



MEGA

CHANGE

EVENT





POPULATION

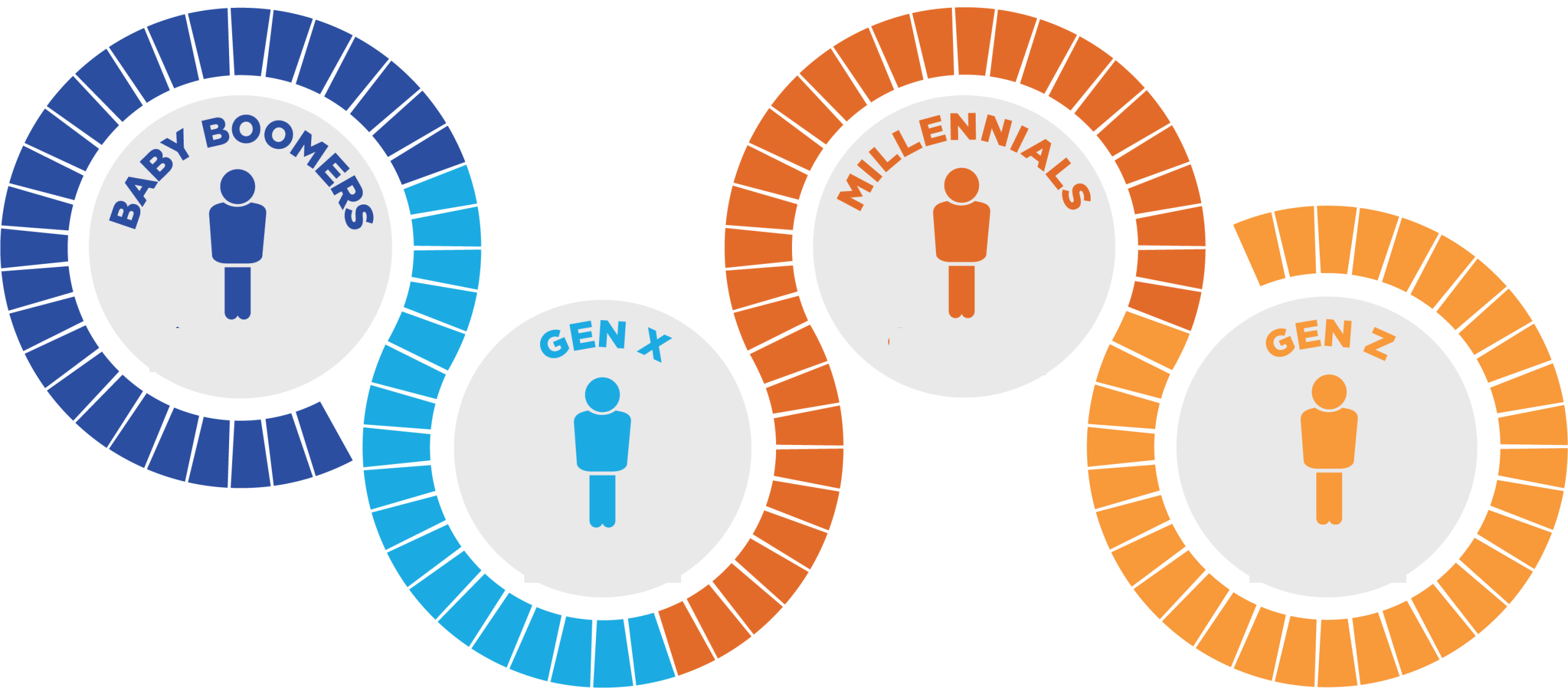




CURRENT GLOBAL POPULATION

7.7 BILLION





Capturing with THAI GEN



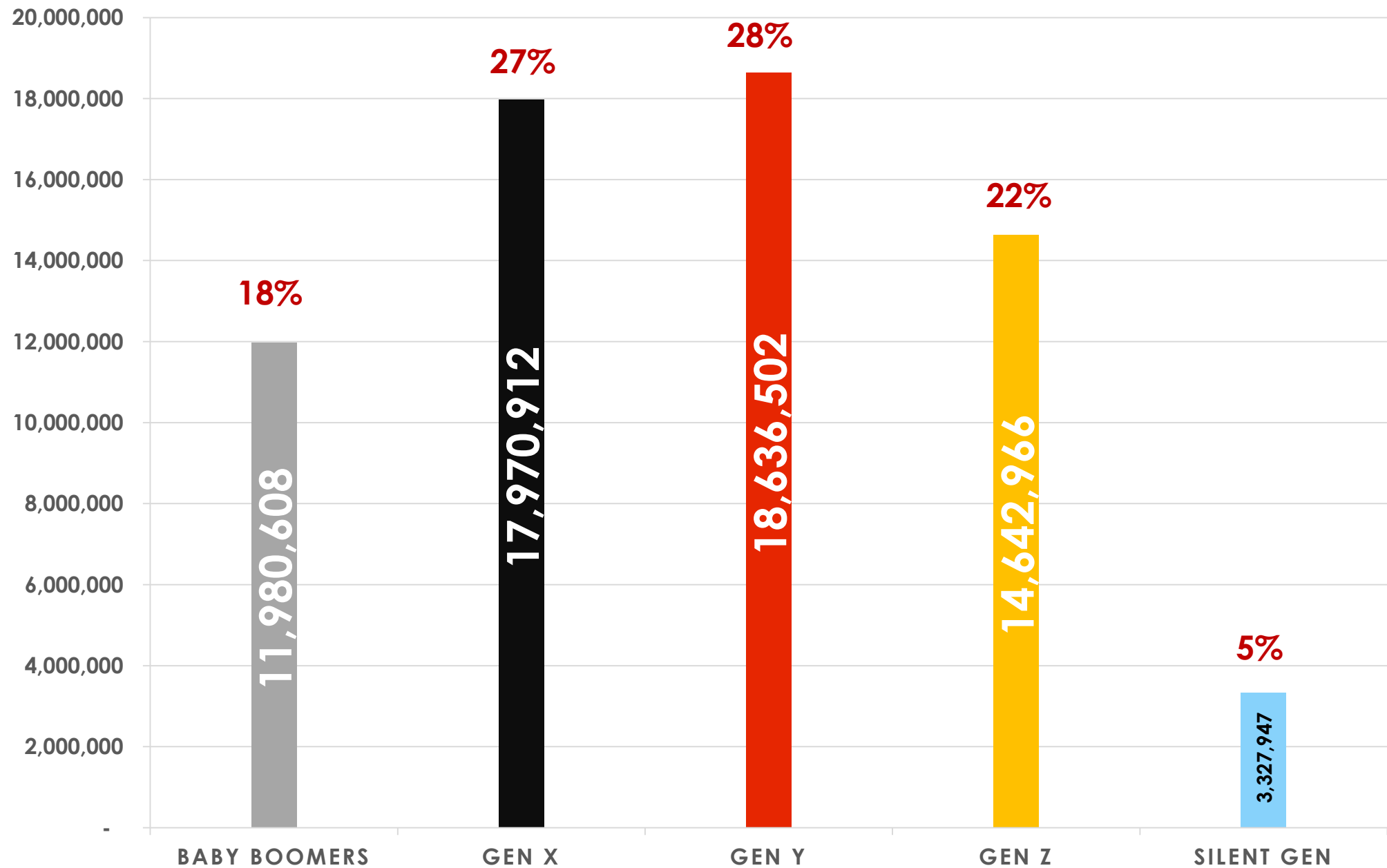


CURRENT POPULATION

66,558,935 MILLION

*updated 2019





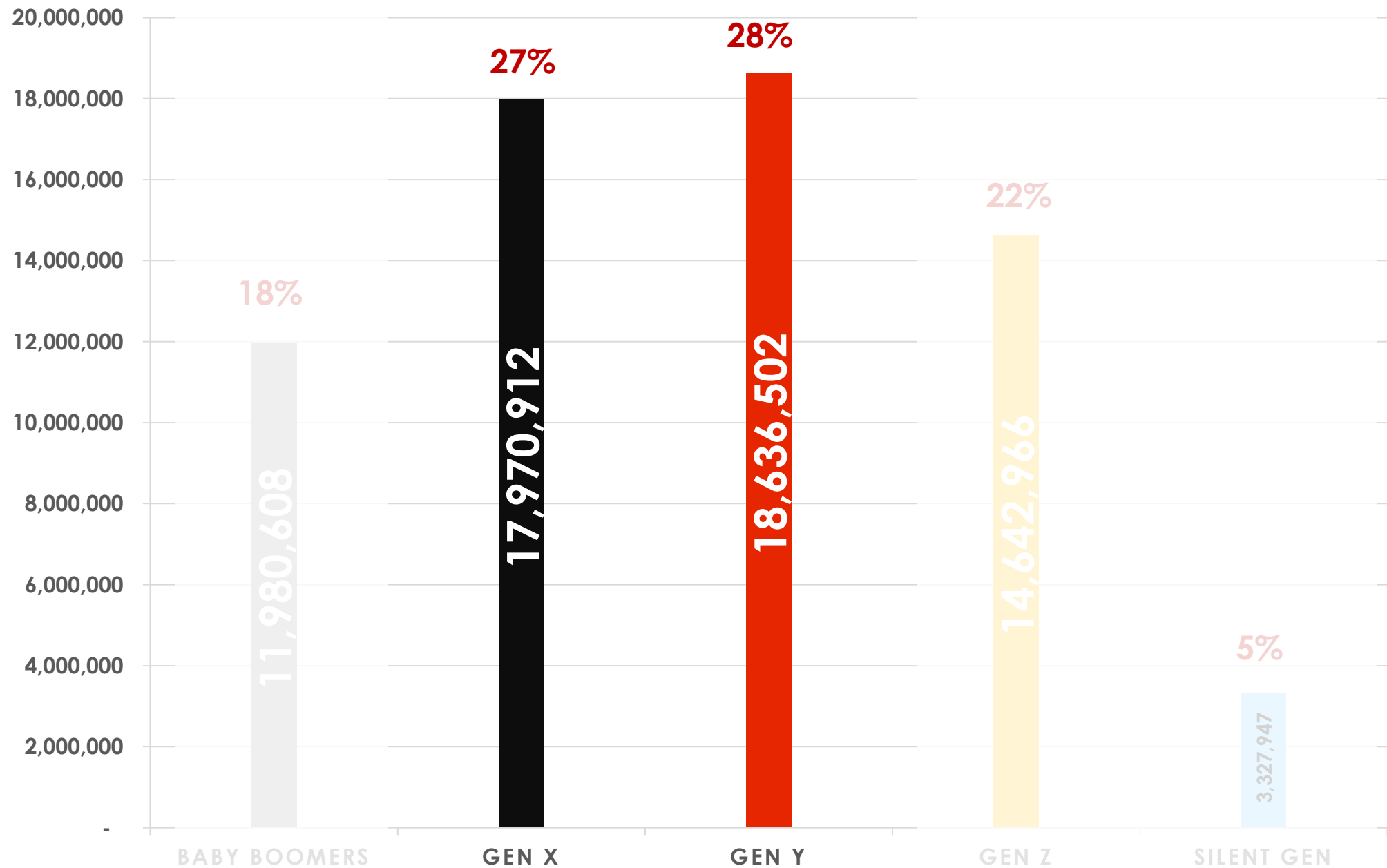
စာမျက်နှာ 50 - 69 up

စာမျက်နှာ 38 - 49

စာမျက်နှာ 18 - 37

စာမျက်နှာ 0 - 17





GEN X & GEN Y



NEW & UNIQUE

DESTINATION

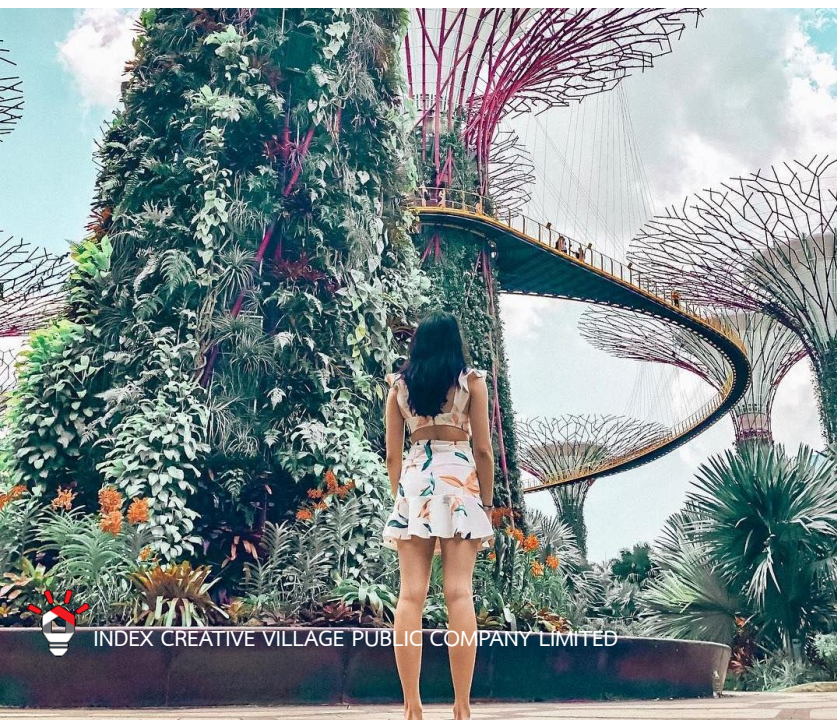


GARDEN BY THE BAY



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TEAM LAB



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GOLDEN BRIDGE





NEW & UNIQUE

EVENTS



ICONIC EVENTS



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NUL

NICHE

UNIQUE

LIMITED





WORLD CUP





BMW BERLIN MARATHON





RUNNING

The Boston Marathon





Premier League







TOMORROWLAND

LIVE TODAY LOVE TOMORROW UNITE FOREVER



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Wonderfruit



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NEW EXPERIENCE



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SKI







A large, smooth sand dune in a desert landscape. The dune is a warm orange-brown color. Three small figures of people are walking along the top ridge of the dune. The sky is a clear, pale blue. The foreground shows the dark, shadowed slope of another dune.

SAND DUNE







PHOTO
with BABY BLACKTIP REEF SHARKS





MEGA EVENTS

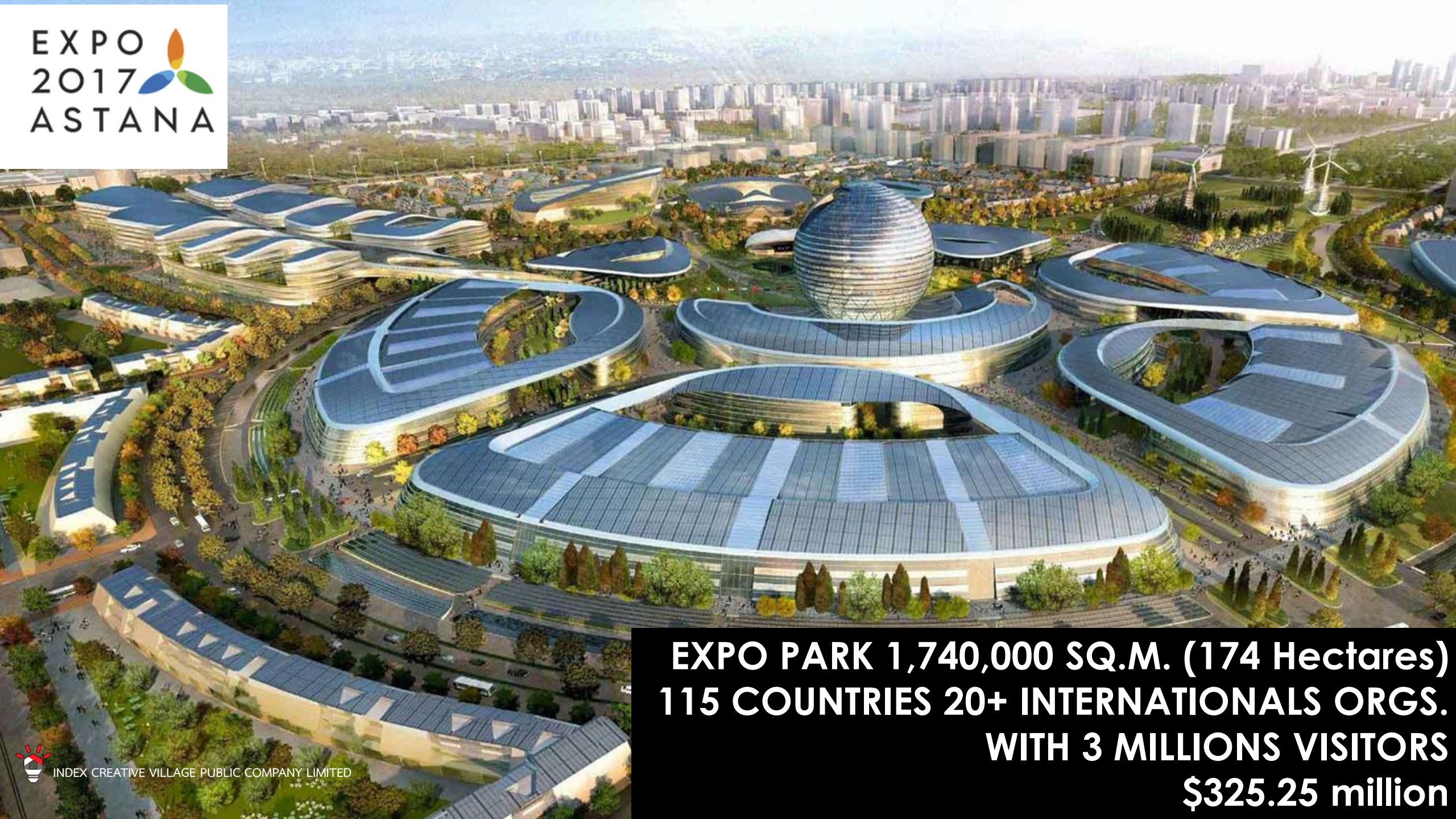
drive

COUNTRY





EXPO
2017
ASTANA

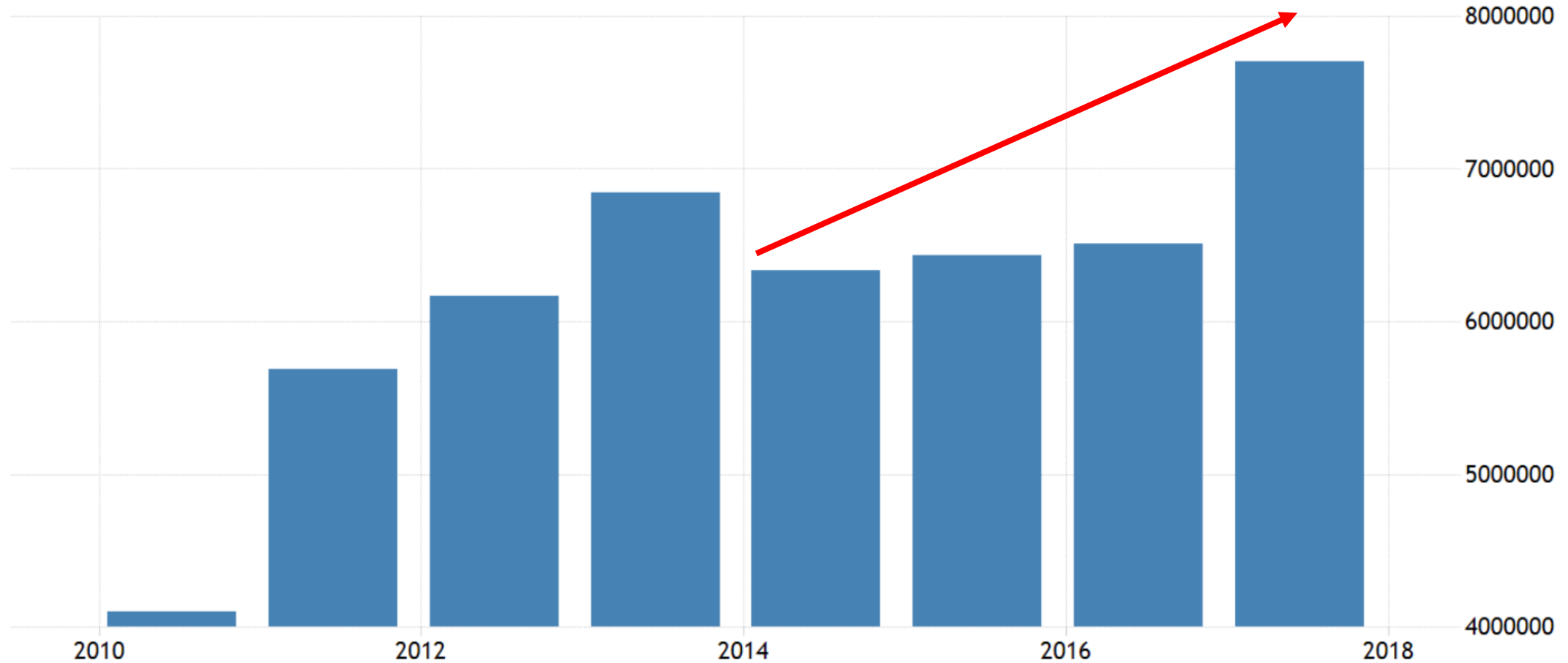


EXPO PARK 1,740,000 SQ.M. (174 Hectares)
115 COUNTRIES 20+ INTERNATIONALS ORGS.
WITH 3 MILLIONS VISITORS
\$325.25 million



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No. of tourist after 2017



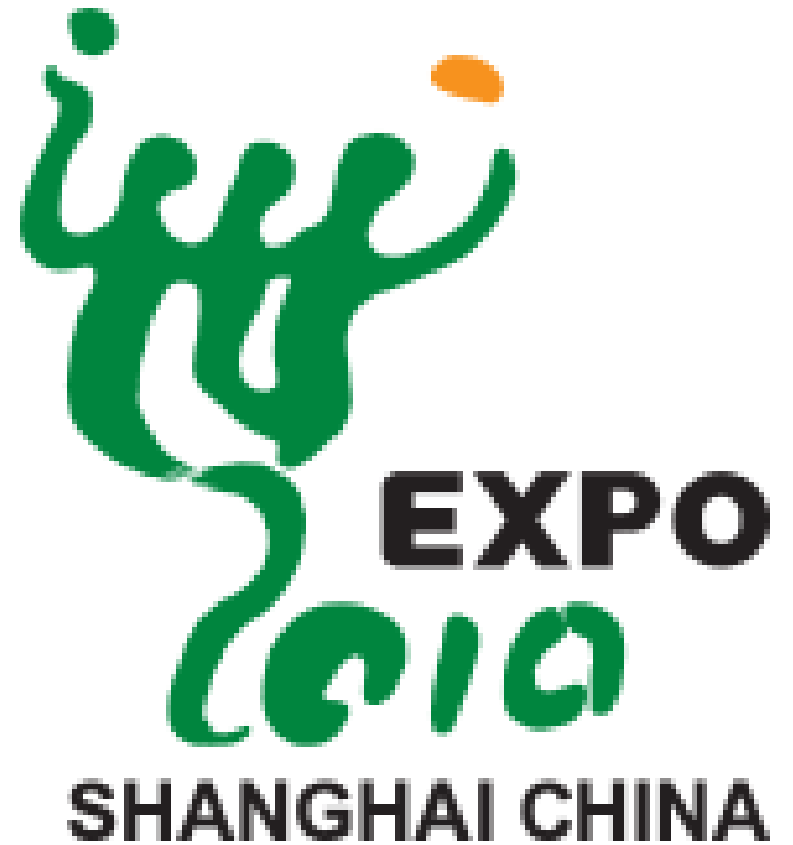
WORLDBANK | TRADINGECONOMICS.COM



CASE STUDY



CASE STUDY



China's giant population



Bicycle & Poverty





Capital city

Financial centre
& transport hub

The third biggest city





Olympic Beijing



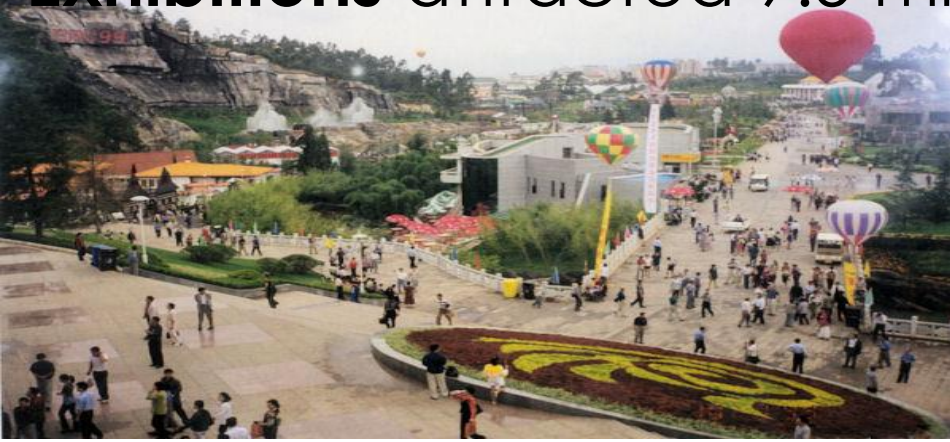


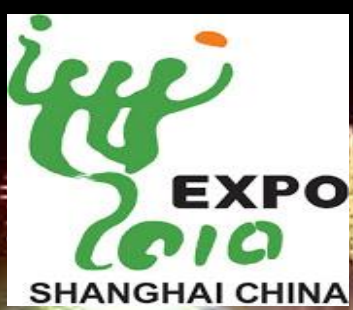
OVERNIGHT SHIFT UP COUNTRY TO BE ‘Modern & World-Class Country’



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World Horticultural Expo 1999 * KUNMING Horticultural Exhibitions attracted 9.5 million visitors





World Expo Shanghai





166 countries Over 200 pavilions

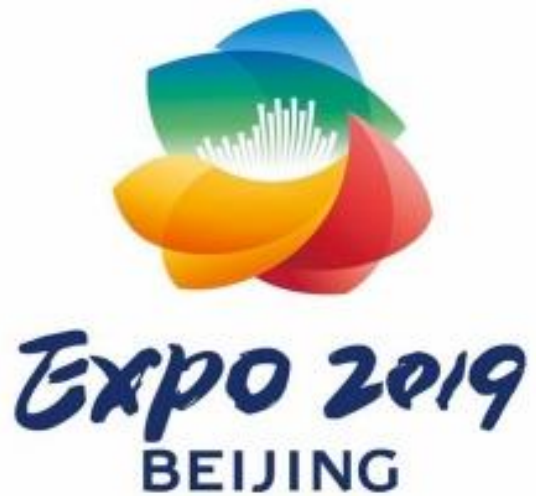


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Asean Game Guangzhou





Horticultural Expo Beijing



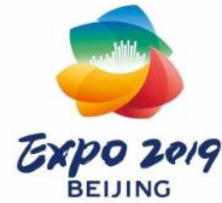


BEIJING 2022



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STRATEGIC ROADMAP to host **WORLD EVENTS**



2019 INTERNATIONAL HORTICULTURAL
EXPO BEIJING



2010 Asian Game Guangzhou

2010 World Expo Shanghai



2008 Olympic Beijing



1999 World Horticultural Expo KUNMING



EXPO
2010
SHANGHAI CHINA



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**EFFECT
OF
THE
EXPO**

**ECONOMIC
IMPACT**



GDP GROWTH

12.7%

INVESTMENT (direct & indirect)
significant upgrading in
infrastructure

USD 59 billion

TOURISM REVENUE GROWTH

USD 12 billion



JAPAN



JAPAN surrendered in World War II



HOW



**JAPAN's step toward reversing the damage of the
previous century**



A TURNING POINT





TOKYO 1964

第十八回オリンピック競技大会
LES JEUX DE LA XVIII OLYMPIADE
THE GAMES OF THE XVIII OLYMPIAD

賞状
DIPLOME DIPLOMA



TOKYO 1964



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TO LAUNCH

**the new national symbols
of Japan as rising economic power.**



The Shinkansen (新幹線, new trunk line) network of high speed railway lines starting in 1964



FRIDAY, OCTOBER 2, 1964

昭和38年10月2日 金曜日 第1058号

LATE CITY EDITION

20 Yen

Syncom Test Is Successful

Another successful test was reported Thursday in the latest of a series of space relay communications tests conducted via Syncom III by the Japanese Radio Wave Laboratory at the Kashima Satellite Communication Station in Ibaraki Prefecture.

Thursday's test achieved better results than previous tests but the experiments will continue until Oct. 9, the day before the opening of the Tokyo Olympics, according to the report.

Two types of broadcasting devices, one of which was developed by the Japan Broadcasting Corporation (NHK), are being tested in the current "loop" test series as the officials are still undecided as to which one of the two should be used to get the best results for the actual telecasting of Olympic events.

Both devices worked nearly perfectly on Thursday, obtaining 80 per cent results, the station reported. The results were relayed to the Kashima station from Point Mugu in California, the U.S. station relaying the TV images from Japan bounced off the Syncom satellite.

The test Thursday was the first official rehearsal of the forthcoming Olympic telecasts, using regular video tapes and test patterns and which lasted for

World's Fastest Trains Inaugurate Operations On New Tokaido Line



Keisuke Ishida, president of the Japanese National Railways, cuts the tape for the New Tokaido Line's first outbound train, Hikari No. 1, Thursday morning in a ceremony at Tokyo Station.

Ikeda to Conduct

Ceremonies Mark Service Between Tokyo and Osaka

By SHUSUKE NAGASHIMA

The world's fastest trains began operations Thursday as the Japanese National Railways' ¥380,000 million New Tokaido Line opened between Tokyo and Osaka.

Opening of the 515-kilometer railroad that connects the two cities in four hours was celebrated in a ceremony Thursday morning at the JNR head office in Marunouchi, Tokyo, with the Emperor and Empress in attendance.

The Emperor said in a congratulatory speech: "May I express my great pleasure at the inauguration today of the New Tokaido Line that has been completed despite many difficulties . . .

"I hope for JNR's continued efforts for increased transporta-



TO SHOW

**the World that Japan is a peaceful
economically confident nation.**





In a speech to support Tokyo's 2020 Olympics bid, Prime Minister Shinzo Abe described how the nation was still recovering from World War II when it won the right to host the 1964 games.

"Tokyo was chosen to host the 1964 Olympics in 1959, after the end of the war. We were much poorer then than we are today, but Japanese back then were passionate about hosting the Olympics in Tokyo, and that passion fuelled the success of the games."



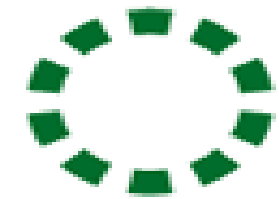


Expo '70 日本万国博覧会 in Suita Osaka (64 million people)

The theme "Progress and Harmony for Mankind." The first world's fair held in Japan.

A nation that had experienced an extremely rapid period of development in the 1970s.





EXPO
2005 AICHI
JAPAN

2005 WORLD EXPOSITION, AICHI, JAPAN





RUGBY WORLD CUP
















The first time tournament in Asia

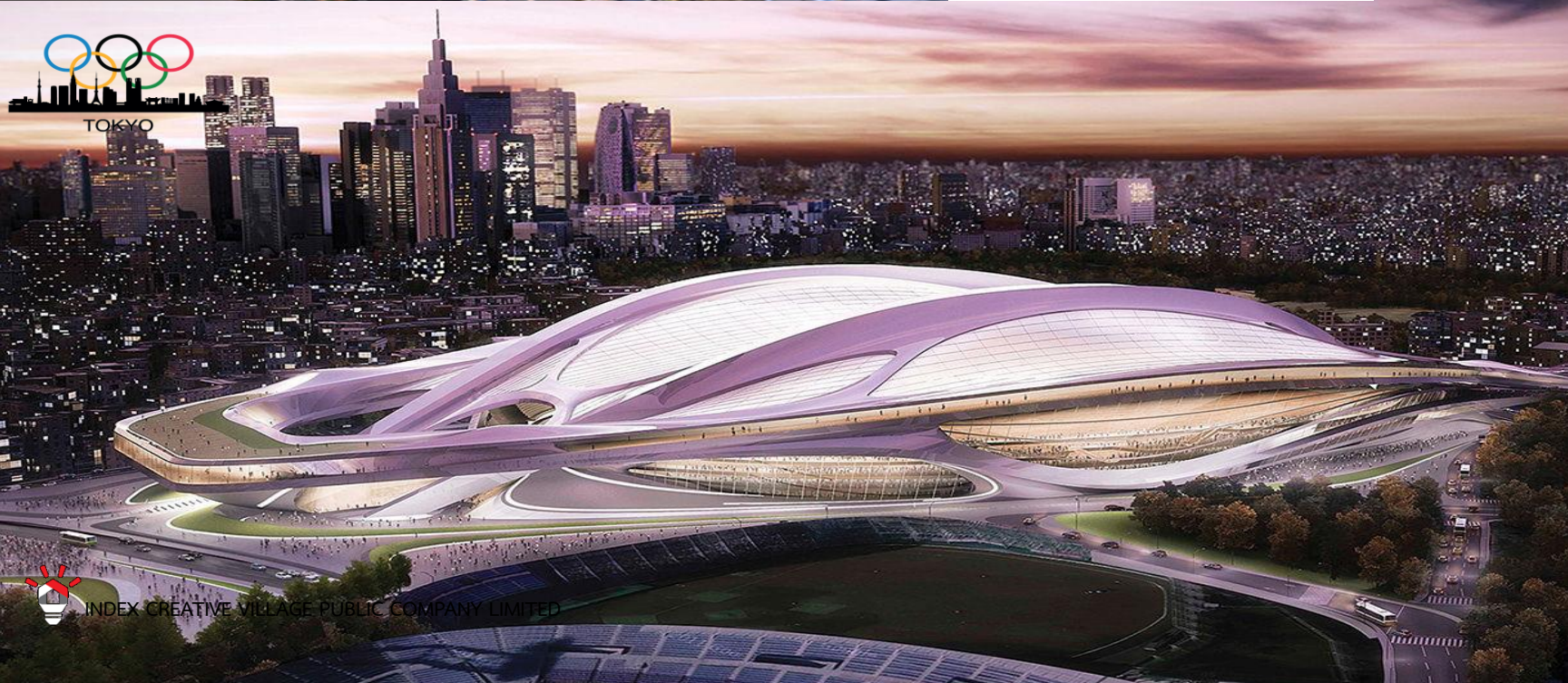
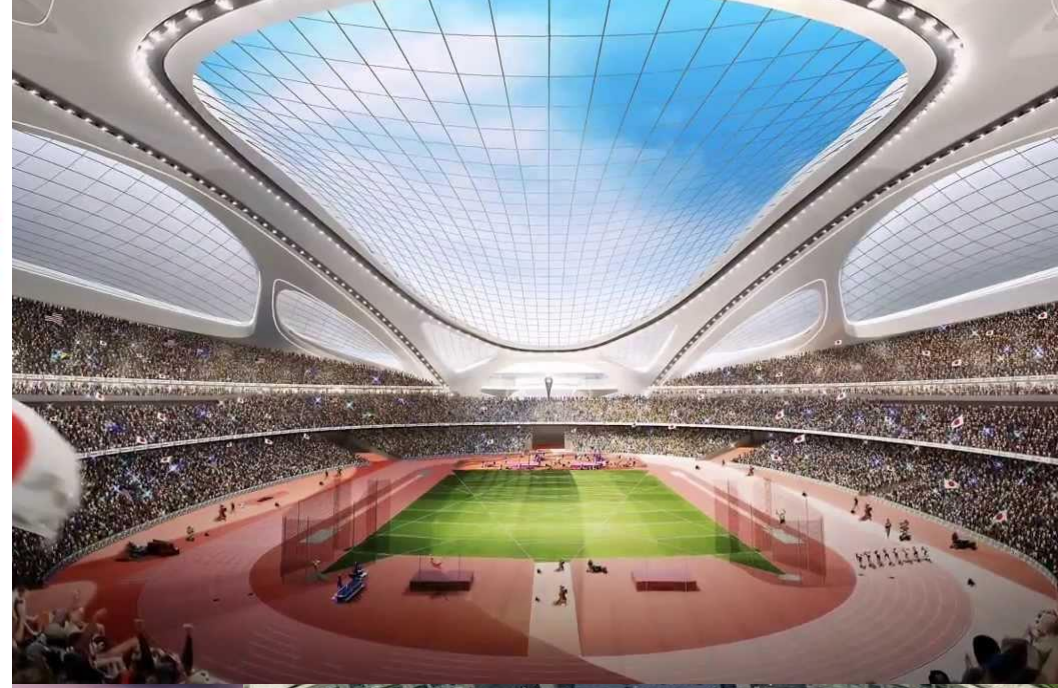


**RUGBY
WORLD CUP™
JAPAN日本2019**



Chōfu Ajinomoto Stadium 35°39'51.4"N 139°31'37.7"E Capacity: 49,970 	Yokohama International Stadium Yokohama 35°30'36.16"N 139°36'22.49"E Capacity: 72,327 	Fukuroi Shizuoka Stadium 34°44'35.60"N 137°58'13.81"E Capacity: 50,889 	Higashiosaka Hanazono Rugby Stadium 34°40'8.2"N 135°37'35"E Capacity: 30,000 
Fukuoka Level-5 Stadium Capacity: 22,563 33.585889°N 130.46079°E 	 <p>Location of the 12 stadia to host rugby matches at the 2019 World Rugby World Cup announced on 28 September 2015.</p>		Toyota Toyota Stadium Capacity: 45,000 35°05'04.2"N 137°10'14.2"E 
Sapporo Sapporo Dome 43°0'54.62"N 141°24'35.16"E Capacity: 41,410 			Ōita Ōita Bank Dome 33°12'2"N 131°39'27"E Capacity: 40,000 
Kumamoto Umakana Yokana Stadium 32°50'13"N 130°48'0"E Capacity: 32,000 	Kobe Kobe City Misaki Park 34°39'24.15"N 135°10'8.27"E Capacity: 30,312 	Kumagaya Kumagaya Rugby Ground 36.164°N 139.411002°E Capacity: 24,000 	Kamaishi Kamaishi Recovery Memorial Stadium 39°16'N 141°53'E Capacity: 16,187 





2020 年東京オリンピック・パラリンピック招致出陣式

Discover Tomorrow



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Strategic Roadmap to host World Events



1964 Tokyo Olympic Summer



1970 World Fair OSAKA



1972 Sapporo Olympic Winter



1975 International Expo OKINAWA



1985 World Expo TSUKUBA



1990 OSAKA expo Japan



1998 Nagoya Olympic



2002 FIFA World Cup Korea Japan



2005 World Expo AICHI



2019 Ruby World cup



2020 Tokyo Olympic

**2025
The World Expo**





BABY BOOMERs



HISTORICAL SITES







MEGA EVENTS

drive

city





CHANGRAI



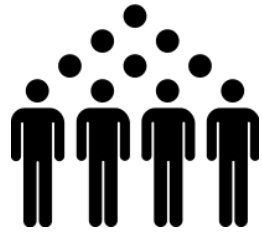
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Photo by : ธีรภัทร



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ECONOMIC IMPACT

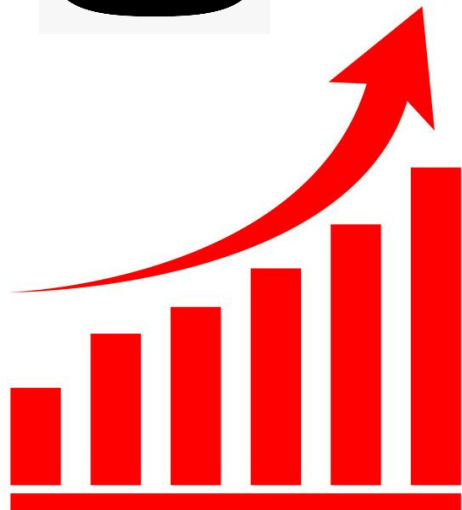


25,000 people

X 5



4,000 baht



500 MB





The Illumination Of White Temple

"BRINGING THE TEMPLE TO LIFE"

22nd NOV – 22nd DEC 2019
SHOW TIME : 18:30, 20:30

BOOK NOW
CONTACT : 083 989 6831, 083 989 6926
f @ : Watrongkhunlightfest

WWW.WATRONGKHUNLIGHTFEST.COM

E-TICKET
WWW.THAI TICKET MAJOR.COM

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PR VALUE SUMMARY

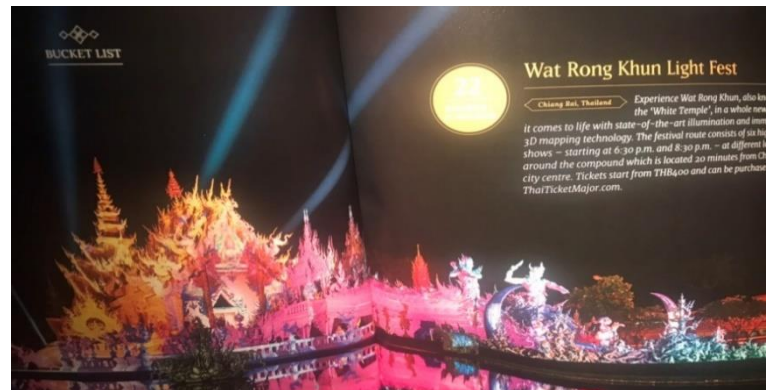
“Wat Rong Khun Light Fest”

108,548,676.78 THB.

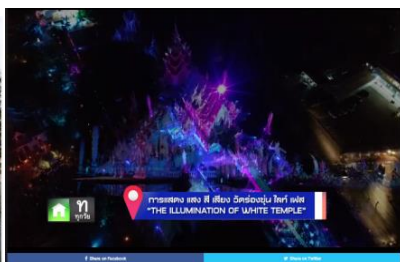
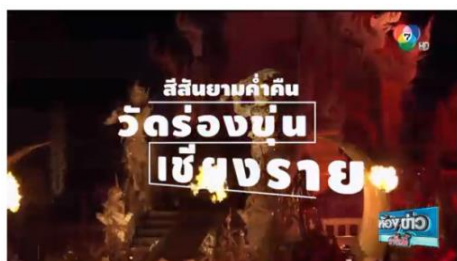
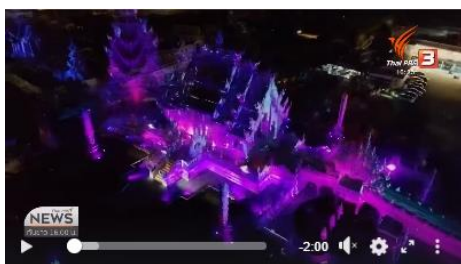
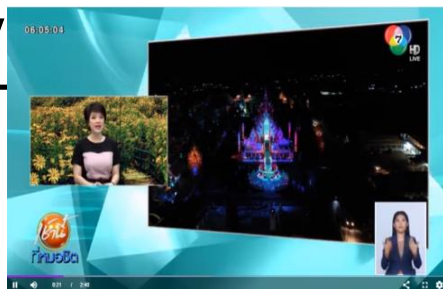




ONLINE Clipping MAGAZINE



900,000.00 THB.



29,863,499.58 THB.

TOP TRAVEL TRENDS

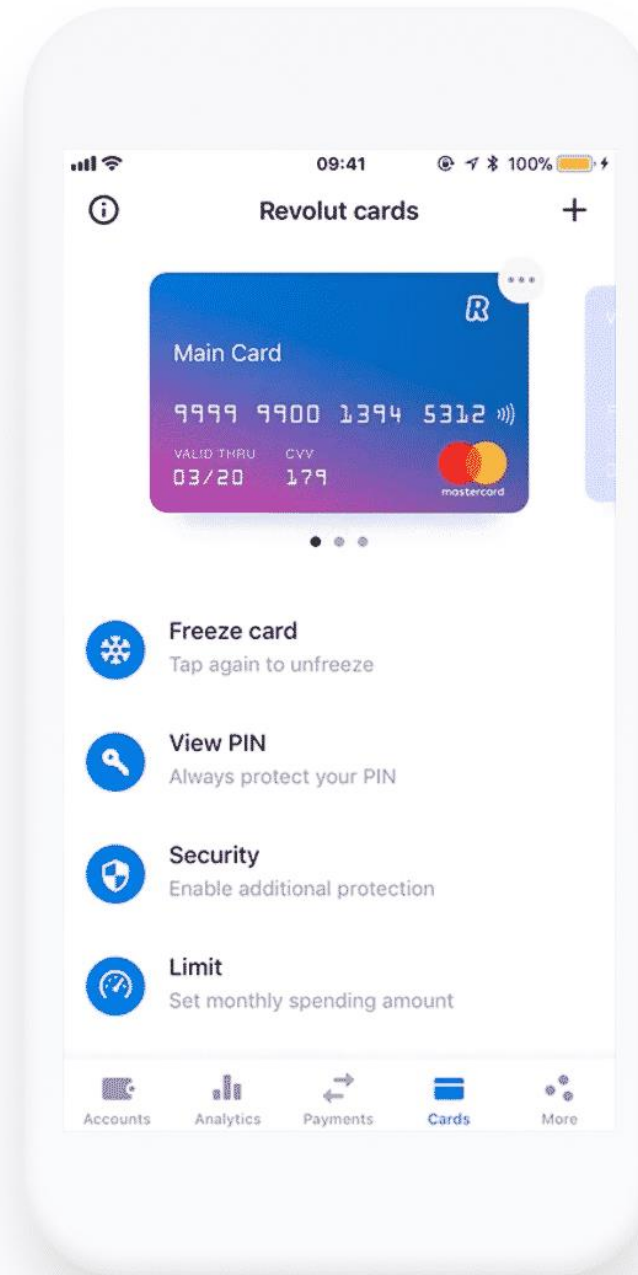
in 2020



Ecotourism



Cash Free Travel



REMOTE WORKING



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TRAVEL THAT is TRANSFORMATIVE



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PERSONALIZATION THROUGH DATA





VEGANISM





GIG ECONOMY



