

UNWTO Executive Training Program Busan



**SESSION 2
MEDIA AND TOURISM PROMOTION**

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Traditional Media Channels

Publications

Radio

Television

Billboards

Person to Person (P2P)

New Media Channels

Facebook

Twitter

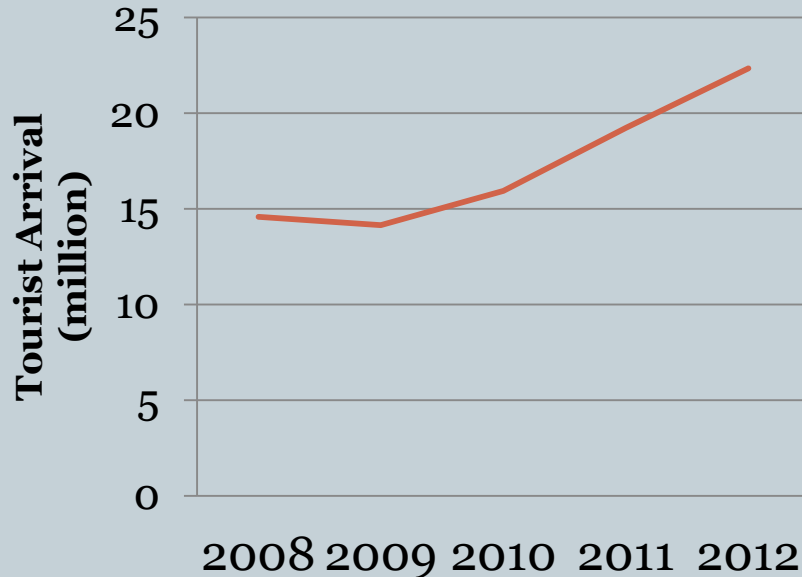
Movies



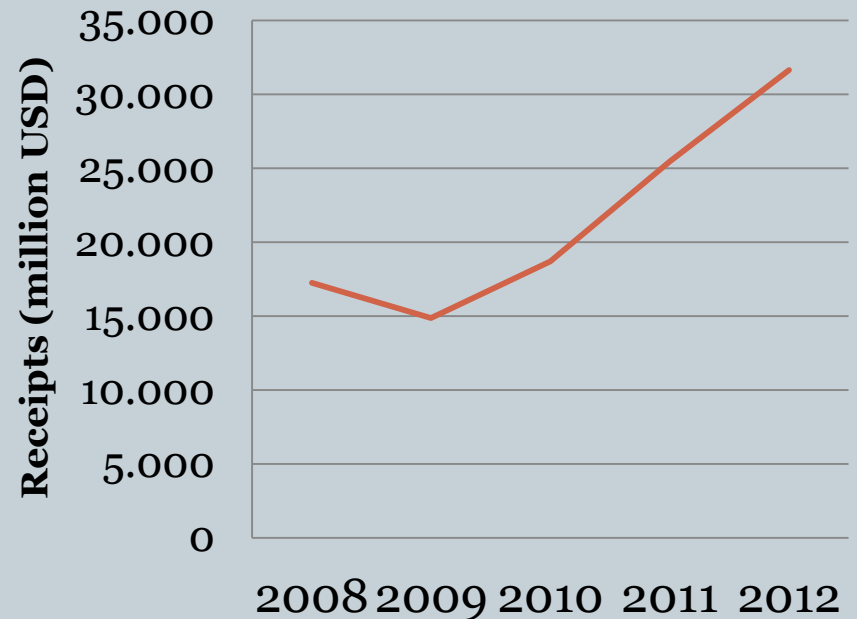
Return on Investment

3

International Tourist Arrival



Tourism Receipts



Year
2012

- Allocated 170 million USD in Marketing
- Tourist Arrival increased by 12%
- Invested in cultural heritage and natural resources for over 800 years

Local Media vs International Media

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Local Media

- More effective for domestic market
- Language
- Frequency of exposure
- Fit to needs and lifestyle

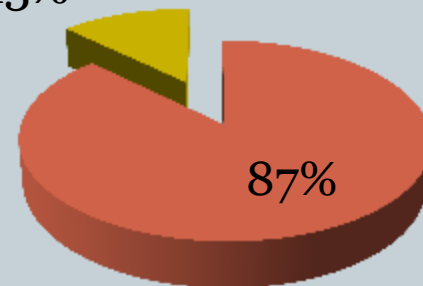
International Media

- More effective for international market
- Well recognized
- Wider group of audience

Year 2011

- Domestic Tourist
- International Tourist

13%



Determining Target Audience

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- Significant campaign is made through by international travel fair
- Overflow of tourists affect community

How to evaluate the effectiveness of the campaigns

6



Customers (tourist)
Satisfaction Survey



First time or
repeat visitor ??



The new media can be a
channel and immediate
response

Other Effectiveness Research

Customers' needs
survey

Customers'
satisfaction survey

In-depth interview



Thank you

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