

Siam Legal Joins Thailand Privilege at WTM London as TAT Unveils 2027 Value Strategy

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Bangkok, Thailand - November 19, 2026 -
Siam Legal International, a full-service law firm in Thailand, joined Thailand Privilege at World Travel Market (WTM) London from November 3 to 5, 2026, as the Tourism Authority of Thailand (TAT) unveiled a 2027 strategy that places the value of each visit ahead of the number of arrivals. As an official General Sales and Services Agent (GSSA) for the Thailand Privilege Visa program, the firm met travel agencies, destination management companies and industry partners from around the world at ExCeL London to discuss long-term stay options in Thailand.

Mr. Manatase Annawat, President of Thailand Privilege Card Co., Ltd., said international events such as WTM London help expand awareness of the program among people who wish to live, retire, relocate or travel often to Thailand. He added that these events also help the program grow its network of agents across business-to-business and business-to-consumer channels and connect with potential vendors.

TAT presented its "Value Over Volume" strategy at the Amazing Thailand Press Conference on November 4.

The announcement comes as Thailand expects more than 31 million international arrivals and more than THB 1.56 trillion in tourism revenue in 2026. Rather than setting arrival targets for 2027, TAT is aiming for at least 5% growth in total tourism revenue and a 60:40 split of visitors between major and lesser-known destinations.

The shift places greater weight on revenue, visitor distribution and the benefits that reach local communities. TAT also described a change in its own role, from tourism promoter to "tourism ecosystem orchestrator," working with airlines, tourism businesses, creative talent and local communities to develop travel experiences across the country.

Improved air access forms a central part of the plan to attract higher-value visitors, particularly from Europe. New and planned services include three weekly winter flights by Virgin Atlantic between London Heathrow and Phuket, a Warsaw to Bangkok route operated by LOT Polish Airlines, and a Minsk to Bangkok service by Belavia. Through its Link Plus initiative, TAT is also connecting international markets with lesser-known destinations such as Takua Pa in Phang-nga, Nakhon Si Thammarat and the Mekong River area of Ubon Ratchathani, with the goal of increasing international arrivals to these areas by 10%.

Under the theme "Healing is the New Luxury," TAT's 2027 marketing priorities move from "Value for Money" to "Value Through Meaning." Its Festival Economy strategy brings cultural events to wider international audiences, with the 2026 Ubon Ratchathani Candle Festival drawing 460,000 attendees and generating THB 1.7 billion in local revenue. TAT is also working to position Thailand as a global health and wellness destination by 2027 through medical excellence, science-based wellness and local wisdom, alongside hands-on creative tourism such as natural-dye batik workshops in Nakhon Si Thammarat.

Rex Baay, Senior Immigration Consultant and Operations Manager at Siam Legal International, said the new direction aligns closely with how many Thailand Privilege members already experience the country. "The festivals, wellness programs and lesser-known provinces TAT is promoting are best enjoyed by people who have the time to see them properly, and that is the profile of a long-stay visitor," Baay said. "Many of the travel agencies and destination management companies at WTM London were looking for a straightforward way to offer their clients extended stays, and a multi-year membership with unlimited entries fits naturally into the kind of travel Thailand now wants to encourage."

The Thailand Privilege Visa, formerly known as the Thailand Elite Visa, offers unlimited entries and memberships ranging from 5 to more than 20 years. The program serves retirees, remote workers, frequent visitors and wellness travelers seeking a simpler route to long-term stays than most traditional visa options.

As a GSSA, Siam Legal International works alongside Thailand Privilege to introduce the program to international clients and partners, guiding applicants from membership selection through to approval. The firm

also continues to provide legal support to members after arrival, including property purchases, business setup and family matters. The firm shared further highlights from the event in its Siam Legal Thailand Privilege article on WTM London

Siam Legal International is a full-service law firm with more than 20 years of experience serving foreign and Thai clients, with offices in Bangkok, Chiang Mai, Phuket, and Pattaya. The firm provides comprehensive legal support across immigration, property transactions, business law, family law, and litigation.

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Siam Legal International

American-managed Thailand law firm with 22+ years? experience. Experts in corporate setup, BOI, FBL, family & divorce, property, litigation, immigration, notary, wills, contracts & due diligence across Bangkok, Phuket, Pattaya & more.

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