



TAT Mumbai Director's Message

Dear travel partner,

Greetings from Tourism Authority of Thailand, Mumbai!

May I take this opportunity to thank all our dear travel partners for the continuous support in promoting 'Amazing Thailand, Amazing Value'.

As we are nearing our Thai fiscal year, I am pleased to announce the increasing awareness of eco tourism amongst every discerning Indian traveler. The future indeed lies in not only preserving our environment but also ensuring that tourism and the balance of ecology are sustained for future generations.



Last week, we successfully concluded a study tour that comprised of seven key Sri Lankan delegates accompanied by a Cathay Pacific representative all of whom had the opportunity to experience first hand the unexplored locales of Thailand. The delegates visited the regions of Ko Chang, Chanthaburi, Rayong, Pattaya and Bangkok.

Moving ahead, the first week of September will see a varied mix of Indian travel agents and media attending the prestigious Thailand Travel Mart Plus 2010. The event focuses on trade and business relations among travel operators and participants in addition to promoting tourism and the development of bilateral service business in Thailand and its Greater Mekong Sub region (GMS) counterparts.

For this month, we dedicate our e-newsletter to Kanchanaburi - the third largest province in Thailand after Chiang Mai and Nakhon Ratchasima.

It has always been a pleasure interacting with many of you during our exhibitions, roadshows, familiarization visits and we all at TAT Mumbai look forward to your valued support, suggestions and feedback.

Warm regards,

Sethaphan Buddhani

Director

Tourism Authority of Thailand

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





This Months Regional Highlight

Kanchanaburi

Over the years, the magnificent landscape and the charming beauty of Kanchanaburi have transformed it into a major tourist attraction. Some of the prominent tourist spots include several well-known waterfalls, caves once inhabited by Neolithic man, pristine national parks, tranquil rivers, virgin forests, and reservoirs. Together, they offer an intriguing experience for first time as well as repeat visitors. Whether it is fishing, rafting, canoeing, mountain biking, bird watching, star-gazing, golfing, elephant and jungle trekking, or even living in bamboo rafts, Kanchanaburi takes pride in offering them all.



Getting There:

Kanchanaburi, a largely approximately 19,473 square Thailand after Chiang Mai and 129 kilometres to the west of Myanmar to the west, Tak and Buri and Nakhon Pathom province to the south.



mountainous terrain, covers an area of kilometers and is the third largest province in Nakhon Ratchasima. Situated approximately Bangkok, Kanchanaburi shares a border with Uthai Thani provinces to the north, Suphan provinces to the east, and the Ratchaburi

By car:

Route 1: A 2-hour drive along Highway No.4 (Phetkasem) via Nakhon Chaisi Province, Nakhon Pathom Province, Ban Pong, Tha Maka and Tha Muang (of Ratchaburi Province) to Kanchanaburi.

Route 2: Drive along Highway No. 338 from Bangkok to Nakhon Chaisi Province then switch to Highway No.4 to Kanchanaburi.

By Bus:

Non air-conditioned buses leave Bangkok Southern Bus Terminal daily every 15 minutes from 4 a.m. until 8 p.m. The trip takes about 3 hours. Call 02 434 5557-8 for more information.

First class air-conditioned buses (blue color) leave Bangkok Southern Bus Terminal daily every 25 minutes

There are also buses leaving frequently daily for Kanchanaburi from Nakhon Pathom. The journey takes up to 1.5 hours. From Ratchaburi and Suphan Buri Bus Stations, there are several buses leaving directly to Kanchanaburi. The trip takes some 2.5 - 3 hours.

By Train

Ordinary trains leave Bangkok Thon Buri Railway Station (Bangkok Noi Station) daily. Only 3rd class seats are available. The journey takes approximately 3 hours.

The weekend special train leaves Bangkok Railway Station (Hua Lamphong) at 6.30 a.m., returning at 7.55 p.m. on Saturdays, Sundays and on public holidays. The trip usually includes several stopovers at Phra Pathom Chedi (Nakhon Pathom), Death Railway Bridge, and a transfer (by minibus) to Phrasat Mueang Singh Historical Park, etc.

There are also special steam trains operating between Kanchanaburi and Wang Pho.

Alternate trips to out-of-town attractions

There are ferry services across Maenam Mae Klong that cost 5 baht per person. You even have the option of bringing your motorcycle or bicycle on board in order to explore the other side of the town. Regular boat services are also available to several tourist destinations.





Where to Go

Bridge over the River Kwai: One of the most famous rivers in the world, the River Kwai is the lifeblood of Kanchanaburi. The real name for this famous waterway is actually "Kware" and is a tributary of the Mae Klong (Mekong). The river has gained international fame due to the construction of the Death Railway and the famous "Bridge on the River Kwai". The curved spans of the bridge are the original sections.



Erawan National Park: The national park is 65 kilometers from Kanchanaburi along Route 3199. The park, covering 550-square-kilometers, is the site of the seven-tiered Erawan waterfall, one of Thailand's most remarkable waterfalls. The second tier has a pool, which is ideal for swimming and is particularly picturesque. However, the most popular activity in the park is trekking. Bungalow accommodations, camping facilities and daytime food markets are easily available.

Tham Kaeo Sawan Bandan: It is a strange, complex of caves located in Tham Kaeo Sawan Bandan Meditation Centre near a small mountain. Each cave has a specific name based on their characteristics; such as Tham Badan with knee-leveled water, Tham Phopu Ruesi, Tham Kaeo Morakot, Tham Kaeo Sawan Bandan, and Tham Kaeo with stalactites and stalagmites that glitter like the powder of diamond when sunlight shines on them.

Sai Yok Elephant Village: Located at Mu 3 Ban Lum Phueng, Tambon Lum Sum offers a 30-minute nature trek on an elephant along with some spectacular rafting. There is a daily elephant show from 8.00 a.m. to 4.00 p.m. To get there, from Kanchanaburi, take the Sai Yok. Thong Pha Phum route for some 30 minutes to around Km. 45, or take a train and get off at Wang Pho Station. Open daily from 8.00 a.m. to 4.00 p.m.

Kanchanaburi Safari Park: The Safari Park is located approximately 40 kilometers from town along the Kanchanaburi-Bo Phloi route. It is home to numerous African and Asian mammals, including giraffes, zebras, lions, tigers and bears that dwell in beautifully landscaped environs. Visitors can either drive their private car to explore the park or use the bus service provided by the park. Open daily from 9 a.m. to 5 p.m.



Tiger Temple: Wat Pha Luang Ta Bua, or the Tiger Temple, is a Theravada Buddhist forest temple in western Thailand. It is a sanctuary for numerous animals, including several tame tigers. The tigers walk around freely once a day and can be petted by visitors. The Tiger Temple is located in the Saiyok district of the Kanchanaburi province, not far from the border with Myanmar, along the 323 highway. The tigers spend most of the time in cages, being fed with dog food and washed and handled by monks. Tourists may observe this from some 10m away, and may even pet one of the tigers. The temple collects donations in order to build a larger tiger sanctuary, which would allow the animals to live in an almost natural environment all day long, with plans to release some of the animals back into the wild.

Death Museum: An interactive museum, information and research facility dedicated to presenting the history of the Thailand-Burma "Death Railway". The railway ran over 400 km from Ban Pong in Thailand to Thanbuyuzayat in Myanmar (Burma), and was ordered by the Imperial Japanese Army to be built by Allied prisoners of war and Asian laborers. The Centre has been established to offer a fair, un-biased telling of the story of the Thailand-Burma Railway using modern, interactive tools and is the perfect compliment to the "harsh reality" exhibits at the DEATH War Museum.





Our Recently Concluded Events

Sri Lankan Agent Educational Trip to Thailand (4th to 8th August 2010)



The TAT Mumbai office recently concluded, the first of its planned marketing initiatives by collaborating with Cathay Pacific airlines, a study tour comprising seven key Sri Lankan travel trade members.

The delegation led by Ms. Suladda Sarutilavan, Deputy Director, Tourism Authority of Thailand Mumbai and Mrs. Sonalee Vaz, TAT Mumbai representative along with a Cathay Pacific representative traveled to Thailand from the 4th to the 8th of August 2010. The study tour included the regions of Ko Chang, Chanthaburi, Rayong, Pattaya and Bangkok.

Trade Show Event in Maldives (5th August 2010)

Present at the trade show event in Maldives was H.E Mohamed Nasheed (The President of The Republic of Maldives) as chief guest. The Thai Airways International, Colombo being a national carrier of Thailand took responsibility to promote the country even though they are offline carrier in Maldives to promote Thailand at the event and it was very successful.





News from Thailand

Centara Grand & Bangkok Convention Centre gear up for more business as Central World prepares to reopen

Centara Grand & Bangkok Convention Centre is organizing a series of promotions in the fourth quarter of this year to coincide with the first-phase reopening of Central World, the biggest lifestyle and leisure complex in Southeast Asia, which is scheduled for September 28th.

"Central World is at the heart of the Ratchaprasong district, the shopping centre of the city," says Kobchai Chirathivat, president and CEO of Central Pattana Public Company Limited.

"Isetan department store, one of Central World's anchor tenants, has been open since 24th June. With our refurbishment now nearing completion we anticipate that 90 percent of Central World will be reopened for customers by the end of September, and that Zen department store will be reopened in August next year."



"Confidence is returning quickly to Bangkok and to the Ratchaprasong district," Kobchai Chirathivat adds.

Ratchaprasong is adjacent to the Siam Square shopping and entertainment district and is home to some of the city's biggest and most upscale shopping complexes with, in addition to Central World, Gaysorn Plaza, Siam Paragon, the Erawan and Amarin Plaza amongst the mega-malls offering endless shopping at bargain prices.

Easily accessed by the BTS Sky train, either from the Chidlom or the Siam stations, and with a host of restaurants and entertainment outlets, Ratchaprasong is a major attraction for Thai and international visitors alike, offering as it does every kind of produce, from brand name goods through to arts and crafts and necessary consumer items.

Centara Grand is now planning special food and beverage promotions, spa packages and attractive discounts on rooms to coincide with the Central World reopening, and these will be continuing for the remainder of the year.

Other promotions are being undertaken to restore international confidence, including a mass visit by overseas travel buyers and media organized by the Tourism Authority of Thailand at Centara Grand at Central World on July 12th.

For further information:

Tel: 02 100 1234

E-mail: cgcw@chr.co.th

Website: www.centarahotelsresorts.com





TAT to Organise 8 Events to Bring Back the Famous Thai “Smile”

The Tourism Authority of Thailand (TAT) will organize eight special events around the theme of the famous Thai smile in a bid to rebuild the good image of Thai tourism and facilitate the return to normalcy following the recent political disturbances.

Ms Pensuda Priaram, the TAT's Deputy Governor for Tourism Products and Business, stated that the “Smile@Siam” events will be held in August-September as a sequel to the “Smile@Ratchaprasong” event, which was organized earlier at Bangkok's busy Ratchaprasong Intersection and enjoyed tremendous success. She said the activity is designed to help restore the liveliness of the Thai capital and the provincial areas, rebuild confidence among foreign tourists and promote domestic tourism. Details of the events are as follows:

1. **“Smile@Siam”** will be held from 14 to 15 August 2010 during 10.00-22.00 hrs at Bangkok's Siam Square shopping district and adjacent areas. It will be a golden opportunity for shoppers to purchase brand name products at discounted prices. Many entertainment performances will be held at four main stages at Siam Square Soi 3, Siam Paragon Shopping Complex, Siam Center and MBK Center.
2. **1st Smile in the Park (Musical in the Park)** will be held from 21 to 22 August 2010 during 11.00-21.00 hrs at Lumpini Park, Bangkok.
3. **International Taste 2010 Amazing Thailand** will be held from 10 to 12 September 2010 at Fountain Courtyard, Siam Paragon, Bangkok.
4. **“Smile@Khao San Road”** which will be held from 11 to 12 September 2010 during 16.00-24.00 hrs at the popular backpacker area Khao San Road and Soi Rambudtree, Bangkok.
5. **2nd Smile in the Park (Musical in the Park)** will be held from 18 to 19 September 2010 during 11.00-21.00 hrs at Benjakitti Park, Bangkok.
6. **Thai Tourism Festival @Udon Thani** will be held from 27 to 29 August 2010 during 11.00-23.00 hrs at UD Town, Udon Thani province.
7. **Thai Tourism Festival @Surat Thani** will be held from 3 to 5 September 2010 during 11.00-22.00 hrs at Surat Thani Cooperative Office, Punpin district in Surat Thani.
8. **Thai Tourism Festival @Suphan Buri**, which will be held from 24 to 26 September 2010, during 10.00-22.00 hrs at Suphan Buri Provincial Stadium in Suphan Buri.

The events in the three provinces is aimed at boosting domestic tourism between the regions and contributing to a better distribution of tourism income across the country. TAT expects that these events will help both domestic and foreign tourists further enjoy their shopping, entertainment and sight-seeing experience.

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Pattaya Floating Market

Pattaya Floating Market was opened to the public in November 2008. The area of Pattaya's latest attraction which is situated on an approximately area of 100,000 square meters. It is divided into 4 separate parts, each with its own unique location, represents the four regions of Thailand: Northern -, central -, Northeastern and Southern region and offering a special blend of differing traditions.



More than 80 paddle boats are on standby to ferry visitors around the compound along many Thai style teak wood buildings, linked by a network of canals, bridges and a number of different sized islands with exotic plants and trees. The boat trip will slowly expose the richness of the surrounding architectural and cultural riverside living. Water vendors moving with their paddleboats from dock to dock and offering their unique range of freshly cooked delicious traditional Thai dishes.

Pattaya Floating Market provides daily several cultural performances, native to the four regions of the country, like Thai classical dance, martial art demonstrations, as well as water boxing where the fighters perform on a horizontal slippery pole above the canal. Painters do show their artificial works, like umbrella and portrait painting.

Pattaya Floating Market provides daily several cultural performances, native to the four regions of the country, like Thai classical dance, martial art demonstrations, as well as water boxing where the fighters perform on a horizontal slippery pole above the canal. Painters do show their artificial works, like umbrella and portrait painting. Pattaya Floating Market has recently provided Amphibian-boat rides, an agricultural rice field demonstration, authentic Houseboats for home stay, and 10 mud-houses just right beside the rice field zone.

More than 110 boutique-shops presenting wooden hand carvings, silks and cloth weaving, special Thai herbs and herbal products, many OTOP products and other native items from all over Thailand. The Nueng Siam Woodcarving Museum has on display rare pieces of crafted 200 years old teak and is home for the impressive and beautiful carved image of the elephant god Ganesha.

Pattaya Floating Market, the biggest man made floating market in the world, is located on the outskirts of Pattaya on Sukhumvit Road, on the way to Bang Saray and Sattahip. Easy access from Bangkok by Tour Service, public regular bus, taxi or coach.

For further information:

Tel: + 66 038-706340

Fax: 038-076800

E-mail: info@pattayafloatingmarket.com

Website: www.pattayafloatingmarket.com





Flight of the Gibbon

One day in late 2007 a pair of white handed gibbons were dumped on the side of the road after spending over 5 years in captivity. The founders of this new eco-adventure knew they had to find a way get them back into the wild and keep them protected. Flight of the Gibbon was created with a very clear mission, the protection of Asian wildlife.



Tong lorde and tong Dee (the pair of white handed gibbons) were released January 3, 2009. On February 23, 2010 they gave birth in the wild to a healthy son. Thanks to your participation in Flight of the Gibbon, their offspring will never have to see the inside of a poacher's cage.

Flight of the Gibbon Zip Line Tours was born from this. The tours were designed to enable everyone access to the rainforest in the most exciting way possible. Guests coming to Thailand on holidays may only have 1 chance. In spite of the hype, the standard trekking and other adventure tours just were not that fulfilling and memorable.

These zipline tours are a unique system of tree houses, platforms, cables and sky bridges enable you to view jungle life from all layers of the canopy, a perspective previously reserved for a select group of researchers. The original tour started in the pristine rainforest in the mountains near Chiang Mai, Thailand. Thrill seekers & nature lovers alike, ages 5-95, can explore the tropical rainforest like never before. So a new tour was located in pristine rainforest between the Chompoo Wildlife Sanctuary and the Khao Kheoo zoo, convenient to both Bangkok & Pattaya.

Realizing that even more fun could be had in the jungle, they created the Go Gibbon Tour at the Bangkok & Pattaya location. Think of it as a real-life "jungle" gym for All ages.



Working with a select group of partners, multi-day tours that combine the zipline tour were also created with a Nature Safari in Chonburi, Rock Climbing, White Water Rafting, Mountain Biking, and a highly educational, fun Eco tour Trek. All of these multi-day tours come either with a hotel stay or an authentic home stay.

For further information:

Tel: +66 899 70 55 11

Email: info@treetopasia.com

Website: www.treetopasia.com





Thailand Promotions

Sheraton Pattaya Resorts Save 50% on Your Next Night

Sheraton Pattaya Resort combines high standards of service with the warmth of Thai hospitality. Nestled in lush headlands south of Pattaya, our resort offers sweeping views across the Gulf of Siam and nearby tropical islands. The exclusive oceanfront location including a private beach ensures refreshing sea breezes and tranquility without sacrificing accessibility to the areas attractions. The resort's location makes an ideal base for exploring the area. They are adjacent to the Pattaya Exhibition and Conference Hall (PEACH) and 2 km from the thriving nightlife of Pattaya accessible by a ten-minute shuttle ride. The new Bangkok International Airport is a mere 90 minutes' drive (140 km) away.



Tomorrow is looking up - for every night you pay the regular rate, you will receive the next night at a 50% discount. That is half off every second night!

So, stay two nights, four nights, or six nights, and enjoy Better Tomorrows.

For further information:

Tel: (+ 66) 38 259 888

Website: www.starwoodhotels.com

Tower Club at lebua Two-night accommodation package

Tower Club at lebua, a member of Preferred Hotels & Resorts, is Bangkok's finest 5 star executive all-suite hotel offering breathtaking views of Bangkok and the Chao Phraya River from balconies in each of its spacious suites. Each of Tower Clubs 221 suites on the 51st to 59th floors offer stunning vista as of the Chao Phraya River and the city skyline from balconies in every room, and come complete with kitchenettes, as well as washers and dryers in select units.



Exclusive privileges can be enjoyed by Tower Club guests, including an impressive selection of luscious Bvlgari amenities, free minibar, complimentary in-suite broadband Internet access, LCD television monitors with free video on demand, and priority dining reservations at The Dome. Guests also have access to the Tower Club Lounge on the 52nd floor, where complimentary canaps and drinks are served daily.

On the Mezzanine Level, guests have access to a poolside Caf Mozu, a large outdoor pool area and fully equipped fitness center with gymnasium, sauna cum steam room, swimming pool, jetted tub, and massage rooms. Lebua also offers a business center on the 51st floor, as well as a wide range of fully serviced meeting and function facilities.

For further information:

Tel: (66) 2624-9999

Fax: (66)2624-9889

Website: www.lebua.com





Mai Samui Beach Resort & Spa

The Samui Beach Resort is chic, contemporary and secluded, the Mai Samui Beach Resort & Spa brings new style and standards to Thailand's favorite island getaway. With just 97 rooms, guests are guaranteed privacy and exceptional service from the caring and attentive staff. Each room provides stunning beach views, and is furnished with one king or two queen size beds. This exceptional resort occupies a prime location beside the renowned Laem Yai Beach.



The beach is ranked as the number two beach on Koh Samui. Even so, it does not draw anything like the number of people as Chaweng, making it an excellent choice for a memorable and relaxed holiday on our Samui Beach Resort. The three-kilometer stretch of powdery white sand skirts a beautiful curved bay with Hinta-Hinyai Rocks at one end and Tong Takian Bay at the other. Mai Samui Beach Resort & Spa offers luxurious rooms and suites just steps from the sands of Lam Yai Beach on the west of Samui Island.

For further information:
Tel: +66 77 914600-4
Fax: +66 77 914611
Email: info@maisamui.com

Events to remember

Event	Dates	Activities	Venue
Thailand Travel Mart Plus 2010	8 th to 10 th September 2010	The largest B2B travel trade events in Asia	Bangkok, Thailand
Tourism Authority of Thailand Roadshow	4 th October 2010	- Products Presentation - B2B Session - Dinner Reception	Colombo, Sri Lanka





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