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TAT Mumbai Director's Message

December 2012, Issue 1212



Dear Travel Partners,

Warm greetings!

As we look forward to the New Year, Thailand brings to you a host of activities to choose from to ensure you bring in the year 2013 with fun activities including concerts, stage performances, firework displays, and a mass countdown to welcome in the New Year.

Some major developments include the visit of Mr. Barack Obama to Thailand, a research by TMB Analytics which states that international tourist arrivals to Thailand will reach 21 million by year-end.

Bangkok has been ranked 7th by Global Blue, the shopping tourism company and world's biggest publisher of free tourist shopping guides, in their 2012 Globe Shopper Index. Other awards and accolades that came our way include 'The Most Favourite Country' at Conde Nast Traveller Awards 2012, 'Best Exotic Destination' award at IITM Pune & 'Best Destination Promotion' award at IITM Hyderabad.

Looking forward to share more of such great news with you in 2013.

Wishing you all a very Happy & Prosperous New Year!

Sincerely,

Sethaphan Buddhani

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Update on Thai Tourism



Obama Pays First Visit To Thailand

President Barack Obama launched a three-day Southeast Asia tour, hailing alliances with countries such as Thailand as cornerstones of the administration's deeper commitment to the Asia-Pacific region. Mr. Obama landed in Bangkok on 16th November, greeted by 40 saluting military guards who flanked both sides of a red carpet.

The visit to Thailand, less than 18 hours long, is a gesture of friendship to a long-standing partner and major non-NATO ally.



Thai Tourism Will Surpass 21m

TMB Bank's think-tank unit, TMB Analytics, estimates international tourist arrivals to Thailand will reach 21 million by year-end, which would generate Bt920 billion in tourism revenue.

The government expects tourism to earn Bt2 trillion within three years from both domestic and international visits.

Read more: <http://www.ttrweekly.com/site/2012/11/thai-tourism-will-surpass-21m/>



Thailand Won "The Most Favourite Country" Award

Thailand won the "The most Favourite Country", voted by the discerning readers of Conde Nast Traveller. Conde Nast Traveller Awards is one of the world's most prestigious and credible travel awards which was held at The Oberoi, Gurgaon on 29th November 2012. The magazine, Conde Nast Traveller, was launched more than 25 years ago in the US, and now boasts several international editions the world over. It's Indian edition was launched in 2010 to much acclaim. The magazine has become the undisputed voice of luxury travel amongst sophisticated Indians with a print circulation of 30,000.



Festivities In December

The celebrations to greet the New Year in Thailand are always full of fun activities, including concerts, stage performances, fireworks displays, & a mass countdown to welcome in the New Year. Other tourism activities in December include Jet Ski King's Cup - World Cup Grand Prix 2012 (5 - 9 Dec), Ayutthaya World Heritage & Red Cross Fair (7 - 16 Dec), Suanluang Rama 9 Flower Festival (1 - 10 Dec), Amazing Thailand Countdown 2013 (31 Dec 12 - 1 Jan 13), Pattaya Countdown 2013 (31 Dec 12 - 1 Jan 13), Party Lanna Chiang Mai 2013 (31 Dec 12 - 1 Jan 13), Night Paradise & Hatyai Countdown 2013 (31 Dec 12 - 1 Jan 13), Andaman Count Forward 2013 (31 Dec 12 - 1 Jan 13), Amazing Light Fantasy Party 2013 (29 Dec 12 - 1 Jan 13), Miracle Countdown of 3 Lands 2013 Mae Sai - Chiang Rai (30 Dec 12 - 1 Jan 13).

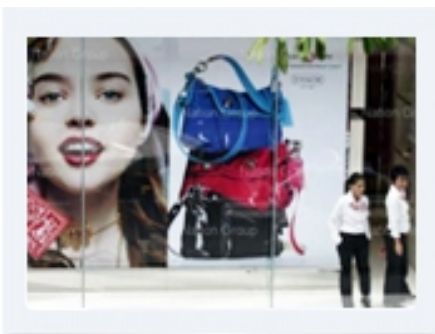
Read more: <http://www.tatnews.org/index.php/december/31-december/290-new-year-countdown.html>



Miracle Thailand Card For The Miracle Journey In Thailand

Krungthai Bank proudly present "Miracle Thailand Card for the Miracle Journey in Thailand". Any spending via Miracle Thailand card, you will not only enjoy lots of special benefits which you will be provided to the cardholders but also a peace of mind privilege of Personal Accident Insurance. Moreover, there is no surcharge to any transaction from ATM machines in Thailand so you can save your money even more.

Read more: <http://www.ktb.co.th/ktb/en/product-detail.aspx?product=7G8hLoc1P1luhd7pVQb7Eg==&type=c>



High Scores For Bangkok In Globe Shopper Index

Bangkok has been ranked 7th by Global Blue, the shopping tourism company and world's biggest publisher of free tourist shopping guides, in their 2012 Globe Shopper Index.

The survey ranked 25 cities in the Asia - Pacific region for their overall shopping experience, based on categories like Shops, Affordability, Convenience, Hotels & Transport, and Culture & Climate. Bangkok's impressive showing was due to its consistently high scoring across all categories, particularly in Affordability with a near-perfect 99-out-of-100 score in the two- and four-star hotel average-cost subcategory, and an 87/100 in city transport, which rated the average cost of bus and taxi fares in the city center.

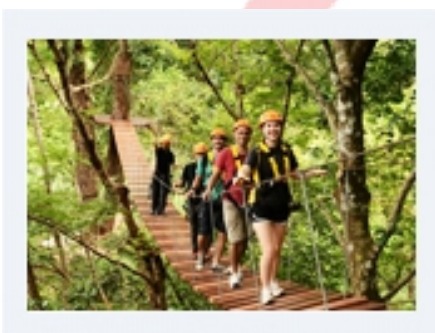
Read more: <http://www.tatnews.org/index.php/news-releases/news-releases-2012/535-high-scores-for-bangkok-in-globe-shopper-index.html>



Bangkok Airways & Japan Airlines Start Codeshare & Mileage Tie-up

Bangkok Airways (PG) and Japan Airlines (JAL) announced the commencement of their codeshare agreement on selected flights between three airports in Japan and Bangkok operated by JAL, as well as between Bangkok and four points within the region on PG, effective from November 15, 2012.

The new partnership will enable customers of both Japan Airlines and Bangkok Airways travelling from Tokyo's Haneda and Narita airports, and Osaka (Kansai), a smoother transit through Bangkok's Suvarnabhumi Airport and onward to Mumbai, Koh Samui, Phuket and Chiang Mai, and vice versa.



Flying Hanuman In Phuket

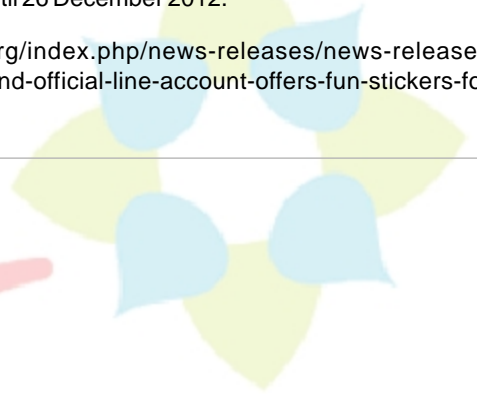
Flying Hanuman is an adventure like no other in Phuket. It shows that the island's beauty goes far beyond the sea, sun & sand that it is famous for. The hillsides of Phuket overflow with thick forest that is great for exploration and outdoor activities. What Flying Hanuman aims to achieve is to provide travellers with exceptional service, enjoyment, excitement and memories without impacting the natural balance within the forest environment surrounding it.



TAT Launches “Amazing Thailand” Official Line Account

The Tourism Authority of Thailand (TAT) has launched its “Amazing Thailand” official LINE account to help travellers receive the latest real-time information about the kingdom’s tourism activities and promotions on their smart phones. The information will be available for travellers who are already in Thailand as well as target travellers in Singapore, Malaysia and Indonesia. The “Amazing Thailand” official LINE account fun stickers can be downloaded from now until 26 December 2012.

Read more: <http://www.tatnews.org/index.php/news-releases/news-releases-2012/511-tat-launches-amazing-thailand-official-line-account-offers-fun-stickers-for-download-until-dec-26>





Update on TAT Mumbai Activities



TAT Participates In India International Travel Mart

TAT participates in India International Travel Mart - Pune and Hyderabad.

Tourism Authority of Thailand participated in India International Travel Mart (IITM) in Pune (from 23rd - 25th Nov) & in Hyderabad (from 30th Nov - 2nd Dec). TAT also received two awards - Best Exotic Destination & Best Destination Promotion in Pune and Hyderabad respectively.



TAT Mumbai Sponsors Thai Long Drum Dance

TAT Mumbai sponsors Thai Long Drum Dance for a wedding celebration in Hua Hin.

TAT sponsored a Thai Long Drum Dance for a Indian wedding celebration in Hua Hin. More than 161 guests from India as well as from others countries attend the wedding celebrations of Gayatri Ahuja and Rachid Chawla from India. The event was co-ordinated by Red Events based in Ahmedabad.



Tat Promotes Khao Yai National Park To Asia-pacific Travel Trade

Nearly 100 travel agents and media from 11 Asia-Pacific countries convened in one of Thailand's most famous national parks between Nov 26-28 for the first such travel mart organized by the Tourism Authority of Thailand.

"The Ultimate Khao Yai" travel mart was being organized by the TAT's Asia and South Pacific regional office, which flew in 64 buyers and 25 media from China, Korea, Japan, Hong Kong, Taipei, India, Vietnam, Singapore, Malaysia, Indonesia and Australia. A number of domestic Thai tour operators were also invited.

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