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SHOPPING TOURISM

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THAILAND

PULLING SHOPPERS IN BANGKOK

Pullman Bangkok King Power Hotel considers itself as the perfect destination for shopping enthusiasts in Bangkok.

Director of sales and marketing, Pullman Bangkok King Power Hotel, Khata Sinhaseni explained that being located next to the BTS Skytrain station is a big plus for shopping guests staying at the hotel, and the hotel's location is also just a few stops away from Siam Square and on the same route to ChatuChak Weekend Market. Added USPs for Pullman Bangkok King Power Hotel are that King Power Shopping Mall offers 10 to 15 per cent discount for its guests, with a guaranteed efficient service at the 'pick up counter' at Suvarnabhumi International Airport.

The hotel is currently promoting a 'Cash Back' package, which offers a special room rate plus a host of additional benefits including cash credit to be spent in the hotel.



DIRECTOR, TOURISM AUTHORITY OF THAILAND – DUBAI AND MIDDLE EAST, PRAMOTH SUPYEN EXPLAINS WHY SHOPPING IS A MAJOR ATTRACTION FOR MENA VISITORS TO THAILAND.

How does Thailand successfully attract so many shoppers?

Shopping in Thailand is always an excellent opportunity to catch up on amazing products to take back home for friends and family. One of the unique aspects is the presence of very local shopping places like the night markets in Bangkok, Chiang Mai and other cities. Not only these, but the weekend markets are proving extremely popular and should not be missed. Tourists find these places excellent for picking up wonderful local products at bargain prices.

Visitors find an amazing range of high quality goods especially clothing, jewellery, leatherwear, bags and shoes. Gift items which are becoming very popular are the locally-made products, including the Royal Artisan projects, handicrafts, Thai silk products, and designer items.

There is no mistaking the abundance of alluring bargains on a diverse range of products. In 2007, international visitors to Thailand spent an average of \$119.38 per person per day. Of this, \$31.05 or 26 per cent was on shopping. In Bangkok, unique new attractions include the Siam Paragon and the World Trade Centre, both world class shopping and entertainment complexes which are linked by a direct walkway to the mass transit system, the skytrain. A must visit new shopping attraction is also the newly-opened world class international shopping and leisure destination, Jungceylon in Phuket. A shopping, dining and entertainment centre for the whole family, Jungceylon holds over 300 shops covering a retail space of over 75,000m². It is also the latest international shopping and leisure destination to open in Phuket, with Central Festival also having opened in Pattaya.

What advice might you give to the travel trade?

Thailand offers shoppers amazing value throughout the year, however for the serious shopper the best time to visit Thailand for the biggest savings is without a doubt during the Amazing Thailand Grand Sale, which is held yearly over the summer and it is the time when visitors can enjoy price reductions of up to 80 per cent on all sorts of items. Many shopping centres also offer free shuttle services, and some malls even offer gift vouchers for those who spend over a certain limit.

As shopping is a major attraction for visitors to Thailand, the Thai domestic travel trade and hotels are extremely experienced in being able to offer various 'shopping tours' to fit any client's or group's taste. As such agents here in the Middle East should never have to worry about promoting Thailand as a shopping destination.

Should the client also require detailed information about shopping opportunities prior to their departure, we also recommend that either the agent or the client themselves contact our Dubai office for our various shopping brochures, or visit our websites which have a plethora of information readily available.

SOUNDBITE:

VICE PRESIDENT SALES AND MARKETING, DUSIT INTERNATIONAL, **JENNIFER CRONIN:**



"Our hotels and resorts in Thailand are all situated in ideal shopping locations. Dusit Thani Bangkok, for example, is located with direct access to both the sky train (BTS) and subway station (MRT). Perfectly located opposite the historic Lumpini Park with its wide boulevards and lakes, the hotel is close to major shopping centres such as Siam Paragon, Siam Square and Central World. "dusitD2 Chiang Mai and dusitD2 Baraquda Pattaya are also located in some of Thailand's most popular shopping areas."

COUNTRY OF ORIGIN	AIRLINE	DESTINATION	FREQUENCY (AS AT SEPTEMBER 2010)
UAE	Etihad Airways	Bangkok	14/week
UAE	Emirates Airline	Bangkok	28/week
UAE	Thai Airways	Bangkok	7/week
Iran	Mahan Air (IKA)	Bangkok	6/week
Iran	Mahan Air (MHD)	Bangkok	2/week
Iran	Iran Air	Bangkok	3/week
Oman	Oman Air	Bangkok	6/week
Oman	Thai Airways	Bangkok	3/week
Qatar	Qatar Airways	Bangkok	14/week
Qatar	Qatar Airways	Phuket	6/week
Bahrain	Gulf Air	Bangkok	9/week
Kuwait	Kuwait Airways	Bangkok	6/week
Jordan	Royal Jordanian	Bangkok	7/week