

TAT tightens presence in Middle East

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The Tourism Authority of Thailand (TAT) is strengthening Thailand's presence as the popular vacationer vacation spot amongst Center East travellers to drive curiosity in returning to Thailand within the post-COVID-19 state of affairs. This has come about by means of the current participation within the Arabian Journey Market (ATM) 2022, newest partnerships with Qatar Airways and Almosafer – one of many area's high three largest on-line journey brokers, and various advertising and promotional actions.

TAT led a Thai delegation that included 18 accommodations, three hospitals, two journey businesses and one theme park to take part within the ATM 2022, held on 9-12 May, in Dubai, United Arab Emirates. Throughout the four-day occasion, the Thai delegation had on common 128 enterprise appointments every, or over 3,000 classes mixed. That is anticipated to spice up tourism from the Center East market to Thailand, and generate about one billion Baht earnings for 2022.

Mr. Chattan Kunjara Na Ayudhya, TAT Deputy Governor for Worldwide Advertising – Europe, Africa, Center East and Americas, stated, "The curiosity in returning to Thailand is on the rise, and that is definitely an indication that the market was recovering shortly after the COVID-19 state of affairs. Thailand's focus on the ATM 2022 was on doing enterprise with the higher market section, comparable to households, medical therapy teams, and the brand new sector of ladies travelling on their very own for buying, magnificence remedies, and different such actions."

On the ATM 2022, TAT cooperated with Qatar Airways in launching a particular gross sales promotion geared toward boosting journey to Thailand from mid-Might to June 2022, amongst travellers from Saudi Arabia, Qatar, and Kuwait. The 2 events had been additionally in talks on partnering in a world marketing campaign to encourage travellers from Europe attending the 2022 FIFA World Cup from 21 November-18 December to go to Thailand after the competitors. A memorandum of cooperation on that is anticipated to be signed in October.

In the meantime on the ATM 2022, TAT launched a vacationer promotion marketing campaign in cooperation with the Dubai Police Privilege Card or Esaad Card, a loyalty programme for presidency workers below the Dubai Police. Particular reductions on items and providers at over 300 areas in Thailand – predominantly accommodations, hospitals, spas, department shops, and vacationer sights – shall be on provide to 240,000 Esaad cardholders.

Over the last week's mission to the Center East, TAT additionally took the chance to reinforce its presence within the Saudi Arabia market by means of the signing of a memorandum of cooperation (MOC) with Almosafer, the most important on-line journey company (OTA) in Saudi Arabia and Kuwait, in addition to one of many high three largest OTAs within the Center East and Northern Africa.

The MOC signing ceremony on 15 Might between TAT's Mr. Chattan and Almosafer's Government Vice President Mr. Muzammil Ahussain was witnessed by H.E. Mr. Phiphat Ratchakitprakarn, Thailand's Minister of Tourism and Sports activities.

The settlement between TAT and Almosafer is to spice up tourism between Thailand and the Gulf Cooperation Council (GCC) nations. The principle objective is to advertise and develop high quality tourism experiences in Thailand for guests from the GCC with a give attention to key area of interest markets like sports activities tourism, luxurious tourism, and well being and wellness tourism. Thailand is a well-liked vacation spot amongst GCC travellers, significantly these from Saudi Arabia and Kuwait the place it ranks within the high 5 and high 9 worldwide locations, respectively.

The signing of the MOC between TAT and Almosafer comes after 9 March, 2022, when Saudi Arabia started to permit its nationals to as soon as once more go to Thailand. Almosafer stated since then it had skilled an enormous progress in curiosity for journey to Thailand from Saudi Arabia with searches for Thailand's tourism info on its web site up over 470% from January 2022, and up over 1,100% within the first two weeks of Might when in comparison with the primary quarter of 2022.

Earlier than the COVID-19 state of affairs, greater than 533,000 vacationers from the Center East visited Thailand every year, producing over 41.3 billion Baht in tourism income. Travellers from the Center East are thought of among the many most high-spending teams with a mean journey expenditure of 75,000 Baht per particular person. Usually travelling in a big group of household, they normally go to Thailand throughout July and August. From the area, the most important supply markets to Thailand are the UAE, Kuwait, Bahrain, and Qatar.

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