



## TAT Mumbai Director's Message

Dear travel partner,

### Namaste from Tourism Authority of Thailand, Mumbai!

During this festive season, Thailand continues to be a preferred wedding destination for many high profile Indian families. We do thank all our wedding planners, organizers and members of the travel trade for your active support.

In keeping with our mandate to promote Thailand as an up-market Golfing destination, we are pleased to announce that Chiang Mai, Thailand has been chosen as the venue for the 9<sup>th</sup> McDowell's Signature Club Golf Championship 2010 to be held later this year.



Accolades boost team spirit and it gives me immense pride to inform you that our office was recently bestowed with the award titled '**PRIVE Maximum Indian Films Shot in a Destination**' at the recently concluded Locations 2010 event in Mumbai. This honor further strengthens our commitment to market Thailand's exotic locales that provide scenic beauty matched with world-class services, hospitality and attractions within the Indian film industry.

As part of our ongoing educational programme for front-line travel staff across seven key cities in India, this month we visit the city of Hyderabad. The programme provides a platform that enhances the trade knowledge of Thailand's culture & heritage, spa & wellness, nature and adventure activities, which will have a direct positive impact on customer experience. Our top ten performers will be provided with an educational tour to the cities of Phuket & Chiang Mai in addition to being felicitated at a ceremony in Bangkok by the Tourism Authority of Thailand.

As part of this month's regional highlight, we focus on **Hua Hin** - one of Thailand's premier beach resort towns on the Gulf of Thailand. Please read more on this yet to be tapped treasure of Amazing Thailand.

The entire team joins me in wishing all of you a very "Happy Diwali & Prosperous New Year".

Warm Regards,

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





## This Months Regional Highlight

### Hua Hin

Hua Hin, one of Thailand's premier beach resort towns on the Gulf of Thailand, is less than 200 km south of Bangkok, making it one of the most popular weekend getaway destinations for city residents. A resort equally popular with young couples and families, tourists and Thais, Hua Hin is also the location of the King of Thailand's summer palace, Klai Kang Won, "Far from Worries." Hua Hin features a beautiful, powdery sand beach, numerous seaside seafood restaurants, a lively night market, numerous beach activities, and some great inland activities, not least of which is golfing at some of Thailand's most renowned courses. Hua Hin is also the site of Thailand's most popular music festival, the Hua Hin Jazz Festival.

#### Getting There

Both getting to and getting around Hua Hin is quite easy. Visitors to Hua Hin may arrive by train, bus, car, or even plane from destinations both north and south of Hua Hin. Within Hua Hin, many hotels and guesthouses are located near the town center; those farther away typically provide shuttle service to and from town. Taxis and tuk-tuks are easily found and are reasonably priced for those who wish to explore the nearby attractions, though visitors may also rent cars, motorbikes, and even bicycles to tour the area on their own.

**Train:** Most trains headed south from Bangkok stop at the Hua Hin Railway Station, so there are numerous trains leaving throughout the day that provide service to Hua Hin. The train ride takes between 4 and 6 hours; considerably longer than the 2 to 3 hour car ride.

**Car:** The approximately 200 km drive between Bangkok and Hua Hin can be traveled in 2 to 3 hours.

**Bus:** Buses between Bangkok and Hua Hin are served by Bangkok's Sai Tai Mai terminal, and depart every 20 minutes for the three ½-hour journey. Fares for first class bus seats cost around 200 baht. There is also bus service that is scheduled to connect Hua Hin with Bangkok's Suvarnabhumi Airport Buses to and from cities in southern Thailand are generally overnight services, departing Hua Hin around 10 pm and arriving early in the morning.

**Air:** There are several daily flights between Bangkok's Suvarnabhumi Airport and Hua Hin Airport, which is served by SGA Airlines in association with Nok Air, a subsidiary of Thai Airways. The less than one-hour flight aboard a Cessna 208 aircraft costs just over 3,000 baht for a one-way ticket.

**Taxi:** Travel between Bangkok and Hua Hin by taxi costs approximately 2000 baht (prices should be negotiated beforehand), and takes about 2 ½ hours.

#### Activities

As one of the premier tourist destinations in Thailand, Hua Hin has innumerable activities for visitors to participate in, ensuring that visitors with any interest will find something to keep them entertained on their Hua Hin holiday. The following are the most popular activities of Hua Hin like cycling, mountain biking, eco tourism and green travel.





## Where to Go

**Hat Hua Hin:** Hat Hua Hin is a 5-kilometer white sandy beach lined with a wide range of accommodations, from bungalows to five-star hotels and resorts. Located at the sunrise side of the city, the beach runs from a rocky headland, which separates it from a tiny fishing pier, and gently curves for some three kilometers to the south where the Giant Standing Buddha Sculpture is located at the foot of Khao Takiap. While offering a tranquil atmosphere, the beach is also the place for fun-filled activities ranging from jogging, walking, sun bathing, horse riding, kite boarding, and other kinds of water sports.



**Sam Roi Yot National Park:** Located 63 kilometres south of Hua Hin near Kui Buri district, this coastal national park covers an area of 98 square kilometres with limestone mountains, mangrove swamps, and beaches. It is also home to various kinds of local and migrating birds, which are plentiful from November to February.

**Khao Takiap:** This hill is situated at the southern end of Hua Hin, only 4 kilometers from the town. It can be easily reached by local minibus. Visitors can go up the hilltop to enjoy a bird's eye view of Hua Hin, which is one of the delightful views either during the day or during night. There is a temple call Wat Khao Takiap situated on top of the hill. The nearby Khao Takiap Beach offers mostly bungalow accommodations. The giant golden Buddha Statue standing against the cliff has become a landmark of Khao Takiap.

**Namtok Pa La-u:** This beautiful 11-tiered rock waterfall is located in the densely verdant forest in the area of Kaengkrajai National Park where various kinds of birds and butterflies are found, especially in the morning. Some levels of the waterfall can be reached along a trekking trail parallel to the stream. The best time to watch butterflies is from 7.00 a.m. to 10.00 a.m. In addition, visitors may be able to spot wild animals and several species of rare birds. The best time to visit the fall is from November to April when the fall is at its most beautiful.





## Our Recently Concluded Events

### Amazing Thailand Expert Training Programme September to November 2010

Tourism Authority of Thailand, Mumbai office conducted educational programmes for front-line travel staff across seven key cities in India from September – November 2010. The programme took place in the cities of Ahmedabad, Bangalore, Chennai, Cochin, Mumbai, Pune and Hyderabad.



### ITM (International Travel Mart) Goa 2010 14<sup>th</sup> to 17<sup>th</sup> of October 2010

Goa Tourism Development Corporation along with Department of International Travel Mart that took place from the 14<sup>th</sup> to 17<sup>th</sup> October Panjim, Goa.

Tourism Authority of Thailand, International Travel Mart with an area Amazing Thailand as a year round, the Indian travelers.



Corporation along with Department of International Travel Mart that took 2010 at Bandodkar Grounds in

Mumbai office participated in the of 9 square metres to promote value for money destination among





## Upcoming Events

### Loi Krathong – Festival of Lights 17<sup>th</sup> November – 21<sup>st</sup> November 2010



As the full moon of the twelfth lunar month (usually in mid-November) lights up the night sky, throughout the Thai kingdom, hundreds of thousands of ornately-decorated Krathong or traditional banana leaf floats are set adrift in rivers and waterways in a spell-binding ritual called "Loi Krathong" – the 'festival of lights'. This is one of the Kingdom's oldest and best-preserved traditions.



The Loi Krathong tradition we know of today has evolved from the royal rituals of the early Rattanakosin period in which several types of lanterns were set afloat in the Chao Phraya River and its waterways.

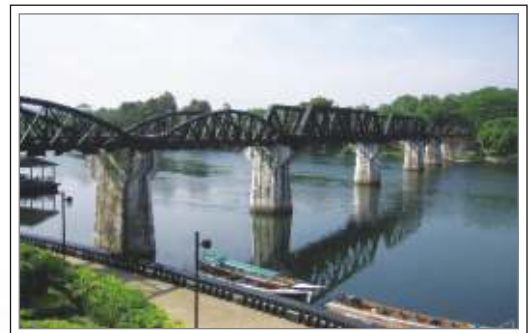
For further information:  
Tel: + 66 (0) 250 5500 Ext 3495-3499  
Website: [www.tatnews.org](http://www.tatnews.org)

### River Kwai Bridge Week 24<sup>th</sup> November – 5<sup>th</sup> December 2010

Each year in late November to early December, the world famous River Kwai Bridge built by Allied prisoners-of-war during World War II, becomes the focal point of celebrations.

Event highlights include historical and archaeological exhibits, a carnival, folk and cultural performances, rides on World War II vintage trains, and a spectacular light and sound presentation re-enacting the bridge's World War II legacy.

For further information:  
Tourism Authority of Thailand, Kanchanaburi Office  
Tel: + 66 (0) 3451 1200, (0) 3451 2500  
Fax: + 66 (0) 3451 1200  
E-mail: [tatkan@tat.or.th](mailto:tatkan@tat.or.th)





## News from Thailand

### Le Meridien Khao Lak Beach & Spa Resort Ten Thousand Experience Package

Discover 10,000 experiences in one place. Take your next meeting to this hidden Paradise embraced by the unspoiled nature of pristine beaches and emerald rainforests. Apart from an inspiring meeting in Khao Lak, your delegates can explore endless exciting and unique experiences, including - dining, golfing, canoeing, cruising, diving, snorkeling, elephant trekking, rainforest, trekking, island hopping and Sea Gypsy village tours. Take part in a local community outreach or some stimulating team building activities.



For further information:

Tel: (66)(76) 427 500

Website: [www.starwoodhotels.com](http://www.starwoodhotels.com)

### The Phimai Festival 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 beyond d the Mun River, that of King Jayavarman VII.(12-14 comprise traditional long-boat on the banks of the Chakkarat the longest and straightest ones in the Korat cat competition, Khon or Fine Arts Department, local art and renowned food of Phimai.



and sound presentation, Dances will tell the story of the glorious period November, 2010, The event will also races during 13 – 14 November, 2010, River and Mun River. These boats are Thailand. In addition to this, there is classical Thai mask dance from the cultural performances, as well as competition of

For further information:

The Phimai District Office

Tel. 0 4447 1617

E-mail: [tatsima@tat.or.th](mailto:tatsima@tat.or.th)

Website: [www.tat.or.th/nakhonratchasima](http://www.tat.or.th/nakhonratchasima)





## New Addition to the Unique Collection Group with Saree Samui

Saree Samui represents a stunning four-star residence and a harmonious blend of traditional Thai and modern style. The resort spreads over 4 acres of land and features a total of 53 boutique villas in Thai village styled architecture yet comprises of modern facilities and amenities. All 53-boutique villas feature a master bedroom next to the outdoor-living area, full-scale outdoor-bathroom with separate bathtub and rain shower, an outdoor courtyard and a sundeck. 6 Beach Front Villas and 4 Beach Front Pool Villas overlook the stunning view of the sea.



For further information:

Tel: + 66(0) 7724 7666

Fax: + 66(0) 7724 8620

Email: [reservation@sareesamui.com](mailto:reservation@sareesamui.com),

[info@theuniquecollection.com](mailto:info@theuniquecollection.com)

Website: [www.sareesamui.com](http://www.sareesamui.com)





## Thailand Promotions

### Centara Hotels & Resorts Exotic Winter Sun Holidays 2010 - 2011

Stay a week or more at one of the resorts across Thailand in Winter 2010 - 2011 and enjoy the special discounted rates plus a host of extra benefits absolutely free! Book Exotic Winter Sun Holidays (8 days / 7 nights or longer) package at the resorts and will receive all kinds of benefits.

The offer is valid from 1 November 2010 - 31 March 2011.

For further information:  
Centara Hotels & Resorts,  
25<sup>th</sup> Floor, Centara Grand at CentralWorld,  
999/99 Rama 1 Road, Pathumwan,  
Bangkok 10330, Thailand  
Phone: +66 (0) 2 769 1234  
Fax: +66 (0) 2 769 1235  
Website: [www.centarahotelsresorts.com](http://www.centarahotelsresorts.com)



### W Retreat Koh Samui Where Can You Save 50% On Your Next Night

Where day is for relaxing and night is for celebrating, W Retreat Koh Samui, which opened on 1 November 2010, is an island within an island and a haven from the everyday. An epitome of a tropical retreat and resplendent with warm charm, it awakens at night and ignites the nocturnal. Amid lush foliage, each 75 beachfront villa has its own private pool and unique location. Your playground is the signature W bed, wired and wireless in-room fun, the delightful Munchie Box and Whatever/Whenever<sup>®</sup> to make dreams come true on a whim.



Escape to W Retreat Koh Samui where every night you pay regular rate, you can get the next for 50% off. Whether you stay 2 nights, 4 nights or more, take your tomorrow to indulge in Whatever/Whenever.

Rates are pre-paid and non-refundable. 50% is taken off the best available non-restricted rate.

Rates starting from THB 16,000 per night for stays through June 30, 2011.

For further information:  
Tel: (+66) 7791 5999  
Email: [reservations.wkohsamui@whotels.com](mailto:reservations.wkohsamui@whotels.com)  
Website: [www.starwoodhotels.com](http://www.starwoodhotels.com)







## For any further assistance, please contact:

Tourism Authority of Thailand  
45, Free Press House, 4<sup>th</sup> 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, 6<sup>th</sup> Floor  
Nariman Point, Mumbai 400021,  
Tel: +91 22 6517 2274  
Email: thailand@charsonadvisory.com

---

**Copyright Tourism Authority of Thailand. All Rights Reserved.**

### Disclaimer

- Every effort has been made to publish accurate information, statistics and forward-looking statements.
- Tourism Authority of Thailand (TAT) is not responsible for any inaccuracy and omissions. Contents are based on the information sourced from other organizations for the sole purpose of promoting Thailand and keeping the interested informed on the latest in Thailand.
- You are receiving this message because you or some one from your email address has subscribed to this service. You may cancel this service at any time by clicking on the link below.
- Although this e-mail is believed to be free of any virus or other defect that might affect any computer system in which it is received, it is the responsibility of the recipient to ensure that it is virus free; TAT accepts no responsibility for any loss or damage arising in any way from its use.

