

For Six Month Period Ending June 30, 2010
(Insert date)

I - REGISTRANT

1. (a) Name of Registrant
Tourism Authority of Thailand

(b) Registration No.
02178

(c) Business Address(es) of Registrant
611 North Larchmont Blvd. 1st Floor
Los Angeles, CA 90004

2. Has there been a change in the information previously furnished in connection with the following:

- (a) If an individual:
- | | | |
|---------------------------|------------------------------|-----------------------------|
| (1) Residence address(es) | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (2) Citizenship | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (3) Occupation | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
- (b) If an organization:
- | | | |
|--------------------------|------------------------------|--|
| (1) Name | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (2) Ownership or control | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (3) Branch offices | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
- (c) Explain fully all changes, if any, indicated in items (a) and (b) above.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4 AND 5(a).

3. If you have previously filed Exhibit C¹, state whether any changes therein have occurred during this 6 month reporting period.

Yes No

If yes, have you filed an amendment to the Exhibit C? Yes No

If no, please attach the required amendment.

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¹ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name	Position	Date connection ended
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(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes No

If yes, furnish the following information:

Name	Residence address	Citizenship	Position	Date assumed
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5. (a) Has any person named in item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes No

If yes, identify each such person and describe his service.

(b) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name	Position or connection	Date terminated
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(c) During this 6 month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes No

If yes, furnish the following information:

Name	Residence address	Citizenship	Position	Date assumed
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6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(c) of the supplemental statement?

Yes No

If no, list names of persons who have not filed the required statement.

II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period?

Yes No

If yes, furnish the following information:

Name of foreign principal

Date of termination

8. Have you acquired any new foreign principal² during this 6 month reporting period?

Yes No

If yes, furnish the following information:

Name and address of foreign principal

Date acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principals² whom you continued to represent during the 6 month reporting period.

10. EXHIBITS A AND B

(a) Have you filed for each of the newly acquired foreign principals in Item 8 the following:

Exhibit A³ Yes No
Exhibit B⁴ Yes No

If no, please attach the required exhibit.

(b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during the 6 month period? Yes No

If yes, have you filed an amendment to these exhibits? Yes No

If no, please attach the required amendment.

² The term "foreign principal" includes, in addition to those defined in Section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9).) A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

³ The Exhibit A, which is filed on Form NSD-3 (Formerly CRM-157), sets forth the information required to be disclosed concerning each foreign principal.

⁴ The Exhibit B, which is filed on Form NSD-4 (Formerly CRM-155), sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

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11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, and 9 of this statement? Yes No

If yes, identify each such foreign principal and describe in full detail your activities and services:

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12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity⁵ as defined below? Yes No

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates and places of delivery, names of speakers and subject matter.

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13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals? Yes No

If yes, describe fully.

⁵ The term "political activities" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION

14. (a) RECEIPTS - MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes No

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies⁶.

Date	From whom	Purpose	Amount
10 Feb 2010	TAT	Marketing	\$15,724.00
22 Feb 2010	TAT	Marketing	\$267,106.00
26 Mar 2010	TAT	Operation	\$51,678.00
26 Mar 2010	TAT	Operation	\$240,201.00
10 May 2010	TAT	Marketing	\$927.81
20 May 2010	TAT	Operation	\$3,459.00
01 Jun 2010	TAT	Marketing	\$272,421.00
22 Jun 2010	TAT	Operation	\$148,328.00
22 Jun 2010	TAT	Operation	\$45,984.00
			\$1,045,828.81
			<u>Total</u>

(b) RECEIPTS - FUND RAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fund raising campaign⁷, any money on behalf of any foreign principal named in items 7, 8, or 9 of this statement? Yes No

If yes, have you filed an Exhibit D⁸ to your registration? Yes No

If yes, indicate the date the Exhibit D was filed. Date _____

(c) RECEIPTS - THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal? Yes No

If yes, furnish the following information:

Name of foreign principal	Date received	Description of thing of value	Purpose
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^{6, 7} A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. (See Rule 201(e).)

⁸ An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fund raising campaign and transmitted for a foreign principal.

⁹ Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) **DISBURSEMENTS – MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes No

(2) transmitted monies to any such foreign principal? Yes No

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To whom	Purpose	Amount
1 July - 31 Dec 2009	Office Personal, UPS, Fedex, Progressive Insurance, Pitney Bowes Credit Corp., Supply Information, Warehouse Inc., Yellow Pages, USPS, Plaza Station, AirSea Forwarders, The Drawing Board, DHL, World Wide Express, LA Times, Total Properties Management, Thai Airways International, Sparklets, Imagistics	Allowance Office Operation	\$243,293.00 \$106,038.00
	Travel Agents, Hotels, Airlines, Trade Show Organizers	Promotion	\$455,226.00
	PR/Advertising Agencies, , Viagem e Turismo Magazine, Luxury Travel Show, State Fair Exhibitions, ABAV Brazil, FIT Argentina, Global Traveller, Princess Travel, Elite Family Travel, Todo Operadora (Mexico), Product Placement Company, Thailand PMG, World Medical, Web Metro, Billboard (Sashe), Travel Agent Mag- Luxury Advisor *Names and Addresses will be provided	Advertising	\$103,750.00
			\$908,307.00
			Total

(b) DISBURSEMENTS – THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value¹⁰ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes No

If yes, furnish the following information:

Date disposed	Name of person to whom given	On behalf of what foreign principal	Description of thing of value	Purpose
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(c) DISBURSEMENTS – POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value¹¹ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes No

If yes, furnish the following information:

Date	Amount or thing of value	Name of political organization	Name of candidate
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^{10, 11} Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

V - INFORMATIONAL MATERIALS

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials ¹²?
 Yes No

IF YES, RESPOND TO THE REMAINING ITEMS IN SECTION V.

17. Identify each such foreign principal.

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes No

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- | | | | |
|--|--|---|--|
| <input checked="" type="checkbox"/> Radio or TV broadcasts | <input checked="" type="checkbox"/> Magazine or newspaper articles | <input type="checkbox"/> Motion picture films | <input checked="" type="checkbox"/> Letters or telegrams |
| <input checked="" type="checkbox"/> Advertising campaigns | <input type="checkbox"/> Press releases | <input checked="" type="checkbox"/> Pamphlets or other publications | <input type="checkbox"/> Lectures or speeches |
| <input checked="" type="checkbox"/> Internet | <input type="checkbox"/> Other (specify) _____ | | |

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- | | | |
|---|---|---|
| <input type="checkbox"/> Public officials | <input type="checkbox"/> Newspapers | <input type="checkbox"/> Libraries |
| <input type="checkbox"/> Legislators | <input type="checkbox"/> Editors | <input type="checkbox"/> Educational institutions |
| <input type="checkbox"/> Government agencies | <input type="checkbox"/> Civic groups or associations | <input type="checkbox"/> Nationality groups |
| <input checked="" type="checkbox"/> Other (specify) <u>General Audience</u> | | |

21. What language was used in the informational materials:

- English Other (specify) _____

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes No

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act? Yes No

¹² The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

VI – EXECUTION

In accordance with 28 U.S.C. §1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Type or print name under each signature¹³)

July 12, 2010



Chanchai Doungjit (Director)

¹³ This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

Item 11: Samples of the activities undertaken on behalf of Tourism Authority of Thailand. (Supplemental Statement for the six month reporting period ending June 2010).

List of Activities
Tourism Authority of Thailand (TAT)
January – June, 2010

<u>Date</u>	<u>Event & Location</u>	<u>Sponsor</u>
Jan - June	Ads on Billboard , Hollywood	TAT/Thai Airways
Jan 28 - 31	Sales Call, Fresno	TAT
Jan 8 – 9	Booth at 2010 Utah Travel Expo, Layton	TAT/Columbus Travel
Jan 29 – 30	14 th Annual Morris Murdock Travel Show, Sandy	TAT/Morris Murdock
Jan 16 – 17	American Asian Expo, Pomona	TAT/Thailand Vacation Tous/Gala Tours
Jan 17	Travel Expo & Seminar, Rosemead	TAT/C & H Travel
Feb 13-14	Booth at LA Times Travel Show, Los Angeles	TAT, GloboTours Thailand Vacation Tours, Thai Airways, Econo Travel, Leelavadee Wellness&Spa Golf Asian
Feb 13	Booth at 19 th Annual Lunar Festival, Alhambra	TAT / C & H Travel
Feb 23	Asian Food & Festival, San Diego	TAT, PATA San Diego Chapter
Feb 26	Sales Seminar, Beverly Hills	TAT/Banyan Tree
Feb 23 – 24	Virtual Travel Expo, USA	TAT / Dusi t/ Bayan Tree / Anantara
Feb 23	Booth at UCLA Travel Fair, Westwood	TAT

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<u>Date</u>	<u>Event & Location</u>	<u>Sponsor</u>
Feb 22 – Mar 2	Thailand Special Trip, Thailand	TAT
Feb 21 – 27	Facilitate TV Crew from Resto Del Mundo (Argentina), Thailand	TAT/Thai Embassy
Feb 8 – 17	MET USA & Mexico, Thailand	TAT
Mar - May	Ads & Articles in Thai Newspaper, Los Angeles	TAT
Mar 6 - 25	MEGA FAM Trip, Thailand	TAT/China Airlines
Apr 4	Thai New Year (Songkran) Festival, Hollywood	TAT/Thailand Vacation Tous/Star Tours/See My Thailand/International Grandway
Apr 10 – 11	Thai Festival at Wat Thai, North Hollywood	TAT
Apr 23 - 25	Booth at San Diego Travel Expo, San Diego	TAT / First Tee Promotion
Apr 15 -17	Attend to Film Festival (AFCI), Santa Monica	TAT / Film Board Thailand
Apr 11	Golf Tournament, San Diego	TAT / EVA Air / First Tee Promotion
May 25 - 26	Booth at Home Based Travel Expo, San Diego	TAT / Thailand Medical Travel & Tourism
May 2010	PR “Amazing Thailand” on Cable TV/Online, Hollywood	TAT
May 13	Attend to Annual Shangri-la Reception, West Hollywood	TAT
May 29	Thailand Luncheon Festival, Westlake Village	TAT, Four Season
May 22	Booth at Bird Thongchai’s Concert, Los Angeles	TAT
May 10 & 19	Attend to PGA Chapter Meeting, Inland	TAT/First Tee Promotion

<u>Date</u>	<u>Event & Location</u>	<u>Sponsor</u>
May 30	Attend to Golf King's Cup Festival, Corona	TAT
May - Oct	Joint Promotion, Hollywood & Pasadena	TAT/International Grandway
Jun 16 - 24	TATLA + TG Media FAM Trip, Thailand	TAT/Thai Airways
Jun 23 24	Virtual Home Based Travel Expo, USA	TAT
Jun 17	Sales Seminar, Seattle	TAT, NACTA
Jun 17	Booth at JPL Annual Event	TAT, JPL
Jun - Aug	Ads & Article in Thailand Newspaper, Los Angeles	TAT/MT News
Jun - Sept	Thailand Specialist Program, USA	TAT

15a. Names and Addresses of Advertising Agencies/PR Firms

- Elite Family Travel Magazine
Platinum Publications
654 N. Sepulveda Blvd. Suite 8
Bel Air, California 90049
Tel 310-476-5759
- Product Placement
Enrique Suarez
Avenida Mexico 5-901
Mexico D.F 06170
Tel: 5255 +5553-3600
- Thailand PMG
Performance Media Group
313 Route 38, 2nd Floor 11-B
Mount Laurel, NJ 08054
- World Medical Tourism and Global Health Congress
10130 Northlake Blvd. Suite 214-289
West Palm Beach, Fl 33412
- Princess Travel Viagens e Turismo Ltd.
Rua José Getúlio, 579 - Bela Vista
São Paulo - SP, 01509-001, Brasil
- Web Metro
160 E. Via Verde Ave. Ste. 100
San Dimas 91773
- Saeshe (Billboard)
1055 W. 7th Street Ste. 2150
Los Angeles , CA 90017
- Travel Agent Magazine/Luxury Advisor
Questex Media
275 Grove Street . Ste. 2-130
Newton, MA 02466-2272
- Destination Guide (Media Matters)
114 S. Flores St.
Los Angeles, CA 90048

- TODO OPERADORA, S.A. DE C.V.
OPERADORA DE VIAJES
DISTRITO FEDERAL MUNICIPIO:
BENITO JUAREZ
COLONIA NARVARTE DOMICILIO
CALLE CUMBRES DE ACULTZINGO 83 CP:3020
Mexico
TELEFONO:91161100