

This differs to the result of similar incidents elsewhere.

“Earlier when we’ve seen bombings in London and on Bali and in Egypt where Swedes have both changed their booking and cancelled. But this did not happen for Thailand.”

“We have most of our travellers going to Phuket or Krabi,” she points out.

“The travellers feel comfortable with that the disturbances are limited to Bangkok. Phuket and Krabi are far away.”

Around 60 000 travelled with Ving from Sweden to Thailand during a year.

“During the actual events we had few cancellations to Thailand and but we haven’t seen much since then. The media reporting was clear on the point that the disturbances was isolated

to a few districts in Bangkok and the airport respectively so those travelling to other parts of Thailand – like most of our customers – understood that the disturbances did not affect for example Phuket,” Magdalena Öhrn explains.

Peter Hellström, of Fritidsresor cant see any short-term danger that the impression of Thailand might change – that it might be considered less stable than before, and that, as a consequence, fewer people would travel to Thailand henceforth.

“Thais watch their tourists with loving care. Long term is more difficult to predict, it is too early to say now.”

A local established travel agency run by Swedes – Thailandspecialisten.se – whose customers mainly fly into Thailand via Bangkok reports however a decline in customers of 40 per cent during the past two years.

“During the season 2006-2007 we had about 5,000 persons travelling with us. Since then we have seen a decline of around 40 per cent during the past two years,” says



Anders Palm from the Swedes’ prime destination, Phuket.

This is partly a consequence of the disturbances within Thailand.

“Not so much among private customers as among companies and their conferences and incentive travel. We made some companies line up for the season, but none of them fulfilled their plans. The corporations did not seem willing to risk that all or parts of their personnel would get stuck in Thailand.”

“Among private travellers we have not heard any comments in particular,” reports Anders Palm who believes the disturbances will be temporary and any change in the view on Thailand will depend on potential further turmoil in the future.

As for the hotels, Jan Kirstein, Swedish general manager at Sheraton Grande Laguna, Phuket reports:

“Sheraton Grande Laguna Phuket is looking forward to the same number of Scandinavians, mostly Swedes and Danes, during 2009 as in 2008, which can be explained mainly by the fact that we have increased the collaboration with Scandinavian tour operators.”

When asked if the significantly increasing number of Swedes owning second homes abroad here directly or indirectly leads to more customers travelling to Thailand, only Magdalena Öhrn at Ving had noticed this trend.

“We do sell also regular flights so get our piece also of this growing pie, both via charter and via Ving Flex – our section for regular flights – of Scandinavians coming to stay here in their holiday homes or visiting friends and relatives.”

Ving arranges trips all the year around, but fly with their own airline Thomas Cook Airlines Scandinavia only during the winter season. During the rest of their year customers can book regular flights.



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