



## TAT Mumbai Director's Message

November 2012, Issue 1112



**Dear Travel Partners,**

**Warm greetings!**

With the advent of the festive season, Thailand has been spreading its wings across India with awards and accolades. Thailand was awarded by the TTG Travel Awards 2012 for 'Outstanding Achievement as Destination of the Year', by TAAI Travel Awards 2012 as the 'Upcoming International Tourism Board', by Cinemascares 2012 as the 'Best International Destination' & several Top Honors in Condé Nast Traveler's Readers' Choice Awards.

Festive highlights of this month include Loi Krathong festival, held annually, which is one of the most beautiful Thai festivals and the majestic Royal Barge Procession along the Chao Phraya river.

It's great to have observed a growth in Indian outbound travelers to this vibrant country each year. In line with the marketing strategy to tap this growing number through focusing on several niche segments, the Tourism Authority of Thailand (TAT), Mumbai office recently announced the launch of a support program dedicated to the Indian wedding planners and organizers.

Looking forward to more Indians having a dream wedding in their favorite holiday destination.

Wishing you all compliments of the festive season!

Sincerely,

**Sethaphan Buddhani**

**Tourism Authority of Thailand, Mumbai**

45, Free Press House | 4th Floor, Free Press Journal Marg | Nariman Point, Mumbai 400 021  
Tel: +91-22-22042727, 22042728 | Email: tatmumbai@tat.or.th



## Update on Thai Tourism



### Thailand Has Won The TTG Travel Awards 2012

Thailand has won the TTG Travel Awards 2012 for the "Outstanding Achievement as 'Destination of the Year'".

TTG Asia Media, a leading travel and tourism publisher and event organizer in the Asia-Pacific honored Mrs. Juthaporn Rerngronasa, TAT's Deputy Governor for International Marketing (Europe, Africa, Middle East and Americas) on behalf of Thailand in the TTG Travel Awards 2012 Ceremony at Centara Grand at Central World.

**Read more:** <http://www.tatnews.org/index.php/news-releases/news-releases-2012/518-thailand-has-won-the-ttg-travel-awards-2012-for-the-outstanding-achievement-award-destination-of-the-year.html>



### Thailand To Hold Majestic Royal Barge Procession On 9 Nov 2012

Experience the majestic Royal Barge Procession along the Chao Phraya River - the River of Kings.

This event is one of the grandest spectacles in Thailand and indeed, the world. The Royal Barge Procession is an ancient tradition that was revived by His Majesty King Bhumibol Adulyadej in 1959.

**Read more:** <http://www.tatnews.org/index.php/news-releases/news-releases-2012/524-thailand-to-hold-majestic-royal-barge-procession-on-9-november-2012.html>



### Loi Krathong Festival - 2012

Held annually, Loi Krathong is one of the most beautiful Thai festivals, and it is a time to give thanks to the goddess of waters and to seek forgiveness for past misdeeds. It occurs at night during the full moon of the 12th Thai lunar month. (this year, November 28th). The festival is celebrated across the nation in cities like Bangkok, Chiang Mai, Ayutthaya, Sukho Thai, Tak (bank of Ping river), Samut Songkhram and Suphan Buri.

**Read more:** <http://www.loikrathong.net/en/index.php>



## Thailand Earns Several Top Honors in Condé Nast Traveler's

Thailand Earns Several Top Honors in Condé Nast Traveler's Readers' Choice Awards: Bangkok Voted #1 City in Asia.

Thailand has once again been recognized as a premier travel destination in Condé Nast Traveler's annual Readers' Choice Awards, one of the highest accolades in the industry. This year's awards – the 25th annual – reflect the opinions of a record 46,476 readers who participated in the survey, and who honored the Land of Smiles in several categories including the world's top cities and the top cities, best islands, and favorite resorts in Asia.

**Read more:** <http://www.tatnews.org/index.php/news-releases/news-releases-2012/528-thailand-earns-several-top-honors-in-cond%C3%A9-nast-traveler%E2%80%99s-readers%E2%80%99-choice-awards-bangkok-voted-1-city-in-asia.html>



## Rarin Jinda Wellness Spa Resort Named Country Winner

RarinJinda Wellness Spa Resort Named Country Winner: Luxury Boutique Hotel, World Luxury Hotel Awards 2012.

RarinJinda Wellness Spa Resort has wowed the industry by adding this esteemed award as the country winner of the prestigious 'Luxury Boutique Hotel 'to its collection. This accolade recognizes RarinJinda Wellness Spa Resort - Chiang Mai for its world-class facilities and exceptional service standards.

**Read more:** <http://www.sasin.edu/sasinevent.aspx?id=2891>



## Don Mueang Airport Fully Operational

Thai Transport Minister Jarupong Ruangsuan has announced that Don Mueang Airport is fully operational for budget airlines starting October 1 and will cater to at least 12 million passengers per year.

**Read more:** <http://www.pattayamail.com/business/don-mueang-airport-fully-operational-17070>



## Update on TAT Mumbai Activities



### TAT Participates In India International Travel Exhibition 2012

Thailand Tourism participated at India International Travel Exhibition (IITE) in Indore which is the leading organizer of Travel and Tourism events in the fastest growing tier two cities of Central India. IITE has successfully completed its events at Indore Aurangabad, Raipur, Nagpur & Vijayawada. Events here are a huge success with a variety of domestic and international participants, travel agents, tour operators as well as media and the end consumers.



### TAT Sponsors A Golf Film, To Be Featured On Neo Sports Channel

A golf film which TAT has sponsored will be broadcast on Neo Sports Channel prior to PGA Golf Tournament. The crew team that departed from Mumbai on Oct 9, followed a shooting schedule at various golf courses, alongside visiting some tourist attractions like Emerald Buddha Temple and Grand Palace in BKK, Farm Chokchai-Life Park and golf courses in Khao Yai and the elephant riding in Chiang Mai.



### Thailand bags 'Upcoming International Tourism Board'

Thailand bags 'Upcoming International Tourism Board' by TAAI Travel Awards 2012.

In a function held in Mumbai, TAT was presented with TAAI Appreciation Award for being the most promising upcoming international tourism board. The award was presented by Shri Subodh Kant Sahai, Minister for Tourism, Govt. of India to Ms. Suladda Sarutilavan, Assistant Director TAT Mumbai Office.

**Read more:** <http://www.eglobaltravelmedia.com.au/z-more/accolades/thailand-bags-upcoming-international-tourism-board-award-from-taai.html>



### Thailand Receives 'Best International Destination' Award At Cinemascope 2012

The 6th annual edition of Cinemascope is an event that celebrates the coming together of cinema and tourism, bringing some 14 exhibiting companies to meet with an estimated 450 professionals in the film fraternity. This was a successful edition that saw Cinemascope become an important landmark event, in its aspect of bringing tourism in the forefront of Indian cinema with other nations, especially Thailand. Thailand received the 'Best International Destination' award at the event. The award was presented by eminent film personality Mr. Ramesh Sippy to Ms. Suladda Sarutilavan, Assistant Director TAT Mumbai Office.

**Read more:** [www.cinemascope.co.in](http://www.cinemascope.co.in)



## TAT Hosts Specialized Biking FAM Trip

The Tourism Authority of Thailand recently hosted a first of its kind Biking FAM trip to Thailand. The group with a total of nine bikers from all across India came together to be a part of the first ever hosted Biking tour by the TAT Mumbai office. The key objective being to promote Khao Yai and biking tours in Thailand.

The Bikers rode across North of Thailand on Kawasaki 650 cc bikes starting from Bangkok across Nakhon Nayok, Khao Yai, Wang Nam Kiew, Chokchai Farm and Ayutthaya.



For further enquiries contact us at [info@bluesquareconsultants.com](mailto:info@bluesquareconsultants.com)