

ภาคผนวก ข

สารจากผู้ว่าการท่องเที่ยวแห่งประเทศไทย  
ถึงผู้ประกอบการและนักท่องเที่ยว



Letter from Mrs. Phornsiri Manoharn  
Governor of the Tourism Authority of Thailand

Dear Friends,

The Thai travel and tourism industry is now back to normal. The travel disruptions caused by the closure of Bangkok's two airports are now over and it's back to business as usual.

Everyone realises that this was a completely unforeseen and unpredictable event. It is important to point out that we all did our best to deal with the situation as best as possible, especially in order to avoid it from escalating and posing long-term damage.

Hundreds of people across the spectrum of the Thai travel and tourism industry worked round-the-clock to help the thousands of tourists seeking to be reunited with their families and friends. The Ministry of Tourism and Sports and Tourism Authority of Thailand (TAT), together with entire private sector provided accommodation and meals, as well as facilitated tourists as much as possible. Furthermore, some emergency flights operated from other airports, and city terminals were established for tourists to undergo early check-in procedures. Once the all-clear was declared, the entire tourism industry moved expeditiously and urgently to get the airport open again.

Now, with a newly-appointed Prime Minister, we will be doing everything possible to mount recovery campaigns and regain the confidence of international visitors and investors. TAT and related government agencies are preparing to mobilize their marketing resources to resume visitor flows, especially from our major markets. Emphasis will be placed on inviting travel agents and media to see the situation for themselves, especially the fact that life is normal in all the popular tourist spots of Thailand.

The private sector is already working with all sectors of the industry by offering promotional packages and incentives as well as amazing airfares and fam trips in order to reinstate the confidence of both visitors and investors.

Thailand is therefore and continues to be a wonderful diverse tourism destination with great beaches, food, spas, accommodation, nature, sports, and of course smiles. We are ready to welcome the world.

Finally, I would like to extend my sincere thanks to all of you for your help and cooperation during that period. Hopefully, we can now jointly rebuild our industry to restore visitor confidence, re-establish the business channels, and emerge stronger and better than ever before.



**Message from Mrs. Phornsiri Manoharn  
Governor of the Tourism Authority of Thailand**

The recent closure of Bangkok's two airports was an unforeseen and unpredictable event never experienced before in Thailand. We sympathise with all of you who were affected and the distress it caused.

In realising your plight, the various related agencies of the Thai tourism industry did everything possible to alleviate the inconvenience incurred upon visitors. Hundreds of people across the spectrum of the Thai travel and tourism industry worked round-the-clock to help the thousands of tourists seeking to be reunited with their families and friends.

With regards to the efforts of the Ministry of Tourism and Sports, Tourism Authority of Thailand (TAT) and together with entire private sector, we provided accommodation and meals, as well as facilitated tourists as much as possible. Some emergency flights were also operated from other airports, and city terminals were established for tourists to undergo early check-in procedures. Once the all-clear was declared, the entire tourism industry moved expeditiously and urgently to get the airport open again.

We hope that you have reached home safely and that your confidence and trust in Thailand as a destination has not been affected, and that we will have many more opportunities to welcome you again in our country.

Today, I am happy to inform that the Thai travel and tourism industry is back to normal. Thailand is and continues to be a wonderfully diverse tourism destination with great beaches, savoury food, health and wellness centres, luxury accommodation, unspoilt nature, and of course warm and friendly smiles.

So with all of this and much more, we look forward to seeing you in Amazing Thailand soon.