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“Thai Fight Betong” event stimulates tourism and highlights Betong’s potential as a model city in the Indonesia-Malaysia-Thailand Growth Triangle for Security, Prosperity, and Sustainability in the Southern Border Provinces

(18 June 2019)

The Thai Fight Betong event was held on 28 June 2019 at Central Stadium, Betong Municipality, Yala Province. Mr. Somyot Lertlamyong, Mayor of Betong, stated that the event was organized to as an additional tourist attraction highlighting Betong’s potential as a model city in the Indonesia-Malaysia-Thailand Growth Triangle (IMT-GT) in the Southern Border Provinces that is rich in tourism resources, economic activities, and rooted in a unique cultural identity.

During 25 – 29 June 2019, “Thai Fight Betong” was organized in parallel with other activities to promote tourism by highlighting Betong’s pleasant weather, delicious local delicacies, and the interesting historical and natural tourist destinations. The event received positive response from the Malaysians as Betong borders with Malaysia. Overall, the campaign in Thailand and abroad resulted in 80 per cent of the hotels being fully booked.

Mr. Nopparat Puttaratamani, Vice President of the Thai Fight Organizing Committee informed that previous Thai Fights held in the Southern Border Provinces received a great response from Thai boxing fans in the area, be it Thai Fight Pattani in 2013 under the theme harmony for the happiness of southern border provinces, Thai Fight Narathiwat in 2015, or Thai Fight Yala in 2017. This year, Thai Fight Betong was warmly received by both Thai boxing fans in the area, as well as Malaysian and Singaporean tourists.

Radio Thailand Betong