



MEANINGFUL EXPERIENCES IN THAILAND

PRESENTED BY

MS. PORN PAN INTRATAT
THE TOURISM AUTHORITY OF THAILAND

OUR VISION

”STRATEGIC LEADER IN
DRIVING THAILAND TOWARDS
EXPERIENCE-BASED AND
SUSTAINABLE TOURISM”

– TOURISM AUTHORITY OF THAILAND



THE SCOPE OF OUR REACH

TATLA'S WESTERN US + MEXICO TERRITORY

WESTERN US + MEXICO

13 STATES

TARGET MARKET

ASIAN AMERICANS

LUXURY

LGBTQIA+

MILLENNIALS

GOLF + MUAY THAI



THAILAND TOURISM HIGHLIGHTS

A photograph of two women walking through a courtyard in front of a highly ornate Thai temple. The woman on the left is wearing a light blue long-sleeved top and light blue high-waisted trousers. The woman on the right is wearing a red dress and a denim jacket, and is holding a camera up to her eye. The temple architecture is intricate, with many colorful carvings and a prominent white stupa in the background. The sky is bright and clear.

40 million
international
tourists in **2019**
generating
61.5 billion USD

28 million
international
tourists in **2023**,
generating
33 billion USD

in 2023

Thailand has welcomed

1,255,936 tourists

America 905,753

Canada 209,040

South America (Brazil,
Mexico, Argentina)

141,143

2024 TARGET

**TARGETING 30-35 MILLION
INTERNATIONAL TOURISTS**

**AIMING FOR 1.5 MILLION
TOURISTS FROM THE
AMERICAS**



A photograph of a Buddhist monk in an orange robe kneeling in a temple. In the background, a large reclining Buddha statue is visible, and a large, multi-tiered archway frames a view of a sunset sky. The scene is dimly lit, with light coming from the archway.

THAILAND 101



 **STARLUX**

**NEW
ARRIVAL**

 **AIR PREMIA**

AIR CANADA 

EVA AIR 
A STAR ALLIANCE MEMBER 


Emirates


CATHAY PACIFIC

**SINGAPORE
AIRLINES** 

QATAR 
AIRWAYS القطرية

KOREAN AIR

 **CHINA AIRLINES**

 **Philippine Airlines**

 **TURKISH
AIRLINES**

Mainland
CHINA
Air Carriers


JAL

JAPAN AIRLINES

ANA 

ASIANA AIRLINES 

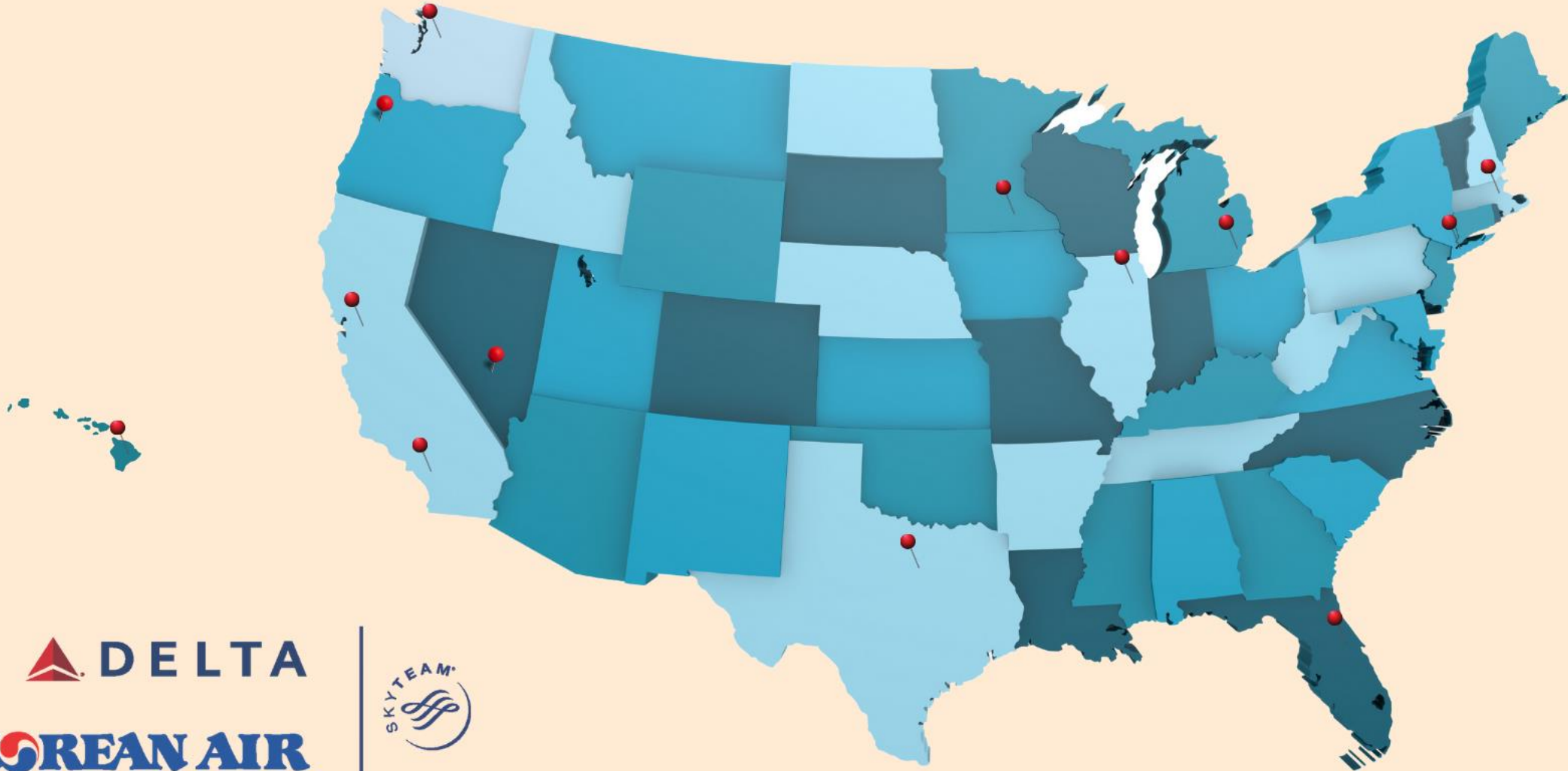
An aerial, top-down view of a bustling street market. The scene is filled with various stalls and vendors. On the left, a red and yellow motorized cart is parked. In the center, a large stall is covered with a grey tarp, displaying a wide variety of fresh produce like leafy greens, mushrooms, and other vegetables. To the right, another stall is covered with a green tarp, also displaying fresh goods. Several people are seen walking through the market, some carrying items. A motorcyclist is visible in the upper left corner. The overall atmosphere is one of active commerce and daily life.

THE BEST WAY TO GET HERE

airports

JFK
LAX
SEA
ATL
ORD
BOS
DTW
DFW
SFO
HNL
MSP
IAD
LAS
PDX
YYZ
YVR

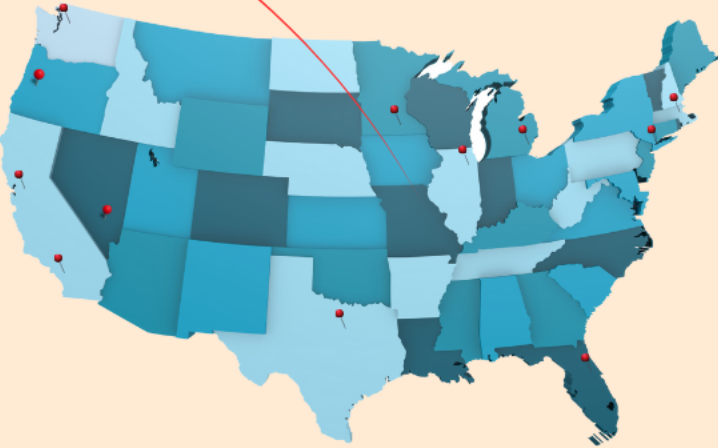
No Matter Where Are, We'll Get You There



Multiple Gateways and Multiple Points of Entry

THAILAND
(BANGKOK, CHIANG MAI,
PHUKET)

SEOUL, SOUTH
KOREA



 DELTA
KOREAN AIR





beautiful **BANGKOK**

A MODERN CITY THAT FUSES TRADITIONS & HISTORY WITH EVERYDAY CULTURE



CHIANG MAI

THE LANNA KINGDOM
MOUNTAINSCAPES, NATURAL WONDERS, STEEPED WITH ANCIENT HISTORY



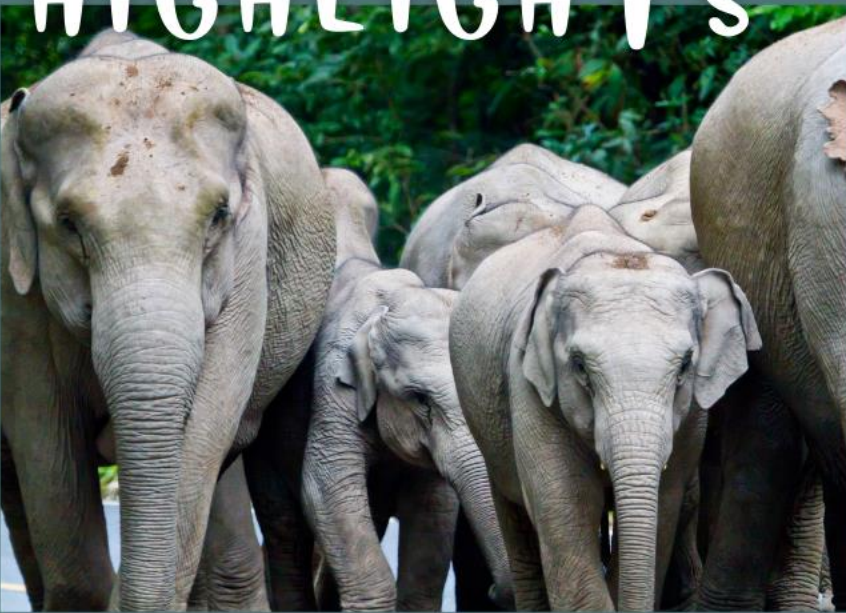
ANCIENT TEMPLES

- DOI SUTHEP
- DOI INTHANON
- WAT PHRA SINGH
- WAT CHEDI LUANG



- HANDICRAFTS
- BOR SANG UMBRELLAS
 - SILKS FACTORY
 - WOOD CARVINGS
 - INDIGO DYE WORKSHOPS

CHIANG MAI HIGHLIGHTS



NORTHERN DELICACIES

- KHAO SOI NOODLES
- GAANG HANGLAY
- SAI OUA SAUSAGE
- NAM PRIK NOOM/ONG

ELEPHANT RESERVES

- PATARA ELEPHANT FARM
- INTO THE WILD
- ELEPHANT NATURE PARK

CHIANG RAI

WAT RONG KUN
WHITE TEMPLE



CHIANG RAI BLUE TEMPLE
WAT RONG SUEA TEN



PATTAYA

THE EASTERN SEABOARD



THE ANDAMAN



PHUKET, KRABI, PHANG-NGA

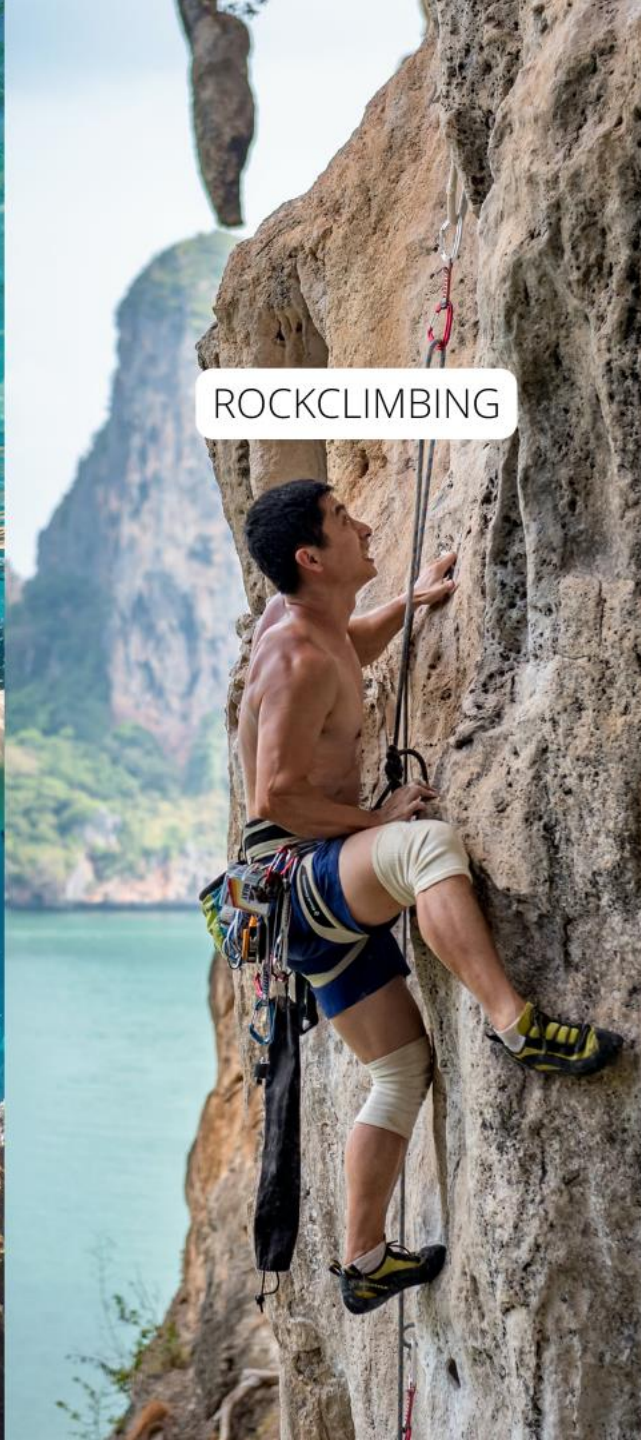
KO SAMUI, KO PHANGAN, KO NANG YUAN, KO TAO



EXPLORE
the gulf



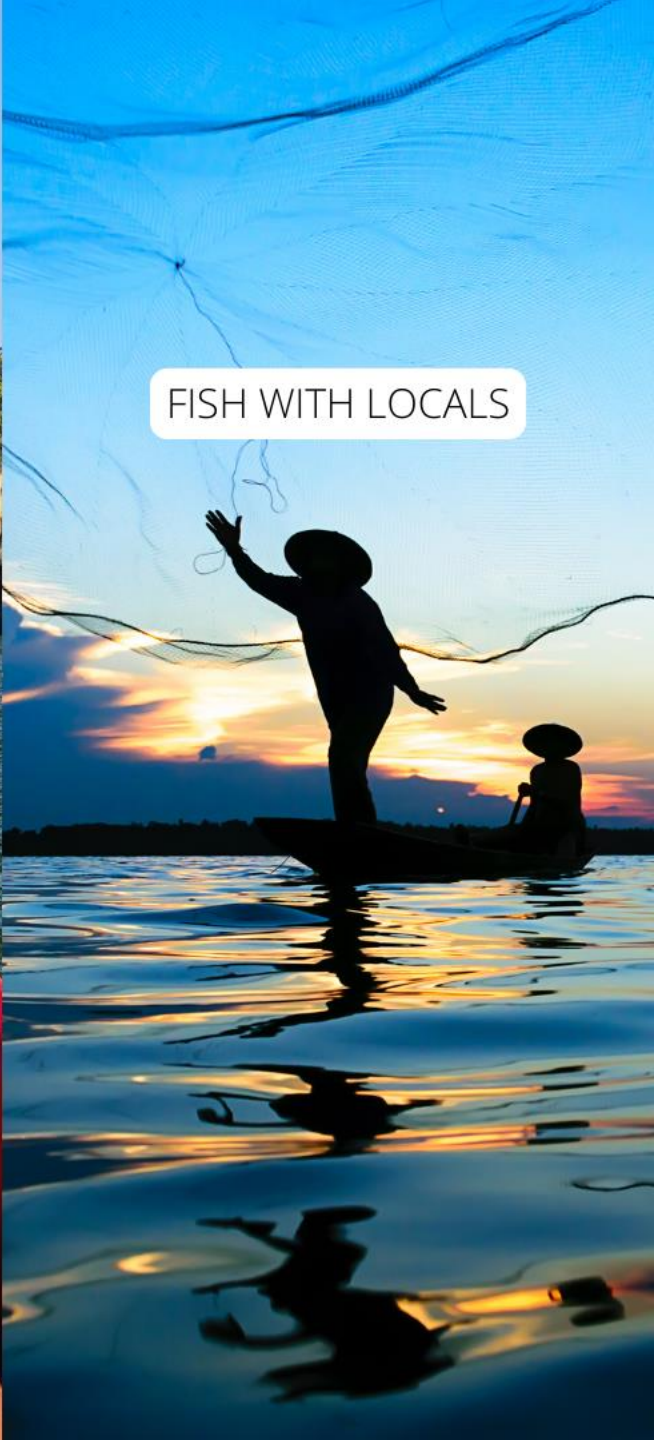
SNORKELING



ROCKCLIMBING



KAYAKING



FISH WITH LOCALS

A blue and orange tuk-tuk is parked on a paved area in front of a traditional building with a tiled roof. The tuk-tuk has a blue body with orange accents on the wheels and a yellow light on top. The building has a white facade with a decorative circular pattern and a tiled roof with orange and blue accents. The sky is blue with some clouds.

KEY STRATEGIC MOVES FOR THE AMERICAS REGION

GOLD & GREEN



The Five F's of





FOOD



FASHION



FESTIVAL



FILM



FIGHT

THE FIVE F'S

IN CINEMAS 6 OCT



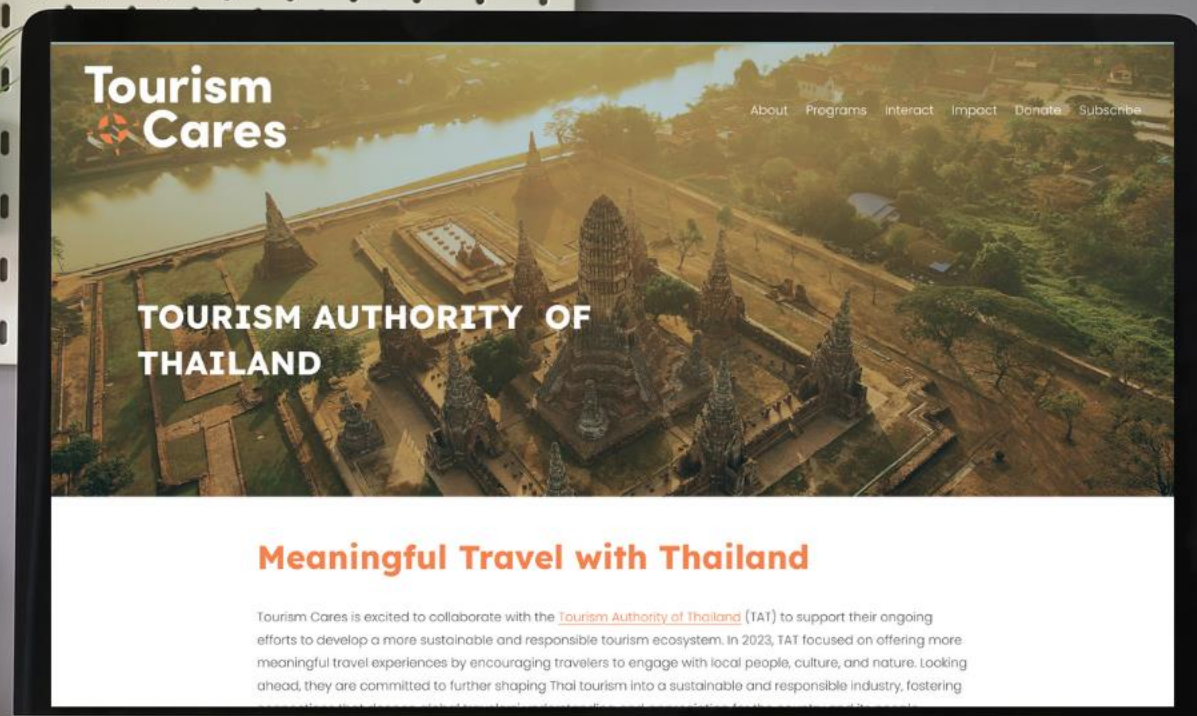
TOURISM CARES WITH
THAILAND
MEANINGFUL TRAVEL





THAILAND MICROSITE

tourismcares.org/thailand



Tourism Cares Thailand



MEANINGFUL TRAVEL







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