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Amazing Thailand Launches Its 'Themes and Deals' Mini Website

As part of the Amazing Thailand campaign, tourists worldwide can now gain access to a huge variety of hotel, resort and travel options in Thailand by visiting the new Amazing Thailand mini site, <http://amazingthailand.tourismthailand.org>, presented by the TAT.

/24-7PressRelease/ - April 26, 2008 - The new site presents all the tourism products and services of Thailand that are part of the e-marketing campaign for Amazing Thailand 2008. This great new online channel aims to attract travellers through e-marketing tactics such as search engine marketing, online PR, e-mail, and e-CRM.

The mini site consists of over 2,000 Thailand tourism products including hotels, tours, attractions and restaurants and a travel agent directory. There are hundreds of direct links to websites covering a wide range of hotels, tour options, attractions, travel agencies and more. The new site provides over 300 exclusive travel deals for inbound travellers.

The new site also offers Web 2.0 capabilities with user ratings and reviews of hotels and tours. The various comments from online reviewers will help visitors choose the right travel option and enable TAT to enhance its customer relationships. The feedback will also help travel suppliers in Thailand to constantly improve the quality of their services

After only ten weeks of online operation, the new site has attracted over 110,000 unique visitors who have made over 422,000 page views in total. The TAT expects to massively boost visits through additional e-marketing campaigns during the rest of 2008.

<http://amazingthailand.tourismthailand.org> has been created to promote deals in each of the seven "Amazing Wonders of Thailand" themes: Thainess, Nature, Treasures, Health & Wellness, Beaches, Trendy activities, and Festivities.

About Tourism Authority of Thailand

The major role of TAT is to supply information and data on tourist areas to the public, publicizes Thailand with the intention of encouraging both Thai and international tourists to travel in and around Thailand, conducts studies to set development plans for tourist destinations, and co-operates with and supports the production and development of personnel in the field of tourism