

# Thai Tourism to Target Wedding & Honeymoon Market – TAT, Feb 16<sup>th</sup> 2011

## **THAI TOURISM INDUSTRY GETS BRIEFING ON WEDDINGS AND HONEYMOON MARKET**

**Bangkok, February 16, 2011** — The Thai tourism industry received a detailed briefing on ways to tap the global weddings and honeymoon market at a special half-day seminar organised by the Tourism Authority of Thailand (TAT).

Entitled “Love & Money: The Most Powerful Forces in Bridal Marketing,” the seminar was conducted by Ms Jacqueline Johnson, CEO, Jacqueline Johnson and Associates. Inc. on February 16, 2011, at the Centara Grand and Bangkok Convention Centre.

Attendees were given a first-hand look at the latest wedding and honeymoon trends, including bridal spending habits and trends likely to influence 2011 sales.

The presentation revealed what today’s clients desire most and how best to reach them through social networks, bridal shows and alliances.

It also included a state of the industry report, economic impact of the wedding and honeymoon market, 2010 bridal spending habits and preferences, and ways to help Thailand effectively compete and win market share.

According to Ms Johnson, “When it comes to love, clients absolutely will spend money despite a sluggish economy. Couples still dream of that fairytale wedding or honeymoon experience.”

The seminar comes at a perfect time. On February 14, Valentine’s Day, TAT launched a micro-site called “Honeymooning-in-Thailand.com” to help couples plan their trip of a lifetime.

In the January 2011 issue of Recommend magazine, Thailand was named by the travel agent community as the “Sexiest Romance Honeymoon Destination in Asia.”

One of the TAT’s key marketing strategies for 2011 is to position Thailand as a top honeymoon destination in the US market focusing on Bangkok, Chiang Mai, Chiang Rai, Krabi, Phuket, Samui, and Hua Hin/Pran Buri.

The Americas Region, TAT Head Office has launched a number of special honeymoon packages that include a range of luxury products and services along with a range of value-added benefits; such as, transfers, spa treatment, and romantic dinners.

In addition to the United States, other countries that are becoming major source markets of weddings and honeymoons to Thailand include India, Korea, Japan, France, and the UAE.