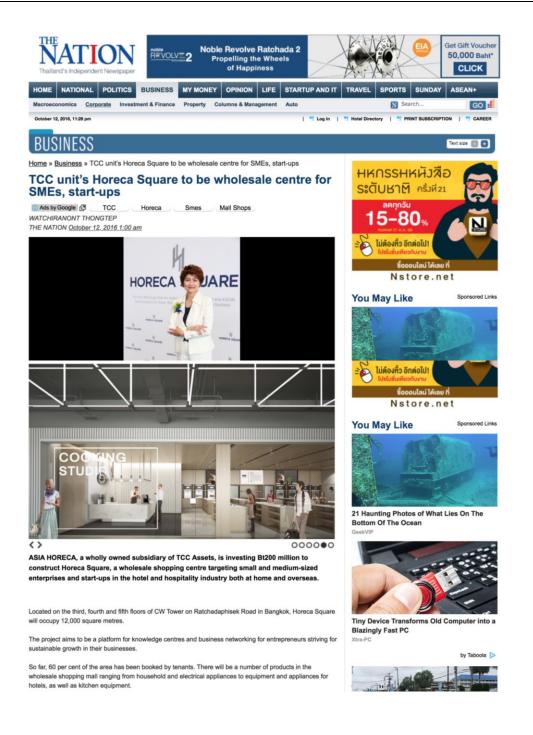
Online Nation Link: http://www.nationmultimedia.com/business/TCC-units-

Horeca-Square-to-be-wholesale-centre-for-30297438.html

PageView: 143,407 วันที่: 12 ตุลาคม 2559 หน้า: ข่าว

Ad Rate: 25,000 AD Value: 25,000 PR Value: 75,000



## Market-Comms Co.,Ltd

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Pongsak Nantawannakul, a member of the executive committee of Asia Horeca, said the company was spending about Bt100 million to Bt200 million on design, renovation, marketing and products to be displayed at the mall, which is scheduled to be in operation early next year.

TCC Assets' Horeca business group, founded in 2014, includes hotels, restaurants, cafes and catering

The total value of the market served by the Horeca business group is about Bt1 trillion per year.

The hotel segment alone is worth up to Bt527 billion, followed by the restaurant group at Bt385 billion, and the coffee, ice-cream, bakery and catering group at Bt62 billion.

According to the company's statistics, there now are 14,178 lodging businesses and 622,123 hotel rooms in Thailand, up 10.02 per cent from last year. Most of the growth is in the resort business, followed by the hotel business. The rise is expected to continue because of the increase in the number of tourists, both domestic and international. Last year, around 30 million people visited Thailand, generating Bt1.3 trillion in revenue.

Pongsak said that in the first three years of the new mall's operations, the company would concentrate on building its brand awareness. After that, the company wants to seek further opportunities to expand this business model to other key tourist destinations such as Chiang Mai, Phuket and Udon Thani.

Ladda Mongkolchaivivat, managing director of Asia Horeca, said the company would emphasise an omnimarketing strategy, including arranging a "Horeca Exposition" and e-commerce next year as well as overseas

The company targets trading value of up to Bt182.5 million in the first operational year.

In the first year, she expects more than 180,000 visitors to the mall

Asia Horeca was formed under Bt215 million in registered capital and is wholly owned by TCC Assets, a member of TCC Group, the business empire of tycoon Charoen Sirivadhanabhakdi.



Thailand's floods kill three, submerges tens



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