

*The Tourism Authority of Thailand (TAT) is organizing a "Dance Through The Million" on Friday, December 30th, 2022, at the Buri Sriphu Hotel, Hat Yai District, Songkhla Province, to mark its success in welcoming the 1.8 million Malaysians into Thailand in 2022.*

Mr. Pipat Ratchakitprakarn, Minister of Tourism and Sports, will preside over the opening ceremony, alongside with Mr. Thanet Petchsuwan, TAT Deputy Governor for International Marketing - Asia and the South Pacific, Miss Sukanya Sirikanjanakul, Executive Director, ASEAN South Asia and South Pacific Region, TAT and Mrs. Nongyao Chirandon, Director of TAT's Kuala Lumpur office, as well as honoured guests, travel industry partners, airlines, car clubs, and media. The event was held to express gratitude and reaffirm the success of welcoming the 1.8 million Malaysians to Thailand by December 2022.

Mr. Thanet Petchsuwan, TAT deputy governor, said "Malaysia has been the number one visitor source market to Thailand. This event is organized to express our gratitude to everyone involved, including our partners, travel agents, tour and bus operators, airlines, and the media for doing such an amazing job in promoting Thailand, and we wish to express our sincere thanks and appreciation to them."

Miss Sukanya Sirikanjanakul, Executive Director, ASEAN South Asia and South Pacific Region, TAT, states that, "In 2019, before the COVID-19 pandemic, the number of Malaysian tourists to Thailand was recorded at 4.26 million, generating more than 120 million baht in revenue. Malaysian tourists ranked the second largest after tourists from China. In 2022, after the country had opened and various surveillance measures had been relaxed, as a result, the tourism market started to recover, particularly from short-haul markets such as Malaysia, which can travel by air and land. The major airlines such as AirAsia, Malaysia Airlines, Thai Airways, Batik Air and others have resumed their flights on various routes to Thailand. Currently, we have 29 flights per day and the load factor is at 80%, representing 58% compared to those in 2019 with 47 flights per day. As for land travel, Malaysians can travel through all 8 border checkpoints, such as the Sadao, Padang Besar, Sungai Kolok, Betong and etc. These factors emphasise that Malaysian tourists choose Thailand as their preferred destination which can help generate more revenue for Thailand."

Mrs. Nongyao Chirundon, Director of TAT, Kuala Lumpur Office, added that Malaysia is a near-term market segment, which is the main target market of Thailand. Especially this year since the opening of the country, between 1 January, 2022, and 7 October, 2022, more than one million Malaysian tourists already visited Thailand and today we achieve our goal by welcoming 1.8 million tourists from Malaysia to Thailand. The revisit traveller rate of more than 80%, which are quality tourists who spend an average of 28,000 baht per person per trip and have a length of stay average around 5 days, reflecting that Thailand is still a popular destination for Malaysian tourists. TAT will continue to promote Thailand as a quality leisure destination that provides the most enjoyable experiences to suit all Malaysians' preferences.

This event will also mark good relations with allies and create a positive image of Thai tourism in the Malaysian market as a whole and create awareness about travel between the two countries. It is one of the opportunities to create tourism businesses and expand the quality tourist base and will continue to generate income for Thailand.

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