



## PRESS RELEASE

# THAILAND TO HOST EXCLUSIVE MEDICAL & WELLNESS TOURISM VIRTUAL FAIR FOR BANGLADESH

*Presented by the Royal Thai Embassy in Dhaka & Tourism Authority of Thailand New Delhi Office*

***Dhaka, March 1, 2021:*** The Royal Thai Embassy in Dhaka and Tourism Authority of Thailand (TAT) New Delhi office (in charge of Bangladesh market) will launch a **Thailand Medical and Wellness Tourism Virtual Fair from March 14 to 18, 2021**, exclusively for the audience in Bangladesh. The 5-day long virtual fair will keep them up-to-date on what Thailand's medical & wellness tourism has to offer for their visits in the "New Normal" era. It will also re-establish the connection with the B2B and B2C market through this online medium for the moment till the situation improves. Travel agents, tour operators, travel lovers and the media in Bangladesh are welcome to participate in these informative webinars and online fun activities and win exciting gifts.

There will be two webinars on March 14 & 16, 2021 from 10:30 a.m. - 12.00 p.m. (Bangladesh Standard Time). Along with TAT and **Thai Airways International**, 7 leading hospitals in Thailand will participate in this virtual fair to share information on their state-of-the-art medical facilities for the Bangladesh market. The participating hospitals are **Bumrungrad Hospital, Bangkok Hospital, Samitivej Hospital, Phythai 2 Hospital, Paolo Hospital, MedPark Hospital** and **Princ Hospital Suvarnabhumi**. The presentations will also include useful advice on how to apply for a Medical Tourist Visa and a Certificate of Entry by Royal Thai Embassy, Dhaka. There will also be Q&A sessions with the audience. Throughout the week, there will be online social media activities including quiz, games, polls and many more.

*Speaking on the upcoming virtual event, Mr. Kraichok Arunpairojkul, Chargé d'Affaires a.i. of the Royal Thai Embassy in Dhaka said, "Bangladesh is a very important business partner of Thailand. We are aware of the increasing demand for outbound travel from Bangladesh to Thailand for various purposes. We at the Embassy are here to facilitate the travel and provide all the necessary information and assistance. We give high priority to Bangladeshi medical patients and we have seen the growing market as well. The medical and wellness tourism virtual fair is a very important step in the current and post-pandemic scenario. We are happy to co-host this event with TAT New Delhi Office. I wish the fair a great success and hope it will be useful to all concerned."*

*Commenting on the initiative, Mr. Vachirachai Sirisumpan, Director of TAT New Delhi Office said, "We are excited to interact with our friends from the travel fraternity in Bangladesh in the coming days and update them about Amazing Thailand that will help them curate revised Thai tourism products"*



*suitable for the post pandemic time. While the webinars are expected to result in high level knowledge sessions sharing all the information required in the coming days for a safe visit to Thailand, the social media fun activities for Bangladeshi travelers will keep them remember Thailand as a preferred destination on top of their mind. I expect the week-long activity to be a successful one and it will encourage us to continue doing more activities in Bangladesh.”*

In August 2020, amidst the global lockdown, TAT New Delhi Office launched its dedicated social media platforms to directly stay connected with Bangladesh, one of its very important markets in South Asia. Through these social media platforms, daily promotions, news and video updates in Bengali language as well as a bilingual monthly newsletter can be found. The coverage includes TAT’s global as well as Bangladesh-focused activities including all important updates from the Royal Thai Embassy in Dhaka that works as a close partner to promote Thailand’s tourism, business and culture in Bangladesh. TAT New Delhi Office is also keen to stay connected with the decision-makers and travel & tourism industry leaders who not only shape the tourism map of Bangladesh, but also play an important role in the country’s overall tourism development and are tourism ambassadors in the true sense.

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