

ภาคผนวก

Thai trips to HK were stable in 2008

Hong Kong proves to be the favourite destination for Thai travellers.

HONG Kong remains a top destination for Thai travellers according to the latest statistic released by Hong Kong Tourism Board which shows 403,301 Thai arrivals during January to December, 2008, a 4.2% increase over 387,219 arrivals in 2007.

However, the figure for December last year showed a double digit decline of 16.7% with only 39,682 Thai arrivals when compared with 47,613 arrivals in 2007. It was blamed on the 10-day airport closure in Bangkok.

International visitor arrivals for 2008 reached 29.5 million, an increase of 4.7% over 28.17 million arrivals in 2007.

Fueling the growth was mainland China, with 16,862,003, or a 8.9% increase over 2007. It supplanted 57.1% of all arrivals. Of these, 9,619,280 arrived under the Individual Visit Scheme (IVS). In contrast to the mainland, non-mainland arrivals registered a slight drop of 0.3% to 12,644,613, with decreases in long-haul markets.

Although arrivals from South and Southeast Asia market remained positive with 2,936,207 arrivals, it represented only a marginal increase of 1.7%. North Asia achieved 2,229,117 arrivals, an increase of 1.3%, while Australia, New Zealand and South Pacific market increased just 0.8% with

763,206 arrivals.

Long-haul market dropped 4.4% to 2,094,039 arrivals.

These figures indicated that almost all international markets were affected by the global economic slowdown. Another factor was the mainland's visa policy adjustment since the second half of 2008. This dampened growth as it restricted the number of trips a Chinese could make to Hong Kong and Macau.

December figures indicated the challenges Hong Kong faces. There were 2,783,608 international arrivals, a slight decrease of 0.2% when compared with 2,789,354 arrivals in 2007. Hotel occupancy averaged 90% in December 2008, when compared with 93% in December 2007. For the full year 2008, the average occupancy rate across all categories of hotels was 85%. This was one percentage point lower over the previous year.

Occupancy for top-tier hotels averaged 79% in 2008, a five-percentage-point decrease over 2007, while those in the second and third tiers reached 87% and 86%, as compared with 88% and 86% in the previous year. Hotels in Yau Ma Tei/Mong Kok achieved the highest average occupancy over the year, at 88%.

The average achieved hotel room rate across all hotel categories and districts in 2008 was HK\$1,222, a 0.6% improvement on the 2007 figure.

ที่มา: TTR Weekly, ฉบับวันที่ 18 – 24 กุมภาพันธ์ 2552

ตัวอย่างเนื้อหาข่าวที่เกี่ยวข้องกับสิ่งแวดล้อมของ TTR Weekly

COMMENT

2009: Can we find a sustainable balance to save our resorts?

Throughout 2008, TTR Weekly featured monthly reports on how Thailand's islands were dealing with the crisis of a deteriorating environment. In many cases the reports identified a battle scene with defeat and dismay looming on the horizon.

TOURISM islands around the country were weighed down with the same problems and issues in 2008. They were sinking under the weight of garbage, waste water, land erosion, threats to marine life and trespassing on public beaches.

Of course, there were also ongoing attempts to fix these problems at both government and private sector level. However, the environmental issues are too big for individual companies or corporations to deal with if there is no help from government and policy makers. A lack of a sustainable tourism policy at the top sends the wrong message to the industry, which is always encouraged to expand and draw more tourists to

these shores.

How will 2009 pan out for the travel industry and will it come to terms with the need to clean up the environment before it is too late?

Political crisis and economic woes means there are fewer tourists visiting resorts. While this is bad news for the economy it could be good news for the environment as it means less garbage, less wastewater, less water and energy consumption and a slowdown in property development.

2009 could give us a valuable opportunity to call time-out to establish a sustainable tourism business model more in tune with our environment.

Our 2008 reports noted it was a serious error to call for more garbage dump sites or to install more expensive incinerators. These are not the real solutions.

The key is to adopt and practice efficient waste separation and that requires cooperation from the smallest unit in the community to big business

establishments.

Incorrect separation of garbage in Phuket, Samui and Pattaya means expensive incinerators cannot perform to full capacity. They are clogged with organic waste and glass reducing their efficiency and driving up costs. Garbage at resort destinations is thrown into rivers, sea and canals, while awareness in local communities is still low on waste and garbage management.

Tourists should also play their part by being responsible and taking their garbage back to their lodgings for proper disposal, rather than dropping it in national parks or on beaches. They should support environmental friendly restaurants and hotels, while participating in carbon offset credit projects in the land visited.

Soil erosion is another problem caused mainly by greed. Developers construct resorts and villas on high slopes and cut trees ultimately triggering mud slides. In turn the erosion causes pollution in coastal waters and upsets

the marine food chain.

Carrying capacity is another controversial issue that needs to be resolved. Thailand does not have a long term plan for tourism, other than to earn more revenue and gain more tourists.

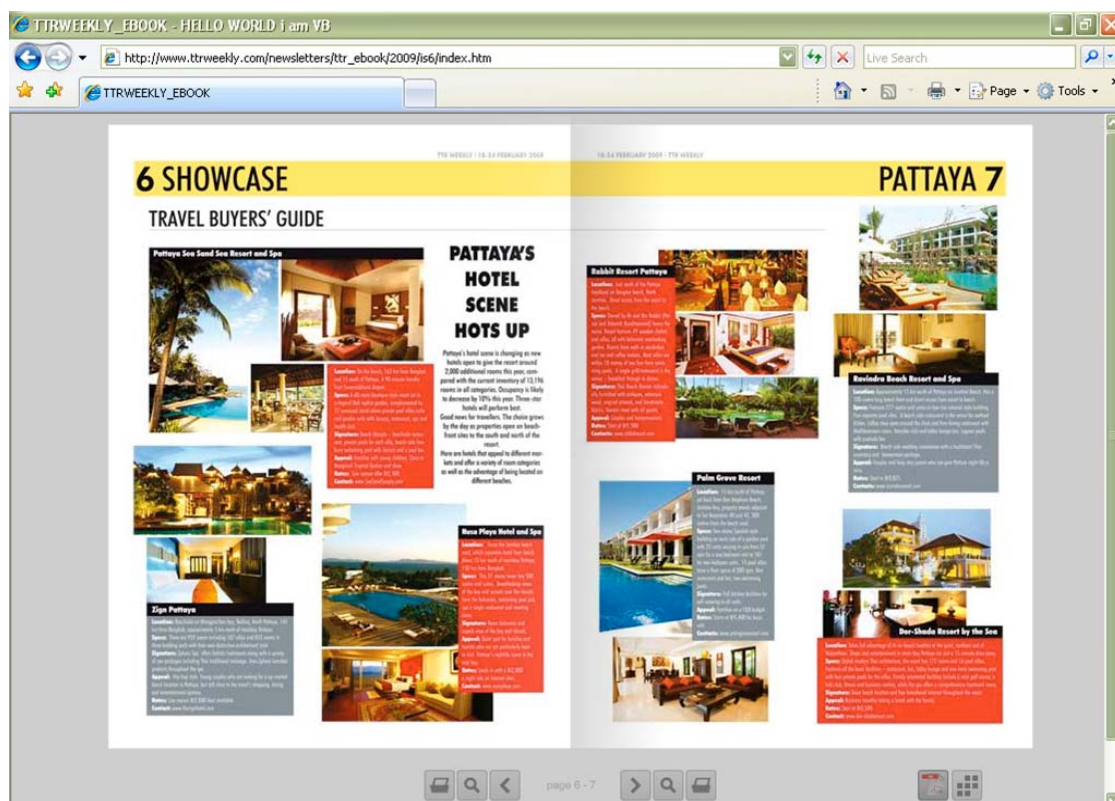
Against the popular tide, the Department of National Park, Wildlife and Plant Conservation attempted to introduce limits on visits to national parks and failed miserably. During the past New Year holiday season, popular national parks welcomed more visitors than ever. For example, Mount Inthanon National Park, limited to 3,000 people a day, was inundated with 10,000 a day during the holiday season. On 1 January there were 16,627 visitors.

Khao Yai welcomed 16,832 at the peak compared with its limit of 3,285 visitors a day.

Where do we go from here? 2009 should be the year we adopt the concept of sustainable tourism not in words, but in deeds. It starts with sustainable living, easy to say, hard to accomplish.

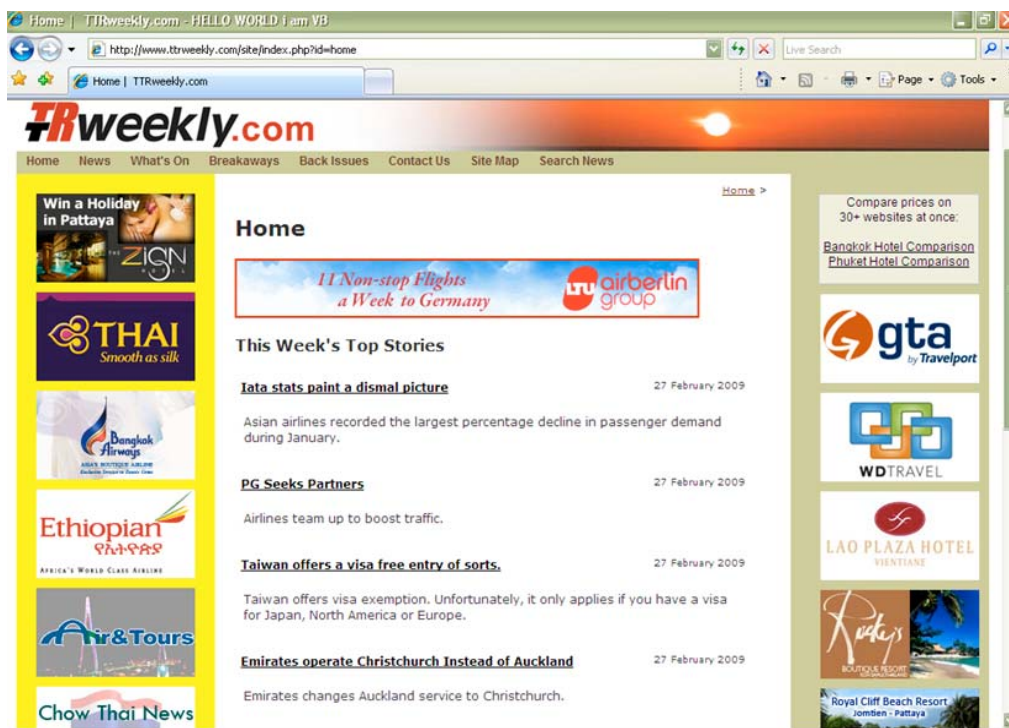
ที่มา: TTR Weekly, ฉบับวันที่ 14 – 20 มกราคม 2552

ตัวอย่างข่าวประชาสัมพันธ์ของ TTR Weekly



ที่มา: TTR Weekly Digital Edition, ฉบับวันที่ 18 – 24 กุมภาพันธ์ 2552

หน้าเว็บไซต์ของ www.ttrweekly.com



ที่มา: www.ttrweekly.com

เว็บไซต์ส่วนของ Subscribe to eBook & eNews

TTRweekly.com

Home News What's On Breakaways Back Issues Contact Us Site Map Search News

Subscribe to eBook & eNews

Click on the checkbox of the mail list(s) you wish to subscribe, and complete the short registration form.

* Your email address:

Mail Lists: ☐ TTRweekly eBook Subscribers ☐ TTRweekly eNews Daily Subscribers

Salutation: [Select an option]

First Name:

Last Name:

Job Title:

Company / Organisation:

Country:

My role in travel: [Select an option]

Other role in travel:

* Enter the security code shown: **a j e p c k**

Compare prices on 30+ websites at once:
[Bangkok Hotel Comparison](#)
[Phuket Hotel Comparison](#)



Ethiopian
 የኢትዮጵያ አየር
 AFRICA'S WORLD CLASS AIRLINE

WDTTRAVEL

Bangkok Airways
 SKYTRAX 2006

ที่มา: www.ttrweekly.com

ตัวอย่าง Newsletter ที่จัดส่งไปยังจดหมายอิเล็กทรอนิกส์ของผู้อ่านที่สมัครรับบริการ

 **eTTR Daily Wednesday, 25 February 2009**
From: "TTRweekly" <ttrweekly@ttrnews.com> 
To: olecool_j@yahoo.com

If you are unable to view this bulletin, click <http://www.ttrweekly.com/> to read online.
 Please do not respond to this email. For general questions, Please email info@ttreport.com


***TTR*weekly** **daily bulletin**


FIRST with the FACTS on Thailand and Mekong Region TRAVEL 25 February 2009

Today's top stories

 [AoT names new chairman](#)
 Post goes to a retired transport official with 30 years in civil service.
[full story](#)

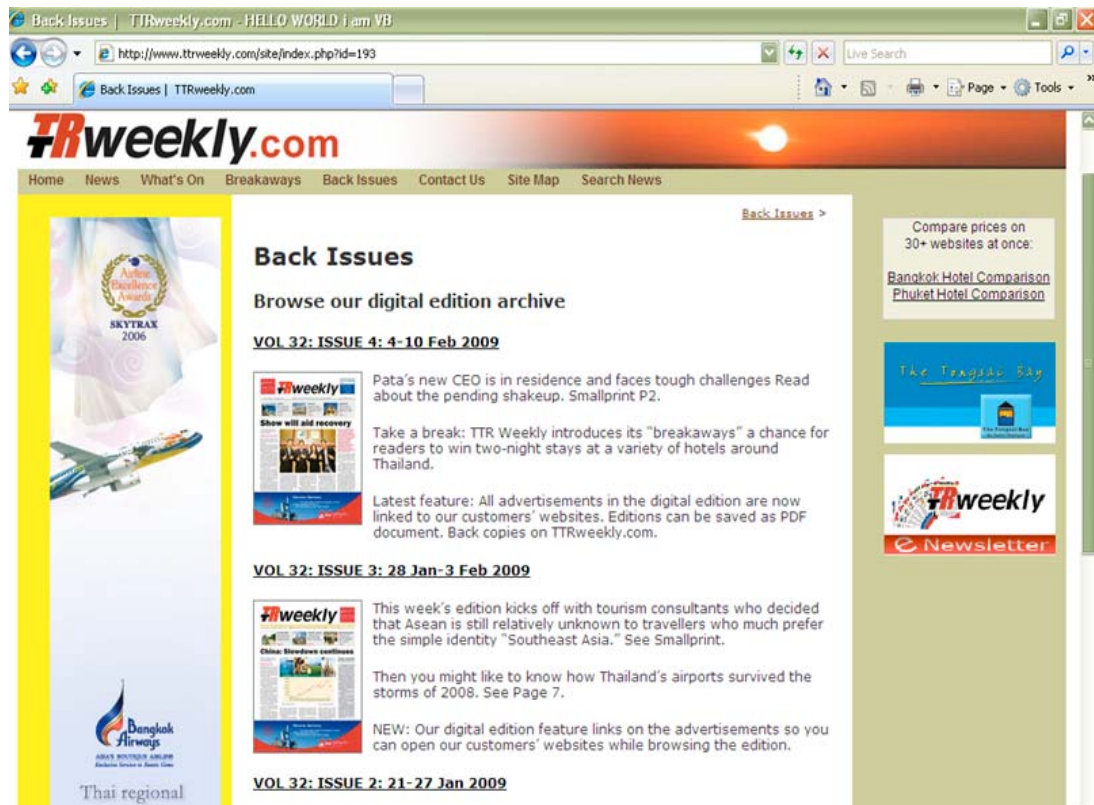
 [AoT hands out incentives to airlines](#)
 AoT discounts landing fee and waivers parking fees.
[full story](#)

 [Seminar to promote quality Chinese tourists](#)
 Two seminars on how to promote quality Chinese tourists are on the calendar, hosted in Bangkok and Chiang Mai by the Tourism Authority of Thailand.
[full story](#)

 [More Points for Jet Airways members](#)
 Jet Airways rewards frequent flyers with more mileage points.
[full story](#)

ที่มา: www.ttrweekly.com

คอลัมน์ Back Issue ที่จัดทำขึ้นเพื่อให้สามารถดาวน์โหลดหนังสือพิมพ์ดิจิทัล



ที่มา: www.ttrweekly.com

หนังสือพิมพ์ดิจิทัลเมื่อทำการเปิดอ่านทาง www.ttrweekly.com



ที่มา: TTR Weekly Digital Edition, ฉบับวันที่ 28 มกราคม - 3 กุมภาพันธ์ 2552

ตัวอย่างหนังสือพิมพ์ดิจิทัลเมื่อทำการเปิดอ่านจากไฟล์ PDF



ที่มา: TTR Weekly Digital Edition, ฉบับวันที่ 4 - 10 กุมภาพันธ์ 2552

หนังสือพิมพ์ดิจิทัลที่จัดส่งไปยังจดหมายอิเล็กทรอนิกส์ของผู้อ่านซึ่งสมัครรับบริการ



ที่มา: TTR Weekly Digital Edition, ฉบับวันที่ 25 กุมภาพันธ์ - 3 มีนาคม 2552

จำนวนของกลุ่มผู้อ่าน TTR Weekly แบ่งตามตำแหน่งหน้าที่

BREAKDOWN BY JOB DESCRIPTION							
Country	SM	MM	SE	BS	TC	CS	Total
Thailand	3,209	2,465	375	343	202	3,836	10,430
Laos	73	96	76	-	-	-	245
Myanmar	80	27	60	-	-	40	207
Cambodia	112	84	86	-	-	-	282
Vietnam	115	122	48	-	37	27	349
*Singapore	185	110	-	-	-	-	295
*Malaysia	579	764	-	-	-	-	1,343
**Other	598	483	305	-	-	-	1,386
Total:	4,951	4,151	950	343	239	3,903	14,537

ที่มา: ฝ่ายการตลาด, TTR Weekly

จำนวนของกลุ่มผู้อ่าน TTR Weekly แบ่งตามประเภทธุรกิจ

BREAKDOWN BY INDUSTRY CATEGORY					
Country	Agents / Tour Operators	Airlines / GUS	Govt / NTO	Corporate	Total
Thailand	5,076	724	200	*4,430	10,430
Laos	106	10	20	*109	245
Myanmar	117	40	40	*10	207
Cambodia	140	30	32	*80	282
Vietnam	157	32	50	*110	349
*Singapore	17	13	10	255	295
*Malaysia	35	23	19	1,266	1,343
**Other	377	56	64	889	1,386
Total:	6,025	928	435	7,149	14,537

SM: senior management; MM: mid-management; SE: sales executive; BS: branch office staff; TC: travel consultant; CS: counter staff.
 * Paid subscription. ** Europe, Pacific, Middle East, North Asia and South Asia. Paid subscription.

ที่มา: ฝ่ายการตลาด, TTR Weekly

ขนาดพื้นที่และค่าโฆษณา (บาท) ของ TTR Weekly ประเภท Premium

Frequency	1-3x	4-6x	7-12x	13-24x	25-48x
Four Page Cover Wrap	350,000	320,000	280,000	240,000	200,000
Full Page Centre Spread	300,000	270,000	250,000	200,000	150,000
Back Cover Full Page	165,000	150,000	140,000	120,000	100,000
Front Page Strip	100,000	90,000	80,000	70,000	50,000

ที่มา: ฝ่ายการตลาด, TTR Weekly

ขนาดพื้นที่และค่าโฆษณา (บาท) ของ TTR Weekly ประเภท Standard

Frequency	1-3x	4-6x	7-12x	13-24x	25-48x
Full Page	153,000	140,000	135,000	120,000	100,000
Junior Page	135,000	120,000	100,000	90,000	80,000
Half Page	100,000	90,000	80,000	70,000	50,000
Third Page	90,000	80,000	70,000	60,000	40,000
Quarter Page	55,000	50,000	45,000	40,000	35,000
Strip Page	55,000	50,000	45,000	40,000	35,000
Mini Page	35,000	30,000	25,000	20,000	15,000

ที่มา: ฝ่ายการตลาด, TTR Weekly

การเชื่อมโยงเครือข่ายเพื่อการเผยแพร่หนังสือพิมพ์ดิจิทัล
กับสำนักงานพัฒนาการท่องเที่ยว

The screenshot displays the official website of the Office of Tourism Development. The header features the organization's logo and name in Thai and English, along with navigation links for 'หน้าหลัก' (Home), 'สำเนา' (Copy), and 'E-service'. The main content area is divided into two columns. The left column includes a calendar for March 2009, a 'Tourist Travel in Thailand' banner, and a 'New!!!' announcement for the website www.tourism.go.th/2009. The right column features a 'TTR Weekly' (Digital Edition) section with the headline 'Losses Continue in January' for the period 25 February - 3 March 2009, and a 'Pata Cans CEO Challenge' announcement for 18 - 24 February 2009.

ที่มา: เว็บไซต์ของสำนักงานพัฒนาการท่องเที่ยว, www.tourism.go.th

คอลัมน์ Breakaways ที่ใช้ให้ผู้อ่านร่วมสนุกตอบคำถาม

Breakaways Entry Form

Complete the form with the correct answers to the two quiz questions, and your email address and other information to be eligible to win a two-night stay with breakfasts at the Zign Hotel Pattaya. Only one entry using the same email address will be accepted.

Q1. Zign Pattaya is located on:

- ☐ Jomtien Bay
- ☐ Mainbay Pattaya
- ☐ North Pattaya

Q2. The resort's highlight:

- ☐ white piano bar
- ☐ spa treatments
- ☐ wine club

Your email address:

Salutation: [Select an option]

First Name:

Last Name:

Job Title:

Company / Organisation:

Country:

I would like to receive your "free" e-mail daily news bulletins.:

- ☐ Yes
- ☐ No
- ☐ Yes

Compare prices on 30+ websites at once:
[Bangkok Hotel Comparison](#)
[Phuket Hotel Comparison](#)

The Friday 5am

Subscribe To Our
TTRweekly
 eBook

ที่มา: www.ttrweekly.com