

# CHIANGRAI: CREATIVE ECONOMY OF THAILAND

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# RATIONALE OF CREATIVE ECONOMY, FOLLOWING THE CITY VISION ON PROMOTING LIVABLE CHIANGRAI AND CITY OF HAPPINESS

- Lack of public space and social interaction area
- No city identity
- No tourism attraction in the city center so tourists stayed too short and spent too little in the city
- No participation of local artisans and world class artist in city development

# Concept of Creative Local Economy

## 1. City of Flora for public use

- Promotion local flora products of farmers
- Garden decoration in the city park in winter season during Dec. to February, and painting competition/social media competition
- Music in the park and competition of performance in team and individually during Dec. 25 to Jan. 25
- Weekend walking street to promote handmade products





# Concept of Creative Local Economy (cont.)

## 2. City of Lanna culture

- Building a new city landmark (Lanna style clock tower) by world renowned artists who was born in Chiangrai and has intensive experiences in art work around the world)
- New Year countdown celebration,
- Parade of Buddha images for some Buddhism blessing



# Concept of Creative Local Economy (cont.)

## 3. CITY OF CULTURAL TOURISM

- Green tour tram with tourist routes for cultural tour, local livelihood, and organic farm
- Chiangrai learning center with rotation of exhibitions
- Landscape improvement, new tourism center, river bank improvement and bike lane
- Museum of traditional flags, lanterns of Thai and ethnic groups
- Training of local tour guides including student tour guides for each tourist attractions and special events

# Concept of Creative Local Economy (cont.)

## 4. CITY OF LOCAL ARTISANS AND NATIONAL ARTISTS

- Creation of 9 royal vehicles during 2001-2016
- Decoration of city temple with fresco Lanna architectural style
- Cultural exchanges including languages between Laos, Myanmar, and China for students and teachers

# Concept of Creative Local Economy (cont.)

## 5. CITY OF SMART TOURISM

- Information dissemination via social media,
- Installment of tourism kios in 32 temples, 8 tourist attractions,
- Development of computer application for mobile devices (App: Chiangrai is our home)

## Statistics of visitors

### Number of visitors

	Year 2010	Year 2011	Year 2012	Year 2013	Year 2014	Year 2015
<b>Thai visitors</b>	1,903,623	1,832,370	2,231,702	2,383,306	2,351,184	2,521,249
<b>Inter. visitors</b>	384,595	479,333	520,078	526,498	517,824	557,727
<b>Total visitors</b>	2,288,218	2,311,370	2,751,780	2,909,804	2,869,008	3,078,976

## Tourism revenue

### Revenue (Mill. Baht)

	Year 2010	Year 2011	Year 2012	Year 2013	Year 2014	Year 2015
<b>Revenue from Thai visitors</b>	11,145.31	10,220.21	14,033.92	15,777.28	15,545.46	17,379.53
<b>Revenue from Inter. visitors</b>	3,879.33	4,265.17	4,784.01	4,951.41	4,878.37	5,468.55
<b>Total revenue</b>	15,024.64	14,485.38	18,817.93	20,728.69	20,423.83	22,848.08



# สรุปสถานการณ์ผู้มาพักแรม จำนวนผู้เยี่ยมชมเยือน และรายได้จากผู้เยี่ยมชมเยือน ประจำปี 2559

Month	Occupancy rate (%)	No. of visitors	Revenue (Mill. Baht)
Jan.	64.18	338,432	2,308.01
Feb.	54.96	294,571	2,017.19
Mar.	54.17	330,160	2,255.88
Apr.	43.88	274,381	1,982.12
May	31.9	202,580	1,544.41
June	34.59	207,526	1,492.82
July	32.43	143,368	1,135.83
Aug.	31.82	179,383	1,385.74
Sept.	42.00	243,210	1,823.36
Oct.	42.58	255,276	2,159.50
Nov.	48.71	298,530	2,532.53
Dec.	66.59	416,958	3,527.30
<b>Total</b>		<b>3,184,375</b>	<b>24,164.69</b>

# SIGNIFICANT PROJECTS ON CREATIVE ECONOMY

Projects/activities	Budget (Mill. Baht)	Partners	Starting period
- Promotion of cultural tourism and local wisdom of Chiangrai	10,000,000	Provincial tourism authority, Thai airways, Bangkok Airways	2003
- City of Flora	10,000,000	Ethnic groups and local farmers, Provincial Public Relations Office, Chamber of Commerce, local hotels such as Dusit Thana, Mae Fah Luang and Rajabhat Universities, local schools	2005
- Cultural tourism promotion	200,000	Private firms such as Singha beer company, Chiangrai Airport	2003
- Learning center and museum of traditional flags, lanterns of Thai and ethnic groups	200,000	Mae Fah Luang and Rajabhat Universities, local schools	2003

# SIGNIFICANT PROJECTS ON CREATIVE ECONOMY (CONT.)

Projects/activities	Budget (Mill. Baht)	Partners	Starting period
- Cultural exchanges including languages between Laos, Myanmar, and China for students and teachers	12,000,000	Mae Fah Luang and Rajabhat Universities, local schools	2003
- Food fair	2,000,000	Local restaurants and food vendors	2003
- Training and site visits of local restaurants	2,000,000	Local restaurants and food vendors	2003
-Walking street and pedestrians walkways including local performance	4,000,000	Local vendors and street show musicians	2003
-Landscape improvement, new tourism center, river bank improvement and bike lane	20,000,000	Public Works and City Planning Department	2003

# KEY SUCCESS FACTORS

- Leadership of Mayor and city management team
- Partnership between leaders and local communities including stakeholders; awareness of problems and needs of happy family relationship, vision of creative economy, and synergizing of resources
- Enabling environment for partnership; infrastructure investment, pro-active and forward planning of local government agencies



# CHALLENGES

- Public Awareness on value of artistic work
- DEPT OF CENTRAL CONTROLLER UNDER-ESTIMATES ABOUT THE VALUE OF ARTISTIC WORK AND HIGH COST/LENGTH OF PREPARATION IN SPECIAL EVENTS SUCH AS ANNUAL FLORA
- Climate change affect on the blooming of flowers and too much rain
- Branding and continuation of activities for reputation
- Dept. Central Controller do not accept the role of municipality in cultural exchanges

## Recommendations

- Increase public awareness on value of artwork
- Enhance talented ASEAN new generations
- Networking of ASEAN artists and
- Marketing ASEAN creative economy such as EXPO