

Date: February 15th, 2022

Subject: Meaningful Travel – Help make Thailand greener



Tourism Authority of Thailand (TAT), Stockholm office, proudly announces a **“Meaningful Travel concept”** for visiting Thailand with good conscience. The campaign aims to support nature conservation and protect green spaces throughout Thailand.

As Thailand has started to reopen and welcome international travellers, it is a start for a new chapter of the Thai tourism for the sustainable and responsible tourism. The commitment of joining force between the private sector in travel and hospitality-related services together with the Tourism Authority of Thailand (TAT) in our effort to contribute a positive net benefit to the local community and the environment. TAT, Stockholm Office, has therefore introduced a new alternative of travel with a net positive impact in Thailand. We have teamed up with [Socialgiver](#), a non-profit organization in Thailand for socially conscious lifestyle and travel, and [Big Trees Foundation](#), to support nature conservation throughout Thailand.

As a part of the **Amazing New Chapter strategy for Visit Thailand Year 2022**, it is TAT’s commitment to become a sustainable travel destination. The **“Meaningful Travel Campaign”** brings the collaboration between the National Tourism Board and Thai Private sectors who want to contribute to the nature and to the local communities. Nordic and Blatic travellers are welcomed to be a part of our commitment. By booking hotels, restaurants, spa service and more through this [platform](#) will help create a positive impact to the environment because half of income will go to the Big Trees Foundation.

“It is our mission as a National Tourism Board to promote Thai tourism in the best resonsible way. The Meaningful Travel campaign is an effort to help travellers create a holiday even more special and valuable. We offer a better alternative that goes with the social and environmental concious lifestyle of Nordic and Baltic travellers. Visitors do not only travel to their favourite destination, but they can give back to the local environment and commnities without paying more. The Thai private sector has joined this force together with us and all travellers are welcomed to be a part of this campaign” says Eurblarp Sriphiromya, Director of Tourism Authority of Thailand Stockholm Office.

Big Trees Foundation takes on a holistic approach to preserving public green space to ensure a sustainable practice that creates a lasting impact. The project starts out by creating awareness on the countless benefits of how big trees can help reduce pollution in the atmosphere, decrease dust particle levels, and even produce O2 back into the atmosphere to promote big tree protection. Their work encompasses the life cycle of a tree - from growing seedlings, to reforestation programs, to educating locals to handling wildfires, to creating meaningful jobs for locals through Arborists training, to partnerships with property owners that wish to maintain their big trees to strive for as long as possible.

Join our mission to preserve green spaces in Thailand and make your Thailand holiday trip truly meaningful.

For regular updates on the tourism-related COVID-19, visit TAT, Stockholm office, official website The Colours of Thailand, www.thecoloursofthailand.com