



TAT Mumbai Director's Message

Dear travel partners,

Greetings from the team at TAT Mumbai!

It pleases me to inform you that during the month of June we have conducted several key initiatives to boost the overall number of Indian and Sri Lankan travelers to Thailand from the Southern part of India and Sri Lanka. These activities included study groups comprising travel partners from the State of Kerala and media friends from neighboring Sri Lanka.

Our recently concluded travel industry flagship event - Thailand Travel Mart Plus 2011 in Bangkok was a grand success with over 350 sellers registering for the event.

For this month, to further enhance the packages and services offered by you, we will touch upon Thailand as a premier wellness destination that stimulates and relaxes the mind, body and soul! Do read more on our world renowned specialty spa resorts and handy tips of specialty treatments in Bangkok, Pattaya, Phuket, Chiang Mai and Hua Hin are detailed in this month's newsletter.

I am also pleased to report that this month we launch our campaign – **“Amazing Thailand, Amazing Food”** promotion exclusively developed for our travel and media partners. We cordially invite you to experience our globally renowned Thai cuisine through offers and discounts you won't be able to resist. Our two month promotion includes a select set of handpicked Thai restaurants across various cities in India beginning with Hyderabad, Pune and Mumbai. As we go forward in the months ahead we will add many more restaurants closer to all of you in various states across India.

We invite you to dine at Lemon Grass in Mumbai, Malaka Spice in Pune and Isda Thai in Hyderabad. To find out more on the offers please refer to details in Amazing Thailand, Amazing Food section of this newsletter.

Thanking you for all your support.

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





Wellness in Amazing Thailand



People from all over the world journey to Thailand to enjoy the relaxing beaches and environment. Despite all the attractions available in Thailand, a good way to feel even more relaxed is to have a peaceful spa treatment.

Traditional Thai massage is one of the most famous massages in the world today since it is unique, relieves stress and has medical benefits. Thai massage also helps strengthen muscles in the body and heals pains.

Oil massage offers you great aromatic odour from oils extracted from various herbs and flowers which make you feel as if you're in paradise. The goodness of aromatic oils also helps sooth your skin and makes it look even more beautiful and juvenile.

Another unique attribute of a Thai spa is that Thai people are service oriented; meaning that you will be pampered like a celebrity all the way through the relaxing treatment.

Specialty treatments to rejuvenate your body, mind and soul in Amazing Thailand

THAI MASSAGE

If you need to spend quality time pampering yourself in a supportive, caring environment, and emerge beautiful and groomed at the end, the Thai massage is designed for you. Thailand offers a number of opportunities to visit a day spa to acquaint yourself with the joys of Thai massage. The Spa Pampering Retreats in Thailand are based on the philosophy of rest, relaxation and improvement, whether it be your daily choice of signature massages from gentle and relaxing to invigorating and revitalising or stretching with a Traditional Thai massage.



FOOT REFLEXOLOGY

There are over 7,000 pressure points and nerve endings in the bottoms of the feet. Stimulating these areas releases stress and promotes good health. It also involves hands on stretching and massage to open the 'sen' (energy) lines, along with the use of a hand-carved wooden Thai massage tool to stimulate the reflex points on the feet which correspond to the internal organs of the body. Thai Foot Massage stimulates these points to enhance the pressure in major reflexology points and to promote general health and well-being.





WATSU WATER THERAPY

Watsu Water Therapy is a profoundly relaxing aquatic movement therapy based on Zen Shiatsu, where the emphasis is on stretching the body. This is an effective way of mobilising "Chi" (Life Force) through the "Meridians" (lines of energy in the body) Warm water offers a unique & ideal medium for freeing energy.



NATUROPATHY

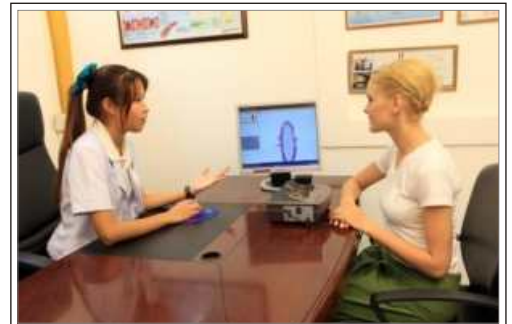


Thailand is your key to education and exploration of how to regain ownership of your health. Specialists will centre around a naturopathic consultation during which you can explore your health concerns. Nutritional and herbal therapies can be prescribed, along with lifestyle and dietary changes. Your naturopath will work together with your health and wellness advisor to recommend the best choices from our holistic bodywork sessions, emotional therapies and energy therapies, so that your retreat becomes customised to your needs.



Thailand is also well equipped with specialty skin treatments like Skin Detox, Chelation Therapy, Face & Neck shaping, Eye tuck without surgeries and Dental Makeovers

One can also experience other wellness activities like Yoga, Tai chi and Reiki across Amazing Thailand





Recently Concluded Events

Sri Lankan Media Educational tour.



Tourism Authority of Thailand along with Cathay Pacific airlines hosted Sri Lankan media on an educational tour to Thailand from 23rd to 28th June, 2011. The participants had an opportunity to explore some of Thailand's unexplored beauties like Phetchaburi, Prachuab Khirikhan, Kanchanaburi and Ratchaburi



Ms. Suladda Sarutilavan, Assistant Director of TAT, Mumbai accompanied the group consisting of Mr. Shirajiv Srimanne, Mr. Praveen Mendis, Mrs. Zanita Careem, Ms. Ruhan Abbas, Ms. Akushla Welagedara Mr. Sanath Weerasuriya, Mr. Halik Azeez. And Ms. Roshni Gunaratne.

Kerala Agents Educational tour.

Tourism Authority of Thailand along with Sri Lankan airlines conducted an educational tour for travel agents and tour operators in Kerala from 13 June to 19 June, 2011.

These travel partners travelled to Bangkok, Pattaya, Ratchaburi and Nakhon Pathom.

Ms. Suladda Sarutilavan – Assistant Director of TAT, Mumbai along with the travel agents from Kerala.



TTM+2011

An amazingly diverse and comprehensive programme of seminars, tours and networking opportunities awaited the participants of the Thailand Travel Mart 2011 Plus Amazing Gateway to Greater Mekong Subregion (TTM Plus 2011) when it opened on 8th June, 2011 at the Impact Muang Thong Thani Exhibition Centre, Bangkok.



TAT Governor Suraphon Svetasreni said, "We have worked hard to ensure that the TTM provides all participants with the opportunity to learn something new, make new contacts and be exposed to the many products and services emerging in the subregion's tourism industry."



Tourism Authority of Thailand, Mumbai Office assisted 8 travel trade buyers and 3 media partners with experiencing the destination and meeting the Thai travel trade at the event.





News From Thailand

TAT FINALISES MARKETING ACTION PLAN 2012, TARGETS 19 MILLION VISITORS IN 2012

The Tourism Authority of Thailand (TAT) has approved a strategic plan to drive tourism growth in an era of unprecedented change in the global operating environment and regular occurrences of unpredictable external factors.

According to Tourism Authority of Thailand Governor Mr Suraphon Svetasreni, "Responding to constant and incessant change has become our biggest challenge. As the country's primary tourism marketing agency responsible for driving growth in one of Thailand's most important socio-economic sectors, we spent the entire meeting trying to identify ways of ensuring an effective and efficient marketing plan."

He said the TAT has set a 2012 target of 19.5 million international tourist arrivals, generating approximate revenue of 760 billion Baht (24.85 billion USD) increasing around 9 per cent above 2011. The target for domestic tourism is 93 million trips with revenue of 453 billion Baht (14.70 billion USD).

TAT ANNOUNCES THE RESULT OF "100 MOST AMAZING PLACES IN THAILAND" SURVEY, AND LAUNCHES ONLINE CAMPAIGN TITLED "AMAZING 10 DAYS IN THAILAND"

The Tourism Authority of Thailand (TAT) today announced the results of the survey conducted from travellers all over the world to find out the "100 Most Amazing Places in Thailand" and also launched the online campaign titled "Amazing 10 Days in Thailand". The winner will receive a free 10-day trip to Thailand for two persons.

These two activities come under the national campaign called "Amazing Thailand Always Amazes You" via online channels, aimed to create awareness and inspire travellers from all over the world to visit Thailand. This marketing campaign consists of two main activities: the online survey "Your Amazing Places in Thailand that Always Amaze You" and "Amazing 10 Days in Thailand" competition.

The "Your Amazing Places in Thailand that Always Amaze You" campaign is an online survey, conducted from 3,389 travellers from 68 countries around the world, who have visited Thailand. Conducting the survey from February to April 2011, the result is now ready for public announcement.

For more information, please visit <http://www.amazing10daysinthailand.com>

Amazing Thailand, Amazing Food

This month we launch our Amazing Thailand, Amazing Food campaign. Thai cuisine is globally renowned and even much appreciated in India. Thai cuisine is much more than just green and red curry; therefore we invite our partners to explore Thai cuisine further by visiting some carefully picked restaurants across India that serve delectable Thai cuisine.

In this month's issue, we invite our partners from Mumbai, Pune and Hyderabad to dine at these fine restaurants popular for its Thai cuisine.



In return of accepting our invitation and presenting a printed copy of this page to the restaurant and your business card, we provide you with the following discounts/offers.





Mumbai - Lemon Grass, Malad

30% off on Total bill in Lemon Grass Malad

They serve a wide variety of Appetizers, Soups, Salads, and Curries from across Thailand.

To name a few, Poh Pia Je, Tom Yum, Som Tam, Gang Khew Wan are favorites among their patrons.

They have also added A Live Stir fry kitchen to give patrons a street food ambiance. Here guests can select his or her choice of Exotic Veggies; Meats & Sauces accompanied by rice or noodles and cooked right in front of them as in a street food stall.

Come experience the amazing cuisine.

Where: Palm Spring Mall, 106, 1st Floor, Next to D-Mart Store, Link Road, Malad West , Mumbai

Landmark: Above Croma

Phone: 28817444, 28817888, 9820182137

Pune - Malaka Spice

Get any 1 starter/soup/salad and dessert from the menu complimentary.

Malaka Spice dishes out some great Thai inspired cuisine by Celebrity Chef Chiru! The chef serves an innovative menu in a restaurant which seats 260 guests.

Where: Lane No 5, Koregaon Park, Pune - 411 021

Phone: 020 - 2615 1088

Hyderabad - Isda Thai

Get 30% off on total bill and a complimentary welcome drink.

The restaurant offers world class Thai cuisine with a Bar and Lounge. The cuisine at ISDA THAI reflects the spirit of the new restaurant – interesting and international. The menu is an eclectic mix of signature dishes from various regions of Thailand. The menu offers a subtle blend of flavours with its exotic preparations like Tom Yam, Tom Kha, Phad Thai, Green, Yellow and Red curries, etc.

Where: Plot No. 565-B, 5th Floor, Park NAR, Road No. 92, Jubilee Hills, Hyderabad

Landmark: Above Volkswagen Showroom

Phone: 23607380, 9247570500

Please note that this offer is valid on all days till 12th September, 2011. Don't forget to get a printout of this page when visiting the restaurant.





Thailand Promotion & Offers



Shangri-La Hotel Chiang Mai

CHI Special One

Indulge in one of these CHI treatments- Mountain Tsampa Rub, Salt Scrub or CHI Facial.

Priced at THB 1,200 net per treatment

Available from now until 31 July 2011



Respite and surrender yourself to the splendour of a luxurious Horizon Executive Suite for a two-nights stay and enjoy a host of benefits including round-trip airport transfer, and a one-hour CHI Balance massage.

Priced from THB9,999 per night

Available from now until 31 October 2011

89/8 Chang Klan Road,
Muang, Chiang Mai,
50100, Thailand

T: (66 53) 253 888 F: (66 53) 253 800

Felix River Kwai Resort, Kanchanaburi



Felix River Kwai Resort being the only 5 Star Property in Kanchanaburi is built on a 10 hectare plot of pristine riverfront land adjacent to the world famous Bridge on the River Kwai.



The resort maintains 255 rooms and suites, each with a private balcony, with full amenities and an uncompromising standard of services. There is also an enchanting Log Cabin Home popular occupied by VIPs and Celebrities

FELIX SALE & RESERVATIONS CENTRE

9th Floor, PASO Tower

88 Silom Road, Suriyawong, Bangkok, Thailand-10500

rsvn@felixverkwai.co.th

66 (0) 2634-4111





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
1104, Arcadia 11th Floor, NCPA Marg,
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.

