

Royal Coast
Riviera Club



Inspiring Quality Lifestyle

RCR CLUB 2024 DIRECTION

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FOUNDER

OUR FOCUS NEXT YEAR

- Destination Marketing
- Destination Festival / Event
- Collaboration with other organizations





DESTINATION MARKETING

- ❖ Compared to Bangkok, Chiangmai, Phuket, and many other destinations in Thailand, The Royal Coast region is currently not strongly promoted.
- ❖ We are an independent organization that fills an important gap by advocating for the needs of the tourism industry as well as local residents; helping to promote and market local attractions, accommodation options, tourism services, and related sectors.
- ❖ Focus mostly on marketing activities related to promotion across the entire Royal Coast destination.
- ❖ Marketing campaigns to establish PB and PKK Provinces as the number 1 destination for sustainability and quality in Thailand for weekend visitors/holiday and long-term stays. As a result guaranteeing a solid economic base for local communities and businesses.
- ❖ We aim to help promote the Royal Coast destination for Thai and International visitors, so they fully experience the historical & and cultural attractions, National Parks and beaches, culinary offers, entertainment and sports options, and overnight accommodation.



WHO TO WORK WITH?

‘Tourism Clusters’

- A cluster is a working group that increases destination competitiveness composed of participants from all points of the tourism value chain, including government agencies, tourism promotion authorities, private sector associations and individual firms, tourism and hospitality training bodies.
- Clusters can mobilize many more resources than its members can alone.
- Cluster longevity depends on quality leadership.
- Communication and collaboration between all members can lead to a successful cluster.



Who benefits from destination marketing?

- Many businesses benefit from the revenue and tourist traffic destination marketing generates. Various hospitality and service-based companies use location-based advertising to attract the attention of potential travelers, including:
- Destination management organizations and convention
- Travel agencies
- Transportation services (e.g., airlines, car companies, bus tours)
- Entertainment and event venues (e.g., concert halls, Arena, wedding venues)
- Attractions (e.g., amusement parks, recreational facilities,)
- Service-based businesses (e.g., restaurants, and retailers)
- Lodging partners (e.g., hotels, resorts, Golf courses, property developers)
- Local and state governments (e.g., National parks or historical sites)



"Come and work with us! We need new blood to drive this together."

**WE NEED YOU, RESIDENT
ENGAGEMENT!!!!**



THANK YOU