

THAI NEWS UPDATE: 1 JULY 2022

1. Tourism council targets 10 million foreign arrivals in second half of year

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

The Thailand Tourism Council (TCT) has vowed to attract at least 10 million foreign tourists to the country in the second half of this year, and is pleading with all government agencies to provide more subsidised, soft loans, and lenient measures to all entrepreneurs, particularly local small and medium-sized enterprises. Speaking at the press conference for the Thailand Tourism Confidence Index 2022, TCT president Chamnan Srisawat said that the council has already set a target of 12-16 million inbound tourists for this year and two million tourists have already arrived in the first half of the year. This figure target represents 30-40 per cent of all international tourists who visited Thailand prior to the Covid-19 pandemic, and it is critical for all Thai tourism businesses to recover and survive.

2. Thailand eyes metaverse gains

Source: Bangkok Post ([Link](#))

The Ministry of Digital Economy and Society (DES) is pinning its hopes on Thailand becoming an early adopter of so-called metaverse technology and applying this for commercial use in order to reap the benefits. Thanks to the state of the country's IT infrastructure development and applications developed by the public and private sectors, businesses and individuals have fast adopted digital platforms especially via ultra-fast, low-latency 5G networks. Speaking at the Bangkok Post Tech Conference 2022 on Thursday, Digital Economy and Society Minister Chaiwut Thanakamanusorn said the kingdom is considered to have one of the best information and communications technology infrastructures in the world.

3. Centara launches travel flash sale

Source: Bangkok Post ([Link](#))

Centara Hotels & Resorts is running "Centara Travel Flash Sale" offering 40% savings from today through July 4. The Travel Flash Sale comes as the government extends the fourth phase of the "We Travel Together" (Rao Tiew Duay Gun) subsidy scheme, which can be applied to the flash sale for double savings. Thai citizens can register for a further 40% discount on stays until October. Travellers have a choice of 13 beaches and urban

destinations across Thailand, including Phuket, Krabi, Samui, Hua Hin, Pattaya, Trat, Koh Chang, Rayong, Chiang Mai, Mae Sot, Udon Thani, Hat Yai and Bangkok.

4. 1.5 million discounts up for grabs in 4th phase of Thai travel scheme

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

People who have registered for the “Rao Tiew Duay Kan” (We Travel Together) co-payment scheme will have access to 1.5 million discount offers until October 23. Those eligible for the scheme can book up to 10 discounted hotel nights from July 8 to October 31 and discounted flights from July 3 to November 5. People who have participated in previous phases of the travel scheme are required to accept the new rules and conditions via the Paotang application before using their privileges. The Tourism Authority of Thailand believes that the extended fourth phase of the “Rao Tiew Duay Kan” scheme will receive a good response as there are many public holidays in July. The holidays include Asarnha Puja Day (July 13), Buddhist Lent Day (July 14), His Majesty’s birthday (July 28) and special holidays on July 15 and 29 set by the government to stimulate tourism.