



Tourism Authority of Thailand

amazing
THAILAND
Amazing Value

Director's message

Dear travel partner,

On behalf of the entire team I take this opportunity to wish you a fantastic year 2010!

It is my pleasure to introduce our maiden newsletter of the Tourism Authority of Thailand, Mumbai.

The TAT Mumbai newsletter will be an integral part of our communications strategy aimed at providing you with information on upcoming events and other important promotional offers or announcements.



Thailand has always been a choice destination amongst Indian travellers with Bangkok, Phuket and Pattaya being particularly popular. This year we will focus on a new choice of destinations such as Chiang Mai, Chiang Rai, Krabi and Hua Hin. These scenic places target the discerning Indian traveler. Our marketing strategy for the year also encapsulates on two key areas - promoting Thailand amongst the Indian Bollywood industry and to position it as the preferred 'Wedding Destination'.

This January we successfully concluded an exceptional familiarization visit to promote Thailand as a golfer's destination. Further, before the month ends we will be organize a special visit to the region of ISAN in order to highlight the destinations strength amongst seekers of culture & heritage tourism.

It is with great honor that I announce our new Mumbai office located in the premium business district of Nariman Point. Our Mumbai operations will be supported by our marketing and public relations agency - Charson Advisory and help us oversee marketing Thailand in central, western and southern India in addition to Sri Lanka and Maldives.

I once again take this opportunity to wish you a very prosperous year ahead and look forward to your continued support!

Warm regards,

Sethaphan Buddhani

Director

Tourism Authority of Thailand

(Western, Southern & Central India – Sri Lanka & Maldives)

Thailand Event Update

Trang Underwater Wedding



The inaugural Millennium Trang Underwater Wedding Ceremony was held for the first time on Valentine's Day 2000. The event which attracted 30 participants from 28 countries set a new Guinness World Record and put Trang on the world map. Although it is named the underwater wedding ceremony, the promotion was designed to promote the various interesting aspects of the traditional Thai wedding ceremony and presents an opportunity for couples from around the world to personally experience the enchanting aspects of the Thai wedding and its time-honoured traditions such as the colourful 'khan maak' procession.

Venue: Pak Meng Beach, Trang

Date: February 13 - 15, 2010

Website: www.underwaterwedding.com

Chinese New Year 2010 Celebrations around Thailand



Festive celebrations are typically staged in areas where there is a significant Thai-Chinese community such as the Yaowarat district in Bangkok and in the provinces of Ayutthaya, Ratchaburi and Suphan Buri in Central Thailand; in Chon Buri/Pattaya on the Eastern Seaboard; Phuket and Songkhla (Hat Yai district) in the South, Nakhon Ratchasima in the Northeast, Nakhon Sawan and Chiang Mai in the North.

With the Tourism Authority of Thailand (TAT) receiving the full support of the public and private sector and the active involvement of the Chinese Embassy, airlines, and other related organizations, the Chinese New Year festivities being held in Bangkok's Chinatown and the following key provinces, namely, Phuket, Nakhon Sawan, Songkhla (Hat Yai district), Chon Buri (Pattaya district), Chiang Mai, and Nakhon Ratchasima are being hosted on a grand scale. While a variety of contemporary elements have been incorporated through the passage of time, Chinese New Year celebrations throughout Thailand are a reminder of the rich cultural and artistic legacy and wealth of history preserved in these 'living museums'.

Date: 14th February, 2010

Website: www.tatnews.org

6th World Thai Martial Arts Festival



The ancient capital of Ayutthaya is home to the annual World Thai Martial Arts Festival and Wai Khru Muay Thai Ceremony. For individuals trained in the ancient Thai art of boxing or 'Muay Thai', the annual Wai Khru Muay Thai Ceremony held during the annual Thai Martial Arts Festival is the most important date on their calendar. Muay Thai boxers from around the world return to Ayutthaya to pay respect to their teachers, and to pay homage to the legendary Muay Thai folk hero, Nai Khanom Tom.

Venue: Ayutthaya World Heritage Site

Date: 10th – 17th March, 2010

Website: www.tatnews.org

Pattaya International Music Festival



The grand Pattaya Music Festival is back in town to entertain music lovers. This is an unrivalled opportunity to enjoy a weekend of listening and dancing to beautiful music performed by more than 100 musicians. Fun awaits everyone, on March. The event is also part of a wider nation-wide campaign "Amazing Thailand Amazing Value" managed by the Tourism Authority of Thailand to deliver events and value-for-money features to Thai and international travellers.

The event is supported by well-known music companies such as GMM Grammy and its partners Modernine TV, Channel [V] Thailand, Channel [V] International and the Korea Foundation for International Exchange.

Venue: Pattaya

Date: 19th -21st March , 2010

Website: <http://www.tourismthailand.org/festival-event/grand-content-6819.html>

Mekong River International Multi-Sport ITU ASIAN CUP 2010



With the Mekong River being the twelfth longest river in the world flowing through the six countries of Southeast Asia as it makes its way to the sea, increasing tourism investment is being made in the Greater Mekong Sub-region (GMS). The region as a whole is experiencing rapid growth and the regional gateways continue to grow in significance. The hosting of the annual international triathlon and multi-sports event reflects an attempt to develop provincial tourism capabilities so Thailand's gateway cities bordering the Mekong River can effectively serve as a regional tourism hub and gateway to the Greater Mekong Subregion.

Date: 27th – 28th March, 2010

Venue: Nong Khai Nong Khai province, Thailand

Promotions to Look Out For

Stay 4 Pay 3 Zeavola Resort Phi Phi Island



Zeavola Resort, perfect getaway to relax, recharge and reinvigorate, offers a special promotion from Feb 1, 2010 until March 31, 2010 for any booking of three nights' stay in a Pool Villa Suite receive one extra night for free. For more information, please log onto www.zeavola.com

Sheraton Krabi Beach Resort

Getaway Package



Treat yourself to a little rest and relaxation - Take a break from your busy schedule with our exclusive package, combining all you need for a quick getaway! Package includes:

- Nightly accommodation at your selected room category
- Round trip airport transfer for two persons (to arrange for pick up please e-mail us your flight details). For more information, please log onto www.starwoodhotels.com

FantaSea Hospitality Package at Phuket FantaSea Phuket



Phuket FantaSea invites you to enter the legendary Kamala Kingdom in full Regal Splendor with our special Royalty Package. Treat yourself to an unforgettable evening with an experience usually reserved for visiting royalties and distinguished dignitaries. Exclusive access and a host of special features make this a truly unique opportunity to be treated as a King or Queen for a very special night out. For more information, please log onto www.phuket-fantasea.com

Tips of the Month

Thai language is largely incomprehensible to the casual visitor. However, English is widely understood, especially in Bangkok. English and some European languages are spoken in most hotels, shops and restaurants in major tourist destinations. Road and street signs are in both Thai and English throughout the country.