

The marketing plan of the Tourism Authority of Thailand (TAT) for 2016 focuses on promoting Thailand as a "Quality Leisure Destination through Thainess.

In her address at the "g meet 2016 annual conference, the TAT Deputy Governor for International Marketing Europe, Africa, Middle East and the Americas, Mrs. Juthaporn Rerngronasa, stated that TAT aims at enhancing the image of Thailand for quality tourist markets by offering Thainess as a unique selling proposition.

The event was organized on 24 February 2016 in Bangkok by Gullivers Travel Associates (GTA), a world leader in the provision of ground travel products and services to the fully independent travel (FIT) industry. This marked the first time that GTA brought its esteemed annual conference to Bangkok. The move was lauded by TAT as significant for Thailand's tourism industry, as it helped reiterate the global travel industry's confidence in the kingdom as a top tourist destination.

Mrs. Juthaporn explained that the TAT's marketing plan for this year highlights more on quality as measured by visitor expenditure, average length of stay, and the overall quality of the visitor experience, rather than focusing on quantity as measured by visitor arrivals.

She said that TAT will also focus on the digital media and content marketing to entice travelers around the world to come and discover various Amazing Stories in Thailand.

TAT's initiatives include a plan to upgrade its tourism management efforts system wide, as well as focusing its marketing activities more toward niche markets and specific customer segments including luxury travel, cruise, health and wellness, wedding and honeymoon, golf, and community based tourism.

With the onset of the ASEAN Economic Community, TAT is now introducing a "Two Countries One Destination package to global travelers, and plans to emphasize Thailand's connectivity with Myanmar, Cambodia, Lao PDR, and Vietnam.