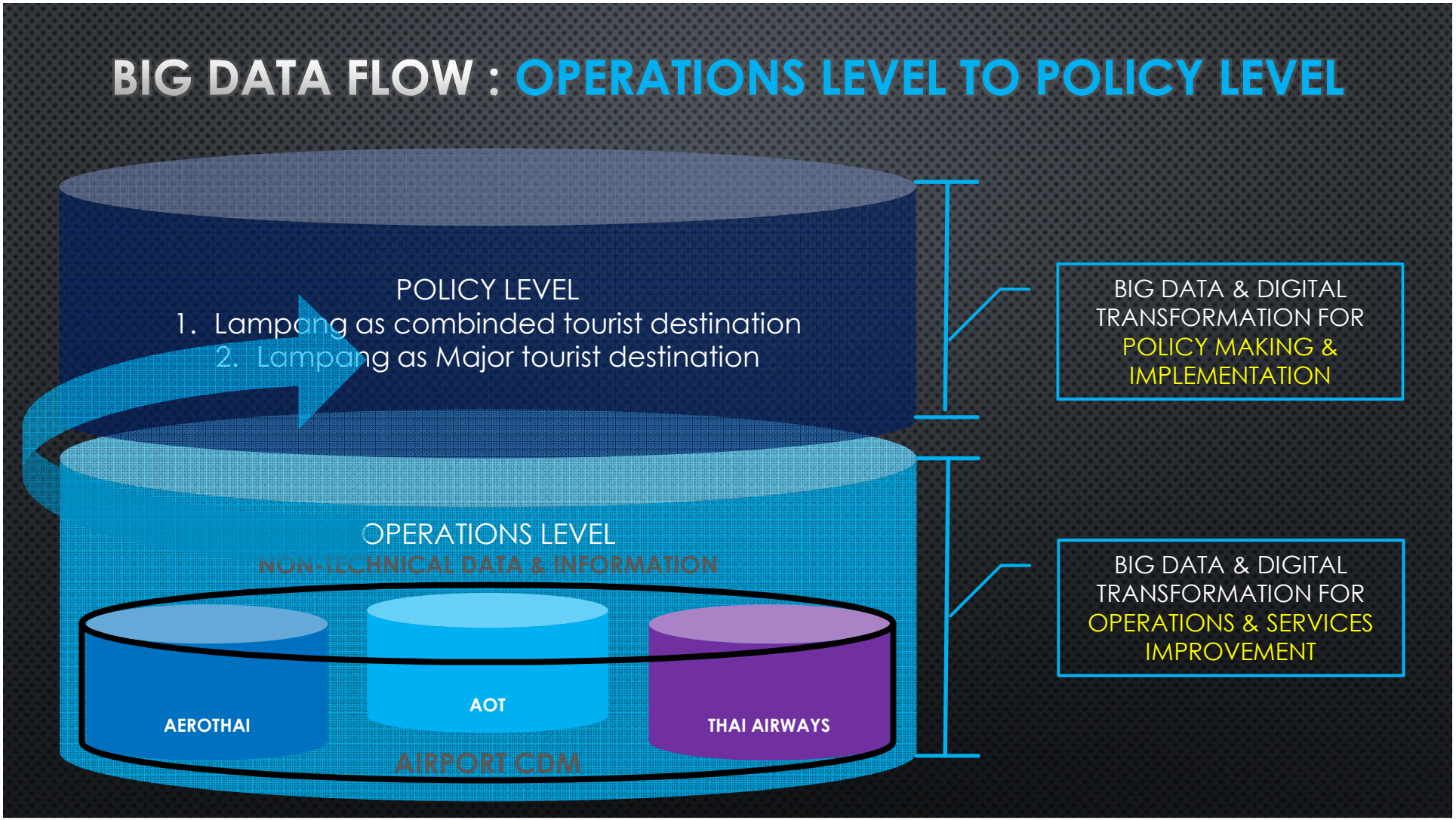
CEO FORUM

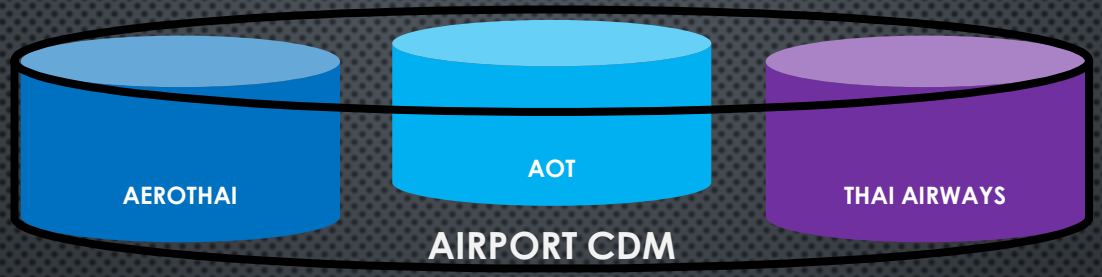
BIG DATA & DIGITAL TRANSFORMATION

TO SUPPORT THAILAND TOURISM POTENTIALITY

BIG DATA FLOW : OPERATIONS LEVEL TO POLICY LEVEL



OPERATIONS LEVEL



AIRPORT SMART MOBILE APPLICATION

FLIGHT / AIRCRAFT INFO.

BAGGAGE INFO.

PASSENGER INFO.

AIRPORT FACILITIES

AIRPORT INDOOR MAP / NAVIGATION

FLIGHT NOTIFICATION / ALERT

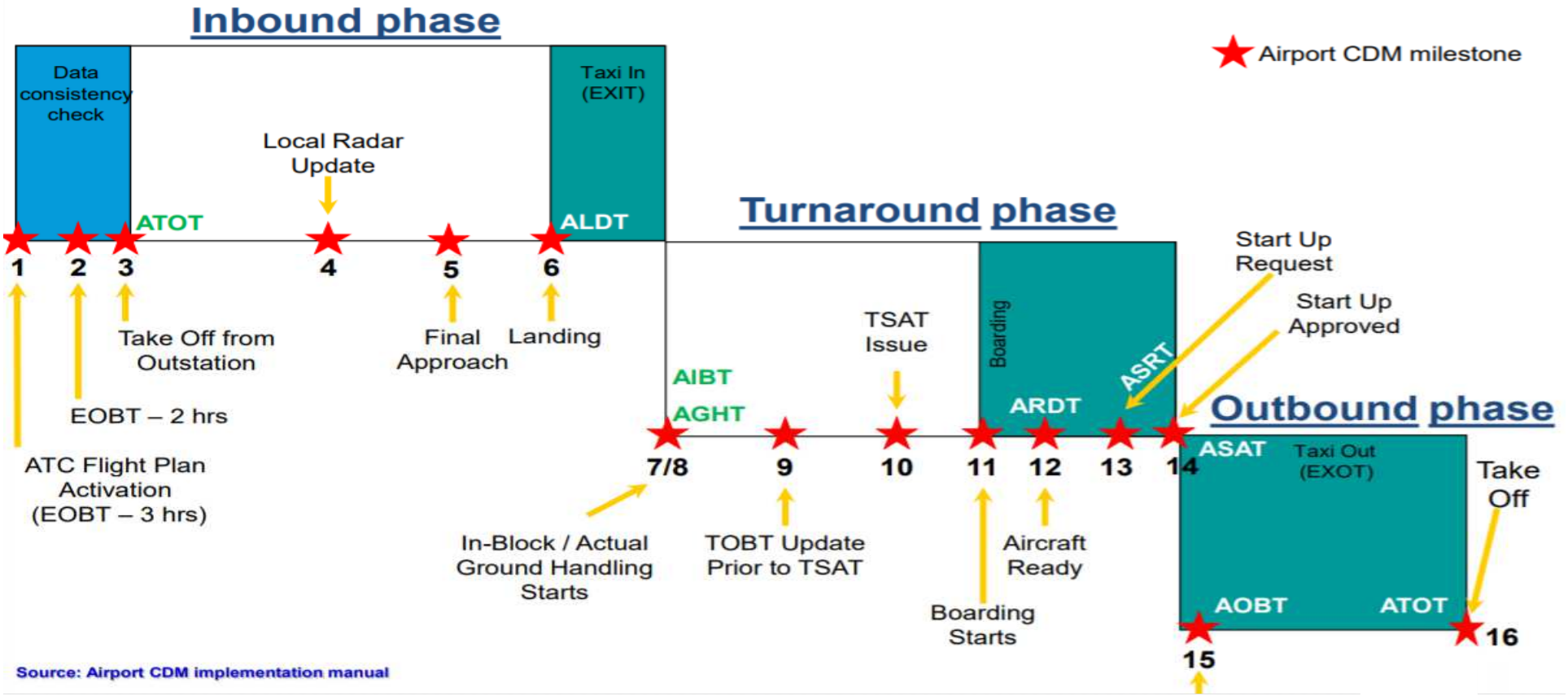
PASSENGER BEHAVIOR / TRACKING

SHADOW DEMAND

AIRPORTS OF THAILAND PLC.
บริษัท ท่าอากาศยานไทย จำกัด (มหาชน)

Region	No.	Airport Code	Airport Name	Demands		
				Direct	Connecting (Shadow)	TOTAL*
North	1	NNT	Nan Nakhon Airport	244,221	158,610	402,831
	2	LPT	Lampang Airport	214,768	78,033	292,801
North-East	3	UTH	Udon Thai International Airport	1,841,909	446,161	2,288,070
	4	UBP	Ubon Ratchathai International Airport	1,220,994	414,373	1,635,367
	5	KKC	Khon Kaen Airport	1,222,859	398,954	1,621,813
	6	KOP	Nakhon Phanom Airport	228,098	166,358	394,456
	7	SNO	Sakhon Nakhon Airport	256,713	123,239	379,952
	8	ROI	Roi Et Airport	204,190	142,551	346,741
Central	9	PHS	Phitsanulok Airport	309,727	176,612	486,339
West	10	MAQ	Mae Sot Airport	97,484	78,328	175,812
South	11	KBV	Krabi International Airport	2,970,046	872,262	3,842,308
	12	URT	Surat Thai International Airport	1,567,539	485,781	2,053,320
	13	NST	Nakhon Si Thammarat Airport	992,388	371,888	1,364,276
	14	TST	Trang Airport	449,391	217,822	667,213
	15	NAW	Narathiwat Airport	183,621	60,728	244,349
Total				**12,003,948**	**4,191,700**	**16,195,648**
					26%	

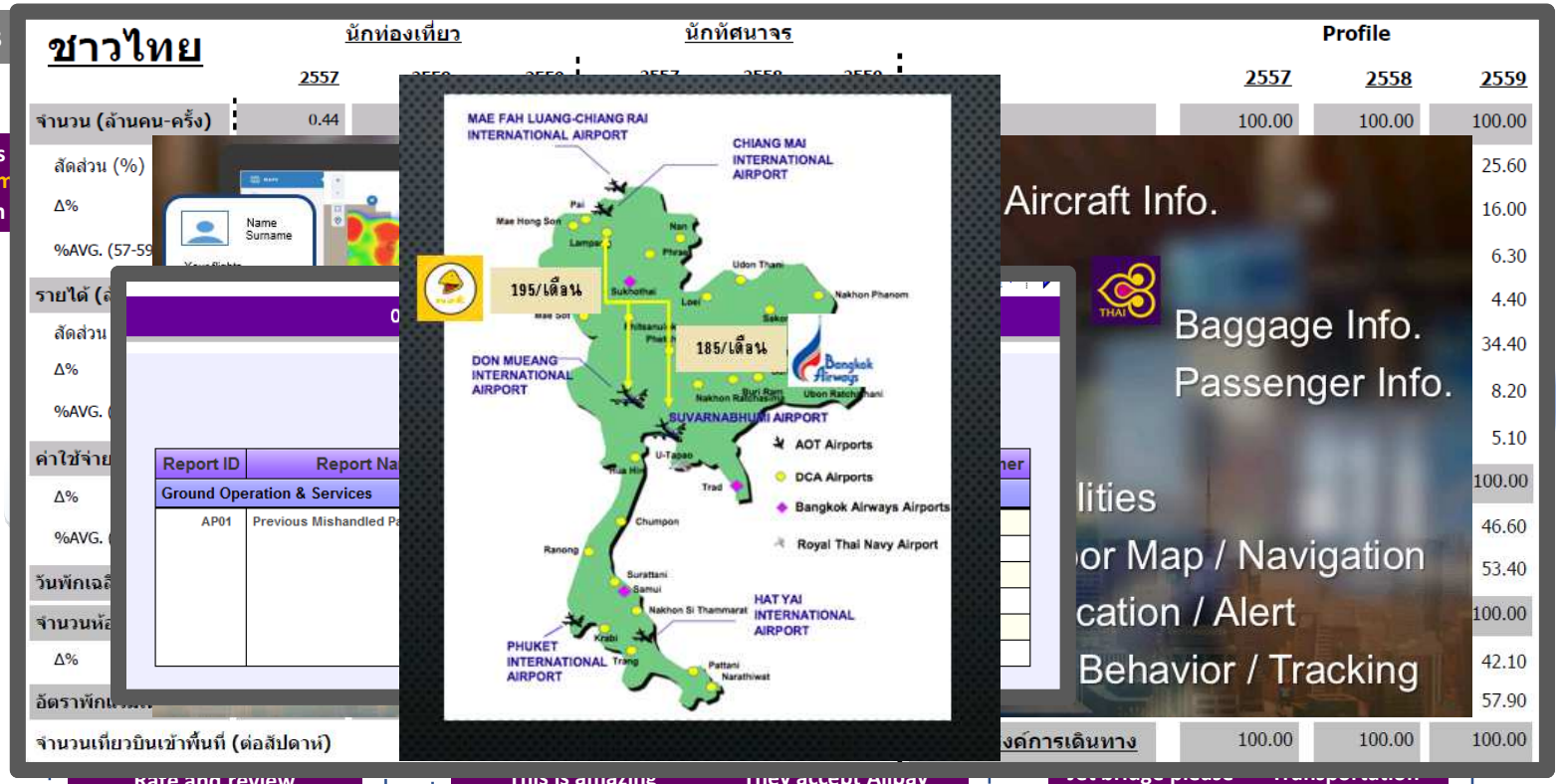
AIRPORT CDM : 16 PROCESS MILESTONES



LAMPANG AND NEARBY AIRPORTS : DATA ANALYSES

LAMPANG AND O/D PAIR : OCTOBER 2017

Traveler Journey



Awareness

I need a vacation

It's Lam an

Male
40
Single
BKK

Thai
Buddhism
ROP

Rate and review
Can't wait to come back

Advocacy

- Social analytics
- Web analytics

This is amazing
Better than I imagined

They accept Alipay
I want to share on IG

Experience

- Social analytics
- Behavior
- Web analytics
- Spending

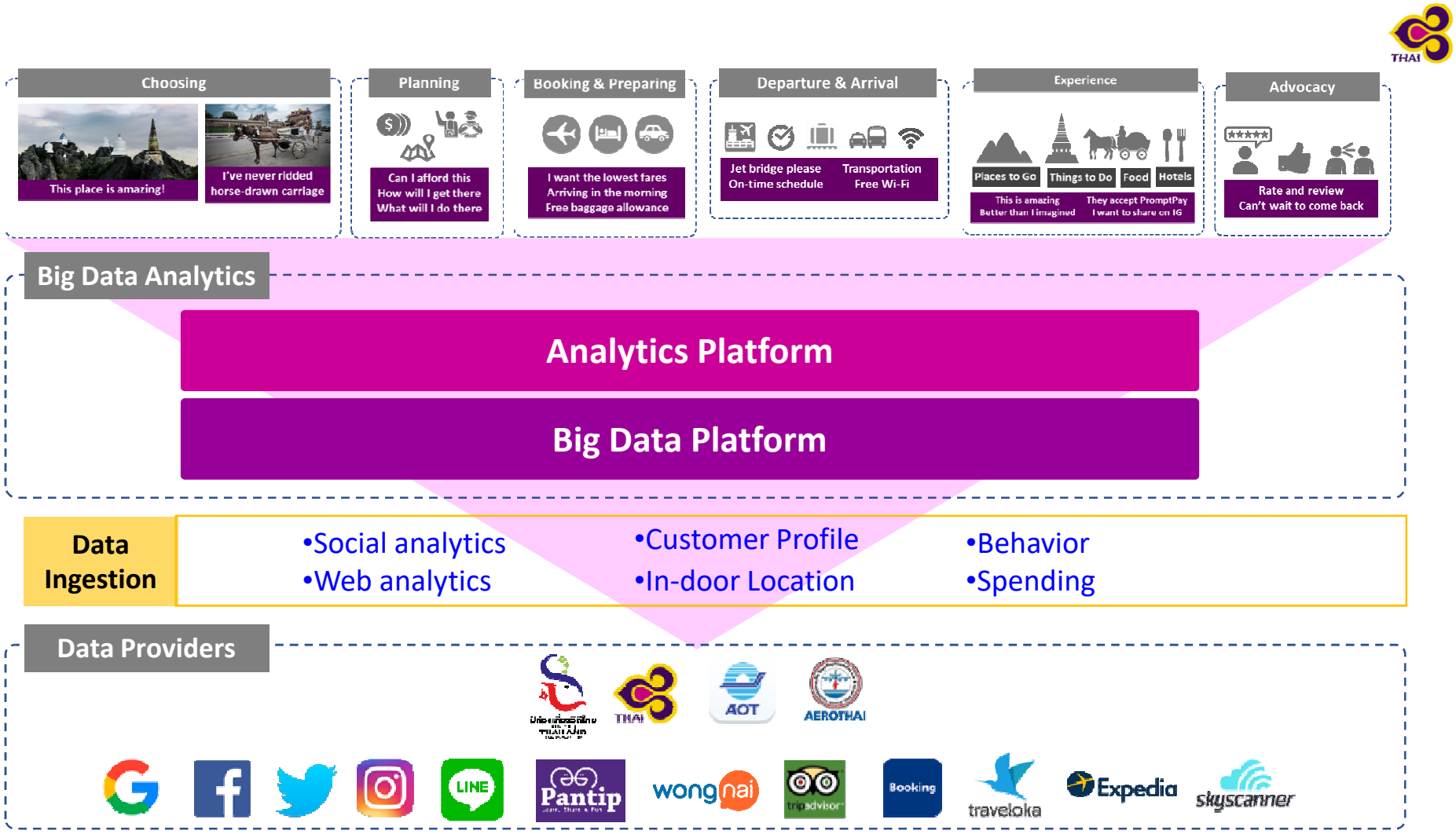
On-time schedule

Free Wi-Fi

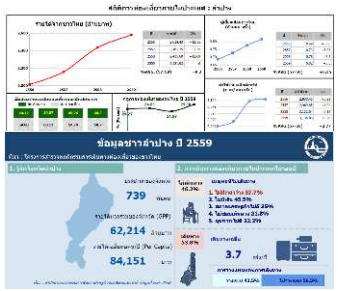
Departure & Arrival

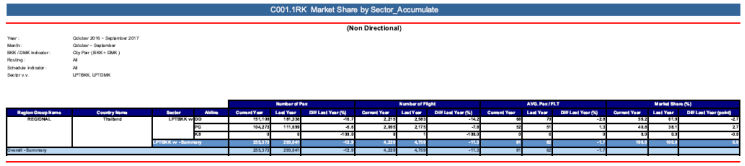
- Customer Profile
- Flight Info
- In-door Location
- Gate/Belt Info

Data from user
Data provided to user


Choosing
This place is amazing!
I've never ridded horse-drawn carriage
Planning
Can I afford this
How will I get there
What will I do there
Booking & Preparing
I want the lowest fares
Arriving in the morning
Free baggage allowance
Departure & Arrival
Jet bridge please
On-time schedule
Transportation
Free Wi-Fi
Experience
Places to Go
Things to Do
Food
Hotels
This is amazing
Better than I imagined
They accept PromptPay
I want to share on IG
Advocacy
Rate and review
Can't wait to come back
Big Data Analytics
Analytics Platform
Big Data Platform
Data Ingestion
•Social analytics
•Web analytics
•Customer Profile
•In-door Location
•Behavior
•Spending
Data Providers
THAI
AOT
AEROTHAI
LINE
Pantip
wongnai
tripadvisor
Booking
traveloka
Expedia
skyscanner

New Destination Evaluation Process





Boeing 737-400

Number of aircraft	2
Number of seats	149

Airbus A320-200: 320/32S

Number of aircraft	6/14

Market Potential → **Passenger Demand Analysis**
- Direct Traffic
- Flow Traffic

→ **Catchment Area** → **Competitive Analysis** → **Marketing Strategy** → **Aircraft Availability** → **Run Route Evaluation using NMS**

AOT AIRPORTS OF THAILAND PLC.

Region	No.	Airport Code	Airport Name	Demands		
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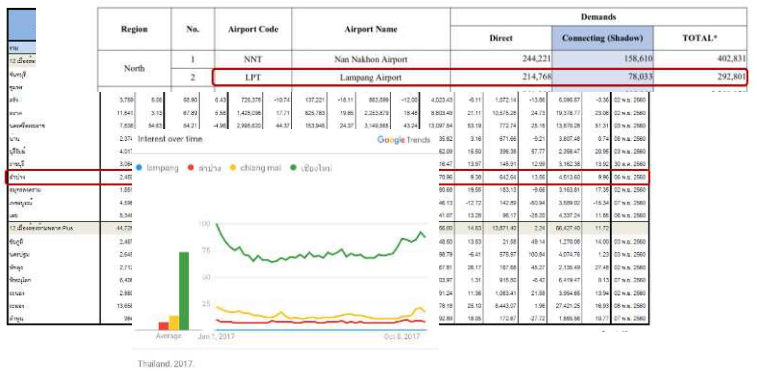
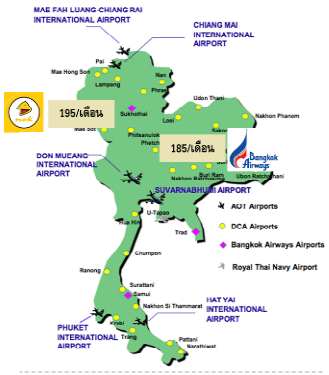
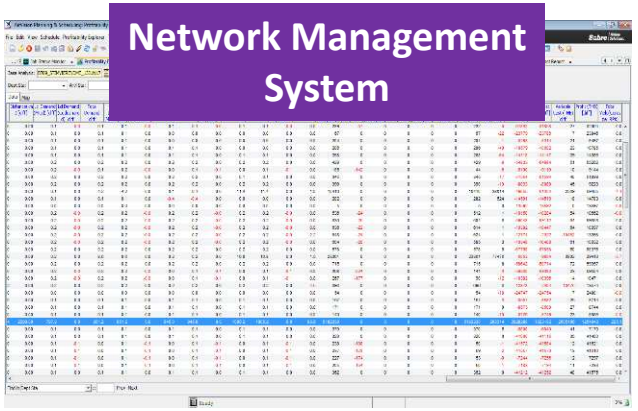


Thailand, 2017.



Network Management System



POLICY LEVEL

WOW THAILAND
12 เมืองต้องห้ามพลาดสู่ไทย
amazing THAILAND
TAT
TAT Intelligence Center
ศูนย์วิจัยด้านตลาดการท่องเที่ยว
การท่องเที่ยวแห่งประเทศไทย
นโยบายส่งเสริมการท่องเที่ยว
บทวิเคราะห์และงานวิจัย
สถานการณ์ท่องเที่ยว
แหล่งท่องเที่ยวและกิจกรรม
ข้อมูลภาคธุรกิจ
เลือกดูข้อมูลอื่นๆ
>30 วัน
21-30 วัน
11-20 วัน
<11 วัน
N/A
คนไทยมีวันหยุดพักผ่อนประจำปี ไม่ต่ำกว่า 21 วัน
ราชิลได้หยุดมากที่สุดในโลก แต่สหรัฐอเมริกาไม่มีวันหยุดเลย!!!
จำนวนผู้เยี่ยมเยือน ปี 2555 - 2559
762
804
859
2556
2557
2558
ประจำปี
2557
THE AMERICAS
EUROPE
North-East Asia
Middle East
South Asia
AFRICA
ASEAN
OCEANIA
คนกรุงฯ.. ค้างไหน?
TOP 10
TOURISM REVENUE
รายได้'ท่องเที่ยว' มาจากไหนบ้าง?
2,155,188
206,271
946,451
377,878
>100,000
10,000-100,000
<10,000
TOURISM THAILAND
DOWNLOAD NOW

BIG DATA & Digital Transformation for LAMPANG

Marketing Data Base

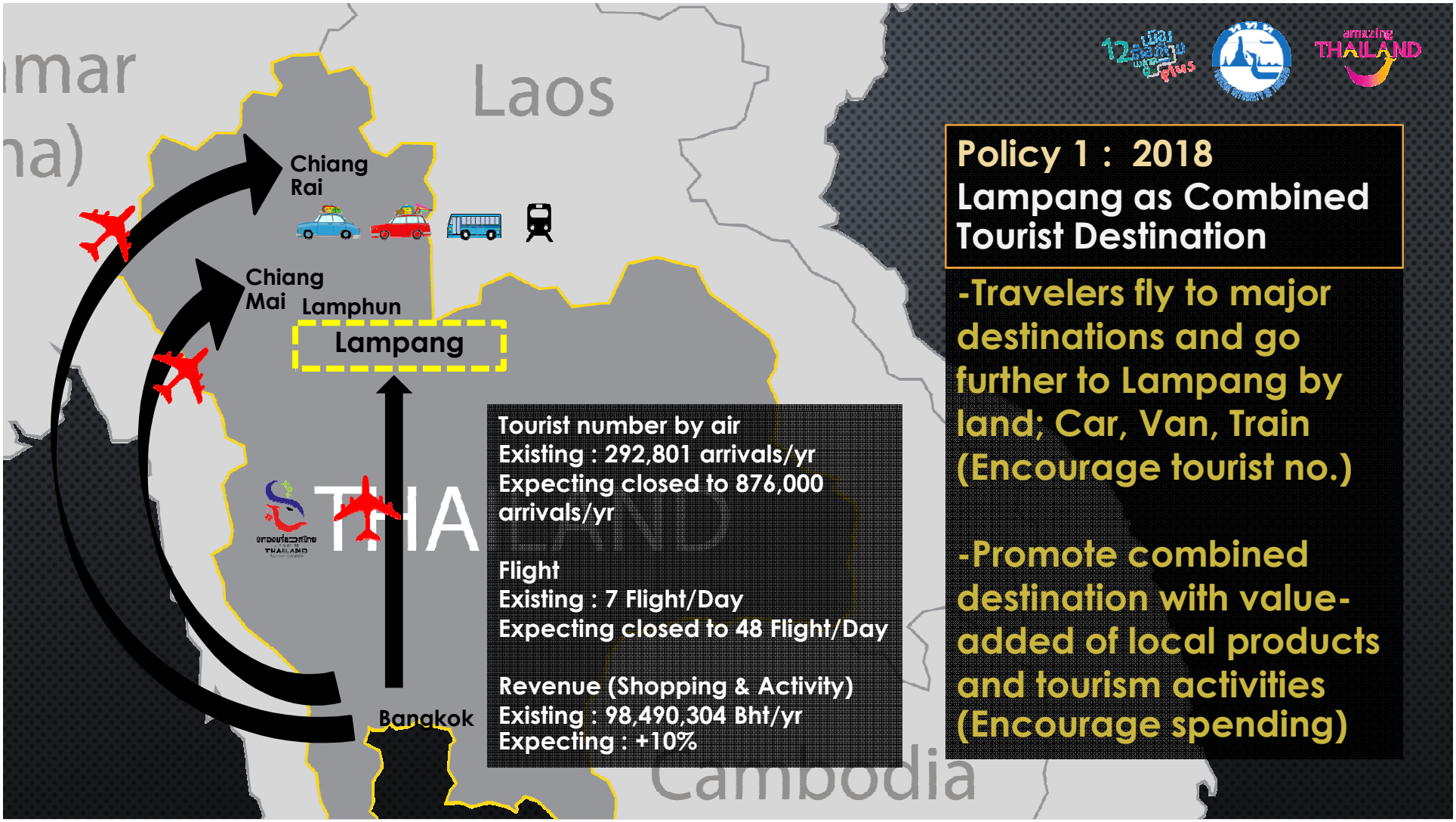
TAT Intelligence Center

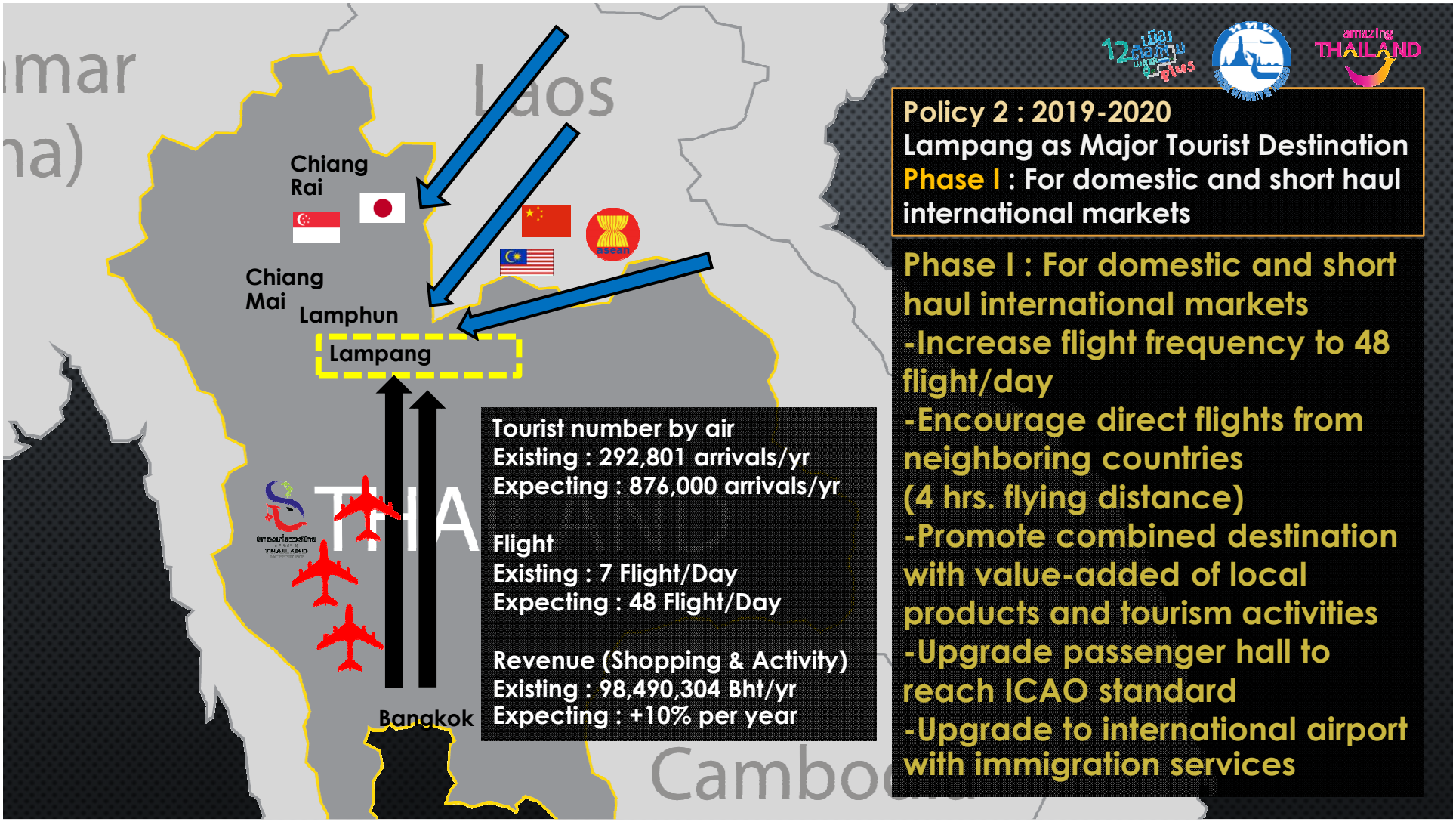
Policy Level
Demand VS Supply

Policy 1 : 2018
Lampang as Combined Tourist Destination

Policy 2 : 2019-2020
Lampang as Major Tourist Destination
Phase I : For domestic and short haul international markets

Policy 2 : 2019-2020
Lampang as Major Tourist Destination
Phase II : For domestic and short/ medium/long haul international markets


Laos
Chiang Rai
Chiang Mai
Lamphun
Lampang
Bangkok
THA
Cambodia
Tourist number by air
Existing : 292,801 arrivals/yr
Expecting closed to 876,000 arrivals/yr
Flight
Existing : 7 Flight/Day
Expecting closed to 48 Flight/Day
Revenue (Shopping & Activity)
Existing : 98,490,304 Bht/yr
Expecting : +10%
Policy 1 : 2018
Lampang as Combined Tourist Destination
-Travelers fly to major destinations and go further to Lampang by land; Car, Van, Train (Encourage tourist no.)
-Promote combined destination with value-added of local products and tourism activities (Encourage spending)


Laos
Chiang Rai
Chiang Mai
Lamphun
Lampang
Bangkok
Tourist number by air
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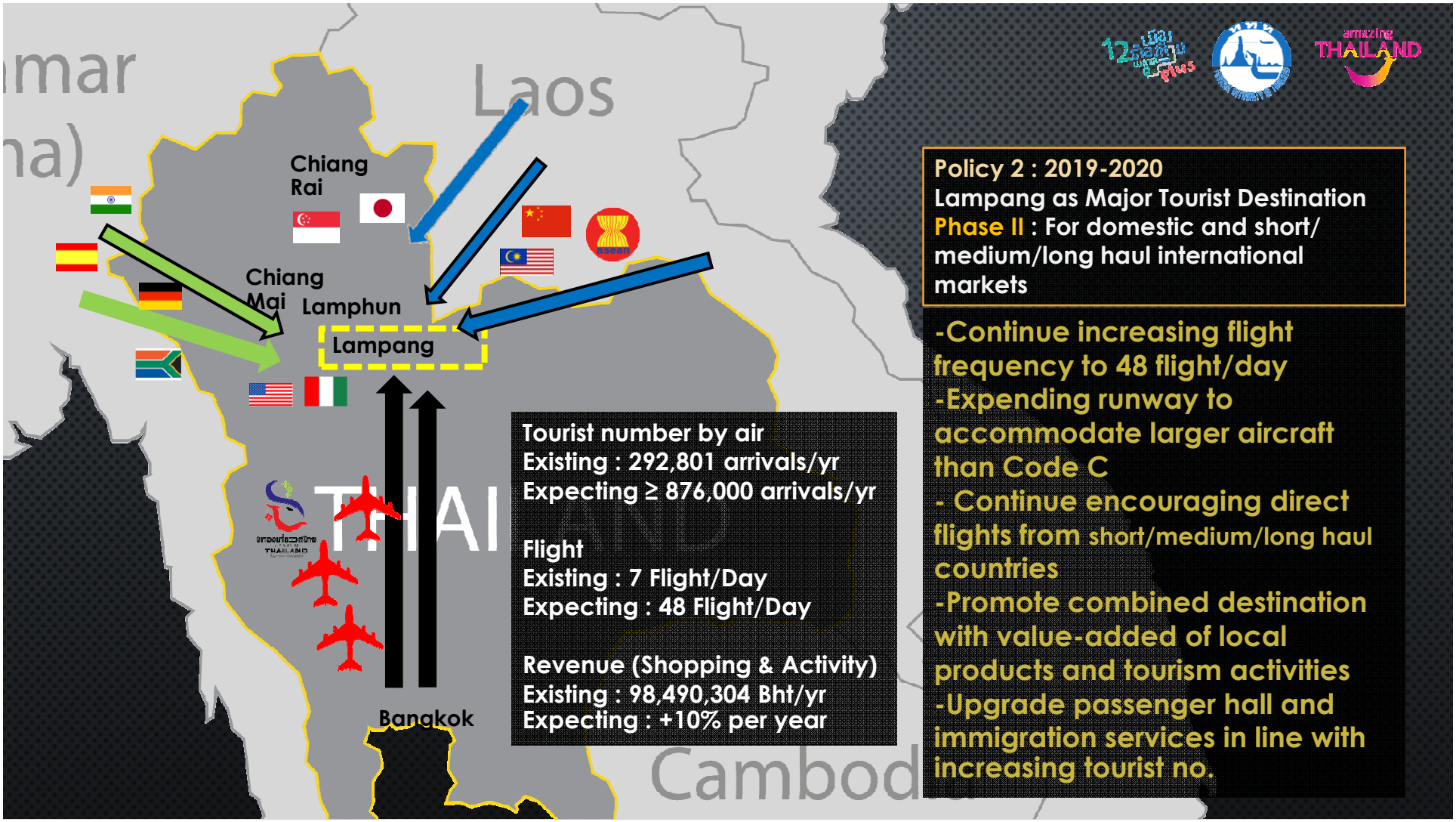
Flight
Existing : 7 Flight/Day
Expecting : 48 Flight/Day
Revenue (Shopping & Activity)
Existing : 98,490,304 Bht/yr
Expecting : +10% per year
Policy 2 : 2019-2020
Lampang as Major Tourist Destination
Phase I : For domestic and short haul international markets
Phase I : For domestic and short haul international markets
-Increase flight frequency to 48 flight/day
-Encourage direct flights from neighboring countries (4 hrs. flying distance)
-Promote combined destination with value-added of local products and tourism activities
-Upgrade passenger hall to reach ICAO standard
-Upgrade to international airport with immigration services


Laos
Chiang Rai
Chiang Mai
Lamphun
Lampang
Bangkok
Cambod
Tourist number by air
Existing : 292,801 arrivals/yr
Expecting ≥ 876,000 arrivals/yr
Flight
Existing : 7 Flight/Day
Expecting : 48 Flight/Day
Revenue (Shopping & Activity)
Existing : 98,490,304 Bht/yr
Expecting : +10% per year
Policy 2 : 2019-2020
Lampang as Major Tourist Destination
Phase II : For domestic and short/ medium/long haul international markets
-Continue increasing flight frequency to 48 flight/day
-Expending runway to accommodate larger aircraft than Code C
- Continue encouraging direct flights from short/medium/long haul countries
-Promote combined destination with value-added of local products and tourism activities
-Upgrade passenger hall and immigration services in line with increasing tourist no.

Laos
Chiang Rai
Chiang Mai
Lamphun
Lampang
THAILAND
Traveling &
Experiencing
BIG
DATA
Social Listening &
Analytics
Dreaming,
Planning,
Making Decision,
Booking, sharing
AOT
BIG
DATA
TAT Local &
Overseas
Offices
Dreaming,
Planning,
Making Decision,
Booking, sharing
Traveling &
Experiencing
Social
Listening &
Analytics
Bangkok
Cambodia

Laos
Cambodia
THANK YOU
AOT
THAI