



## TAT Mumbai Director's Message

February 2013, Issue 0213



**Dear Travel Partners,**

**Warm greetings!**

We had a great beginning in 2013 with the Amazing Thailand Road Show in Coimbatore, Mangalore and Pune. Add to this fact that Indian tourist arrivals to Thailand crossed the 1 million mark in 2012.

Love is definitely in the air with Valentine's Day being a few days away and also with this time being auspicious for Indian weddings.

We have come up with special initiatives to make this time extra-special for the wedding and honeymoon couples. For the whole of February the Suvarnabhumi Airport in Bangkok will be adorned with flower decorations to welcome the couples, facilitating their fast-track immigration.

We also kick-started the year with our first familiarization trip for the wedding planners in India introducing them to the ideal hotels & locations for weddings in Phuket, Khao Lak and Bangkok.

Other events for the month included India International Travel Exhibition in Nagpur, Holiday Expo in Coimbatore, Sparkles in Surat and India Travel Mart in Mumbai.

Happy reading!

Sincerely,

**Sethaphan Buddhani**

**Tourism Authority of Thailand, Mumbai**

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## Update on Thai Tourism



### Top Travel Site Names Bangkok #1, Agoda.com Customers Rank Cities With The Best Nightlife

The leading hotel booking engine in the Asia-Pacific region, Agoda.com, has released a list of their customers' top 10 favorite cities based on nightlife excitement. Agoda, which is under the NASDAQ-listed Priceline.com umbrella and whose website boasts of having 4,000,000 satisfied customers, received feedback from over 113,000 respondents who rated their experiences in various Asian cities.

**Read more:** <http://www.tatnews.org/media-release/item/766-top-travel-site-names-bangkok-1,-agoda-com-customers-rank-cities-with-the-best-nightlife>



### TAT Releases Calendar Of Festivals & Events For 2013

The Tourism Authority of Thailand has released its calendar of festivals and events for 2013. A total of 28 events are listed in the calendar, ranging from annual marathons to music fests and martial arts.

**Read more:** <http://www.tatnews.org/media-release/item/768-tat-releases-calendar-of-festivals-events-for-2013>



### Unique Thai Ways To Celebrate Valentine's Day In The "Month Of Love"

To mark the Valentine season in February 2013, the Tourism Authority of Thailand is proud to present a number of unique and memorable ways for wedding and honeymooning couples to either tie the knot or enjoy the honeymoon of a lifetime.

**Read more:** <http://www.tatnews.org/media-release/item/826-unique-thai-ways-to-celebrate-valentine%E2%80%99s-day-in-the-%E2%80%9Cmonth-of-love%E2%80%9D>



### Events in February

There are two important events scheduled for February - Trang Underwater Wedding Ceremony (13 - 15 February) & Thailand Ladies Open (13 - 15 February).

Trang Underwater Wedding Ceremony attracts international interest as the first place in the world, where weddings were held wherein the Guinness World Records awarded this event "The Largest Underwater Wedding Ceremony". This event also promotes an exotic traditional Thai wedding culture to foreign wedding couples, divers, and tourists from all over the world. The ceremony consists of Buddhism ritual and the traditional Thai wedding ceremony. Thailand Ladies Open is the first official golf tournament on the 2013 Ladies Asian Golf Tour, which will include 8-10 events to be played in Thailand, Japan, China, Indonesia, Taiwan and India.

**Read more:** [www.underwaterwedding.com](http://www.underwaterwedding.com), [www.thailadiesgolf.org](http://www.thailadiesgolf.org)



## The Museum Of Floral Culture

The Museum of Floral Culture started by famed artist Sakul Intakul is the first of its kind in Thailand. Located in the Sriyan area of Bangkok's Dusit district, it occupies a two-storey colonial style mansion in the embrace of an expansive botanical garden. On display on its ground floor are objects d'art & there are also rare photographs of floral culture sourced from the National Archives of Thailand; items used in floral arrangement, and related photographs from various countries including India, China, Egypt, Greece, England and France.



## Join The Harvesting Fun At PB Valley Khao Yai Winery

Wine grapes at PB Valley are being carefully groomed for perfect a "Vintage 2013" and harvesting of the grapes will start at the beginning of February until beginning in March as every year.

PB Valley is cordially inviting visitors to join the fun on every weekend from February 2nd 2013 onwards as the harvesting experience will be part of all scheduled and private wine tasting tours on Saturdays and Sundays at 10:30 am - 01:30 pm and 1:30 pm.



## Special Welcome Reception For Wedding Couples & Honeymooners

During the entire month of February 2013, as a special welcome reception for wedding couples and honeymooners to celebrate Valentine's month the Suvarnabhumi Airport at Bangkok will be adorned with floral decorations. There will also be a provision for fast track immigration for wedding couples and honeymooners travelling to Thailand.



## A Million Thanks Evening In Delhi

To mark the landmark achievement of Thailand crossing the one million mark of Indian tourist arrivals in 2012, a special function was organized at Leela Palace Hotel, New Delhi on 15th Jan, 2013 which was aptly termed as 'A Million Thanks' evening. The event included attendees from the travel trade fraternity, media as well as diplomats.

## Update on TAT Mumbai Activities



### Sparkles 2013 In Surat

TAT Mumbai was the Tourism Partner in Sparkles 2013 - the leading gems and jewellery exhibition in Gujarat which was held in Surat on 5th January 2013 at Surat International Exhibition and Convention Centre. During the event there was a networking evening termed 'Thai night' to promote Thailand to the attendees consisting of diamond and jewellery merchants wherein TAT Mumbai sponsored Vegetarian Thai Food and Thai Trade Centre Mumbai sponsored the Thai cultural performance.



### Amazing Thailand Road Show 2013

TAT Mumbai kick-started the year 2013 with the Amazing Thailand road show 2013 that saw the TAT delegation visit Coimbatore (9th Jan), Mangalore (11th Jan) & Pune (14th Jan). The road show had 200+ footfalls and consisted of B2B interaction for the trade, press conference as well as a networking dinner for the corporate sector in each city.



### India International Travel Exhibition In Nagpur

TAT Mumbai participated in India International Travel Exhibition as an Exhibitor which was held in Nagpur from 25th to 27th January 2013. IITE conducts exhibitions at Indore, Aurangabad, Raipur, Nagpur & Vijayawada and is India's Premier B2C & B2B Travel & Tourism Exhibition. The Thailand stall at IITE Nagpur received close to 800 footfalls.



### Holiday Expo in Coimbatore

TAT Mumbai participated in the Coimbatore Holiday Expo as an Exhibitor which took place from 25th to 28 January 2013. Holiday Expo is India's leading travel and tourism event that focuses on the Tier II and Tier III cities in India. The Thailand stall at the Expo received close to 600 footfalls.





### Familiarization Trip For Wedding Planners

TAT organized a FAM trip for wedding planners/organizers in India which was scheduled from 25th – 31st Jan 2013. The objective of this trip was to introduce & familiarize the wedding planners with the ideal hotels & locations in Phuket, Khao Lak & Bangkok that are suitable for Indian weddings.



### India Travel Mart In Mumbai

TAT Mumbai participated in India Travel Mart which was held in Mumbai from 1-3 Feb 2012 in association with Travel Arena. ITM is one of the leading travel & tourism exhibitions catering to the end consumers. The objective of the association between TAT and Travel Arena for this exhibition was to promote Khao Yai – an upcoming family destination in Thailand.

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