TAT’s Promoting Thailand as a Sustainably Preferred Destination

Past | Present | Future (2017-2021)

“Value for Money” ——— “Value for Experience” ——— “Quality Leisure Destination” ———— 2021’s Target

Positioning / Branding

“Preferred Destination”
(One of the world’s top of mind destination for both foreign and Thai tourists)
www.TourismThailand.org
www.TourismThailand.org/mobile

Tourist Map Trip Planner

www.Thaitravelmart.com
People’s Choice Awards Thailand Voted by Chinese Tourists 2017

14 Categories

1. Luxury Hotel
2. Boutique Hotel
3. City Hotel
4. Beach Hotel
5. Airlines
6. Show
7. Medical & Wellness
8. Restaurant
9. Spa
10. Golf
11. Shopping Center
12. Tourism Activity / Theme Park
13. Attraction
14. Destination

Santi Chudintra

15 September 2017
Tencent

Daily Active Users

- WeChat: 570m
- QZone: 330m
- QQ Messenger: 27m
- Tencent News: 27m

Created awareness of Thai tourism products and services

45m visits
3.7m VOTES

www.peoplechoiceawardsthailand.com

*Period of Voting: 26 May-8 June 2017 (14 Days)