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Tourism Authority of Thailand (TAT) Officially Launched App for Muslim Visitors

- Tourism Authority of Thailand to attract more Middle East travelers to Thailand-

(Dubai, 28 June 2015) - The Tourism Authority of Thailand (TAT) officially announce the launch of its first App designed specifically to Muslim visitors for easier access to Muslim-friendly products, services and facilities all throughout Thailand.

The App for IOS and Android will be both an online and offline guidebook that will help Muslim visitors find mosques, halal restaurants and hotels, shopping centres with prayer rooms, and other facilities around the country.

Initially to be in Thai and English, the App fits in within the newly-launched strategy to position Thailand as a Muslim-friendly destination. It will be expanded to include Arabic and Bahasa Indonesia later.

The plan to launch the App was announced earlier in June at a ground-breaking forum organised by TAT at its annual travel trade show, the Thailand Travel Mart Plus (TTM +) 2015.

Mr. Chalerm Sak Suranant, Director, TAT Dubai and Middle East office, said, "We are extremely excited to officially announce the launch of the first ever App catering to our Middle Eastern guests. With this initiative, I strongly believe that Thailand will be positioned as a leading "Muslim-friendly destination."

Muslim visitors are both a quality and quantity customer segment. Visitors from the Gulf countries have a high average length of stay and daily expenditure. In 2013, visitors from the UAE had an Average Length of Stay of 10.6 days, while Thailand's overall average was 9.8 days. The average daily expenditure of UAE visitors was more than US\$195, while the overall Thailand average was US\$150.

The App is available to download on iTunes (<https://itunes.apple.com/en/app/id1002310096?mt=8>) and Google Play (<https://play.google.com/store/apps/details?id=com.wisdomlanna.thailandhalalexperience&hl=en>)

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Photo1:



TAT App for Muslim Visitors

Photo 2:



Mr. Siripakorn Cheawsamoot, TAT's Executive Director of Information Technology Office, introduced the mobile app designed for the growing number of Muslim visitors in Thailand.

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[About Tourism Authority of Thailand (TAT)]

The Tourism Authority of Thailand (TAT) was established on the 18th March 1960. TAT was the first organization in Thailand to be specifically responsible for the promotion of tourism. TAT supplies information and data on tourist areas to the public, publicizes Thailand with the intention of encouraging both Thai and international tourists to travel in and around Thailand, conducts studies to set development plans for tourist destinations, and co-operates with and supports the production and development of personnel in the field of tourism. Since the inception of the first local office of TAT in Chiang Mai in 1968, there are now 35 regional offices throughout Thailand. TAT has also

established many overseas offices the first being in New York, which was opened in 1965. During the past 30 years, TAT has since established 26 more offices in different parts of the world, including the Dubai & Middle East Office, which is responsible for the promotion of Thailand within the GCC, the Levant, Iraq and Iran.

PRESS INQUIRIES

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