

King Power unveils Phuket Sandbox: Shop Eat Play Stay Safe campaign

King Power Group is to offer incoming tourists benefits and promotions as part of the King Power Phuket Sandbox: Shop Eat Play Stay Safe' campaign.

King Power Group has constantly supported national level campaigns to promote tourism.

The Thai company is already supporting the Tourism Authority of Thailand's Phuket Sandbox campaign and Apichet Srivaddhanaprabha, Assistant Chief Operating Officer, King Power Group has indicated the company is ready to help boost the country's economy which has been hit by the coronavirus (Covid-19) pandemic.

King Power said: "So far, King Power, as a private company has constantly supported several national-level campaigns to promote Thai tourism, such as the "Thailand Smiles With You" project. This emphasises the unique Thai smile as a significant welcoming reference to Thailand in the mind of tourists.

"Our recent contribution is participation in the 'Phuket is now Open' tourism campaign under the 'Amazing Thailand, Now even more Amazing' initiative.

"The campaign highlights three Leicester City Football Club players and their fond memories of Phuket in different dimensions; food, culture and sightseeing.

ATTRACTING TRAVELERS TO PHUKET

"The video 'Amazing Moments in Phuket' which was broadcasted globally to begin attracting targeted travellers to Phuket, is also part of the Phuket Sandbox project."

Staff members at all King Power stores are fully vaccinated and trained to follow virus prevention measures.

King Power Group supports the government's Phuket Sandbox campaign for the re-opening of Phuket to tourists. The new 'Safety Shopping at King Power Phuket' concept aligns with King Power's current King Power Care Power hygiene measure and D-M-H-T-T practice.

King Power says that travellers passing through the Covid-19 screening protocol at Phuket International Airport, will shop confidently and safely at all King Power stores.

Staff members at all outlets are fully vaccinated in accordance with the tourist service protocol and trained to follow virus prevention measures.

The King Power Phuket downtown store is ready to serve customers with confidence.

The company added: "Under the 'King Power Phuket Sandbox: Shop Eat Play Stay Safe' campaign, we aim to stimulate tourists' spending by offering attractive benefits and promotions across all stores and accentuate the image of Thailand as the ultimate shopping and dining paradise.

"As part of the campaign, tourists are pampered with discounts and exclusive premium offers in all King Power stores, accommodation, restaurants and attractions."

Offers include THB1,000/US\$31 discount coupons on purchases of duty free products totalling

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THB3,000/US\$93 or more. Customers can also redeem THB500 discount coupons on purchases of participating souvenirs costing in excess of THB1,500. Both promotions are available in the King Power tax free shop at Phuket International Airport.

DISCOUNTS AND PROMOTIONS

Other promotions and offers include THB2,000 discounts on purchases of participating products with a minimum spend of THB6,000 at the King Power duty free shop in Phuket and THB1,000 discounts on purchases of participating duty free products exceeding THB3,000.

Twenty percent discounts are also available on home delivery purchases amounting to THB3,000 or more on the King Power website and King Power application.

In addition, Thai national tourists can avail THB2,000 discounts (*Monday to Friday*) which are applicable when spending at least THB6,000 on participating products.

On Saturday and Sunday, two discount coupons valued at THB22,000 and THB4,000 respectively are available on perfume and cosmetics purchases between THB6,000 and THB11,000.



KING POWER
KING OF DUTY FREE

**SHOPPING
DEAL
IN PHUKET**

Get THB2,000 off*
When spending over THB6,000 on participating products

(Limited to 1 person/ day)
Please use this deal at King Power Phuket (Downtown store)

*Terms And Conditions Apply

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Offers include THB2,000 discounts on purchases of participating products with a minimum spend of THB6,000.

Aside discounts on product purchases, reductions are available on Mahanakhon Skywalk entrance tickets. The weekly price (*Monday to Friday*) is reduced from THB530 to THB371, while weekend ticket prices (*Saturday and Sunday*) have been cut from THB880 to THB616.

A further 50% special discount per dish is also available at the Ramayana restaurant King Power Phuket when purchasing a THB500 cash card at Thai Taste Hub, King Power Rangnam and Mahanakhon Cube.

King Power concluded: "King Power Phuket and King Power Group are now ready and delighted to support the government's initiative in welcoming tourists to the island under the Phuket Sandbox campaign.

"We are confident in the preventive measures carried out in all services especially our stores. These are now following the Safety Shopping at King Power policy and the King Power Care Power hygiene guidelines which are operated under the standard practice D-M-H-T-T, issued by the state in order to prevent the spread of Covid-19 now and in the future."