

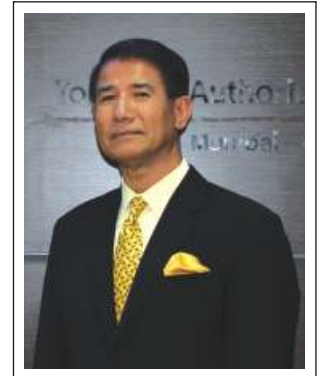


TAT Mumbai Director's Message

Dear travel partners,

Sawasdee krub.

It has been a pleasure to interact with a wide cross section of our travel trade fraternity, media partners and consumers at several events during the auspicious month of August. Team TAT Mumbai had participated and conducted a diverse range of events for which you will read about in this month's e-newsletter.



Keeping in line with our marketing strategy to tap tier I & II cities in India and focusing on niche segments such as weddings, golf and up market travelers; our office participated at several exhibitions such as TTF+OTM in Ahmedabad and Surat. This was closely followed with our presence at the one of India's largest wedding exhibition – Celebrating Vivaha in Mumbai.

Going further with our exclusively crafted travel trade promotion titled - “Amazing Thailand, Amazing Food” please do read more about the discounts and offers available in your nearest area.

For this month's educational focus, we have added further information on several activities in Thailand in addition to introducing tour operators that specialize in adventure tours. We do hope this will help you diversify your product portfolio and enhance your business yield.

I look forward to meeting with the tourism fraternity at the IITE Indore scheduled for the middle of this month.

Happy selling of 'Amazing Thailand'!

Sincerely,

Sethaphan Buddhani
Director - Tourism Authority of Thailand, Mumbai office
45 Free Press House, Free Press Journal Marg,
Narmain Point Mumbai 400021
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Adventure in Amazing Thailand

After receiving many requests for more information on the different kinds of adventure activities available in Thailand, we have extended this theme in our September's issue of the newsletter. We introduce you to a few more adventure activities in Thailand along with web links that will direct you to specialized tour operators that conduct adventure tours.



List of Outdoor and Adventure Activities in Amazing Thailand

Sky Diving



Most people wouldn't think of Thailand as a popular place to try skydiving. However, there are a number of reasons why skydiving has become a popular activity in Thailand. First and foremost the weather makes it ideal to skydive Thailand nearly year round. While the monsoon season does bring inclement weather, Thailand's weather is very predictable and it's easy to schedule a clear jump day. Furthermore, Thailand skydiving prices are very reasonable, allowing visitors to do a tandem jump as a half day activity or make a whole holiday out of it by getting certified in as few as three days. The most popular destination to skydive Thailand is Pattaya

For complete list of tour operators in Thailand for sky diving please visit: [Http://www.tourismthailand.org/see-do/activities/search-result/activity/72/](http://www.tourismthailand.org/see-do/activities/search-result/activity/72/)

Elephant Riding

There are few experiences in Thailand more iconic than riding a Thai Elephant. While Thailand's elephants (technically Asian Elephants) have always played an important role in the history of the kingdom, modernization has taken away nearly all the jobs the Thai elephant traditionally performed. Consequently, Thai elephants have taken to the tourism industry, carrying visitors around the temples of Ayutthaya and through the mountains of the north and jungles of the south.

For complete list of tour operators in Thailand for elephant riding tours please visit: <http://www.tourismthailand.org/see-do/activities/search-result/activity/80/>





White Water Rafting

With the monsoon season rains Thailand's rivers swell and visitors have the opportunity to take part in one of Thailand's most exciting outdoor adventures: white water rafting. From mid-May to mid-November tour operators around the northern and western mountains of Thailand will offer day trips that are sure to thrill both novice and experienced white water rafting enthusiasts. Rapids ranging from class 1 to 5 are serviced by a number of tour operators who follow international safety standards and provide state of the art rafting and safety equipment. Rafting day trips may also include visits to hill tribe villages and even mountain biking or elephant riding. Enquire with multiple tour operators to find the outing that best meets your expectations.



This activity is most popular in Chiang Mai, Mae Hong Son, Tak, Petc haburi, Kanchanaburi, Phitsanalok, and Surat Thani.

For complete list of tour operators in Thailand for white water rafting please visit: <http://www.tourismthailand.org/see-do/activities/search-result/activity/85/>

Other Activities

Apart from the activities mentioned above, Thailand offers several other activities such as Jungle Trekking, White water Kayaking & Canoeing, Para Sailing, Bungee Jumping etc; all under state-of-the art safety measures.



For complete list of activities along with local tour operators in Thailand who conduct activity tours, please visit: <http://www.tourismthailand.org/what-to-see-do/activities/>





TAT Mumbai Events Update

Travel and Tourism Fair (TTF), Ahmedabad



Tourism Authority of Thailand, Mumbai participated at the Travel and Tourism Fair in Ahmedabad from the 19th- 21st August, 2011. TAT won the award for the most promising new destination for promoting Krabi during the exhibition.



Travel and Tourism Fair (TTF), Surat

TAT Mumbai, as part of the marketing strategy to tap Tier II cities participated in the travel and tourism fair in Surat from the 26th -28th August, 2011.



UNIGLOBE Regional Conference.



TAT, Mumbai sponsored the dinner of the UNIGLOBE regional conference 2011 held in Swissotel Hotel, Bangkok from 13-15th August, 2011. TAT, Mumbai also provided the delegates with an entertaining cultural Thai puppetry show. Mr.Sethaphan Buddhani Director of TAT, Mumbai attended the conference and gave a presentation.

Indian International Travel Mart (IITM) Chennai

TAT, Mumbai participated in the IITM held in Chennai from 5th- 7th August, 2011. Mr.Sethaphan Buddhani Director of Tourism Authority of Thailand, Mumbai and Ms.Suladda Sarutilava Deputy Director of TAT, Mumbai attended the event.



Mrs. Orasri Janta , Assistant Executive Director -ASEAN, South Asia and South Pacific Market Department.Mr. Sethaphan Buddhani- Director -TAT Mumbai Ms. Suladda Sarutilavan - Assistant Director -TAT Mumbai with Thai delegation.





Srichaphan Tennis Academy

TAT Mumbai and TAT Khon Kaen supported the Maharashtra State Lawn Tennis Association (MSLTA) in organising a camp for 15 young tennis players at Srichaphan Tennis Academy in Khon Kaen province, which was held from 3-17 August, 2011. The team got a certificate from Khon Kaen Governor, and had visited some major tourist spots in Khon Kaen and Kalasin, including Dinosaur Museum.



Thailand Trade Show 2011, Chennai

Tourism Authority of Thailand, Mumbai participated in the Thai trade show held in Chennai from the 19th-21st August 2011. Mr.Sethaphan Buddhani Director of TAT. Mumbai attended the event.

Thailand Trade Show 2011, Mumbai

Tourism Authority of Thailand, Mumbai participated in the Thai trade show held in Mumbai from the 25th-28th August 2011.



Celebrating Vivaha Exhibition

To promote Thailand as an ideal destination to host Indian weddings, TAT, Mumbai participated in one of India's largest wedding exhibition Celebrating Vivaha. The exhibition was held in JW Marriott, Mumbai from 26th-28th August, 2011.

Thailand Trade Exhibition, Bangalore



Tourism Authority of Thailand, Mumbai participated in the Thai trade center held in Chennai from the 11th-14 August 2011. Ms.Suladda Sarutilavan Deputy Director of TAT. Mumbai attended the event.





“Amazing Thailand, Amazing Food” Travel Trade Promotion

We hope you are making the most of the lovely offers. For those who haven't, here is the list of restaurants where you can avail of great discounts and offers

Lotus Blossom:

We welcome our readers to experience an authentic Thai cuisine from this specialist caterer. On quoting this newsletter offer by TAT Mumbai, the travel trade or media partner will be provided with a **special price of INR 375/- (non-vegetarian menu) and INR 325 (vegetarian menu)** per person.

Please visit <http://www.lotusblossom.in/> for the menu.



Contact Details:

Radhika: 9967624034 or email radhika@lotusblossom.in

The offer is valid on all days until 12th October 2011. To avail of this unique opportunity, please remember to quote that you are a travel trade/media partner of TAT Mumbai whilst placing your catering order.

Tamnak Thai:

This popular restaurant has been serving delectable Thai food for more than a decade. We invite you to dine at this restaurant wherein you will be served lip-smacking Thai food by extremely experienced and trained chefs.



The Deal:

50% off on total food bill.

Contact Details:

274, VS Marg, Shivaji Park, Dadar West, Mumbai **Phone:** 24474949

The offer is valid from Monday - Friday until 12th October 2011. To avail of this unique opportunity, please remember to take a printout of this page and your business card.

Updates From Thailand

MADAME TUSSAUDS BANGKOK UNVEILS WAX FIGURE OF INDIA'S ALL-TIME SUPERSTAR: AMITABH BACHCHAN

Indian's highest paid actor Amitabh Bachchan is now officially the first Bollywood star to have his very own wax figure produced and put on display at Madame Tussauds Bangkok Southeast Asia's first location of the world's best loved wax museum.

The grand launch ceremony of this wax likeness is scheduled for August 23, 2011 at Madame Tussauds Bangkok on the 6th Floor of Siam Discovery Center.

FIRST SUPERMODEL OF ASIA PACIFIC 2011 CONTEST TO BE HELD IN THAILAND

Supermodels from 30 Asia-Pacific countries will participate in the region's first International Supermodel Contest to be organised in Thailand between September 12 - 19, 2011 with the support of the Tourism Authority of Thailand (TAT). Local tourist attractions in Bangkok and Pattaya will be the backdrop highlight of the event, the final round of which will be held on September 19, 2011 at the Royal Orchid Sheraton Hotel in Bangkok and then broadcast on TV Channel 9 on September 20, 2011

For further information, please check out <http://www.supermodelofasia.com>





Thailand Tourism Industry Promotion

Sheraton Hua Hin Resort & Spa Wins Gold Standard for Smoke Free Hotel in Thailand 2011

Sheraton Hua Hin Resort & Spa received the Smoke Free Hotel in Thailand 2011 in "Gold Standard" currently, only 20 per cent of the total number of hotel rooms are smoke. Sheraton Hua Hin Resort & Spa continues to make steady progress in its smoke-free campaign as well as increasing number of well-informed customers and hotel guests worldwide consciously make healthier lifestyle choices, have introduced legislation to curb smoking in public areas in an attempt to reduce health risks associates with exposure to second-hand smoke.



Escape From Bangkok To Chiang Rai On Airasia

Award winning Le Méridien Chiang Rai Resort and AirAsiaGo Team up for "Best Package Guarantee" Up to 50% Off

Le Méridien Chiang Rai Resort and AirAsiaGo, the one-stop online travel website, have joined forces for the Best Package Guarantee, offering spectacular getaway package deals from Bangkok to Chiang Rai inclusive of airfare, luxury accommodation and complimentary breakfast at Le Méridien Chiang Rai Resort, Chiang Rai's only luxurious five-star resort. Starting now until 31st October 2011, people can book online at www.airasiago.com for travel until 31st March 2012. "The Best Package Guarantee" includes the best rates for one round trip plane ticket on AirAsia's brand new planes, and 2 nights of accommodation at Le Méridien Chiang Rai Resort in a beautiful Deluxe Garden View Room with complimentary breakfast, starting at THB 4,999 per person, inclusive of tax, based on double occupancy.

For any further assistance, please contact:

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