



TAT Mumbai Director's Message

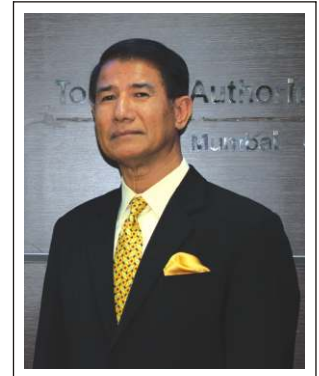
Dear travel partners,

Namaste.

I do hope you had a safe and enjoyable festive season.

In the month of October, TAT Mumbai focused on tapping the niche segments of film production, wellness, golf and promoting Thai cuisine.

TAT Mumbai participated in the Cinemascope exhibition, which projected Thailand as an ideal destination for shooting Indian films. Furthermore, TAT participated in the Goa International Travel Mart as a wellness partner. Do read on the recently concluded events section for further details.



The ASEAN golf forum was recently held in Thailand where the governor addressed the participants and the media about the tremendous potential of the ASEAN region to attract golf enthusiasts from around the world.

To promote Thai culinary delights, TAT Mumbai hosted a TV crew of NDTV 24X7 for a food and travel show called 'Will Travel for Food'. I am sure some of you may already be familiar with the show; for those who are not, do keep a watch out for the episode shot in Thailand.

For this month's educational focus, we have highlighted the Royal Flora Ratchaphruek 2011 – a beautiful flower festival held in the rose of the north; Chiang Mai. Please refer to the newsletter for more information about the event and how one can get there.

Please note that the flood crisis is only affecting a few provinces along the Chao Phraya River such as Nakhon Sawan, Phichit, Phitsanulok and Uthai Thani. In central Bangkok businesses, hotels, shops and tourist attractions such as Royal Grand Palace, shopping area at MBK, SIAM Paragon remain open as per normal.

Finally, I would like to thank all of you for your support and faith in us during the flood crisis in Thailand and request you to not get influenced by news channels circulating misleading information about the current flood situation.

For latest updates on the flood situation, please visit www.thailandtourismupdate.com

Sincerely,

Sethaphan Buddhani
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Royal Flora Ratchaphruek 2011



The **Royal Flora Ratchaphruek** is a flower festival that was first held on 1 November 2006, to 31 January 2007, in the Thai city of Chiang Mai that drew 3,781,624 visitors.

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.

Chiang Mai is proud of its reputation as 'The Rose of the North', and it is only fitting that the Kingdom's second-largest city is a proud host of Southeast Asia's biggest horticultural exposition.

In 2011, the exhibition celebrates HM the King's 84th birthday anniversary and is set to run from 9 November 2011 to 15 February 2012. Royal Flora Ratchaphruek 2011 will highlight Thailand's charm as a tropical country with one of the largest plant biodiversity in Southeast Asia. The three-month long expo is expected to attract over two million visitors with an average of 20,000 each day.



Read more: [Royal Flora Ratchaphruek - Chiang Mai International Horticultural Exposition](http://www.chiangmai.bangkok.com/attractions/royal-flora.htm#ixzz1ceQXunxo)
<http://www.chiangmai.bangkok.com/attractions/royal-flora.htm#ixzz1ceQXunxo>

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

Cinemascapes Exhibition

TAT Mumbai participated in the Cinemascapes exhibition held in Mumbai on the 11th and 12th of October, 2011 at the Leela Kempinski.

The exhibition establishes itself as a platform for the intelligentsia of the entertainment and tourism industries to express their thoughts and opinions on wide ranging issues of mutual concern and showcasing the picturesque & scenic beauty of destinations richly endowed with shooting potential.



Mr.Sethaphan Buddhani – Director of TAT,
Ms.Suladda Sarutilavan – Asst. Director of TAT Mumbai &
Ms.Minal Mobarikar

Will Travel For Food' TV show shoot



Ms. Suladda Sarutilavan along with Ms.Aneesha Baig (centre)
Anchor of the popular TV show 'Will Travel for Food'

TAT Mumbai hosted the TV crew of NDTV 24x7 for the travel and food show called 'Will Travel for Food'.

The crew travelled to the cities of Bangkok and Chiang Mai to explore the culinary offerings ranging from street food to fine dining restaurants.

Goa International Travel Mart

TAT Mumbai participated in the Goa International Travel Mart that took place from 21st to 23rd of October 2011.

TAT Mumbai were also the wellness partners for the event and roped in a wellness and beauty expert from Thailand to address the participants and media.



Ms.Suladda Sarutilavan
Asst. Director of TAT Mumbai and Ms.Minal Mobarikar



The 2011 ASEAN Golf Tourism Forum

The 2011 ASEAN Golf Tourism Forum was held in Pattaya, Thailand on the 3rd of November 2011 at the Royal Cliff Pattaya. Mr. Sethaphan Buddhani – Director of TAT Mumbai attended the event.

The governor of Tourism Authority of Thailand, Mr Suraphon Svetasreni addressed the participants and media about the growing popularity of the ASEAN region in terms of attracting golf enthusiasts from around the world.





Thailand Tourism Industry Promotion

HÔTEL DE LA PAIX CHA AM BEACH

KS Resorts is pleased to announce the reflagging of their Cha Am Beach resort with the award winning boutique brand - Hôtel de la Paix.



Located on the powdery sand of Cha-Am beach in Thailand, the resort is now officially called the Hôtel de la Paix Cha Am Beach Hua Hin as of 1 November 2011.



For further information on Hôtel de la Paix Cha Am Beach Hua Hin and its partner properties,

Please contact the Bangkok Sales Office at Tel: + 66 (0) 2 381 4823-4 or visit us at www.hoteldelapaixhh.com .
For hotel contact and reservations, please call + 66 (0) 32 709 555,
E-mail: book@hoteldelapaixhh.com

AONANG NAGAPURA RESORT & SPA, KRABI, THAILAND



A honeymooners' hideaway or a romantic holiday haven, Aonang Nagapura Resort & Spa is a luxuriously appointed 82-room and pool villas, providing the ultimate in pleasures for honeymooners and guests looking for an intimate and sophisticated level of the romantic holiday experience.

The Honeymoon villas is 120 sqm. feature a private pool, lush tropical garden & Thai style sala for outdoor lounging and dining area , outdoor Jacuzzi and in villa concierge services



For further information, email info@nagapuragroup.com or visit <http://www.aonangnagapura.com/>





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