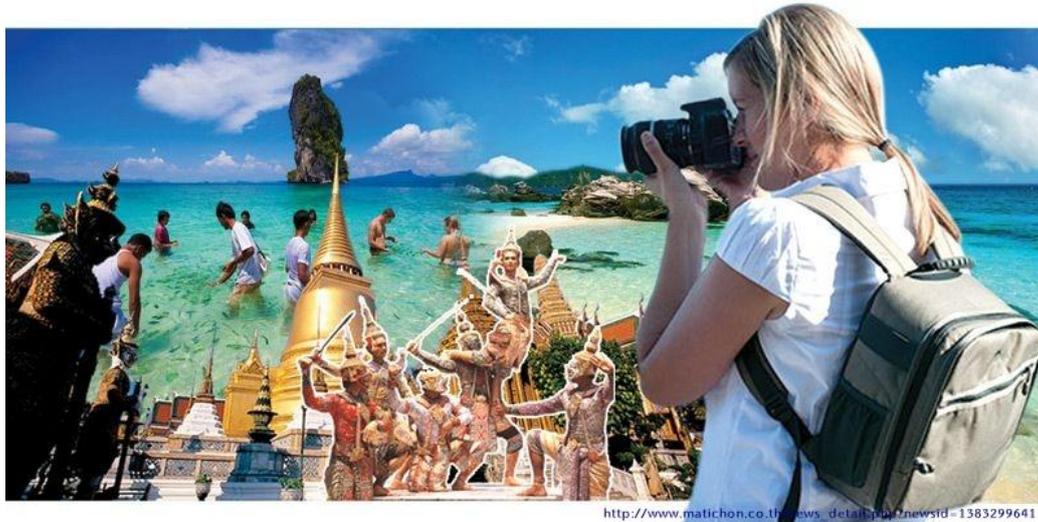


2015 Designated “Thainess” Tourism Year



The Cabinet, during its meeting on 12 November 2014, approved the designation of 2015 “Thainess” tourism year, which will be included in the national agenda.

It also approved the formation of various committees as mechanisms to mobilize efforts to promote the Thainess tourism year at both decision-making and operation levels.

The Ministry of Tourism and Sports told the Cabinet that the meeting of the National Tourism Policy Committee on 25 July 2014 agreed to propose that the period from January to December 2015 be designated the Thainess tourism year. The objective is to launch a new campaign, with an emphasis on the Thai way of life, Thai culture and Thai experiences.

The campaign will encourage greater cooperation in tourism development and promotion, so that the tourism industry will bring in more income, especially when the ASEAN Community is in place at the end of 2015. It will also present Thailand under a new concept, shifting from focusing on “product approach” to “value.”

The campaign targets international tourists from 37 major markets in Asia and Oceania, Europe, America, the Middle East, and Africa, as well as niche-markets, such as weddings and honeymoons, golf, eco-tourism, and health and wellness. As for Thai tourists, emphasis will be placed on youths, working-age people, older persons, family group, and niche markets, such as eco-adventure.

In her speech at the World Travel Market 2014 in London, Minister of Tourism and Sports Kobkarn Wattanavrangkul unveiled Thailand's new global marketing and promotion campaign "2015 Discover Thainess" to the world. This new campaign for 2015 emphasizes the priceless treasures of Thailand, which gives Thainess its charm and makes Thais unique as a people, society and culture.

She explained that the marketing message would concern the creative tourism concept where tourists can immerse themselves in the Thai way of life, Thai culture and hands-on Thai experiences, such as Thai boxing, Thai massage, Thai cooking, and Thai classical dance. The "Thainess" lifestyle is reflected in all indigenously-designed handmade products and services.

Minister Kobkarn said that Thailand would like to pass on the Thai way of happiness to international tourists worldwide in the coming 2015 Discover Thainess campaign. A number of activities have been designed, so visitors could fully experience Thainess. The 2015 Discover Thainess festival will be held at Lumpini Park in Bangkok from 14 to 18 January 2015.

She added that The Thai government had introduced and enforced a series of measures and developments in order to help improve the experience of travelers and tourists visiting the Kingdom.