

NEWSLETTER



TOURISM AUTHORITY OF THAILAND, Prague office



The Tourism Authority of Thailand (TAT) is pleased to invite you to participate in the Thailand Travel Mart Plus 2024 (TTM+ 2024). This year, TTM+ will be focused on sustainability, offering discounts to Thai sellers who operate their businesses sustainably. Other than buyers that are coming from the major markets like Europe, Americas, East Asia, Southeast Asia, and Australia. The event will take place from June 5-7, 2024 at JW Marriott Khao Lak Resort and Spa in Khao Lak, Phang-ga, Thailand.

The TTM+ is Thailand's most significant annual B2B travel trade event, which has gained a reputation among the Thai and international tourism industries as a "must-attend" event in their calendar.

The TTM+ 2024 is expected to welcome more than 950 participants. This includes 420 buyers from 50 countries, representing key source markets – Europe, ASEAN, East Asia, America, and Australia – and emerging markets – Eastern Europe, the Middle East, South America, and South Africa.

About 430 sellers from the Central, Eastern, Northern, Northeastern (Isan), and Southern regions of Thailand will showcase a plethora of tourism products and services, including a multitude of meaningful travel experiences that illustrate Thailand's 5F soft-power foundations – Food, Film, Festival, Fight, and Fashion – and a vast array of sustainable tourism opportunities.

The program for the TTM+ 2024 will include the registration, opening ceremony, TTM Talk, Thailand Product Update, on-site appointment session, and welcome reception on 5 June, and two full days of buyer/seller appointments on 6-7 June. There will be pre-tours of Phang-nga highlighting wellness, soft adventure, and sustainability, as well as post-tours to explore various destinations in five regions of Thailand.

Online registrations for buyers and sellers open on 9 February – 31 March 2024 via the official website www.thailandtravelmartplus.com .

Mark your calendar and join us in Phang-nga, Thailand