

THE ULTIMATE THAILAND EXPLORERS

THE ULTIMATE TRAVEL COMPETITION



Press release

TAT launches Ultimate Thailand Explorers campaign

14th September 2009, 14.00 -16.00 P.M., Lotus Suite Room 5-7,
Centara Grand Hotel

The Tourism Authority of Thailand (TAT) announces the Ultimate Thailand Explorers campaign, an online marketing activity targeted at foreigners who have been invited to send original video auditions to become one of five teams to compete in the Ultimate Thailand Explorers competition. Each of the five teams of finalists will have six days and five nights in one of five chosen locations, (Bangkok, Phuket, Chiang Mai, Samui, and Pattaya), in order to explore and fulfill given assignments: the task for each team is to explore the attractions and activities and then upload pictures, write blogs, and upload videos via numerous sources of online social media. The winning team, the one that gets the most online votes, will receive a cash prize, holiday package, and other prizes worth US \$15,000 in total. More importantly, the purpose of the event is to inspire international travelers to set their feet on Thai soil.

Interested applicants must form a team of two and record a one-minute video clip explaining their reason for choosing one of the five locations and how they plan to promote it. Video clips will be uploaded to the official website www.ultimatethailandexplorers.com. Judges from Tourism Authority of Thailand will select the 25 best teams as semi finalists; online voting will select the five finalists who will win all expenses paid trips to Thailand to compete in the event. During the final competition in Thailand, online audience members can vote for their favorite teams

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and the team which receives the most votes will become the winner of Ultimate Thailand Explorers competition.

“This campaign will improve the perception on Thailand’s as contestants will see by their own eyes what it is like during their stay; therefore, it promotes an improved understanding amongst international press, especially those of great influence like bloggers, who travelers are more likely to believe. The ultimate goal of this campaign is to encourage and expand Thailand’s virtue and to rebuild confidence in international travelers. In this auspicious moment, the TAT is cordially inviting tourism entrepreneurs partaking in public relations using online marketing activity including websites, blogs, and social media to participate in this event free of charge.” Veerasak Kowsurat, President of the Board of Directors of the Tourism Authority of Thailand, said.

“We have publicized via online media since September 1st 2009 launching a website, stirring interest by means of social media and social networking such as youtube, Facebook, Myspace, and Twitter. We made a direct marketing approach to travelers through the most reputable traveler websites such as www.wayn.com (where are you now). The total number of members on this site is 15 million people. Strikingly, this campaign has captured the attention of digital travelers because even though only two weeks has passed there have been..... visitors andviews of the video campaign. These figures are considered the highest numbers since TAT’s first online campaign resulting in approximately teams of applicants to date. By the end of video submission period, we expect to have 300 teams throughout the world that have applied and create

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awareness through this channel with around 25 millions views.” Suraphon, Svetasreni, Deputy Governor for Policy and Planning added.

In addition, the TAT is recruiting Thai volunteers to become liaisons to facilitate the contestant’s experiences in each of the selected provinces. A liaison is very important because he/she will be the first Thai person the contestants meet and will assist them until the last day of the contest. Qualifications for liaison include being proficient in English, interested in traveling, and a good host. Interested individuals can apply online at www.callforvolunteer.com

Information

Entrepreneurs may express an interest in the campaign by contacting Ms. Najthida Sounkaew

Email: dealinquiry@ultimatethailandexplorers.com

Mobile: 085-911-3821

Mass media can contact Ms. Phaewta Lowajinangkul for further information

Email PR@Ultimatethailandexplorers.com

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FACT SHEET

The Ultimate Thailand Explorers Call for Entries



The Tourism Authority of Thailand invites travelers from around the world to participate in the Ultimate Thailand Explorers event, including applying to become one of five final teams selected for a once-in-a-lifetime opportunity: 6 expenses-paid days exploring the sights and attractions in one of Thailand's world famous holiday destinations: Bangkok, Phuket, Pattaya, Chiang Mai, or Koh Samui.

Online voting will determine which of the five teams will earn the title of Ultimate Thailand Explorers; Participating teams and registered voters are eligible for more than \$10,000 in cash, travel awards, and other fantastic prizes!

Applying is easy: Just choose a teammate (a friend, sibling, lover, family member, etc) and submit a short, but entertaining video clip explaining why you want to travel to Thailand and how you will promote your preferred destination to the world.

Important Dates:

- 1 September - 15 October 2009: Video clip submission/contest entry period.
- 19 October 2009: Announcement of 25 Semi-final teams (5 teams for each destination).

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- 19 October-12 November 2009: Online voting period to select 5 finalists from 25 semi-final teams
- 13 November 2009: Announcement of 5 Finalist teams (1 team per 1 destination)
- 8 December 2009: Ultimate Thailand Explorers competitors arrive to Thailand

About the Event

The Ultimate Thailand Explorer event was created by the Tourism Authority of Thailand in order to publicize Thailand's five top tourist destinations: Bangkok, Phuket, Pattaya, Chiang Mai, and Koh Samui. Teams of foreign visitors, selected by judges and public voters, will explore the diverse attractions and activities at these destinations and then share this information online in order to showcase the unique reasons these destinations have earned numerous international awards and inspire other travelers to visit Thailand and experience it all for themselves.

The five teams competing in the Ultimate Thailand Explorers event will have six days to travel around their selected destinations and "explore" the many attractions, sights, activities, and other features found there. To promote the destinations, the contestants are required to share their daily experiences with a global audience by posting photos, videos, blogs, and travel stories with social media tools in order to inspire other global travelers to learn more about and plan to visit those destinations. After a period of online voting, the team that receives the most votes from around the world will be named the Ultimate Thailand Explorers and will receive many fabulous prizes, including

- ◎ \$10,000 USD.
- ◎ A holiday package in Thailand valued at \$3,000 USD.
- ◎ Other prizes worth \$2,000 USD

As the Tourism Authority of Thailand intends for this campaign to be a global promotional event, the submission process for contestants will be via online video clips and the voting process will occur through www.ultimatethailandexplorers.com.

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How to apply?

- Film a one minute video clip telling us which destination you wish to explore (out of the 5 choices listed), why do you want to go and explore that destination, and how you will promote it. Then upload your video on www.youtube.com
- Register your team profile by completing the application form on www.ultimatethailandexplorers.com stating the destination you want to explore and providing a link to your audition video URL on www.youtube.com

Short rules

1. Applicant's qualifications. Participants must be:

- A two person team, both of whom must be at least 21 years of age at the time of video submission
- Proficient in English speaking, reading, and writing
- Naturally good story tellers
- Possess a valid International driving license
- Possess a legal passport and the necessary travel documents to enter Thailand
- Available to travel to Thailand between December 8 to 16, 2009 (approximately) and on February 2, 2010 to attend the announcement ceremony and a press conference (In the event the team is selected as the winner).

2. What competing contestants will be required to do:

1. Explore their destination over a period of 6 days, AND...
2. Share their experiences through the following online media platforms:
 - Posting on a blog at www.ultimatethailandexplorers/yourname
 - Uploading video clips on www.Youtube.com/yourname

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- Uploading photos on www.Flickr.com/yourname
 - Maintaining a profile on www.Facebook.com/yourname
 - Posting tweets on www.Twitter.com/yourname
3. Encourage people to vote for them at www.ultimatethailandexplorers.com during the voting period from 10 December 2009 to 8 January 2010.

3. How competitors will be selected:

- Semi Final Round: 25 Teams will be selected by a committee of judges.
 - The judging committee will review all application forms and video clips that have been submitted and choose 25 teams: five teams for each of the five destinations. The committee will then publicize and publish the video clips of the final 25 teams within a mini-site of the project.
- Final 5 Teams will be selected by online voting
 - Through worldwide online voting, one team will be selected for each destination; altogether 5 teams will be chosen to explore 5 separate destinations.
 - The five teams with the highest number of votes for the five destinations will travel to Thailand to compete for the title of the Ultimate Thailand Explorers.
- The winner
 - The team that earns greatest number of votes during the 10 December 2009 - 8 January 2010 online voting period will be named the winner of the Ultimate Thailand Explorer competition.

4. Event Schedule

- 1 September - 15 October 2009: Video clip submission/contest entry period.
- 19 October 2009: Announcement of 25 Semi-final teams.
- 19 October-12 November 2009: Online voting period to select 5 finalists from 25 teams.
- 16 November 2009: Announcement of Final 5 teams
- 8 December 2009: Final 5 teams arrive in Thailand

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- 9 December 2009: Event briefing / welcome party & press conference
- 10-15 December 2009: Competition
- 16 December 2009: Thank you party
- 10 December 2009 - 8 January 2010: Online voting period to select the winning team.
- 8 January 2010: Announcement of the winning team.
- 2 February 2010: Press conference

Judges

The committee of Judges that will select the 25 semi-final teams will comprise of representatives of both the Tourism Authority of Thailand and the media, including travel journalists.

Communication Plan for Ultimate Thailand Explorers

Online Media (Main online communication plan)

1. Minisite www.ultimatethailandexplorers.com
2. Blog
3. Social Media
4. E-Mail campaign
5. E-News Release
6. Banner Advertising

Traditional Media

1. Press Conference
 - a. Launch Event on 14th September
 - b. Welcome Party on December (Tentative)
 - c. Winner Announcement on January (Tentative)
2. Advertising through print media.

Project Coordinator

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