



ปีท่องเที่ยววิถีไทย
amazing
THAILAND
Tourism Year 2018

Tourism Plan 2018

H.E. Mrs. Kobkarn Wattanavrangkul
Ministry of Tourism and Sports

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Tourism Plan 2018

Mrs. Kobkarn Wattanavrangkul
Minister of Tourism
and Sports

Tourism Policy

1. Sustainable tourism with quality and value-added (**Balance: Economic, Social & Environment**)
2. Wealth distribution
3. Pride of local heritage

Collaboration between Public Sector, Private Sector, and Local Community

Tourism Policy

Quality

Increase Spending per Head and Length of Stay

Minimum natural resource usage

Not emphasize on quantity

Total tourism receipt

2015: 2.2 trillion Baht

2016: 2.5 trillion Baht

2017: 2.7 trillion Baht (80 Billion US Dollars)

Tourism Strategy 2015-2017

1. Promote Tourism Market

- 1.1 Image change to "Quality Leisure Destination"
- 1.2 Restructure for High Value market
- 1.3 Community Based Tourism
- 1.4 Balance area and travelling season

2. Develop Tourism Product and Service

- 2.1 AREA Base: 8 Tourism Clusters, 12 Hidden Gem Provinces, 12 Hidden Gem Plus Provinces
- 2.2 Issue Base: Medical & Wellness Tourism, Aging Tourism, MICE, Green Tourism, Sports Tourism, River Based & Maritime Tourism, Muslim Friendly Destination
- 2.3 Infrastructure and Tourism Facilities
- 2.4 Safety Measure
- 2.5 Logistic Development

3. Tourism Management

- 3.1 Collaboration
- 3.2 HRD and Tour Operator Development
- 3.3 Thailand Tourism Gateway Website & Tourism Intelligence Center
- 3.4 Law Enforcement



2017 Thailand Tourism Overview (Jan.-Sep.)



57,585.81

Million US\$

Total Tourism Receipt

+7.99 %



Tourism Receipt Classified by Types of Expenditures

	Million US\$	%CH	%SHARE
 Accommodation	14,683.59	+6.12	25.50
 Shopping	13,707.26	+8.26	23.80
 Food & Beverage	12,377.32	+11.53	21.50
 Entertainment	6,712.29	+6.75	11.70
 Local Transport	5,929.23	+8.03	10.30
 Sightseeing	2,934.93	+5.74	5.10
 Miscellaneous	1,241.19	+5.46	2.10
Total	57,585.81	+7.99	100.00



Tourism Receipt by Region



	Million US\$	%CH	%SHARE
Bangkok	22,642.49	+ 9.03	39.3
Southern Region	19,290.52	+ 6.49	33.5
Eastern Region	7,397.56	+ 10.49	12.8
Northern Region	3,589.34	+ 5.26	6.2
Western Region	1,791.42	+ 7.69	3.1
Northeastern Region	1,692.36	+ 7.59	3.0
Central Region	1,182.12	+ 7.39	2.1
Total	57,585.81	+ 7.99	100.0



	No. of Visitors	No. of Tourists	No. of Excursionists
(Million)	27,758,980	26,100,782	1,658,198
%CH	+5.48	+5.40	+6.73

International Tourism 2017 (Jan.-Sep.)



	Receipts from Visitors	Receipts from Tourists	Receipts from Excursionists
(Million US\$)	38,040.07	37,818.00	222.07
%CH	+8.17	+8.19	+5.80



	No. of Visitors	No. of Tourists	No. of Excursionists
(Mil. Person - Trip)	109.15	63.04	46.11
%CH	+6.32	-4.81	+8.44

Domestic Tourism 2017 (Jan.-Sep.)



	Receipts from Visitors	Receipts from Tourists	Receipts from Excursionists
(Million US\$)	19,767.81	16,565.74	3,202.07
%CH	+7.62	+6.97	+11.08

Thailand International Tourist Outlook January – September 2017



**No. of
Tourist Arrivals** **26,100,782**
%CH **+5.40%**

1 East Asia	17,680,122 + 4.43 %CH	2 Europe	4,556,774 + 5.03 %CH
3 South Asia	1,306,170 + 14.67 %CH	4 The Americas	1,103,178 + 11.89 %CH
5 Oceania	697,801 + 3.09 %CH	6 Middle East	625,413 + 9.15 %CH
7 Africa	131,324 + 9.46 %CH		



**International
Tourism Receipt** **1,330.06** Billion Baht
%CH **+7.91%**

1 East Asia	742.17 Billion Baht + 6.16 %CH	2 Europe	334.87 Billion Baht + 8.25 %CH
3 The Americas	82.94 Billion Baht + 14.74 %CH	4 South Asia	58.01 Billion Baht + 19.30 %CH
5 Oceania	54.37 Billion Baht + 5.34 %CH	6 Middle East	48.51 Billion Baht + 11.95 %CH
7 Africa	9.19 Billion Baht + 11.90 %CH		



Tourism Receipt Distribution (Jan.-Sep.)



1	Tourism Development Cluster Andaman	512.65 + 6.09 %CH	2	Tourism Development Cluster Active Beach	248.24 + 10.38 %CH
3	Tourism Development Cluster Lanna Culture	96.97 + 5.18 %CH	4	Tourism Development Cluster Royal Coast	48.02 + 6.30 %CH
5	Tourism Development Cluster South I-San	25.25 + 8.43 %CH	6	Tourism Development Cluster Chao Phraya River	19.77 + 6.90 %CH
7	Tourism Development Cluster Cultural World Heritage	13.71 + 4.99 %CH	8	Tourism Development Cluster Khong River	11.23 + 6.91 %CH

Distribution of Tourism Receipts to Secondary Tourist Destinations 2017 (Jan.-Sep.)

เมือง
ต้องห้าม
พลาด

12 Hidden Gems

60.69
Billion Baht
+ 6.73 %CH

12 เมือง
ต้องห้าม
พลาด
plus

12 Hidden Gems Plus

56.49
Billion Baht
+ 6.58 %CH

1

Direct Tourism
Income Tax
2017
(Jan.-Sep.)

	Billion Baht	%CH
Bangkok	19.44	39.3
Eastern Region	16.58	33.5
Northeastern Region	6.35	12.8
Southern Region	3.08	6.2
Northern Region	1.53	3.1
Western Region	1.45	2.9
Central Region	1.01	2.2
Total	49.44	100.0

8

Tourism
Employment
2017
(Jan.-Sep.)

	Million	%CH
Bangkok	972	21.8
Eastern Region	968	21.7
Northeastern Region	690	15.5
Southern Region	694	15.6
Northern Region	619	13.9
Western Region	313	7.0
Central Region	198	4.5
Total	4,454	100.0

Amazing Thailand Tourism Year 2018



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1st November 2017 – 1st January 2019



ปฏิทิน “ปีท่องเที่ยววิถีไทย เก๋ไก๋อย่างยั่งยืน” Amazing Thailand Tourism Year 2018

ข้อมูล ณ วันที่ 27 ต.ค. 60 เวลา 14.00 น.



การท่องเที่ยวไทย
THAILAND
Tourism Year 2018

Event/ช่วงเวลา

ปี 2560

ปี 2561

ภาครัฐ

ภาคเอกชน

ภาครัฐ/เอกชน

11

12

1

2

3

4

5

6

7

8

9

10

11

12

Event/ช่วงเวลา	Event	Global Event	ปี 2560		ปี 2561														
			11	12	1	2	3	4	5	6	7	8	9	10	11	12			
Sports Tourism	Event	Global Event	Air Race 1/ Fleet Review/ AFC Award	World Jet Ski/ Sattahip Trileague Series		Pre Moto GP/ LPGA Thailand Amazing ไทยแลนด์มาราธอน (Iron man)				Thomas Uber Cup							Moto GP	World Jet Ski/ Sattahip Trileague Series	
		International Event	Princess's Cup/ Phuket Triathlon Laguna/กรุงเทพฯมาราธอน	เชียงใหม่มาราธอน/ Tour de Farm 5/ วิ่งลุยฟ้า อ่างเก็บน้ำลำตะคอง	Ride to Khong/ จอมบึงมาราธอน	บางแสน ไตรกีฬา	ไหว้ครูมวยไทย	Angel Fight 2017 คู่สวยมวยไทยโลก	Pattaya Trileague Series	สาธิตนำลูกเตะมาราธอน	ประกาศรางวัลมาราธอน/ พัทยามาราธอน	Muaythai Youth World					Buriram Super GT Race	Triathlon Laguna Phuket/ BKK Marathon	เชียงใหม่มาราธอน/ วิ่งลุยฟ้า อ่างเก็บน้ำลำตะคอง
	Conference				2nd The Asean Physical Fitness Indicators	FIM World Superbike	SportAccord/ Sport Festival/Rado Conference 2018	BWF Meeting			Thailand Golf Travel Mart @Korat								
Gastronomy Tourism	Event		เชฟบุคคอส สร้างเชฟชุมชน	Michelin Guide Book/ไทยแลนด์อาหารอร่อย วัน 100 ปี	เทศกาลกินข้าวใหม่	Phuket Pineapple Festival/งานเกษตรและของดีเมืองอาเภอ			พัทยา Sea Food	Thai FEX/Amazing Thai Taste/18th Bangkok Fruit Fest	ร่วมแข่งขันขนมกินไม่พ่าย	เทศกาลอาหารศึกภัตตาคาร/Phuket Lobster Festival #3	กินเที่ยวเที่ยวตากอากาศภูเก็ต					ร่วมแข่งขันขนมกินไม่พ่าย	
	Conference									4 th World Forum Gastronomy UNWTO									
Wedding & Romance Tourism						Valentine Fast Lane / Couple Fair													
Medical & Wellness Tourism			ขยาย VISA 90 วัน CLM/ +จีน/Panpui (ดูวีซ่าแล้ว) / อานม้าพิบูลย์ รัชชอน	รำฟ้อนคุ้มม่วง ปางใต้	TOURISM Healthcare Emergency System							Biofach Southeast Asia & Natural Expo 2018							
Maritime Tourism						Super Yacht			Marina Yacht @พัทยา			เรือใบ Regatta @ภูเก็ต						Regatta King Cup	
ASEAN Connect Tourism (2 Countries 1 Destination)			เที่ยว 2 ช่อง 2 แผ่นดิน		ATF	Two Countries One Destination เชียงใหม่			Two Countries One Destination เชียงราย	TTM / Mekong Tourism Forum (MTF)									
Cultural Event Tourism	Cultural		ลอยกระทง River Festival	Count Down	ลอยกระทง อยุธยา/ มรดกโลก/ อัญมณีสยาม	ตรุษจีน / มงคลข้าวดอก/ ศิลปะแผ่นดิน	อสังการลูกทุ่งไทย	สงกรานต์ Water Festival / งานสูงหลวง ลำปาง	นมอสังการหัวไร่	มิดาโซ	แห่เทียนพรรษา						ออกพรรษา เทศกาลโคมลอยกระทง/ สรรพเดือนสิบ จันทพระ	IconSiam	Bangkok Art Biennale
	Special		บ้านศรีพิจิ/ Creative District/เมืองศิลปะ เชียงราย-โคราช-กระบี่ /108 องค์พระปฏิมา	สมโภชวัดอรุณา /Wonderfruit Festival/เที่ยวกินขนมเที่ยว	เทศกาลเที่ยวเมืองไทย อุทยาน ร.2	ว่านนาชาติสงขลา	เมืองต้องห้ามพลาด...พัลลภ		บอลซอนโคราช	Family Fun/ทาสานมรสรรค แอนด์มาร์เก็ตเจ้าพระยา/งานเมียขยอล	ดอกไม้บานชาติ เชียงราย	มทกรรมผ้าไหมไทย/ สิ่งทอแห่งเมือง/ SACCIT	เทศกาลกินผัก						
Big Tree/Green Tourism			โครงการพระราชดำริ/ ท่องเที่ยวต้นไม้ใหญ่ “รุกขะ มรดกของแผ่นดินได้ร่วมพระบารมี” / Adventure Ranger ท่องเที่ยวผจญภัยกับกรมอุทยานฯ																
Night Tourism	Night Show		Ong Bak/ Himapan/ Khon Ramayana / Siam Niramitr/ Muay Thai Live @Asiatique/ KAAN																
	Lighting		ตกแต่งไฟประดับแหล่งท่องเที่ยวสำคัญริมแม่น้ำเจ้าพระยา 26 แห่ง : วัดอรุณ, วัดประยูร, ท่าราชวรดิษฐ์, สวนสันติชัยปราการ ฯลฯ																
Entertainment Tourism	Special		ตามรอยภาพยนตร์ 007 พังงา	MAYA	ตามรอยภาพยนตร์ อดิศักดิ์ อุด	Live at Sunset Phuket			เทศกาลดนตรี S20										
	Regular				บางกระเจ้า by night				Marvel Experience								มทกรรมศิลปะการแสดงนานาชาติ Zubin Mehta Conductor	MAYA	
Community Base Tourism			ชมแหล่งยูเนสโก และเครื่องประดับ	แนะนำ 33 ชุมชนท่องเที่ยว				แนะนำ 33 ชุมชนท่องเที่ยว				แนะนำ 33 ชุมชนท่องเที่ยว				Batik Design Week ภูเก็ต			
MICE Tourism			บ้านนาต้นจั่น สุโขทัย, คลองสุโขทัยเกรซ กระบี่, โฮมสเตย์บ้านกุ มุกดาหาร	ประชุมพิพิธภัณฑ์เอเชีย	50th ATTA	Bangkok Gems And Jewelry/ เที่ยวทั่วโลก		นวัตกรรมนานาชาติ 2018/BFF &BDL 2017/GI Market	AsiaWarehousing Show/TAPA	ProPak Asia 2018 @BITEC	Medical Devices ASEAN 2018	Horti ASIA 2018/ AGRITECHNICA ASIA 2018/ IP Fair 2018/TILOG	CCE ICE Food&Hotel/TIDE	Asia Cold Chain Show				ประชุมภัตตาคารเอเชีย	
Tourism for all			สวนนงนุชชลบุรี/ริ้วรอย	ศิลปะเพื่อคนตาบอด								มทกรรมเที่ยวไทยที่ได้รับมาตรฐาน	Bangkok Gems And Jewelry/เที่ยวทั่วโลก						
B2B Marketing Activity	Abroad		WTM 2017 LONDON/SIGGRAPH Asia 2017	ASEAN Tourism Forum 2018		ITB Berlin/ Satte Delhi			Arabian ITM Singapore	CTM เชียงใหม่			JATA JAPAN						
	Domestic			Api - YEN-D	งานไทยเที่ยวไทยไปทั่วโลก			Bangkok International Digital Content Festival		Thailand e-Commerce Day 2018			งานไทยเที่ยวไทยไปทั่วโลก						
Logistics			E-VOA (จีน)	นำท่องเที่ยว Hop On & Off Boat/Bus	Digital Tourism	รถไฟสายสีทอง							บัตรแม่จุม						
Human Resource Development			เจ้าบ้านที่ดี ต้อนรับนักท่องเที่ยวด้วยไมตรีจิตบนฐานความเป็นไทยและสากล/แสดงสัญลักษณ์ปีแห่งการท่องเที่ยว เช่น แต่งกายชุดประจำถิ่น / การแต่งกายที่เป็นเอกลักษณ์ของปีท่องเที่ยว																
Country Relationships			โบราณวัตถุ Thai-Japan	130 ปี Thai-Japan (Ar หมู่บ้านญี่ปุ่น)	ตรุษจีน Thai-China		Thai India (Holi Fest)	Thai UAE/ 60 ปี ไทย-สหรัฐ	Thai England (วันชาติ)	Thai France (La Fête)	Thai Malaysia (วันชาติ) / 70 ปี ไทย-อินเดียน	Thai Germany (วันชาติ)						Thai-Lao (วันชาติ/ พุทธปฏิมาจักริกณ์)	

Amazing Thailand Tourism Year 2018

1	Sports Tourism	36
2	Gastronomy Tourism	12
3	Wedding & Romance Tourism	1
4	Medical & Wellness Tourism	5
5	Maritime Tourism	4
6	ASEAN Connect Tourism	6
7	Cultural Event Tourism	40
8	Big Tree/Green Tourism	5
9	Night Tourism	7
10	Entertainment Tourism	16
11	Community Base Tourism	14
12	MICE Tourism	13
13	Tourism for all	3
14	B2B Marketing Activity	12
15	Logistics	6
16	Good Host	3

16 Products Group

183 Events

Bangkok	102
North	9
N/E	23
Central	9
East	14
West	2
South	17
Overseas	7

Sports Tourism > Event > Global



www.airrace1.com



www.jetski-worldcup.com



www.lpgathailand.com/th



<http://bwfcorporate.com/events/thomas-and-uber-cups/>

Air Race 1 Nov. 17	Fleet Review Nov. 17	World Jet Ski Dec. 17	Pre Moto GP Feb. 18	LPGA thailand Feb. 18	Thomas & Uber Cup Jul. 18	Moto GP Oct. 18	World Jet Ski Jov. 18
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<http://aseanifr2017.com/?lang=en>



www.motogp.com/en

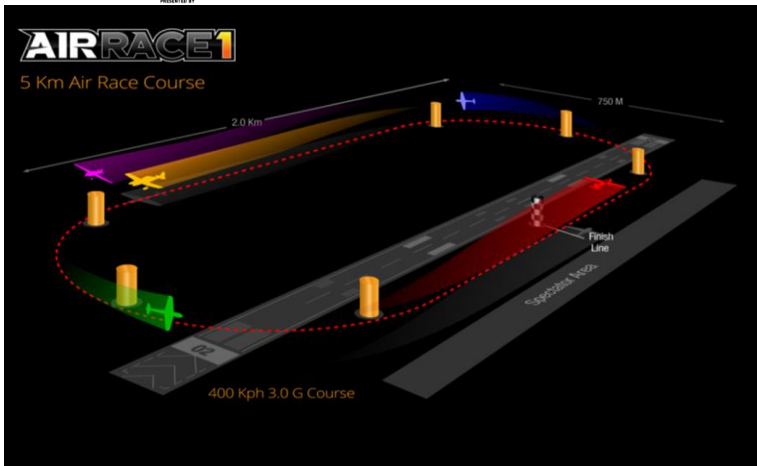


www.jetski-worldcup.com

Sports Tourism > Event > Global



November 19-22 ,2017 @ Au Ta Pao Airport



Sports Tourism > Event > Global

Feb and Oct 2018 @ Chang International Circuit, Burirum



Sports Tourism > Event > International 1/2



www.facebook.com/Princesscup2017



www.chiangmairathon.com



www.ridetokhonglegendary.com



<http://asia.ironman.com>



www.facebook.com/Muaythaiangels/

Princess's cup Nov. 17	Phuket Triathlon Laguna /Bangkok Marathon Nov. 17	Chiang Mai Marathon/ Tour de Farm 5 /Loi Faa Run Lamtakhong Dec. 17	Ride to Khong/ Banbung Marathon Dec. 18	Thailand Marathon (Iron man) Feb. 18	Wai Kru Muay Thai Ceremony Mar. 18	Angel Fight 2017 Apr. 18	Bangsaen Triathlon May 18
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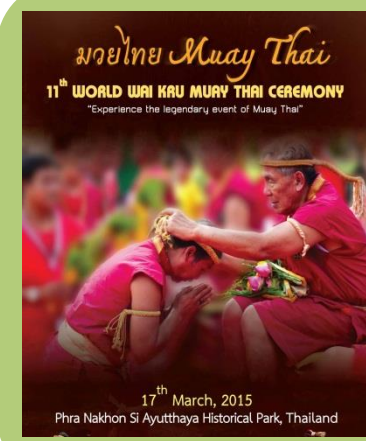
www.lagunaphukettri.com



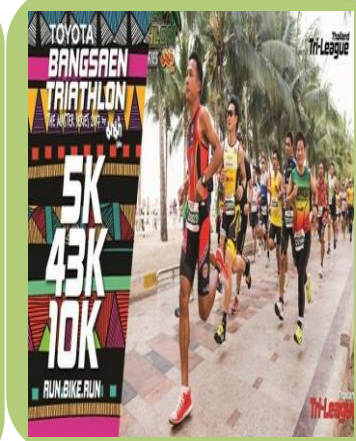
www.facebook.com/KHORATHALFMARATHONLOIFAA



Banbung Running Club's9



17th March, 2015
Phra Nakhon Si Ayutthaya Historical Park, Thailand



www.facebook.com/events/246762412463282/

246762412463282/

Sports Tourism > Event > International 1/2



amazing THAILAND
MARATHON BANGKOK 2018

amazing THAILAND
ORGANIZED BY THE AUTHORITY OF TOURISM

THE UNFORGETTABLE MARATHON

4 FEB 2018
RAJAMANGALA STADIUM
BANGKOK, THAILAND

Authority Sponsors: [Logos of various Thai government departments]

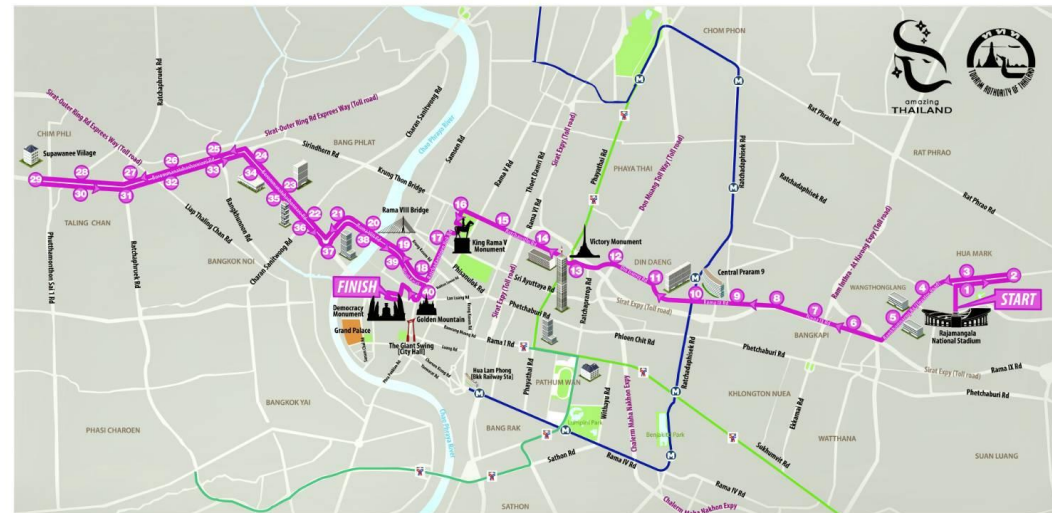
Promoters & Organized by: **IRONMAN**

Sanctioned by: [Logos of IAAF and other sports organizations]



amazing THAILAND
MARATHON BANGKOK 2018
presented by
TOYOTA

THE UNFORGETTABLE MARATHON




amazing THAILAND
MARATHON BANGKOK 2018

START → Rajamangala National Stadium → Victory Monument → Ananta Samakhom Throne Hall Palace → King Rama V Monument → Rama VIII Bridge → Golden Mountain → Democracy Monument → **FINISH**

Authority Sponsors: [Logos]

Promoters & Organized by: **IRONMAN**

Sanctioned by: [Logos]

MARATHON ROUTE
→ RUNNING ROUTE 1 = KILOMETRE MARKER

Sports Tourism > Event > International 2/2



www.facebook.com/phuketmarathon



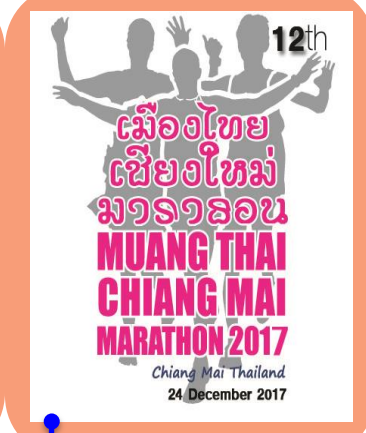
www.ifmamuythai.org



<https://supergtworld.wordpress.com>



www.lagunaphukettri.com



www.chiangmairamathon.com

Laguna Phuket Marathon Jun. 18	Marching Band Competition Jul. 18	Muaythai Youth World Aug. 18	Pattaya Marathon Jan. 18	Buriram Super GT Race Oct. 18	Phuket Triathlon Laguna /Bangkok Marathon Nov. 18	Chiang Mai Marathon /Loi Faa Run Lamtakhong Dec. 18
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www.facebook.com/marchingband.dpe



www.pattayamarathon.go.th



www.bkmarathon.com



www.facebook.com/khorathaloimmarathonloifaa

Sports Tourism > Conference



<http://asean.org>



www.worldsbk.com



www.thailandgolftravelmart.com

2nd The ASEAN Physical Fitness Indicators
Feb. 18

FIM World Superbike
Mar. 18

Sport Accord / Sport Festival
Apr.22-25 2018

BWF Meeting
May 18

Thailand Golf Travel Mart @Korat
Jul. 18



www.sportaccordconvention.com



<http://bwfcorporate.com>

National Muay Thai Day on 17 March



Sports Tourism > Conference

SportAccord Conference 2018 April 22-25 ,2018



Gastronomy Tourism > Event



Community
Chef by Chef
Chumpol
Nov. 17

Michelin
Guide Book
Nov. 17

Rice Festival
Jan. 18

Pattaya
Seafood
May 18

Thai FEX /
Amazing Thai
Taste
Jun. 18

Rice Farming
Jul. 18

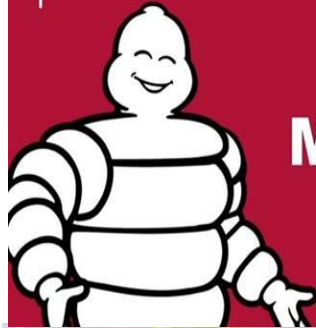
Amazing Fruit
Festival
Aug. 18

Phuket
Gastronomy
Sept. 18

Rice
Farming
Dec. 18



Gastronomy Tourism > Event



มิชลินไกด์
THE
MICHELIN
GUIDE

AWARD CEREMONY
& GALA DINNER



WEDNESDAY
DECEMBER
6 2017
6 ธันวาคม 2560

Gastronomy Tourism > Conference



4th UNWTO World Forum on Gastronomy Tourism

May 2018



INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



basque
culinary
center

SAVE THE
DATE!

Wedding & Romance Tourism



Valentine
Fast Lane
Feb. 18

Wedding Fair
Feb. 18
[www.thaiweddingfair.co
m/](http://www.thaiweddingfair.com/)

Medical & Wellness Tourism



VISA Extension 90
Days
CLMV +China
Nov. 17

Panpuri@Gaysorn Plaza
Nov. 17

Tum Phang
Traditional
Dancing Therapy
Dec. 17

Maritime Tourism



Super Yacht

Feb. 18

Marina Yacht

@Pattaya

May 18

Regatta

@Phuket

Jul. 18

Regatta King Cup

Dec. 18



www.oceanmarinayachtclub.com/



www.phuketyachtclub.com



www.kingscup.com/

ASAEN Connect (2 Countries 1 Destination)



Crossing 2
Checkpoints,
Travelling in 2
Countries
Nov. 17



www.atfthailand2018.com/

ATF
May 18



Pattaya

www.thailandtravelmartplus.com/

TTM
Jun. 18

MTF
Dec. 18



Nakonphanom

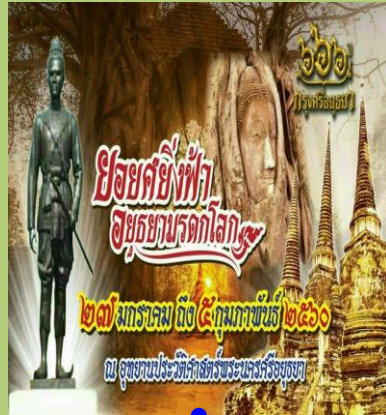
www.MekongTourism.org/MTF

www.mekongtourismforum.org

Cultural Event Tourism > Cultural (1/2)



ลีลาวาท่องสายน้ำ
นพทรมลลอยกระทง
Loi Krathong Festival



ปีสมัยฟ้า
สยขยทปรตคโลก

๒๗ มกราคม ถึง (๕กุมภาพันธ์ ๒๕๖๐)
ณ อุทยานประวัติศาสตร์พระนครคีรี จุฬาลงกรณ์



ตรุษจีนวิถีไทย
เก๋ไก๋ปีระกา
25 - 29 มกราคม
ณ สวนอุมพิตย์



HAPPY
SONGKRAN
FESTIVAL
สนุกสุดมันส์ วันสงกรานต์

River Festival
No. 17

New Year Count
Down
Dec. 17

Ayuthaya World
Heritage
Jan 18

Chinese New Year
Feb. 18

Look Thung
Festival
Mar. 18

Water Festival
Apr. 18



Loy Kratong Festival at Ranong



Cultural Event Tourism > Cultural (2/2)



Morlam
Carnival
May 18

Phi Ta Khon
Festival
Jun. 18

Buddhist
Lent Day
Jul. 18

Um Phra Dam
Nam
Ceremony
Sept.
18

End of Buddhist
Lent
Oct. 18

River Festival
Nov. 18

New Year Count
Down
Dec. 18



Cultural Event Tourism > Special (1/2)



Wang Lee House/
Creative District
Nov. 17

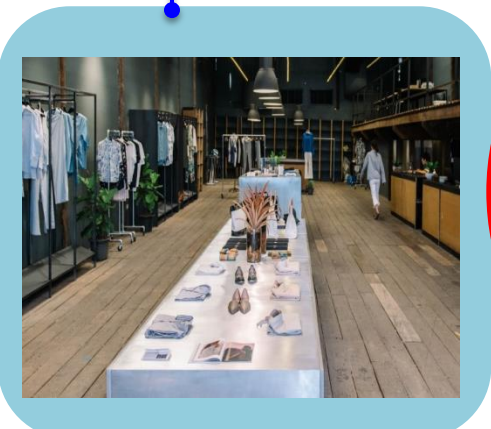
Temple of Dawn/Wonderfruit
Festival/ Gao Yok Guan
Chuan Tiew Dec. 17

Thailand Tourism
Festival
Jan. 18

Thailand
International
Kite festival
Feb. 18

12 Hidden Gems
Plus
Mar. 18

Balloon Festival
Feb. 18



Cultural Event Tourism > Special (2/2)



ICONSIAM/ Family Fun/ Nakhon
 Sawan Landmark Chaopraya
 Jun 18

Chiang Rai ASEAN
 Flower
 Jul. 18

Thai Silk Festival/
 Mother Day Aug. 18

Vegetarian
 Nov. 18

Bangkok Art Biennale
 Nov. – Dec. 18



Cultural Event Tourism > Special



Big Tree/Green Tourism



Night Tourism > Night Show



KAAN

Himapan

Muay Thai Live
@Asiatique

Siam
Niramit

Ong Bak

Khon
Ramayana



Night Tourism > Lighting



Light Decoration along Chao Phraya River 26 landmark



Entertainment Tourism > Special



www.becteromusic.com/



www.bangkokfestivals.com/



www.bangkokfestivals.com/

BEC Tero Concert
Nov. 17

MAYA
Dec. 17

S2O Music
Festival
Apr. 18

Festival of Dance & Music
Sept. – Oct. 18

MAYA
Dec. 18



www.mayamusicfestival.com/



www.s2ofestival.com/



www.mayamusicfestival.com/

Entertainment Tourism > Special



Entertainment Tourism > Regular



Bang Krajae by
night
Jan. 18

Marvel Experience
May 18
www.themarvelexperiencetour.com/

Entertainment Tourism > Special

The Marvel Experience, a popular mobile interactive attraction in U.S. — will open in Bangkok in May 2018



The admission is expected to cost the same as what the U.S. entertainment attraction collected, which was US\$35, or about THB1,150.



ปีท่องเที่ยววิถีไทย
amazing
THAILAND
Tourism Year 2018

DEVELOP TOURISM PRODUCT AND SERVICE





ปีท่องเที่ยววิถีไทย
amazing
THAILAND
Tourism Year 2018

DEVELOP TOURISM PRODUCT AND SERVICE



Medical & Wellness Tourism



Cambodia



Laos



Myanmar



Vietnam



China

Extension of
Stay in the
Kingdom of
Thailand for
Medical Ground

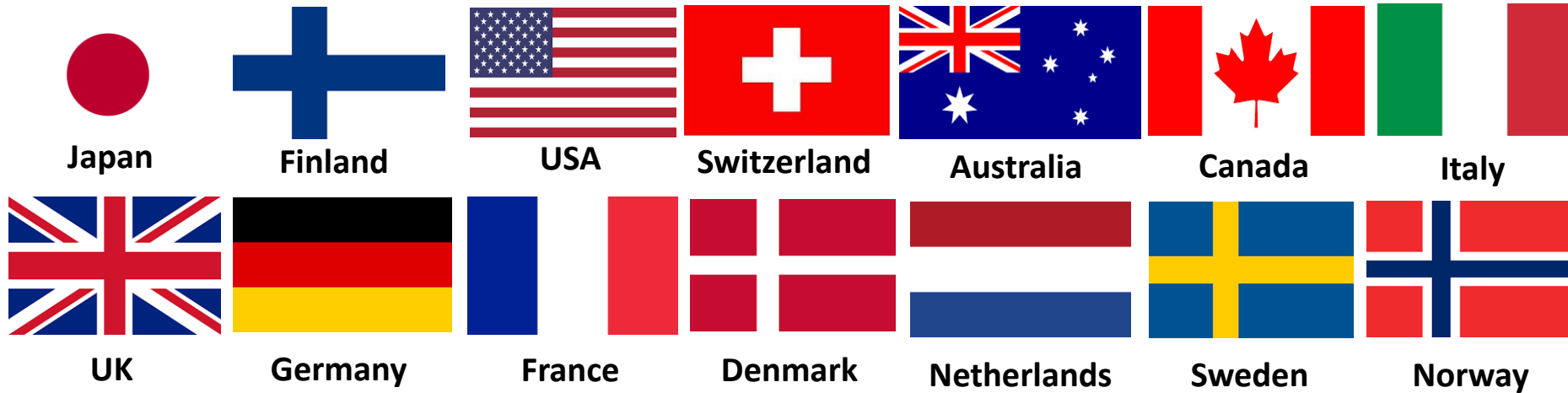
CLMV and People's Republic of
China Nationals

Visa exemption for medical
treatment of stay in Thailand for
90 days

Up to 4 followers are eligible

160 participated hospitals

Medical & Wellness Tourism



Extension of Stay (Long-stay Visa)

Extension from 1 year to 10 years

Age 50 years or older

14 designated countries

Deposit fund (3 million Baht), saving account (1,800,000 Baht) , and annual income (1,200,000 Baht)

Has a Thai health insurance policy

Sports Tourism

SPORTS TOURISM EVENT CALENDAR

2017

2018

PERIOD	11	12	1	2	3	4	5	6	7	8	9	10	11	12		
GLOBAL EVENT	 U-TAPAO RAYONG 17-19 NOVEMBER	 PATTAYA 5-10 DECEMBER		 CHANG INTERNATIONAL CIRCUIT BURIRUM 16-18 FEBRUARY	 CHANG INTERNATIONAL CIRCUIT BURIRUM MARCH			 SAMUI JUNE	 BANGKOK JULY			 SOUTHERN THAILAND OCTOBER	 SOUTHERN THAILAND NOVEMBER	 PATTAYA DECEMBER		
INTERNATIONAL EVENT	 PHUKET 8-10 DECEMBER	 KHON KAEN 28 JANUARY	 BANGKOK & FEBRUARY	 UBON MARCH				 PHUKET 9-10 JUNE	 PATTAYA JULY	 BANGKOK AUGUST	 PATTAYA SEPTEMBER			 PATTAYA DECEMBER	 PHUKET DECEMBER	 CHANG MAI DECEMBER
CONFERENCE	 BANGKOK 29 NOVEMBER					 BANGKOK 15-20 APRIL	 BANGKOK MAY									

Ease of Traveling

Thailand Common Ticket E-payment



Phase I: June 2018

- Public bus
- Airport Link

Phase II: October 2018

- MRT/BTS Green/Purple/Blue

Future Plan

- Chao Phraya Speed Boat
- Easy Pass Express Way



Ease of Traveling

Hop on Hop off Bus/Boat



Ease of Traveling



U-Tapao Rayong-Pattaya International Airport

190 KM southeast from Bangkok

30 KM from Pattaya/ 30-45 mins by car

Passenger Terminal 1

- Area : 2,610 square meters
- Accommodation Capacity : maximum capacity of persons 400
- Car Parking : maximum number of vehicles 100

Passenger Terminal 2

- Commercial Area : 3,000 square meters
- Accommodation Capacity : maximum capacity of persons 1,200

Passenger Facilities

- Transportation : Shuttle Bus, Van and Taxi
- Medical facilities : first aid station and queen Sirikit Hospital in the aerodrome





ปีท่องเที่ยววิถีไทย
amazing
THAILAND
Tourism Year 2018

SAFETY AND SECURITY



Safety



	Before	Now
Tourist Police	934	1,652
Tourist Assistance Center	16	46 76 in 2019
Lifeguard	1087	1987
Buoy	331	397
Warning Sign	150	300
Jelly Fish First Aids Information Sign	200	500
CCTV	501	946
Speed Boat	-	20 50 in 2018

Tourist Police



Tourist Police Bureau



Tourist Police Division



Police Lt- General **Sakhon Thongmuni**
Commandant of Tourist Police Bureau

TOURISM FOR ALL

SAFETY FOR ALL



Arrest Record under Tourism Business and Tourist Guide Act, B.E. 2551

Charge	2016 (No. of Case) Jan.-Dec.	2017 (No. of Case) Jan.- Aug.	Sept. 2017	Oct. 2017
1. Tourist Guide				
1.1 No license	103	94	6	11
1.2 Granting other person who has no license to perform tourist guide duty	2	9	-	-
1.3 Others (inappropriate dress, does not carry ID card while on duty)	116	588	50	106
Total	221	691	56	117
2. Tour Operator				
2.1 No license	5	70	6	7
2.2 Others	6	134	21	15
Total	11	204	27	22
Grand Total	232	895	83	139



Arrest Record on Taxi and Public Transport



Charge	2016 (No. of Case) (Jan. – Dec.)	2017 (No. of Case) (Dec. – Aug.)	Sept. 2017	Oct. 2017
Reject passenger	732	400	87	121
Turn off meter	652	63	35	57
Over charging	68	12	39	48
No driving license for public transport	394	36	10	8
Others	-	-	48	174
Total	1,864	481	219	408



Source: Tourist Police Bureau



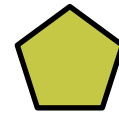
Arrest Record under Operation in 10 prohibited groups



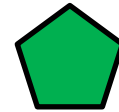
2017 (Jan. – Aug.)	No. of Case	No. of Accused	Sept. 2017 (No. of Accused)	Oct. 2017 (No. of Accused)
1. Low quality tour	873	886	185	145
2. Shopping frauds	39	39	-	-
3. Cheated transportation service	546	405	1	4
4. Illegal bar/club/night entertainment	81	183	2	1
5. Road traffic	372	304	415	309
6. Drugs	309	327	75	70
7. Cross boarder crime	2,194	2,277	-	355
8. Accident/safety standard in tourism related activities	7	7	-	-
9. Tourist related crime	757	791	256	111
10. Mafia	79	81	6	10
Total	5,257	5,255	940	1,005

Source: Tourist Police Bureau

Tourist Assistance Center



16 TAC (Before)



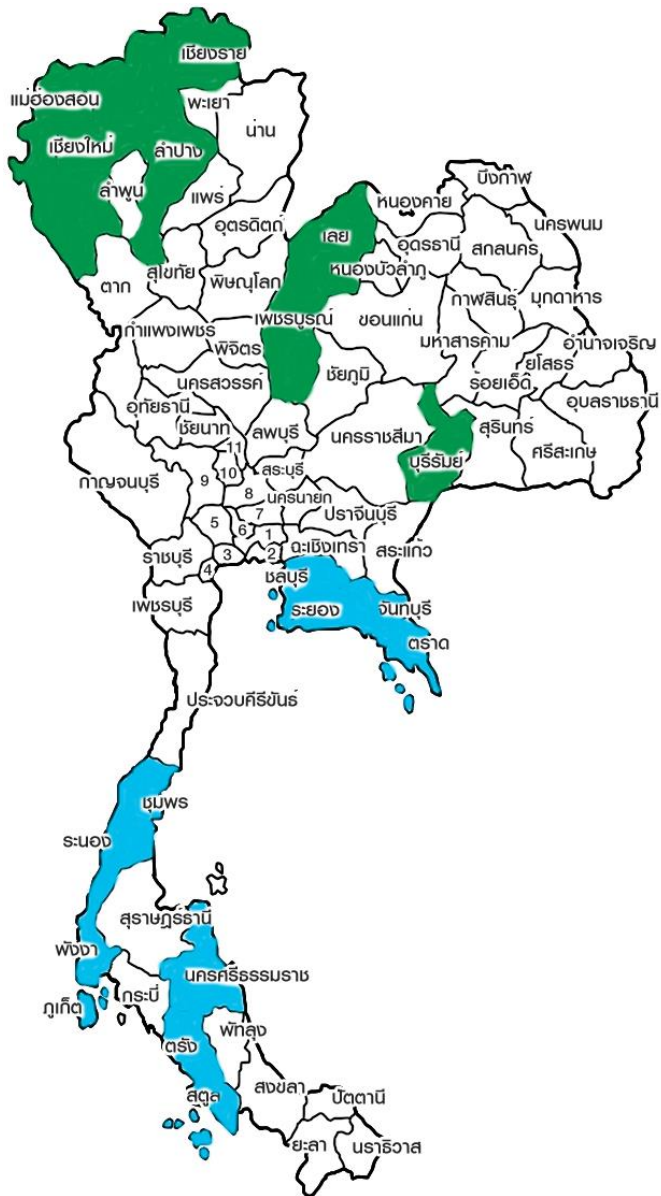
+ 30 TAC (1st Oct. 2017)

+ 30 TAC in 2019

TOTAL 76 TAC in 2019



Lifeguards and Road Assistants Volunteer



Volunteer + 900 Staff

Road Assistants

Mae Hong Son
Chiang Mai
Chiang Rai
Lampang
Phetchabun
Loei
Buriram

Beach Lifeguard

Chonburi
Rayong
Chanthaburi
Trat
Chumphon
Ranong
Phuket
Phang Nga
Nakhon Si
Thammarat
Trang
Satun

CCTV

TOTAL 946 CAMERAS



260 Cameras

Chiang Rai 115 Cameras
Chiang Mai 93 Cameras
Mae Hong Son 52 Cameras

278 Cameras

Prachuap Khiri Khan 94 Cameras
Rayong 82 Cameras
Trat 71 Cameras
Chonburi 28 Cameras
Bangkok 3 Cameras

408 Cameras

Phuket 112 Cameras
Surat Thani 91 Cameras
Krabi 89 Cameras
Trang 79 Cameras
Phangnga 37 Cameras

Speed Boat



Safety Measure in National Park



Safety Measure for Tourist



Safety Training

Educating Tourist



Safety Training Review
in 154 National Parks



Helipads in 154 National Parks

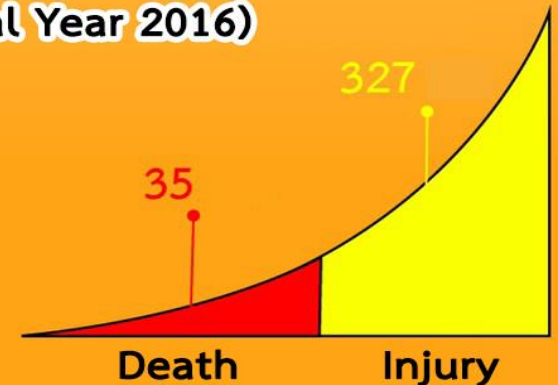
First Aids Units in 154 National Parks

40 Ambulances

First Aids Kits in 130 National Parks

Purchasing 10 Rescue Boats (Ongoing Process)

Accident Statistic in National Park
(Fiscal Year 2016)



Safety Measure in National Park

WC Renovation

in National Park nationwide



Landscape Design

Development

Maintainance

Satisfaction Evaluation



Safety Measure in National Park

Insurance for Tourist

- Available in 154 National Parks nationwide
- 7 days covered period
- Price for foreigner: 40 Baht
- Benefits: 400,000 Baht
- Medical Claim: 15,000 Baht
- 500 hospitals nationwide
- Documents: Insurance policy + National Park entrance ticket



**ท่องเที่ยวทั่วไทย
อุ่นใจ❤️เมื่อไปอุทยาน**

**คุณเจ็บ
ประกันจ่าย**

เที่ยวอุ่นใจประกันคุ้มครอง

คุ้มครองนาน 7 วัน
ในทุกพื้นที่อุทยานแห่งชาติทั่วประเทศ

	ราคา PRICE	วงเงินคุ้มครอง BENEFITS	เคลมค่ารักษา MEDICAL CLAIM
คนไทย	6 Baht	300,000 Baht	10,000 Baht
FOREIGNER	40 Baht	400,000 Baht	15,000 Baht

เงื่อนไขความคุ้มครอง

- คุ้มครองความสูงจุดเสียชีวิตหรือเสียชีวิตจากภาวะขาดน้ำในบางร่างกาย ซึ่งเกิดจากสาเหตุที่เข้าข่ายตามข้อกำหนด โดยจุดนี้ให้เหตุผลคุ้มครองรวมถึงการถูกมอดกกรรมหรือถูกทำร้ายร่างกาย ตามกรณีนี้ประกันภัยอุบัติเหตุคุ้มครองฐาน (ตามเงื่อนไขข้อตกลงคุ้มครอง ข้อ.1)
- ระยะเวลาเอาประกันภัย : 7 วัน (นับตั้งแต่เริ่มประทับตราเข้ามอุทยานแห่งชาติ) • คุ้มครองอายุ/Cover Insured Age 3 - 59 ปี
- กรณีอุบัติเหตุจากการทำกิจกรรมบนดู่ คุ้มครองภัยสูงสุด 100,000 บาท • รับประกันภัยโดย นบ.กรุฑไทยพาณิชย์ประกันภัย

**ดูรายละเอียดความคุ้มครองและเงื่อนไขได้ที่ QR Code

KPI กรุฑไทยพาณิชย์ประกันภัย Hospital service 02-2328599 www.kpi.co.th





ปีท่องเที่ยววิถีไทย
amazing
THAILAND
Tourism Year 2018

TOURISM MANAGEMENT



Licensed Tour Operator and Tourist Guide

TOUR OPERATOR	
Outbound	3,513
Inbound	2,542
Domestic	1,192
Specific Area	3,792
TOTAL	11,038



TOURIST GUIDE		
General	International	48,660
	Thai	800
Specialized	Specific Area (International)	19,967
	Specific Area (Thai)	358
	Trekking	228
	Culture	4
	Sea	31
	Coast	3,018
	Nature Trail	251
	Local Tradition	159
	TOTAL	73,476

As of 24 October 2017
Source: Department of Tourism

Human Resource Development

Amazing Thai Host



Local
15,000



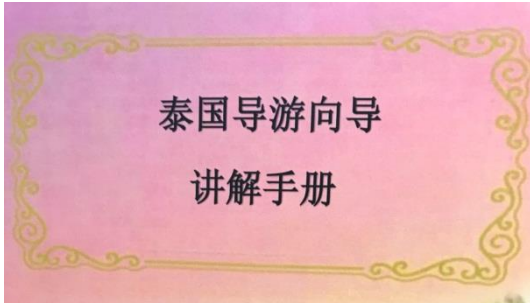
Senior
396



Youth
320

Human Resource Development

Thailand's History for Tour Guides in 7 Languages

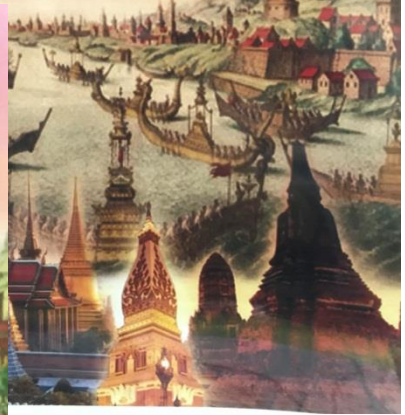
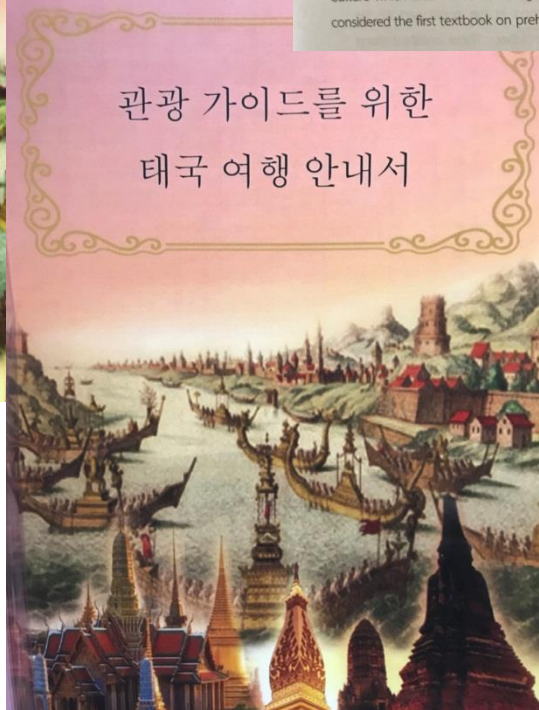


Abridged History of Thailand

Prehistoric Thailand

Historians commonly use writing records to establish prehistoric periods or epochs where a culture relied mainly on their natural surroundings, where chipped stone tools were generally used along with the use of fire. Later this led to terracotta and ceramic tool production, and subsequently bronze and iron tools. There were settlements in caves and cliffsides, and there were gatherings and settlements in a semi-nomadic manner.

A study of prehistoric Thailand took place around BE 2475 (1932 AD) by Professor Fritz Sarasin, a Swiss archeologist who explored and unearthed artifacts in various caves and cliffsides in the north and central region of Thailand, and bone tools. Archeologists then named these artifacts as Siamian Culture which later Prince Damrong Rajanubhab wrote a book about named 'Prehistoric Issues' which is considered the first textbook on prehistoric matters in BE 2480 (1937 AD).



Digital Tourism

New Operation

Thailand Digital Tourism Center (TDTC) co-operates with Provincial Digital Tourism Centers (PDTC) to update tourism info. to ensure reliability



New Database Center

To exchange digital tourism information from various government organizations to ensure trusted information

New Dimension

To introduce real-time operational dashboard to support digital tourism management

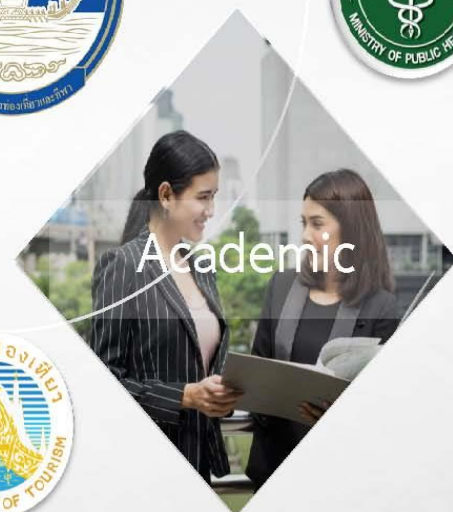


New Networking

To integrate cooperation of all sectors, including public, private, academic and civil society sectors to develop tourism information by data owner

New Technology

To introduce new technology to improve digital tourism experience through various alliances



Digital Tourism



New Standard of Thailand Tourism Information

www.thailandtourismdirectory.go.th

Complete : to integrate cooperation to complete tourism info. by data owners

Correct : to ensure reliability by government organizations

Update-to-date : to update accurate tourism info. by local users

Trusted Source : to exchange tourism info. from government organizations

Digital Tourism

Information Trusted Mark

Official

 Verified



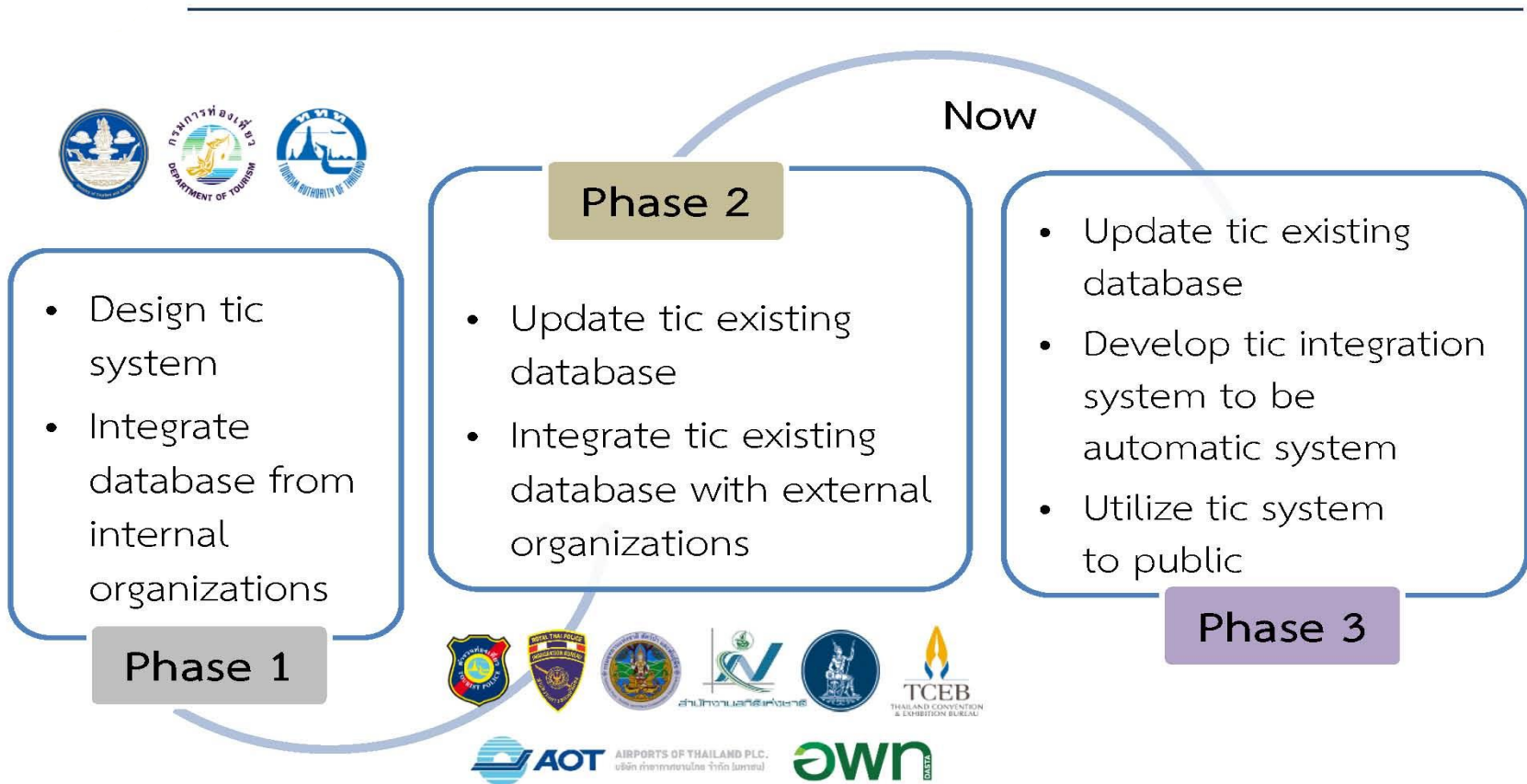
To verify **Official Information**
Integrated from various government
organizations' database

To develop **Up-to-Date Information**
Integrated cooperation of all sectors
and data owners

Certified **Tourism Information
Standard** by government
organizations

Tourism Intelligent Center

TIC Development Phases



Tourism Intelligent Center

TIC Integration Database Overview



14 data sets from internal organizations database

- Inbound tourism receipts
- Domestic tourism receipts
- Outbound tourism receipts
- Tourist profile
- Accommodations
- Attraction sites
- Restaurants
- Tour agents and guides
- Tourism standard
- Tourism and travel competitiveness
- Budget allocation
- Investor confidence
- Research and report



17 data sets from external organizations database

- Tourist by nationality
- Tourist by port
- Receipts situation
- Actual versus target
- Arrivals by nationality
- Arrivals by port
- Air traffic
- Thai tourist behavior
- Hotel survey
- MICE industry
- National park
- Tour inspection
- Tourism safety
- Exchange rates
- Sustainable tourism
- Foreign investment
- Research and report

Smoking Zone Beach



Program on “Enhancement and Capacity Development to Prevent threats of Smoking on the beach on marine and coastal resources and on human health ”

Problem of Marine Debris



Marine debris – floated, deposited on the beach and the sea floor – becomes an environmental problem at global level.



Marine debris is distributed in various regions. Approximately 270,000 metric tonnes of marine plastic debris was observed globally, particularly in the Pacific Ocean.



Marine debris is critical threat to marine animals, especially marine mammals, sea turtles, and sea birds.



The large proportion of marine debris is plastic, food wrappers, styrofoam, and cigarette butts, which take a long time to be decomposed.



Cigarette and cigarette butts contribute up to 32% of the total marine debris.

Impact of Cigarette Butts



Hazardous chemicals in cigarette butts, such as Arsenic, Nicotine, Iron, and Ethylphenol, contaminated in sea salt and sea water have directly impact on microbes and marine animals.



Decomposition of cigarette butts takes 2-12 years, causing long-term environmental problem.

Measures to prevent threats to marine and coastal areas

Beaches, coasts, and islands are marine and coastal resources.



DO NOT smoke or discard cigarette butts on the beaches, except only in the provided area.



DO NOT discard solid waste, plastic, styrofoam, paper, food waste, oil, sewage, contaminant, animal wastes, and animal remains on the beach.



DO NOT perform any activities that might cause damage to the beaches

Smoking Zone Beach



World Health Organization informed that impact of cigarettes is not only on human health but also on environments.



Of all the 202 coastal countries in the world, Thai coastline, 3148 km, ranking at the 37th of the world, and the 4th of ASEAN.



Thailand was ranked at the 6th country discharging plastic marine debris into the

>>Measure to protect marine and coastal resources in 24 pilot beaches, 15 provinces<<



Geographically, Thai coastlines face the Andaman Sea and the Gulf of Thailand, with a total length of 3,148 km.

Ministry of Natural Resources and Environmental reported **357** natural sandy beaches in **18** provinces.

Justification:
Problem of marine debris is pervasive and increasing globally due to its detrimental effects on marine biota, ecosystems and environment. It is anticipated that the problem has been resulted from human activities particularly inefficient waste management and poor habit in littering. Cigarette butts are one of the most common trash items found on the beaches. In Thailand about 100 million cigarette butts are generated by smokers per day. Why do we care about littering such little thing like a cigarette butt? The butt can be broken off and turn into fiber contaminated in the environment for a few to over 10 years. Such fiber as in a form of microplastic can be transmitted into marine organisms through food chain system and cause adverse impact on marine and coastal resources. The "Smoke free beach" program was thus promptly established at 24 popular tourist destination beaches in Thailand.

Objectives:
The program is aimed at reducing the amount of marine debris including cigarette butts and other types of trash on the beaches. This can contribute to minimizing the adverse impact of marine debris on marine biota, ecosystems, as well as human health.

Expected outcome:
The program can not only help eliminate the marine debris issue but also lead to changes in behavior, perception and responsibility in littering and environmental protection among people and general public.

268 sandy beaches are kept under the authority of Department of National Park, Wildlife and Plant Conservation.

89 sandy beaches are under the authority of Department of National Park, Wildlife and Plant Conservation.

>>Implementation Processes<<

MOU signing ceremony on 31 October 2017

Public relation / create awareness and understanding

- Nov 17
- Dec 17
- Jan 18

Law enforcement 1 February 2018

Any person who fail to comply with this order shall be liable to the penalties provided in section 27 of the Act on the Promotion of Marine and Coastal Resources Management B.E. 2558 (2015)



Further information :

Phone: 662 141 1295 Fax: 662 143 9247 www.dmcr.go.th

Smoking Zone Beach

Pilot Beaches Project

- 24 beaches
- 15 provinces
- Enforcement 1st Feb. 2018
- **Penalties** : Maximum 1 years imprisonment or maximum fine of 100,000 Baht or both



