



**Royal Coast  
Riviera Club**

Inspiring Quality Lifestyles

# The Club's Focus in 2023

## Our Vision

That the Royal Coast region of Thailand is developed and recognised as a unique and most desirable destination for quality tourism, lifestyles and culture



## Our Mission

The RCR Club will be the leading voice to realise the Vision for the benefit of regional businesses and the broader community (both Thais & Foreigners).

This will be achieved through advocacy that inspires decision-makers to continue promoting and developing the 'Royal Coast Riviera' as a quality tourism & lifestyle destination, recognising the region's unique heritage, natural beauty, environment, attractions, and special character; inclusive of Phetchaburi & Prachuap Khiri Khan, with Hua Hin as the central hub.



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1. Work more closely with the hospitality sector, and ensure meeting topics are focused on hospitality and tourism.
2. Work to promote the region as a quality lifestyle destination that has unique attractions
3. Reach out to work with THA, TCEB, TAT, PATA, and Chambers of Commerce in Bangkok
4. Continue working together with local organizations such as Rotary Club International, Hua Hin - Cha-am Tourism Association, TAT Phetchaburi, and TAT Prachuap Khiri Khan
5. Expand our support of local charities
6. Encourage more Thai Club Membership
7. Encourage Members to be more involved in projects and other ways to support our Mission.



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We propose to set up various committees to help promote and develop the region in keeping with the aims of the Club, and ask members to join and participate...

Examples of Committees we wish to set up are:

- Hotel & Restaurant promotion
- Heritage
- Health & Wellness
- Sports & Recreation
- Natural Beauty, Wildlife, and Environmental preservation
- Other projects proposed by members that benefit the Club's aims

We have already set up the Heritage Committee led by Simone Callai. As a first project, Simone, together with Anthony Pettifer, is working on the creation of a self-funding Heritage Map, using a local artist to visualize the rich heritage of the region.



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**Build on existing strength, on what makes the Royal Coast region unique and special**



**Support - Beautify - Develop - Promote**

- Heritage
- Natural Beauty & Wildlife
- Culture: Arts, Crafts, Festivals, etc.
- Health & Wellness
- Sports, Fun & Recreation
- Culinary Experiences



**Attract quality residents, domestic and international tourists, and long-term visitors**



**Sustainable economic development**