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All things make a comeback.....including Pattaya

By pam / September 5, 2012 / No Comments

Pattaya poised to make a kingly comeback

Just a matter of time

For those of you who were born in the '70s, you have probably seen several things at their peak at least twice; be it bell bottoms, disco, gold chains, afros, leggings, 90210... I had to single out us Gen X people because we are the heart and soul of today's marketing campaigns these days. Why? Fortunately, most of us have reached the point where we have most everything we wanted in life (house, cars, job), and our disposable income goes to travelling and, more importantly, reminiscing about the good old days.



Marketers know

It did not take marketers long, especially in Thailand, to catch on that Gen X's eyes would light up as soon as they heard there has been a re-make of the movies they went to on their first dates, or concerts by their favorite pop stars from the 90s –I am just going to take a wild guess here that it all started with the 80s nights and 90s nights at one of those famous pubs down Sukhumvit or Lang Suan Roads. Retro has then, become the new "black"....well, at least for those age 30 and above.

Travelling back in time

Travel is no different. Places have popped up where everything from decor to products or even food and beverage tags are using terms such as "authentic", "ancient recipe", "grandma's original" or "rare". Examples are countless — floating markets, Hua Hin's famous PlernWan or even various weekend markets outside of Bangkok.

There are those places that are right in your face 'retro', and then there are those that actually make you reminisce a bit more. I think Pattaya has done just that.

Welcome to Pattaya (again)

Unlike Hua Hin, which is getting more and more 21st century and looking more and more like the suburbs of Bangkok, Pattaya has cleaned up its image and is making people think back to the days where weekends in Pattaya meant spending time with mom and dad, great seafood by the sea and playing in the ocean until you look like a well cooked lobster.

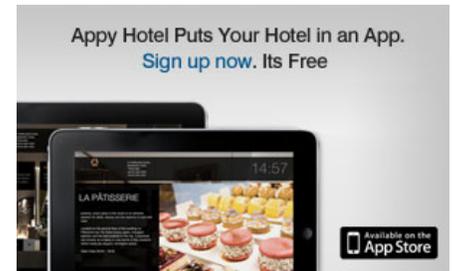
Several hotels are now more focused on romantic getaways or family get-togethers which both mean serenity, safety, and family fun time – nothing even close to the other image that Pattaya has been notorious for over the past couple decades. All things make a comeback, and I think that Pattaya will make a kingly one.

Thus, remember that branding and marketing for resorts in Pattaya are important as they are to Bangkok hotels. Don't let this one slip you by – if you do, you might find yourself the last one to catch the money train.

Image credit

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About the Author: Pam is a hospitality industry veteran whose successful career includes multiple launches for new hotels and lifestyle dining experiences in Thailand. She specializes in helping hospitality brands develop effective, connected and realistic marketing plans and strategy. After



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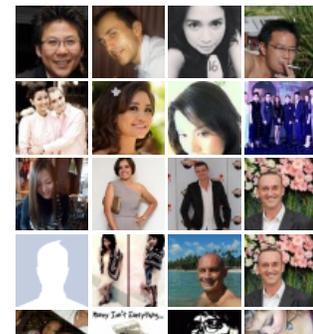
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