

# Thailand Wants to Become 'Premium' Tourist Destination

## VOCABULARY WORDS

1. Attract /ə'trækt/ (verb) to make someone want or be interested in something  
Example: The beautiful palace attracts many tourists.
2. Promote /prə'moʊt/ (verb) to help sell or make people aware of a product, organization, etc.; to help something happen, develop, progress, etc.  
Example: It's going to cost a lot of money to promote this product.
3. Premium /pri:miəm/ (adjective) more expensive or of better quality  
Example: Our premium travel insurance is now available online at a discounted price.
4. Destination /də'stɛɪʃən/ (noun) a place where a person or thing is going or being sent  
Example: Their honeymoon destination was Greece.
5. Domestic /də'mɛstɪk/ (adjective) existing or happening within a particular country  
Example: Domestic flights in Germany are very cheap.



The Thai government says that the country's hotels and other businesses should stop trying to attract tourists with low prices. Instead, the government wants the tourism industry to attract visitors by promoting Thailand as a premium destination, reports Reuters.

At a tourism industry event in Bangkok, Deputy Prime Minister Anutin Charnvirakul said he didn't want people saying they came to Thailand just because it was cheap. Charnvirakul explained that having higher prices could even help businesses. "Sell premium. The more expensive, the more customers. Otherwise, Louis Vuitton wouldn't have any sales," he said.

The Thai government also plans to ask hotels to raise their prices to be similar to what they were before the COVID-19 pandemic, but only for foreign tourists. According to Bloomberg,

guests that live in Thailand would still be able to pay lower prices to help promote domestic tourism.

According to Thai government data shared by Bloomberg, more than 2 million people visited the country in the first half of 2022. The data says that 221,000 of these visitors came from India — more than any other country. The second-largest group of foreign tourists to visit Thailand in 2022 so far are the around 185,000 that have come from Malaysia. Around 121,000 tourists have come from both the UK and Singapore, while about 103,000 have come from the US. Thailand expects to have around 9 million visitors by the end of 2022, which is still much lower than the nearly 40 million tourists who visited the country in 2019.

## **DISCUSSION**

1. What are your thoughts on the Thai government's plan to promote Thailand as a premium destination?
2. Have you traveled around Thailand? If so, what parts of it did you like best? If not, would you like to?
3. What are the least expensive tourist destinations you've been to?
4. Is your country an expensive place to travel around?
5. Where do you imagine the majority of visitors to your country come from?