

A portrait of a middle-aged man with dark hair, wearing glasses and a dark suit with a white shirt. He is looking directly at the camera with a neutral expression. The background is a blurred, warm-toned pattern.

THAILAND

THE GREATEST STORY

IN GLOBAL
TOURISM HISTORY

A 60TH ANNIVERSARY TRIBUTE TO
THE TOURISM AUTHORITY OF THAILAND

Key Developments

2007

- Thailand Travel Mart (TTM) 2007 Plus Amazing Gateway to Greater Mekong Subregion combined with Thailand Tourism Festival 2007 (TTF 2007) held on 8-10 June in Bangkok.
- HM King Rama IX the Great 80th Birthday Anniversary commemorated.
- Mrs Phornsiri Manoharn takes over as TAT Governor

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MIDDLE EAST, GULF AIRLINES MAKE BEELINE FOR BANGKOK



Mrs. Phornsiri Manoharn

Governor

ARABIAN TRAVEL MARKET 2007 1- 4 MAY 2007 DUBAI

On behalf of the Tourism Authority of Thailand (TAT) and the Thai tourism industry, I am very honoured and delighted to welcome you all here this afternoon. In the few minutes we have available, I would like to provide you with a broad update on our new products and services, plus upcoming events that may be of interest to your clients.

The Arabian Travel Mart remains one of our most important shows for boosting our profile in the Middle East. This year, we have 68 Thai hotels, tour operators, travel agents, hospital and other related offices in the Thai delegation.

The Middle East is one of our fastest-growing source markets, an average growth rate between 1999 and 2005 around 9.63%. In 2006, arrivals from Middle East were up 39.5% to more than 270,000. United Arab Emirates is the top source from Middle East market with 69,509 visitors, up 42.43% over 2005.

We are also seeing significant increases in women travellers, MICE delegates and families.

The Middle East in general and GCC countries in particular, are very important markets for Thailand. Both Nationals and Expatriates in these countries have high purchasing power, long average length of stay and enjoy the monsoon season in Thailand, which

“ The summer holiday travelling season from the Gulf fits perfectly well with our lush green season when the monsoon rains begin, covering the entire country with a carpet of green. ”

coincides with the hot summer months in the Middle East. In addition, Thailand is well known for its extremely good quality of products, excellent service standards and, of course the warmth and traditional hospitality of the Thai people.

One reason for the strong growth is the plentiful supply of airline seats. As March 2007, there are 110 direct scheduled flights per week between Thailand and eleven countries in Middle East being operated by 11 airlines such as Emirates, Qatar Airways, Gulf Air, Etihad, Kuwait Airways, Cathay Pacific Airways, Royal Jordanian Airlines, Egypt Air, Mahan Air, Turkish Airlines and Thai Airways International.

Well known for its excellent value for money, shopping and fine dining, Thailand is also becoming increasingly popular as an health and wellness destination. Thailand also has a substantial population of Muslims as a result of which Middle East visitors will find plenty of halal restaurants in all the popular tourist cities.

As you are well aware, our service standards are legendary, and the summer holiday travelling season from the Gulf fits perfectly well with our lush green season when the monsoon rains begin, covering the entire country with a carpet of green. Although Bangkok and the beaches of south Thailand remain very popular, I would also like to draw your attention to other popular destinations both in and around Thailand.



Thailand is also the most accessible gateway to the neighbouring Mekong countries of Cambodia, Laos, Myanmar, Vietnam and Southern China. A number of significant roads, highways and infrastructure are coming up in the GMS that will substantially boost the profile of these countries.

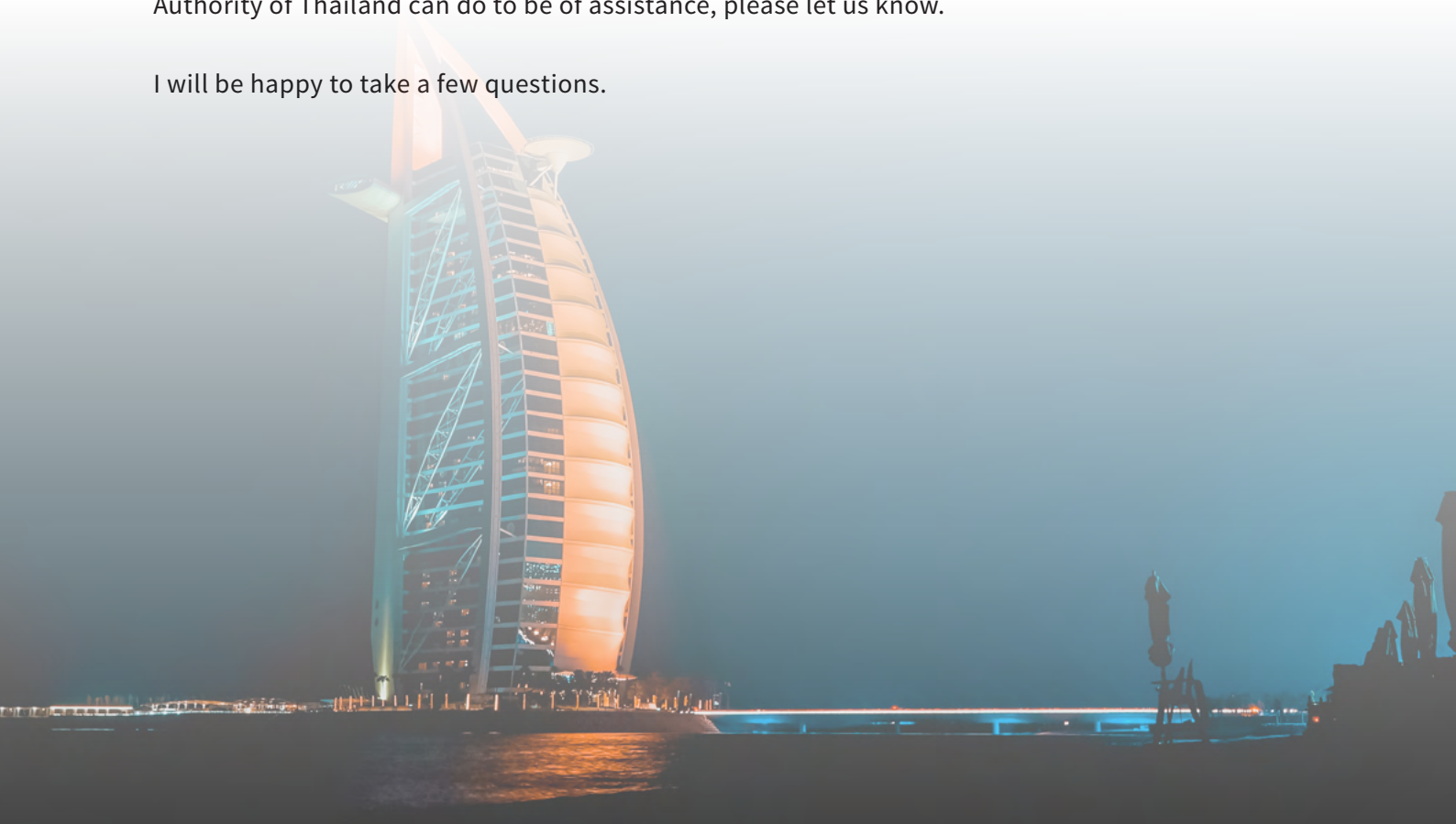
In addition, we have some new developments to report.

Many of the prominent property development companies in the Gulf are showing significant interest in Thai tourism assets. These include Kingdom Hotels, Istithmar and Jumeirah. Over time, we expect others like Nakheel, Emaar, Rakeen and others to follow suit. At the same time, we are also expecting our Thai and Asian groups to expand in the Middle East, such as the Dusit, Mandarin Oriental, Shangri-La, etc.

One final piece of good news that I would like to share is that the TAT is planning to set up a new office in Dubai, its first in the Middle East, by the end of this year. At the moment, the TAT uses the services of a marketing consultant. A full-fledged office will mean a substantial increase in financial resources to step up our marketing campaigns.

Allow me to conclude on that note. Once more, a very warm welcome to you all. Thank you for your continuing support and for being with us today. If there is anything our staff at the Tourism Authority of Thailand can do to be of assistance, please let us know.

I will be happy to take a few questions.



ATTRACTING 'QUALITY' VISITORS TO A 'QUALITY' DESTINATION



Mrs. Phornsiri Manoharn

Governor

MEDIA BRIEFING AT THAILAND TRAVEL MART PLUS 7 JUNE 2007

Allow me to extend our warmest welcome to you all. Thank you all for being with us. This year is very important to us because we are celebrating His Majesty the King's 80th birthday. His Majesty is widely revered in Thailand for his leadership, wisdom and compassion, all of which have played a role in steering Thailand through many a difficult period. We are happy that you are all here to join us this year in wishing His Majesty a long and healthy life.

Let me just give you a quick update of the many important developments in the Thai travel & tourism industry.

ABOUT THE SHOW

Ladies and gentlemen,

This is the first year that the event will bring together the Thailand Travel Mart (TTM) 2007 Plus Amazing Gateway to Greater Mekong Subregion and Thailand Tourism Festival 2007 (TTF 2007), making it the biggest such event to be ever held in the country.

We have combined the trade and consumer components, which benefits everyone. Sellers get an opportunity to expand their business prospects by reaching out to both the international trade as well as the growing number of Thai travelling consumers. In

turn, the buyers get an opportunity to do business as well as to see some of the fun and festivities that are an inherent part of the Thai and Mekong tourism product.

The 309 seller organisations participating this year include 220 hotels, 1 airline, 9 ecotourism and adventure operators, 16 medical & health tourism facilities, NTOs and other services, 30 tour operators and 33 companies from the Greater Mekong Subregion. We also have 356 buyers from around the world and 120 trade visitors from Thailand.

Last night, you had a chance to enjoy the welcome reception at Siam Paragon, a world class shopping and entertainment complex. The business events are being held at the Impact Muang Thong Thani Exhibition Center, the world's largest column-free exhibition hall, Asia's largest indoor exhibition center and Thailand's largest ballroom.

The Thailand Tourism Festival 2007 (TTF 2007), the annual travel & tourism showcase event targeting Thai and expatriate residents, will be held during 7-10 June 2007 in a separate hall of the Impact Muang Thong Thani Exhibition Center. The festival will include many activities relating to Thai culture, traditions and local lifestyles. Special traditional parades from each of the four regions will be held, along with stage performances of local folklore, plays, Thai puppet performances, the Khon dance, etc.

Over 300 exhibitors at the Festival including tour operators, travel agents, diving schools and equipments, spas, hotels and accommodations, airlines, golf courses, car rental, souvenirs, local handicrafts, local foods and entertainment suppliers are expected to participate.

I hope you have a chance to check out this wonderful range of exhibitors and products and find lots to write about.





THAI TOURISM SITUATION

Allow me now to give you a few details on our tourism performance.

In 2006, we met the target of 13.8 million visitor arrivals through continued emphasis on our traditional marketing activities and the active support of our many industry partners, including the airlines and the private sector.

In January – April 2007, international visitor arrivals at Bangkok's Suvarnabhumi International Airport totalled 3,413,197, an increase of 2.61% over the same period of 2006. These figures only include those who arrived in Bangkok as the first point of entry and not those who flew directly to other points in Thailand, such as the popular beach resort island of Phuket, or those who crossed over through the overland border checkpoints.

Arrivals at Suvarnabhumi airport in January-April 2007 from major markets included East Asia (1.5 million), Europe (1.1 million), the Americas (267,000), Oceania (161,000), South Asia (187,000), Middle East (124,000) and Africa (30,000). All of the regions reported strong growth except East Asia which declined by 6.65% (largely because many tourists are now flying directly to Phuket, thanks to the increasing number of direct flights from many regional cities).

AMAZING THAILAND

Ladies and gentlemen,

We have set a target of 15 million international visitor arrivals in 2007 which will help generate estimated revenues of 547.5 billion baht (about US\$ 14.5 billion). The domestic tourism target is for 82 million domestic trips with a projected revenue of 377 billion baht (about US\$ 10 billion).

In terms of marketing and promotions, we have gone back to the Amazing Thailand slogan that proved so successful in 1998-99. Many people in the industry still remember it fondly. It does

underscore the image of Thailand as a peaceful, hospitable country and a year-round tourism destination with high quality of value-for-money products and services.

The main markets targeted for intensive promotions are mainly in the Asia-Pacific, East Asia and Europe regions, as follows:

- Asia Pacific and East Asia: China, Japan, Korea, Hong Kong and Taiwan.
- Europe: UK, Germany, France and Sweden.

These are now the dominant generators of volume visitors for Thailand. Other emerging markets that will get an extra marketing push include India, Middle East, Russia, Ukraine, the CIS countries and Africa. Short-haul markets from where people are travelling for shorter periods but more often include Malaysia and Singapore.

These markets have been targeted because there is adequate seat capacity, liberal visa-free access, a strong image of Thailand and good future potential, thanks to relatively strong economies and a rising middle class with a propensity to travel.

At the same time, we are changing to focus on ‘quality’, which means attracting ‘quality’ visitors to a ‘quality’ destination. ‘Quality visitors,’ are those with high purchasing power and potential for long average length of stay. The TAT will work to boost the image of the country as a quality destination by building and enhancing the brand image.

NEW DEVELOPMENTS

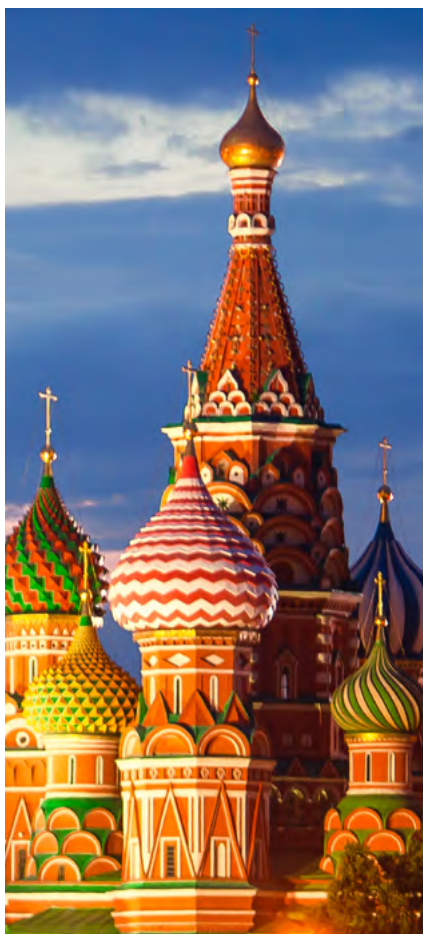
To expand our global marketing reach, the TAT is planning to open offices in Dubai, Moscow and Vietnam by the end of 2007. A few words about each market:

“ ‘Quality visitors,’ are those with high purchasing power and potential for long average length of stay. The TAT will work to boost the image of the country as a quality destination by building and enhancing the brand image. ”

- **THE UAE:** The UAE is the biggest market for Thailand among the Arab countries with 87,006 visitor arrivals in 2006, up 33.69% over 2005.

Our research on visitor expenditure in 2005 showed that UAE visitors (including expatriates) were among the highest spenders. They spent an average of US\$105.97 per person per day, much higher than the US\$96.72 spending of overall visitors.

The UAE is Thailand’s top commercial and trading partner in the Middle East. Last year’s bilateral trade was estimated at US\$8.5 billion, with Thailand exporting US\$1.474 billion and importing US\$7.115 billion.



The number of UAE nationals seeking medical services and spending their holidays in Thailand is as high as 80,000 per year. Also, some 4,000 Thai workers are now working in the country.

- **RUSSIA:** Visitors from Russia to Thailand have been growing steadily over the past few years. In the early days, Russian visitors began flocking on charters to Pattaya to escape the harsh winters. Today, they have become mainstream travellers with strong growth potential. In 2006, arrivals from Russia totalled 190,834, up 78.32% over 2005.

Strong economic and trade contacts go hand in hand with travel & tourism which is also growing strongly between our two countries. Thailand is a good family destination for Russians travellers due to good sight-seeing opportunities, friendly people, beautiful beaches and excellent weather.

Many Russians are major spenders. Thailand is also known as a shoppers' paradise with an abundance of alluring bargains. Thai silk, handicrafts, pottery, branded products, clothes at bargain prices and home décor wares are spread out over modern malls and local markets.



- **VIETNAM:** Vietnam is a very important partner country for Thailand in the context of cultural, social, political and economic relations, both bilaterally as well as under the aegis of regional sub-groupings like the Greater Mekong Subregion (GMS) and Association of Southeast Asian Nations (ASEAN).

Vietnamese arrivals to Thailand in 2006 totalled 251,838, an increase of 28.85%, the fourth highest growth in the ASEAN region. Vietnamese don't need visas to come to Thailand, and there is a significant growth in arrivals to attend the many trade exhibitions, especially since Vietnam has now become a member of the WTO.

We are also working actively on the Chinese market.

Last year, we signed an agreement with the Beijing Tourism Administration (BTA) to combine Beijing and Bangkok as dual destinations. The goal is to boost passengers from Europe and America to travel to Bangkok or Beijing, before or after the 2008 Olympics in Beijing.

At the same time, Thai Airways International and Air China have joined forces to launch joint holiday opportunities that combine a trip to the Olympics with a visit to Bangkok. Visitors can fly with THAI from any of eight key cities in Europe and North America via Bangkok to Beijing, then return home direct with Air China. Or they can travel with either airline in the reverse order.

Both airlines are offering attractive special for this unique vacation plan. In addition, THAI's Royal Orchid Holidays inclusive packages of Beijing and Bangkok provide great value for accommodation and sightseeing options.

Ladies and gentlemen,

Assuming that there are no international crisis, I do believe that we will achieve our targets for this year. We have seen a lot of promising developments like the opening of our Suvarnabhumi Airport, a world-class facility which will go a long way towards helping position as the new "Gateway to Asia."

Our continued upgrading of infrastructure and onset of new products like shopping centres, convention and exhibition halls, boutique hotels, health and wellness facilities means that we will continue to attract a broad range of customer segments from across the world.

CONCLUSION

Before I conclude, let me just urge you to take full advantage of the Amazing Thailand Grand Sale now under way. The sale is packed with world-class shopping, special discounts and promotional offers throughout Bangkok. It is a great opportunity to pick up some of gifts and souvenirs for family and friends back home.

Thank you for your strong support and for being with us today. I wish you have a fruitful and productive TTM Plus 2007 and looking forward to welcome you all again at Thailand Travel Mart 2008 Plus Amazing Gateway to Greater Mekong Subregion which will be held between 5-8 June 2008 at Impact Exhibition Centre.

JAPAN TO REMAIN A TOP PRIORITY



Mrs. Phornsiri Manoharn

Governor

PRODUCT BRIEFING FOR JAPAN ROADSHOW 2 JULY 2007 FUKUOKA, JAPAN

On behalf of Tourism Authority of Thailand and Thai tourism industry, it is my pleasure to welcome you this evening. It is always a pleasure to be here in Fukuoka, a thoroughly modern and cosmopolitan city that still retains its unique charm and ambience. We thank our Japanese hosts for their warm hospitality in the true spirit of peace and friendship.

Thailand and Japan share a long history economic, social, and cultural relations. Japan is the second one of our top economic investors and has played a major role in the development of our country. In addition to being the home of many of Japan's top car assembly plants, Thailand has benefited from Japanese funding for many of its key infrastructure projects like airports, seaports, roads and highways. Our new Bangkok airport, Suvarnabhumi, was built largely with assistance of Japanese funding. The people of Thailand recognize this assistance, and are grateful for it.

We are here today to help you introduce to you many of our new products and services and also to listen to your suggestions on how we can help you improve your own sales in what we recognize is a highly competitive market. I am happy to report to you today that many of the things that Japanese tourists love about our country – shopping, culture, cuisine, health and wellness, honeymoon and, of course, golf are very much intact and getting better. We are also happy to note that there

is adequate seat capacity between Thailand and Japan, both directly and through intermediary points such as Hong Kong and Taipei, liberal visa-free access, a strong image of Thailand and good future potential.

THAI TOURISM SITUATION

Allow me to begin by giving you a few details on our tourism performance.


In 2006, we met the target of 13.8 million visitor arrivals through continued emphasis on our traditional marketing activities and the active support of our many industry partners, including the airlines and the private sector.

Japan is our second largest market-source of arrivals after Malaysia and has been generating more than one million visitors a year since 1999. In 2003, Japanese visitors generated the largest foreign exchange earnings. In spite of a recent decline in arrivals due to various international and local factors, we are noticing steady increases in the number of business travellers, retirees, convention delegates and even children. In 2006 Japanese visitor arrivals to Thailand totaled 1.3 million, up by 7% over 2005. This trend has continued in 2007 when Japanese visitors to Thailand totalled 461,234 at Suvarnabhumi Airport and 29,101 Japanese visitors fly directly to Phuket International Airport during January – May 2007.

I would also like to remind you that Japanese visitors are one of our highest spenders with an average daily spend of US\$ 145 and average length of stay is 6.48 days during Jan-Jul 2006.

We have set a total arrivals target of 14.8 million international visitors in 2007 which will help generate estimated revenues of about US\$ 14.5 billion. The target for Japanese visitor arrivals in 2007 is hope to meet with the cooperation and support of all our friends who are gathered here today.


#こんなタイ知らなかった



はじめてのタイ

- > 5分でわかるバンコク旅行
- > タイ料理
- > バンコク交通機関の利用法

はじめてのタイ



人気のエリア

- > バンコク
- > チェンマイ
- > プーケット
- > アユタヤ
- > イサーン
- > クラビ

その他のエリア



人気のスポット

- > パワースポット
- > ビーチリゾート
- > #女子旅
- > アユタヤ遺跡
- > #フォトジェニック

観光スポット



Ladies and gentlemen,

As one of our major source markets of visitors, Japan will continue to remain a top priority for our marketing efforts. Some of you may have noticed that we have gone back to the Amazing Thailand slogan that proved so successful in 1998-99. Many people in the industry still remember it fondly. It does underscore the image of Thailand as a peaceful, hospitable country and a year-round tourism destination with high quality of value-for-money products and services.

At the same time, we are changing to focus on ‘quality’, which means attracting ‘quality’ visitors to a ‘quality’ destination. ‘Quality visitors,’ are those with high purchasing power and potential for long average length of stay. The TAT will work to boost the image of the country as a quality destination by building and enhancing the brand image.

Our continued upgrading of infrastructure and onset of new products like shopping centres, convention and exhibition halls, boutique hotels, health and wellness facilities means that we will continue to attract a broad range of customer segments from Japan. Allow me to give you a quick briefing on each of these sectors:

ROYAL CELEBRATIONS

This year, Thailand is holding year-long Royal Celebrations commemorating the 60th anniversary of His Majesty the King’s accession to the throne. Over the years, Thailand’s Royal anniversaries have played a major role in creating memorable marketing campaigns for the Thai tourism industry. This year the Royal Thai Government has given it a very exclusive development angle to highlight the role of His Majesty as the “Development King”.



Of the hundreds of community-based projects set up by his Majesty all over Thailand, nine unique projects initiated by His Majesty and members of the Thai Royal Family are now being marketed to tourists. They include everything from crop-substitution projects that have helped hilltribe farmers cut back on growing opium, to an elephant conservatory where foreign visitors can learn to become mahouts and an arts and crafts training centre where dozens of people with disabilities are gainfully employed in creating masterpiece paintings.

All of these projects reflect the best of Thailand. Japanese visitors will find them a unique experience because they show that tourism does not always have to be driven by commercial considerations in order to have an impact.

CHIC THAILAND

One of our major focus is on niche-markets, which in line with the major lifestyle changes taking place worldwide. Already known for its cultural heritage, Thailand is seeing the growth of some remarkably hip, intimate and boutique products which we are marketing under the slogan: 'CHIC By Thailand'.

The 'chic' new products include hotels, restaurants, art galleries, museums, bars and attractions throughout the country. The recent explosion of many new boutique-style properties is prominently featured in a new dedicated brochure for the discerning traveller. For the discerning traveller, the Tourism Authority of Thailand presents a collection of the highlights of CHIC by Thailand – a celebration of the most stylish hotels, restaurants and bars the country can offer. The

brochure has been produced in conjunction with tour operator partners and includes a range of special offers on holidays to Thailand.

Thai Chic is rooted in Thailand's rich culture and tradition and blends it with the latest trends in the global culture of fashion, music, cuisine, etc. It is helping to make Bangkok a magnet of international trends, cool people and culture. It is also influencing the world as well-known products like Thai silk join the well-known Thai cuisine. Thai designers are also making an international name for themselves worldwide.

BOUTIQUE HOTELS

In line with this "Chic In Thailand" trend, we have seen a phenomenal increase in the number of small, exclusive boutique hotels. These are fabulous little properties designed for discerning guests seeking a comfortable, delectable ambience, high-quality individualised service and, extremely important, total privacy. At a recent annual trade show, the Thailand Travel Mart (TTM) 2007, the majority of our sellers were these boutique hotels which have opened up not just in Bangkok, Phuket, Samui, Hua Hin and Chiang Mai but in many of our new and upcoming resorts all around the country.

SHOPPING

Thailand is seeing a number of amazing new retail centers that offer a total shopping experience -- from the latest designer goods to traditional Thai arts and crafts. In Bangkok, unique new attractions include the Siam Paragon and the World Trade Center, both world class shopping and entertainment complexes linked by direct walkway to the mass transit system, the skytrain.

Shopping in Thailand is always an excellent opportunity to stack up on some really amazing Thai products to take back home as Christmas and New Year gifts for friends and family. At dozens of department stores, shopping complexes and retailers in Bangkok and all the popular tourist cities, visitors will find an amazing range of high quality goods, e.g. clothing, jewellery, leatherwear, bags, shoes, etc. The best gift items are the unique locally-made products, including those from the Royal Projects, handicrafts, Thai silk products, decorative and designer items and household products.

GOLF

Golf is one of the most popular sports in Thailand, and Japanese visitors have played a major role in promoting its popularity. This year we are targeting one million golfers. There are over 200 high standard golf courses nationwide, many of them championship standards. The world's top



designers have made a significant contribution. Jack Nicklaus, Robert Trent Jones Jr, and many others have perfected modern layouts, using the best grasses and latest techniques.

The result is some of the most attractive courses in Asia, with excellent facilities, memorable signature holes and regular maintenance to keep them in top-class condition. There are at least a few courses in or within easy reach of all major cities. Most of the newer courses offer accommodation on site or nearby, plus recreational facilities for the whole family.

For the more adventurous, there are older, natural courses in remote areas around the country owned by the Royal Irrigation Department, the Electricity Generation Authority of Thailand, all offering good value. So for golfers who not only appreciate a challenging course, but an exotically different one too, there is an extraordinary choice.

HONEYMOONERS

Thailand has always been a popular spot for Japanese honeymooners, and the shift towards “chic” products, boutique hotels and world-class shopping are all part of that strategy. For those who would like to get married in Thailand, we are also trying to help smoothen the necessary paperwork to make the entire process easy.



HEALTH AND WELLNESS

Thailand is rapidly becoming well-known as a centre of preventive and holistic therapies involving meditation and herbal treatments. At the same time, Thai hospitals and medical facilities specialising in curative treatments have undergone a total design reformat, staffed by qualified Thai medical professionals backed by the country’s best-known asset, its friendly and courteous staff. Visitors can avail of a quick foot-massage, enjoy a relaxing herbal body-scrub, improve their breathing techniques or even become a humble temporary resident of a remote Buddhist temple in a national park.



SPAS

Not many countries have such a dedication to relaxation as Thailand. Thai massage has for centuries been enjoyed by people around the world. Sampling Thai massage is as easy as walking into one of the many small shops in Bangkok, or looking out onto a perfect blue sea as one of the beach-side practitioners work their magic. Massage therapy in Thailand has evolved and the country can now boast luxurious spa resorts that will transport even the most stressed city dweller to a paradise of indulgent relaxation.

GREATER MEKONG SUB-REGION

Finally, please remember that a visit to Thailand is a stepping stone towards visiting our neighbouring countries in the Greater Mekong Sub-region. These are southern China, Vietnam, Myanmar, Laos and Cambodia. There are more flights from Thailand to these countries than from any other point in Asia. In future, the huge network of roads, highways and infrastructure coming up in the GMS will help better package and position Thailand as a gateway to this rapidly developing region.

A second Friendship Bridge between Thailand and Laos opened on December 20, 2006 -- funded by Japan -- and is key component of a major economic and infrastructure development plan to facilitate transportation, trade, investment and tourism in the Mekong Sub-region. It links two provinces on both sides of the Mekong River which are Savannakhet and Mukdahan. Both of them will become popular tourist spots in future.

CONCLUSION

Ladies and gentlemen,

Allow me to conclude by once more extending to you our thanks and gratitude for your warm friendship and support for Thailand over the years. We thank you for being with us. I look forward to your continued support in future and to seeing more Japanese visitors to Thailand. If there is anything we can do to be of assistance to you, please feel free to let us know.

BACK TO THE AMAZING THAILAND SLOGAN



Mrs. Phornsiri Manoharn

TAT Governor

SKAL LUNCHEON MEETING 19 JULY 2007

It is indeed a pleasure for me to be here today. Thank you for inviting me once again to speak to you. It is always a pleasure to address the Skai Club because I agree wholeheartedly with its founding principles to promote friendship and cooperation.

I also consider it an honor to be addressing your club as the first travel and tourism grouping following our highly successful marketing plan meeting in Cha-am last week. So I will take up a little bit of your time giving you a quick roundup of what we discussed and where we expect to be going in future.

THAI TOURISM UPDATE 2007

First, a quick appraisal of the situation so far.

In 2006, we met the target of 13.82 million visitor arrivals through continued emphasis on our traditional marketing activities and the active support of our many industry partners, including the airlines and the private sector. For the first time, four source markets generated over one million visitors each, such as Malaysia 1.57 million, Japan 1.29 million, Korea 1.1 million and China 1.03 million.

In January – March 2007, international visitor arrivals totalled 3.83 million, an increase of 5.76% over the same period of 2006. Although there has been strong growth



in arrivals from Europe, the Middle East and South Asia, there has been a decline in arrivals from key Asian source-markets like China, Japan and Taiwan, largely due to factors that are well-known to you. However, this has been partially offset by strong growth in arrivals from Russia, India, Australia, Israel, among other emerging markets.

Overall, we are still optimistic of recovering over the rest of this year and achieving our target of 14.8 million international visitor arrivals in 2007 and estimated revenues of 547.5 billion baht. The domestic tourism target is for 82 million domestic trips with a projected revenue of 377 billion baht.

In 2008, we are projecting 15.7 million international visitors arrivals, up 6% over the projection for 2007, with tourism revenue projected at 600 billion baht. The domestic arrivals target in 2008 is 83 million trips, up 1.23%, and earnings of 385 billion baht.

MARKETING PLANS AND STRATEGIES

At our marketing plan meeting in Cha-am, there were a lot of interesting discussions about global, regional and local issues, ranging from the impact of oil prices to branding and low-cost airlines. We also did an exhaustive SWOT analysis of the Thai tourism industry in an effort to chart a path for the future. Allow me now to give you a brief summary of what we discussed.

BACK TO AMAZING THAILAND

The first and most important change that we have made is to reinforce the Amazing Thailand slogan that proved so successful in 1998-99. Many people in the industry still remember it fondly. It does underscore the image of Thailand as a peaceful, hospitable country and a year-round tourism destination with high quality of value-for-money products and services. This will remain our marketing slogan for the foreseeable future.

CHANGES IN CONSUMER BEHAVIOUR

Thanks to globalisation and many other social, cultural and economic factors, consumer behaviour is undergoing significant changes. Some that are very noticeable include:

- Tourists are paying more attention to the “value of tourism”
- Acquire new experiences
- Seeking to learn something new as a result of their holiday, such as local lifestyle
- Global Warming Awareness: A lot of tourists are expressing growing concern about nature and environment to the point of choosing destinations and companies based on their commitment to environmental preservation.
- Health consciousness
- Building closer relations with families and friends
- Although price is a major deciding factor when it comes to determining the destination, people are still willing to pay for good quality products.
- Type of travel needs to be more flexible, more personalised, individualised and tailor-made
- Automation and Information Technology will play a major role in determining the future of travel and tourism.

READINESS OF THAI TOURISM PRODUCTS AND SERVICES

The good news is that Thailand has a generally very positive image in the world, which gives it a significant competitive advantage. In many travel magazine and lifestyle surveys, we are consistently ranked in the Top Ten for the quality of our beautiful beaches, entertainment and dining, value of products, recreational facilities and shopping. Every year, we reap many awards in each of these categories.]



“SEVEN AMAZING WONDERS” THEME PRODUCTS

In our marketing meeting, we analysed the changes in consumer behaviour and then took stock of our inventory of products and re-classified them into seven clear categories in order to help us market each in a clearly focussed and segmented manner, backed up by specific marketing slogans. These seven are:

- **Thainess:** “Experience the Art of Thai Living” – which refers to traditional Thai hospitality, lifestyle and friendliness of the people, always a key selling point for us. Traditional Thai products such as cultural tourism, Thai food & fruit carving, Thai boxing, Thai classical dance, Songkran and Loi Krathong festival etc.
- **Treasure products:** “Land of heritage and history” -- which refers to our world heritage site and historical place, temples, and Thai museums.
- **Beaches:** “Fun, sun, surf and serenity of Thai Beaches” -- which will build on the long-standing popularity of our beach resorts for international and domestic tourism.
- **Nature:** “Encounter the sheer beauty of Thai nature” – which will focus conservation and environment, including our national parks. The tourism activities include trekking, rafting, mountain climbing, biking, etc. The worldwide attention being paid to global warming presents us with an opportunity to market these products as soft adventure or eco-tourism.
- **Health and wellness:** “Land of Healthy Smile” -- a rapidly growing market the world over, focussing both on preventive and curative therapies and treatments. Many of our hospitals are becoming world-renowned, as are the spas and health resorts.
- **Trends:** “Excite yourself with a myriad Thai trends” -- targetted at the new generation of young travellers, highlighting the vast variety of new boutique hotels, shopping centres like Siam Paragon, Central World, restaurants, new nightlife and entertainment.
- **Festivities:** “Enchant yourself with international festivities in Thailand”-- the ‘sanuk’ factor, which highlights international popular major events and festival in Thailand such as Johnnie Walker Tournament, Phuket Regatta, Elephant Polo, etc.

You will see these being highlighted in all our upcoming advertising and marketing campaigns in the year ahead.

GEOGRAPHICAL MARKETS

The 18 main markets which are targeted for intensive promotions are mainly in the Asia-Pacific, East Asia and Europe regions.

Among the 20 Emerging markets with strong growth potential are Vietnam, Philippines, Indonesia, Russia and CIS countries, East Europe, UAE and Saudi Arabia.

This year, we are planning to open offices in Dubai, Moscow and Vietnam, all of which are generating promising growth figures, with strong future potential. We are also working actively in China which we project will become our top source of visitor arrivals by the end of this decade, overtaking both Malaysia and Japan. Last year, we signed an agreement with the Beijing Tourism Administration (BTA) to combine Beijing and Bangkok as dual destinations before or after the 2008 Olympics in Beijing.

INTERNATIONAL MARKETING ACTIVITIES IN 2008



The core focus will be on attracting “quality tourists with high yield.” We will also be spending a lot of time and effort to enhance our E-marketing abilities through the vast online networks, including websites, blogs, discussion forums, travel clubs, mobile phone messages, etc, especially to reach the high-end target group in places like Japan, Australia and the US.

The fact that 60% of total arrivals are repeat visitors opens up excellent opportunities to attract more visitors by getting our loyal guests to recommend Thailand to more friends and colleagues, or the word-of-mouth marketing strategy. Next year, we will organise a project to invite European to visitors send their pictures of Thai destinations as part of a contest. Thereafter, we will inaugurate a Web Blog: Thailand Fan Club for these groups to write their experiences and show their pictures and exchange stories with other visitors to Thailand.

Similar to a campaign known as “Consumer Test Drive” in London, TAT will select target tourists to travel to Thailand as a “test-drive” so that they can post their experiences on the TAT London website. In the Indian, Hong Kong and Korean markets, we will invite famous celebrities, pop stars, sportspeople, and famous TV moderators to visit and undertake activities in Thailand.

During 5-8 June 2008, the same time as the annual Thailand Travel Mart+, we will hold a mega-fam trip for over 500 international media and travel agents from major markets to visit Thailand. There is also tremendous potential for attracting high-end group markets such as golfers, senior citizens and families.

For example, we plan to expand our partnerships with platinum credit card holders in Indonesia and China and boost our sponsorships of golf tournaments. One important trend is the growth in female golfers, especially from Japan. Senior Citizens and Baby-boomers are also important, especially from the US and Japan. We will also arrange special charters to attract family groups from Taiwan and Israel to Hua Hin and Pranburi. One campaign will be to partner with Thai restaurants in Europe and the US as well as with McDonalds in India and Singapore.

ROYAL INITIATIVE DISCOVERY

This year, we are commemorating His Majesty the King’s 80th Birthday Anniversary. His Majesty is now the world’s longest reigning monarch and within two years, will become the longest reigning monarch in world history. This will be another cause for glorious celebration.

As a tribute to His Majesty, we will also be promoting the nine “Royal Initiative Discovery” projects, which incorporate a learning experience into travel and leisure. The nine locations selected for the Royal Initiative Discovery epitomize the pride of Thailand. For the first time, visitors can experience the relevance of various development projects initiated by His Majesty. These projects cover areas such as agriculture, occupational training, education, traditions and culture. More details are available on the website www.thairoyalprojects.com



DOMESTIC TOURISM

His Majesty's principles of "Sufficiency Economy" are also being factored into our Marketing Plan for domestic tourism to create a better balance between society and economy. We will continue the existing campaign "Keep Thailand Beautiful" through the regular TV, radio and printed media. On the social dimension, the campaign will focus on preserving the environment, being a good host and promoting tourism as part of an educational process for Thai people to understand and conserve natural resources. On the economic front, it will certainly mean a better redistribution of income from urban to rural areas.

This year, we will hold the Thai Tourism Awards, which are designed to help Thailand maintain its competitive edge in the international arena by motivating both public and private tourism agencies to strive for higher standards of product development, professionalism, service-delivery and marketing.

Many other activities are being held to promote environmental conservation especially among young travellers. We will also make use of other strategies like Discount Coupons with over 770 partner outlets, weekday tourism, Green Season, special campaigns for senior citizens, road-shows and activities to promote golf, motor-caravans, etc.

UPCOMING MAJOR EVENTS

Finally, here is some information about upcoming major events in Thailand:

1. The Bangkok International Film Festival is being held this week until 29 July, 2007 at SF World Cinema and Central World Shopping center and Royal Paragon Hall. It has attracted many film-makers and movie enthusiasts from around the world.
2. ASEAN Tourism Forum (ATF) during 18-22 Jan 2008
3. PATA CEO Challenge, during 23-24 Apr 2008
4. Thailand Travel Mart, during 5-8 Jun 2008

CONCLUSION

Skalleagues, ladies and gentlemen,

Before I end, I would like to extend my sincere thanks to all of you for your help and cooperation in developing Thai travel and tourism. Our job in government is only to create the opportunities, it is up to you to build upon them. I know that you all work extremely hard in this endeavor. Please rest assured that I'm always willing to listen to your opinions and constructive suggestions. My door is always open.

WE ARE PROUD OF OUR ISLAMIC HERITAGE



Mr. Suraphon Svetasreni

*Deputy Governor for Marketing
Communications*

REMARKS TO VISITING MEDIA FROM MUSLIM COUNTRIES 5 AUGUST 2007

On behalf of the Tourism Authority of Thailand (TAT) and the Thai tourism industry, I am very honoured and delighted to welcome you all here this evening. In the few minutes we have available, I would like to provide you with a broad update on Thai tourism industry and our strong linkages with the Middle East countries.

The Middle East in general and GCC countries in particular, are very important sources of visitor arrivals. Both Nationals and Expatriates in these countries have high purchasing power, long average length of stay and enjoy the monsoon season in Thailand. In addition, Thailand is well known for its extremely good quality of products, excellent service standards and, of course the warmth and traditional hospitality of the Thai people.

In 2006, arrivals from Middle East were up 39.5% to more than 270,000. United Arab Emirates is the top source from Middle East market with 69,509 visitors, up 42.43% over 2005. We are also seeing significant increases in women travellers, repeat visitors, business travellers, MICE delegates and families.

In January – May 2007, arrivals from Middle East were up 22.23% to more than 157,000. As you go around our shopping centres and department stores during your visit, you will see plenty of enthusiastic visitors and shoppers from the Arab world.

One reason for the strong growth is the plentiful supply of airline seats. As of March 2007, there are 110 direct scheduled flights per week between Thailand and eleven countries in Middle East being operated by 11 airlines such as Emirates, Qatar Airways, Gulf Air, Etihad, Kuwait Airways, Cathay Pacific Airways, Royal Jordanian Airlines, Egypt Air, Mahan Air, Turkish Airlines and Thai Airways International.

Well known for its excellent value for money, shopping and fine dining, Thailand is also becoming increasingly popular as a health and wellness destination. Thailand also has a substantial population of Muslims as a result of which Middle East visitors will find plenty of halal restaurants in all the popular tourist cities.



As you are well aware, our service standards are legendary, and the summer holiday travelling season from the Gulf fits perfectly well with our lush green season when the monsoon rains begin, covering the entire country with a carpet of green.

Although Bangkok and the beaches of south Thailand remain very popular, I would also like to draw your attention to the fact that Thailand is the most accessible gateway to the neighbouring Mekong countries of Cambodia, Laos, Myanmar, Vietnam and Southern China. A number of significant roads, highways and infrastructure are coming up in these countries, all boost linkages between them and Thailand.

Thailand has a large population of Muslims who are well-educated and patriotic members of Thai society. There is no contradiction between following any religion and being a good Thai, loyal to His Majesty. Our first Muslim foreign minister Dr Surin Pitsuwan in a previous government has just been approved to become the next secretary-general of the Association of Southeast Asian Nations (ASEAN).

We are proud of our Islamic heritage. Muslims from the Middle East have been visiting Thailand for years and enjoying our hospitality and traditions. We have been regular participants in Middle East travel shows and are planning to upgrade our marketing presence to a full-fledged office in Dubai by the end of 2007. At the moment, the TAT uses the services of a marketing consultant. A full-fledged office will mean a substantial increase in financial resources to step up our marketing campaigns.

Allow me to conclude on that note. Once more, a very warm welcome to you all. Thank you for your continuing support and for being with us today. If there is anything our staff at the Tourism Authority of Thailand can do to be of assistance, please let us know.

WE WILL HAVE TO BECOME MORE CONSERVATIVE IN FUTURE GROWTH PLANS



Dr. Suvit Yodmani

Minister of Tourism and Sports

JAPAN ASSOCIATION OF TRAVEL AGENTS ANNUAL CONGRESS 13 SEPTEMBER 2007, TOKYO

On behalf of the Thai tourism industry, I am very honoured and delighted to welcome you all here for lunch. Thank you all for being with us today and for giving us an opportunity to update you with the latest developments in Thai tourism.

This is a very important year for our two countries which are marking the 120th anniversary of diplomatic relations. The first Declaration of Amity and Commerce was signed between Siam and Japan in 1887.

Thailand is commemorating His Majesty the King's 80th Birthday Anniversary. His Majesty is now the world's longest reigning monarch and within two years, will become the longest reigning monarch in world history.

Last year, a grand celebration was held in Thailand to commemorate His Majesty becoming the world's longest reigning monarch. Among the many Royal family members who graciously accepted our invitation to join the celebrations, we were proud and honored to host Their Majesties the Emperor and Empress of Japan.

There is a very close relationship between the Imperial Family of Japan and the Royal Family of Thailand. Their Majesties the Emperor and Empress of Japan visited Thailand as their first overseas trip in 1991 after their enthronement.

“ Japan was the largest donor country for Thailand during the 1997 economic crisis. It has provided funds for huge infrastructure development, including the Thai National Cultural Centre and Bangkok’s new Suvarnabhumi airport. ”

OVERALL RELATIONS BETWEEN JAPAN AND THAILAND

Historical records attest to the existence of relations between Ryukyu (Okinawa) and Ayudhaya as far back as the 15th century. Trade between the two countries became active during the 17th century, at which time the Japanese community in Ayudhaya flourished.

Due to the appreciation of the yen, Japanese companies vigorously moved into Thailand in the 1980s. Presently more than 1,000 Japanese companies are registered at the Japanese Chamber of Commerce in Bangkok.

Today, Japan is the largest single country investor in Thailand. It was also Thailand’s largest trading partner for a long time. Japan was the largest donor country for Thailand during the 1997 economic crisis. It has provided funds for huge infrastructure development, including the Thai National Cultural Centre and Bangkok’s new Suvarnabhumi airport.

As of August 2007, a total of 146 direct schedule flights are being operated weekly between Thailand and Japan by THAI Airways International, Japan Airlines, All Nippon Airways and a number of other airlines.

TOURISM ARRIVALS FROM JAPAN

In 2006 Japanese visitor arrivals to Thailand totaled 1.29 million, up by 9.43% over 2005. Japan is now our second largest source market after Malaysia. Followed by Korea, Singapore, China, U.K., USA, Hong Kong, German, Australia.

One major reason for growth in travel from Japan to Thailand is the fact that Japanese visitors to Thailand can obtain visa-free entry at all international airports and stay up to 30 days.

THAI TOURISM SITUATION

Visitor arrivals to Thailand have been affected by several factors, especially the strengthening of the Thai baht, which has impacted our very important selling proposition, the value for money factor.

However, we have sought to convert a crisis into an opportunity by taking a good, hard look at our products and repackaging them into some unique categories to be called the “Seven Amazing Products” theme products.

These products are as follows:

- “The Art of Thai Living” -- which refers to traditional Thai hospitality, lifestyle and friendliness of the people.
- “Land of heritage and history” -- covering the World Heritage sites and historical place, temples, and Thai museums.
- “Fun, sun, surf and serenity of Thai Beaches” -- the long-standing popularity of Thai beach resorts for international and domestic tourism.
- “The sheer beauty of Thai nature” -- focus on conservation and environment, and market Thai products within the framework of the worldwide attention being paid to global warming.
- “Land of Healthy Smile” -- highlighting Thailand’s preventive and curative therapies.
- “Chic and Trendy”: -- for the new generation of young travellers, and covering the new boutique hotels, shopping centres, restaurants, nightlife and entertainment.
- Festivities: the ‘sanuk’ (fun) factor, featuring popular Thai events and festivals such as the Phuket Regatta, Elephant Polo, etc.

This segmentation takes into account the many factors influencing the travel & tourism industry at the global, regional and local levels, ranging from changes in consumer behaviour, the impact of oil prices to branding and low-cost airlines. The good news is that Thailand has a generally very positive image in the world, which gives it a significant competitive advantage.

At our Thai pavilion here at JATA, we are promoting these seven Amazing Products through a number of activities such as body paint, nail painting, umbrella painting, spa and Thai cultural shows. Please do join us and talk to our many delegates, who have a long history and experience in dealing with Japan visitors.



SUFFICIENCY ECONOMY

As we look into the future, we realise that we will have to become a little bit more conservative in our future growth plans. This will require us to stress quality over quantity, a policy that we feel would become even more important as global concerns go over environmental issues like climate change.

We will also be looking to incorporate one of the very important socio-economic development principles of His Majesty the King, the ‘Sufficiency Economy’ concept into our tourism development strategies.

This sufficiency economy concept is now being increasingly followed because it stresses the moderate practices in Buddhism which are people-centred and do not require just technical knowledge but the principles of wisdom and morality.

It is due to a combination of the above that we have also chosen to go back to our long-standing marketing slogan, “Amazing Thailand.”

We are proud that our country has set new benchmarks in terms of global marketing of tourism, and we hope that our new concept of sufficiency economy would also play a role in setting new benchmarks for the management of tourism in future.

GLOBAL WARMING

There are a number of ways by which visitors can make a tangible contribution towards curbing global warming:

- Select accommodations/hotels that offer environment-friendly services.
- Participate in environmental conservation activities such as cycling, tree-planting
- Use packaging that does not impact on the environment such as cloth bags, biodegradable containers.
- Avoid menu items that may contain food originating in protected species of plants and animals, such as Barometer Earthstar (a kind of Thai mushroom), Melientha Sauvis as well as meat of endangered species.
- Choose tour programs that promote concern and care for environment
- Participate in network of global warming campaigns wherever one travels.



SPECIAL EVENTS THIS YEAR

Before concluding, allow me to mention a number of very important events that are being organised this year to mark the occasion of the 120th anniversary of bilateral diplomatic relations:

1. The Opening events were held simultaneously in Bangkok and Tokyo on 16 January 2007;
2. The Anniversary events will be held on 26 September 2007 also in Bangkok and Tokyo, the latter will witness the opening ceremony of a Thai Pavilion.
3. Street Festivals will be held separately. A Thai Festival was held in Tokyo from 12-13 May 2007, and a Japan Festival will be held in Bangkok in December 2007.

Other events include the International Boat Races, Ayutthaya, September 2007 and the Loi Krathong Festival, Bangkok, November 2007. Here in Japan, we will be participating in the Midosuji Parade & Sakai Festival, Osaka, October 2007, the Photography Competition, in Tokyo, Osaka and Fukuoka; and the Cultural Exchange between Yasothon – Chi Chi Bu (Twin Cities), Saitama (Chi Chi bu) in October 2007

CONCLUSION

We are working hard to ensure that Thailand remains a top destination of choice for Japanese visitors.

The new branding concept and long-term development strategy will ensure that our products continue to attract the attention of Japanese visitors.

I hope you will continue to support us and work with us to boost tourism.

PROMOTING THE NINE “ROYAL INITIATIVE DISCOVERY” PROJECTS



Mr. Auggaphol Brickshawana

Deputy Governor for Policy and Planning

PATA TRAVEL MART 27 SEPTEMBER 2007 BALI

On behalf of the Tourism Authority of Thailand (TAT) and the Thai tourism industry, I am very honoured and delighted to welcome you all here. In the few minutes we have available, I would like to provide you with a broad update on our new products and services, plus upcoming events that may be of interest to your clients.

THAI TOURISM SITUATION

In 2006, we met the target of 13.82 million visitor arrivals through continued emphasis on our traditional marketing activities and the active support of our many industry partners, including the airlines and the private sector. For the first time, four source markets generated over one million visitors each, such as Malaysia 1.57 million, Japan 1.29 million, Korea 1.1 million and China 1.03 million.

In January – June 2007, international visitor arrivals totalled 6.95 million, an increase of 3.30% over the same period of 2006. Although there has been strong growth in arrivals from Europe, the Middle East and South Asia, there has been a decline in arrivals from key Asian source-markets like China, Japan and Taiwan, largely due to the stronger baht. However, this has been partially offset by strong growth in arrivals from Russia, India and Australia, among other emerging markets.

Overall, we are still optimistic of achieving our target of 14.8 million international visitor arrivals in 2007 and estimated revenues of 547.5 billion baht. The domestic tourism target is for 82 million domestic trips with a projected revenue of 377 billion baht.

In 2008, we are projecting 15.7 million international visitors arrivals, up 6% over the projection for 2007, with tourism revenue projected at 600 billion baht. The domestic arrivals target in 2008 is 83 million trips, up 1.23%, and earnings of 385 billion baht.

ROYAL INITIATIVE DISCOVERY

This year, we are commemorating His Majesty the King's 80th Birthday Anniversary. His Majesty is now the world's longest reigning monarch and within two years, will become the longest reigning monarch in world history. This will be another cause for glorious celebration.

As a tribute to His Majesty, we are promoting the nine "Royal Initiative Discovery" projects. These projects are a part of the important socio-economic development principles of His Majesty the King, the "sufficiency economy" concept which we are gradually incorporating into our tourism development strategies. This sufficiency economy concept stresses the moderate practices in Buddhism and strives to merge technical knowledge with the principles of wisdom and morality.

The nine locations selected for the Royal Initiative Discovery epitomize the pride of Thailand. For the first time, visitors can experience the relevance of various development projects initiated by His Majesty. These projects cover areas such as agriculture, occupational training, education, traditions and culture. More details are available on the website www.thairoyalprojects.com





AMAZING THAILAND CAMPAIGN

A very important change that we have made in our marketing campaigns is to reinforce the Amazing Thailand slogan that proved so successful in 1998-99. Many people in the industry still remember it fondly. It does underscore the image of Thailand as a peaceful, hospitable country and a year-round tourism destination with high quality of value-for-money products and services. This will remain our marketing slogan for the foreseeable future.

CHANGES IN CONSUMER BEHAVIOUR

Thanks to globalisation and many other social, cultural and economic factors, consumer behaviour is undergoing significant changes. Some that are very noticeable include:

- Tourists are paying more attention to the “value of tourism”
- They want to acquire new experiences
- They seek to learn something new as a result of their holiday, such as local lifestyle
- Many tourists are expressing growing concern about nature and environment to the point of choosing destinations and companies based on their commitment to environmental preservation.
- Health consciousness
- Building closer relations with families and friends
- Although price is a major deciding factor when it comes to determining the destination, people are still willing to pay for good quality products.
- Type of travel needs to be more flexible, more personalised, individualised and tailor-made
- Automation and Information Technology is playing a major role in determining the future of travel and tourism.



“SEVEN AMAZING WONDERS” THEME PRODUCTS

We believe Thailand is well placed to capitalise on these trends. Thailand has a generally very positive image in the world, which gives it a significant competitive advantage. In many travel magazine and lifestyle surveys, we are consistently ranked in the Top Ten for the quality of our beautiful beaches, entertainment and dining, value of products, recreational facilities and shopping. Every year, we reap many awards in each of these categories.

In our marketing meeting, we analysed the changes in consumer behaviour and then took stock of our inventory of products and re-classified them into seven clear categories in order to help us market each in a clearly focussed and segmented manner, backed up by specific marketing slogans. These seven are:

- **Thainess:** “The World’s Friendliness Culture” – which refers to traditional Thai hospitality, lifestyle and friendliness of the people, always a key selling point for us. Traditional Thai products such as cultural tourism, Thai food & fruit carving, Thai boxing, Thai classical dance, Songkran and Loi Krathong festival etc.
- **Treasure products:** “Land of Heritage and History” -- which refers to our world heritage site and historical place, temples, and Thai museums.
- **Beaches:** “Sun, Surf and Serenity” -- which will build on the long-standing popularity of our beach resorts for international and domestic tourism.





- Trends: “Your Senses with Unique Trends” -- targetted at the new generation of young travellers, highlighting the vast variety of new boutique hotels, shopping centres like Siam Paragon, Central World, restaurants, new nightlife and entertainment.
- Nature: “The Beauty of Natural Wonders” – which will focus conservation and environment, including our national parks. The tourism activities include trekking, rafting, mountain climbing, biking, etc. The worldwide attention being paid to global warming presents us with an opportunity to market these products as soft adventure or eco-tourism.
- Health and wellness: “The Beauty of Wellness and Wellbeing” -- a rapidly growing market the world over, focussing both on preventive and curative therapies and treatments. Many of our hospitals are becoming world-renowned, as are the spas and health resorts.
- Festivities: “The Land of Year Round Festivities”-- the ‘sanuk’ factor, which highlights international popular major events and festival in Thailand such as Johnnie Walker Tournament, Phuket Regatta, Elephant Polo, etc.

You will see these being highlighted in all our upcoming advertising and marketing campaigns in the year ahead.



“ The fact that 60% of total arrivals are repeat visitors opens up excellent opportunities to attract more visitors by getting our loyal guests to recommend Thailand to more friends and colleagues, or the word-of-mouth marketing strategy. ”

GEOGRAPHICAL MARKETS

The 18 main markets which are targeted for intensive promotions are mainly in the Asia-Pacific, East Asia and Europe regions.

Among the 20 emerging markets with strong growth potential are Vietnam, Philippines, Indonesia, Russia and CIS countries, East Europe, UAE and Saudi Arabia.

This year, we are planning to open offices in Dubai, Moscow and Vietnam, all of which are generating promising growth figures, with strong future potential. We are also working actively in China which we project will become our top source of visitor arrivals by the end of this decade, overtaking both Malaysia and Japan. Last year, we signed an agreement with the Beijing Tourism Administration (BTA) to combine Beijing and Bangkok as dual destinations before or after the 2008 Olympics in Beijing.

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We plan to expand our partnerships with platinum credit card holders in Indonesia and China and boost our sponsorships of golf tournaments. One important trend is the growth in female golfers, especially from Japan. Senior Citizens and Baby-boomers are also important, especially from the US and Japan. One campaign will be to partner with Thai restaurants in Europe and the US as well as with McDonalds in India and Singapore.

UPCOMING EVENTS

Next year will be a very important year for us with a number of important travel events that you should not miss. These include:

1. The ASEAN Tourism Forum 2008 (ATF 2008), the annual travel industry summit of the 10 member Association of Southeast Asian Nations, is to be held in Bangkok between 18-26 January 2008.
2. PATA CEO Challenge 2008 is to be held in April 23-24, 2008 at Centara Grand & Bangkok Convention Centre. It is the first of the new-format events that PATA plans to hold instead of its former annual conference.
3. Thailand Travel Mart Plus Amazing Gateway to Greater Mekong Subregion will be held in June 5-8, 2008 at Impact Exhibition Centre.

CONCLUSION

Thank you for your strong support and for being with us today. I wish you have a fruitful and productive PATA Travel Mart 2007.

I will be happy to take a few questions.

TAT OPENS OFFICE IN HO CHI MINH CITY



Mrs. Phornsiri Manoharn

Governor

THAILAND BRIEFING AT OPENING CEREMONY, HO CHI MINH CITY 5 OCTOBER 2007

On behalf of the Tourism Authority of Thailand (TAT) and the Thai tourism industry, I am very honoured and delighted to welcome you all here today.

It is a great opportunity to announce the launching of the first TAT office in Vietnam, Ho Chi Minh City. Our temporary office is to be located at the Royal Thai Consulate on Tran Quoc Thao Street, with Mr. Pichai Raktasinha as director. Our thanks are due to the Vietnam National Administration of Tourism for giving us a license on 25 April 2007 to open the office.

Vietnam is a very important partner country for Thailand in the context of cultural, social, political and economic relations, both bilaterally as well as under the aegis of regional sub-groupings like the Greater Mekong Subregion (GMS) and Association of Southeast Asian Nations (ASEAN).

Vietnamese arrivals to Thailand in 2006 totalled 251,838, an increase of 28.85%, the fourth highest growth in the ASEAN region. Vietnamese visitors had an average length of stay 4.61 days and an average daily expenditure per person 3,417 baht.

In January – June 2007, there was a small decline in arrivals but the numbers had begun to show a good growth trend after the 2nd quarter, indicating that the temporary drop in the first quarter will be quickly recovered, especially now that we have a new office opening here.

Vietnamese don't need visas to come to Thailand, and there is a significant growth in arrivals to attend the many trade exhibitions, especially since Vietnam has now become a member of the WTO.

Another major reason for the strong growth in bilateral travel is the extensive availability of aviation capacity. As of September 2007, there were 67 direct flights between Bangkok and major Vietnamese cities served by Thai Airways International, Vietnam Airlines, PB Air, Thai Air Asia, Bangkok Airways and Lufthansa.

At the same time I am happy to add that Thais are also visiting Vietnam in good numbers. Vietnam is now the second most popular destination in the Greater Mekong Subregion for Thai visitors, after Lao PDR. In the first half of 2006, Thai tourist arrivals Vietnam totaled 35,201 or 2.04% share of total outbound Thai tourists.



THAI – VIETNAM TOURISM RELATIONS

Thailand and Vietnam enjoyed a long history of very good relations in the travel and tourism field. The first memorandum of understanding between the TAT and the Vietnam National Administration of Tourism was signed on 16 March 1994 in Hanoi to promote tourism cooperation, update immigration regulations and upgrade human resources.

A more detailed Implementation Plan for Tourism Cooperation was signed between us in November 2000 in Hanoi which was designed to increase the number of flights between two countries, promote overland tourism, promote tourism along the Mekong River and facilitate bilateral travel.

I am proud to say that a number of cooperative projects have also been carried out to promote more destinations at the same time. We have done some joint marketing programs with Laos to take advantage of the rapidly growing Asian highway network. Another unique project was designed to promote our UNESCO World Heritage Sites by combining them into one tour programme.

One particularly unique program has been the establishment of Thai-Vietnamese friendship village at Nachok village, Nongyat district, Muang, Nakornphanom. Vietnam's revolutionary leader Ho Chi Minh lived there for a brief period before independence. The official launching of this village was in 2004 to promote cultural and historical of Thai and Vietnamese.

We have also done roadshows, sales promotions and media fam trips covering both destinations. At the same time we are also regular participants in our respective trade shows. Vietnam does attend our annual "Thailand Travel Mart Plus Amazing Gateway to Greater Mekong Subregion" and the TAT is now a regular attendee at the International Travel Expo (ITE) 2007.



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THAI TOURISM SITUATION

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A very important change that we have made in our marketing campaigns is to reinforce the Amazing Thailand slogan that proved so successful in 1998-99. Many people in the industry still remember it fondly. It does underscore the image of Thailand as a peaceful, hospitable country and a year-round tourism destination with high quality of value-for-money products and services. This will remain our marketing slogan for the foreseeable future.

"SEVEN AMAZING WONDERS" THEME PRODUCTS

We believe Thailand is well placed to capitalise on these trends. Thailand has a generally very positive image in the world, which gives it a significant competitive advantage. In many travel magazine and lifestyle surveys, we are consistently ranked in the Top Ten for the quality of our beautiful beaches, entertainment and dining, value of products, recreational facilities and shopping. Every year, we reap many awards in each of these categories.



In our marketing meeting, we analysed the changes in consumer behaviour and then took stock of our inventory of products and re-classified them into seven clear categories in order to help us market each in a clearly focussed and segmented manner, backed up by specific marketing slogans. These seven are:

- **Thainess:** “The World’s Friendliness Culture” – which refers to traditional Thai hospitality, lifestyle and friendliness of the people, always a key selling point for us. Traditional Thai products such as cultural tourism, Thai food & fruit carving, Thai boxing, Thai classical dance, Songkran and Loi Krathong festival etc.
- **Treasure products:** “Land of Heritage and History” -- which refers to our world heritage site and historical place, temples, and Thai museums.
- **Beaches:** “Sun, Surf and Serenity” -- which will build on the long-standing popularity of our beach resorts for international and domestic tourism.
- **Trends:** “Your Senses with Unique Trends” -- targetted at the new generation of young travellers, highlighting the vast variety of new boutique hotels, shopping centres like Siam Paragon, Central World, restaurants, new nightlife and entertainment.
- **Nature:** “The Beauty of Natural Wonders” – which will focus conservation and environment, including our national parks. The tourism activities include trekking, rafting, mountain climbing, biking, etc. The worldwide attention being paid to global warming presents us with an opportunity to market these



products as soft adventure or eco-tourism.

- Health and wellness: “The Beauty of Wellness and Wellbeing” -- a rapidly growing market the world over, focussing both on preventive and curative therapies and treatments. Many of our hospitals are becoming world-renowned, as are the spas and health resorts.
- Festivities: “The Land of Year Round Festivities”-- the ‘sanuk’ factor, which highlights international popular major events and festival in Thailand such as Johnnie Walker Tournament, Phuket Regatta, Elephant Polo, etc.

You will see these being highlighted in all our upcoming advertising and marketing campaigns in the year ahead.

UPCOMING EVENTS

Next year will be a very important year for us with a number of important travel events that you should not miss. These include:

1. The ASEAN Tourism Forum 2008 (ATF 2008), the annual travel industry summit of the 10 member Association of Southeast Asian Nations, is to be held in Bangkok between 18-26 January 2008.
 2. PATA CEO Challenge 2008 is to be held in April 23-24, 2008 at Centara Grand & Bangkok Convention. It is the first of the new-format events that PATA plans to hold instead of its former annual conference.
 3. Thailand Travel Mart Plus Amazing Gateway to Greater Mekong Subregion will be held in June 5-8, 2008 at Impact Exhibition Centre.
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CONCLUSION

I believe the future of travel and tourism relations between Thailand and Vietnam is very bright, and we are here today to ensure that these relations continue to grow positively and strongly in the years ahead.

Thank you for your strong support and for being with us today. I wish you have a fruitful and productive ITE 2007.

THAILAND
THE GREATEST
STORY IN GLOBAL
TOURISM HISTORY

A 60TH ANNIVERSARY TRIBUTE TO
THE TOURISM AUTHORITY OF THAILAND
