

BCCT MULTI-CHAMBERS LUNCH

THAILAND TOURISM MARKET 2017-2018

TAT New Initiatives to drive forward Thailand's Competitive Tourism Market



By Mr. Yuthasak Supasorn
Governor, Tourism Authority of Thailand

16.08.2017 | 11.00 AM - 1.00 PM

BANGKOK MARRIOTT SUKHUMVIT 57

Special thanks to:



Thailand Tourism Market 2017-2018

TAT New Initiatives to Drive Forward

Thailand's Competitive Tourism Market

Mr. Yuthasak Supasorn

Governor

Tourism Authority of Thailand (TAT)



BCCT

British Chamber
of Commerce Thailand





2016



▲ 9%

32.6 million



▲ 13%

42 billion US Dollars

January - June 2017



17.3 million



25.24 billion US Dollars



4.7 million



1.7 million



825,653



Target in 2017



**50 billion
US Dollars**

Target in 2018

Tourism revenue grows by



▲ 8%

Direct contribution of

travel & tourism to Thailand's GDP

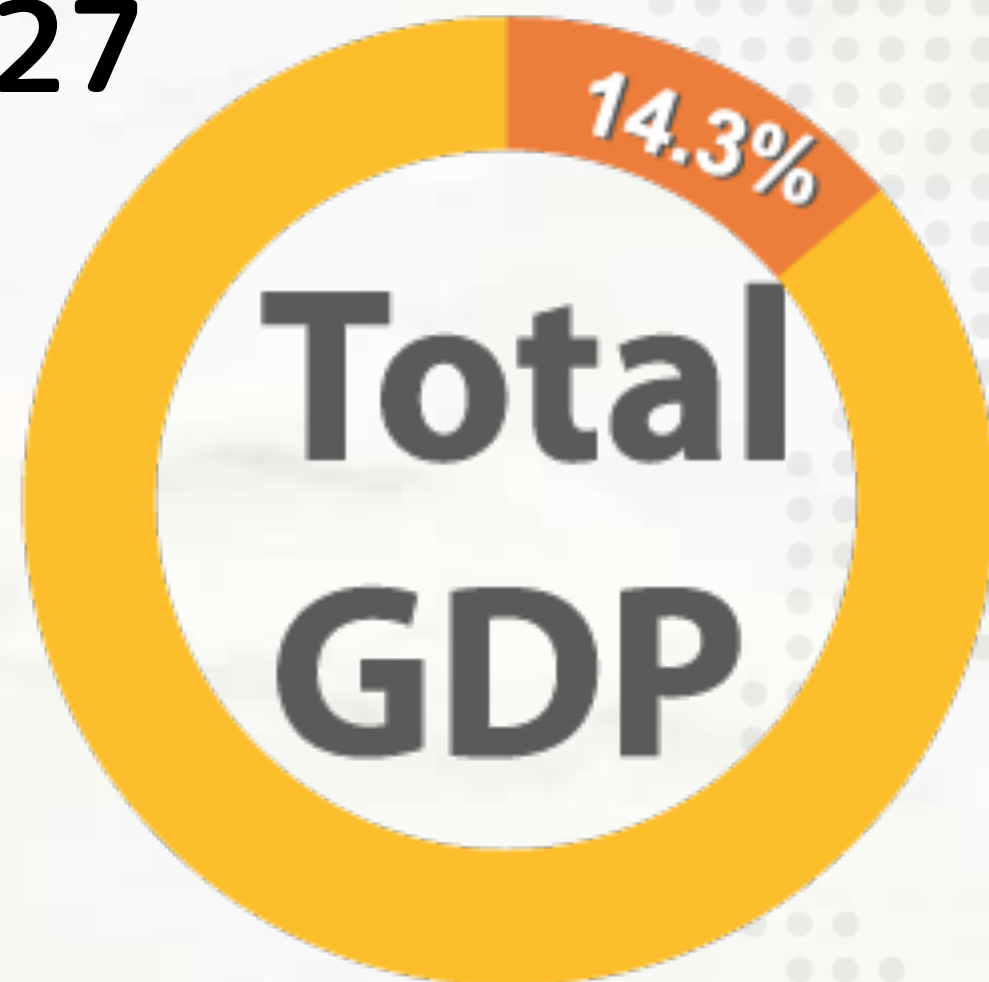
2016



36.7
billion USD

GDP for travel & tourism
rises by **9.3%**
in **2017**

2027



76.9
billion USD

Total contribution of

travel & tourism to Thailand's GDP

2016



82.5
billion USD

GDP for travel & tourism
rises by **9.4%**
in **2017**

2027



169.9
billion USD

Direct contribution of travel & tourism to employment

2016 ► **2,313,500 jobs = 6.1% of total**



2027 ► **4,009,000 jobs = 10.4% of total**



Total contribution of travel & tourism to employment

2016 ► **5,739,000 jobs = 15.1% of total**



2027 ► **9,599,000 jobs = 24.9% of total**



Mastercard Asia-Pacific Destinations Index 2017



Bangkok

#1



Phuket

#6

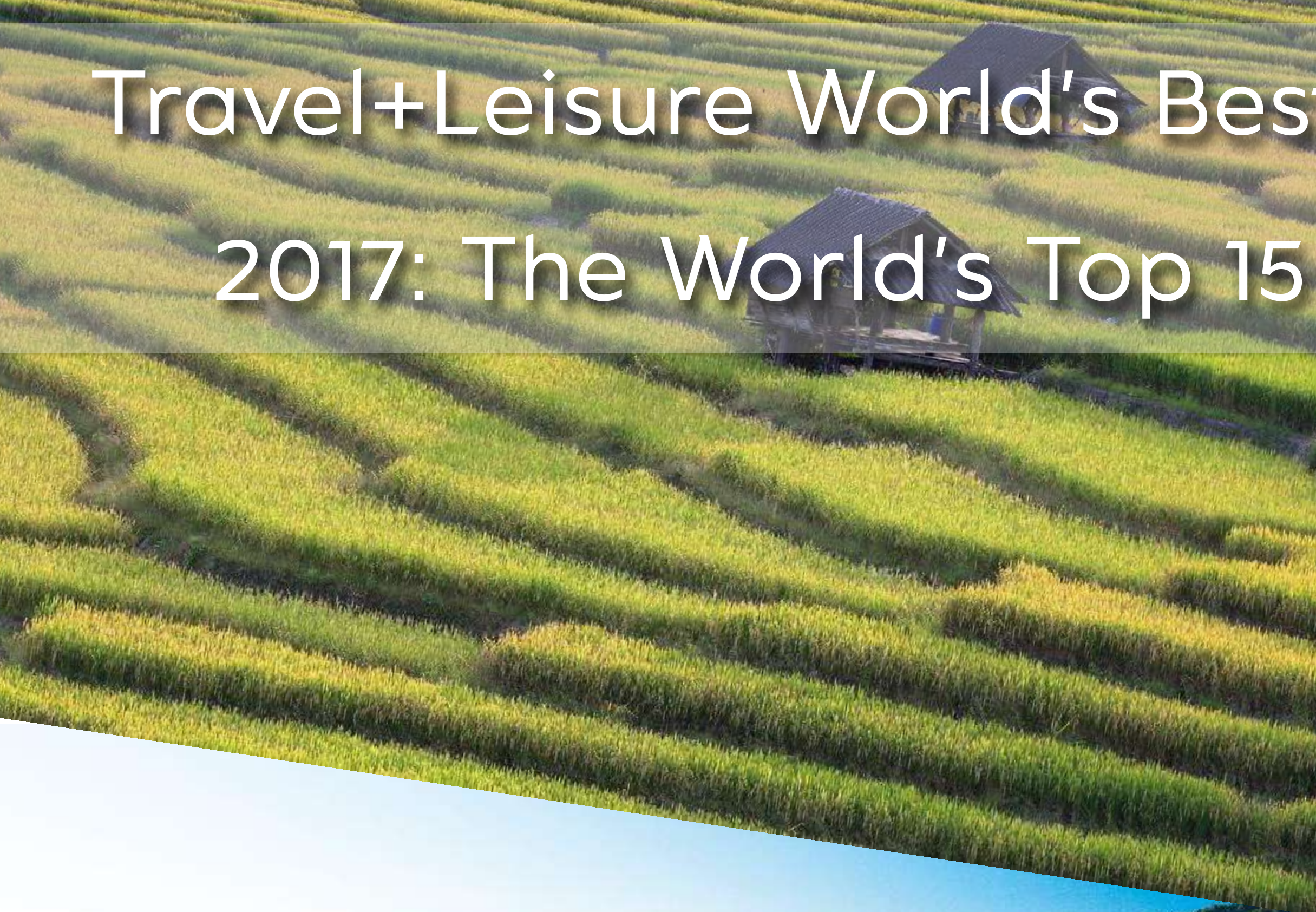


Pattaya

#8

Travel+Leisure World's Best Awards 2017: The World's Top 15 Cities

Chiang Mai #3

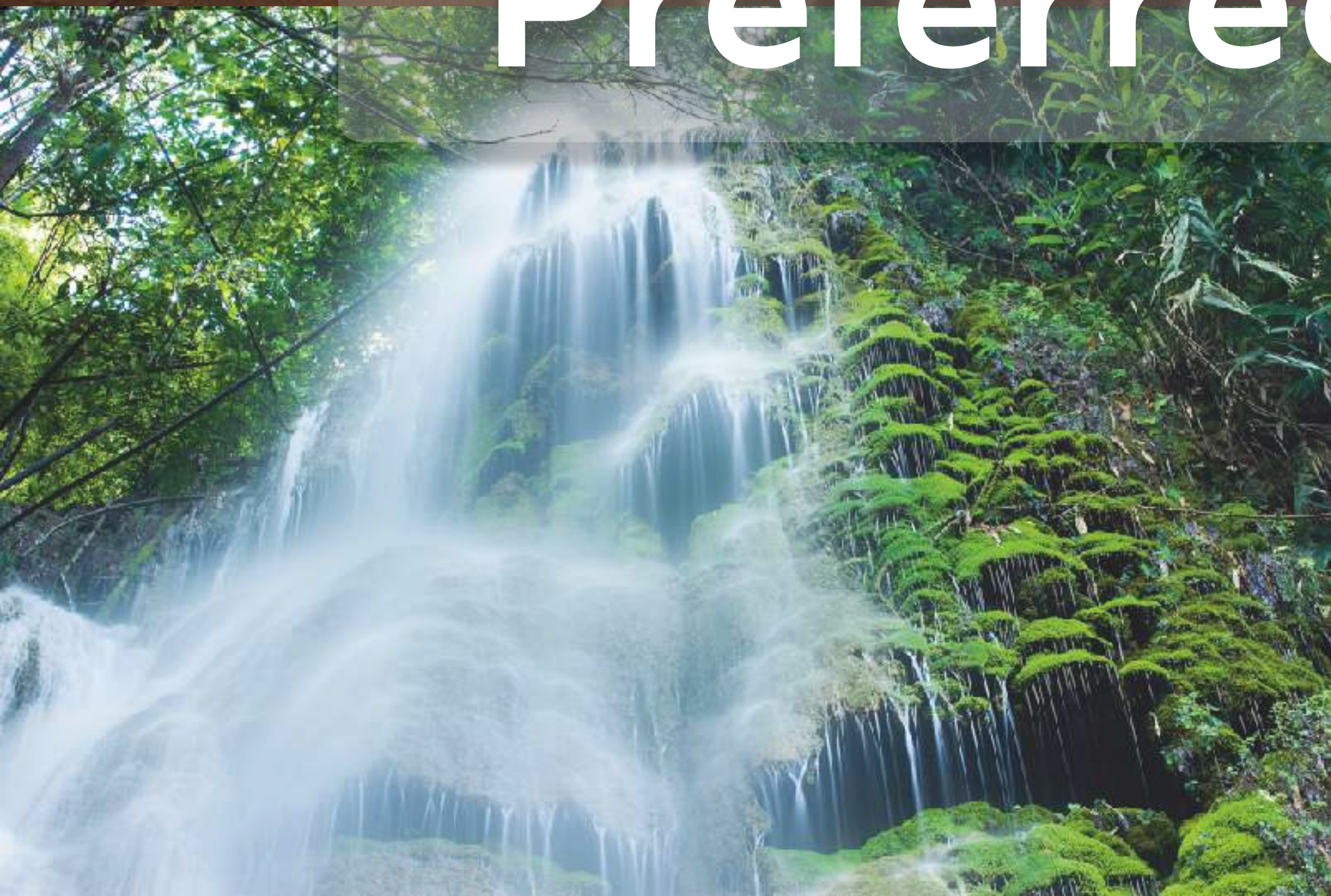


A nighttime photograph of the Prang of Wat Phnom in Cambodia, illuminated with warm golden lights. The temple's tiered structure is prominent against the dark sky. In the foreground, a festival float decorated with colorful lights and patterns floats on the water. The background shows a festive atmosphere with various light displays and flags along the waterfront.

Tourism Direction in 2018



Preferred Destination







ASEAN Tourism Forum 2018

'Sustainable Connectivity Boundless Prosperity'

22-26 January, 2018

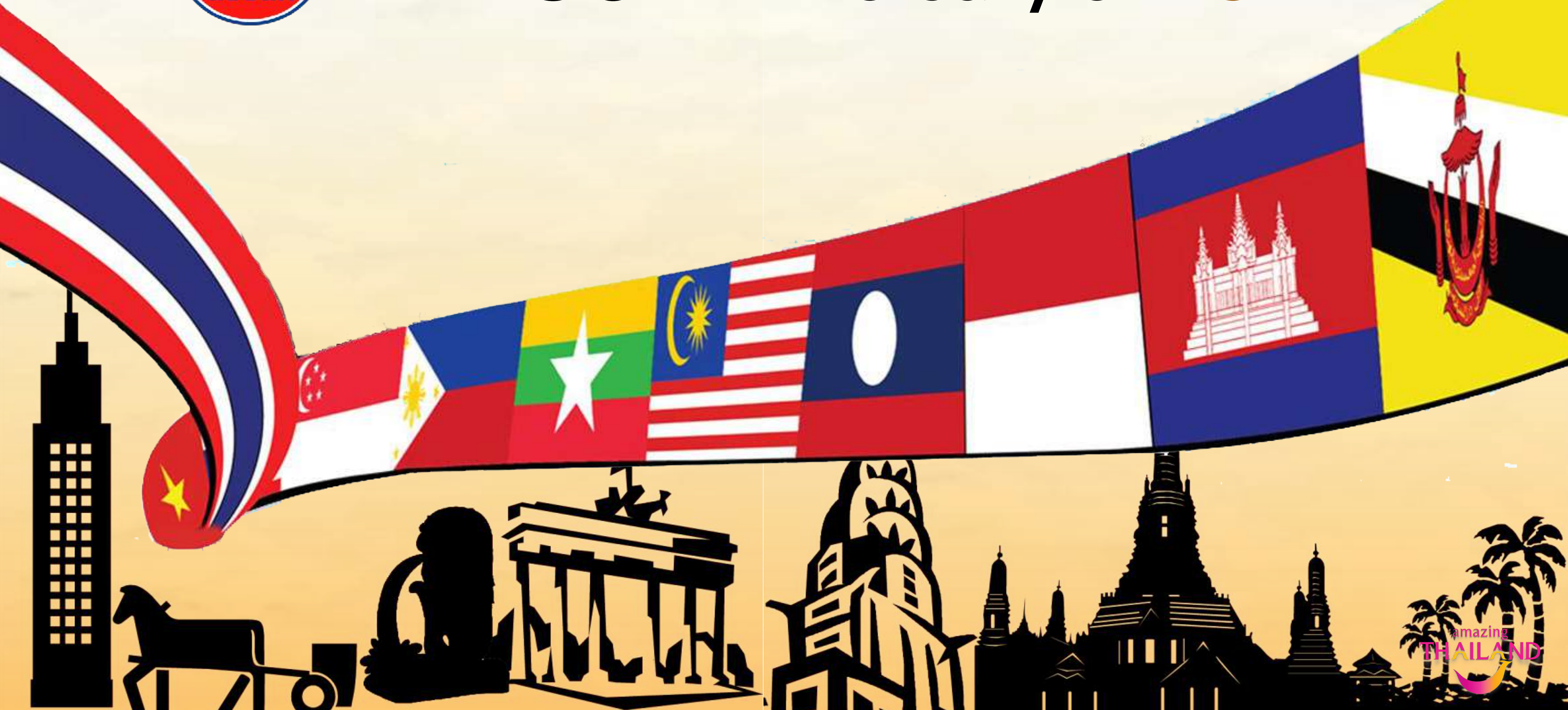
Chiang Mai

www.ATFTThailand2018.com



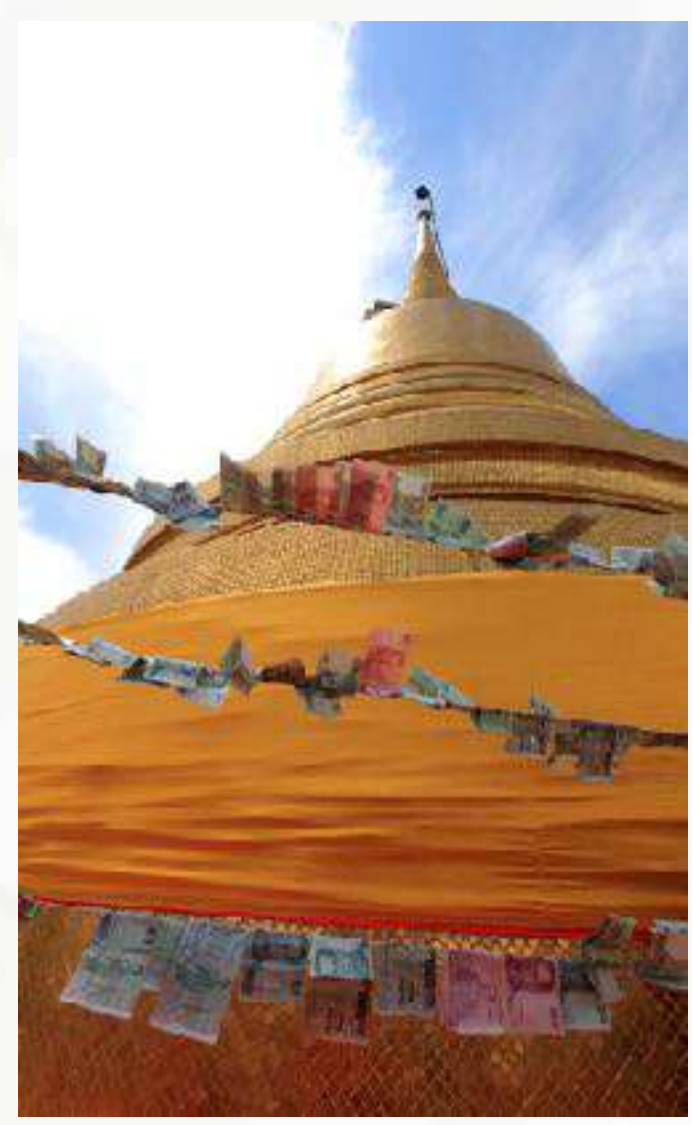


th
VISIT 50 Anniversary of **ASEAN**





Thailand 4.0





DISCOVER YOUR UNIQUE
LOCAL EXPERIENCES
IN AMAZING THAILAND

sustainability



society

economy



Chiang Rai



Phang Nga



Trat



Thai food listed in CNN Travel World's 50 Best Food







Amazing Gastronomy Link





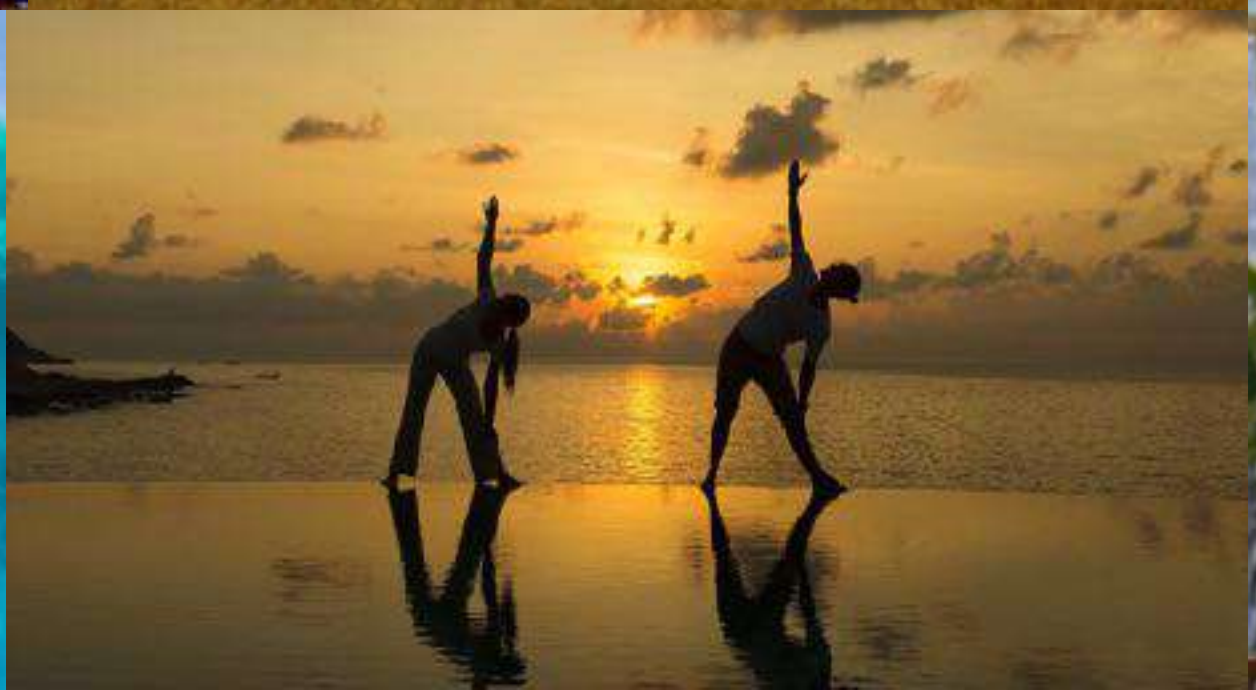
Umla

An aerial photograph of a city, likely Singapore, showing a dense urban landscape with numerous high-rise buildings and green spaces. The city is situated along a coastline with a large body of water in the foreground. A white rectangular box is overlaid on the center of the image, containing the text "International Marketing Strategy 2018".

International Marketing Strategy 2018



Quality Leisure Destination





Mid-to-high market
First-time visitors
Niche markets







CIS

Canada



Central EU

China
second tier cities

TAT Toronto Office

Middle East

India

Latin America

ASEAN

TAT Sao Paulo Office



First-time visitors





**OPEN TO THE NEW SHADES
OF THAILAND**



IT'S NOT ONLY ONE PHAT THAI. THERE ARE ANOTHER 10 KINDS OF PHAT THAI.



This film is made from real footage shot by real travelers





amazing
THAILAND

