

TAT NEWSLETTER



HEADING 1

Koh Pha-Ngan

HEADING 2

TTM+ 2023

HEADING 3

'Amazing Workation'



Koh Pha-Ngan

Lonely Planet has just recommended Koh Pha-Ngan in southern Thailand as the best choice for teens and remote workers looking for a heaven on earth. Apart from their famous full moon parties, the seas and sunny days here are perfect for those wishing to get away while still getting their work done.

For the trip planner: bit.ly/3XxLPD0.

Thailand Travel Mart Plus (TTM+) 2023 underscores 'Amazing New Chapters' in Thai tourism



Thailand's leading B2B travel industry show, the Thailand Travel Mart Plus (TTM+) 2023, is scheduled to take place from 31 May to 2 June at the Queen Sirikit National Convention Centre in Bangkok, with pre- and post-tour programmes showcasing meaningful travel experiences across all five regions of Thailand.

The TTM+ 2023 has been conceptualised in line with the 'Visit Thailand Year 2023: Amazing New Chapters' marketing campaign, to showcase travel products, services, and experiences that promote Thai cultural values for a meaningful travel experience. It also corresponds with TAT's strategy to leverage technology and innovation to add value and transform Thai tourism to 'Smart Tourism' and accelerate Thailand's tourism ecosystem to quality and sustainability.

This year's TTM+ is expected to attract over 850 participants, including 350 buyers from 50 countries, 400 sellers from across all five regions of Thailand, as well as 100 local and international media. Buyers include those from key source markets - Europe, ASEAN, East Asia, America, and Australia - and emerging markets - Eastern Europe, Middle East, South America, and South Africa.

There are three pre-tour programmes on 30 and 31 May and six post-tour programmes on 3-5 June. All tour programmes are also conceptualised in line with the TAT's meaningful travel direction and placing emphasis on experience-based tourism activities, as well as showcasing Thai cultural values through the kingdom's 5F soft-power foundations.

TAT is also hosting the Amazing Thailand Culinary City event, alongside the TTM+ 2023, during the same dates and at the same venue.

'Amazing Workation' to further boost Thailand's appeal to foreign film makers

TAT is pleased to report the launch by the Thailand Film Office under the Department of Tourism, Ministry of Tourism and Sports, of 'Thailand - Amazing Workation', the newest chapter in Thailand's ongoing efforts to remain one of the best filming destinations in the world.

The 'Amazing Workation' initiative contains three aspects of film production fundamentals - Great Incentives, Great Services, and Great Relaxation.

The 'Great Incentives' reflect the best of value beyond 'Fast Cash,' 'Speedy Pay (Rebate),' and 'Truly Transparent' concept.

The maximum rebate up to 20% for foreign film production projects that invest 50 million Baht will be increased to 150 million Baht per project. Income tax exemption will be given to foreign film actors when filming in Thailand, for a 5-year period from 2 August 2023 to 1 August 2028.

The 'Great Services' reflect the world-class services, facilities, and hospitality provided to foreign film makers in Thailand, while the 'Great Relaxation' represents the friendly charm, unique culture, and wonderful leisure activities that can be enjoyed while filming in Thailand.

On the big screen, Czech adventure comedy movie 'Ostrov' (The Island), which was shot almost entirely in Phuket and Krabi, was released in theatres in Europe in February 2023.



Tourism Authority of Thailand, Prague Office
 Quadrio Office, Purkyňova 2121/3, 110 00 Prague 1 Tel. +420 281 913 738-9 email: tatprague@tat.or.th
 Areas of Responsibility: Czech Republic, Slovakia, Hungary, Poland, Ukraine, Romania, Bulgaria and the Balkan areas