

Malls take up park-and-ride campaign

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The Thai Shopping Center Association (TSCA) is seeking support from the government to build park-and-ride facilities in Greater Bangkok.

The objective is to reduce traffic congestion in the central city while increasing the number of shoppers there.

Naris Cheyklin, the TSCA'S new president, said operators of shopping malls are willing to provide park-and-ride facilities convenient to public transportation.

Further details including parking fees will be discussed among mall operators.

"We have about 50 stores in Bangkok as members, and half of them are located near the BTS or the MRT," he said, referring to BTS SkyTrain system and the Metropolitan Rapid Transit (MRT) lines.

Presently, some malls collect parking fees, but some do not.

"If we could set a standard parking fee, it would help to attract more visitors. As well, this could improve living stand-

ards and the environment in the city," said Mr Naris.

He also said members are still selling drinking water at seven baht a bottle and food at 20-35 baht per plate at food courts in order to help control the cost of living and to follow government policy.

The TSCA's 10 members are Future Park, The Mall Group, MBK, Seacon Square, Central Pattana, Fashion Island, Siam Future Development, The Platinum Fashion Mall, Siam Piwat and KE Land.

The TSCA will introduce a new campaign called "Giving Happiness to All Thais".

Mr Naris said mall operators have shouldered higher operating costs as a result of the rise of the daily minimum wage rising to 300 baht.

Mr Naris, who is also a senior vice-president of Central Pattana, said his company will increase rental rates at its department stores this year.

The move is aimed at meeting higher operating costs.