



OFFICIAL PROPOSAL

"Amazing Thailand: Welcoming Everyone"

Trade and Travel Fair 2026



Prepared by:

The Trade and Tourism Thailand (TTT) Taskforce

In Partnership with:

Royal Orchid Alliance (ROA)

Australian Trade and Tourism Diplomacy Taskforce (ATTDt)

TravelOz

Target Execution:

Q4 2026 (October – November)

1. Executive Summary

In response to the recent digital misinformation campaigns disrupting bilateral relations, the TTT Taskforce proposes a major physical diplomatic and commercial intervention: an 8-week, 8-city national roadshow across Australia. The "Amazing Thailand: Welcoming Everyone" Trade and Travel Fair will serve as a direct bridge between Thai Small and Medium Enterprises (SMEs), sustainable tourism operators, and the highly valued Australian consumer and B2B markets.

By partnering directly with the Royal Orchid Alliance (ROA) and TravelOz, and utilizing premium stadium and exhibition venues, we will bypass unregulated social media noise, restore market confidence, and secure the projected baseline revenue that sustains our mutual economies.

2. Strategic Objectives

- **Direct Public Diplomacy:** Overwrite negative narratives through face-to-face cultural exchange, authentic hospitality, and transparent safety data.
- **B2B Commodity Reconnection:** Provide a physical marketplace for Thai agricultural and manufacturing SMEs to secure export contracts with Australian distributors.
- **Tourism Conversion:** Leverage ROA and TravelOz partnerships to offer exclusive, on-site aviation subsidies and travel packages, converting event attendees directly into immediate visitor arrivals.

3. Strategic Partnerships & Resource Allocation

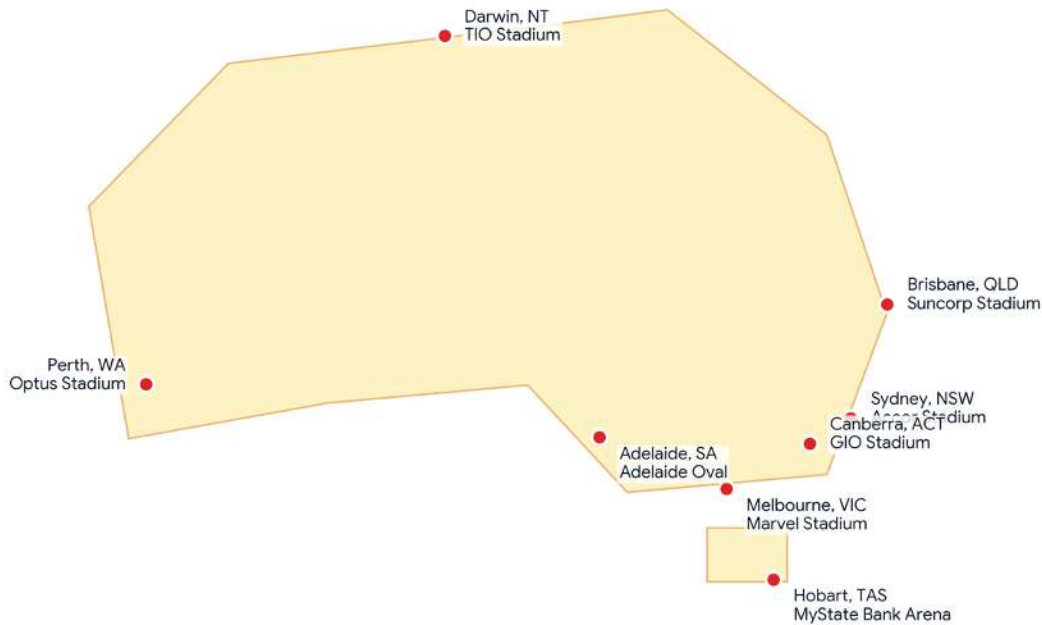
This initiative relies on strategic cost-sharing and mutual collaboration to optimize the 84M THB budget:

- **TTT Taskforce (Thailand):** Funds venue deposits, manages the overarching digital promotional campaign, coordinates Thai SME logistics, and provides cultural assets.
- **Royal Orchid Alliance (ROA):** Provides subsidized freight for exhibition materials (greatly reducing overall overhead), discounted flights for the Thai delegation, and exclusive on-site flight promotions for attendees.
- **TravelOz (Australia):** Serves as the primary local travel operator partner. TravelOz will integrate our eco-tourism offerings into their Australian sales networks and manage on-site booking conversions at the event hubs.
- **ATTD & Local Governments:** We formally request assistance with local permit fast-tracking, stadium procurement discounts, and co-signing the promotional outreach to local Australian businesses.

4. Proposed 8-Week City Tour & Venue Schedule

The roadshow will dedicate one full week to each city to ensure maximum B2B networking and consumer engagement, utilizing prominent Australian stadium venues to accommodate high foot traffic.

8-City Trade and Travel Fair Tour Map



- **Week 1: Sydney, NSW (Oct 5 - Oct 11) – Venue: Accor Stadium (Olympic Park)**
- **Week 2: Canberra, ACT (Oct 12 - Oct 18) – Venue: GIO Stadium**
- **Week 3: Melbourne, VIC (Oct 19 - Oct 25) – Venue: Marvel Stadium**
- **Week 4: Hobart, TAS (Oct 26 - Nov 1) – Venue: MyState Bank Arena**
- **Week 5: Adelaide, SA (Nov 2 - Nov 8) – Venue: Adelaide Oval**
- **Week 6: Perth, WA (Nov 9 - Nov 15) – Venue: Optus Stadium**
- **Week 7: Darwin, NT (Nov 16 - Nov 22) – Venue: TIO Stadium**
- **Week 8: Brisbane, QLD (Nov 23 - Nov 29) – Venue: Suncorp Stadium**

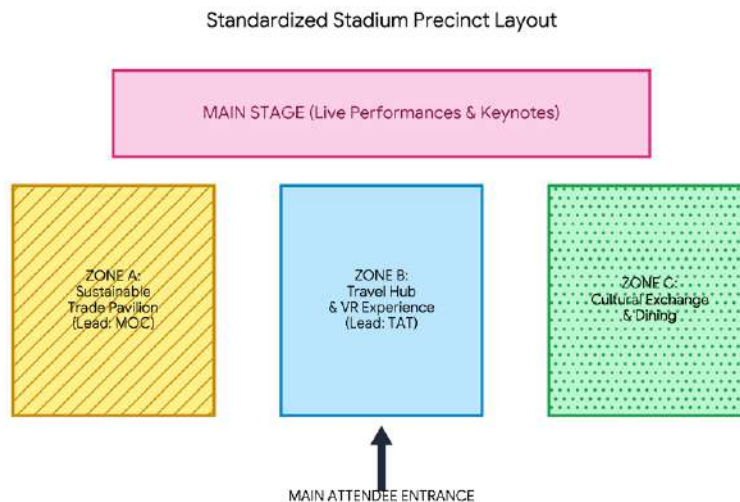
5. Estimated Budget Requirements

To ensure high-quality execution, the estimated operational budget (covering venue hire, logistics, SME booth setup, security, and localized marketing) is approximately 100,000,000 Baht per city.

Therefore, the total estimated roadshow budget is 800,000,000 THB.

6. Core Exhibition Zones (Standardized Across All Venues)

Each stadium precinct will be transformed to host three interactive zones representing the unified mandates of the Ministry of Commerce (MOC) and the Tourism Authority of Thailand (TAT):



Zone A: The Sustainable Trade Pavilion (Lead: MOC)

- Premium Commodities: Showcasing ethically sourced Jasmine rice, organic northern highlands tea, and premium tropical fruits.
- Artisan Heritage: Live demonstrations by local artisans weaving premium Thai silk.

Zone B: The "Welcoming Everyone" Travel Hub (Lead: TAT, ROA, & TravelOz)

- Eco-Tourism VR Experience: Virtual reality booths allowing Australians to experience coral restoration and ethical sanctuaries.
- Direct Booking & Subsidy Desk: Offering exclusive, limited-time aviation subsidies and promotional hospitality fares available only to fair attendees.

Zone C: Cultural Exchange & Main Stage

- Live Performances: Authentic Thai music, traditional dance, and modern cultural expressions.
- Culinary Diplomacy: Live cooking demonstrations highlighting our world-renowned food safety and authentic flavors.

7. Conclusion and Next Steps

The "Amazing Thailand: Welcoming Everyone" Trade and Travel Fair is our most powerful tool to translate diplomatic goodwill into tangible economic recovery. We request a formal review of this proposal by the ATTD, ROA, and TravelOz leadership by July 7, 2026, to begin immediate venue securing and SME mobilization. TTT also submitted this proposal to Thailand Ministry of Finance for budget approval on Trade and Travel Fair Program.

