



TAT Mumbai Director's Message

Dear travel partner,

Greetings from Tourism Authority of Thailand, Mumbai!

I am pleased to inform you that the Tourism Authority of Thailand has accomplished **two successful mega roadshows** in the cities of Mumbai and Bangalore wherein over 45 Thai private sectors, attractions and destination management companies had an opportunity to interact with Indian travel trade members.



May I take this opportunity to thank all of you for your support.

To begin our third quarter, TAT, Mumbai in corporation with Thai Airways organized a mega familiarization visit to Chiang Mai, Northern Thailand for travel trade and media from the cities of Mumbai, Pune & Ahmedabad. This visit took place from 12th July 15th July 2010.

It was also my pleasure to meet with the Bangalore & Chennai travel trade and media during the recently concluded IITM Bangalore & Chennai exhibitions.

For this month, we dedicate this Enewsletter to **Ayutthaya** - 2nd Capital of Thailand, one of Indo - China's most prosperous cities.

I look forward to your continued support towards promoting "Amazing Thailand, Amazing Value"

Warm regards,

Sethaphan Buddhani

Director

Tourism Authority of Thailand

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





This Months Regional Highlight

Ayutthaya

Phra Nakhon Si Ayutthaya (or Ayutthaya) is one of the central provinces (changwat) of Thailand. Neighboring provinces are (from north clockwise) Ang Thong, Lop Buri, Saraburi, Pathum Thani, Nonthaburi, Nakhon Pathom and Suphan Buri. The name Ayutthaya derives from the Ayodhya of the Ramayana epic.

Getting There:

Ayutthaya is 76 kilometres north of Bangkok. There were three palaces in Ayutthaya: Grand Palace, Chantharakasem Palace or the Front Palace, and Wang Lang or the Rear Palace. In addition, there were many other palaces and buildings for royal visits located outside the city area of Phra Nakhon Si Ayutthaya, such as Bang Pa-In Palace at Amphoe Bang Pa-in and Nakhon Luang Building at Amphoe Nakhon Luang.



Air: There is no airport in Ayutthaya province.

River: Located on the Chao Phraya River, Siam's former kings all the way up to King Rama V, once used river as their main mode of transportation. There are still boats running from Bangkok to Ayutthaya but they are mainly for the trade of local agricultural products. The occasional tourist boat can also be seen.

Roads: Due to its strategic central positioning, there are numerous highways which run through Ayutthaya. Eight in total, the province has the most highways passing through in the whole of Thailand.

Rail: Ayutthaya lies on both the main north and northern-eastern routes and trains are available to either direction.

Bus: Air-conditioned buses ply regularly to and from Bangkok. In Bangkok the buses leave from the Northern Bus Terminal (Morchid). From the Ayutthaya Bus Terminal there are non air-conditioned buses to other districts and neighbouring provinces.

Passenger Van: Passengers vans, running frequently from Bangkok, depart from Victory Monument in Bangkok. Doing the journey in just an hour, they are the quickest mode of public transport between the two cities.

Songthaew (public passenger pick-up vehicles): Songthaews are the most popular form of public transport in the provincial city and rural areas.

Motorbike-taxi: There is plenty of motor-bike service in the town especially around the market and Bus Terminal areas.





Where to Go

Ayutthaya Tourism Centre: The centre is established by the Fine Arts Department and developed to be a tourist information centre by the Tourism Authority of Thailand (TAT) with high reliefs of 6 great kings and queens from the Ayutthaya Kingdom on the facade of the building remain in their original positions. The center is home to TAT information center, an exhibition on Phra Nakhon Si Ayutthaya's tourism and a contemporary art gallery.

Ayutthaya Historical Study Centre: is a national research institute devoted to the study of Ayutthaya, especially during the period when Ayutthaya was the capital of Siam. The Centre is responsible for the museum of the history of Ayutthaya, which exhibits reconstructions from the past. The Centre also supports an information service and a library containing historical materials about Ayutthaya.

Chao Sam Phraya National Museum: The construction of this museum was funded by the proceeds from the sale of votive tablets discovered in the underground crypts of the principal Prang tower of Wat Ratchaburana. Since the temple was built by King Borommachathirath II (Chao Sam Phraya), the museum was named after him. The opening ceremony of this museum was held in 1961 and was presided over by Their Majesties the King and the Queen. It was the first museum in the country to present a new form of exhibition, displaying artefacts unearthed from the archaeological excavations as well as restoration of ancient monuments.

Wat Phra Si Sanphet: This important and most impressive monastery is located in the Grand Palace compound like Wat Phra Si Rattanasatsadaram (Wat Phra Kaeo) of Bangkok. Used as a residential palace, it became a monastery in the reign of King Ramathibodi I. When King Borom Trai Lokanat commanded new living quarters built, this residential palace was given to be a temple area, thus originating Wat Phra Si Sanphet: The royal chapel does not have any monks and novice inhabitants.

Grand Palace: Currently called "Ancient Palace". The residential palace of every king was located close to the city wall of Ayutthaya. Important buildings inside the Grand Palace compound are Wihan Somdet Hall, Sanphet Prasat Hall, Suriyat Amarin Hall, Suriyat Amarin Hall, Chakkrawat Phaichayon Hall, Trimuk Hall and Banyong Rattanat Hall

Wat Chaiwatthanaram: is another monastery; King Prasat Thong commanded it built. The great beauty has been reflected from the main stupa and its satellite stupas along the gallery, an architecture influenced by Khmer.

Wat Yai Chaimongkhon or Wat Chao Phraya Thai: This monastery constructed in the reign of King U-Thong. King Naresuan the Great commanded that the pagoda be built to celebrate the victory of his single-handed combat on the elephant back. He also intended a huge construction to match the large pagoda of Wat Phukhao Thong, and named it "Phra Chedi Chaiyamongkhon".

Bang Sai Arts and Crafts Centre: Farmers from Ayutthaya as well as from other provinces undergo training in folk arts and crafts here. At this centre, visitors have a glimpse of how farmers in the four regions live and work and how their products of arts and crafts are produced.

Bang Pa-In Palace: Originally, Bang Pa-In was a riverine island. When King Prasat Thong became the Ayutthaya king (1630-1655), he had the Chumphon Nikayaram Temple built on his family estate. The palace surrounded by a lake 400 metres long and 40 metres wide. Bang Pa-In was used as a country residence by every Ayutthaya monarch after King Prasat Thong.

Elephant Kraal Pavilion: Located 4 km from Ayutthaya on Highway No. 309, Elephant Kraal Pavilion was the royal seat used to enjoy the spectacle of the elephants. The structure is a big cage surrounded with logs. The Kraal is also surrounded by an earthen wall with bricks raised up to the pillar top. The pavilion is set behind the Kraal and in front of the front fencing line. The Kraal Pavilion was last renovated in 1957.





Activities

Homestay:

Many visitors to Ayutthaya experience traditional Thai lifestyle, Thai-style dwellings, canal-side scenery and the peaceful atmosphere by way of 'homestay'. Two popular places for this kind of accommodation is at Khlong Rang Chorakhe which is home to a 400-year-old image of Luangpho To image at Wat Rang Chorakhe and Bang Sai which is a community on the Noi River in Amphoe Bang Sai.

Elephant Back Activities

This activity is found at Ayutthaya Elephant Camp. Elephantstay in Ayutthaya is a fantastic way for you to get hands on experience and make a real difference to the lives of our old elephants. Stay in the most exciting, innovative, working elephant village in Asia, dedicated to conserving elephants, only one hour from Bangkok.

Boat Trips

Boat trips long the Chao Phraya River is a popular activity to enjoy the scenery and traditional life-styles. At Nawa Nakhorn there are nicely decorated old-fashioned boats.

Bicycling

There are various bicycling routes in Phra Nakhon Si Ayutthaya

Dinner Cruise

There are several restaurants which provide this service.

Spa

Spa service is available at some of the top resorts and hotels.





Our Recently Concluded Events

Thailand Eco & Adventure Travel Mart 2010 (21st to 25th June 2010)



As part of our initiative to promote Green Tourism, the Tourism Authority of Thailand conducted an Eco & Adventure familiarization visit for travel trade and media from the cities of Mumbai, Pune & Bangalore.

This familiarization visit took place from the 21st of June to 25th of June 2010. During the visit, these travel agents and media visited and experienced first hand the unexplored regions of Thailand like Rayong, Trat, Chachoengsao, Prachinburi & Nakhon Nayok.

(L-r) Ms. Vasundhara Gupta, Ms. Dishalakshmi Barve, Capt. Promod Kohli, Ms. Bhavana Agashiwala, Ms. Malini Shankar & Ms. Suladda Sarutilavan (Assistant Director TAT, Mumbai office) at Percula Farm in Chonburi, Thailand.

Mega familiarization trip 'Thailand Today' (12th to 15th July 2010)

The Tourism Authority of Thailand, Mumbai conducted a mega familiarization trip to Chiang Mai, Northern Thailand for travel trade and media from the cities of Ahmedabad, Pune & Mumbai.

This familiarization visit took place from the 12th of July to 15th of July 2010. In Chiang Mai, they experienced the Pattara Elephant Farm, the Jungle Flight, Wat Prathat Doi Suthep, Chiang Mai Night Safari & the Baan Tawai village.

(L-r) Ms. Bindu Dhanaraj, Mr. Rahul Sequeira, Ms. Roohi Ahmad, Ms. Minal Mobharkar, Ms. Kahini Chakraborty, Ms. Aruna Rathod, Mr. Ashutosh Rawal, Ms. Suladda Sarutilavan (Assistant Director TAT, Mumbai office), Ms. Shalini Seth, Mr. Vivek Gole.





Tourism Authority of Thailand Roadshow - Mumbai (7th July 2010)



Tourism Authority of Thailand Roadshow - Bangalore (8th July 2010)



India International Travel Mart - Bangalore (10th to 12th July 2010)





Upcoming Events

Halal Food Hilal Town (July 2010)

The island resort of Phuket is hosting Halal Food Hilal Town Fair to highlight the island's readiness in catering to the special dietary needs of visitors who observe halal and raise awareness of Phuket as a travel and tourism destination for visitors residing in the neighbouring countries of ASEAN as well as countries in the Middle East, particularly during the 'green season'. Halal Food Hilal Town Fair will also strengthen good relations between Buddhists and Muslim communities.



Halal Food Hilal Town Fair also raises the visibility and awareness of Thalang district in Phuket. The fair will feature a light-and-sound presentation, presentations of art and culture, stage shows and live demonstrations that reflect traditions the culture and traditions of Muslim communities. Participating booths will be selling Halal food and staging other activities.

Throughout the month of July there is to be a Halal Food fair held in Hilal Town on the island of Phuket.

For further information:

Tourism Authority of Thailand, Phuket Office

Tel: + 66 (0) 7621 1036, (0) 7621 7138, (0) 7621 2213

Fax: + 66 (0) 7621 3582

E-mail: tatphuket@tat.or.th

Hua Hin Regatta 2010 (3rd to 8th August 2010)

Hua Hin Regatta 2010 is an annual sailing event that has been organized since the year 2000 in honor of His Majesty King Bhumiphol Adulyadej who excels in sailing sportsmanship in Thailand. This year's regatta, the Hua Hin Regatta 2010, will be organized as a competition for several Royal Trophies, namely:

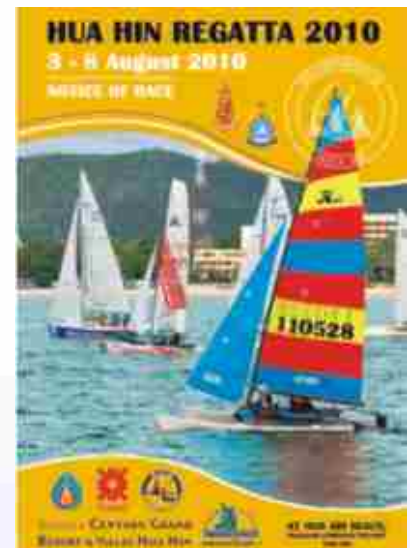
- A) Royal Vega Rudder trophy for varies classes from His Majesty the King.
- b) Super Mod National Championship trophy from His Majesty the King.
- c) OK dinghy National Championship trophy from Her Majesty the Queen.
- d) Princess Cup for Optimist Championship from HRH Princess Galyani Vadhana.

The Organizing Authority is Yacht Racing Association of Thailand (YRAT), in conjunction with the Royal Thai Navy, Tourist Authorities of Thailand and the District Authority of Hua Hin.

For further information:

Tel: + 66 (0) 2466 1811

Web site: www.yrat.or.th





News from Thailand

Amari Don Muang, Bangkok Gateway to a Colourful Thai Journey



Amari Don Muang Bangkok offers first-rate accommodation, delicious dining and excellent facilities making a visit to the Thai capital smooth and comfortable. Positioned five minutes from Bangkok's domestic airport and close to the train station, Amari Don Muang is within easy access to the city's central business district and shopping areas with attractions such as golf courses, Future Park Rangsit, Safari World and the highly popular Jatujak Weekend Market close by.



Whether visiting for business or for a short getaway, Amari Don Muang is an ideal accommodation choice. The hotel offers tasty dining options for visitors and guests with the dietary requirements of the Indian traveller well catered for Zeppelin restaurant with its stylish glass roof that extends from wall to wall features a wide selection of international and Asian vegetarian and non-vegetarian dishes.

Recreation facilities include a swimming pool and fitness room. Amari Don Muang boasts extensive banqueting and conference facilities including 11 function rooms and 2 pillarless ballrooms, which can accommodate up to 1000 people.

For further information:
Telephone + 66 (0) 2566 1020
Fax + 66 (0) 2566 1941
Website: www.amari.com

Airport trains start 23rd August 2010

The State Railway of Thailand confirms the Airport Link train will begin commercial services on 23 August.

Minister of transport, Sapon Zarum, told the National News Bureau, yesterday, that the airport train running between downtown Bangkok to Suvarnabhumi Airport would be officially opened to the public by the new deadline.

There are two distinct services. The city-line train, catering to commuters and airport workers, will stop at all stations between Phya Thai and Suvarnabhumi Airport, while the non-stop Airport Express, serving passengers, departs from the main station at Makkasan taking just 15 minutes to reach the airport.

The launch has been postponed several times due to technical complications. At present, the luggage check-in system is not yet ready as it is still waiting verification from the independent consulting engineers.

The non-stop express line will have a fare of Bt100 per person, down from Bt150.

The Airport Link has been operating free trials since last month with around 7,870 passengers a day. The trial runs operate only on weekdays, 0700 to 1000 and 1600 to 1900. Some of the stations will not be ready until early July.





Samphran Elephant Ground & Zoo

Located to the west of Bangkok in Nakhon Pathom province. For less than an hour drive Samphran Elephant Ground & Zoo is a popular sightseeing destination for both adults and children alike.



It highlights exciting events such as The Elephant Theme Show and The Crocodile Wrestling Show. In the Elephant show, the elephants are the stars of the show where they dance, race, play football and games, "Yutha Hathi", a great royal battle scene, is even performed with the actors riding on the elephants. As for the wrestling show, the crocodile and the master crocodile catcher perform breathtaking stunts to their audience's delight.

The visitors can also try to check out the tropical garden and waterfalls on the elephant's back, visit the orchid nursery, or sample International cuisine and halal at the Erawan Restaurant. (see menu)

Accredited by CITES as "One of the cleanest and most impressive public displays of crocodiles in the world", the visitors will surely enjoy exploring the zoo ground.

Entrance fee including all shows: Adult 500 baht, child below 130 cms. 300 baht. Open daily from 08.30 - 17.30 hrs.

Tel:0-2295 2938-9

Fax:0-2294 5211

Website: www.elephantshow.com

Email: samphran@ksc.th.com





One Price All Destinations Thailand Boutique Hotels

The Burasari Group manages two boutique hotels: The Burasari Resort in Phuket & The Shanghai Mansion in Bangkok.

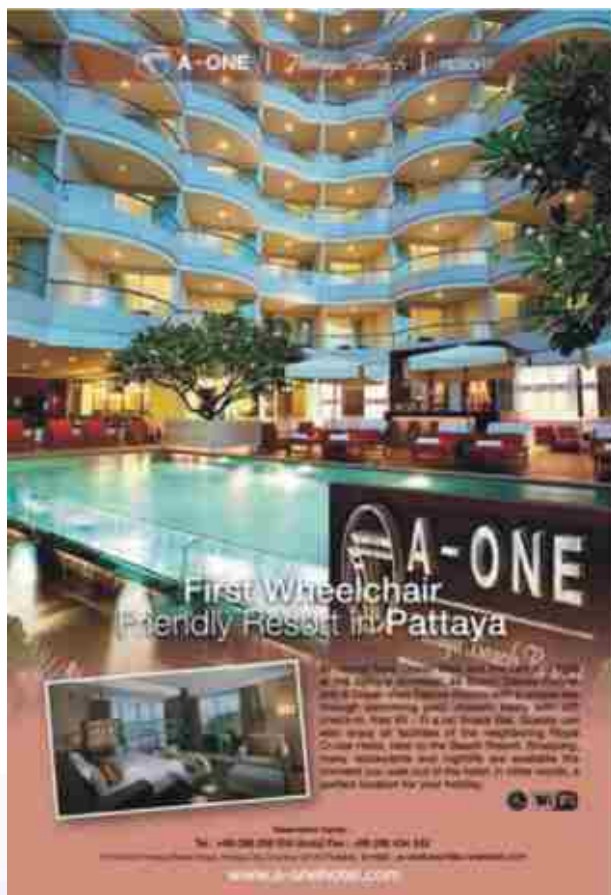
Along with TAT, they spearheaded this program to encourage and convince tourists to return to Thailand and spur tourism. The objective of this program is to:

- offer value for money in quality accommodation
- Collaborate with boutique hotels throughout Thailand to rebuild confidence in Thailand
- Coordinate with the TAT hospitals, restaurant, spa, car rental service, and other tourism related business to develop interesting alternatives.

The boutique hotels from every destination in Thailand and other tourism related business are joining and supporting this program and standing side by side to rebuild confidence and demonstrate the value of traveling in Thailand.

The booking period is from now until 30th September 2010. The value added concept is 2,200 Baht per room per night.

A-One hotel, Pattaya Beach Resort





Thailand Promotions

Royal Orchid Sheraton Hotel & Towers 65% off room rates plus free breakfast



Bangkok's best riverfront address at the Royal Orchid Sheraton Hotel & Towers. Located on the legendary "River of Kings," our hotel offers an irresistible combination of warm Thai hospitality and professional service in a modern setting.

Enjoy spectacular panoramic views of the Chao Phraya River from all 726 of our spacious guest rooms and suites. After a busy day, settle down and experience the celebrated "ahhhhh" of The Sheraton Sweet Sleeper™ Bed. For an added level of comfort, Towers Rooms offer exclusive privileges such as access to the Towers Lounge, which serves breakfast, coffee/tea, evening cocktails, and more.

Pamper yourself with a variety of treatments by professional therapists at the Royal Orchid Mandara Spa.

A wide range of cuisine, from traditional Thai to delicious Italian to a stylish new bar & grill by the river front, offering charcoal grilled seafood and prime steaks, is served in our four award-winning restaurants. Two bars offer expertly mixed cocktails, fine wines, and live entertainment.

Book by July 12 and stay through August 31, 2010 and enjoy up to 65% off room rates plus free breakfast at Starwood Hotels & Resorts in Thailand.

For further information:

Tel: (66)(2) 266 0123

Website: www.starwoodhotels.com

Peach Blossom Resort, Phuket Summer Promotion (4 Nights & 7 Nights)

The resort is ideally located in green peaceful surroundings between Kata & Karon Beach (400-500 meters from the beach), nearby Kata Shopping Center, 10 minutes by car to Patong Beach, 20 minutes to Phuket Town and 45 minutes to Phuket Airport.

Peach blossom Resort compounds with 7 Pool Villas, 10 Grand Suite and 101 Grand Deluxe. The guest room facilities are fully equipment.

For further information:

Tel: +66 76 371 611 to 5

Fax: +66 76 330 895, +66 76 371 648

Email: info@phuket-peachblossom.com





For any further assistance, please contact:

Tourism Authority of Thailand
45, Free Press House, 4th Floor
215, Free Press Journal Marg
Nariman Point, Mumbai 400 021,
Tel: +91 22 2204 2728 / 27
Email: tatmumbai@tat.or.th

OR

Mumbai Representative Office
C/O Charson Advisory Services Pvt Ltd
61-A, Mittal Chambers, 6th Floor
Nariman Point, Mumbai 400021,
Tel: +91 22 6517 2274
Email: thailand@charsonadvisory.com

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