

Sharing Opportunities – Building Back Better after a Disaster
PATA Adventure Travel and Responsible Tourism Conference and Mart
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MR. CHATTAN KUNJARA NA AYUDHYA

Executive Director of Advertising and Public Relations Department

Tourism Authority of Thailand (TAT)

CASE STUDY:

The explosion incident at Erawan Shrine, Ratchaprasong Intersection, Bangkok

- Event's date:** Monday evening (17 August 2015)
- Crisis communications efforts:** Immediate
- Results:** Immediate slowdown of travel from affected countries.
Travel advisories issued
Enhanced security at destinations within Thailand
Aggressive image rebuilding and confidence efforts

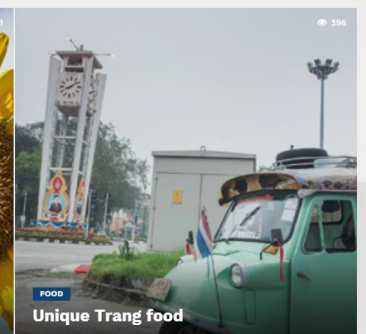
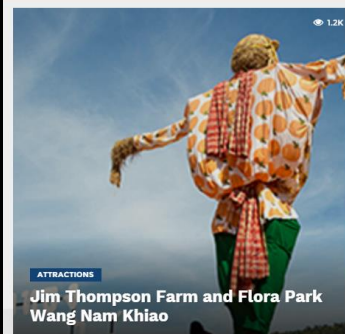


CRISIS COMMUNICATIONS PLAN:

The Strategy

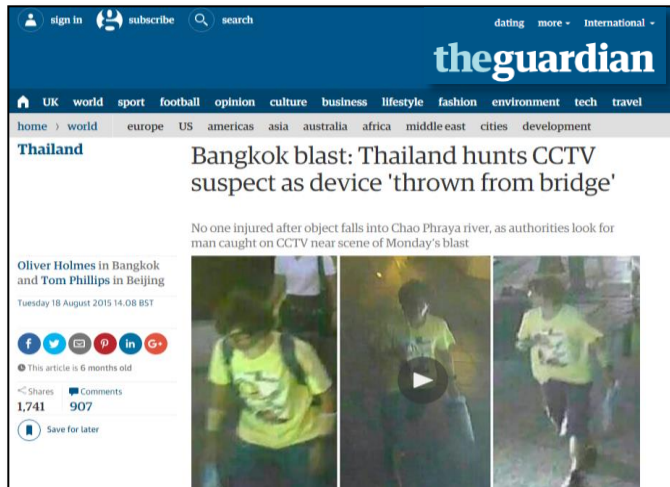


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CRISIS COMMUNICATIONS PLAN:

The Immediate Action



MEDIA RELEASES

Situation Update

Issued at Bangkok at 19.30 hrs. (GMT+7) on 20 August 2015

Yesterday, Mrs. Juthaporn Rerngronasa, TAT's Acting Governor and Deputy Governor for International Marketing (Europe, Africa, Middle East and Americas), along with officials from the Tourist Police Division, the Metropolitan Police Bureau, and the Immigration Bureau met with the executives from the China National Tourist Office - Singapore, the Third Secretary of the Embassy of the People's Republic of China in the Kingdom of Thailand to discuss about the actions and measures to facilitate and assist Chinese tourists in Thailand.

Meanwhile, representatives of the Tourism Authority of Thailand (TAT) visited the injured to give morale support at the hospitals and to offer assistance with their travel arrangements and those of their families. A few of the injured expressed a keen desire to continue with their holidays in Thailand, saying they wanted to visit Bangkok landmarks such as the Temple of the Emerald Buddha and the Grand Palace. TAT is proceeding with arranging the visits for them once they are able.

The Erawan Shrine in Bangkok's Ratchaprasong Intersection has reopened since 19 August 2015. Many people have joined the floral and candle light tribute to all those who lost their lives as well as those who were injured. The religious ceremony is scheduled to be held tomorrow morning



CRISIS COMMUNICATIONS PLAN:

The PR Effort (after crisis)



MEDIA RELEASES

TAT invites HK superstars to pay respect at the Erawan Shrine

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Bangkok, 23 September, 2015 - The Tourism Authority of Thailand (TAT) teamed up with Thai Airways International to welcome two well-known Hong Kong SAR movie stars Michelle Yim (Michelle) and Simon Yam (任達華) to Bangkok to pay respect at the Erawan Shrine in Ratchaprasong area on 22 September, 2015, as part of a campaign to restore visitor confidence.



Michelle Yim in a Thai classical dance costume and Thailand Minister of Tourism & Sports M.E. Kikkuam Wattanasrangkul (right) pay respect to the four-faced Brahma or Phra Prathom statue at the Erawan Shrine, Bangkok's Ratchaprasong Intersection.

Mr. Yuthasak Supasorn, Governor of TAT said, "We are working across all major source markets worldwide to get the word out that Thailand is the destination for visitors. Hong Kong SAR is a very important short-haul, high-spending source of visitors. We are pleased to have received the support of well-known Hong Kong celebrities who are themselves regular visitors to Thailand to back our recovery campaign."



Michelle Yim (second dancer from left) also performs Thai classical dance as a way to pay respect to Phra Prathom.

Michelle Yim, also known by her Chinese stage name Mai Suet (麥詠), is famous for her character role in popular Hong Kong TV series; such as, The Legend of the Condor Heroes, Tai Chi Master, The Legendary Fox and Princess Cheung Ping. She also earned the title of the "Princess of the Wuxia" drama.

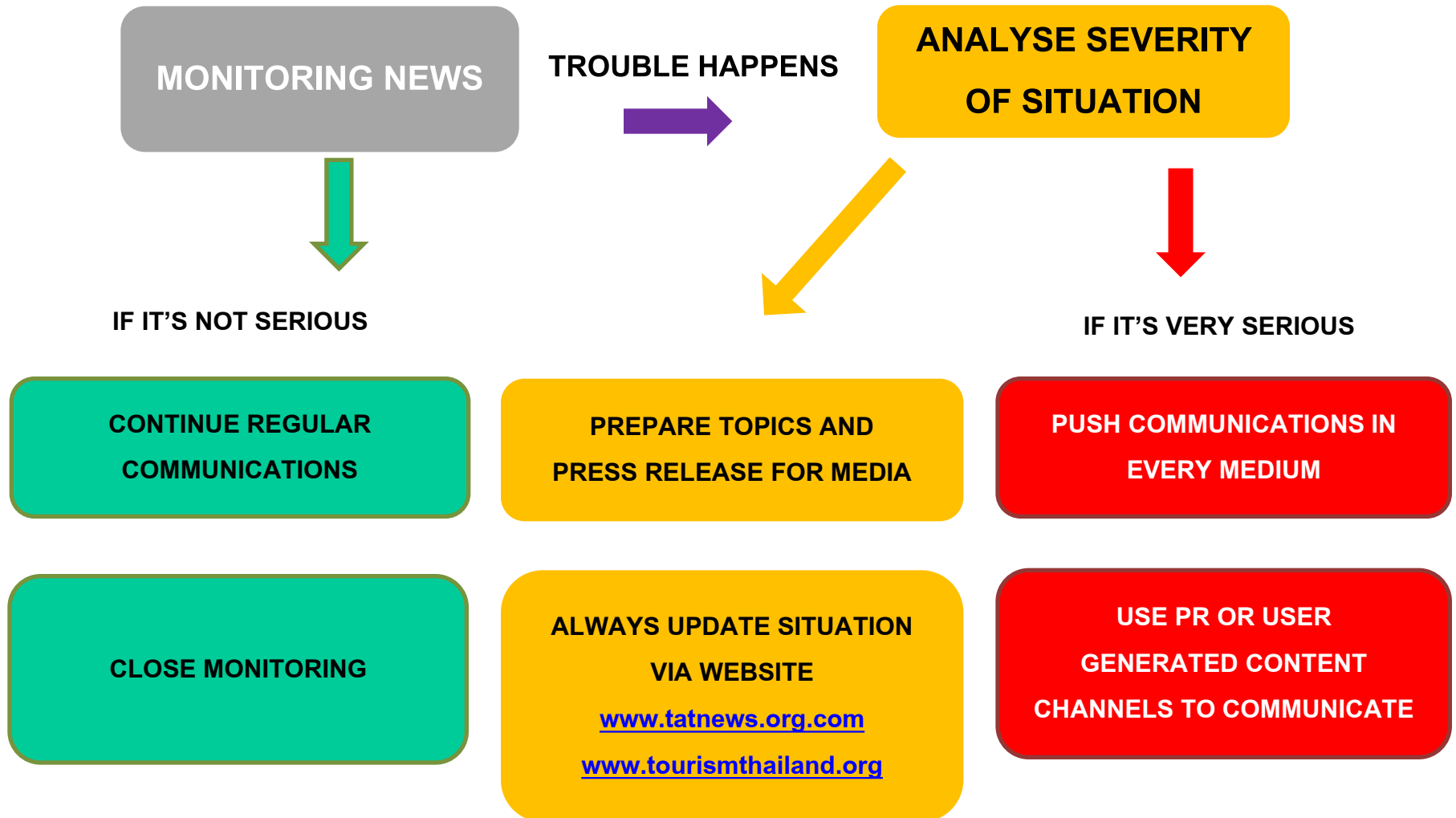
For her popular villain role in the acclaimed 2008 TVB drama, 'Moonlight Resonance', she won Best Actress at the TVB Anniversary Awards 2008, Guangzhou TV Awards 2009 and also at the Asian Television Awards 2009. She is the first Hong Kong television actress to sweep three Best Actress awards from a single role across the Asia-Pacific, and also the first Hong Kong actress to win Best Actress at the prestigious Asian Television Awards.

Simon Yam or (Yam Tat-wah) is a veteran Hong Kong-based actor and film producer who loves and likes Thailand. He received international acclaim for his performances in international film festival hits and box offices; such as, Naked Killer, SPL (aka Kill Zone), Election, Election 2 (aka Triad Election), Exiled, Lara Croft Tomb Raider: The Cradle of Life and The Thieves.



Simon Yam and TAT Governor Mr. Yuthasak Supasorn at the Erawan Shrine, Bangkok's Ratchaprasong Intersection.

Preparation of Reputation Management



KEY ATTRIBUTIONS: PR efforts post-crisis to bring back travellers' confidence.

National effort: “Our Country, Our Home, Stronger Together” campaign



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Tony Abbott on Bangkok bombing: 'Australians should continue to go to Thailand' – video

Prime minister addresses parliament on Tuesday to express condolences for those killed and injured by the Erawan shrine bombing in Bangkok on Monday night

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National effort: “Our Country, Our Home, Stronger Together” campaign



H.E. Kobkarn Wattanavrangkul, Thailand Minister of Tourism and Sports during a group interview post-press conference, along with Mr. Carlos Vogeler, UNWTO's Executive Secretary of Member Relations (on her left) and Mr. David Scowsill, WTTC's President and CEO (on her right).



TAT efforts:



TAT efforts:



TAT PR and Marketing Effort



Messages of support, show of solidarity from our Asian friends

Members of media and other organisations in Asia have sent messages of support to Thais via *The Nation*, in a show of solidarity following the August 17 bombing at the Erawan Shrine. *The Nation* is passing on these messages via Nation Group's different media channels:

TAIWAN

Thailand is famous for its beautiful scenery and friendly people and has been one of Taiwanese tourists' favourite holiday destinations.

Thailand and Taiwan are so closely connected that when The China Post first heard of the bombing, we called our Ministry of Foreign Affairs and tour agencies to check if any Taiwanese had been wounded in the horrible incident.

We believe that Thai people are strong enough to soon recover from the tragic accident as they always have, and the murderers will finally be punished under the law for what they have done.

The governments of Asian countries should work more closely together to fight against the growing terrorist threat. Pray for Thailand and its people.

Tom Hsieh
Executive Editor
The China Post



TAT to host "The Way of Silk, the Way of Thai: a Tribute to Her Majesty the Queen"
Friday 07 August, 2015



A shot from press conference of "The Way of Silk, the Way of Thai: a Tribute to Her Majesty the Queen" recently

Bangkok, 7 August, 2015 – The Tourism Authority of Thailand (TAT) is organising a special event to strengthen the recognition of Thai silk and to honour Her Majesty Queen Sirkit's continuous contributions to the conservation, development, and promotion of a wide variety of Thai silk to international awareness.



TAT PR and Marketing Effort (ongoing strategy)



Siam Center Shopping Mall



Siam Paragon Shopping Complex



Erawan Shrine



Erawan Shrine

TAT PR and Marketing Effort (ongoing strategy)



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Conclusion

The Basics of Crisis Communications

- Find out the Fact- What, Where, When, How?
- Ensure Quick Response time.
- Continuous situation updates.
- Dispersing fact to tourists, and tourism stakeholders.
- Promote other positive activities to convince tourists.
- Promote other destinations as alternatives.

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THAILAND

