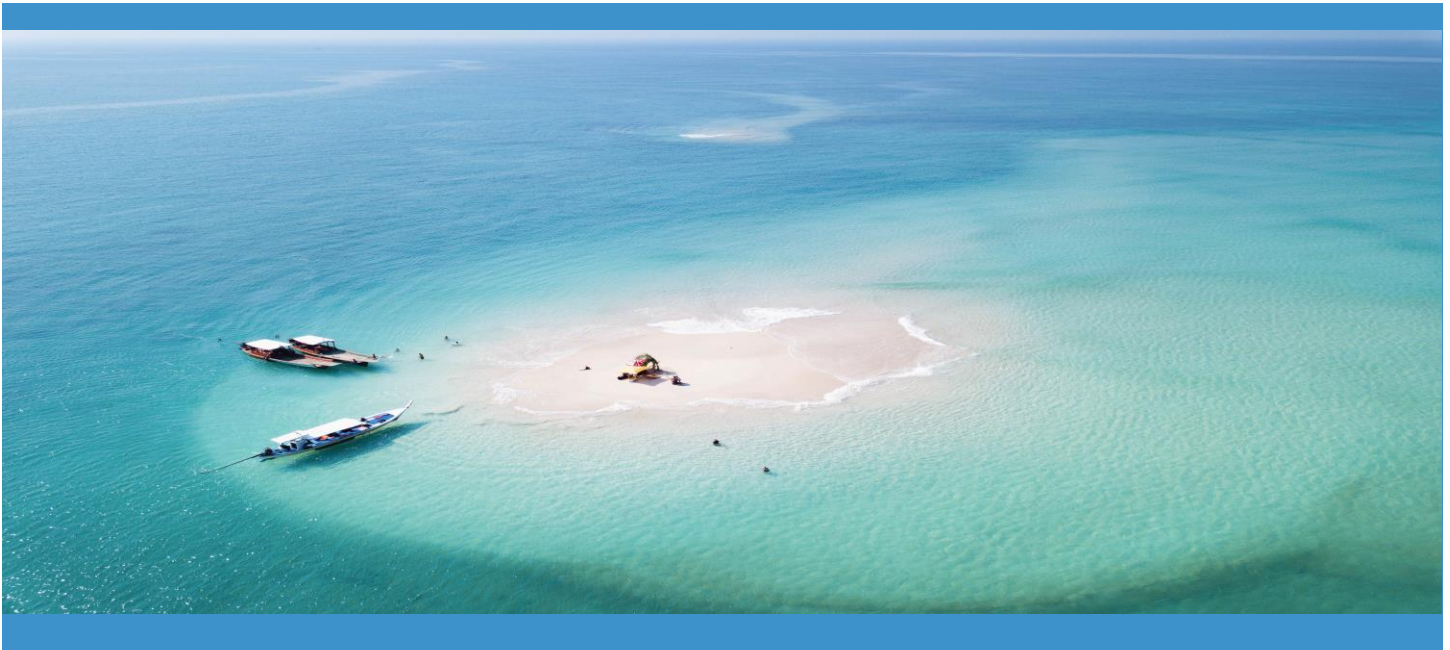


TAT NEWSLETTER



HEADING 1

Thailand is hosting the APEC 2022 under the theme “open. connect. balance.”



HEADING 2

TAT launches the new tourism concept for 2022 - 2023 “Amazing Thailand, Amazing New Chapters”



Starting 1 August 2022, TAT Prague is proud to announce and welcome Ms. Thanawan Kasee as the new director.

“Thailand is gearing up and ready for the reviving of tourism. We tend to work closely with our partners for Thailand’s tourism promotion. With a variety of tourism products and services, together with the renowned Thai hospitality, visitors can find Thailand even more amazing”

Thanawan Kasee
4 August 2022

Thailand is hosting the APEC 2022 under the theme “open. Connect. Balance.”

Thailand, as the host of APEC 2022, is ready to host the 11th APEC Tourism Ministerial Meeting and the 60th APEC Tourism Working Group Meeting in Bangkok from 14-20 August, 2022. The meetings will be held with a ‘Low-carbon’ approach under the concept of ‘Regenerative Tourism’ that promotes sustainable recovery post-pandemic.

The concept of ‘Regenerative Tourism’ focuses on a holistic approach to develop and promote tourism by taking into account all possible impacts on the environment, culture, and the local way of life. As well as restoration of tourist attractions, the strategy places emphasis on sustainable tourism development by balancing tourist numbers to suit the attraction, and more importantly, prioritising on providing service quality and consistency over the number of tourists. The aim also is to encourage local people to participate in and benefit from inclusive and equitable tourism, and to stimulate awareness on cultural and environmental preservation.

This is in line with the Royal Thai Government’s Bio-Circular-Green or BCG Economy Model, which is being used to revive Thailand’s tourism industry with the aim for safe, inclusive, and sustainable travel.

This is in line with the Royal Thai Government’s Bio-Circular-Green or BCG Economy Model, which is being used to revive Thailand’s tourism industry with the aim for safe, inclusive, and sustainable travel.



TAT launches the new tourism concept for 2022 “Amazing Thailand, Amazing New Chapters”

With the launch of the campaign - “Amazing Thailand, Amazing New Chapters” focuses on three chapters, Awaken Your Senses, The One You Love, The Earth We Care and inviting world’s travellers to experience a deeper connection with the Kingdom’s unique culture and precious environment.



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 Areas of Responsibility: Czech Republic, Slovakia, Hungary, Poland, Ukraine, Romania, Bulgaria and the Balkan areas