

Daily Thai News Summary: 15 June 2015

1. South hotels slash rates to woo more local tourists

Source: **The Nation** ([Link](#))

Hotels in the South have slashed room rates and promoted special three-day packages priced at Bt3,000 for locals to offset fewer inbound guests in the low season.

"The promotion is about 50 per cent off normal prices. They offer such special deals to boost local guests in the low season and also substitute for fewer regular customers from abroad," Krisada Tansakul, said the President of the Thai Hotels Association Southern Chapter.

2. AEN opens Bangkok office to promote eco-tourism

Source: **The Nation** ([Link](#))

The Asian Eco-tourism Network (AEN) has opened offices in Bangkok to promote eco-tourism in Thailand.

AEN comprises a network of leading eco-tourism experts and stakeholders both from public and private sectors. They come from government agencies, academics, entrepreneurs and NGOs. AEN member economies comprise Japan, Malaysia, Sri Lanka, Thailand, China, South Korea, Mongolia, India, Laos, Pakistan, Bhutan, Indonesia, Bangladesh, Pakistan and the Philippines.

Thailand's Designated Areas for Sustainable Tourism Administration (DASTA), a public organization, is a co-founder of AEN.

3. Airports of Thailand

Source: **The Nation** ([Link](#))

Taking the helm in April, AOT's new president, Mr. Nitinai Sirismatthakarn yesterday met with analysts. Positives include rising passenger traffic and clearer expansion roadmap as it works to ensure long-term growth. In response, we raised our forecasts for FY2015-16 by 3% and this raises our DCF-based TP to Bt350/share.

AOT's president says AOT plans to invest Bt110bn over FY2015-20 into expanding Suvarnbhumi. This investment consists of three parts. 1) Bt61.7bn over 2011-17: midfield

satellite building #1 and an east passenger terminal that will boost passenger capacity to 60mn/year from 45mn/year now. This project has been approved by the cabinet. Construction will start in March 2016 and is expected to wind up in 2019. 2) Bt20bn for a reserve runway. 3) Bt28bn for a north passenger terminal (Terminal 2) that will add 20mn to passenger capacity.

4. TAT aims to increase the proportion of luxury visitors to 30% in 2016

Source: **The Nation** ([Link](#))

The Tourism Authority of Thailand aims to raise the proportion of the country's tourism market held by luxury travelers to 30 per cent by next year, from 20 per cent currently, while soliciting the help of private companies to penetrate this lucrative market overseas.

Thanet Petchsuwan, TAT director for Europe, Africa and the Middle East, said that after the government laid out a road map for 2016 tourism with a target to bring in more "quality" tourists, TAT planned a marketing strategy to increase the proportion of luxury tourists, particularly from Europe.

TAT's key strategy is to emphasize "luxury Thainess" as a way to differentiate Thailand from its rivals across the world. To that end, it will select several five-to-six-star private companies to attend the International Luxury Travel Market in December in Cannes, France.

More focus will also be placed on high-end offerings during road shows in Germany, France and England.

5. GMS nations agree to steps on transport and trade

Source: **The Nation** ([Link](#))

Government ministers and senior officials attending the seventh "Economic Corridors Forum" of the Greater Mekong Subregion have agreed on measures to facilitate cross-border transport and trade and enhance private-sector participation.

The GMS consists of five countries that share the Mekong River - Cambodia, Laos, Myanmar, Thailand and Vietnam - plus China's Yunnan province. *"GMS leaders strongly committed their countries to promoting trade, tourism, industrial development, and other economic activities along GMS economic corridors,"* said Stephen Groff, vice president of the Asian Development Bank (ADB). *"The development of new special economic zones, support for e-commerce, and other activities that will be undertaken following [Thursday's] forum will have a transformative impact for businesses and communities in every GMS nation."*

6. Thailand, Myanmar to sign MoUs

Source: **The Nation** ([Link](#))

Energy Ministry Narongchai Akrasanee will sign memorandums of understanding with Myanmar's Electric Power and Energy ministries today in Nay Pyi Taw, Sarawut Kaewtathip, director of the Energy Ministry's Policy and Strategy Coordination Office, said on Friday. Deputy Prime Minister MR Pridiyathorn Devakula will also be present at the signing ceremony, he said.

These pacts would cover the two countries' collaboration on the development of upstream and downstream petroleum industries, such as the rollout of cross-border gas pipelines, petroleum exploration and production, improvement of refineries and a possible joint development of petroleum value chain.

The MoU with Myanmar's Electric Power Ministry will also cover collaboration on electricity, such as the development of infrastructure, ranging from hydropower dams and development of transmission line system to the expansion of existing bilateral collaboration on power production.

By Harsha Hazarika