



TAT Mumbai Director's Message

Dear travel partners,

Greetings from the team at TAT Mumbai

I sincerely hope that the ongoing monsoon season keeps you in the best of health!

This month is expected to give yet another boost to Spa, health and wellness sector, one of the fastest growing niche-market segments of the Thai travel and tourism industry. The health and wellness sector is attracting millions of visitors annually, ranging from medical tourist seeking treatment for various kinds of ailments to stressed-out executives seeking relaxation-therapies and industry practioners seeking to learn the fine art of Thai massage



We welcome our readers to get an understanding of Thailand as a 'Gateway to Indulgence'.

Our issue covers Thailand as the much sort after destination in terms of its Spa's, Wellness and Medical Facilities.

To further enhance your customer's experience in Thailand, for this month we will touch upon a number Spa's and Medical centers and what they can offer.

Wishing you all a happy and safe monsoon!

Sincerely,

Sethaphan Buddhani
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Spa's and Specialty Treatment Hospital's of Thailand

Bangkok

Dr. Orawan Holistic Institute

Dr. Orawan Kitchawengkul set up Dr. Orawan Holistic Institute 1988. The specialized medical center has dedicated exclusively to skin conditions, cosmetic laser surgery, anti-cancer and anti-aging. Dr. Orawan Holistic Institute is renowned for its professional ethics, innovative technology, state-of-the-art equipment, congenial hospitality and reliable results, it's recognition's which includes the Prime Ministry Award as the best service provider in wellness & beauty in Thailand, the Tourism Authority of Thailand's as the most outstanding medical center for health tourism, Asia Best Medical Spa, Thailand Best Medical spa, The Global Award for perfection Quality & Ideal Performance from Berlin The International Golden Award for Best Quality and Business Prestige from Geneva, the Best Brand Image from Paris and the Superbrand Awards from London.



For further information, please visit: www.drorawan.com

Absolute Yoga

With seven studios in Bangkok each yoga studio's atmosphere is artfully designed to create a real yoga experience to practitioners as well as a sense of well being and serenity, the styles include Hot Yoga, Vinyasa Yoga, Hot Flow, Hatha Yoga, Anusara & Pilates

For further information, please visit: www.absoluteyogabangkok.com



Anantara Spa



Anantara. The word in Sanskrit means "without end" and evokes the freedom, movement and harmony that are the spirit of the Anantara Experience. Each Anantara Resort draws its strength from the rich cultural traditions, historic heritage and natural beauty of its destination. As such, every experience is a unique voyage of discovery and inspiration that is distinctly Anantara.

For further information, please visit: www.spa.anantara.com





TAT Mumbai Recently Concluded Events

Thai Trade Exhibition - Chennai



TAT Mumbai participated at the Thai Trade Exhibition held in Chennai from 5th to 8 July 2012. The exhibition showcased various consumer and B2B products from Thailand along with entertainment and food.

In the picture, Left - Right Tajtai Tmangraksat -Deputy Consul General, Royal Thai Consulate-General Chennai Mr. Chawarit Thanasombatnanth, General Manager TG Chennai. **Right - Left** Dr. Chavalit Rojjanaprapayon - Thai Trade Centre Chennai Director and Consul (Commercial), Mr. Chanchai Charanvatnakit- Consul General, Royal Thai Consulate-General Chennai

Thai Trade Exhibition - Bangalore

TAT Mumbai participated at the Thai Trade Exhibition held in Bangalore from 12th to the 14th of July. The exhibition displayed various consumer and B2B products from Thailand along with entertainment and food.



In the picture, left to right: Ms. Suladda Sarutilavan - Assistant Director, TAT Mumbai) and Adul Chotinisakorn - Thai Trade Centre Mumbai Executive Director and Consul (Commercial) along with the Lucky Draw Prize Winners.

India International Travel Mart - Chennai



TAT Mumbai participated at the IITM held in Chennai from 20th to the 22nd July 2012. Delegates from TAT Head Office were also present to interact with travel trade members. There was umbrella painting demonstrations that made the event animated.

In the picture, center: Mr. Phanom Kaributra, Executive Director ASEAN- South Asia & South Pacific Region Department
Extreme Left: Mr. Bancha Chunpranusorn -Assistant Director -ASEAN- South Asia & South Pacific Market Division TAT
Extreme right: Mr. Santi Sawangcharoen - Chief of ASEAN, South Asia & South Pacific Market Promotion Section
Ms. Suladda Sarutilavan - Assistant Director, TAT Mumbai and other TAT Staff.





India International Travel Mart Bangalore

TAT Mumbai also participated at the IITM held in Bangalore from 12th July-15th July,2012. Delegates from TAT Head Office were also present to interact with travel trade members. The event was made interactive with umbrella painting demonstrations and Thai massages.



Luxury Fam Trip 2012



The Fam took place between Bangkok & Khao Yai, from 1st to the 6th of July 2012.

In the picture, center: Mr. Sethaphan Buddhani -Director of Tourism Authority of Thailand, Mumbai office along with participants of Luxury FAM trip





Tourism Industry News from Thailand

“Bangkok Received Award”

Bangkok has for the third time in as many years been named the World's Best City 2012 by the globally renowned travel magazine Travel & Leisure.

Based on the Travel & Leisure's annual survey conducted on its readers' opinions regarding the best travel destinations in the world, Bangkok Governor Mr Sukhumbhand Paribatra announced that the Thai capital of Bangkok was ranked first on the list and was granted the World's Best Award 2012. This is the third year in a row that Bangkok has received the prestigious award.

Travel & Leisure is one of the most famous travel magazines in the US, boasting at least 30,000 readerships from around the world. Factors taken into account by respondents in the survey included location, scenery, art and culture, food, shopping, hospitality and cost-worthiness.

The Governor traveled to New York to receive the award on behalf of Bangkok on July 19th. According to him, the award is the pride of Bangkokians. He added that, besides beautiful scenery, the capital has its unique features such as lifestyle, culture, tradition and various choices of food.

Or Tor Kor Market Ranked 4th in the World's 10 Best Fresh Markets by CNN Go

Thailand's Or Tor Kor Market has been ranked Number 4 of the World's 10 Best Fresh Markets by CNN Go. One of the largest fresh markets in Thailand, it offers a wide range of high-quality agricultural products including meat, eggs, Thai fruits and fresh vegetables; processed foods such as curry paste and salted fish; and ready-to-eat Thai delicacies such as deep-fried pork belly, pandan custard bread, and Thai curries. Local as well as imported organic produce is also available.



The Or Tor Kor Market, which translates as the “Marketing Organization for Farmers,” operates under the Ministry of Agriculture and Co-operatives. It functions as a fair distribution channel for Thai farmers to sell their products. Agricultural workers account for a large majority of the Thai population.

Centara website takes Truehits award for 4th consecutive year

Centara Hotels & Resorts has been presented for the fourth consecutive year with the “Most Visited Hotel Site in Thailand” award by web tracking organization Truehits.

Centara, Thailand's leading hotel and resort management company had previously collected the Truehits award in 2008, 2009, and 2010.

The award was presented at the 9th Truehits Web Awards 2011 ceremony held by the National Science and Technology Development Agency (NSTDA) at the Emerald Hotel in Bangkok and presided over by the Minister for Science and Technology, Dr. Plodprasop Suraswadi.

The Centara website was found to have the highest traffic rating in the Truehits hotels and resorts category with 1,331,566 page views during the 2011 assessment period.





Bangkok, muay Thai training goes upmarket

Forget being a spectator. Luxury hotels now invite guests to slap on some gloves and hop in the ring



From a visitor's perspective, muay Thai usually brings to mind gritty fight nights at Bangkok's Lumpini Stadium, or a questionable bout in a ring set up in an aging Phuket or Koh Samui bar.

In the past, tourists who wanted to try it themselves had few options beyond the professional camps targeted at hard-core fighters who want to come to Thailand solely to hone their skills with Thai coaches.

These days, you don't need to have MMA aspirations to take part in Thai boxing, also known as "the art of eight limbs" for its use of eight points of contact - the hands, feet, elbows and knees.

Even Thailand's luxury hotels such as Siam and Peninsula are starting to offer programs for guests who want to slap on some gloves and get into the ring.

TAT creates online application to promote tourism to Ayutthaya

The Tourism Authority of Thailand (TAT)'s Ayutthaya Office has created online application to assist tourists with travelling information, particularly activities during August-November 2012. Director of the TAT office in Ayutthaya Pramote Sapyen stated that technology is nowadays playing an important role in people's life. It is easy to access and makes life more comfortable. Therefore, the TAT has created an online application to help promote local economy. This application provides information regarding places of visit and other attractions in Ayutthaya.

For further information, please visit: www.chillinayutthaya.com



TAT launches Nakhonsi Awesome campaign to promote southern tourism

The Tourism Authority of Thailand (TAT) has launched the 'Nakhonsi Awesome Campaign' to promote traveling in Nakhon Si Thammarat Province. Travelers in Nakhon Si Thammarat can experience various types of places and activities ranging from paying respect to Buddha's relics, observing art and culture, hiking on mountain trails, visiting waterfalls, to tasting many types of food.

Thailand Tourism Industry Promotion



Sofitel So Bangkok

Sofitel So Bangkok is introducing a new chapter of design hotel, where creativity and innovation have no boundaries. Created around The Five Elements (Water, Earth, Wood, Metal, and Fire), this stylish and luxurious design hotel with cutting-edge city living concept is located in the prime diplomatic and business district on Sathorn Rd. overlooking a stunning view of Lumpini Park. With an easy access to main attractions and shopping areas through nearby BTS Sky train and MRT subway stations. Designed by a renowned architect and five leading design firms, including signature Haute Couture fashion designer Monsieur Christian Lacroix, who will introduce French elegance in the decor of the hotel lobby, Club Signature, uniforms and stylish objects in the guestrooms. The hotel features 238 themed rooms and

suites, a rooftop restaurant & bar, a market-style restaurant, two conceptualized bars, four meeting rooms, ballroom and the latest wellness experience that enhances the city lifestyle. Asia's first hotel offering technology for lifestyle; each guestroom features Apple® Mac mini and complimentary WIFI in all areas. At Sofitel So Bangkok, we introduce "Playful Luxury".

For further information, please visit: www.sofitel.com





Phuket's Kata Group receive Certificates of Excellence

Kata Groups' luxury beach resorts along the Andaman coast of Thailand, Kata Beach Resort & Spa, Karon Beach Resort & Spa, and Kanda Buri Resort & Spa, a luxury beach resort in Phuket and Koh Samui, have been awarded three Certificates of Excellence 2012 from TripAdvisor.com.

TripAdvisor Certificate of Excellence is awarded to a hotel or resort that received four of five points from visitors around the world. The results show the standard of value, commitment to service and satisfaction of the guests.

For further information, please visit: www.katagroup.com



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