

Thailand unveils THB 5b plan for tourism growth

- A Monitor Desk Report

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Dhaka: Thailand's Tourism Authority (TAT) unveiled its 2024 plan to recover tourism revenue to the 2019 level of THB 3 trillion by better distributing tourists to secondary provinces and improving dispersal of tourists from high season to the whole year.

TAT announced its plan for fiscal year 2024 with a budget of USD 144.2 million, which aims to increase off-peak tourism, boost spending per trip by 7 per cent, and distribute income to a greater number of destinations.

It plans to increase off-peak customers, spending per trip, and distribute income to a wider variety of destinations with a budget of THB 5 billion.

TAT aims to build "tourism security" through a four-step development combining public and private sectors, which involves strengthening the supply chain, developing local communities, building support and infrastructure for tourist services, and enhancing digital transformation.

Additionally, TAT plans to implement crisis management for possible

contingencies in the future and build “tourism security” to make itself resilient through a four-step development.

To increase the off-peak tourism, the TAT plans to leverage digital marketing techniques and offer promotions and packages during certain times of the year to attract more visitors. By encouraging visitors to explore more of the country, the TAT hopes to distribute income more evenly and help foster sustainable tourism growth for years to come.

TAT’s plans to improve the dispersal of tourists from high season to the whole year include developing new tourist destinations and promoting niche tourism offerings. This will not only ensure that visitors have a wider variety of experiences to choose from, but also help reduce strains on overcrowded popular sites during peak season.

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