

## The Ultimate Khao Yai Fam



### TAT Promotes Khao Yai National Park to Asia-Pacific Travel Trade

Mumbai - November 30, 2012 : Nearly 100 travel agents and media from 11 Asia-Pacific countries convened in one of Thailand's most famous national parks between NOV 26-28 for the first such travel mart organized by the Tourism Authority of Thailand.

"The Ultimate Khao Yai" travel mart was being organized by the TAT's Asia and South Pacific regional office, which flew in 64 buyers and 25 media from China, Korea, Japan, Hong Kong, Taipei, India, Vietnam, Singapore, Malaysia, Indonesia and Australia. A number of domestic Thai tour operators were also invited.

A UNESCO World Heritage Site since 2005, Khao Yai National Park is the second largest in Thailand. Located less than three hours drive from Bangkok, its perimeter areas have attracted considerable investment in eco-friendly resorts, lodges and boutique hotels catering to niche-market travelers.

The promotional effort is in line with the strategy identified in the TAT's Marketing Plan for 2013, viz., to promote the country's natural and environmental attractions and diversify visitors away from the beach resorts.

The objective of "The Ultimate Khao Yai" was to create awareness and stimulate travel to new tourism attractions located within short travelling distance from Bangkok. It was also designed to help boost weekday traffic from the Thai capital, especially for small meetings, business events and conferences. The range of natural and man-made attractions around the National Park include a dairy farm, sheep farm, vineyards, golf courses, theme parks and shopping malls.



On the first day of 'The Ultimate Khao Yai', the fam-trip participants visited the PB Valley vineyard for wine-tasting and attended the Cowboy night welcoming party at Panther Creek. On the second day, the group visited Farm Chokchai, the largest dairy farm in Thailand and also the largest private dairy farm in all of South East Asia. The participants also visited and inspected The Greenery Resort, Piano Resort and The Thongsomboon Club in Khao Yai and Pak Chong.

The buyers had business discussions with representatives of 31 businesses in the Khao Yai and Pak Chong areas. Deputy Governor, Asia and Pacific, TAT, Mr. Sansern Ngaorungsi presided over the opening ceremony of the business session.

On the last day, the fam trip concluded with a debriefing session between buyers and sellers to discuss their suggestions and ideas to better develop, market and package the destination.

Said Mr. Nagaorungsi, "This is the first time we are organizing this kind of a dedicated fam trip to Khao Yai national park. Because it lies on the Asian Highway route network to Northeast Thailand and the neighboring countries of the Great Mekong Subregion, we expect it to become an important point for tour operators to package into their tour itineraries."

We are confident Khao Yai will appeal to the repeat FIT travelers from India looking for soft adventure, eco tours, wildlife, golf and shopping. It can also be proposed as an add-on to Bangkok. MICE groups and Student groups will also find Khao Yai as an interesting option in Thailand. One of our initiatives for 2013 is also to promote self drive holidays and biking tours in Thailand. The Bangkok, Khao Yai, Ayutthaya route is one of the options for such a holiday says Mr. Sethaphan Buddhani, Director, Tourism Authority of Thailand, Mumbai office.

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