



Amazing Thailand Refined

Thailand Tourism Recovery Plan After COVID-19



Amazing Thailand
**Safety & Health
Administration**
(SHA)

International Travel Ban



Not just Thai travel Thailand, but also EXPATs



Amazing Thailand Refined



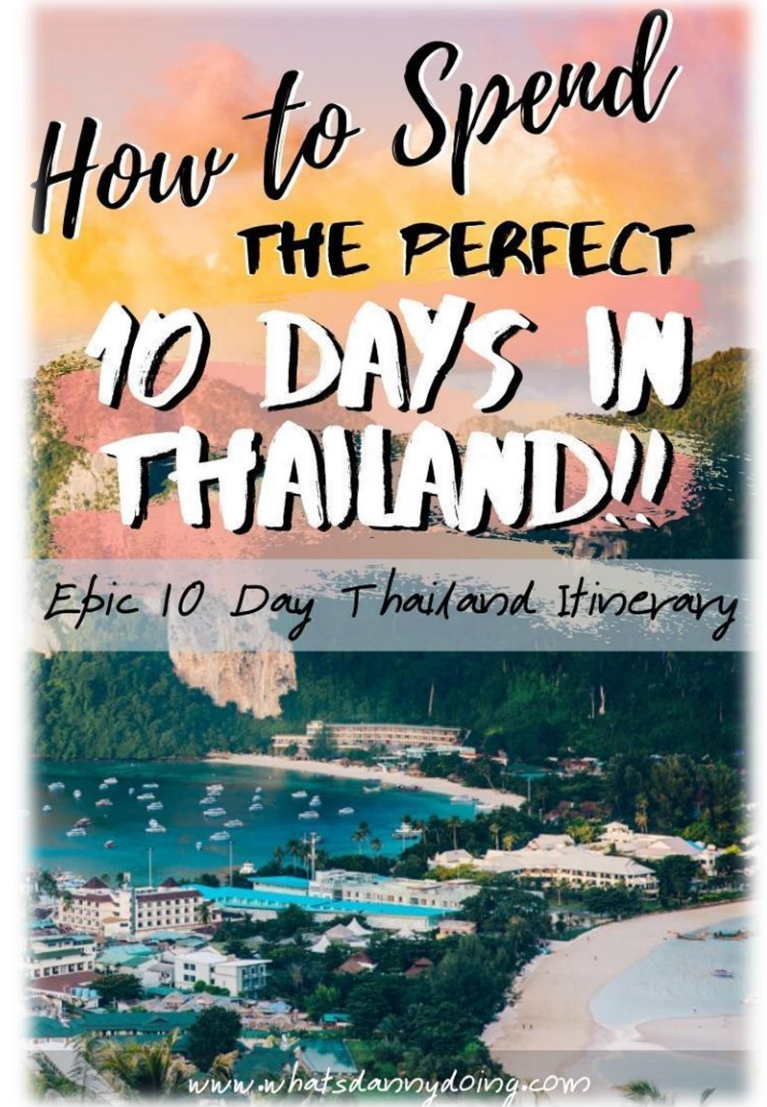
REBOOT

GO AGAIN

- ✓ make them travel more and more ex. During weekdays

GO LOCAL

- ✓ to develop and promote tourism for local economy.



REBUILD

GO NEW NORM

- ✓ Build sustainable tourism from the root
- ✓ Help business owner and stakeholders
- ✓ Increase people's skills (adapt to new normal)

GO DIGITAL

- ✓ Build up good information system that enhance “safety”
- ✓ Build trust among tourists on “safety”
- ✓ Educate modern marketing (new normal) to business owners



REBRAND

GO TOP OF MIND

- ✓ Being center of information for tourists
- ✓ Make Thailand the top choice when it comes to travel decision making

GO CONFIDENT

- ✓ Build up strong “Amazing Thailand” brand
- ✓ Tourists are happy travelling to Thailand and go back safely



REBOUND

GO HIGH-END

- ✓ Focus on niche market ex. Health and Wellness group



GO QUALITY MAINSTREAM

- ✓ Focus on the growing market, especially the higher spending per trip group of tourists.



REBALANCE

GO RESPONSIBLE

- ✓ Protect natural resources

GO SUSTAINABILITY

- ✓ Don't rely on one market
- ✓ Balance between local economy, cultural and society, and natural resources



A graphic featuring a central magenta rectangle. Above the rectangle is a yellow horizontal bar that starts from the left edge and ends at the right edge of the magenta rectangle. Below the rectangle is another yellow horizontal bar that starts from the left edge and extends further to the right than the top bar.

OVERSEA OFFICES

Amazing Thailand Trivia Challenge (TAT-Sydney)



Select the **quizzes** below!



Start Quiz!



Start Quiz!



Start Quiz!



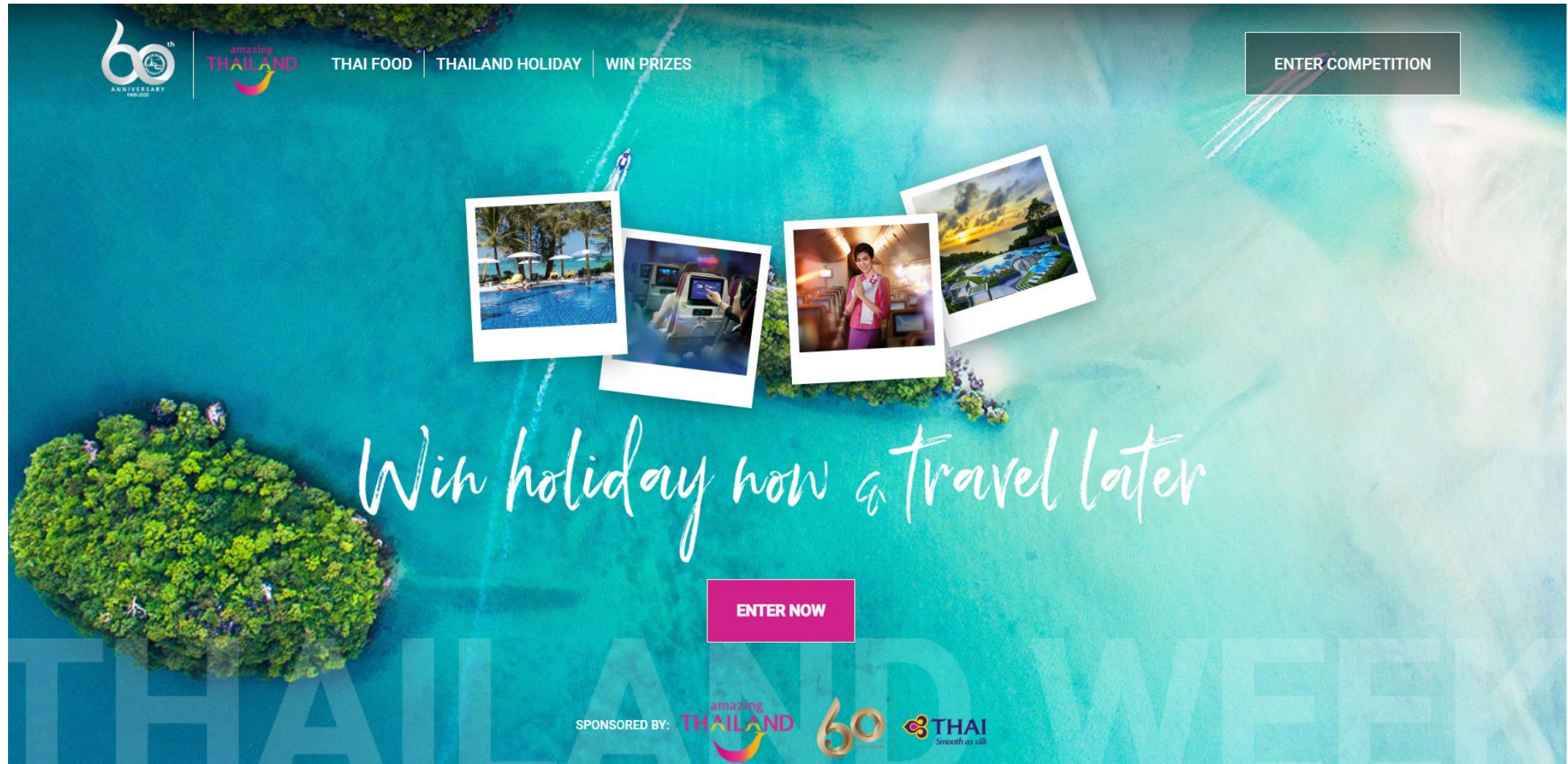
Start Quiz!

Top 10 Highest Scores

Rank	Name	Country	Score
1	Christian M*****e	Australia	4.440
2	Rebecca T*****o	Australia	4.437
3	Matthew N*****n	Australia	4.435
4	Matthew N*****n	Australia	4.433
5	Nicole Hanrahan N*****n	Australia	4.423
6	Andrew P*****k	New Zealand	4.417
7	Thomas N*****n	Australia	4.415
8	Thomas N*****n	Australia	4.412
9	Michaela N*****n	Australia	4.410
10	yvonne m*****m	Australia	4.405
11	ted m*****m	Australia	4.392
12	Darren P*****e	Australia	4.387
13	Tony A*****g	Australia	4.378
14	Steven S*****h	Australia	4.373
15	Keith L*****g	Australia	4.364
16	Pornthip K*****j	Australia	4.307

Thailand Week @ Thai Town Sydney

1,550 people registered / 18,149 reach



60th ANNIVERSARY 1960-2020

amazing THAILAND

THAI FOOD | THAILAND HOLIDAY | WIN PRIZES

ENTER COMPETITION

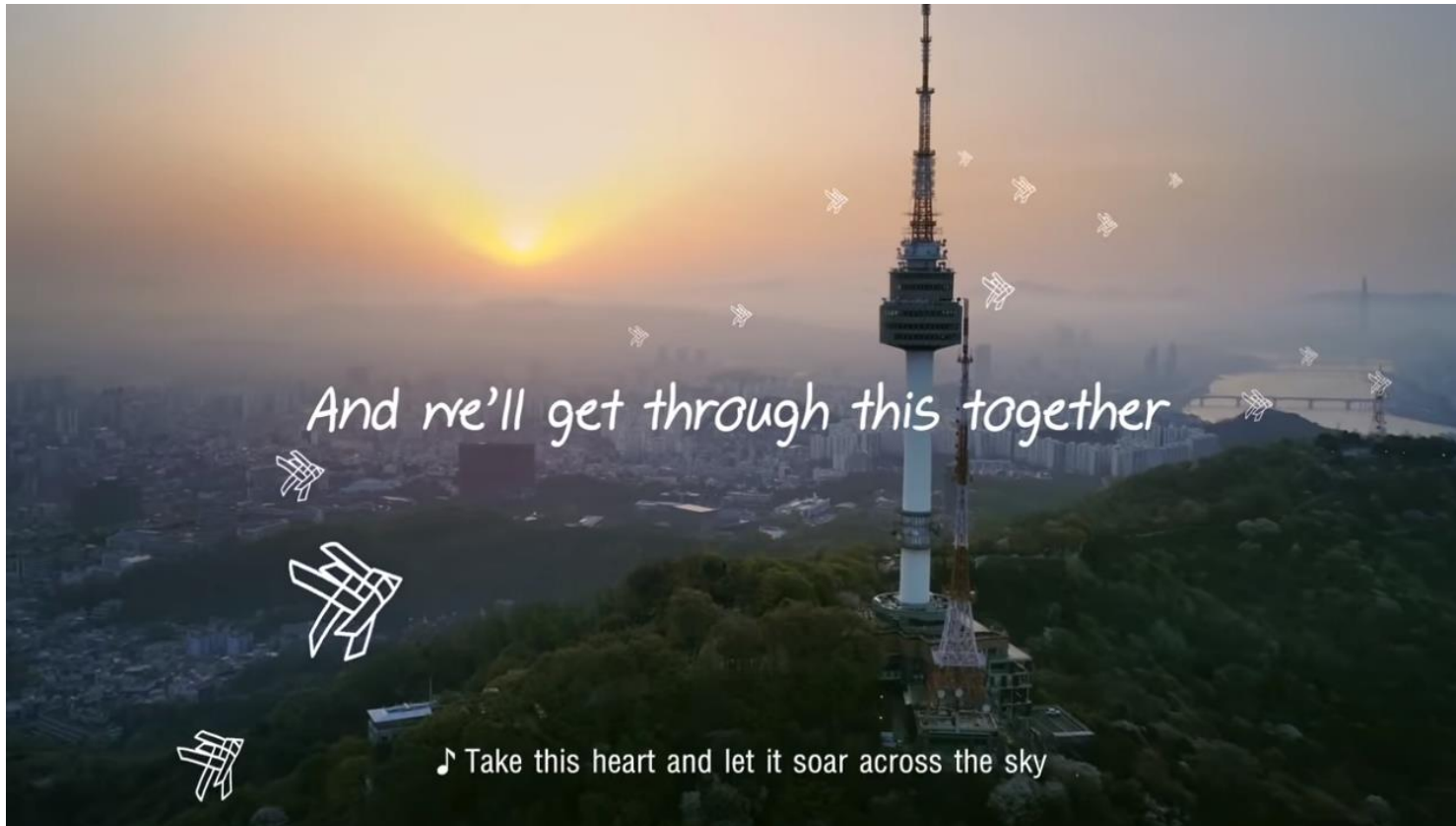
Win holiday now & travel later

ENTER NOW

THAI

SPONSORED BY: amazing THAILAND 60 THAI Smooth as silk

TAT extends TLC to the world through new TVC “Best Wishes (Pla-Ta-Pian)”



Tweets

Tweets & replies

Media

Likes



Hug Thailand @HugThailand · 19h

Sending tender, loving and care to cheer up the world that we shall all overcome all difficulties from COVID-19 together.



Pla-Ta-Pian, Thai-style wind mobiles in the shape of a fish is a symbol of sending wishes of Thai people. [#HugThailand](#) [#AmazingThailand](#) [#BetterTogether](#)



A graphic design featuring a central purple rectangle. Above the rectangle is a yellow horizontal bar, and below it is another yellow horizontal bar. The text "THAILAND OFFICE" is centered within the purple rectangle in white, uppercase letters.

THAILAND OFFICE

“Bok Rak Meaung Thai”



Amazing Thailand ✓

September 13 at 7:42 PM · 🌐

โต๋ ศักดิ์สิทธิ์ เชิญชวนทุกคนร่วมกิจกรรม
บอกรักเมืองไทยออนไลน์แคมเปญ เพียง

- แชร์มิวสิกวิดีโอเพลง “บอกรักเมืองไทย” ใน FB page Amazing Thailand โดยตั้งคำสถานะเป็นสาธารณะ
- บอกเหตุผลว่า “เมื่อได้ดูมิวสิกวิดีโอเพลงบอกรักเมืองไทยแล้ว อยากออกไปบอกรักเมืองไทย สถานที่ใด และเพราะอะไร” ในแคปชั่นโพสต์ที่แชร์บน FB ของตัวเอง... See More



“Kid Leaw Pai Hai Tueng”





Amazing Thailand

September 13 at 12:16 PM

Chiang Mai, I Miss You

อย่าปล่อยให้ความคิดถึงเป็นแค่ความรู้สึก.. คิดแล้วไปให้ถึง.. เชียงใหม่

บอกมาก่าเจ้า.. แอ้วม่วนดีเจียงใหม่.. เขาะแอ้วไหนกับไผจะม่วนหา? เขาะก็
หยิ่งจะดีหา?... See More



TAT Webinar (During COVID- 19)

TAT Webinar



BUSINESS AS (UN) USUAL OCEANIA MARKET

7th MAY 2020
10.00-11.00 HRS.

REGISTER

SPEAKERS

SULADDA SARUTILAVAN
TAT SYDNEY

TOM McMENEMIE
LUXURY ESCAPES

JESSICA QUINLAN
TRIPADVISOR

by Tourism Authority of Thailand

MAY 2020 WEBINAR SCHEDULE

Solutions, Scenarios, Trends, and Recovery Plan

WEEK 1

7 THU	10.00 - 11.00 BUSINESS AS (UN)USUAL : OCEANIA MARKET By TAT Sydney Office	18 MON	14.00 - 15.00 FEATURES AND TRENDS OF KAZAKHSTAN AND UZBEKISTAN TRAVEL MARKETS IN CURRENT SITUATION By TAT Moscow Office
8 FRI	19.00 - 20.00 IMPACT AND RECOVERY STRATEGIES FOR COVID-19 WITH TRIPADVISOR By TAT Toronto Office	19 TUE	10.00 - 11.00 MOVING AHEAD, IDENTIFYING MALAYSIA TOURISM OPPORTUNITY By TAT Kuala Lumpur Office
	20.00 - 21.00 THE NORTH AMERICAN ROAD TO RECOVERY FOR TRAVEL TO THAILAND WITH EXPEDIA By TAT Toronto Office		14.00 - 15.00 THE US OUTBOUND TRAVEL MARKET; WHAT WE CAN EXPECT By TAT Los Angeles Office

WEEK 2

11 MON	10.00 - 11.00 MOVING FORWARD WITH MYANMAR TRAVELLER By TAT Marketing Representative for Myanmar	20 WED	10.00 - 11.00 VIETNAM TOURISM CHALLENGING AND POSSIBLE OPPORTUNITIES IN THE FUTURE By TAT Ho Chi Minh Office
12 TUE	13.30 - 14.30 1) DECODING THE NEW NORMAL OF INDIAN TRAVELLERS 2) BOOSTING THAILAND AS INDIAN ALL-TIME FAVOURITE DESTINATION By TAT New Delhi Office and TAT Mumbai Office	21 THU	10.00 - 11.00 SINGAPORE MARKET INSIGHT By TAT Singapore Office
	20.00 - 21.00 A DISCUSSION ON THE CURRENT STATE OF LUXURY TRAVEL AND A LOOK AT WHAT'S TO COME By TAT New York Office	22 FRI	10.00 - 11.00 1) CHANGING OF INDONESIAN'S CUSTOMER BEHAVIOR DUE TO COVID-19 2) DESTINATION THAILAND: TRAVEL TRENDS OF INDONESIAN CUSTOMER By TAT Jakarta Office

WEEK 3

13 WED	15.00 - 16.00 CURRENT SITUATION & FORECAST AFTER COVID-19 FOR THE RUSSIAN MARKET By TAT Moscow Office	25 MON	15.00 - 16.00 INTRODUCING THAILAND TOURISM VIRTUAL MARKET (TTVM) By TAT Head Office
14 THU	15.00 - 16.00 THE CHANGES OF THE RUSSIAN TOURIST BEHAVIORS IN WINTER SEASON 2020/2021 By TAT Moscow Office	26 TUE	16.00 - 17.00 THE FUTURE OF OUTBOUND TOURISM OF FRENCH MARKET By TAT Paris Office
15 FRI	14.30 - 15.30 CZECH MARKET INSIGHT AND OPPORTUNITIES By TAT Prague Office	27 WED	14.30 - 16.00 CURRENT MARKET SITUATION IN SOUTHERN EUROPE By TAT Rome Office

WEEK 4

	15.00 - 16.00 EXPECTATIONS FROM THE SOUTH AFRICAN TRAVELLER POST COVID-19 By TAT London Office	28 THU	14.00 - 15.30 EXPECTATIONS FROM THE SOUTH AFRICAN TRAVELLER POST COVID-19 By TAT London Office
	14.30 - 16.00 CURRENT MARKET SITUATION IN ISRAEL AND TURKEY By TAT Rome Office	29 FRI	14.30 - 16.00 CURRENT MARKET SITUATION IN ISRAEL AND TURKEY By TAT Rome Office

We welcome your participation and engagement by registering to join the webinar, where you will be able to participate by suggesting solutions and posing questions live during the session.

To register, please visit www.tourismthailand.org/webinar
For inquiries, please contact webinar@tat.or.th

The graphic consists of a central magenta rectangle with a thin blue border. Above and below this rectangle are horizontal yellow bars. The top yellow bar is slightly offset to the right. The bottom yellow bar is slightly offset to the left.

AMZING THAILAND SAFETY AND HEALTH ADMINISTRATION (SHA)



Amazing Thailand Safety and Health Administration (SHA)

www.tourismthailand.org/thailandsha

Information as of 11 September 2020



Registered

11,887



UIP

598,419



Pageview

1,860,440



registered

6,632



qualified

5,117



อันดับ 1

Hotel



อันดับ 2

Tour Operator



อันดับ 3

Restaurants



อันดับ 4

Transportation



อันดับ 5

Health and Beauty



อันดับ 6

Recreation



อันดับ 7

Stores



อันดับ 8

Department Stores



อันดับ 9

Conference / Theater



อันดับ 10

Sports Tourism





#AmazingThailand
#SHA



#beartai

เที่ยวไทย
มั่นใจไปกับ





Domestic Tourism

for Expatriate

EXPAT in THAILAND

East Asia

CHINA	27,652
JAPAN	29,630
SOUTH KOREA	5,686
TAIWAN	7,289

ASEAN South Asia and Oceania

Philippines	19,552
Malaysia	898
India	150,000
Australia	20,000

EU / USA & Others

UK	89,890
France	4,803
Russia	2,661
USA	7,576
Others	40,077



Consumer Fair “**Expat Travel Deal 2020**”
@ The Emquartier, September 11-13

- To Attract Expats living in Thailand
- To heal Thailand local economy
- Special promotions from 50 companies such as Thai Smile, Thai Air Asia, Thai Golf Association, and many other hospitality and tourism stakeholders.

9,957 attendees in 3 days

THB 7,427,021 package sold



Project plan

Diwali Festival 2020



... happy diwali ...



Lots of food vendors (all which would have a booth at the festival), most of which from Pattaya restaurants to help local business owners get back on their feet and advertise their restaurants & businesses . Lots and lots of shopping too, most local and the group of people will pull in groups so that they can go to shopping malls.





In Partnership with

AustChamThailand
Business | Connections | Community

Managed By

FORE
MANAGEMENT GROUP



Format

Three Series Event leading to a grand final in Bangkok in

December 2020

Australia vs Rest of the World

10 best scores from the Australia Team vs 10 Best scores from Rest
of the World Team

amazing
THAILAND
Super Series

Khao Yai
October
30th-31st

amazing
THAILAND
Super Series

21st - 22nd November 2020



AUSTRALIA

VS



REST OF
THE WORLD



EVENT INFORMATION:

FORMAT: Stableford
Top 10 Australian Scores vs
Top 10 Rest of the World Scores

VENUE: Burapha & Pheonix Gold Golf Club
HOTEL: Pullman Pattaya Hotel G

EVENT INCLUSIONS:

- **One** night stay & **Two** rounds of golf
(Sat PM & Sun AM tees start)
- Green fee, Caddie fee, and Cart fee
- Welcome drinks
- Prizes and dinner

Optional Extras:

- Transport from Bangkok
- Extra night stay
- Team shirt

Top 10 scores from each team
will **win** a complimentary
place to the **Bangkok Final**
on 14th December at Thai
Country Club!

PRICES:

Single: 7,500 Baht

Twin: 6,800 Baht per person

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amazing
THAILAND
Super Series

Pattaya
November
20th-21st

amazing
THAILAND
Super Series

21st - 22nd November 2020



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VS



REST OF
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EVENT INFORMATION:

FORMAT: Stableford
Top 10 Australian Scores vs
Top 10 Rest of the World Scores

VENUE: Burapha Golf & Resort
HOTEL: Pullman Pattaya Hotel G

EVENT INCLUSIONS:

- **One** night stay & **Two** rounds of golf
(Sat PM & Sun AM tees start)
- Green fee, Caddie fee, and Cart fee
- Welcome drinks
- Prizes and dinner
- Transport to golf course from hotel

Optional Extras:

- Transport from Bangkok
- Extra night stay
- Team shirt

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Business | Connections | Community

Bangkok: December 14th

Venue: Thai Country Club



Target players: 100

Golf, presentation and dinner