



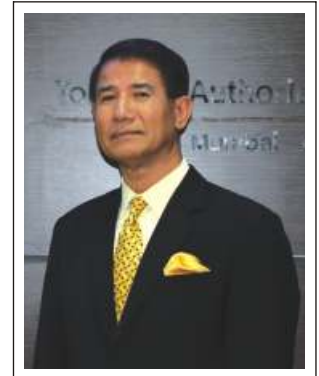
TAT Mumbai Director's Message

Dear travel partners,

I wish you all a very Happy Songkran!

I trust the first quarter of the New Year has been productive and that preparations for the coming vacation period are well underway.

For us at TAT Mumbai, during the month of March we had conducted several key events in line with our marketing strategy to tap niche segments. The recently concluded Amazing Thailand Roadshow 2011 in Mumbai and Chennai were highly successful wherein the 24 member Thai delegation met with over 500 travel trade members. It also gives me great pride to inform you that Ms. Nicole Faria – Miss Earth 2010 graced the Mumbai Roadshow and voiced her strong support for Amazing Thailand.



Further, we recently concluded a study trip for a group of travel agents from Sri Lanka to the cities of **Bangkok and Chiang Mai** as part of our focus to educate our partners on the unexplored and yet untapped destinations of Thailand.

Going forward in April, we are pleased to inform you that as part of our Corporate Social Responsibility initiative, TAT Mumbai will support the **Rotary Club of Bombay Central District Assembly 2011**.

As part of our destination focus, I would like to draw your attention to the city of Chiang Mai– the Hub of Songkran Celebration in the Kingdom of Thailand. This ancient city is a travel guide favorite, mainly because it boasts of rich heritage and history with its pretty **moat**, crumbling bastions and ruined **pagodas** at every turn. One can also enjoy several activities like elephant trekking, mountain biking and many activities for the well discerning traveler.

This month TAT Mumbai office is promoting golfing opportunities in Thailand to increase the awareness of Thailand as a 'Golf Destination'.

Please do read more about this amazing destination in this e-newsletter.

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

Phone: 022 22042727/28





This Months Destination Highlight

Chiang Mai



The ancient city of Chiang Mai is a travel guide favourite, mainly because it oozes culture and history with its pretty moat, crumbling bastions and ruined pagodas at every turn. Staying among the old town lanes offers an authentic taste of provincial Thailand, with centuries-old temples, bustling street markets and cosy guesthouses and coffee shops on every corner. Then there's soft adventure trips to mountain national parks and waterfalls nearby, trekking, elephant riding, family attractions and more. Shopping is another notable advantage in Chiang Mai, along with very affordable hotels and restaurants.

City Attractions:

Wat Phrathat Doi Suthep

This famous temple is dating from 1383 & is approached by a flight of 290 Naga – flanked steps & is dominated by a golden Chedi which contains holy Buddha relics.

Wat Phra Sing

Located on Sam Lan Road, this lovely temple dates from 1345 and enshrines the revered Phra Phutthasihing Buddha image, a focal point for the Songkran Thai New Year festivities on April 13-15.

Wat Suan Dok

The temple, on Suthep Road, was built in a 14th century Lanna king's pleasure garden and is most notable for its several white Chedi

Shopping:

Chiang Mai is without a doubt Thailand's major centre for quality handicrafts, both traditional and modern, hilltribe handicrafts and antiques. Top buys include:

- Cottons & Silks
- Umbrellas/Parasols
- Silverware
- Lacquerware
- Furniture/Woodcarving
- Hilltribe Products
- Pottery





Activities:

Elephant Shows

Elephant shows are generally held in the morning at 9:40 am, and begin with elephants bathing before continuing with displays of forestry work and other skills. Elephant rides are usually available after the show. Open from 7:00 am to 3:00 pm. Tickets range between 80 to 1,000 baht

Homestay at Ban Mae Kampong

The village of Ban Mae Kampong, some 50 km. east of Chiang Mai in Mae On district, is situated in a mountainous area with lush jungle surroundings. Here visitors can experience real Thai village life, as well as enjoy several activities. Nearby attractions, include waterfalls, a cotton weaving village and the Huai Hong Khrai Royal Agricultural Station. Reservations should be made through Erawan P.U.C.

Trekking

Trekking in the hills of the North is one of Chiang Mai's most popular tourism activities. It offers the best way to experience both the natural environment and to see the culture of the region's various hilltribes. Of particular interest are the six major hilltribes, which inhabit the highlands.

Accommodation

Chiang Mai offers a comprehensive selection of hotels and resorts in all price categories. A full list of accommodation can be obtained from the TAT office at: 105/1 Chiang Mai- Lamphun Road, Amphoe Mueang, Chiang Mai 50000. Tel. 0 5324 8604, 0 5324 8607, 0 5324 8604-607

How to get 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 1771

Website: www.bangkokair.com

Air Asia

Tel. 0 2515 9999

Website: www.airasia.com

Nok Air

Tel. 1318

Website: www.nokair.com

Orient Air

Tel. 0 2229 4260

Website: www.orient-thai.com

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 By TAT Mumabi

Amazing Thailand Roadshow, 2011



(From Left: Mr. Setaphan Buddhani - Director of Tourism Authority of Thailand Mumbai, Mr. Tomwit Jarnson - Consul General of Royal Thai Consulate, Nicole Faria - Miss Earth (2011), Mr. Vichai Srikwan - Chairman Of Board of Tourism Authority Of Thailand and Mr. Suraphon Svetasreni - Governor of Tourism Authority Of Thailand)



TAT Delegation in Chennai with the Governor.

Tourism authority of Thailand successfully organized the Amazing Thailand Roadshow, 2011 on the 23rd and 25th of March in Mumbai and Chennai respectively. The highlight of the Amazing Thailand Roadshow in Mumbai was the presence of Miss Earth 2010 winner, Ms. Nicole Faria who graced the event.

Sri Lankan Agents Familiarization trip 11th to 16th March 2011



Delegates from Traveler Global, Classic Travels, Mackinnos Travels, Gabo Travels, Cyprea Travels & Thai Airways with Ms. Suladda Sarutilavan, Assistant Director of TAT Mumbai

As part of the marketing strategy to educate our partners on Thailand's unexplored destinations, TAT Mumbai organized a study tour to Chiang Mai. The group comprised of key partners that included Udumulle / S D PMs, Ratnavale/ RMr, Badurdeen/M Z Mr, Perera / Iroshini, Ms, Aminath Azmeela Ms, Kuweju/Shermika Ms. Accompanying the group from TAT Mumbai was Ms. Suladda Sarutilavan, Asst. Director – Tourism Authority of Thailand.

Traditional Thai Welcome for Temple City Badminton Club

TAT, Mumbai organized a traditional Thai welcome for the Temple City Badminton Club travelling to Pattaya from Chennai





Upcoming Events By TAT Mumabi

The 10th Hua Hin / Cha-am Golf Festival, August to September 2011



The festival for golf lovers at the heavenly seaside resorts of Hua Hin / Cha-am, Thailand. Organized by Prachuap Khiri Khan Golf Course Association, together with The Tourism Authority Of Thailand(TAT), Petchaburi Office and Prachuap Khiri Khan Office.

Further information please contact :

TAT Phetchaburi + 66 3247 1005-6

E-mail : tatphet@tat.or.th

TAT Prachuap Khiri Kha + 66 3251 3885 E-mail : tatprachuap@tat.or.th

Chiang Mai Fest, 8th to 30th April, 2011

Chiang Mai Fest 2011" will be held in Chiang Mai for the first time to promote Chiang Mai as the destination for international music, arts, and culture in the Northern part of Thailand. This event promises to be the most unique and colorful international event that combines top international and local performers and artists under one umbrella. Throughout the three days event, a variety of music and stage performances will be performed. Additionally, there will be art exhibitions showcasing works of various artists from around the world at the Chiang Mai Arts and Cultural Centre. The event will be held at The Three Kings Monument, which the venue and stage will be decorated under the theme concept of "Music and Dance in the garden".





Thailand Updates

TAT'S "Songkran Splendours Festival" Campaign Invites Visitors to Experience the Thai New Year at Events Nationwide

The Tourism Authority of Thailand (TAT) has announced the Songkran Splendours Festival campaign that offers visitors from all over the globe memorable experiences with a variety of delightful, traditional celebrations of the Thai New Year. As this year marks the auspicious occasion of His Majesty the King's 84th birthday, the Songkran Splendours Festival is focusing on marvellous and engaging cultural events that will take place in Bangkok and 12 history-rich cities across Thailand during 7 to 19 April 2011.

The World's Premier Sports Tourism Expo Comes to Thailand

WSDE Sport Tourism Expo is the only global exhibition and business forum dedicated to showcasing the booming \$600 billion a year Sports Tourism market - the most rapidly growing sector in travel and tourism.

It has been announced that this ground-breaking event will this year take place in Bangkok, Thailand - Asia's Sports Tourism Gateway from 27 to 29 September 2011.

Thailand Offers and Promotions

Shangri-La Hotel, Chiang Mai

Shangri-La Hotel, Chiang Mai is a "City Resort" that is perfectly placed to cater to the needs of guests visiting Chiangmai on business or for leisure. This Chiang Mai luxury hotel is conveniently located within the bustling centre of thisculturally rich city.

Experience Songkran Festival in the centre of Chiang Mai and reveal in Lanna New Year celebrations-splash water around the city moat as devout Buddhists visit the temple to make merit and offer you blessing for a Prosperous New Year.



Complimentary Tuk Tuk service to the city moat is available during 13 to 15 April.

Priced from THB 3,000 per night Available from 12 to 18 April 2011

For Contact Details:

Shangri-La-Hotel - 89/8 Changklan Road, Muang Mai 50100, Tel. (66 53) 253 888 | Fax. (66 53) 253 800



AMARI:-The winter months are waning and Thailand is heating up - today is the perfect time to plan your dream getaway. Take advantage of these great package deals and we'll do the rest – from a warm Thai welcome to all the extras that will make your holiday unforgettable.

STAY WITH US:- Enjoy this special promo code exclusively for newsletter subscribers at any of our properties:

Promo Code:- **AMNSMA143**

Special Benefits:

- 40% discount on top of internet rates for Duplex Suites in the Ocean Tower at Amari Orchid Pattaya
- 10% discount on top of Internet rates at Amari Vogue Krabi
- 15% discount on top of internet rates for all room types at Amari Boulevard Bangkok

Visit www.amari.com to find out more about our special deals & packages.





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

TAT Mumbai Marketing & Public Relations 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

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.

