



Tourism Authority of Thailand Appoints First Female New Delhi Office Director

Appointment of experienced planner is new chapter in Thailand's tourism marketing push in India

January 31st, 2012 – New Delhi: The Tourism Authority of Thailand (TAT) has appointed a new director to its New Delhi Office. Ms. Runjuan Tongrut is due to replace Mr. Chattan Kunjara Na Ayudhya on February 3rd, 2012. Mr. Chattan is returning to TAT Head Office in Bangkok in February to take up the position of Director of the International Public Relations Division, a post he once held before his appointment to India in October 2007.

Ms. Runjuan brings to India a wealth of experience in tourism marketing planning. Now that the Indian tourist market to Thailand is enjoying robust growth every year, TAT is reassessing its strategy to focus more on travel trade and corporate partnerships. This marketing shift is required as an increasing number of tourism stakeholders emerge. TAT says that in such a scenario a comprehensive plan is needed whereby all parts of the tourism industry are utilized to gain support for the NTO's marketing drive. According to TAT, the NTO is positioning itself as the leader in the marketplace rather than as a government tourism office attempting to gain a foothold as it did when it first began operation in New Delhi in 2004. Both South Asia and TAT have evolved into prominent tourism players in the past few years, so a new strategic thinking that emphasizes networking will be propelling Thailand's tourism promotion forward from this point on.

This is where Ms. Runjuan comes in. She said, "South Asia is such a huge market that it is sometimes a challenge to consolidate the demands of our partners and effectively respond to them. I am hoping that my planning background will enable me to guide and support them whenever it is called for."

Ms. Runjuan is available to the media for interviews and to the travel trade for meetings and discussions from February 3rd, 2012.

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