

TOURISM AUTHORITY OF THAILAND WINS AWARD OF EXCELLENCE AT THE TIMES TRAVEL HONOURS AWARDS 2011



Instituted by the Times Group of Publications, the Tourism Authority of Thailand was voted by a panel of jury members and an industry poll to win the coveted "Award for Excellence - International Tourism Board" at the maiden edition of Times Travel Honours 2011 during a glittering ceremony in Mumbai.

An initiative by the The Times Group - publishers of India's largest English daily; the Times Travel Academy ('TTA') chaired by Captain C.P. Krishnan Nair, Chairman of Leela Palaces, Hotels & Resorts; is a body comprising over 200 travel industry CXOs to facilitate dialogue between industry and regulators. Amongst its key initiatives is the Times Travel Honours – announced as an annual celebration to felicitate industry's top contributors.

Ms.Sonalee Vaz, Tourism Authority of Thailand Mumbai Marketing & Public Relations Representative Office received the award on behalf of Tourism Authority of Thailand.

Commenting on the award Mr. Sethaphan Budhani, Director, Tourism Authority of Thailand, Mumbai said, "The award is a credit to the entire team who has worked effortlessly to ensure that our marketing objectives, strategies and goals were achieved within a set time frame and budget. India has become a key source market for inbound travelers who view Thailand as a value for money destination. We have since the launch of our operations been actively targeting several niche segments such as up-market FIT travelers, golf specialists, wedding planners and film producers to secure a broader image for Thailand myriad of offerings. The award will encourage out team to strive harder and reach new heights."

VEGETARIAN FESTIVAL



The Vegetarian Festival in Thailand has been a tourist attraction for some time, but the energy has almost always focused on Phuket, the island city in the south that has the biggest celebration. Along with abundant vegetarian food, one can witness amazing acts, such as walking on fire, climbing ladders of swords, or participants who channel spirits into themselves and then while "possessed" commit acts of self-mutilation. Yet, they are returned to a normal uninjured state immediately after the spirit departs. It is a wondrous spectacle to say the least, but for those who are more interested in enjoying good vegetarian Thai food while seeing the historical, natural, and cultural sights of this country, this period is probably the ideal time to make such a journey.



The festival is celebrated everywhere in Thailand, but is organized on a wide scale in the southern province of Phuket, which draws a great number of visitors, especially from Singapore, Malaysia, and China.

Popular Vegetarian Restaurants in Thailand

Anotai

Anotai in Bangkok is a true example of organic vegetarian food made from the domestically grown vegetables and ingredients. The owner is a trained and celebrated cook with her own farming land outside Bangkok from where these ingredients come to the kitchen of Anotai.

Address: 976/17 Soi Rama 9 Hospital, Bangkok 10320

Mai Kaidee

Mai Kaidee is a vegetarian café located in Bangkok run by a seasoned Thai cook who even carries vegetarian and vegan cooking classes for the budding chefs. The restaurant offers some lip smacking curries, tofu, pumpkin hummus, spring rolls, sandwiches, som tam and brown rice.

Address: Wat Sam Phraya, Phra Nakhon Bangkok 10200, Thailand

Herson vegetarian restaurant

Run by another dedicated vegetarian Chadaporn Wattanasinn, Herson vegetarian restaurant in Phuket is a place where you can have some sweet corn soup, glass noodles fried with vegetables, Thai hot noodle soup and many other dishes made from from vegetables and fruits.

Address: 207 Ranong Road, Phuket

TAT MUMBAI EVENTS UPDATE

Wedding Planners FAM trip



TAT, Mumbai and TAT, New Delhi jointly conducted an educational tour for some of the country's top wedding planners.

The educational tour comprised of inspection of various luxurious properties in Khao Lak, Phuket and Bangkok.

The education tour was conducted from 24th to the 29th of August 2011



Thailand Cultural Night 2011, Colombo, 2nd September 2011



The Royal Thai Embassy in Colombo organized an exclusive Thai cultural night on 2nd September, 2011 at the Cinnamon Grand Hotel.

Over 200 invitees attended the party that included travel agents, media, representatives of other tourism boards and key diplomats.

Cultural Troupe along with the Royal Thai Embassy staff

Thai Airways and TAT Mumbai FAM trip for travel agents



TAT Mumbai and Thai Airways Bangalore jointly conducted a FAM trip for select travel agents from Bangalore from 17th – 21st September, 2011.

The travel agents got the opportunity to explore Bangkok and the exotic Krabi.

Film Producers FAM trip

A 5-day study tour to Thailand was arranged exclusively for some of the Indian film industry's top producers. The tour was conducted from 22nd to 26th September, 2011.

The film producers were treated to new scenic locations in Bangkok, Koh Chang, Rayong and Pattaya ideal for shootings of films, documentaries and music videos.

The participants of the study tour were Mr. Jitendra Chacha of Jeet Global Mumbai, Mr. Sundeep Sidhwani of Excel Entertainment, Mr. Nikhil Panchamiy from Fourth Wall Entertainment and Mr. Vishal Desai who is an acknowledged Associate Director based in Mumbai

India International Travel Exhibition, Indore

In line with our marketing strategy to tap tier I and tier II cities, TAT Mumbai participated in the India International Travel Exhibition (IITE) in Indore from the 16th – 18th September 2011.

Mr. Sethaphan Buddhani – Director of TAT, Mumbai attended the exhibition.

Team-Am Golf Challenge 2011

As part of the marketing strategy to promote golfing in Thailand; the Mumbai and New Delhi office of Tourism Authority of Thailand were one of the sponsors of Golftripz's amateur golf tournament. The tournament was held in Hua Hin, Thailand from 28th-30th September, 2011 in at three golf courses viz. Banyan golf club, Springfield and Black Mountain.

Mr Suraphon Svetasreni, Governor of Tourism Authority of Thailand graced the event by giving away the price to the winner. Mr. Suraphon welcomed the 92 golfers from India and commented on the increasing awareness of golf in India

Mr. Suraphon Svetasreni addressing the participants and media.

UPDATES FROM THAILAND

Revised Thailand visa fees

With effect from 1st October, 2011. Please find below the revised fees for Thailand visa

Type of visa	Visa fees
Visa on Arrival	THB 1900
Tourist Visa	INR 2000
Non-Immigrant Visa (Single Entry)	INR 3600
Non-Immigrant Visa (Multiple 1 yr)	INR 9000
Non-Immigrant Visa (Multiple 3 yrs)	INR 18000

TAT INTRODUCES CULTURAL HERITAGE ROUTES OF SOUTHEAST ASIA

The Tourism Authority of Thailand (TAT) has launched a new guidebook and website designed specifically for special interest travellers wishing to visit the region's most prominent UNESCO World Heritage Sites, using Thailand as a hub and launching pad.

According to official records, Southeast Asia is known as "Suvarnabhumi," or "Golden Land", a term that appears in many ancient documents denoting the richness of the land, its settlement by diverse communities, and a key transit point on an ancient maritime trade route between Europe and Asia, including China.

For further information on the Gateway to Usakhane guidebook and Exotic Usakhane website, please check out: www.tourismthailand.org/Exotic-Usakhane

For any further assistance, please contact:

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