



TAT Mumbai Director's Message

Dear travel partner,

Namaste from Tourism Authority of Thailand, Mumbai!

This month as we go forth into our second fiscal year in India since the opening of our Mumbai office, we stand on the threshold of launching our heightened marketing initiatives. Our efforts to promote Thailand as a value for money up-market destination will be further bolstered with a strong focus on promoting niche segments such as golf, wedding, film industry and key quality shopping experiences.



I am also pleased to inform you that on the 4th of October our Mumbai office recently concluded a successful workshop in Colombo, Sri Lanka at the Cinnamon Grand Hotel as part of our initiatives to enhance bilateral relations with the Sri Lankan travel fraternity.

Closer to home; since September we have been conducting an educational programme for front-line travel staff across 7 key cities in India which will continue into the month of November. During the current period, we have successfully completed a batch in each of the cities of Mumbai, Pune and Ahmedabad. This unique programme will aide in developing the current level of awareness of Thailand's culture & heritage, spa & wellness, nature and adventure activities which in turn will enhance customer experience. As a reward, Top 10 performers will receive a certification at a ceremony in Bangkok during the month of November.

For this month's destination focus, we have chosen Koh Samui - the third largest island in Thailand & the second most popular island destination in the Kingdom.

As always, I thank you for your continued support.

Wishing you all a "Happy Dussehra".

Warm Regards,

Sethaphan Buddhani
Director
Tourism Authority of Thailand
(Western, Southern & Central India Sri Lanka & Maldives)





This Months Regional Highlight

Koh Samui

Koh Samui is the premier island destination in the Gulf of Thailand; Samui is easily accessible, features beautiful beaches and a variety of activities, and caters to visitors on any budget. Koh Samui, the third largest island in Thailand, is the second most popular island destination in the kingdom, thanks in part to its airport that connects the island to a number of Thai and international destinations. Koh Samui features spectacular beaches, outstanding dining, and a comprehensive array of activities including cooking courses, yoga instruction, Muay Thai training, scuba diving, and even golf. Koh Samui has secluded beaches that are the exclusive domain of luxury 5-star resorts, family friendly beaches with shallow shores, and shopping, dining, and nightlife venues that make the island a paradise both day and night.

Getting There

As the second most popular Thai island, Koh Samui is easy to get to via land, boat, or air. There are numerous boats from Surat Thani province on the Thai mainland as well as from neighboring islands Koh Phangan and Koh Tao. The Koh Samui international airport is served primarily by Bangkok Airways, which flies to and from Koh Samui and seven domestic and international destinations.



Once on the island there are many ways of getting around Koh Samui. Rental bicycles, motorbikes, and cars, both with and without drivers, are easily available, as are songtaews and taxis for getting around and between beaches.

Train: The train station in Surat Thani is serviced by trains from cities to the north and south, including Bangkok and Hat Yai. From Surat Thani minibus or songtaew transfer to the boat pier is required to get a ferry to Koh Samui.

Car: As many of the ferries connecting mainland Surat Thani with Koh Samui are car ferries it is possible to rent a car and drive to Koh Samui. From Bangkok to Surat Thani the trip takes from 8 to 10 hours; from Phuket or Hat Yai the journey is 5 and 6 hours respectively. Once in Surat Thani, the ferry piers are another hour from the town.

Bus: Numerous busses from throughout Thailand, including Bangkok and Phuket, service Surat Thani town, the capital of the mainland province that includes Koh Samui. From Bangkok it is an 11 hour bus ride.

Air: Bangkok Airways offers direct, non-stop air services between Koh Samui (USM) and Bangkok, Chiang Mai, Krabi, Pattaya (U-Tapao), Phuket, Hong Kong, and Singapore. Flying time between Koh Samui and Bangkok is under an hour; flights between Samui and Phuket or Pattaya are under 45 minutes.

Thai Airways offers limited domestic service to and from Koh Samui; Berjaya Air connects Koh Samui and Kuala Lumpur; and Firefly provides service from Penang and Kuala Lumpur to Koh Samui.

Boat: From Surat Thani there are three different piers serviced by two ferry companies: Ratcha Ferry, which shuttles between Surat Thani's Don Sak pier and Koh Samui's Thong Yang pier up to seven times daily; and the Songserm Travel ferry, which has two services: one between Surat Thani's Tha Thong pier that leaves throughout the day and a slow, night boat from Ban Don pier to Koh Samui's Nathon pier.





Activities

As one of the premier tourist destinations in Thailand, Koh Samui has innumerable activities for visitors to participate in, ensuring that visitors with any interest will find something to keep them entertained on their Koh Samui holiday. The following are some of the most popular activities on Koh Samui are Sailing / Yachting, Thai Cooking Classes, Scuba Diving School, 4WD, Off-Road Driving, Absailing/Rappelling, Bungy Jumping, Elephant Riding, Beach, Fishing, Windsurfing & Kite surfing, Parasailing, Scuba Diving, Snorkeling, Jet Skiing, Water Skiing, Golf.



Where to Go

Chaweng Beach: It is the longest beach on the island having the biggest centre for both entertainment and shopping.



There are many hotels and bungalows along Chaweng's fine white sand beaches. You can find anything from five-star luxury resorts to little budget bungalows remaining from Koh Samui days as a backpacker's haven. Just in from the beach, the main road is lined with the restaurants offering every imaginable cuisine (you can even find Japanese Sushi, Mexican and Thai food), numerous dive shops, and a few excellent open-air discotheques where you can revel enjoy your evening after having relaxation at the beach during the day time. If you wander further inland from the beach toward Chaweng lake you can stumble upon the local Thai boxing ring, a giant open-air produce market and numerous food stalls catering to locals.

graceful granite boulders, which are often enjoyed as fishing perches by local fishermen.

Nightlife in Lamai is a bit more laid back than in Chaweng beach even though there are a couple of areas with beer bars and the Bauhaus pub has a good dance floor and ample screens for watching current sports events. There are several good restaurants in Lamai town, but do not overlook Pizza Hat, on the main road near Lamai Beach which has been satisfying cheese cravings for over a decade.

Lamai Beach: It is Koh Samui's second largest beach, and some says that it is having the most beautiful beach in Samui. The seawater caters for excellent swimming and the beach is studded with





Our Recently Concluded Events

Tourism Authority of Thailand Roadshow, Colombo Sri Lanka 04th October 2010 (at the Cinnamon Grand Hotel)



TAT Mumbai, with TG Colombo and Thai tourism industry jointly organized Amazing Thailand Products Presentation in Colombo with a batch of 100 attendees.

Signature Golf Club Championship Press Conference at the Trident, Bandra Kurla Complex 28th September 2010



(l-r) Ms. Sonalee Vaz Tourism Authority of Thailand, Mumbai Representative, Mr. Abhay Deol Actor and Brand Ambassador of Signature Golf Club & Mr. Debashish Shyam Divisional Vice President, Marketing USL (United Spirit Limited)





Prive Locations Award Night at the Novotel, Juhu 24th September 2010
Tourism Authority of Thailand won the award for 'Maximum Indian Films Shot in a Destination Thailand'



Mr. Sethaphan Buddhani- Director,
Tourism Authority of Thailand



Ms. Sonalee Vaz Tourism Authority of Thailand,
Mumbai Representative

**Tourism Authority of Thailand, Mumbai & Thai Airways International,
Chennai Familiarization Trip to Thailand (19th to 24th September 2010)**



The Familiarization trip took place in Phuket-Phang Nga-Ayutthaya-Bangkok with many amazing activities.





Upcoming Events

Music & Arts Festival Chiang Rai 2010 (October 22 to 24, 2010)

For the first time ever, seven leading hotels in Chiang Rai Province, Thailand, have joined forces in organizing a festival to promote tourism in the province. The festival called Music & Arts Festival Chiang Rai 2010 will be held for three days during the long weekend of October 22 - 24, 2010.

The Legend Chiang Rai River Resort & Spa will present three evenings of world-class entertainment by the Biggles Big Band from Amsterdam. There will be food stalls serving home cooked Western and local food to whet your appetite and an open bar to quench your thirst. The Mantrini Boutique Resort will organize an art exhibition of abstract paintings by four students from the Faculty of Fine Arts, Chiang Mai University. The River House Resort & Spa will offer music from the Chiang Rai Youth Orchestra and an evening of traditional northern and contemporary dances.

For further information:

Tel: + 66 (0) 5375 0830-4

Website: www.tatnews.org

The Phimai Festival 2010 (12th to 14th November 2010)

The province of Nakhon Ratchasima, in collaboration with the TAT Nakhon Ratchasima Office, the Fine Arts Department, as well as, other related agencies, is organizing the annual 2010 Phimai Festival, scheduled to be held during 10 – 14 November, 2010, at the Phrommathat Ground of the Phimai Historical Park and banks of the Chakkarat River, Amphoe Phimai, Nakhon Ratchasima province.

Disclosed by the Director of TAT Nakhon Ratchasima Office, Mr. Auttaphol Wannakij, the highlights of the event will include a light and sound presentation, Dances beyond the Mun River, that will tell the story of the glorious period of King Jayavarman VII. (12-14 November, 2010, The event will also comprise traditional long-boat races during 13 – 14 November, 2010, on the banks of the Chakkarat River and Mun River. In addition to this, there is the Korat cat competition, Khon or classical Thai mask dance from the Fine Arts Department, local art and cultural performances, as well as competition of renowned food of Phimai. The Director also reassured that tourists will enjoy the warm hospitality of the people of Phimai, as well as, hear the story of the grand Phimai Sanctuary from the Phimai Witthaya School's students. Sales of local products and various fun-filled performances are also available.

For further information:

The Phimai District Office.

Tel. 0 4447 1617, Phimai Municipal Office

Tel. 0 4447 1121 (ticket reservation)

TAT Nakhon Ratchasima Office,

Tel. 0 4421 3030, 0 4421 3666,

Website: www.tat.or.th/nakhonratchasima

E-mail: tatsima@tat.or.th





News from Thailand

“FRIENDS OF THAILAND” Award-Winners for 2010 announced



The names of awardees from our area are as follows:

1. International Tour Operators: Mrs. Veena Patil, Kesari Tours Pvt.Ltd.
2. International Media: Mrs. Reema Lokesh, Express Travel World
3. International Airlines: Mr. Gilbert George, Jet Airways (India) Pvt.Ltd.

Long-standing friends and supporters of the Thai tourism industry, as well as some of its best products and tour guides, were conferred well-deserved awards at a cocktail reception organized by the Tourism Authority of Thailand (TAT) on 27 September 2010, in Bangkok.

These awards honor foreign individuals and companies worldwide, who have contributed to the success of the Thai tourism industry.

A total of 75 persons or organizations from 57 countries received the Awards in four award categories including tour operators (26), international airlines (8), international media (23), as well as individual supporters and groups (18).

For further information:

International Public Relations Division

Tourism Authority of Thailand

Tel: + 66 (0) 2250 5500 ext. 4545-48

Fax: + 66 (0) 2253 7419

E-mail: prdiv3@tat.or.th

Web site: www.tatnews.org





"Thailand Medical Tourism Blog Contest" for five destinations Bangkok, Koh Samui, Pattaya, Chiang Mai and Phuket

The Medical Blog Contest, organized by the Tourism Authority of Thailand, is aimed at promoting medical tourism within the Kingdom. The competition is open to each individual blogger who has acceptable experience in writing tourism, medical or medical tourism related blogs in English language and/or bloggers' local language. 12 qualified bloggers, also known as Finalists, will be selected to experience for themselves pre-selected key medical and health service providers (e.g. Hospital, clinic, spa) from five randomly selected destinations (Bangkok, Phuket, Pattaya, Chiang Mai and Ko Samui) over the course of 4 consecutive days, and then 3 more in Bangkok. The TAT and/or Organizer will also arrange a variety of sightseeing tours for Finalists, so further encouraging Thailand's attractiveness as a medical tourism hub.

The winners will have an opportunity to join familiarization trip to Thailand.

Submissions are welcome until October 31, 2010.

For further information:

Website: www.medblogcontest.com

Sareeraya Villas & Suites - Chaweng Beach Koh Samui



Beyond Desires - A legend in the making, in tune with the very soul of Samui. Effortlessly experience the zenith of Thai hospitality expertise while steeped in "Oriental Chic" tropical luxury. Escape to your own seaside villa with Private pool. The Suites features the best in accommodation with spacious terrace. Pleasure your favorite moments over an intimate dinner in your private villa or value a mouth-watering meal at our Chef's Table, a sanctuary to a wonderful selection of international cuisines and signature dishes, plus fine wines and delicious

drinks to match the luxurious tropical atmosphere and beautifully outstanding setting.

Enjoy sunset cocktails and conversation Gulf of Siam. Friendly, well-trained staff personalized service. Abandon your cares sheer comfort and aesthetic harmony. With appointed suites and villas to choose from personalized service rarely found in such a



while overlooking the pampers you with amid an ambience of only 49 exquisitely you can be assured of a sought-after location.

For further information:

889 Thai CC Tower, 25th Floor, Room 253, South Sathorn Road, Sathorn, Bangkok 10120, Thailand

Tel : +66 (0) 2673 9934

Fax : +66 (0) 2673 9938

E-mail: rsvn@sareeraya.com





"Madame Tussauds to open in Bangkok, December 2010"



Global visitor attraction operator, Merlin Entertainments Group is set to open its newest attraction, Madame Tussauds Bangkok on December 4th 2010. The 500-million baht attraction is the tenth Madame Tussauds to open worldwide, third in Asia joining sister attractions in Hong Kong and Shanghai, and first in South East Asia. Located on the 6th Floor of Siam Discovery, Madame Tussauds Bangkok is destined to be the 'must do' attraction for all visitors to the area. With its brand new facade and striking contemporary architecture, the building provides an iconic new landmark for the Siam area.

With His Majesty the King Bhumibol Adulyadej's patronage, Madame Tussauds Bangkok features a royal room where wax figures of Somdej Pramahitathibej Adulyadejvikrom Prabarommarajajanok and Somdej Phra Srinagarindra Boromarajajonani are displayed. Reflecting local culture and Thai loyalty to the monarchy, the Royal room allows visitors to not only learn about the

life of His Majesty's parents but also the history of the Chakri dynasty.

Madame Tussauds Bangkok is a fully interactive unique visitor experience, using state of the art technology, clever interactives and dramatic backdrops to showcase a range of incredibly lifelike wax figures. It offers a host of fun ways to interact with the stars be photographed with President Obama in the oval office; penalty shoot with Steven Gerrard; get into your favourite scene with Ann Thongprasom; take a journey with Dr. Pornthip Rojanasunan on her wall of discovery...and much more.



For further information:

Tel: +66 (0) 2658 0060

Fax: +66 (0) 2658 0056

Website: www.madametussauds.com/bangkok





Thailand Promotions

Indigo Pearl: Hot October Weekend Deal

Discover an island of tropical breezes, lush rainforests and a panorama of ocean. An island resort steeped in history - of tin mining and sprawling rubber plantations. Of a founding family with a unique vision and their centuries-old ties with Phuket. Discover bold luxury, where historic details and surreal twists meet Thai warmth - rough timber and sleek polished metal, sun-kissed beaches and a palette of ochre and rouge.



Get 35% off the rate for any room type when you book now and receive further discounts! 100 packages available, valid for stays during weekends in September (Thu - Fri - Sat - Sun) with a minimum stay of 2 nights to a maximum of 4 nights.

Book any type of rooms listed on our web site and enjoy a 35% discount on our published room rates.

For further information:

Tel: + 66 (0)76 327 006

Email: reservations@indigo-pearl.com

Website: www.indigo-pearl.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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