

# NEWSLETTER



**TOURISM AUTHORITY OF THAILAND, Prague office**



## **Thailand Travel Mart Plus 2025 (TTM+ 2025)**

The Tourism Authority of Thailand (TAT) is pleased to invite you to participate in the Thailand Travel Mart Plus 2025 (TTM+ 2025), which will be held from 4-6 June 2025 at the Royal Park Rajapruek in Chiang Mai, Thailand.

This year's event will spotlight the ongoing transformation of Thai tourism, emphasising meaningful and sustainable travel. With a focus on high-value experiences, TTM+ 2025 will align with global travel trends and shine a light on Thailand's distinctive tourism offerings.

We anticipate welcoming over 1,000 participants from key regions, including Europe, Asia, the Americas, and Oceania, alongside emerging markets in Eastern Europe, the Middle East, South America, and South Africa. Additionally, you are cordially invited to join us in celebrating the Amazing Thailand Grand Tourism and Sports Year 2025.

Online registrations for buyers and sellers open on 4 February – 31 March 2025 via the official website [www.thailandtravelmartplus.com](http://www.thailandtravelmartplus.com).

Mark your calendar and join us in Chiang Mai, Thailand

## “Amazing Thailand Grand Tourism and Sports Year 2025” Unveiled



Thailand has officially launched the “Amazing Thailand Grand Tourism and Sports Year 2025”, a grand initiative celebrating the nation’s cultural heritage, diverse tourism experiences, and world-class sporting events. The campaign will feature year-round tourism festivals, high-profile sporting tournaments, and exclusive travel privileges, reinforcing Thailand’s position as a global leader in tourism and sports.

The Tourism Authority of Thailand (TAT) is committed to igniting Thailand’s tourism industry to its full potential through the 5 Grand concept, driven by strong collaboration between the public and private sectors. This initiative will promote year-round tourism, enhance travel facilitation, and highlight Hidden Gem Cities and Thailand’s Soft Power, as well as the 5 Must-Do in Thailand—a curated selection of must-visit destinations, must-have experiences, must-try food, must-see festivals, and must-buy local products. These elements will ensure that every visitor enjoys an unforgettable journey through Thailand’s rich cultural and sporting landscapes.”

### *The 5 Grand Concept includes:*

**Grand Festivity** – A year-long celebration famous festivals including culture, music, and sports like Maha Songkran, Vajit Chao Phraya 2025, World Wai Kru Muay Thai Ceremony, MotoGP etc.

**Grand Moment** – A collection of exclusive travel experiences designed to create once-in-a-lifetime moments, including the pink sea of mist at Doi Inthanon, the natural jacuzzi at Pha Sok Waterfall, the mystical mangroves of Trat, the alien rock formations of Kanchanaburi, and bioluminescent plankton in Chumphon.

**Grand Privilege** – TAT is rolling out premium travel benefits under the 2 BY 4 Global Campaign, offering exclusive promotions in February: Amazing Romance, April: Amazing Songkran for families, June: Amazing Thailand Grand Sales, August: Amazing Summer Family for multigeneration travellers, and October: Amazing Thailand Passport Privilege.

**Grand Invitation** – Thailand will host global icons, sports legends, and influential figures at high-profile events.

**Grand Celebration** – Thailand will celebrate key milestones in its tourism industry, including Diplomatic Relationship Anniversaries and Thailand Tourism Awards.

With the Amazing Thailand Grand Tourism and Sports Year 2025, The world is invited to discover the magic of Thailand and be part of this historic celebration.

