

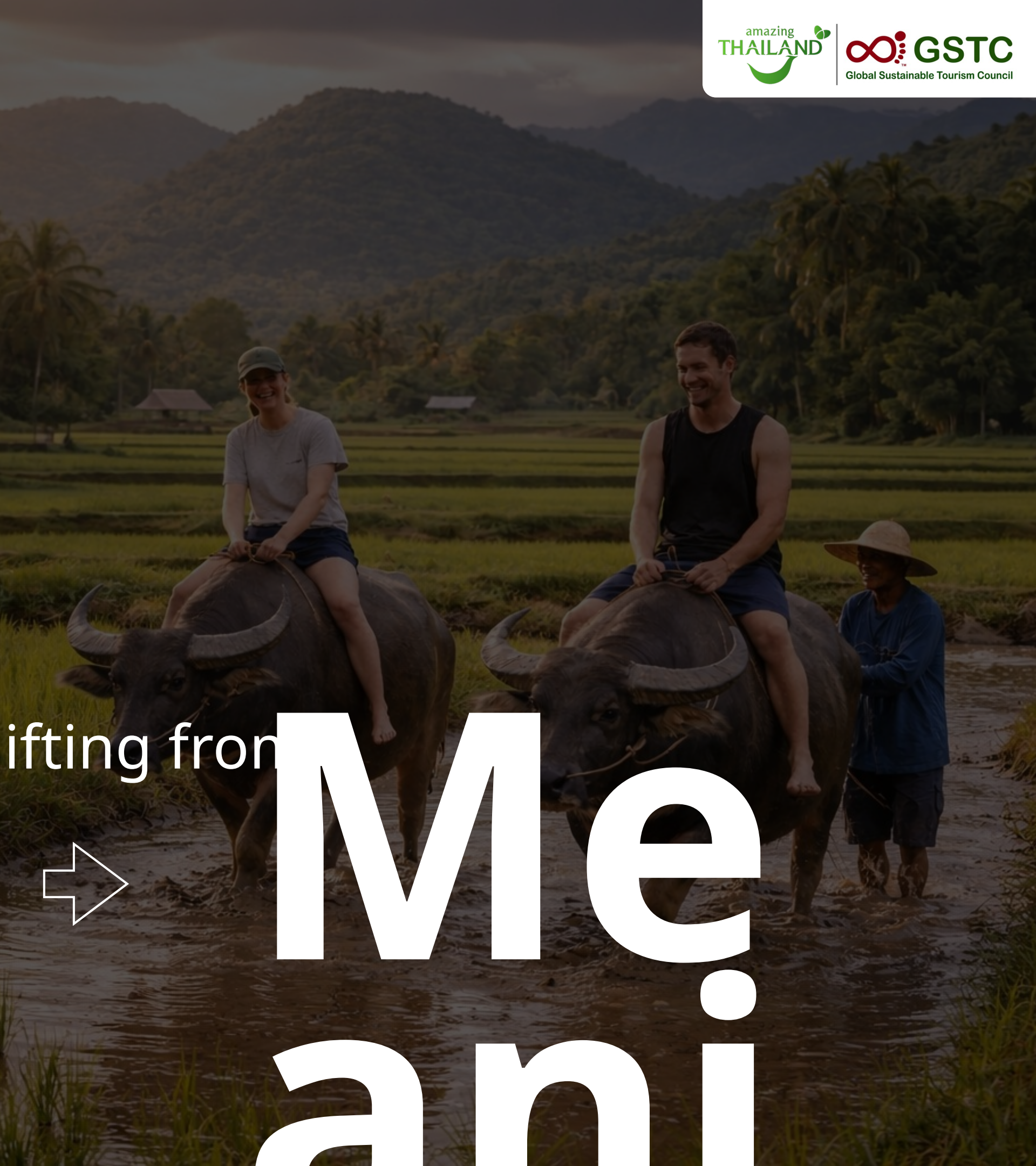
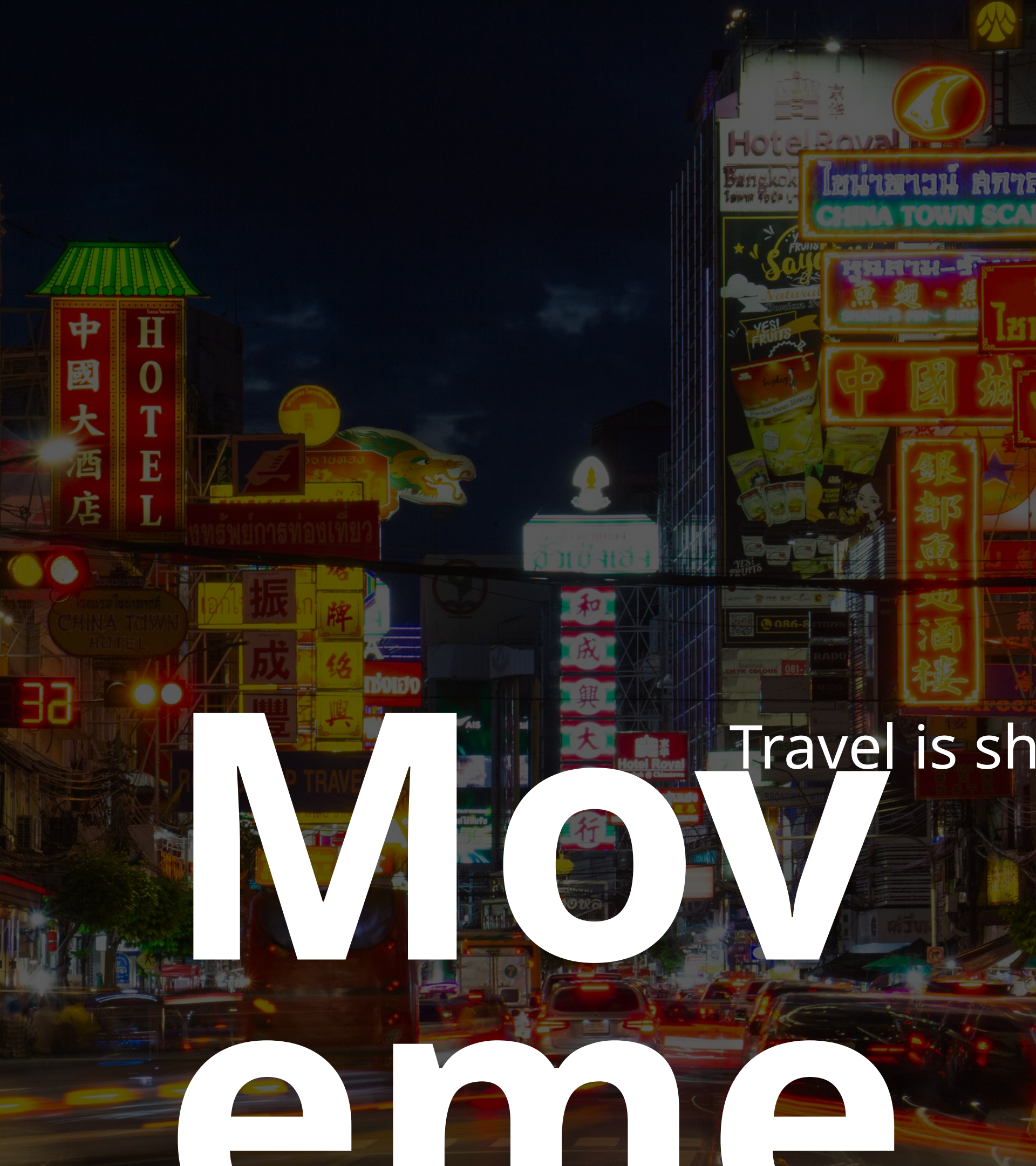
# *Redefining Value through Slow Travel*

*Thailand's Strategic Approach: From Concept to Action*

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(Europe, Americas, Middle East and Africa)*

*Tourism Authority of Thailand*



Travel is shifting from

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Slow travel is a strategic response to several important pressure facing tourism sectors today.

- 1 Congestion in major destinations, especially during the winter season.
- 2 Changing traveler expectations toward more meaningful experiences.
- 3 Thailand's strategic shift from volume to value.

3 Key Pillars:

# Thailand's Slow Travel Approach



**Designing Journeys,  
Not Just Destinations**  
(Hub & Hook)



**Enabling Slower and More  
Meaningful Mobility**  
(Rail Tourism)



**Creating Depth of Experience**  
(Wellness, Gastronomy  
and CBT)

An aerial photograph of a luxury resort pool. The pool is a light blue, irregular shape, surrounded by a wooden deck. Two people are swimming in the pool. The pool is nestled in a dense, lush green forest. The overall scene conveys a sense of tranquility and natural beauty.

# *Healing* IS THE NEW LUXURY

Define Your New Luxury  
**Discover Unforgettable Experiences**

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Right Place  
Right Readiness  
Right Time

# Concrete Example: Slow Travel



The Blue Jasmine Route  
9 Days 8 Nights



**Scenes Along the Tracks**  
Experience the landscapes,  
cabins, and culture through  
our curated gallery.



Secondary cities are not just an option -they are essential to the future of tourism.

Slow travel is about redesigning the tourism system - to create balance between growth and sustainability between global demand and local communities and between and impact.

*Thank You*

