

Toilet bowl

Public Toilet

Mass Transportation

Fuji san

Michi no Eki

10

# Things to bring back from Japan

Cr. Photo from Internet

Motorway / Bridge / Tunnel

Charactor / Mascot

Combini

Museum

Park





# 2015

12 Cities That can't miss



Visiting Secondary Cities  
in 5 Regions

- Unique Tourist Attractions
- Accommodations
- Able to Workation
- New experiences
- Restaurant
- Soft Power Activities
- Unseen Places

# 2018

55 Secondary Cities



North to the Road

## Northern

Giving a special experiences to every family in diversity of Tradition ceremonies, Cultures, Identity the way of life, Gastronomy and Tourist activities through road trip experiences



Trendy Central

## Central

Serving a Secondary Cities Tourism experiences by 3 main products menu

- 1.Recovery your soul.
- 2.Invigorate with gastronomy.
- 3.Communicate Motivation for travel and increase the number of rest days



Isan In Love

## North Eastern

ISAN In love serving a new ISAN experiences that you ever seen before in Religion story, Wildlife and Traditional presented by North-east gastronomy, OTOP and GI Products

# 2023

Opening an Unseen Experiences



Savory South

## Southern

Presenting a South travel experiences with products and identity activities interleave with responsibilities tourism concept to making more impressive of your trips



East to Ease

## Eastern

Creating an Intrend travel lifestyle experience by your own, with beauty of nature by Soft power activities. Making you recover your soul and respect a value of nature and society





# Collaboration between Japan and Thailand to promote Rural Tourism



Thailand

Services

Experience Sharing

Influencer Exchanging

Best Practice



Japan

Value Added

Best Practice

Indepth Research

Sustainable Tourism

