

TAT Mumbai Director's Message

Dear travel partners,

As the holiday season has commenced, I trust your business has picked up and your personal travel plans are ready with your near and dear ones.

For us at TAT Mumbai, during the month of April we had conducted several key events in line with our marketing strategy to tap niche segments. The recently concluded Rotary Club of Bombay Central, District Assembly 2011 where TAT was one of the prime sponsors, received a phenomenal response due the state of the art golf simulator and putting turf we organized to increase the members' awareness of Amazing Thailand as Asia's leading golf hub. Furthermore, to educate our media partners, we sent a select few on an educational trip to Bangkok and Chiang Mai to witness the very popular Songkran festival.



I am also glad to announce that Bangkok Airways has now begun operations in Mumbai, India which has enhanced the connectivity between India and Thailand

Going forward in May we are pleased to inform you that as part of our strategy to promote Thailand as a premium wedding destination spot, we will be sending some of the country's top wedding organizers to Thailand to explore some spectacular properties in Phuket, Hua Hin and Bangkok.

As part of our regional highlight, I would like to draw your attention to the Royal Flora Ratchaphruek 2011. The **Royal Flora Ratchaphruek** is a flower festival held in the [Thai](#) city of [Chiang Mai](#) that draws millions of visitors each year. It was one of the grand celebrations being hosted by the Royal Thai Government in honor of King [Bhumibol](#), the world's longest reigning monarch.

I do hope all can travel to Thailand and witness this one of its kind festival.

Wishing all of you an eventful and fun holiday season.

Warm regards,
Sethaphan Buddhani -
Director - Tourism Authority of Thailand, Mumbai office
45 Free Press House,
Free Press Journal Marg,
Narmain Point
Mumbai 400021
Email: tatmumbai@tat.or.th

THIS MONTHS REGIONAL HIGHLIGHT

Royal Flora Ratchaphruek 2011



The **Royal Flora Ratchaphruek** was a flower festival held 1 November 2006, to 31 January 2007, in the [Thai](#) city of [Chiang Mai](#) that drew 3,781,624 visitors. It was one of the grand celebrations being hosted by the Royal Thai Government in honor of King [Bhumibol](#), the world's longest reigning monarch. The **Ratchaphruek** (*Cassia fistula* L.) or [Golden Shower Tree](#) is the national flower of [Thailand](#). It is also named "Khun" or "Chaiyaphruek". The reason that the Ratchaphruek is used to symbolize the nation lies in color: its yellow blossoms match the yellow of Buddhism; furthermore, the Thai people regard yellow as the color of the King as well. Moreover, all golden shower trees bloom at the same time; this unity in flowering is felt to reflect the unity and identity of Thais.



The theme will be convened from the concept of 3Gs (Generation, Garden, Greenitude) and 3Rs (Reuse, Reduce, Recycle) Which has been conceptualized to educate the children and the youth who are the future of the country to love and care for nature

The year 2011-2012 will be the great years for Thai people to commemorate three auspicious occasions:

- * The 84th Birthday Anniversary of His Majesty the King,
- * The 80th Birthday Anniversary of Her Majesty the Queen.

* The 60th Birthday Anniversary of His Royal Highness the Crown Prince.



Getting There:

By Air

Thai Airways International operates daily flights from Bangkok to Chiang Mai.

Tel. 0 2628 2000, 0 2280 0060, 0 2356 1111 or Hotline 1566

Website: www.thaiairways.com

In addition, *Bangkok Airways* also has flights between Bangkok – Sukhothai – Chiang Mai and Sukhothai – Chiang Mai.

Tel. 0 2265 5555, 0 2265 5678, 0 2971 8120-9 or Hotline

By Rail

The State Railways of Thailand operates daily services from Bangkok Railway Station (Hua Lamphong). Trains leave for Chiang Mai 6 times a day between 8.00 am. and 10.00 pm.

Tel. 0 2220 4334 or Hotline 1690

Website: www.railway.co.th

By Bus

The 10-hour journey from Bangkok can be made by air-conditioned bus departing Bangkok Bus Terminal on Kamphaeng Phet 2 Road

Tel. 0 2936 2852-66

Website: www.transport.co.th

By Car

From Bangkok, take Highway 32 to Nakhon Sawan. Then Highway 1 through Kamphaeng Phet and Tak to Lampang, from where Highway 11 leads to Chiang Mai, a total distance of 696km.

RECENTLY CONCLUDED EVENTS

Rotary Club of Bombay Central District Assembly 2011

The Tourism Authority of Thailand, Mumbai recently sponsored the very prestigious Rotary Club of Bombay Central, Regional Meet 2011 held on 17th April 2011.

TAT, Mumbai roped in a state of the art golf simulator to keep the guests entertained and showcase the beautiful golf courses in Amazing Thailand. Furthermore, TAT, Mumbai also arranged for an artificial turf for the guests to try their hand at putting.

The response was phenomenal with guests queuing up to try their hand to test their golf swing.



Media Educational Trip for Songkran



The Tourism Authority of Thailand hosted an educational trip for media personnel to experience the beautiful festival of Songkran celebrated in Thailand.

The cities covered were Chiang Mai and Bangkok where this festival is vastly celebrated.

Mr. Manohar Bhati (News & Views), Ms. Raynah Coutinho (Travel Gazette India), Ms. Susheela Nair (Bangalore), Ms. Minie Menon (Chennai), Mr. Gopakumar (Asian Traveller) along with Thai Airways General manager, Mr. Pichet Laeietpiboon and Mr. Sethaphan Buddhani (Director of TAT, Mumbai) were part of the Songkran educational trip.

Bangkok Airways Launch Party



TAT along with Bangkok Airways successfully organized the launch party of Bangkok Airways who started operations in India recently.

The event was held at the Trident Hotel in Mumbai and was attended by top delegates of TAT and Bangkok Airways.



The event was attended by Ms. Suladda Sarutilavan, Assistant Director of TAT, Mumbai (2nd from left) and Mr. Tomwit Jarnson, Consul-General (4th from left) along with Bangkok Airways delegation.

NEWS FROM THAILAND

CHIANG MAI TO HOST TWO-MONTH GOLF FESTIVAL 2011



The Northern Thai province of Chiang Mai is to hold a two-month festival of golf designed to broaden the tourism appeal of this culturally-rich region and showcase the extraordinary range of emerging new products and services available for upmarket visitors.

To be held May 1 - June 30, 2011, the festival is being organized by the Chiang Mai Provincial Office of Tourism and Sports, Tourism Authority of Thailand (TAT) Chiang Mai Office, Chiang Mai Tourism Business Association and Golf Course Association (North).

TAT LAUNCHES HONEYMOONING IN THAILAND WEBSITE



TAT recently launched the honeymooning in Thailand website viz. www.honeymooning-in-thailand.com

Worldly renowned as an exotic heavenly paradise, Thailand is not only breath-taking and alluring but also a place where love blossoms like a dazzling floral array blooming in the warm tropical sunshine. The “Land of Smiles” is the perfect idyllic destination to begin your life together with a once-in-a-lifetime honeymoon experience in which our captivating Kingdom will let you

enjoy unique exclusiveness that will keep you beaming with cherished memories forever.

Thailand Promotion



Dear Travel Partner,

May 2011

Mandarin Oriental Dhara Dhevi, Chiang Mai is the spectacular resort, spread over 60 acres of natural landscape and offers a variety of villas and colonial suites is offering “**Getaway Package**” valid until October 2011, starting from THB 17,225 and includes:

- daily breakfast
- round-trip airport transfer
- Thai lunch or dinner for 2 guests at Le Grand Lanna
- one spa treatment (1 hour and 20 minutes) for two guests
- additional nights available at a reduced rate, inclusive of daily American breakfast
- minimum two-night stay (subject to availability)

For further details and reservations, please contact mocnx-reservations@mohg.com or www.mandarinoriental.com



LONG STAY PACKAGE (7-14 NIGHTS)

Enjoy Shangri-La hospitality in the comfort of a luxury Deluxe room inclusive of buffet breakfast, complimentary 4 pieces of laundry per day, complimentary broadband internet access and 10 percent discount on food in all outlet, Business Centre and CHI, The Spa.

Priced from THB3,300 per night
Available from now until 31 October 2011



89/8 Changklan Road, Muang, Chiang Mai 50100

Tel. (66 53) 253 888 Fax. (66 53) 253 800

For any further assistance, please contact:

Tourism Authority of Thailand
45, Free Press House, 4th Floor

Volume II
www.amazingthailand.co.in

215, Free Press Journal Marg
Nariman Point, Mumbai 400 021
Tel: +91 – 22 – 2204 2728 / 27
Email: tatmumbai@tat.or.th

Or

Tourism Authority of Thailand Mumbai
Marketing and Public Relations Office
1104, Arcadia, 11th floor
Nariman Point
Mumbai 400021
Tel: +91 – 22 – 6517 2274
Email: thailand@charsonadvisory.com

Copyright Tourism Authority of Thailand. All Rights Reserved.