excellent forum for discussion of specific industry subjects like sustainable tourism, marketing, research and human resources development.

CONCLUSION

Ladies and gentlemen,

Allow me to conclude by once more wishing you a very warm welcome. We hope your presence here will help you see that Thailand is normal, peaceful and ready to welcome all visitors.

If there is anything our staff at the Tourism Authority of Thailand can do to be of assistance, please let us know.

Thank you and Sawasdee khrap!

TOURISM NEARLY BACK TO NORMAL AFTER THE TSUNAMI



Mrs. Juthamas Siriwan

Governor

BRIEFING FOR ROAD SHOW EUROPE 5 SEPTEMBER 2005 FRANKFURT, GERMANY

Sawasdee kha, Good Evening, Distinguished Guests,
Ladies and Gentlemen,

I am very honoured and delighted to welcome you all
this evening.

Thanks to all of our friends in the German media and
tourism business for promoting Thailand – particularly
during the past very difficult year.

We will never forget those who were lost on Boxing Day
last year to the tsunami – and we will never forget those
who support our recovery.

Germany is a very important market for us in many
ways. Lufthansa was one of the first international
airlines to start flying to Bangkok in the last century.
Many of our hoteliers and general managers who settled
down in Bangkok were from Germany and played a
major role in attracting visitors from Europe.

Today, we are back here to seek your continued support
in ensuring a strong flow of German visitors to Thailand.

Despite last year's tragedy, we were fortunate to end the
year with 11.65 million visitor arrivals, up 16.46% from
2003.

“ Infrastructure, businesses and services are already restored and the last of the damaged hotels are reopening. ”

Some of the trends from the visitor arrivals from Germany in 2004 are worth noting because they are indicative of market changes that should prove useful to you.

- Total visitors from Germany in 2004 were 438,238, up by 15.74%.
- There was a phenomenal increase in female visitors, up by 32.35% to 175,728.
- First-time visitors were up 38.61% to 189,250.
- German business travellers grew by 5.16% to 28,860 while convention delegates were up 194% to 4,005.

In January – July 2005, Germany was the second largest generator source-market from Europe with 201,935 arrivals to Thailand at Bangkok International Airport.

However, we must now rebuild traveller confidence in Phuket and south Thailand. Restoring visitor flow and jobs to the tsunami-affected region is a high priority.

POST-TSUNAMI ERA

How are we doing so far along the Andaman Coast?

Most of the popular beaches and resorts of South Thailand are back to normal. Infrastructure, businesses and services are already restored and the last of the damaged hotels are reopening. Very generous special packages and promotions are being offered.

The National Disaster Warning Centre which was officially opened on 30 May 2005. The centre will be able to identify where undersea earthquakes occur and determine the possibility of a tsunami as well as where and when it would hit.

Early indications are that Europe travellers will be back as strongly as ever and long-haul providers are responding.

Thomas Cook Company plans to charter direct flights from Europe to Phuket three times weekly, beginning in November and expected to bring in around 45,000 visitors. Austria Airlines also plans direct from Vienna to Phuket, once a week as of November and twice a week as of December.

In recent weeks, the European market has begun to return to normal. MyTravel, one of the large travel agents in Scandinavia, is to operate five charter flights a week to Phuket between October 2005 to April 2006. It also plans to cooperate with Britannia Airways, Nova Air and Finnair to send around 39,000 tourists from major cities in Scandinavia to Phuket in the coming season.

Another major tour operator, Thompson Holidays, has agreed to start sending groups from London to Phuket and Samui in 2006. It plans four charter flights per week during November 2006-March 2007 that will generate an estimated 15,000 British tourists.

AVIATION HUB

Travellers will also find some other very positive changes in Thailand as they return – particularly at the airport.

In July 2006, we are anticipating the opening of Suvarnabhumi Airport, the new airport for Bangkok, a new hub of Asia and one of the world's most modern airports. It will have two parallel runways with a total capacity of 76 flights per hour. At 563,000 square metres, the passenger terminal will be the world's largest single building structure. It will have an extensive shopping and recreation area with a wide choice of duty-free products, OTOP products, foot-massage places, restaurants and many more services and facilities for arriving/departing/transit passengers.

There will be improved accessibility to the south Thailand resorts when the expansion of Krabi airport is completed by the end of 2005. The Airport terminal is being expanded from 600 square metres to 1,560 square metres which will accommodate 1,600 domestic and international passengers during the peak hour. It will be able to handle two Boeing 747s at the same time.





NEW PRODUCTS

Please help us communicate our newest products, too:

Marine Tourism in Phuket: The remote Andaman coastal island and calm waters around Phuket, Phang-nga and Krabi are now competing with the Mediterranean and Caribbean for luxury yachting. This year, the Phuket International Marine Expo (PIMEX) will be held at the Phuket Boat Lagoon Marina, from December 8-11.

The beaches of the Gulf of Thailand are also gaining popularity, particularly Cha-am, Hua Hin, Chumphon and Ranong which will now be known as the 'Royal Coast.' Whether by air, road or rail, all these coastal areas are very accessible, with exciting beach resorts and fabulous national parks. Although these are not 'new destinations', we are focussing on this cluster as part of a strategy to distribute tourists to other parts of Thailand, thus providing a more equitable distribution of income while reducing congestion pressure at the more popular destinations.

The newest animal park in Southeast Asia will be Chiang Mai Night Safari Zoo, which will open for the public in mid-November.

The so-called Golden Triangle in the North of Thailand is suddenly buzzing. There is a new interactive museum, the Hall of Opium/Golden Triangle Park that will be attractive to history buffs. A second major museum in this area – the Mae Fah Luang Art and Culture Park in nearby Chiang Rai – celebrates the extraordinary history of the tribes who live in the hills and along the river. Deep in the hills themselves is a beautiful botanical garden started by the beloved mother of His Majesty the King of Thailand nearly half a century ago.

Other spectacular products now emerging are the Siam Niramit, a world-class 2,000 seat theatre that will offer Thai performances on an amazing 65-meter panoramic stage. It is due to open in October 2005 and will also have a Thai cuisine restaurant.

Also coming up is the Siam Paragon, located right in the centre of Bangkok next to the famous Siam Centre / Siam Square / Mah Boon Krong shopping areas, will add international boutiques, gourmet, cuisine and digital entertainment to the heart of Bangkok world. It will also contain a one billion baht oceanarium, the biggest in Asia and expected to attract more than 2 million visitors per year.



UPCOMING MAJOR EVENTS

Ladies and gentlemen,

His Majesty the King of Thailand is now the world's longest reigning monarch. In 2006, Thailand will commemorate the 60th anniversary (Diamond Jubilee) of His Majesty's accession to the throne with major events:

The Thailand Grand Invitation 2006 is a celebratory series of 60 "greatest events" include music, culture, arts, festivals, sports competitions to be held all over the country. The events organised by TAT will be grander than ever before to celebrate this very special occasion.

Royal Flora Ratchapruek 2006 in Chiang Mai is an exhibition of flora and fauna in the northern capital of Thailand between 1 Nov 2006 – 31 Jan 2007. Hundreds of horticulturists around the world are expected to visit Thailand for this huge event.

Lions Club International Convention 2008: One of the world's biggest conventions, it will be held in Thailand between 23-27 June 2008 at Impact Muang Thong Thani. A total of 30,000 delegates are expected.

Loi Krathong Festival, 16 November 2005: Join one of Thailand's most popular cultural festivals. In a cool winter full-moon night, walk along the river, float the "krathong" and make a wish.

Pattaya Music Festival, March 2006: The entire beach will be converted into an entertainment spot with a string of performances by hip-hop, pop, rock and jazz bands. Over 30 international and local bands and singers are being invited to perform.

Bangkok International Film Festival, 17-27 February 2006: Now a well-established annual event, it will feature more than 150 international program features, seminars and panel discussions as well as the presentation of the Golden Kinnaree Awards for excellence in international filmmaking in eight categories.

Further information of these events will be available at www.thailandgrandfestival.com

CONCLUSION

Ladies and gentlemen,

Thailand is back to normal and ready to welcome the world. Thank you for being with us and for all your support.

If there is anything our staff at the Tourism Authority of Thailand can do to be of assistance, please let us know.

Thank you and Sawasdee kha!

NEW SHOPPING CENTRES, ATTRACTIONS CONTINUE TO EMERGE



Mrs. Juthamas Siriwan

Governor

JAPAN ROAD SHOW 15-22 OCTOBER 2005 OSAKA, HIROSHIMA AND SAPPORO CITIES IN JAPAN

Distinguished guests, ladies and gentlemen.

Good Morning, Sawasdee Kha and Konichi wa.

I am very honoured and delighted to be here with you all today.

Our friends in the Japanese media and the tourism business gave us tremendous support. Your generosity will never be forgotten.

Thailand and Japan share a long and fruitful relationship. Travel and tourism flows between the two countries are a very important part of long-standing economic, political, social and cultural relations.

Japan is our second largest source market after Malaysia which is a neighboring country.

In 2004, Japanese visitor arrivals totalled 1.18 million, up by 16.5% over 2003.

Some interesting profile trends are worth pointing out:

- Female, first-time visitors, young people and children were up strongly by between 15-35% over 2003.
- As Japan is the largest investor in Thailand, both business travellers and convention delegates

were up strongly. Japanese business travellers grew by 10.7% while convention delegates were up 89% to 9,718.

In January – August 2005, Japanese visitor arrivals at Bangkok Airport totalled 663,000 (exact figure 662,639), up 4.8 % over the same period of 2004.

We expect this strong growth to continue in future, especially in the wake of a number of exciting new products and developments due to take place in the next few months.



AVIATION HUB

By June 2006, we expect to have our new Bangkok airport fully operational. It will significantly boost aviation and travel throughout the ASEAN and Greater Mekong Subregion.

The final countdown for the opening began on 29 September 2005, when the first technical test flights landed.

The new airport is designed to be a new hub of Asia and one of the world's most modern airports. It will have two parallel runways with a total capacity of 76 flights per hour.

At 563,000 square metres, the passenger terminal will be the world's largest single building structure.

LONG STAY

One of our major growth markets is the long-stay market, especially for the rising number of Japanese elderly people. They find Thailand a perfect place in terms of cost, facilities, quality of service as well as weather.

In 2004, the total number of long stay visitors was 568,000 (exact figure 568,620), an increase of 7.1% over 2003.

Japanese comprised the largest group of long stay visitors, a total of 74,000 (exact figure 73,882), up by 8.4%.

The average length of stay was between one to two months.

We think there is a lot more growth potential here and strongly urge you to explore the opportunities further.



NEW PRODUCTS

Ladies and gentlemen,

Allow me to give you just a brief roundup of some of our new products and events that may be of interest to your clients.

Marine Tourism in Phuket: The remote Andaman coastal island and calm waters around Phuket, Phang-nga and Krabi are now competing with the Mediterranean and Caribbean for luxury yachting. This year, the Phuket International Marine Expo (PIMEX) will be held at the Phuket Boat Lagoon Marina, from December 8-11.

The beaches of the Gulf of Thailand are also gaining popularity, particularly Cha-am, Hua Hin, Chumphon and Ranong which will now be known as the 'Royal Coast.' Although these are not 'new destinations', we are focussing on this cluster as part of a strategy to distribute tourists to other parts of Thailand, thus providing a more equitable distribution of income while reducing congestion pressure at the more popular destinations.

The newest animal park in Southeast Asia will be Chiang Mai Night Safari Zoo, which will open for the public in mid-November.

Other spectacular products now emerging are the Siam Niramit, a world-class 2,000 seat theatre that will offer Thai performances on an amazing 65-meter panoramic stage. It is due to open later this month.



Also coming up is the Siam Paragon, located right in the centre of Bangkok next to the famous Siam Centre / Siam Square / Mah Boon Krong shopping areas. It will be a fabulous complex of international boutiques, gourmet cuisine and digital movie entertainment. It will also contain a one billion baht oceanarium, the biggest in Asia, expected to attract more than 2 million visitors per year.

Golf:

I am sure many of you are more familiar with our golf courses than me.

There are over 200 high standard golf courses nationwide, many of them championship standards, designed by Jack Nicklaus, Robert Trent Jones Jr, and many others, using the best grasses and latest techniques.

The combination of value for money and high quality courses attracts about 350,000 golfers a year, a number that is projected to rise to one million in the next couple of years.

Every course has its caddies. They are Thailand's secret weapon in making golf such good fun. These brightly clad ladies, in smart uniforms and straw hats, know lots about the course, smile almost all the time, and are very good at reading putts.

Health And Wellness:

The emergence of high-class spas and medical treatment facilities are built around our famed traditions of Thai massage and herbal treatment. Visitors can recharge their batteries, eat nourishing food and get a professional medical checkup even as they enjoy a relaxing holiday. Many of our hospitals have multilingual staff to be of assistance, including Japanese speakers.

There are 20,000 professionally-trained spa therapists and masseuses employed in the industry. As a result of growing international interest and worldwide demand for Thai spa products and services, the Thai government is taking the Thai spa concept abroad.

UPCOMING MAJOR EVENTS

Loi Krathong Festival, 16 November 2005: Join one of Thailand's most popular cultural festivals. In a cool winter full-moon night, walk along the river, float the "krathong" and make a wish. In this year, it will be greater than ever before, offering programmes and activities for both domestic and international travellers.

Next year is going to be a truly grand occasion. His Majesty the King of Thailand is the world's longest reigning monarch. In 2006, Thailand will commemorate the 60th anniversary (Diamond Jubilee) of His Majesty's accession to the throne with major events:

The Thailand Grand Invitation 2006 is a celebratory series of 60 "greatest events" include music, culture, arts, festivals, sports competitions to be held all over the country. The events organised by TAT and the Ministry of Tourism and Sports will be grander than ever before to celebrate this very special occasion.

Bangkok International Film Festival, 17-27 February 2006: Now a well-established annual event, it will feature more than 150 international programme sessions, seminars and panel discussions as well as the presentation of the Golden Kinnaree Awards for excellence in international filmmaking in eight categories.

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Further information of these events will be available at www.thailandgrandfestival.com

CONCLUSION

Ladies and gentlemen,

We are constantly reinventing and upgrading our products and services to cater better to the Japanese market.

Thank you for being with us and for all your support.

If there is anything our staff at the Tourism Authority of Thailand can do to be of assistance, please let us know.

Thank you and Sawasdee kha, Arigato gozaimashita!

INNOVATIVE MODELS IN DESTINATION MARKETING TO PROMOTE YOUTH TRAVEL



Mr. Jamlong Ratanapan

*Executive Director of International
Markets Promotion Department*

FEDERATION OF INTERNATIONAL YOUTH TRAVEL ORGANISATIONS 12 OCTOBER 2005 CANADA

Sawasdee Khrap and Good morning, Ladies and
Gentlemen,

It is indeed a pleasure for me to be here today. I would like to thank Federation of International Youth Travel Organisations for giving me this opportunity to give you an update on the international and domestic youth travel trends and volunteer tourism in Thailand.

Let me say at the outset that we have a special place in our hearts for the FIYTO and the WYSTC. Your annual conventions have been twice held in Thailand in the last few years, once in Bangkok in 1999 and then in Pattaya in 2003. That was the first time that the WYSTC returned to the same destination in such a short span of time. Needless to say, those conventions have played a great role in helping us boost the number of young people visiting our kingdom.

Ladies and Gentlemen,

Allow me to begin with a roundup of international youth travel to Thailand. In 2004, total visitor arrivals in the 15-24 age group were 1,047,059 up 22.44% over 2003. The 25-34 age group, which also likes to consider itself as being 'young', totalled 2.8 million, up

“ The favourite youth hangout on Khaosarn Road has gained immense popularity. From a small strip that housed a number of cheap guesthouses and youth hostels it has grown into a tourist attraction in itself. ”

16.46%. Understandably, we had a bad first six months after the devastating tsunami tragedy last December but I am happy to report that numbers are picking up again.

There are many reasons for Thailand’s popularity with young people. Its unique culture and heritage gives it an exotic image. The country is safe and peaceful. Most important, it offers great value for money for young people on tight budgets, especially students taking gap-year holidays. Thailand has always featured very well with the Lonely Planet Publications, perhaps one of key catalysts in spurring the youth market who as we know use it as their travel bible.

In recent years, the favourite youth hangout on Khaosarn Road has gained immense popularity. From a small strip that housed a number of cheap guesthouses and youth hostels it has grown into a tourist attraction in itself. Today, its main roads and alleys are bustling with activity.

Other attractions are adventure-based tourism in places like Krabi and the many national parks that dot Thailand’s southern peninsula or programmes like agro-tourism and home-stays where guests get a chance to stay with a Thai family. Many young people are also coming to learn to meditate.

The emergence of low cost carriers in the region has also played a very significant role in attracting more youth to the country by making it affordable and convenient. We often get young people from Singapore and Malaysia dropping in for a weekend to shop in our malls and local markets. Indeed, due to Thailand’s proximity to giants like China and India and the amount of outbound travellers they’re generating, especially young travellers, we see many more youth coming to Thailand in the years ahead.



Since the tsunami disaster last December, TAT overseas offices have been focussing on the short-haul markets in the East Asia region. There, many activities have been carried to promote youth travel to Thailand like joining local school seminars, organising cultural study tours and launching Thai-Japanese students exchange programme. Most of these activities have seen hundred of students participating.

Another interesting activity for youth travel is tourism volunteers which is growing rapidly as young people look for not just for success in life but significance in life. The number of natural disasters is also creating more opportunities for young people to both work and learn at the same time.

Programmes listed on the Volunteer Abroad website show a number of these programmes in Thailand which include homestays in eight cities, sports coaching and teaching English in Ayutthaya, working with refugees and hilltribes in Kanchanaburi or helping in wildlife sanctuaries and homes for poor children. These activities are organised jointly by the public and private sectors and involve close interaction with Thai families and communities, creating a more attractive learning environment and experience for both sides.

Ladies and Gentlemen,

We are seriously considering the possibility of launching an international marketing campaign directed at young travellers worldwide. No firm decision has been taken yet but if we do decide so, we will draw heavily upon the experience of our Young Creative Traveller campaign which we launched in our domestic market to encourage more Thai young people to travel in the country. The campaign has been very successful so allow me to give you a few details about it.



The Young Creative Traveller Campaign was launched in November 2003 and now has 163,828 members. We targeted the many university students and young, fresh and adventurous new job-entrants who wanted to do some travelling before finding work and getting married.

The idea was to create a campaign that would entice them to travel, but in an environmentally responsible way. In terms of demographics, we targeted the 14-26 age group, which in Thailand totals 11.2 million. But rather than just do a scatter-shot campaign, we made it focused by creating a membership scheme. Our objective was to enroll at least 120,000 young travellers to register. It was felt that they in turn would create a secondary market of travellers through their families, relatives and friends.



Membership carried numerous benefits ranging from discounts at accommodation facilities or entrance fee at national parks. Discounts were also available for any activities organized by the Tourism Authority of Thailand. They could join

competitions to win educational trips aboard. The benefits could also be accrued by their families and friends.

In addition to regular news updates, a call centre and website were also set up. The campaign made extensive use of the Internet to build membership and disseminate news and information. In this day and age, most young people are very computer savvy. Using the internet as a one-stop source of information and registration saved applicants time and money.

We organised roadshows at different schools and universities for added publicity. This helped us gain their support and made it extremely easy to get a huge number of applicants.

We believe the campaign was a clear success. Young people are big users of small and medium sized companies like guesthouses, lodges and inns. They enjoy eating at vendor food stalls, thus contributing to the earnings of small businesses and low-income people.

It helped create a love of nature amongst the youth. By participating in the different activities, they gained more insight into environmental sustainability and hence became more responsible in their travel and choices. Travelling in a way that helps preserve the attractions and environment makes it an educational experience rather than just a recreational one.

“

In this day and age, most young people are very computer savvy. Using the internet as a one-stop source of information and registration saved applicants time and money.

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As they grow older, we hope that they will apply their knowledge when they travel, either by themselves or with family and friends. We hope that the campaign will make future generations more environmentally responsible.

Ladies and Gentlemen,

As you are aware, there can be no tourism without transportation. Here, Thailand is seeing a number of major developments that will vastly facilitate air, road and railway connections.

In June 2006, we are anticipating the commercial opening of a new airport for Bangkok, designed to be an aviation hub of Asia and one of the world’s most modern airports. It will have two parallel runways with a total capacity of 76 flights per hour.

At the initial stage, Suvarnabhumi Airport will be able to handle up to 45 million passengers annually. After completion of the final phase of four runways, this will rise to 100 million

passengers a year. At 563,000 square metres, the passenger terminal will be the world's largest single building structure.

I am also happy to report that much is being done to help visitors travel smoothly around Bangkok which has long been notorious for its traffic conditions. Our new mass transit systems are making it very easy for young travellers to get around the city.

When you last held your convention in Thailand, we only had our overhead Skytrain open. Since then, in 2004, a subway has also opened. Together, the subway and skytrain cover 41 stations all over the city, with three interchange stations at important junctions. The new subway runs under two major city thoroughfares, Rama IV and Ratchdapisek and links up a number of business districts, hotels, shopping complexes and major event halls like the Thai Cultural Centre and the Queen Sirikit National Convention Centre.



Photo Credit: Masala Magazine

This is also another important element of our infrastructure development, designed to attract the high yield meetings, conventions and exhibition business. We hope to attract more meetings like this one by your federation.

Availability of convention and exhibition space in Thailand is at an all time high. More exhibition and convention space is in the pipeline:

- Work is under way on a new exhibition hall named 'Challenger' at IMPACT Muang Thong Thani, due to be ready by early 2006. The facility will have a total of 160,000 sq m of exhibition area, making it Asia's largest exhibition and one of the world's ten largest exhibition halls.
- Bangkok International Trade & Exhibition Centre (BITEC) has invested 250 million baht (US\$ 6.41 million) in the construction of a 10,000 sq m, column-free multipurpose event hall. Measuring 64 m by 120 m, it offers a clear ceiling height of 12 m. with a floor loading of 3,000 kg/sq m, designed to accommodate heavy exhibits.

- Chiang Mai's first convention centre is planned for completion in time for the 'Visit Chiang Mai Year' promotion in 2006. The facility, featuring an 8,000 sq m exhibition hall and a 3,000-seat convention hall, will be located eight kms from Chiang Mai International Airport. The first major event to be held there will be the International Horticultural Expo in 2006.

Allow me to just quickly update you with some major developments and activities that may be of interest to you:

In December 2005, we are anticipating the opening of Siam Paragon, a world-class complex of international boutiques, gourmet, cuisine and digital entertainment in the heart of Bangkok. It will also contain a one billion baht oceanarium, the biggest in Asia, plus movie theatres and a state of the art performance centre for operas and musicals.

Next year, Thailand will commemorate the 60th anniversary (Diamond Jubilee) of His Majesty the King's accession to the throne. His Majesty is already the world's longest reigning monarch. To mark this extraordinary occasion, we will be holding the Thailand Grand Invitation 2006, a celebratory series of 60 "greatest events" include music, culture, arts, festivals, sports competitions to be held nationwide. The events organised by TAT will be grander than ever before, offering programmes and activities for both adults and children.

The Bangkok International Film Festival, to be held on 17-27 February 2006, is now a well-established annual event. It will include more than 150 international program features, seminars and panel discussions as well as presentation of the Golden Kinnaree Awards for excellence in international film-making in eight categories. Film buffs will find this a great opportunity not to be missed.

Ladies and Gentlemen,

Young travellers are a very important part of our tourism industry, both domestic and foreign. They will continue to remain so in the future, perhaps even more than now. We have learned a lot from the activities of FIYTO as well as by attending WYSTC conventions over the years, and we thank you for it.

That's all I have time for today. Again, thank you to the organisers for inviting us here and help you revive memories of your visit to Thailand. It has been a pleasure to be with you. If you have any questions I will be happy to take them.

Thank you and Sawasdee Khrap.

CHANGING THE IMAGE OF THAILAND TO A FEMALE-FRIENDLY DESTINATION



Mr. Suraphon Svetasreni

Deputy Governor for Publicity and Public Relations

**ASSOCIATION FOR WOMEN'S RIGHTS IN DEVELOPMENT CELEBRATION DINNER
29 OCTOBER 2005
THE ROYAL NAVY CONVENTION CENTRE**

Sawasdee khrap and Good Evening, ladies and gentlemen,

On behalf the Tourism Authority of Thailand (TAT) and the Thai Tourism industry, it is indeed an honor and privilege for me to welcome you all. Thank you for choosing Thailand as the host of your forum. It is truly a pleasure to have you here.

Allow me to begin by expressing on behalf of the TAT and our Governor Ms Juthamas Siriwan our sincere condolences to all the friends of your Executive Director Joanna Kerr, who I understand was unexpectedly called home just before the Forum began due to the sudden death of her father. We are truly saddened by this news and join you in grieving with her upon this tragic loss.

Ladies and gentlemen,

It is always a pleasure to have so many women attending a convention in Thailand. Women play a major role in the economic and social development of our country, beginning with Her Majesty the Queen who is known worldwide for her stellar work in social, cultural and environmental development. They hold senior positions in many areas of public and private life, including political office, activists, the medical profession, law and many more.

They have also played very important roles in Thai history. If you ever get a chance, I do suggest you remember the name of a film called “The Legend of Suriyothai,” an epic Thai production and one of the finest films ever made here. It depicts the story of a Queen in 16th century Thailand who lived, fought and died for her country and her husband. It is a great tale of female heroism and valour, a very inspiring movie that I am sure you will enjoy should you ever get a chance to see it.

Women also play a very important role in the travel & tourism industry. In addition to performing many of the rank and file jobs that you see all around you, including in the wonderful Shangri La hotel where you are staying, they also run many travel agencies, tour operators and hotels.



You will be happy to know that our TAT governor is the first woman governor of the Tourism Authority of Thailand in its 45 years of existence. Ever since she took over in August 2002, she has made it a priority to change Thailand’s long-standing image as a predominantly male destination. And today, I am happy to report that our marketing strategies have succeeded very well.

Of the total arrivals of 11.65 million in 2004, a record 4.94 million were females, up a massive 29% over 2003. By comparison, male visitors totalled 6.7 million, up by a much smaller 8.65%. This reflects the major shift that is taking place in Thailand’s image world-wide as a result of our marketing strategies focussing on spas, health, wellness, shopping and cuisine. As we continue these campaigns in the future, we are expecting to see further growth in female visitors. So please help me spread the word that Thailand is a great place for women travellers, with lots to see and do, as I am sure you are finding out.

Ladies and gentlemen,

Before concluding these brief remarks, please allow me to mention a very important event that will take place in 2006.

Thailand will commemorate the 60th anniversary (Diamond Jubilee) of His Majesty the King Bhumibol Adulyadej’s accession to the throne. His Majesty is already the world’s longest reigning monarch and this occasion will further highlight what must be one of the most extraordinary reigns in world history.

We are inviting people from all around the world to join us in this grand celebration. The Tourism Authority of Thailand and the Ministry of Tourism and Sports will be organizing the Thailand Grand Invitation, a celebratory series of “Greatest Special Events” comprising of music, culture and arts festivals, plus sports competitions, all over the country.

Please do come back and join us again next year, either on holiday with your families or friends or to hold a business event or even a convention or exhibition. If you come here after July, you will also be able to experience our fabulous new second Bangkok airport which is expected to open around that time, truly one of the most remarkable feats of engineering and construction in the Asia Pacific.

Ladies and gentlemen,

Allow me to end these few words of welcome on that note. It has been a real honor and pleasure to be with you today. Thank you once more for choosing Thailand and I hope you all return with fond memories and plenty of shopping bags.

Thank you and Sawasdee Khrap!

A YEAR AFTER THE TSUNAMI, PHUKET IS BACK TO NORMAL



Mrs Juthamas Siriwan

Governor

TSUNAMI RECOVERY PRESS CONFERENCE, WORLD TRAVEL MARKET, 14 NOVEMBER 2005 LONDON, UK

Sawasdee-kha and Good afternoon Ladies and Gentlemen,

On behalf of the Tourism Authority of Thailand and the Royal Thai Government, it is a pleasure for me to be here. My special thanks to the World Travel Market for taking this excellent initiative, which I believe will make a positive contribution towards reviving the flow of tourism in the tsunami affected countries.

Let me begin by thanking the people of UK and Europe for your kind support and assistance in facilitating our recovery from this devastating tragedy. The massive outpouring of help from individual Europeans, civic associations and the business community to fund relief efforts and disaster recovery programme was of great help indeed, and we thank you all.

The tsunami that struck the region was the largest in living memory, leading to unprecedented loss of life, damage, death and destruction, especially in and around Phuket. Seventy per cent of the damage was concentrated in the popular resort town of Khao Lak.

Today, thanks to unprecedented cooperation among the Thai people and the international community to revive and restore the destinations, it is truly a “Very Different Picture.” Government agencies have restored and

“ The Tourism Authority of Thailand has undertaken major marketing campaigns to restore the confidence of domestic and international travellers and achieve a rapid turnaround and the speedy recovery of affected areas. ”

rehabilitated all the infrastructure, including roads, telephone, water, electricity and garbage/ sewage disposal facilities. Phuket is back to normal. Many houses and schools have been rebuilt. Micro-credit loans have been offered to affected small and medium size enterprises or SMEs. Restaurants, tour operators, hotels and resorts are back in business.

The Tourism Authority of Thailand has undertaken major marketing campaigns to restore the confidence of domestic and international travellers and achieve a rapid turnaround and the speedy recovery of affected areas. Positive results are emerging. Between January and October 2005, European visitors at Bangkok International Airport totalled 1.78 million, up 6% over Jan-Oct 2004. We are expecting hotel occupancies in the Andaman region will touch at least 70-80% this winter high season.

Special events are being created to attract visitors in November – December 2005. A Tsunami Memorial Day will also be commemorated on 26 December 2005 in Phuket to remember the victims of the tsunami. At the same time, in December-January, many other activities like music concerts and sports competitions are planned to convey the sense of a return to normalcy.

We have also focussed on ensuring safety and security of the public against future disasters. Immediately after the tragedy, the Thai Government began intensive discussions with regional governments to establish an early warning system. Within five months, a National Disaster Warning Centre was officially opened in Bangkok on 30 May 2005, with early warning towers and sirens ready on Patong Beach. Training programmes and awareness campaigns are being carried out to help educate local people, tourism industry personnel, and students on ways to save themselves as well as visiting tourists in case a tsunami strikes again.

For the long term, the government is to rebuild Phuket and other areas in line with principles of sustainable development. The Tourism Authority of Thailand is developing a detailed plan for a model beach resort and will use Patong beach



as the first place to implement it. The model city that we have planned for Patong will include a bicycle lane, good public transportation, sufficient parking areas and all other necessary tourist amenities.

There are also plans to create Tsunami Memorial Spots, a Tsunami Memorial Museum in Phang-nga province, and a Convention and Exhibition Centre in Phuket. The Long-term Development Plan involves Extension of Phuket International Airport, upgrading of Krabi Airport to International Airport status and implementation of a comprehensive Andaman Development Plan over the next five years.



Ladies and gentlemen,

Allow me to end by mentioning a very important upcoming event in Thai and world history.

In 2006, the Thai people will commemorate the 60th anniversary of His Majesty's accession to the throne. His Majesty is already the world's longest reigning monarch. To mark this historic occasion, the Tourism Authority of Thailand and the Ministry of Tourism and Sports will launch 2006 Thailand Grand Invitation, a campaign that will feature a series of "Greatest Special Events" of music, culture and arts festivals, plus sports competitions, to be held nationwide and all through the year.

These events will honour the life and times of His Majesty and all that he has done for the people of Thailand. In addition to his many rural development activities, which bear great relevance to the most important global agenda today, poverty alleviation, visitors will also get an opportunity to witness the fabulous Royal Barge Procession, Royal Procession and Trooping of the Colours. We invite you, your readers, viewers, guests, families, friends and colleagues to join us for this momentuous event.

Thank you very much for the opportunity to speak to you to today, and Sawasdee kha.

THAILAND
THE GREATEST
STORY IN GLOBAL
TOURISM HISTORY

A 60TH ANNIVERSARY TRIBUTE TO
THE TOURISM AUTHORITY OF THAILAND
