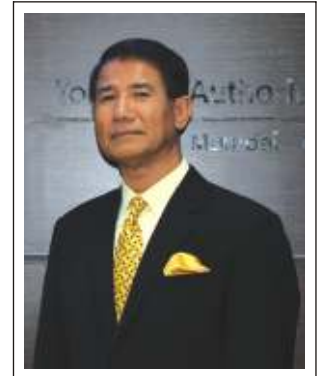




TAT Mumbai Director's Message

Dear travel partners,

I am pleased to inform you that Thailand has received an increasing number of Indian travelers during 2010. With over 791,000 Indians having traveled to Thailand during 2010 we have achieved a satisfactory growth rate of over 28%. I would like to take this opportunity to thank all our travel trade industry members, corporate supporters, wedding planners and media partners for their support throughout 2010 in helping us achieve this growth.



During the month of February, TAT Mumbai participated at key events in line with our marketing strategy to tap niche segments. The recently concluded travel shows such as India International Travel Mart in Cochin, The India Travel Mart in Ahmedabad and Travel and Tourism Fair + Outbound Travel Mart in Mumbai were highly successful. Further, we recently concluded a study trip for a group of film producers to the cities of Bangkok, Krabi and Chiang Mai as part of our focus on the Indian film industry.

It gives us great pride to inform you that Chiang Mai had been selected as the city for the preliminary rounds of the Indian Princess 2011 pageant. Our office supported the event in order to bring forth a focus on Chiang Mai as a new destination for the Indian traveler.

Going forward in March, we are pleased to inform you that TAT Mumbai will conduct the Thailand Tourism Roadshow 2011 in Mumbai on Wednesday 23rd of March 2011 and thereafter in Chennai on Friday 25th of March 2011.

For this month, as part of our destination focus, I would like to draw your attention to Bangkok and in particular the Ratchaprasong Square. With over one million square meters of area offering luxurious hotels, shopping complexes, street bargains and a multitude of dining options, this area of Bangkok is gem not to be missed!

Wishing all of you a Very Happy Holi !

Warm regards,

Sethaphan Buddhani

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This Months Destination Highlight

Bangkok - Ratchaprasong

Home to Bangkok's most colourful, high-street shopping and the famous Erawan Shrine, the Ratchaprasong area can be explored with ease, merely by hopping off the Chidlom Skytrain (BTS) station straight onto the pedestrian-friendly skywalk that rises above the busy streets at the intersection of Ratchaprasong and Rajadamri Roads.

Its central location close enough to walk to Siam and connected by Skytrain to other prime areas like Silom, the riverside and Sukhumvit Road makes Ratchaprasong a highly desirable and sensible choice for visitors. With five-star hotels, fine dining and a staggering selection of retail therapy packed into one square mile, visitors to Ratchaprasong are sure to discover, experience and enjoy some of Bangkok's best offerings.



Luxury fashion and shopping experiences:

From International luxury brands and flagship stores such as Louis Vuitton, Prada, Burberry to the best of Thai designer fashions to home décor crafts, or the best department stores Zen, Isetan to high street flagship concepts such as Zara, British India, XXI Forever, Kinokuniya and Toys'R Us, Ratchaprasong has it all.

The best of fine and contemporary dining and gourmet markets:

A variety of International cuisine and ambiances are on offer from five star hotel gourmets dining to fun Thai food courts and best gourmet supermarkets at CentralWorld.

The city's most luxurious, popular hotels and spa:

There are over 6 International branded hotels and service apartments that are just steps away from the heart of Ratchaprasong such as Grand Hyatt Erawan Bangkok, Intercontinental Bangkok, Four Seasons Bangkok and much more.

Energy and Excitement:

The choices of recreational activities are abundant in Ratchaprasong. Multiplex theatres, bowling alleys and many outdoor festivals throughout the year, plus End of Season Sale, Elle Fashion Week, Taste It All Food Festival, the Annual Christmas & New Year lighting and Bangkok Countdown celebrations.

Spirituality:

The Erawan (Brahma) Shrine, people from all over the world come to pray and pay their respects at this most precious place.

Convenience and Safety:

Easily accessible by sky train, car, taxi, bus or boat transport. Also, Ratchaprasong can be reached by the upcoming Suvarnabhumi.

The founding of RSTA reflects the excellent cooperation between private companies and the government sector to promote Bangkok as a world-class shopping destination. RSTA has worked actively with the Bangkok Metropolitan Administration (BMA) and Tourism Authority of Thailand (TAT) on the district's development and preservation plan including a number of physical development and maintenance projects as well as promotional campaigns. Visitors can access more information at www.heartofbangkok.com





Recently Concluded Events By TAT Mumabi



Tourism authority of Thailand participated at the **Travel & Tourism Fair** held in Mumbai From the 18th to the 20th of February 2011.
Times Travel Fair (Mumbai) 4th to 6th of February 2011



India International Travel Mart (IITM) Cochin, from the 12th to 14th February 2011
Travel Mart (ITM) Ahmedabad, from 12th to 14th February 2011

Film Producers Familiarization Trip 22nd to 27th February 2011

As part of the marketing strategy to tap organized a study tour to several and Chiang Mai. The group included Mr. Aseem Merchant, Mr. Balakrishnababu and Mr. Krish from TAT Mumbai was Ms. Suladda Authority of Thailand.



the Indian film industry, TAT Mumbai cities that included Bangkok, Krabi, comprised of key professionals that Vikram Razdan, Mr. Madbushi Amarnath. Accompanying the group Sarutilavan, Asst. Director Tourism





Annual Thailand Grand Sale Promotional Presentation 25th February 2011



The Tourism Authority of Thailand and VISA International recently announced the launch of special promotional offers as part of their marketing strategy to promote the Amazing Thailand Grand Sale 2011 scheduled to be held over a two-month period from 15th June to 15th August 2011.

The Amazing Thailand Grand Sale 2011 is held consecutively for 13 years and run in cooperation with leading Thai businesses with VISA International being the exclusive partner.

Presenting the concept to the Indian travel industry at an event organized at a leading Mumbai hotel, Mr. Suwat Kumwong, Director - Investment Planning Division, Tourism Authority of Thailand, said "The Amazing Thailand Grand Sale 2011 is yet more valuable for tourists with sales prices reduced up to 80% and 10-20% discounts for dining, together with a chance to win a 30 Days Experience Thailand Amazing Grand Prize!

Indian Princess 2011 in Chiang Mai

Atharva organized a unique to salute our brave Indian finale was held at Chitrakul February 2011 with a large dignitaries and media in Authority of Thailand Mumbai conducting the preliminary part of the overall marketing industry and the up market leisure



beauty pageant with a social cause 'jawans'. The pageants grand Ground, Andheri, on 25th number of celebrities, socialites, attendance. The Tourism assisted the organization with rounds at Chiang Mai, Thailand as strategy to target the Indian film segments in India.





Upcoming Events By TAT Mumabi

India Travel Market (Times Travel Fair), **Ahmedabad:** 4th - 6th March 2011

Amazing Thailand Tourism Roadshow 2011 will be held on 23rd March 2011 in Mumbai and thereafter on the 25th of March 2011 in Chennai.

News From Thailand

Privileges offered by Centralworld, Robinson

Central Chidlom: Offers 5% discounts which can be used at Central branches, Marks & Spencer, Supersport, B2S, exclusive shops

Central World: Is offering Up to 80% discount with participating shops and restaurants and CentralWorld, Central Festival, Pattaya Beach, CentralPlaza, Chinagmai Airport.

RBS: Offers 5% discounts for regular priced items on participating merchants at all Robinson branches.





Thailand Updates

Madame Tussauds launching in Bangkok

The 500-million-baht attraction, located on the sixth floor of Siam Discovery, will be opened to visitors on Dec 4.

Housed in 3,000 square metres, it will feature more than 70 wax figures including Princess Diana, Barack Obama, Angelina Jolie and famous Thai figures such as M.R. Kukrit Pramoj, Khaosai Galaxy, Tata Young, Mitr Chaibancha, Theeradej Wongpuapan, and Anne Thongprasom.

Madame Tussauds has been granted a permission to create wax likenesses of His Royal Highness Prince Mahidol and Her Royal Highness the Princess Mother to be displayed in the Royal Hall as well.



Peach Hill Resort



Occupying a superb site on Phuket's western coast, Peach hill Resort is located between Kata and Karon beach. It's take only 7 minutes walk to Kata Beach and only 15 minutes drive to Patong Beach (300-400 meters from the beach), nearby the Kata Shopping Center, and 45 minutes to the airport.

Peach Hill Resort offers a stay for 3 nights and pay for only 2 nights, stay for 4 / 5 nights and pay for only 3 nights.

For further information:

Email : angkana@peachgroup.co.th

Website : www.peach-hill.com www.phuket-peachblossom.com

Mai Samui Beach Resort & Spa (5 Star hotel)

Mai Samui Beach Resort is a stylish hideaway situated on the tropical island of Koh Samui, one of Thailand's top destinations. The resort is ideally located on Samui's West coast on one of the most picturesque yet secluded beaches making it well suited for couples and young families.

The resort consists of just 97 attractive rooms ensuring all guests privacy and outstanding service in a peaceful setting. Wander from the comfort of a chic Deluxe Room or a decadent Mai Pool Villa onto the white powder of Laem Yai Beach and discover three kilometres of unspoiled gently curving sands.

Mai Samui Beach Resort offers a **stay for 3 nights and pay for only 2 nights.**



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