THAILAND THE GREATEST STORY IN GLOBAL TOURISM HISTORY

A 60TH ANNIVERSARY TRIBUTE TO THE TOURISM AUTHORITY OF THAILAND



Key Developments 2010

- TAT and Thai Airways mark 50th anniversary.
- . Mr Suraphon Svetsreni takes over as TAT Governor
- Anti-government protests and shutdown of Bangkok CBD, 12 March – 19 May
- Madame Tussaud's opens in Bangkok on 4 December

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THAILAND TO BE A CENTER OF EXCELLENT HEALTH CARE OF ASIA



Mr. Sansern Ngaorungsi

Deputy Governor for International

Marketing (Asia and South Pacific)

BRIEFING FOR MEDIA FROM MALDIVES 23 FEBRUARY 2010

On behalf of the Tourism Authority of Thailand, I am very pleased and honoured to welcome you here today. First of all, I would like to thank our partners H.E. Mohamed Salih, BNH hospital, Maldives Tourism Promotion, Siam World Group and other related agencies for their kind cooperation in arranging this event.

In the little time that we have on hand, I would like to update you an overview of Thai tourism industry and tourism products and services particularly on health and wellness.

Tourism Authority of Thailand is celebrating the 50th Anniversary of its establishment this year.

Through the past 50 years, the Tourism Authority of Thailand (TAT) has worked hard to enhance the prosperity of Thailand's tourism industry. Today, Thailand remains one of the world's most popular tourist destinations, well-regarded for the quality and variety of its tourist attractions, a premier shopping venue and value-for-money products and services.

Our biggest challenge today is dealing with a rapidly changing world situation, especially the global economy. World tourism flows have been affected by global developments. At the same time, we have been affected by political uncertainty in Thailand itself.

However, the good news is that Thai tourism industry is rebounding strongly after a decline in both 2008 and 2009. We had a very good influx of visitors in December 2009, just before the New Year, and believe that the trend will continue in the months ahead. In 2009, we reached the revised target of 14 million international visitors and generated revenue at 527 billion baht or 203 billion rufiyaa. We plan to receive 15 to 15.5 million arrivals by this year.

Thailand and Maldives have enjoyed many years of good relations since 1979.

During January to November 2009 the number of Maldivian visitor arrivals to Thailand by nationality totalled 6,984 up 3.07% over Jan-Nov 2008. The total number of Maldivian arrivals to Thailand in all of 2008 totalled 7,557.

In 2007, the number of Thai visitors to Maldives totalled 2,494.

Of course, you all know well that Maldives visitors can obtain 15-days visa on arrival facility at major international gateways in Thailand. Currently, there are 2 weekly direct flights linking Male and Bangkok operated by Bangkok Airways.

Ladies and Gentlemen,

Already an outstanding travel destination, Thailand will only become more appealing as we continue to develop our tourism products further. We will focus on building Thailand's lead in areas; such as, medical tourism as well as developing innovative travel products and experiences in areas like wellness tourism, such as spa, hot spring, massage and herbal product.

The Royal Thai Government initiated a strategy for the development for Thailand to be the Center of Excellent Health Care of Asia between 2004–2008, by focusing products of excellence in 3 groups -- medical services, health services and herbal products.





As part of this strategic plan, the Ministry of Public Health budgeted 564.50 million baht (217.77 million rufiyaa) to support this policy. The TAT was designated as one of the agencies to help in promoting medical tourism in close cooperation with related agencies such as Committee on Commerce, Ministry of Public Health, Ministry of Foreign Affairs, Immigration Department, Thai Airways International, The Medical Association of Thailand, Thai Spa Association and The Private Hospital Association.

Thailand's track record on the medical frontier has frequently won international acclaim, particularly in areas like cardiac surgery and post-operative care, cosmetic and reconstructive surgery, dentistry, the treatment of bone-related ailments and cataracts and pharmacology to name a few.

In 2002, Thailand attracted 630,000 foreign visitors seeking medical treatment in Thailand. In 2009, when Thailand welcomed 1.2 million foreign visitors for medical treatment.

There have been an increasing number of international visitors coming to the country for the medical check ups and treatment.

This is due to several reasons:

- Quality: Specialist doctors, modern facilities and equipments and excellent service
- Price: Good treatment at reasonable price.
- Access: In some countries, patients have to wait for treatment for many months. Not so in Thailand where treatment and access to professional help is available immediately.

Patients are often accompanied by their families and friends who often take the time to enjoy a holiday in Thailand. They also patronise our restaurants, spas, shopping centers, etc.

There are over 30 hospitals in Thailand which are ready to service foreign patients. Some of the better-known ones are the Bangkok Medical Center, Bumrungrad hospital, Phyathai hospital, Samitivej hospital, Rama 9 hospital, and of course BNH hospital.

Allow me to just highlight a few other things we are proud of.

Although Thailand is a Buddhist majority country, we are proud of our Islamic heritage too. Thailand has a large population of Muslims who are well-educated and patriotic members of Thai society. Thai-Muslims live in many provinces around the country, particularly the southern region. As part of the strategies to help them thrive, the Royal Thai Government is seeking to encourage the promotion of the Halal Food industry, both for domestic consumption and export.

In 2009, there were 30 Islamic restaurants in Thailand which had received Halal Food for Tourism Certificate. These included 8 in Bangkok, 5 in Phuket, 5 in Krabi, 3 in Chiang Mai, 3 in Songkhla, 2 in Chonburi, 1 in Satun, 1 in Trang, 1 in Surat Thani.

While tourists certainly have their own specific niche preferences, there are some things that all tourists enjoy.



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. 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.

Between June – August every year, we hold the Amazing Thailand Grand Sale, a three-month shopping promotion all though the country's principal tourist centres. Special discounts of up to 70% will be available at participating department stores and retail outlets; look out for the distinctive 'Amazing Thailand Grand Sale' sign and promotional material.

Food: Thai Cuisine has become famous the world over for its variety of culinary taste as well as its health qualities. Many thousands of people come to Thailand every year to learn how to cook Thai cuisine. Today, many Thai cooking courses ranging from one to seven days are being specially

organised by leading hotels and restaurants for international visitors. At the same time, Thai restaurants are proliferating abroad which facilitates the exports of Thai ingredients.

Ladies and gentlemen,

We would really like you convey the message that Thailand is open for business and ready to ensure that your clients, readers and viewers have a great time in our kingdom. At the same time, I hope you will also tell them about our great spas, golf courses, restaurants, temples, museums and other places you may visit during your stay here.

I hope you have a good time in our Amazing Thailand, and return home with many pleasant memories.

LOOKING AHEAD TO THE NEXT 50 YEARS



Mr. Suraphon Svetasreni *Governor*

MEDIA BRIEFING AT ITB BERLIN 12 MARCH 2010

On behalf of Tourism Authority of Thailand, I am very honoured to be here with you today. Thank you for sharing your valuable time to be with us today.

This is my first time to speak to you in my capacity as Governor of the Tourism Authority of Thailand. I assumed this responsibility as of 4 January 2010 and will be in office for another four years. Clearly, these are very challenging times for us as an industry, but I am very confident that we will all be able to work together to meet the challenges. In an increasingly inter-connected world, we all have no choice except to work together in pursuit of common solutions to common problems.

Ladies and Gentlemen,

Next week, on 18 March, we will mark the 50th anniversary of the founding of the Tourism Authority of Thailand. I would like to take a quick look at the history of how both the TAT has helped grow regional tourism by bringing more visitors to this part of the world and raising its international profile. I also wish to point out that our many decades of uninterrupted participation in the ITB Berlin has played a critical role in helping us raise our tourism industry to higher levels. We were among the pioneer participants in this great and ever-growing trade event, and have had a strong presence here for every year.

Through the past 50 years, the Tourism Authority of Thailand (TAT) has worked hard to enhance the prosperity of Thailand's tourism industry. Today, Thailand remains one of the world's most popular tourist destinations, well-regarded for the quality and variety of its tourist attractions, a premier shopping venue and value-for-money products and services.

Tourism has been one of Thailand's most successful industries in the last 20 years of socioeconomic development. Billions of dollars worth of investment have poured into the industry which is estimated to employ approximately three million people in direct and indirect jobs. Tourism revenue is still a major source of income compared with the overall income from the export of goods and services.

The development of the Thai tourism industry has also contributed to the development of the ASEAN and Asia-Pacific tourism industries. Thailand played a lead role in the establishment of the Mekong Tourist Office which helped set the stage for strong promotions of the Greater Mekong Subregion after the entrance of Laos, Cambodia, Burma and Myanmar into ASEAN. And a long-standing geographical advantage has positioned Thailand at the crossroads of Asia, allowing for a good balance of arrivals in terms of source-markets and customer segments.

Regardless of all the problems we have faced, Thailand's popularity as a tourism destination remains beyond any doubt.

Let me give you just one example. We were having a pretty bad year in the first half of 2009, due to the world financial crisis, fears of the H1N1 flu pandemic and numerous other problems. But the moment these problems receded, travellers were back again in droves at our door.

According to the Airports of Thailand statistics, international passenger movements through all the key international gateways shot up by 56.82% to 3.4 million in December 2009 alone. Thanks to this surge in tourism arrivals in the last quarter of 2009, we were able to recoup a lot of lost ground in the first half of 2009 and just missed our overall target arrivals by a few percentage points.

Good growth is being reported for this year too. In January 2010, the number of international passengers disembarking at Suvarnabhumi International Airport totalled 1.5 million, up 24.05% over Jan 2009.

Arrivals from Europe are also holding up well. They totalled 4.05 million in 2009, up 1.7%. The three biggest European markets namely UK, Germany and France.

Arrivals from Germany totalled 573,000, up 5.7%. Visitors from new, emerging markets like Russia and East Europe also grew by 4% and 10% respectively.

As of February 2010, there were 40 flights scheduled weekly between major cities of Germany and Thailand by Air Berlin, Thai Airways International and Lufthansa.



Ladies and gentlemen,

Let me assure you that although the rise of Asia, especially the populous countries of India and China, as well as the projected increase in intra-ASEAN traffic, will keep us very occupied over the next few years, our interest in attracting arrivals from Europe will remain undiminished.

For the European market, we have planned some major promotional campaigns through 2010 such as:

- Why Should Invite You to Thailand? (for Spain)
- Friends2Thailand Campaign and Friends invite Friends in UK and France
- The Amazing Thailand Card & Thailand Fan Club (for UK, Germany, Italy, Russia)
- Passport to Amazing Thailand in Scandinavia
- Teaching Pro FAM Trip (for all countries in Europe)
- Amazing Romance Amazing Thailand in France (France)

While, in the past, visitors from Germany represented the upper end of the economic spectrum, there is a clear trend towards visitors from middle and lower income groups. For example, we are seeing a growth in German young travellers making their first visit to Thailand. TAT surveys show that Thailand's sea, sand and sun are tremendously appealing to German visitors. Some of the more popular destinations for German visitors include Phuket, Pattaya, Koh Samui, Koh Chang, Krabi and Hua Hin.

An increasing number of visitors from Germany also come to Thailand for health and wellness treatments, covering both the preventive and curative sides. In both, Thailand is well placed with a significant competitive advantage.

Ladies and gentlemen,

Responding to changes in the external environment will also require us to make corresponding changes in our internal operations. As the new TAT Governor, I have used our 2008 – 2011 State





Enterprise Plan as the basis for making improvements in the way we do business. This will mean strengthening our organizational capabilities and boosting readiness to respond to the diverse challenges presented by an ever-changing operating environment. I also plan to step up coordination efforts between state agencies, commercial organizations and community organizations in order to enhance public-private sector cooperation.

To achieve the above, the new TAT agenda will focus on the following priorities — placing greater emphasis on digital marketing; strengthening the Thailand brand image; promoting sustainable tourism; and ensuring effectiveness in crisis management response.

If the first 50 years of tourism development were focussed largely on maximising the economic returns, the next 50 years will require an equivalent focus on minimising the ecological impact.

There are numerous activities, projects and policies in place to ensure a sustainable environment for travel and tourism. One key area of focus is ensuring more responsible travel by our young people, especially during their school holiday periods, which is the peak period for domestic tourism.

Other projects include the Sufficiency Economy concept championed by H.M. the King, the Green Leaf Foundation's environmental standards and energy efficiency scheme for hotels, Thai Ecotourism and Adventure Travel Association, or other special environmental projects, such as Green Fins, Environmental Quality Index for Tourist Beach Assessment, the Thailand Tourism Awards, the Green Island project, Going Green with Thai Hotels Association and Low Carbon School of Projects. These are designed to ensure that the people who live in the tourist areas benefit economically from tourism and thus have the incentive to conserve their environment.

The TAT has just published a book named "G.R.E.E.T- Going-Responsible Ecotourism to Enjoy Thailand". This 85-page book is to be a guideline for eco-friendly travellers while visiting Thailand. It covers the contents of Guardians of Culture in five regions of Thailand, as well as Glimpses of Feathers, Green Fins, Global Gear, Guided Paths & Paddles, Guilt-Free Lodging and a list of hotels, tour operators.

Moreover, at ITB this year, on (date and time to be confirmed) at TAT stand, Number 229 in Hall Number 26B, we would like to invite all media to join a press conference following the signing MOU between European Tour Operator Associations and the Corporate Social Responsibility and

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Thailand is fortunate to have a good balance between nature and culture sites that include both historical places, palaces and temples as well as national parks that appeal to both nature and culture enthusiasts.

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Market Access Partnerships for Thai Sustainable Tourism Supply Chains Project (CSR-MAP Project). The project will give its partners and stakeholders the opportunity to learn about the European market's demand for sustainable tourism products and standards.

Ladies and Gentlemen,

One of the things I wish to do this year, which we have not done in previous years, is to highlight the presence of five UNESCO World Heritage Sites in Thailand. Thailand is fortunate to have a good balance between nature and culture sites that include both historical places, palaces and temples as well as national parks that appeal to both nature and culture enthusiasts.

These sites include the Historic Town of Sukhothai, one of Thailand's most important tourism attractions; the Historic City of Ayutthaya, our second capital after Sukhothai; and the Baan Chiang Archaeological Site, the most important prehistoric settlement so far discovered in South-East Asia, are all important culture spots. At the same time, the Thung Yai Huai Kha Khaeng, one of the most pristine forest areas of continental South-East Asia, and the Dong Phayayen Khao Yai Forest Complex are both nature spots.

In addition, the old marketplace of Samchuk in Suphan Buri province, last year picked up a UNESCO Asia-Pacific Award of Merit 2009, in recognition of its cultural heritage conservation efforts.

In November 2008, Pongsanuk Temple in Lampang Province, northern Thailand won the 2008 UNESCO Asia-Pacific Heritage Awards for Culture Heritage Conservation "the Award of Merit". This was the first time that Thailand had received this award.

Beside the world heritage sites, I would like to introduce you to the Thailand's first resort with the new look "Pattaya Amazing Comeback in 2010". This is seeing Pattaya change into a destination for families, fun, and MICE events. It is now only one hour drive from Bangkok's Suvarnabhumi International Airport.

Ladies and gentlemen,

Before ending, let me alert you to some interesting upcoming events:

 Arts of the Kingdom V: This exhibition has been ongoing since 18 December 2007 at the Ananta Samakhom Throne Hall, Dusit Palace in celebration of His Majesty the King's 60th Anniversary of Accession to the Throne which was commemorated in 2006 and his 80th Birthday Anniversary in 2007. The works of the Support Foundation continue to be more outstanding at each exhibition. The works of art reflect Thailand's exquisite national heritage and are considered the pride of the nation. They are now enjoying worldwide acclaim. For further details, please check out www.artsofthekingdom.com

- Golden Jubilee 50th Year Fam Trip in March 2010: We will invite the media from all over the world to participate in a fam trip to visit the country's five geographical regions and 50 main tourism products. In addition, we will introduce the Art of Thailand museum, our latest heritage attraction.
- Thailand Travel Mart plus Amazing Gateway to the Greater Mekong Subregion (TTM+), the largest B2B event will be held on 2 4 June 2010 at the Exhibition Centre Hall, IMPACT, Muang Thong Thani. The event is designed to promote tourism in Thailand and its Greater Mekong Subregion (GMS) counterparts. TAT is will invite buyers and media from all over the world to participate in this event.
- The 8th Thailand Tourism Awards 2010 ceremony will be held on 27 September 2010, coinciding with the World Tourism Day. This award is designed to instill awareness and promote responsible management in tourism among the tourism entrepreneurs, ultimately leading to sustainable tourism.
- 122nd Assembly of the Inter-Parliamentary Union and Related Meetings, 27 March to 1 April 2010, Bangkok. Parliamentarians from all around the world will be in Bangkok for the 122nd Assembly of the Inter-Parliamentary Union (IPU) to be held from 27 March to 1 April, 2010. The Assembly and its related meetings will take place at the Centara Bangkok Convention Centre. Thailand has hosted the IPU Assembly and Conference twice before -- in 1956 and in 1987. On the agenda this year is a high-level debate on the global political, economic, and social situation. Parliamentarians will also focus on promoting South-South and Triangular Cooperation with a view to accelerating achievement of the Millennium Development Goals.

Finally, I would like to inform you that Thailand will be bidding to host the World Expo 2020. The expo is being held this year in China, which is an indication of its magnitude and potential power to raise the image of host cities and countries. We are already well-known as a world-class destination for exhibitions, conventions, conferences and incentives. We believe that putting in a strong bid for the World Expo will take this to newer heights.

Thank you for your time in being with us today and a special thanks to all our German media and travel industry friends, colleagues and partners for your kind cooperation and support for many years. Further details about our activities are available in our press kit which contains several interesting news stories on specific projects, policies and developments.

I will be happy to take a few questions later.

THAILAND IS RAPIDLY BECOMING ONE OF ASIA'S MOST POPULAR FILMING DESTINATIONS



Mr. Suraphon Svetasreni *Governor*

PRESS CONFERENCE ON LARGO WINCH II FILM SHOOTING 18 MARCH 2010

On behalf of the Tourism Authority of Thailand (TAT) and Thai tourism industry, it is indeed an honor and privilege for me to welcome you all here. Thank you very much for being with us today. I also would like to give a special thanks to the team of Largo Winch and Mr. Jerome Salle for choosing Thailand as a location of this film.

I understand that "Largo Winch Part II" is an action based against the background of Thailand's famous attractions like Chiang Mai, Mae Hong Son and Bangkok. About 60% of this film features Thailand. The Tourism Authority of Thailand is pleased to support this French movie production which is heavily filmed in Thailand and will be released in theatres all over France by the end of this year. We believe it will go a long way towards attracting more French visitors in the high-season fourth quarter period.

France is the third biggest source of visitor arrivals from European countries, after UK and Germany. In 2009, the French visitor arrivals to Thailand totalled 426,323, an increase of 7% over 2008.

Of course, you all know well that that French and most Europeans can obtain 30-day visa-free facility at major international gateways. As of February 2010, there are 14 weekly direct flights linking Bangkok and Paris operated by Air France and Thai Airways International.



Other airlines also bring visitors to Thailand through other points like Dubai, Doha, Abu Dhabi, Frankfurt, Singapore, Hong Kong, etc.

In addition, XL Airways is operating charter flights from Paris to Phuket. The inaugural Paris-Phuket flight took place on 21 December 2008 and the once-a-week service will continue until April 2010.

Ladies and gentlemen,

In the early days, many movies were made about Thailand, such as the King & I and the Bridge Over the River Kwai. Unfortunately, these were not actually shot in Thailand. Today, that has changed and both Hollywood and Bollywood are finding Thailand a perfect location for their work.

Over the years, famous Hollywood movies filmed in Thailand. include 'Good Morning Vietnam', two James Bond series 'The Man with the Golden Gun' and 'Tomorrow Never Dies', 'The Beach', 'Mortal Combat II', 'Butterfly Man', etc. Some of these movies have made it clear that the location was Thailand, allowing the Kingdom's unique natural and cultural heritage to serve as a tourist attraction.

Indeed, Thailand is rapidly becoming one of the most popular filming destinations in Asia because it has a lot of what the fantasy factories of the world seek. Probably most important, that glorious scenery and tropical atmosphere with predictable weather combine to define the words exotic and romance, even when the focus of the film is on war or martial arts.

Film-makers can also find other things -- animals, jungles, armies, islands, international and local cuisine, helicopters, elephants and all the rest of it -- that do not exist in most other locations in such perfect combination.

Thailand has a literate, friendly workforce that is comfortable working with foreigners. Production crews are known for their hard work and dedication. Moreover, many hundreds of prominent personalities in the film industry come on private visits.

According to the Thailand Film Office, in 2009, the line-up of film shoots in Thailand included 21 feature films, 92 advertisements, 85 documentaries, 25 TV series and 42 music videos. These are estimated to have generated revenues of 497.01 million baht. India has now risen rapidly to rank number 1 on the list follow by Europe, Japan, Hong Kong, USA, Korea, China and other countries in Asia.

Thailand has discarded many old regulations, and now has streamlined procedures based on understanding and co-operation. The Revenue Department is also considering lowering income taxes of international stars and filming crews.

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I would also like to refer you the Bangkok International Film Festival held every year. The festival featured a range of films with a strong social and regional thematic focus that exemplified today's era of change. They were targetted particularly at the new generation of filmmakers in the region, throughout Asia, and around the world. We intend to make BIFF the foremost film festival of Southeast Asia.

Ladies and gentlemen,

The Thai Film Board, a regulatory body which was originally set up as a censor board, is taking on new roles to include that of promoting the industry and helping foreign filmmakers complete projects smoothly. Thailand has discarded many old regulations, and now has streamlined procedures based on understanding and co-operation. The Revenue Department is also considering lowering income taxes of international stars and filming crews. In addition, we at the TAT work with other government agencies like the Department of Export Promotion (DEP) to promote the Thai entertainment industry in international markets.

I would like to once more thank the director, producers and the entire shooting unit of Lago Winch Part II for their work in Thailand. If you have had a positive experience, please recommend Thailand to your professional colleagues. At a personal level, I do hope you will be able to return to Thailand along with your friends and families for a vacation.

Once more a very warm welcome to you all. Thank you for being with us today.

THAILAND'S 3G ADVANTAGE: GOOD HEALTH, GOOD FOOD, GOOD PRICE



Mr. Suraphon Svetasreni *Governor*

ARABIAN TRAVEL MARKET PRESS CONFERENCE 4 MAY 2010, DUBAI

I am very honoured and delighted to be with you today. Thank you all for being with us and for giving us an opportunity to update you with the latest developments in Thai tourism.

This is my first time at the Arabian Travel Market as the TAT Governor, so let me begin by introducing myself. I am Suraphon Svetasreni, the eighth governor of the Tourism Authority of Thailand. I am proud to have played a role over the last 32 years in raising the marketing profile of the Thai tourism industry on the global stage. Furthermore, I look forward to working with you all in the years ahead to bolster the rapidly emerging status of Thailand as one of the most popular destinations in Asia for visitors from the Middle East.

Just this past March 18, 2010, we marked the 50th anniversary of the founding of TAT, an organisation which has worked hard to enhance the prosperity of Thailand's tourism industry. Today, Thailand remains one of the world's most popular tourist destinations, well-regarded for the quality and variety of its tourist attractions, a premier shopping venue, and value-formoney products, excellent service standards and, of course, the warmth and traditional hospitality of the Thai people.

First, allow me to give you a general overview of Thailand's tourism statistics related to Middle East visitor arrivals.



The Middle East is one of our fastest-growing source markets with an average growth rate between 1999 and 2005 of around 10 percent. In 2009, arrivals from the Middle East were up around 5 percent to more than 370,000. The top source markets were the UAE (84,000), Kuwait (44,500), and Oman (41,000).

For the first two months of this year, the number of Middle East visitor arrivals to Thailand totalled over 100,000, up 39 percent over last year. This is thanks to visa facilitation efforts and growing aviation linkages, especially through the Gulf countries. At present, citizens of Bahrain, Kuwait, Oman, Qatar, and UAE citizens can obtain visa-free entry into Thailand.

Furthermore, as of April 2010, there are 117 direct scheduled flights per week between Thailand and eleven countries in the Middle East being operated by 12 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.

As we are now entering the second decade of the 21st century, my primary responsibility is to restructure Thailand's tourism operations and projects to respond to changes in both the external and internal environments. As the new TAT Governor, I will focus on digital marketing; strengthening the Thailand brand image; promoting sustainable tourism, and ensuring effectiveness in crisis management responsiveness. I also plan to step up coordination efforts to enhance public-private sector cooperation.

I strongly believe that if the first 50 years of tourism development were focused largely on maximising the economic returns, the next 50 years will require an equivalent focus on minimising the ecological impact.

Ladies and gentlemen,

The Arabian Travel Market remains one of our most important shows for boosting our profile in the Middle East. This year, we have 93 Thai hotels, tour operators, travel agents, hospitals, and other related offices in the Thai delegation.

This year, we plan to focus on promoting the strength of Thailand - our 3 Gs which consist of Good Health, Good Food, and Good Price.

Let me begin with the first G which is Good Health. Medical tourism has become Thailand's Product Champion.

Since the Royal Thai Government has announced a strategy for the development for Thailand as a medical hub, there has been an increasing number of international visitors coming to our country for medical check ups and treatment.

We focus on curative and preventive medical treatments. In both, Thailand is well placed with significant competitive advantages; such as, international standard hospitals with specialized doctors as well as well-equipped facilities and services. Many hospitals are staffed by Arabic-speaking interpreters and highly trained personnel.

In addition, TAT is planning to promote medical tourism online by launching a new medical tourism portal website <www.thailandmedtourism.com>.

TAT together with over 70 Thai private hospitals, plastic surgery clinics, and spas in Thailand will cooperate to promote health and wellness in our country and provide information on medical services in Thailand.

Later on, Dr. Surapong Ambhanwong will elaborate more information on medical tourism in Thailand.

Another aspect of wellness is our country also excels in the quality and diversity of its spa offerings. Thailand was voted as the 'Asian Spa Capital of the Year' in the Asia Spa Awards 2009. This is due to the diversity of luxury spas, products and services on offer that would facilitate to the needs of Middle Eastern visitors.

The second G is Good Food. While Thailand is already well-known for the quality of its international cuisine, we also want the world to know that we are also promoting the development of Halal food.

According to the Board of Investment, Thailand is ranked No. 12 among the world's top net Halal food exporters. The Thai government's policy is to develop the Muslim-majority southern provinces of Thailand as a Halal food production hub. One of the projects is to establish a Halal Industrial Estate in Pattani, which would boost all provinces along the Andaman Coast to contribute to this hub.

In addition, the Ministry of Tourism and Sports together with the Halal Standard Institute of Thailand launched the Halal Food Standard Certification for food shops, restaurants and hotels

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Thailand is an affordable luxury destination and has a long tradition of catering to the luxury travel market, perhaps best exemplified by many of our renowned hotels which have been host to the rich and famous for many decades.

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in major cities nationwide. Furthermore, we have established the Halal Science Centre at Chulalongkorn University, which is a leader of producing Halal food and has recently coordinated a project with countries in the IMT-GMT and the Middle East.

The third G is Good Price.

Thailand is an affordable luxury destination and has a long tradition of catering to the luxury travel market, perhaps best exemplified by many of our renowned hotels which have been host to the rich and famous for many decades. Over the years, our hotels have emerged with top honours at the world's leading awards, including city, resort, and spa properties. All these honours have played a significant role in developing a very positive image for Thailand on the world travel and tourism stage.

In addition, Thailand remains the best value-for-money destination for the Middle East visitors in Asia. For those people who enjoy shopping and fine dining in our country, we are offering the Amazing Thailand Card, a discount card that is available via the TAT office in Dubai, Thai Airways International offices, and Thai restaurants. Cardholders are able to use it to buy discounted products and services in their home countries as well as at over 200 hotels in Thailand, to purchase products and services at leading department stores, spas, golf courses, and duty-free shops at airports.

Thailand also has a variety of shopping centres in various locations both in Bangkok and other major tourist destinations. These include the Emporium as well as the Central Group of department stores that offer a diverse range of goods and merchandise for all ages and interests.

Another newer location in Bangkok is the Crystal Design Centre, one of the most comprehensive and integrated design centres in Asia showcasing architectural, interior, decorating, and construction products.

Then there's the JungCeylon in Phuket, a world-class shopping and entertainment destination that will revive Phuket's great history and reputation and make it known around the world.

And for those of you who like Pattaya, there's the Central Festival Pattaya Beach, the newest and largest beachfront lifestyle shopping complex. It offers more than 200 leading international stores and fashion brands, the 5-star Hilton Pattaya Hotel, and the largest dining space with the best variety of food.



Ladies and gentlemen,

The monsoon rains make this period from May to September the 'Green Season'. We promote it as a good time for families to visit Thailand when the country becomes green and fresh, and visitors are able to experience another aspect of our country that they may have never seen before.

Let me give you some examples of our new tourist attractions for family travellers.

Splash Jungle in Phuket: launched in January, "The Splash Jungle Phuket" is the largest water park in Thailand. It is located at West Sands Residences and Resort Phuket. Splash Jungle features seven wonderful parts of the world. The interactive water park includes the Wave Pool, Aqua Play Structure, Hot Sauna, Kids' Aquarium, Kids' Slide Pool, and numerous waterslides of varying heights and speeds.

Another exciting development has been the emergence of a portfolio of private luxury villas available for purchase or rental in many parts of the country. These allow luxury travellers to holiday in absolute privacy, comfort, and style. The villas all boast private swimming pools and beachfront views, making them ideal for families.

Educational trips are another niche-market with extremely good potential. The number of international students in Thailand is increasing every year, as more and more people have become aware of our institutions and the courses on offer. A number of our universities and schools have set up international programmes with links to numerous educational institutions overseas.

TAT's Dubai office officially launched its "Jump to Amazing Thailand" initiative, with a seminar and workshop targeting principals and head teachers of the U.A.E's leading international schools. The project, a first by an international tourism authority to directly target international schools within the Middle East, aims to promote awareness of Thailand as a quality and value- for-money school camp destination.

Before concluding, let me make two final points.

Our most important annual travel trade shows, the Thailand Travel Mart plus Amazing Gateway to the Greater Mekong Subregion (TTM+), will be held during 2-4 June, 2010, at the Exhibition Centre Hall, IMPACT, Muang Thong Thani. This is the largest B2B event in the Greater Mekong Subregion. First organised in 2001, it offers a particularly valuable opportunity to network with small and medium enterprises (SMEs) which cannot afford to exhibit at global travel trade shows. We expect to see a strong turnout of buyers and media from the Middle East at this event.



The ongoing political demonstration is an internal conflict in which the main affected area is around Ratchaprasong and Silom in Bangkok. The majority of Thailand is still safe for all tourists.

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Finally, I would like to inform you that the ongoing political demonstration is an internal conflict in which the main affected area is around Ratchaprasong and Silom in Bangkok. The majority of Thailand is still safe for all tourists. Popular tourist destinations outside Bangkok, like beach resorts in Pattaya, Phuket, Krabi, and Samui have not at all been affected. Please convey this message to your readers and viewers that life in all other areas of Thailand continues as normal and tourists are not in any danger.

In finishing my part, I would like to thank you for your time in being with us today and a special thanks to all our Arab media and travel industry friends, colleagues and partners for your kind cooperation and support for many years. Further details about our activities are available in our press kit which contains several interesting news stories on specific projects, policies and developments.

I will be happy to take a few questions later.

Shuk-ran Jazi-lan, khop khun khrap and thank you.

THE TRAVEL AND TOURISM INDUSTRY IS ANYTHING BUT DOOMED



Mr. Suraphon Svetasreni *Governor*

AIR ASIA PRESS CONFERENCE 26 MAY 2010, BANGKOK

On behalf of the Tourism Authority of Thailand (TAT) and Thai tourism industry, it is indeed an honor and privilege for me to with you today. I would like to give a special thanks to Dato Tony Fernandez and Air Asia team for inviting me to give you a brief snapshot of what we are doing to help the recovery of Thai tourism.

The speed at which this press conference has been put together is an indicator of the sense of urgency that now prevails in the industry about the need to get back to business as soon as possible, and restore jobs and livelihoods, especially for the low income people who have been extremely badly hit by the recent events. Hence, I would like to compliment AirAsia both for what you have done as well as the speed at which you have done it.

I think I should begin by pointing out that tourism is only one part of a vast recovery and rehabilitation plan that is being undertaken by all sectors of the Royal Thai government. However, tourism was clearly one of the worst affected sectors. Some say it was actually **THE** worst affected sector. I will reserve judgement on that because final figures have not yet come through. Many estimates have been made and there is a lot of information on various websites quoting official and unofficial sources.

From purely the tourism perspective, however, it would be fair to make the following points:

- There have been a lot of statements by various people claiming that the Thai tourism industry is "doomed". I believe that we will prove, as we have in the past, that the travel and tourism industry is anything but "doomed." We have been through many a bad times in the past and I'm sure we will see many more difficult days in future. All I can say is that we are perfectly capable of rising to the occasion, as we have many times in the past.
- Like with everything else, you can always see the glass as being half full or half empty. On 18 May 2010, for example, the number of visitors who came through Bangkok's Suvarnabhumi airport totalled 12,041. This was a decline of 35.7% over the same day in 2009 when 18,761 visitors came through the airport. Yes, it is true to say that many thousands of people stopped coming to Bangkok. But on the other hand it is also true to say that many thousands of people continued to proceed with their travel plans as normal. I would say that the situation was actually worse during the period of the SARS pandemic when people almost stopped travelling entirely.



- Many of those who continued to travel to Thailand were heading directly for the beach resorts, bypassing Bangkok. They were smart enough to know that what was going on in the centre of Bangkok would have absolutely no impact on their travel plans. If consumers are getting smarter, I consider it a plus point, because it proves that no matter what they read in the newspapers or see on TV, they also have other ways of crosschecking and establishing the reality of the situation themselves. In our own communications from the TAT, we constantly emphasised the fact that the vast majority of the country was open for business. Smart, well-informed consumers are exactly what we want to see more of in future.
- Now, perhaps a few words on our own strategies and activities to move forward. Many of
 these activities will be carried out in conjunction with local and international partners and
 suppliers. We have always believed that a friend in need is a friend indeed, and that we can
 stand tall and united in times of adversity.







- We will be organising an open market for Tourism. This will mean making available free space for tour operators to sell their packages covering Bangkok and other regions all over Thailand,
- International marketing activities will be conducted in short haul and long haul by target markets, as well as media fam trips from these markets.
- Efforts will be made to enhance air accessibility, especially from within the ASEAN and Asia Pacific countries.
- Boosting domestic tourism market like organising Thailand Tourism Festival.
- Focus on generating income for local products and helping SMEs and local operators. In view of this, the shopping campaign known as Amazing Thailand Grand Sale will proceed as normal between 1 Jun - 30 Aug 2010.
- Special industry stimulus measures will be continued such as visa fee waiver, discount on aircraft landing and parking fees, etc.
- We will also be making intensive use of the Internet and online technologies to further publicise the rapid return to normality. International tourists who are presently in Thailand will, I am sure, be happy to share their personal experiences in the form of testimonials which can then be shared with the world.

I am aware of other measures being planned by the government to restore domestic consumer demand, which will also benefit tourism. This includes the creation of "walking streets" along main thoroughfares such a Silom and Rajprasong roads, with special space being given to businesses affected by the recent clashes.

Many of the smaller businesses are also being assisted by other measures such as compensation packages, low-interest loans and tax incentives.

I am happy to report to you that we have had some excellent discussions with the private sector and we are looking forward to working in partnership with them to develop comprehensive short and long-term strategies designed to address as many concerns as possible. We are also extremely gratified that the Royal Thai government sees travel and tourism as being a primary engine of growth and a very important part of the overall recovery package. That alone guarantees us a high level of priority in terms of policy measures as well as budgetary support.

In conclusion, I would like to once more thank the Air Asia team specially Dato Tony Fernandes for your kind support for the Thai travel and tourism industry. As I said earlier, a friend in need is a friend indeed, and certainly we are happy to count AirAsia amongst one of our closest friends.

TRAVEL & TOURISM WORST HIT BY THE POLITICAL PROTESTS



Mr. Suraphon Svetasreni *Governor*

BRIEFING FOR THE PRIME MINISTER AND FOREIGN AMBASSADORS 29 MAY 2010

Your Excellency Prime Minister Abhisit Vejjajiva Honourable Ambassadors Distinguished, Ladies and Gentlemen

Sawasdee khrap

Thank you very much for the opportunity to present you with a brief summary of the state of the Thai travel & tourism industry in the wake of the recent political unrest, outline some of the immediate strategies being implemented to overcome the crisis, and offer some suggestions on how we can all work together for a common future good. At the outset, may I, on behalf of the entire Thai tourism industry, extend a word of thanks to Prime Minister Abhisit Vejjajiva and his team of ministers and advisors for including tourism as a key element of the recovery packages.

I believe it is true to say that travel & tourism has been the worst affected sector of the national economy. One only has to make a quick calculation based on the fact that visitor arrivals during the critical week of May 18-24 fell by an average of 12,000-14,000 persons per day over normal levels. As most visitors have an average daily spend of about 3,000 baht per person per day on hotels, food, shopping and transportation, the loss to the national economy just during that week alone works out to millions of baht.



IMPORTANCE OF THAI TOURISM TO THE NATIONAL ECONOMY

Tourism has been one of Thailand's most successful industries in the last 20 years of socio-economic development. Billions of dollars worth of investment have poured into an industry which generated over 5-7% of GDP. Nearly four million people are employed directly and indirectly in tourism. About 70% of the tourism revenue benefits hospitality and tourism-related businesses outside Bangkok. This helps create more tourism-related jobs and disseminate revenue to local people by boosting investment in rural areas as well as assisting thousands of Thai Small and Medium-Sized Enterprises (SMEs) which are the backbone of the country's economy.

According to tourism impact studies done by the World Travel & Tourism Council, an international organisation whose membership includes the CEOs of some of the world's largest travel & tourism corporations, the contribution of Travel & Tourism to Thailand's Gross Domestic Product is expected to rise from 13.9% (THB1,299.9bn or US\$38.4bn) in 2010 to 17.8% (THB3,325.6bn or US\$86.6bn) by 2020.

The contribution of the Travel & Tourism economy to Thai employment is expected to rise from 4,000,000 jobs in 2010, 10.4% of total employment or 1 in every 9.6 jobs to 5,987,000 jobs, 14.1% of total employment or 1 in every 7.1 jobs by 2020.

Real GDP growth for the Thai Travel & Tourism economy is expected to be 1.6% in 2010 and to average 7.9% per annum over the coming 10 years.

Export earnings from international visitors and tourism goods are expected to generate 10.8% of total Thai exports (THB680.0bn or US\$20.1bn) in 2010, growing (nominal terms) to THB1,953.7bn or US\$50.9bn (8.9% of total) in 2020.

Travel & Tourism investment is estimated at THB176.8bn, US\$5.2bn or 7.6% of total investment in 2010. By 2020, this should reach THB504.5bn, US\$13.1bn or 10.9% of total investment.

Further information, including comparative information with other countries is available on the WTTC's website.





GOLDEN JUBILEE OF THAI TOURISM

This year, both the Tourism Authority of Thailand and Thai Airways International celebrated the 50th Anniversary of their respective founding. We at the TAT are proud to have played a major role in making Thailand one of the world's most popular tourist destinations, well-regarded for the quality and variety of its tourist attractions, a premier shopping venue and value-for-money products and services.

Visitor arrivals have grown from only 81,000 visitors in 1960 to 14 million in 2009. Tourism success has brought Thailand much international recognition and worldwide fame. Thailand is consistently ranked among the world's leading travel and tourism destinations in international surveys. Our products and services win numerous awards every year. We are known for our natural and cultural attractions, heritage and hospitable people and a variety of value-for-money products and services.

Although in the past few years we have been affected by numerous crises, ranging from a tsunami to SARS and the global financial down, Thai travel and tourism has been able to bounce back, due to a number of unique strengths. It has a long-standing geographical advantage, a visa-free and visa-on-arrival policy which allows ease of access for citizens of dozens of countries; strong airline and aviation linkages and powerful marketing campaigns both individually as well as collectively with our neighbouring countries in the ASEAN and GMS region.

We have products, services and accommodation catering for all budgets and customer preferences. People come to Thailand to enjoy everything from getting a foot massage to a game of golf to a sun-tan. They come to learn how to cook Thai food or meditate or box Thai-style. It is

On social networks and in direct feedback, we were repeatedly told that this is not the Thailand that people were used to seeing. As we seek to recover, re-establishing our reputation is going to be an equally important part of our efforts.

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travel & tourism, and travel & tourism alone, that creates jobs at the grassroots level of society, all around the country, from South Thailand to the North and Northeast.

DAMAGE TO THE LOCAL ECONOMY

According to official data, international passengers arriving at Suvarnabhumi International Airport fell by an average of 31 percent over May 2009 and by 50 percent over May 2008. A total of 21 hotels were closed and occupancy at the remaining hotels in Bangkok plunged to about 10%, probably the lowest we have ever seen. Hundreds of business events, including conferences, exhibitions and business meetings, had to be cancelled or postponed. Our own Thailand Travel Mart +, the premier annual travel event for Thailand and the GMS countries, was postponed to September. The ripple effect was also felt in upcountry destinations like Chiang Mai, Pattaya and Phuket.

The TAT is doing a more detailed study of the economic and financial impact, and full details will be made available soon.

However, there was also an indirect impact on our national brand image. On social networks and in direct feedback, we were repeatedly told that this is not the Thailand that people were used to seeing. As we seek to recover, re-establishing our reputation is going to be an equally important part of our efforts.



TOURISM RECOVERY STRATEGIES

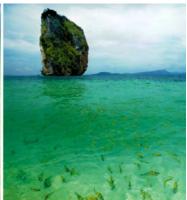
Over the last week, the entire Thai tourism industry has been discussing a range of strategies, activities and projects involving both the private and public sectors to revive visitor arrivals. We are extremely gratified that the Royal Thai government has given full support to the recovery efforts in recognition of its importance to the national economy as well as the fact that it was the worst affected of all business sectors.

At the moment, the private sector associations are busy availing of the financial assistance measures being prepared by the government to help the businesses, especially the small and medium sized enterprises, which were directly affected. These include straight cash hand-outs, extension of low-interest loans, etc, which are mainly designed to ensure that businesses remain solvent and do not layoff staff.

The proposed tourism recovery packages have to be carefully planned to ensure the most effective returns on investment, especially in view of the fact that Thai tourism is now in the low season, when the traditional sources of visitor arrivals become substantially different from those in the high season. Arrivals from Asia and the Middle East become far more important in this period than those from Europe and North America.







In the immediate term, maximum effort is being directed towards reviving the domestic market, which has proved to be a significant saving grace and source of quick business in facilitating recovery from past crises, such as the downturn caused by the global financial turmoil in 2008-09.

Hence, the Thailand Tourism Festival, to be held between June 9-13 at the Impact Muang Thong Thani, will highlight all the country's 72 provinces. The Thailand Convention and Exhibition Bureau is also joining the effort by encouraging Thai companies and government agencies to hold their meetings and conferences in the provinces.

Under the overall goal of rebuilding confidence in the Thai tourism industry, the TAT is planning to make better use of online channels and social media, work in tandem with the private sector to launch special packages and promotions, and maintain a focus on short-haul markets like China, Hong Kong and Taiwan.

A number of short-term tactical measure are being planned, such as website competitions, travel awards, lucky draws and special offers targeted at specific customer target segments in the vast databases of credit card companies.

The traditional marketing themes such as "Amazing Thailand" will remain unchanged, as will the core message that Thailand remains an excellent value for money destination. The many special offers now set to be launched across the board will only reinforce this core message.

The TAT will also maintain its focus on the country's long-standing tourism "strengths" such as Thai hospitality, Thainess, culture and environment. Many of the traditional measures such as waiver of visa fees and special concessions given to the airlines on landing charges have been extended beyond their expiry date last March.

More heavy-duty marketing campaigns and stepped up fam trips for travel agents, media and MICE events organisers will be deferred until the end of the year, by when it is hoped that the world will have moved on and memories will have faded. The most cost-effective means of marketing today is the social media, such as Facebook and Twitter, which can be used by both TAT head-office and all the overseas offices.

We also see an opportunity to expand our marketing presence into new markets with future potential, such as the Central Asian Republics, North African countries and the Middle East. This can be done by working in cooperation with the Gulf carriers. Other new markets showing considerable promise are Iran, Turkey and Israel. All of these can be developed by improving flow of information, facilitating visa processes, doing joint marketing with airlines and organizing Thailand product seminar and road shows.

We are confident that in the global and local political and economic situation remains stable over the next few months, the rebound should be good enough to help meet our visitor arrivals target of 14.8 million for this year. This would be exactly in line with what happened in 2009, when the industry was affected by the global financial crisis in the first half and then generated a strong surge in the second half, with the total visitor arrivals of 1.6 million in December 2009 being one of the highest monthly arrivals on record.

CONCLUSION

Before ending, allow me to make a final appeal to the diplomatic community in Thailand. Please work with us to find a better way of presenting travel advisories. We understand the need to be cautious and provide correct advice to your citizens about travelling to Thailand. But we also feel that this advice must be updated real-time and be written in a way that does not unnecessarily scare people away. Many of your own citizens are living and working here quite comfortably at any given time. If they are not being advised to leave Thailand, based on safety and security concerns, then there should be no reason for your citizens to be discouraged from visiting Thailand.

On behalf of the entire Thai tourism industry, a warm and heartfelt thank you to His Excellency the Prime Minister and members of his team for giving us a voice and a seat at this eminent table. We are grateful for the high level recognition and support, and pledge to do our best to facilitate a quick recovery.

THAI TRAVEL & TOURISM RECOVERY HAS TO BE PART OF THE WIDER PROCESS OF REHABILITATION AND RECONCILIATION



Mr. Abhisit Vejjajiva

Prime Minister

KEYNOTE ADDRESS TO THE MEDIA MEGA FAM TRIP 12 JULY 2010, BANGKOK

It is once again a great pleasure to have the opportunity to meet and talk with all the good friends of Thailand, and to thank you personally for your time, commitment and continued support. Your presence here is extremely important as the country moves back to normalcy. Reviving and resuscitating our tourism industry is a national priority today – a process to which all of you can make very vital contributions.

As you are aware, we have been through a very painful period, not just for the Thai people but all of you who work with us to facilitate our most important foreign exchange earning service industry. We have seen many of you voicing concerns and making very useful comments and suggestions to help us recover from the crisis. Let me reassure you that we appreciate your concerns and your support throughout the difficult times. Let me emphasize that we have always done our best to ensure the health and sustainability of the Thai travel & tourism industry, and will continue to do so in the years ahead.

Dear Friends

Allow me at the outset to congratulate both the Tourism Authority of Thailand and Thai Airways International on the 50th anniversaries of their founding. Both these



I am proud to tell you that these two organisations are now working at full-throttle to help ensure that we make up lost ground and meet our annual target of 14.8 million arrivals for this year.

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institutions have been at the forefront of making travel & tourism one of the most important sectors in the social, economic, cultural and environmental development of the Kingdom. They have contributed to the development of a positive image of Thailand globally, helped preserve the livelihoods of the nearly four million people who work in this industry, both in direct and indirect jobs, and generated the foreign exchange needed to help us through many an economic crisis.

These are very significant achievements that cannot be matched by any other single business or economic sector. I applaud, compliment and hail the men and women in both these institutions who make it possible, as well as the many who have worked in it over the past 50 years – all the way from the front-line staff who man the check-in counters to the presidents, governors and board members who have led these institutions over the years.

Today, both these organisations are again at the forefront of the tourism recovery programme. The TAT has just completed its annual marketing plan meeting at which many new ideas and initiatives have been discussed. Thai Airways has also undertaken a similar exercise. I am proud to tell you that these two organisations are now working at full-throttle to help ensure that we make up lost ground and meet our annual target of 14.8 million arrivals for this year. Your presence here is a very important part of this recovery programme. It is indeed time for Thailand to unite and rebuild together, and I am very pleased to see the response among the Thai travel & tourism industry at large.

Dear friends,

The travel & tourism industry cannot recover in isolation, but has to be part of the wider process of rehabilitation and reconciliation that my government has sought to initiate in the aftermath of the recent crisis. Allow me to give you a few details of this big-picture so that you may better understand how travel & tourism fits into this process and how it can both contribute to and benefit from it.

At the political and social level, more than ever, it is important for us all to rally around the slogan, "Thailand must move forward". As Prime Minister, I have told the Thai people that it is now time we reconciled, drawing our hearts as one, to reform and restructure many weaknesses that we long knew about but perhaps did not quite give them the priority they deserved. The aim is essentially to protect the nation's main institutions, redress inequalities and injustice, communicate constructively with one another, and create a political process that is democratic, efficient, and transparent. These are enormous challenges which will require the efforts of not just all Thai people, but from our friends and partners, including those abroad. Indeed, in a globalised and inter-connected world, the business sector as well as our friends and partners from abroad can and should play a vital role in this reform process.

There have been many activities that should encourage us and inspire us, given the level of participation by ordinary people. A few days after the protest ended, a "Big Clean Up" was launched to help rebuild the affected areas and to reach out to the people affected. The Emergency Decree, still in place in Bangkok and a number of provinces, is intended to enhance security and ensure that the law can be efficiently enforced. As many of you can now witness first hand, the state of emergency does not basically interfere with travel and tourism at all; in fact it helps ensure the underlying security that is rapidly becoming the first priority of visitors to Thailand.

As we move forward, one of our major priorities is to uplift the standards of living in the provinces to help rural people enjoy the prosperity and economic opportunity that exist in city of Bangkok. This is where travel & tourism can play a major role. After agriculture, I believe travel & tourism is one of the most significant contributors to rural development and progress.



At the economic level, many of our fundamental strengths are very broad-based and still very much intact. Export growth has been strong. There has been a rapid recovery in both domestic consumption and private investment. Agriculture, industrial and service sectors have all witnessed quite a strong recovery. While certain risks remain in the economy, both as a consequence internal and external factors, we still expect growth for the year. Officially, the various agencies put it between 4.5 to 5.5%. My own target, and I believe it is a very possible target, is that we will try to reach 6 % for the whole year. This year we anticipate that auto manufacturing will increase to its highest level in 50 years, affirming Thailand's current ranking as the 13th largest auto manufacturing country in the world.

The changing global investment landscape will open the opportunity for Thailand to continue to transform itself from a low-wage manufacturing base into an economy that is founded on creativity and innovation – one that is knowledge-based. I believe there will be many new opportunities for regions of the country that may not have benefited from traditional manufacturing industries. We have allocated a substantial amount of the national budget, and also the economic stimulus package---to the creation and the support of the creative economy, and will be establishing the Creative Economy Agency, which will assist in the translation of policy into action.

The Creative Economy concept will create a new investment policy for sustainable development. This will help the country enhance its human resources potential through increased occupational training and education, as well as measures to strengthen the science and technology, high-technology and R & D sectors. These steps will support knowledge-based industries in Thailand, promote energy conservation and reduction of environmental problems. To make Thailand even more attractive, the Board of Investment approved changes in the regulation on visas and work permits for foreign experts and technicians working on R&D projects, extending the period of stay from 2 years to 4 years.



Despite the challenges, investment applications for Board of Investment promotion that were received between January - May actually increased in value by 7.3% and in terms of the number of projects by nearly 50% year-on-year. Total foreign investment applications between January – May reached 86 billion baht, more than double the 41 billion baht worth of applications received in the same period last year. The very evolution of our free-market, consumer market, dictates that wages increase, and that to maintain equity and competitiveness, the value of our productivity must likewise increase.

We are committed to securing a competitive advantage for Thailand that is based on quality and excellence – not cheap labor. And we are committed to free and fair trade, whereby competition results in progress and is rewarding all those who participate. Our goal is to transform ourselves from being a low cost production base to becoming a producer of high technology, high quality products. Added to that, the ASEAN Economic Community, to be realised by 2015, will establish ASEAN as a single market of more than half a billion people with a combined GDP of over US\$ 1.5 trillion.



In fact, travel & tourism has been a major focus of attention and one of the most important priorities for recovery. Efforts are being made to restore Thailand's image and its reputation as a premier tourist destination.

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As ASEAN Chair last year we led ASEAN to sign many investment agreements, the latest being with India, which will be effective in 2016. East Asia is the largest economic bloc in the world, housing half the world's population, half the world's foreign currency reserves and one third of world trade. The region, therefore, will be the most dynamic in the world in the years ahead. The ASEAN-China Free Trade Agreement, which entered into force at the outset of this year, creates a market of 1.7 billion consumers, with trade of US\$ 1.23 trillion. Likewise, Japan, Australia, New Zealand, India and other countries all have some form of trade agreement with Thailand that enable investors in this country to gain access to the world's largest consumer markets.

Dear friends,

Within this broader context, the travel & tourism industry fits in very well indeed. In fact, travel & tourism has been a major focus of attention and one of the most important priorities for recovery. Efforts are being made to restore Thailand's image and its reputation as a premier tourist destination. As a start, tax incentives are being offered to boost the domestic tourism market. Fees have been cut to provide some relief to affected airlines and provide a bridge until we reenter the peak season of tourism. Again, let me take this opportunity to express my appreciation for the efforts of many of you who have tried to create the right understanding and to correct factual inaccuracies that may have been distributed during the protests.

Many measures have been introduced for the private sector. My government has provided tax incentives to businesses related to tourism industry, particularly hotel owners. To alleviate their cash flow constraints we are allocating 5 billion Baht as loans for tourism entrepreneurs. The government has also assisted hotel business operators by allocating loans to hotels which are in need of improvements for their business, not exceeding 5 million baht each. Furthermore, an exemption of business tax for hotel operators has also been extended to the end of next year (December 31, 2011). Additionally, the deposit for electricity has been reduced by 1.25 times of usage for good recorded hotel operators.

A number of initiatives will directly benefit the critical sector that you all call "MICE" (meetings, incentives, conferences and exhibitions). A national agenda has been drawn up to develop Thailand into the focal point and the preferred exhibition destination in ASEAN. We have adopted new incentives for companies that locate their Regional Operating Headquarters (ROH) in Thailand, which will make us the most competitive in the region. The Cabinet has recently approved a package that increases relative attractiveness of Thailand in being the hub for ROH, and the package expands existing measures with more incentives. The ROHs will enjoy,



for 15 years, a tax break for income earned outside Thailand and only 10% corporate income tax on income earned domestically. The expatriates of these ROHs will also benefit from the reduced personal income tax rate of 15% for eight years. These incentives will revive confidence and attractiveness for foreign companies in Thailand to base their operations and regional headquarters in Thailand. The agency in charge is the Board of Investment. Please do contact them for further information.

More good news for the travel & tourism industry is the fact the airport rail-link will soon be opened and the Skytrain network is continuing to expand. Major investments will take shape during the next five years in transport and communications networks, roads, rail and seaport development.

Dear friends,

Thailand must move forward; Thailand is moving forward. Our nation was tested, but our losses shall not have been in vain. We will overcome the divisions and we must gear towards the future. We will look forward, we will move stronger beyond the headlines, and we will bring back into focus the inherent strength, not just of the economy, but also of the country. As always, we consider all of you who play such a critical role in generating our visitor arrivals to be our partners and friends, and we welcome your advice, insights and experience. We seek your support in conveying our message to your guests, clients and even to your friends and colleagues that Thailand is the place to visit or organise a convention or business meeting.

In conclusion, let me express my appreciation and gratitude for your continued support and commitment. There are many challenges ahead of us, but I am confident that the fundamental strength of the country, of the economy, and above all, of our people and with the cooperation and support of all of you, will make sure that Thailand will continue to move forward to greater things.

Thank you for your attention and thank you for your continued confidence in Thailand. Sawasdee Krub.

MAKING DOMESTIC TOURISM AN INTEGRAL PART OF THAI PEOPLE'S LIVES



Mr. Suraphon Svetasreni *Governor*

THAILAND TRAVEL MART PLUS MEDIA BRIEFING 9 SEPTEMBER 2010

Sawasdee khrap and Good Afternoon members of the media, Ladies and Gentlemen

Allow me to wish you all a warm welcome, to Amazing Thailand as well as to the 9th Annual Thailand Travel Mart Plus 2010. Thank you all for being with us today and for giving us an opportunity to update you with just a few of the many important developments in 50th years of the Thai travel & tourism industry.

The presence of so many buyers, sellers, media and other senior delegates from so many different parts of the world is clear evidence that people are anxious to find ways to keep business moving.

The 388 seller organisations participating this year include 253 hotels & resorts, 41 travel agents & tour operators, 2 ecotourism and adventure operators, 2 wellness & spa, 2 airlines, 9 entertainment, theme park, culture products, 2 golf & other travel products & services, 6 associations & organisations, 14 companies from the Greater Mekong Subregion (GMS), 12 other travel services, 35 colors of the east and 10 Chiang Mai Wellness & Spa destination.

They will meet with 338 buyers from 50 countries. This year, for the first time, the largest contingent of buyers is from India (72), followed by the United Kingdom (25), USA (24), Russia (22), and Korea (16). As part of TAT's strategy to tap into new markets, this year TAT is welcoming buyers for the first time from countries including Portugal, Poland, Kazakhstan, as well as

Argentina, Brazil, and Mexico. Moreover, 60 trade visitors have also been invited from Asia to observe the TTM Plus.

THAILAND TOURISM UPDATE



Thailand is making a rapid recovery from the recent political unrest. This has become of the characteristic features of crises in Thailand.



Thailand is making a rapid recovery from the recent political unrest. This has become of the characteristic features of crises in Thailand.

Although we have been affected in recent years by everything from a tsunami to SARS and economic crisis to closures of our main airport, Thailand is showing a remarkable tendency to bounce back quickly.

According to official data, international passengers arrivals at Suvarnabhumi International Airport totaled 249,442 during 1-8 August 2010 were up 6.02% over the same period of 2009. Arrivals to other popular destinations like Phuket were unaffected by the recent crisis and in fact continued to grow rapidly.

By the end of 2010, we estimate 90 million domestic trips (+3.38%), valued 4.3 hundred billion baht (+5.50%) and also expected the amount of foreign tourists for 14 million, valued 5.3 hundred billion baht.

TREND AND POLICY OF THAI TOURISM INDUSTRY

There are many positive indicators of a promising year for Thai tourism in 2011. They include the stabilization of the Thai political situation, with foreign governments easing their travel warnings about Thailand. Recent surveys of tourists in Thailand showed there is still a very positive attitude towards Thailand, with them considering it a friendly, exciting, and welcoming place with a lot of variety.

Other positive indicators for the coming year include economies around Asia showing steady improvement, with countries such as India and Australia showing solid signs of growth. This is especially promising for short-haul markets such as India, China and Indonesia, which have large populations of potential visitors just a few hours away. The airline industry is also demonstrating its confidence in Thailand with new flights added from key markets; such as, Australia, India, Indonesia, Japan, Singapore, and Vietnam to Thailand.

Some 15.5 million international tourist arrivals will be targeted for 2011, generating approximate revenue of 600 billion Baht (18.5 billion USD.), an increase of 9 percent from last year and the domestic tourism sector expects to have 91 million trips with revenue of 432 billion Baht (13.3 billion USD.), a rise of 3 percent from last year.

THE SIGNIFICANCE OF THE THAI TOURISM SECTOR

At the highest levels of government, including Prime Minister Abhisit Vejjajiva himself, there is now a growing realisation of the importance of tourism in the national economy. This is going to make our job much easier in the years ahead. We are also holding regular consultations with all sectors of the tourism industry through the various associations and industry forums. This is vital to ensure that we are all on the same track. Such cooperation has assumed more importance and been stepped up significantly since the recent political unrest.



MARKETING PLAN 2011

In future, TAT will focus on the following five key policies;

- Ensuring the Competitive edge of the brand image,
- Seeking and opening new markets,
- · Placing greater emphasis on digital marketing,
- Dealing with crises and ensuring effective crisis management response
- Promoting sustainable tourism.

Here is what we are doing to follow up on these policies:

The brand image: Since 2007, the TAT has worked hard to establish a clear positioning of Thailand as the quality destination of great diversity which provides valuable and impressive experiences. This positioning will help us better present our travel and tourism products and services to the appropriate market segments. This campaign will continue in the years ahead.

ff

We realise the need to refocus our marketing strategies to attract the huge number of nichemarket visitors seeking holidays and experiences more in tune with their personal preferences and lifestyles.

55

New markets: There are three specific ways we plan to target market segments.

- 1. Expanding market penetration to increase market share: The customer segments will be primarily leisure tourists, especially from Asia where the emphasis will be placed on short break holidays, value for money and shopping.
- 2. Maintain existing market share: The strategy will focus on expanding the quality-visitor segment, especially via stepped up joint marketing with partners outside the industry such as financial institutions. Travel will also be stimulated during the low-season.
- 3. Recover lost market share: The targets in this group where loss of market share has been "very high" due to the concerns about the safety of Thailand and severe economic contraction in those source-markets. However, with the economic situation looking better, and flights returning to normal, marketing campaigns will be stepped up.

We realise the need to refocus our marketing strategies to attract the huge number of nichemarket visitors seeking holidays and experiences more in tune with their personal preferences and lifestyles. For example, Health and Beauty group, we are working with various hospitals and the Thai Spa Association to better cater to visitors in this group. The TAT is also focusing on niche markets such as Golf, Diving and Weddings in European and Asian markets, as well the high-end, luxury products emerging in markets like India, China and the Middle East.

Digital marketing: The TAT's marketing campaigns for 2011 will be highly visible worldwide through traditional promotional channels including TV commercials and vignettes, print advertising, out-of-home media, brochures, and posters. There will also be an increased use of celebrity marketing, inviting popular actors, and sports figures to major events in Thailand, while also encouraging the movie industry to consider Thailand as a shooting location.

In the new media space, TAT will reach the younger demographic of travellers using social media; such as, an Amazing Thailand video channel on YouTube featuring short documentaries, more use of E-Books and E-Brochures, an iThai application to get Thai tourism updates on iPhone, and an Internet Call Centre that visitors can contact via computer. We will also build on the member network of the Thailand Fan Club that has already been established in our Europe and Middle East markets.

Dealing with crises and ensuring effective crisis management response: Recently, we were affected by another crisis, and I think we responded well. With the very significant support of



the Royal Thai government, we launched recovery roadshows, worked with the private sector to launch special packages, organised fam trips, gave help to the small & medium sized enterprises, waived visa fees, provided financial help to the airlines, and many more measures to get things back on track as soon as possible.

Promoting sustainable tourism: One of our most important projects is "The Corporate Social Responsibility and Market Access Partnerships Project" under which four organisations in Thailand and Europe have joined forces to craft a range of innovative and inspiring 'Thai Sustainable Tourism Routes'. These routes offer opportunities for international tour operators to be leaders in responsible / sustainable tourism, through great products with real benefits to local people and the environment in Thailand. The project team has surveyed the country, looking for active, interesting, innovative activities for tourists interested to experience a different side of Thailand. Guests stay in certified Green Hotels, visit community based tourism projects, dine in green and organic restaurants, organised by quality tour operators and lead by trained eco-tour guides. All the routes will be operated by a TEATA member tour operator; www.teata.or.th.

• INTERNATIONAL TOURISM PLAN

The TAT's marketing campaigns for 2011 will be highly visible worldwide through traditional promotional channels including TV commercials and vignettes, print advertising, out-of-home media, brochures, and posters. There will also be an increased use of celebrity marketing, inviting popular actors, and sports figures to major events in Thailand, while also encouraging the movie industry to consider Thailand as a shooting location.

For next year, TAT will still use the "Amazing Thailand - Always Amazes You" theme to reinforce the many aspects of "Thainess" that that makes the Kingdom a truly exceptional destination and differentiates it from other countries, as well as have confidence in travelling to Thailand for their holidays and business meetings.

The "Amazing Thailand – Always Amazes You" campaign will focus on specific activities that are popular with visitors from Asian markets. The value that Thailand offers to shoppers will be highlighted through the "Amazing Thailand Shopping Paradise" campaign. The foundation of this







campaign is the "Amazing Thailand Grand Sale," which will see even more activities and special offers from participating department stores. TAT will more actively engage target markets through their local media and support for tour companies to sell holiday shopping packages.

There will be ongoing promotion of Thailand's strength as a shopping destination. TAT will arrange for media familiarization visits to the country's leading shopping areas. It will also work with major department stores to offer discount coupons to distribute to tourists and tour companies that offer shopping packages.

Given the popularity of golf among Asian visitors, TAT will also highlight Thailand's hundreds of world-class golf courses. The "Amazing Thailand Golf Paradise" campaign will include the "Thailand Golf Invitation TAT 50th Anniversary Golf Tournament." Marketing activities will include support for TV golf programmes, new promotional materials to highlight Thailand as a preferred golf destination, joint marketing, and support for "Golf Package" sales with tour companies and golf magazines; bringing leading golf columnists to Thailand so they can experience Thailand's golf courses first hand, and inviting media to visit the Golf Travel Mart.

The "5 Asian Tigers Golf Tournament" will be hosted especially for the East Asia markets. Related activities include arranging a golf inspection trip for travel agents and media to try out golf courses in Chiang Mai and throughout the northern region during May 2011. Seminars and golf tournaments for consumers will also take place around this time.

To appeal to the growing market of environmentally-conscious travellers, TAT will introduce the "Go Green, Go Thailand" campaign. It will bring travel agents and media to the Kingdom to survey Green Destinations, check out Green Label products, and join conservation activities such as planting trees and preserving coral reefs. They will also be invited to join the Thailand Eco and Adventure Travel Mart 2011.

TAT has joined hand with the private sector such as credit card company and hotel chain to do the marketing promotion like

- "Bangkok Welcomes You": TAT joins hands with Master Card, THA, King Power and some others, focusing in reviving tourism circumstance in Bangkok. Both Thai and foreign tourists can book a touring package through website http://bangkokwelcomeyou.com. THA and other tourism partners will offer alternative privileges such as special price of 60 hotels in Bangkok area from 999 3,999 THB and receiving Bangkok Welcomes You Card which can be used as gift voucher at King Power and discount in restaurant and spa.
- "American Express Inbound Program": TAT joins hand with American Express to publish the book on privilege for Amex card holders. Card holders who pay their bills by Amex card will receive the special privilege from participating shops, restaurants, hotels and etc.



DOMESTIC TOURISM PLAN

One of the most important side-effects of the recent crisis has been the growing emphasis on domestic tourism as a means of helping affected fellow citizens. The Royal Thai government is making available a number of opportunities for Thais to get to know their own country and help distribute income nationwide. Government agencies, for example, are being encouraged to hold their conferences and meetings in the provinces, rather than just in Bangkok.

By making domestic tourism an integral part of Thai people's lives, the TAT hopes to shift the perception of Thai travellers and tourism owners and operators alike to a new awareness that will lead to sustainable tourism. The core tourism values that TAT aims to build are travel with awareness (pride); travel with creativity (gain new ideas and perspectives); travel together (to

encourage unity and respect for diversity); travel with understanding (gain knowledge and wisdom); and travel by the heart (feel love and cherish the amazing moments).

CONVENIENT ACCESSIBILITY

Thailand has a long-standing geographical advantage that has positioned it at the crossroads of Asia, allowing for a good balance of arrivals in terms of source-markets and customer segments. We have an extensive airline and aviation access to Thailand in terms of both domestic and regional linkages which has ensured a plentiful, if not always adequate, supply of seats.

There are now five international airline gateway points: Suvarnabhumi airport, Don Mueang airport (in Bangkok, now used only by low-cost carriers), Chiang Mai, Phuket, Haad Yai and Chiang Rai. By far the biggest is Suvarnabhumi which in 2009 had a total of 253,967 aircraft movements, generating a total of 39 million passengers. Phuket is now the second largest gateway with 37,870 aircraft movements in 2009, generating a total of 5.76 million passenger movements, according to the Aviation Department. Altogether, Thailand is served by a total of ?? airlines as of the winter 2009/2010 season. These include 94 airlines. New airlines that have started flying to Thailand include Bagan Air, Edelweiss Air and Jetstar Pacific.

In addition, there is good news that Air Asia has the first resumed flight Kuala Lumpur – Hat Yai – Kuala Lumpur AK770 landed on Thursday (19th August 2010) at Hat Yai Airport in the southern Songkhla province amid warm welcomes by Hat Yai residents and relevant agencies.

According to the Director of TAT Hat Yai, Prapas Inthanapasart, Air Asia has resumed such a flight after several year's suspension. The facilitation will help boost the number of tourists especially those from Malaysian tourists are the main target of Hat Yai tourism. Moreover, it will also benefit both countries' business sectors. The direct flight Kuala Lumpur – Hat Yai – Kuala Lumpur is operated on a daily basis.

The position of Bangkok as a gateway to Thailand has now been further enhanced with the opening of the Rail Link which provides extremely convenient transportation from Suvarnabhumi International Airport to downtown Bangkok, and vice versa.

STRONG POINTS OF THAILAND

In addition to the various points mentioned above, we will continue to stress at least two other strong points in our tourism promotion efforts:

- Friendliness most tourists are impressed with Thai hospitality. Thai people always welcome
 tourists from all nationalities and languages, which makes Thailand suitable as a holiday
 destination.
- The long-standing visa-free and visa-on-arrival policy has allowed visitors from many of our key source-markets to just make their bookings and move, without having to worry about the lengthy and tedious process of procuring visas. As part of the recovery package, the Royal Thai government has extended the visa-free application process to March 31, 2011.

In some key markets, especially from the Middle East, we focus on promoting what we call our "3Gs" -- Good Health, Good Food, and Good Price.



The first G is **Good Health**. Medical tourism is our product Champion.

Since the Thai Government has announced a strategy for the development for Thailand as a medical hub, there have been an increasing number of international visitors coming to the country for medical check ups and treatment. We focus on both curative and preventive medical treatments.

CURATIVE: Thailand is well placed with significant competitive advantages such as international standard hospitals with reputable doctors as well as well-equipped facilities and services. Many hospitals are staffed by Arabic-speaking interpreters, highly trained personnels.

PREVENTIVE: Thailand also excels in the quality and diversity of its spa offerings. Thailand is awarded as the best Spa Destination of Asia. Thai spas offer unparalleled variety and value framed in a perfect blend of Western leisure concepts and traditional Asian well-being therapies. A harmonious blend of cultural heritage and destination diversity makes Thailand an infinitely attractive spa destination.

In addition, on May 1st, 2010, TAT together over 70 Thai private hospitals, Plastic surgery clinics and spas in Thailand launched the portal website on medical tourism. In order to promote health and wellness in Thailand and providing the information on medical services, institutes in Thailand. For further details, please check out www.thailandmedtourism.com.

The second G is **Good Food**, Thailand is known globally for the centre of international cuisine and quality of its food, but we also want the world to know that we are also promoting the development of Halal food. This is because Muslims comprise 4% our population and play an important role in shaping our cultural, social and economic profile.

In addition, the Ministry of Tourism and Sports together with Halal Standard Institute of Thailand launched Halal Food Standard Certification for food shops, restaurants and hotels in major cities of Thailand which there are over 57 Halal food shops, restaurants all over the country.

Thai food is becoming famous all over the world due to its uniqueness, lack of fatty content and full of herbal ingredients. Thai cooking classes are becoming hugely popular for among international visitors. One interesting element of Thai cuisine are the famous Thai fruits. Throughout Thailand, a vast selection of fresh fruits is available all year round.

The third G is **Good Price**. Our long-standing campaign has always been Amazing Thailand Amazing Value. Thailand is affordable luxury destination and has a long tradition of catering to everybody from backpackers to the luxury travel market. While many of our renowned hotels have been host to the rich and famous for many decades, we are also becoming well known among backpackers.



DESTINATION FOR WEDDING AND HONEYMOON

Weddings and honeymoons are part of the TAT's global marketing campaign to stress niche market tourism. In recent years, Thailand is becoming increasingly popular among Indian wedding couples, honeymooners, for shooting of movies and advertising clips. There is also a strong flow of VFR (visiting friends and relatives) traffic and students.

Many international couples choose Thailand because they wish to tie the knot in a land renowned for its sense of grace and style, following customs and ceremonies with rich roots in Buddhist culture. The secluded, all-inclusive resorts are perfect for honeymoons.

Wedding planners – either independent or affiliated with tourist hotels and resorts – offer highly personalised services in choosing and arranging the most appropriate activities and events for each client's taste and budget, such as traditional Thai or other cultural wedding costumes and ceremonies or more contemporary, custom-designed events.

Lately in June and July this year, a group of over 400 Indian couples got married in Thailand. Phuket and Bangkok was chosen for the wedding place.

DESTINATION FOR FILM SHOOTING

Encouraging more films to be shot in Thailand is a strategic objective of the TAT as it seeks to promote the Kingdom as a quality destination. Top locations for international film shooting in Thailand are Bangkok, Chonburi, Chiang Mai and Phuket.

According to the Thailand Film Office, in 2009, the line-up of film shoots in Thailand included 21 feature films, 92 advertisements, 85 documentaries, 25 TV series and 42 music videos. These are estimated to have generated revenues of 497.01 million baht. India ranked number 1 on the list follow by Europe, Japan, Hong Kong, USA and China and other countries in Asia.

We are very happy that many Indian filmmakers from Bollywood, just like US filmmakers from Hollywood, are finding Thailand a good place to shoot movies and TV serials. It is one of the main reasons why Thailand is growing in popularity among Indian travellers.

Moreover, Hollywood is interested in Chiang Mai as the Hollywood hub.



CKA Chiang Mai Co Ltd, a subsidiary of the Los Anglesbased entertainment firm Creative Kingdom Inc, plans to pour 8 billion baht into a movie town in Chiang Mai. Construction will take seven years to complete on the 30rai site in San Kamphaeng district.

By 2014, six studios of varying sizes will be available to serve different scales of movie production. In 2015, the company expects its production facilities will attract about 35 productions worldwide.

Chiang Mai was chosen because it offers a good location and traffic, and skilled people in the field. As well, the city is a geographical centre for services in the Mekong region.

To induce foreign filmmaking teams to Thailand, the Cabinet

has approved income tax exemption for foreign actors/actresses as well as returning 100% of VAT to foreign filmmakers. The Cabinet agreed with the measures and assigned the Finance Ministry to implement the approved measures.

GATEWAY TO GMS COUNTRIES

We maintain strong regional tourism co-operation with our neighbouring countries particularly in the Mekong subregion. We are focussing on promoting Thailand as the gateway to the Greater Mekong Subregion (GMS) which includes our neighbouring countries of Cambodia, Laos, Myanmar, Vietnam and Southern China. A number of significant roads, highways and infrastructure are coming up in the GMS and will allow us to better package and position Thailand as a gateway to this critical region.

Here is some marketing promotion that we have launched with other GMS countries:

- The Sister Civilizations (Thai Cambodia)
- A Glorious Combination (Thai China)
- The Golden Civilization (Thai Myanmar)
- A Passage Through The Peninsular Spirit (Thai Lao Vietnam)
- The Reflection of Everlasting Civilization

NEW TOURISM PRODUCT UPDATE

There are a number of fabulous new products that have opened up and will continue to open in future. These include:

Madame Tussauds in Bangkok: The World's Favourite wax museum is planning to open its 10th attraction in Bangkok on 4th December 2010. It will have over 75 wax figures and brim with interactive experiences. Every figure can be photographed and visitors will be able to mingle with the A-list on the red carpet, challenge sport heroes as well as get on stage with your favorite pop stars. Tickets go on sale in September, available at Siam Paragon, Siam Center, Siam Discovery and Siam Ocean World. Madame Tussauds will be located on the 6th floor of Siam Discovery.

Rattanakosin Exhibition Hall: Located¹ on Ratchadamnoen Klang Road, Rattanakosin Exhibition Hall is an interactive self learning centre with state-of-the-art multimedia technologies giving information on history, arts and culture of the Rattanakosin era (since 1782). In a renovated building, there are altogether 7 exhibition rooms each representing a part of the grandeur of Rattanakosin, the capital of Thailand.



Visitors can view 4D multimedia spectacles presenting the beginning of the Rattanakosin, see the most perfect model of the Grand Palace and the animation illustrating the legend of the Emerald Buddha, or enjoy the 360° multimedia demonstrating various forms of entertainment in the Rattanakosin period. Another fun part of the trip to this exhibition hall is to find yourselves actually participate in the animation tour around the Rattanakosin island. And on the fourth floor of the building, visitors can admire the magnificent view of the Ratchadamnoen Road as well as a closer look of the Loha Prasat (Metal Castle) and the Golden Mount.

YOUNG TOURIST PRODUCT

Phuket International Academy (PIA): is an integrated facility boasting Phuket's newest international Day School, a multi-faceted Sports and Leisure Club for elite athletes, amateur enthusiasts, artists and wellness seekers in the Mind Centre sanctuary that provides training in the cultivation of mental and emotional balance.

Located just 15 minutes from Phuket International Airport, PIA also has two boutique hotels with a total of 115 rooms, and a broad range of facilities that are perfect for corporate retreats, seminars, incentives and teambuilding. It comprises three centres: the PIA Day School, the PIA Sports and Leisure Club and the PIA Mind Centre. They offer students, parents and those from the wider Phuket and international communities, a state of the art, sustainable facility which focuses on education, sports, arts and wellness.

¹ http://www.thaiwaysmagazine.com/bangkok/arts_museums/rattanakosin_exhibition.html



GREEN TOURISM PRODUCT

We can now boast a broad range of products in the fields of responsible tourism, sustainability, and ecotourism. These products include numerous villages nationwide which have been surveyed and qualified for inclusion under an European Unionfunded initiative called Community-Based Tourism (CBT), as well birdwatching trips, eco-friendly diving, bicycling tours and nature walks.

The TAT together with TEATA and the European Union has just organised a fam trip for European buyers and media to publicise the CBT villages and numerous other grassroots and eco-friendly products along four suggested routes covering different parts of North, Northeast and Central Thailand. The carefully-planned itineraries were designed to showcase the best of Thai cultural heritage as well as the preservation of traditional Thai life, supporting communities' natural resources management, art, wisdom, architecture, agriculture, gastronomy and wellness.

Thailand has also produced a special booklet called Go Responsible Ecotourism and Enjoy Thailand (GREET) which features a range of such programs and products nationwide.

EVENTS AND ACTIVITIES UPDATE

Over the next few months, the following events should be of interest:

- Samui International Jazz Festival, 24-30 Sep 2010, Samui Island
- Surin Elephant Roundup, Nov 20, 2010 Nov 21, 2010 in Surin Province
- Loi Krathong Festival, Nov 21, 2010
- Bangkok Marathon, Nov 21, 2010 Nov 21, 2010, Bangkok
- 24th King's Cup Regatta, 4-11 Dec 2010, Kata beach, Phuket
- PTT Thailand Open 2010, 25 Sep 3 Oct 2010, Impact Arena Muang Thong Thani, Bangkok
- Thailand's New Year Countdown celebrations, 31 Dec 2010

CONCLUSION

Thank you for your strong support and for being with us today. I wish you have a fruitful and productive TTM Plus 2010 and looking forward to welcome you all again at Thailand Travel Mart 2011 Plus Amazing Gateway to Greater Mekong Subregion.

EMBRACING THE FIVE-POINT BALANCE STRATEGY



Mr. Suraphon Svetasreni *Governor*

SKAL CLUB OF BANGKOK LUNCHEON 14 SEPTEMBER 2010

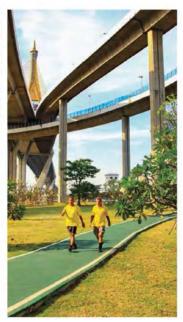
It is indeed a pleasure for me to be here and thank you for inviting me to address you today. All the Skal clubs of Thailand, especially the one in Bangkok, have played a major role in facilitating the travel & tourism industry. In this 50th anniversary year of the Tourism Authority of Thailand, I would like to begin by recognising the efforts many of your esteemed members have made in helping to raise the industry to its present heights, especially stalwarts such Khun Malai, Khun Somsak, Khun Staporn and departed colleagues such as Khun Bessie Samargachan as well as expatriates such as Khun Glenn Stallard, Khun Helen Cozzens, Khun Soji Roberts and many more whose names I cannot individually mention. I also recognise the current leadership of the clubs for seeking to continue the legacy. Thank you all very much.

Distinguished Skalleagues,

In presenting you with some details of where I see the Thai tourism industry heading in the next year or so, I would like to first point out that we need to step up dialogue and cooperation in order to maintain Thailand's competitive advantage and market share in the face of some unprecedented global competition. I will outline some highlights of the TAT's marketing and promotion planning for the next 18 months. And then I will be happy to take a few questions.







THAI TOURISM SITUATION

In assessing the present Thai tourism situation, the good news is that business is bouncing back very quickly in the aftermath of the political crisis of April-May. Visitor arrivals at all our airports are reporting daily increases, thanks largely to our tourism stimulus measures, especially the visa-waiver policy and the numerous marketing campaigns launched by the Tourism Authority of Thailand, Thai Airways International, TCEB, all the private sector companies. We have also just finished a very successful TTM+ last week where for the first time we had the largest contingent of buyers from India. The airport rail-link has opened and will make a very significant contribution towards facilitating the ease of travel for visitors.

In 2010, we are projecting 14.8 million international visitor arrivals, with tourism revenue projected at 530 billion baht. The domestic target in 2010 is 90 million trips, and earnings of 430 billion baht. In 2011, we have set a target of 15.5 million international visitor arrivals and 600 billion baht in tourism revenue. The domestic target is 91 million trips and earnings of 432 billion baht.

BALANCED STRATEGY FOR 2011

Overall, the foundations that underpin our travel and tourism industry continue to remain strong. Thailand enjoys a reputation as a world class tourist destination, known for its nature, culture and traditions with hospitable people and a variety of high quality, value-for-money products and services.

In order to achieve these targets, the TAT has embraced a five-point "balanced strategy" covering the following five elements:

to encourage domestic tourism as a part of life for Thais and Thailand residents. This will help reduce the Thai tourism sector's dependence on international markets that can be easily affected by either internal or external factors.

BALANCE 1 - Monetary Value and Emotional Value

The recent TAT campaign "Amazing Thailand, Amazing Value" emphasises Thailand's high value-for-money factor. The TAT will balance this value element by strengthening Thailand's Brand Image associated with the emotional value under the concept of "Win Their Hearts, Win Their Mind" by changing the tagline to "Amazing Thailand Always Amazes You". This will reinforce the positive emotions on the charm of "Thainess" with the hospitality and friendliness of the Thai people, including Thailand's unique art and culture. The theme reinforces the many aspects of "Thainess" that differentiates Thailand from other countries. It is also an extension of the "Amazing Thailand" brand image slogan and campaign which has proved just as popular now as it did when it was originally launched in 1998-99.



BALANCE 2 – Domestic Tourism and International Tourism

The TAT will strive to encourage domestic tourism as a part of life for Thais and Thailand residents. This will help reduce the Thai tourism sector's dependence on international markets that can be easily affected by either internal or external factors; such as, a global economic downturn.

At the same time, the TAT will place equal emphasis on maintaining the country's share of the global leisure market by targeting repeat visitors which now account for 62 per cent of the total and pursuing first-time visitors in new markets such as East Europe, CIS and North Africa. More repeat visitors will be sought from long-standing traditional markets such as Europe. Customer Relations Management (CRM) schemes will be implemented through the **Amazing Thailand Card and Thailand Fan Club Projects**. The TAT will also increase focus on Experiential Markets where visitors can enjoy activities such as golfing, diving, rock climbing; and Lifestyle Markets such as health & wellness, weddings, and luxury & high-end markets.



BALANCE 3 – Short-Term Market Recovery and Long-Term Market Expansion

Short-term market recovery initiatives are response plans that the TAT has to quickly put into place to alleviate the impact of events that disrupt the flow of visitor arrivals to Thailand. In the aftermath of the latest crisis, we were fortunate to get significant support from the Royal Thai government which helped us launch recovery roadshows, organise fam trips, help the small & medium sized enterprises, waive visa fees, provide financial help to the airlines, and many more measures to get things back on track as soon as possible.

The TAT has ensured effective crisis response by setting up a Tourism Intelligence Unit and Crisis Communication Centre (TIC). Tourists can get real-time updated information both through the normal media channels as well as online via www.tourismthailand.org and www. tatnews.org.

In future, depending on the circumstances, the TAT may opt to use a 'Quick Win' strategy with targeted special offers to pull off a short-term market recovery; such as Super Deals or Hot Deals to quickly bring back the less sensitive tourists first. However, this strategy cannot be prolonged as it will destroy the price structure. For long-term market expansion, adding the emotional value to our quality tourism products will help sustain growth.

BALANCE 4 - Peak Season and Low Season

The TAT aims to balance the low or rainy season by promoting "Green Tourism Products" to position Thailand a year-round destination. Thailand offers tremendous ecological diversity and a wide variety of landscapes. Combined with the simple and natural lifestyle of Thais living in these areas, there is tremendous potential for green tourism in the Kingdom.



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BALANCE 5 - Gaining Economic Revenue and Preserving Ecological Assets

If the first 50 years of tourism development focused largely on maximising the economic returns, the next 50 years will require an equivalent focus on minimising the ecological impact of tourism by promoting sustainable tourism marketing; such as, Community-Based Tourism (CBT), Sustainable Tourism Routes. TAT has signed an MOU with the concerned stakeholders in major tourist destinations in Thailand to create sustainable tourism awareness. Moreover, to appeal to the growing market of environmentally-conscious travellers, TAT will implement introduce a Corporate Social Responsibility Project by launching the "Go Green, Go Thailand" campaign.

MARKETING CAMPAIGNS FOR 2011

The TAT's marketing campaigns will be highly visible worldwide through traditional promotional channels including TV commercials and vignettes, print advertising, out-of-home media, brochures, and posters. There will also be an increased use of celebrity marketing, inviting popular actors, and sports figures to major events in Thailand, while also encouraging the movie industry to consider Thailand as a shooting location. Here are some key elements of our marketing campaigns:

Brand campaigns: Since 2007, the TAT has worked hard to establish a clear positioning of Thailand as the quality destination of great diversity which provides valuable and impressive experiences. This positioning will help us better present our travel and tourism products and services to the appropriate market segments. This campaign will continue in the years ahead.

Targetting new markets: There are three specific ways we plan to target market segments.

1. Expanding market penetration to increase market share: The customer segments will be primarily leisure tourists, especially from Asia where the emphasis will be placed on short break holidays, value for money and shopping.

- 2. Maintain existing market share: The strategy will focus on expanding the quality-visitor segment, especially via stepped up joint marketing with partners outside the industry such as financial institutions. Travel will also be stimulated during the low-season.
- 3. Recover lost market share: The targets in this group where loss of market share has been "very high" due to the concerns about the safety of Thailand and severe economic contraction in those source-markets. However, with the economic situation looking better, and flights returning to normal, marketing campaigns will be stepped up.



Digital marketing: In the new media space, TAT will reach the younger demographic of travellers using social media; such as, an Amazing Thailand video channel on YouTube featuring short documentaries, more use of E-Books and E-Brochures, an iThai application to get Thai tourism updates on iPhone, and an Internet Call Centre that visitors can contact via computer. We will also build on the member network of the Thailand Fan Club that has already been established in our Europe and Middle East markets.



Niche-markets: The worldwide customer base is segmenting into huge number of niche-market visitors seeking holidays and experiences more in tune with their personal preferences and lifestyles. For example, Health and Wellness, Golf, Diving, Weddings and high-end, luxury products.



Shopping: There will be ongoing promotion of Thailand's strength as a shopping destination. TAT will arrange for media familiarization visits to the country's leading shopping areas. It will also work with major department stores to offer discount coupons to distribute to tourists and tour companies that offer shopping packages.

The value that Thailand offers to shoppers will be highlighted through the "Amazing Thailand Shopping Paradise" campaign. The foundation of this campaign is the "Amazing Thailand Grand Sale," which will see even more activities and special offers from participating department stores. TAT will more actively engage target markets through their local media and support for tour companies to sell holiday shopping packages.

TAT has joined hands with major private sector companies, such credit card corporations and hotel chains to do intensive marketing promotions. For example:

- "Bangkok Welcomes You": Campaign with Master Card, Thailand Hotels Association, King Power Duty Free, among others, focusing in reviving tourism circumstance in Bangkok. Both Thai and foreign tourists can book a touring package through website http://bangkokwelcomeyou.com. THA and other tourism partners will offer alternative privileges such as special price of 60 hotels in Bangkok area from 999 3,999 THB and receiving Bangkok Welcomes You Card which can be used as gift voucher at King Power and discount in restaurant and spa.
- "American Express Inbound Program": Campaign with American Express to publish a booklet containing privileges for Amex card holders. Card holders who pay their bills by Amex card will receive the special privileges from participating shops, restaurants, hotels, etc.



To greens to meet a has been initiated with the determination and eagemess of the Tourism Authority of Thailand, as the main agency overseeing the tourism industry of the country, to take responsibility and to persuade all parties concerned to join hands in creating a new "environmentally-friendly" tourism chapter in the future.

It is airned at showing the "duty of everyone to take care of this planet Earth".

Golf: Given the popularity of golf among Asian visitors, TAT will also highlight Thailand's hundreds of world-class golf courses. The "Amazing Thailand Golf Paradise" campaign will include the "Thailand Golf Invitation TAT 50th Anniversary Golf Tournament." Marketing activities will include support for TV golf programmes, new promotional materials to highlight Thailand as a preferred golf destination, joint marketing, and support for "Golf Package" sales with tour companies and golf magazines; bringing leading golf columnists to Thailand so they can experience Thailand's golf courses first hand, and inviting media to visit the Golf Travel Mart.

The "5 Asian Tigers Golf Tournament" will be hosted especially for the East Asia markets. Related activities include arranging a golf inspection trip for travel agents and media to try out golf courses in Chiang Mai and throughout the northern region during May 2011. Seminars and golf tournaments for consumers will also take place around this time.

Ecotourism: To appeal to the growing market of environmentally-conscious travellers, TAT will introduce the "Go Green, Go Thailand" campaign. It will bring travel agents and media to the Kingdom to survey Green Destinations, check out Green Label

products, and join conservation activities such as planting trees and preserving coral reefs. They will also be invited to join the Thailand Eco and Adventure Travel Mart 2011.

One of our most important projects is "The Corporate Social Responsibility and Market Access Partnerships Project" under which four organisations in Thailand and Europe have joined forces to craft a range of innovative and inspiring 'Thai Sustainable Tourism Routes'. These routes offer opportunities for international tour operators to be leaders in responsible / sustainable tourism, through great products with real benefits to local people and the environment in Thailand. The project team has surveyed the country, looking for active, interesting, innovative activities for tourists interested to experience a different side of Thailand. Guests stay in certified Green Hotels, visit community based tourism projects, dine in green and organic restaurants, organised by quality tour operators and lead by trained eco-tour guides. All the routes will be operated by a TEATA member tour operator; www.teata.or.th.

CONCLUSION

Skalleagues, ladies and gentlemen,

If all things are normal, continued growth is a foregone conclusion. All the traditional strengths of Thailand as a tourism destination are still very much in place – liberal visa policy, good accessibility, an excellent image and reputation for good products and service delivery, and good value for money. Certainly, there will be ups and downs, depending on the global situation, but the overall trend is positive and strong.

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 endeavour. Please rest assured that I'm always willing to listen to your opinions and constructive suggestions. My door is always open.

Once more, thank you for the honour of inviting me here. It has been a real pleasure to be with you today. And I would be happy to answer a few questions.

TRIPLE V STRATEGY: VALUE, VARIETY AND VERY THAI



Mr. Suraphon Svetasreni *Governor*

WORLD TRAVEL MARKET 8 NOVEMBER 2010, LONDON

Thank you all for being with us today. It is always a pleasure to be at the WTM London and to renew out strong and long-standing relationships with the UK travel & tourism industry. As always, we have seen good business at the Thailand pavilion and are encouraged by your presence here today. Thank you all very much for both your support and your continued interest.

Certainly, we count the British and Europeans as good friends of Thailand. Thailand has enjoyed long relationship with the United Kingdom and Europe. Our aim today is to strengthen co-operation between TAT and our important business partners in the UK and European travel industry, as well as key members of the media here. With this in mind, we are here to offer our commitment in supporting you and working together for our mutual benefit.

Although I have been to the WTM many times in the past, this is a very special occasion for me because it is my first time as TAT Governor. I will update you on the latest developments in Thai tourism and provide you with some details on how we plan to continue to work with you to build awareness, maintain Thailand's competitive edge and convert consumer interest into actual bookings.

Ladies and gentlemen,

Allow me to give you some statistics and our analysis that showing some interesting trends that I think you should be aware of and which we can both build upon.





According to official data, international arrivals to Thailand from January until the end of September 2010 reached over 11 million. This is 13 percent higher than the same period of 2009. It shows the underlying strengths of our industry. In spite of the decline in visitor arrivals during the political turbulence months of April and May, the growth in arrivals in the first quarter as well as the bounce back in the third quarter has been strong enough to yield a year-round growth. That is quite an amazing result by any standards.

Europe has long been a major market of Thai tourism. Of the over 11 million international visitor arrivals to Thailand in January – September 2010, a total of 3 million arrivals were from Europe, a market share of 27% and an increase of 10% over the same period of 2009.

The United Kingdom is our largest market out of Europe. Thailand welcomed more than 589,000 UK visitors during January – September 2010. Germany is the second largest market with total arrivals of 430,000. Russia is now our third largest with total arrivals of 370,000.

In January – June 2010, UK visitors have an average length of stay of roughly 16 days per person per visit, well above the 7-day average of all visitors to Thailand. UK visitors had an average daily expenditure of 3,500 baht or about (£72²). This generated a total of about 21,000 million baht or about (£456 million) in foreign exchange revenue.

In recent years, we have been noticing that British visitors are coming to Thailand all year around rather than just in the winter months, as was the case in the past. This is very good news as it shows that we are making progress in our efforts to reduce the seasonality factor. Another interesting statistic from the UK market is that in 2008, a total of 69 percent were repeat visitors. That is an extraordinarily high percentage of repeat visitors and certainly shows the high level of satisfaction we enjoy.

On the aviation front, as of November 2010, there were 28 direct scheduled flights per week between Bangkok and London being operated by four airlines – THAI Airways International,

² 1 GBP = 47.4373 THB



This is based on our unique selling propositions and competitive advantage - Value for money, Variety of tourism products and Very Thai.



British Airways, Qantas and Eva Airways. Other airlines also bring visitors to Thailand through other points of UK and intermediary hubs like Dubai, Singapore, Hong Kong, etc. Qatar Airways is now flying thrice daily to Bangkok via Doha. Just this week, the airline launched its first flights to Phuket. At Bangkok international airport, the new Airport Rail Links has made it fast and easy to travel to and from central Bangkok, by-passing the traffic conditions.

Ladies and gentlemen,

To underscore our commitment to work with you to grow business to Thailand, allow me to give you a few details of our marketing strategies and specific promotional initiatives as part of the Amazing Thailand team.

In some key markets, especially from the European market, we are promoting a new "Triple Vs" campaign. This is based on our unique selling propositions and competitive advantage – Value for money, Variety of tourism products and Very Thai.

The first V is Value for money. Our long-standing campaign has always been Amazing Thailand Amazing Value. Thailand is and remains an affordable luxury destination with a long tradition of catering to everybody from backpackers to the luxury travel market.

Thailand has been voted the Best Value Long Haul Holiday destination for UK holiday makers by the website www.thisismoney.co.uk and in its "Best in Travel 2010" guide, Lonely Planet named Thailand the no. 2 "Best-Value Destination" in the world. While it is true that the baht has strengthened, currency vagaries have affected many other countries of the world. And today, I would venture to say that Thailand remains excellent value for the British tourist. Many of you know exactly how much a beer and a meal costs in Thailand. Compare that to the cost of holidaying anywhere else and add the value of friendly Thai smiles and hospitality, and it will be quite obvious which destination wins out.

The second V is Variety of tourism products. Thailand is and continues to be a wonderfully diverse tourism destination with great beaches, food, spas, hotels, nature and sports. We also have an excellent reputation for product delivery, complemented by an extensive range of natural and cultural heritage attractions and a wide variety of tourism destinations and activities. Allow me to give you some interesting tourism products.

Firstly, we can now boast a broad range of Amazing Ecotourism products in the fields of responsible tourism, sustainability, and ecotourism. These products include numerous villages nationwide which have been surveyed and qualified for inclusion under an European Union-funded

initiative called Community -Base Tourism (CBT), as well birdwatching trips, eco-friendly diving, bicycling tours and nature walks.

Furthermore, in 2011, TAT will introduce the "Go Green, Go Thailand" campaign. In addition, this afternoon at WTM 2010, TAT UK will be holding 4th annual Green Awards. Working with TAT partners, Responsible Travel these awards are intend to highlight, and further promote Thailand's dedication to the conservation of its country's precious natural and cultural resources and support sustainable tourism development .

Thailand is known globally for the centre of international cuisine and quality of its food. "Amazing Thai Taste" or Thai food is becoming famous all over the world. Thai cooking classes are becoming hugely popular for among international visitors. You can check out that now in London, Thai restaurants has increased incredibly., From the beach resorts in the south, to the mountainous surroundings in the north, or the bustling cities of Bangkok and Pattaya, there are golf courses spa and wellness to suit every preference. TAT will highlight Thailand's hundreds of world-class golf courses. The "Amazing Thailand Golf Paradise" campaign will include the "Thailand Golf Invitation TAT 50th Anniversary Golf Tournament." Marketing activities will include support for TV golf programmes, new promotional materials to highlight Thailand as a preferred golf destination. Also "Amazing Lifestyle Markets".

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 spa and wellness The recent explosion of many new boutiquestyle properties is prominently featured in a new dedicated brochure for the discerning traveller.









The third V is Very Thai or Thainess. Our products not only offer the best value for money, but also give all visitors the emotional value of profound satisfaction and happiness that can be felt only in Thailand. I am confident that British travellers understand the concept of Thainess and emotional value very well.

This combined "Triple V" campaign will help the TAT and the Thai tourism industry to promote 'Amazing Thailand' with greater perception in the UK and European markets. It will also build on the "Amazing Thailand" campaign, one of our key branding messages which has been in use since the late 1990's and remains a powerful and effective theme. In 2011, we will be expanding this with an additional tagline "Always Amazes You" in order to reinforce the positive emotions visitors associate with the unique charm of "Thai-ness," the hospitality and friendliness of the Thai people and our unique art and culture. All these are the factors that differentiate our Kingdom from other holiday destinations.

Ladies and gentlemen,

I would like to take this opportunity to highlight some UK market segments that we intend to focus on next year and which we hope to generate into successful business, with your support.

The first is maintaining the UK leisure market. Due to the economic problems in Europe and the strong Baht currency which have affected many other countries. And today, I would venture to say that Thailand remain excellent value for the British tourists. Many of you know exactly how much a beer and a meal costs in Thailand. Compare that to the cost of holiday anywhere else and add the value of friendly Thai smiles and hospitality, and it will be quite obvious which destination wins out. We want the support from trade partners especially from airlines to work together and come out with the value packages to let your clients know that Amazing Thailand still Amazing Value for their pockets.



About 80 percent of our visitors are leisure travellers. To maintain Thailand's share of the leisure travel market, a Customer Relationship Management (CRM) strategy will be used.

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About 80 percent of our visitors are leisure travellers. To maintain Thailand's share of the leisure travel market, a Customer Relationship Management (CRM) strategy will be used. We will work in cooperation with strategic tourism partners by offering travel incentives to generate both first time and repeat travellers.

The second is supporting the emerging family market. Accommodation, services and a variety of activities serve very well for the family. From visiting quiet beaches to a holiday filled with soft adventure activities, our TAT London office can provide all the information you need. Thailand is also a good destination for family travellers particularly from UK, who spend an average of 16 days in Thailand. There are a large variety of products that cater to both parents and children in different regions of Thailand.

For example "Phuket". For family travellers wishing to just stay on the island, beside visiting quiet beaches to a holiday, we can also help to identify a range of things to see and do such as superb golf courses and spas for fun and relaxation, fishing, diving, sailing, trekking, cycling, white water rafting and ethnic culture. One of our newest products is the Phuket International Academy, a comprehensive holiday resort that promotes spiritual and physical well being. These activities are ideal for families, the young and seniors.

Phuket is a complete destination in itself but we think it's time to recommend many of the surrounding areas, such as the beautiful beaches of Krabi and Trang nearby. Phuket is also accessible to other resorts such as Samui. These extensions open up a whole new world of new touring options and sales.

Thirdly, we will focus on repeat visitors plus the new destinations. As mentioned earlier, 69 percent of UK visitors are repeat visitors. We are proud to present some new interesting destinations for them to explore the other parts of Thailand.

To cite just one example, Ban Mae Khamphong in Chiang Mai is a fabulous place of green tourism activity. This Community Based Tourism will offer real life experience focusing on trekking along nature trail, camping in the highlands, enjoying delicious jungle food, seeing traditional Northern Thai dances, participating in ancient traditions and making merit. From mingling with local fishermen at Ko Yao Noi, Phang Nga, a traditional homestay to learning to plant the rubber trees.

There are many other such new destinations, which the TAT London office will be happy to introduce to you.

Finally, we will promote Bangkok as Stopover for Rugby World Cup 2011. It is a long journey from Europe to New Zealand, so we will encourage UK and European travellers to break their trip by stopping over in Bangkok for a few days during their flights. Our programmes like "72 Hours in Amazing Thailand" offer itineraries specially designed for short-term visitors. With the new airport rail link, visitors can get into the city quickly and easily for some sightseeing or shopping. This is very good "appetizer" marketing programme, as it will encourage visitors to come back for a "main course" of a longer holiday later.

As we have done in the years past, TAT will also continue to maintain high level of support for media, airlines, and wholesalers and retail travel agents with the following marketing activities:

First of all, we will strengthen the Thailand brand image through a campaign based on the "Amazing Thailand Always Amazes You" tagline. It will be incorporated into all of our marketing activities for Thai travel and tourism products. We will deliver Thailand's key message of this tagline through a comprehensive campaign that uses both on-line and offline media.



We will help to build and maintain consumer awareness of the Thailand brand through promotional campaigns. TAT will continue with traditional promotional channels including TV commercials, printed collateral, indoor/outdoor advertising, local travel and trade publications, and public relations programmes that highlight the "Amazing Thailand Always Amazes You" tagline. TAT UK is already committed to advertising campaigns on London taxis, Manchester trams and Dublin buses as part of our continuing commitment to supporting the Thailand brand.

No tourism marketing promotion can ignore the impact of online media and social networking, in which we are expanding our efforts. Online marketing continues to make a much more important contribution to the promotion of Thailand and the introduction of a UK Thailand Fan Club supported through both Facebook and Twitter has already seen the creation of an army of Thailand supporters and ambassadors in the UK and Ireland with a target of 5000 increasing by September 2011. For the main TAT and in-market websites, we will introduce two-way

communications and add more activities that will engage visitors. TAT will also add value to the in-market websites by developing them into a channel to offer special deals to our business partners, so we can highlight the special packages you offer to customers.

Our websites and others will be used to maximum effect to provide the latest information on Amazing Thailand and Amazing Products. We will provide information about Thailand via mobile phones, and are even considering delivering informative tourism content through games via mobile phones. QR Code and E-book will also be launched. Our aim is to drive demand for travel to Thailand so as to bring more customers through the doors of your travel agency.

The other way in which TAT will support you is through trade partnerships. We are encouraging joint marketing and advertising with special offers for trade partners. TAT is implementing more focused and targeted online marketing management to keep our travel partners and your frontline staff updated with details about new developments, products and services in Thailand. We will also organize briefings, seminars and fam trips for tour companies, travel agents and media. In addition, the TAT will support airlines and wholesalers to features more Thailand packages, and also reach out to British public by participating in important trade shows.

Tactical trade partnership marketing activities also will continue on a year-round basis. The TAT remains committed to this as it has delivered a significant return on investment, in particular providing a welcome short term to late bookings boost for the upcoming high season from this month until next March.

Formed just over a year ago the UK Friends of Thailand Club has 54 UK and Ireland airline and hotel representative. Meeting quarterly TAT London delivers a market overview and summary of the marketing activity it is undertaking. Recently the Friends of Thailand Club also rant its first roadshow to Manchester and Chester attracting over 100 travel agents and tour operators sales staff.





Fan Club Thailand : UK & Ireland

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Also in line with the principles of strong partnership, TAT will present the First Marketing Challenge Awards. These awards are designed to encourage innovative marketing campaigns from our UK and Ireland tour operator partners.

Ladies and gentlemen,

I hope this has provide you with a broad overview of our plans in the UK market. As always, we are always open to your feedback, guidance and advice. We also welcome creative and innovative ideas to further develop the market and take advantage of emerging opportunities in the spirit of creating truly win-win partnerships.

I would like to thank all of you for joining us here today for your ongoing support and look forward to working closely with you to ensure Thailand remains a leading destination brand for UK travellers. Please do remember "Amazing Thailand Always Amazes You."

THAILAND THE GREATEST STORY IN GLOBAL TOURISM HISTORY

A 60TH ANNIVERSARY TRIBUTE TO THE TOURISM AUTHORITY OF THAILAND