

TOP OF MIND ACTIVITIES

Strategy : Create brand image of Thailand as a preferred destination

1. HUGTHAILAND TAKEOVER CAMPAIGN

Hugthailand Takeover Campaign with Australian travel influencers

/instagrammers/ tiktokers

Part I : Completed in Jan-Feb 2021

Part II : April 2021

Exposure: 6.5 million views

Target : Millennial and Gen Z



Why partner with Deliveroo?

Increase sales



Keep the kitchen busy

Join a well-oiled marketing machine and watch the orders come in through your door and online.

Reach more customers



Meet them and keep them

Attract new local customers and keep them coming back for more.

Use our services



For businesses big and small

Whatever your size we have tools, business support and savings to help grow your business.



9,600,000

App downloads



80,000

Restaurant partners



60,000

Riders in Australia and overseas



30 mins

Our average delivery time

2. GIVING BACK PAD THAI FOR HEROES

CSR activities with food delivery application "Deliveroo" (Feb 2021)

- The Alfred (Melbourne)
- The Royal Prince Alfred (Sydney)
- Royal Adelaide Hospital
- Royal Brisbane Women's Hospital Trust

Exposure: 1 million views

Target : Frontline Health Workers

3.AMAZING THAILAND TRIVIA CHALLENGE

Trivia on Thailand to win prizes (May-June 2021)

Exposure: 2.5 million views

Target : Millennial and Gen Z



4.THAI FESTIVAL

Thai Festival in Adelaide (March 2021) and Darwin (April 2021)

Exposure: 50,000 Visitors

Target : Millennial Family



Strategy : Stimulate Travel through Quality Tourists

5.ACTIVATION STAND IN ROYAL EASTER SHOW

Sydney : 1-12 April 2021

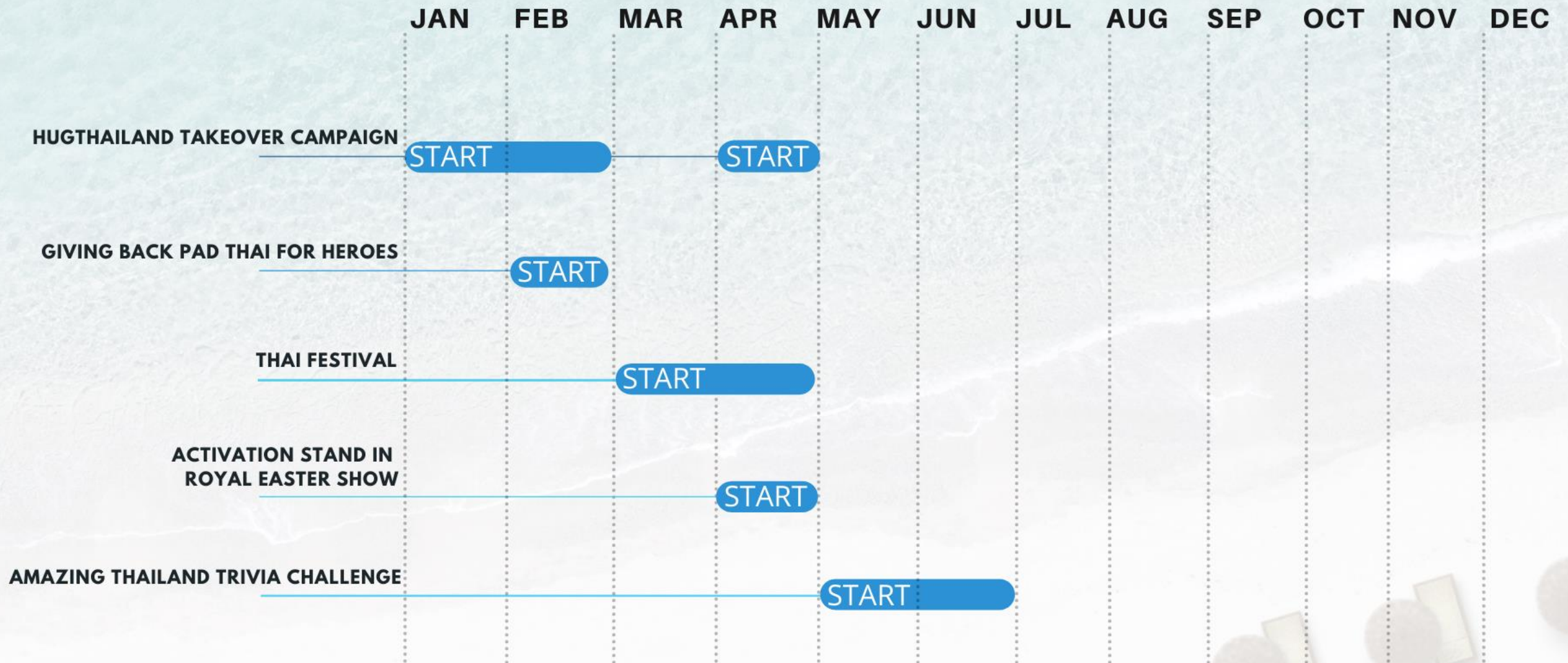
Exposure : 1,950,000 Visitors

Target : Millennial Family



TOTAL EXPOSURE :12 MILLION VIEWS

TIMELINE FOR TOP OF MIND ACTIVITIES



ALLY WITH PARTNERS

Strategy : Create brand image of Thailand as a preferred destination

1. Organise series of webinar as a platform for Thai suppliers/ hoteliers to showcase their products and new normal protocols

1.1 Friday Morning with Amazing Thailand webinar series

- Thai Gastronomy 21 August 2020 (Featuring: Lebua and Banyan Tree Group)
- Thai Soft Adventures 28 August 2020 (Featuring: Anantara Chiang Rai)
- Family Travel 11 September 2020 (Featuring: Centara Hotels & Resorts, Cape and Kantary Hotels, Sunwing Hotels, SALA Resorts, Bandara Hotels, Phi Phi Island Village and Tour East)

Exposure : Registration on average 80 per webinar, in addition to 1,000 views on Facebook Live

Target : Millennial Family, Food Lover



1.2 Amazing Thailand in the New Normal webinar with ONYX Hospitality Group

The objective is to keep Australian and New Zealand agents updated on what is currently happening in Thailand as well as educating them Phuket and Samui's products (two most wanted destinations for Oceania market.)

Exposure : Registration 89, Attending 60

Target : Millennial Family



2. Ad on Web - www.amazingthailand.com.au

TAT Australia's website - www.amazingthailand.com.au has a "Book Now" link that features various ASQ accommodations, hotels, and activities.

As they click into the products of their interests, they will be brought directly to the suppliers' site. Suppliers can update their packages by sending their information to info@thailand.net.au

Target : Thai Suppliers



3. Regular Trade Communications (Sawasdee from TAT)



TAT Australia has been sending a biweekly trade communication to over 200 Australian travel agents. This is to ensure that our partners keep updated and informed of the latest developments in Thailand. We also encourage hotels in Thailand to keep their partners informed through this platform

Target : Stakeholders in Australia.

Strategy : Promote niche markets (Luxury, Health and Wellness, Sport)

4. ORGANISE B2B PLATFORM FOR BUSINESS OPPORTUNITY

4.1 THAILAND LUXURY VIRTUAL MART (TLVM)

17-18 March 2021 Engage 24 suppliers from Thailand (hotels, yacht club, restaurants, and tourism activity), and expect to have 20 TO/TA participating.

Target : Luxury



4.2 THAILAND GOLF VIRTUAL MART (TGVM)

April 2021

Target : Golfer



4.3 HYBRID PRODUCT UPDATE SYDNEY AND MELBOURNE “THAILAND ROAD TO RECOVERY”

May 2021-This year roadshow is most likely going to be a hybrid event. TAT will manage the number of suppliers and agents who will physically attend, and those who will participate virtually.

Exposure : 30 Thai suppliers (with no participation fee), and 60-80 buyers

Target : TO/TA/OTA/Airline in Australia

4.4 AMAZING THAILAND SPECIALIST PROGRAM

Part II – February – July 2021

A brand new 2021 Amazing Thailand Specialist - fresh and new contents in 5 modules:

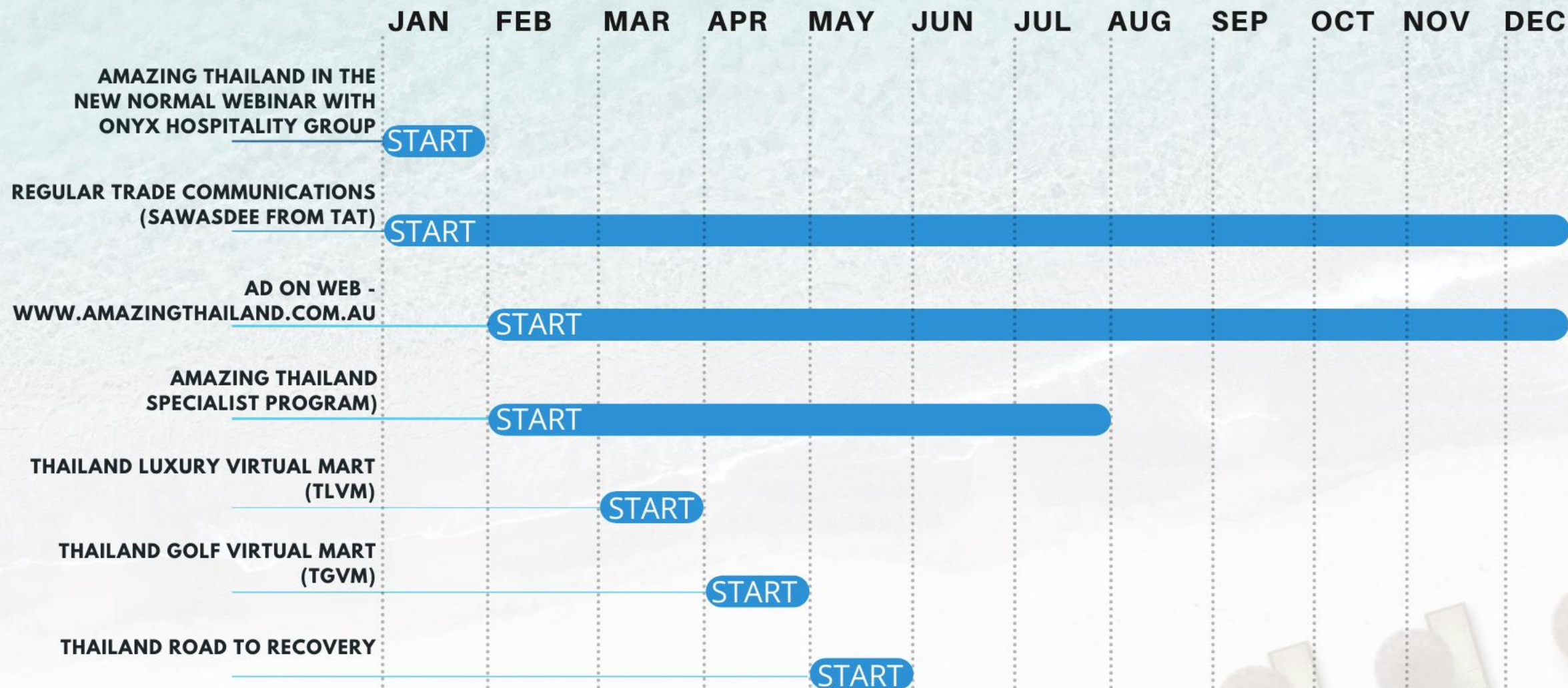
Family, Digital nomad and Senior travellers / Health & Wellness /Luxury & Romance /Sport /Gastronomy

Exposure : 1,000 participants

Target : TO/TA/OTA/Airline in Australia



TIMELINE ALLY WITH PARTNERS



TIMELINE FOR *ADVANCE SALES* IN 2021

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

OTA



START

TO/TA



START

AIRLINE



START

GOLF PACKAGE



ADVANCE SALES 400 PAX (TRAVELLING RESUMED WHEN TRAVEL BAN LIFTED)