Thailand Case
Presented by
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MARKETING THAILAND DESTINATION

Under the “Amazing Thailand” Brand

GOAL: TO BECOME A
“PREFERRED DESTINATION”
TARGET AUDIENCE

- Tourists (Group & FIT)
- Media
- Travel Agents
- Business Partners
MARKETING ACTIVITIES

TAT Headquarter & 27 Offices worldwide

• Consumer Marketing Activities (B2C) through both online and offline
  • Advertising, PR, Online, Consumer Exhibitions and Events
• Trade Activities (B2B)
  • Trade Fairs, Road Shows, Cooperative Marketing, Familiarisation Trip
THAILAND EVALUATION REPORT 2016
Interview tourists from 23 countries

- Face to Face Interview 600 samples from 6 International Airports of Thailand
- Online Interview 2,000 samples

Periods of the Interview: 3-26 December, 2016
6 February – 16 March, 2017
Interviewees from 23 Countries

Communications Evaluation: Interviewees can either used to visit or never visit that country.
AFFINITY INDEX

Online Interview

[Graph showing affinity index for various countries and years 2015 and 2016 with a focus on Thailand, Malaysia, Singapore, Vietnam, Hong Kong, South Korea, India, P.R. China, Indonesia, Taiwan, Macau, Japan, and Australia. The graph indicates a comparison between the years with notable values for each country.]
WHICH COUNTRY THAT YOU WILL RECOMMEND YOUR FRIENDS TO VISIT?

FROM COUNTRIES THAT YOU HAVE VISITED

WHICH COUNTRY THAT YOU WILL RECOMMEND YOUR FRIENDS TO VISIT?

WHICH COUNTRY THAT YOU DEFINITELY WOULD LIKE TO VISIT AGAIN?

THAILAND
MALAYSIA
SINGAPORE
VIETNAM
HONG KONG
SOUTH KOREA
INDIA
CHINA
INDONESIA
MACAU
JAPAN
AUSTRALIA
TAIWAN
LOYALTY INDEX

Online Interview

THAI LAND  MALAY SIA  SINGA PORE  VIET NAM  HONG KONG  SOUTH KOREA  INDIA  CHI NA  INDO NESIA  TAI WAN)  MA CAU  JA PAN  AUS TRA LIA


2015

7.38  7.07  5.99  4.21  3.8  4.85  3.48  6.64  7.38

Australia
Hurun Research Institute is best known for its rankings of the richest people in China, India and the rest of the world, and its survey on tourism preferences among wealthy Chinese Tourists.

- Phuket, Thailand was ranked as
  - The Most Memorable Travel Destination for Gen Y
  - The Top Travel Destination in the Most Popular Summer-Autumn International Travel Destinations
  - The Second in the Most Popular Winter-Spring International Travel Destinations
THANK YOU