



## TAT Mumbai Director's Message

April 2013, Issue 0413



**Dear Travel Partners,**

**Warm greetings!**

We had a fabulous event in Mumbai last month to celebrate the crossing of the one million mark of tourist arrivals from India last year. I would like to thank you for gracing us with your presence at 'A Million Thanks' evening.

As Thailand prepares itself for the Songkran Festival, Thai New Year, we are filled with excitement to see how the increased accessibility to Phuket and Bangkok from India will shape the summer travel season.

In other developments for the month, Thailand's Islands were voted as the Best in Asia by Trip Advisor Travelers' Choice Awards.

As we gear up for Bangkok Bike 2013 and Thailand Travel Mart (TTM+) in the coming months, we look forward to your support as always.

Happy reading!

Sincerely,

**Sethaphan Buddhani**

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## Update on Thai Tourism



### Niche-market Products To Be Highlights Of TTM + 2013

Thailand Travel Mart Plus Amazing Gateway to the Greater Mekong Sub Region - the largest business-to-business travel trade fair of the kingdom will be held between 5-7 June, 2013 at the Exhibition Centre Hall, IMPACT, Muang Thong Thani. TTM+ is expected to be attended by 344 buyers from 51 countries including India, the United Kingdom, Russia and USA. A group of smaller but higher-quality buyers have also been invited from emerging markets such as Argentina, Belarus, Estonia, Indonesia, Kazakhstan, Latvia, Myanmar, and Ukraine. There are 156 first-time buyers; some are from new participant countries such as Beralus, Lao PDR, Poland, and Taiwan. The four key niche-market segments to be highlighted this year are Ecotourism, Golf, Health & Wellness, and Wedding & Honeymoon.

**Readmore:** <http://www.tatnews.org/media-release/item/1485-niche-market-products-to-be-highlights-of-ttm-2013>



### Thailand's Islands Best In Asia: Trip Advisor Travelers' Choice Awards

Thailand, always a traveler favorite for places to visit, has garnered yet more awards in Trip Advisor's Annual Travelers' Choice Awards for 2013.

In the "Top 10 Islands - Asia" category, Thailand ran away with 40% of the awards, placing first with Ko Tao, in Surat Thani Province. TripAdvisor (TA) writes about Ko Tao noting that: "White sand beaches sheltered by steep hills – some only accessible with four-wheel drive vehicles – and 300 days of sun per year invite long afternoons of lounging."

Ko Lanta in Krabi took the number 3 spot. TA raved about this beautiful southern island, saying, "Ko Lanta offers fantastic scuba diving with exotic marine life and grand coral reefs. The sunsets, too, are legendary..."

**Readmore:** <http://www.tatnews.org/component/flexicontent/53-media-releases-2013/2302-thailand%E2%80%99s-islands-best-in-asia-trip-advisor-travelers%E2%80%99-choice-awards>



### Upcoming Events - The Songkran Festival

Songkran, the amazing water festival that takes place over the Thai New Year in April, is Thailand's most popular holiday by far. Images of colourful parades, with huge crowds playing with water amid many contests and rituals makes world headlines every year. It's no wonder then that the Tourism Authority of Thailand (TAT) is promoting scores of events throughout the country.

**"Songkran Splendours" throughout the country include the following:**

- Songkran in Bangkok (12 - 16 April)
- Old City Songkran Festival, Ayutthaya (13 - 16 April)
- Suphan Buri Songkran Festival (11 - 14 April)
- Chon Buri Songkran Festival (13 - 21 April)
- Phra Padaeng Songkran Festival, Samut Prakan Province (19 - 21 April)
- Chiang Mai Songkran Festival (7 - 16 April, depending on location)
- Sukhothai Songkran Festival (8 - 14 April, depending on location)
- Thai - Lao New Year's Merit Ceremony & Nakhon Phanom Songkran Festival (12 - 15 April)
- Top Isan Songkran, Dok Khun Festival (5 - 15 April)



- Isan Nong Khai Songkran Festival - (6-17 April)
- Hat Yai Midnight Songkran - (11-14 April)
- Songkran on Phuket Beach - (12-13 April)
- Nakhon Sri Thammarat's Nang Dan Procession in Songkran - (11-15 April)

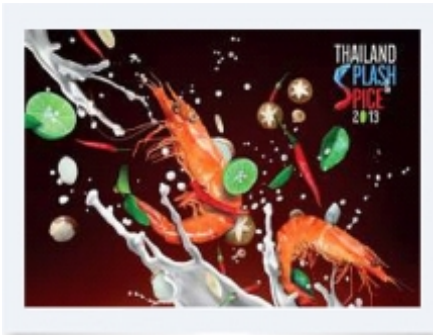
**Readmore:** <http://www.tatnews.org/component/flexicontent/53-media-releases-2013/2115-thailand%E2%80%99s-annual-water-festival-set-for-april-2013-tourism-authority-of-thailand-promotes-local-songkran-events-nationwidethailand%E2%80%99s-annual-water-festival-set-for-april-2013-tourism-authority-of-thailand-promotes-local-songkran-events-nationwide>



### TAT Promotes Cycling Tours At The Bangkok Bike 2013

The Tourism Authority of Thailand (TAT), along with NCC Exhibition Organisers (NEO), is to organise the Bangkok Bike 2013 during 2-5 May 2013 at Hall 4, Impact Muang Thong Thani. The first exhibition of its kind in the country, it is designed to promote the use of bicycles for both recreational and regular use and enhance the popularity of cycling tours for both local and foreign visitors. It is expected to be attended by at least 170,000 people over the four-day period.

TAT sees huge potential for bike tours to attract Thai and international tourists and support provincial communities and areas as well as tourism operators. According to the Thailand Cycling for Health Association, about 260,000 local people and expatriate residents of Thailand use bicycles for recreational travel and tours, but this can be increased by at least 20% with further marketing support and infrastructure development.



### Thailand Splash And Spice Returns: Bigger And Better Than Before

The Tourism Authority of Thailand (TAT) and Visa International (VISA), drawing on the success of last year's first Thailand Splash and Spice festival, have teamed up again to offer visitors an expanded promotion for 2013.

The campaign for this year, running from now until 31 May, has grown beyond Bangkok to include Chiang Mai, Pattaya, and Phuket. An attractive and tasty variety of dining and accommodation specials are being offered under the rubric of the 2013 Splash and Spice extravaganza.

These special promotions coincide with the Thai New Year and its phenomenally popular water festivals throughout the country, held every year between 12-15 April, although celebrations and festivities take place a week before and a week after the official holiday dates.

**Readmore:** <http://www.tatnews.org/component/flexicontent/53-media-releases-2013/2301-thailand-splash-and-spice-returns-bigger-and-better-than-before>

## Update on TAT Mumbai Activities



### TAT Mumbai Welcomes The New Consul - General

TAT Mumbai welcomed the newly appointed Consul General of the Royal Thai Consulate in Mumbai - His Excellency Mr. Nat Pinyowattanacheep.



### TAT Mumbai Hosts 'A Million Thanks Evening' In Mumbai

TAT Mumbai hosted a grand 'A Million Thanks' evening at Shangri-La Hotel, Mumbai on 22nd March. The event celebrated the crossing of the one million mark of tourist arrivals from India last year. TAT hosted this evening to thank its key trade, corporate and media partners who have helped to make Thailand a number one tourist destination.

Gracing the event were, Mr. Suraphon Svetasreni, Governor of TAT, Bangkok, Bollywood glam girl Sophie Chaudhary, Mr. Sethaphan Buddhani, Director – TAT, Mumbai, and His Excellency, Nat Pinyowattanacheep, Consul General, Royal Thai Consulate.



### Thai Airways International Introduces Non-stop Ahmedabad - Bangkok & Mumbai – Phuket

THAI Airways International introduced THAI SMILE with a brand new fleet of Airbus-320 with direct connectivity from Ahmedabad to Bangkok effective 31 Mar'13 & from Mumbai to Phuket effective 4th Apr'13.

With the increased bilateral trade development between the two countries and the heavy investment into Gujarat, THAI initiated to further strengthen the ties between both countries to link direct connection from Ahmedabad to Bangkok and from Mumbai to Phuket. Thai Smile is being used as a product strategy for the first time in the Indian market to refresh the existing brand and to bridge the gap between the Full Service Carrier and Low Cost Carrier.



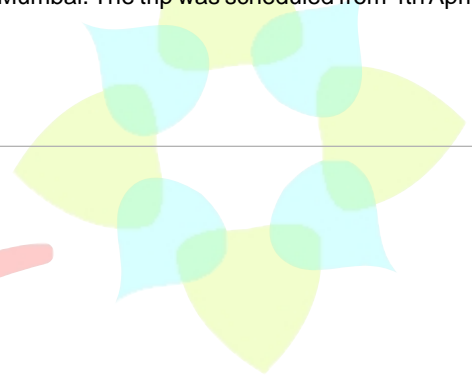
### Media and Trade familiarization trip from Ahmedabad to Bangkok

Thai Airways and Tourism Authority of Thailand hosted a joint media and trade FAM to commemorate the launch of a direct flight from Ahmedabad to Bangkok. The group travelled on the inaugural flight and was greeted in the traditional means of Thai hospitality. The trip was designed to educate the media and travel trade on Thailand as a tourist destination and thus a trip to Ayutthaya, Siam Niramit show, Safari World, Grand Palace were a must on the itinerary. The trip was hosted from 31st March to 3rd April.



## Media And Trade Familiarization Trip From Mumbai To Phuket

With the launch of direct flights of Thai Smile from Mumbai to Phuket, both TAT and Thai Airways once again joined hands to host a FAM to mark the inaugural flight of the same. A rich mix of travel writers and trade agents who had travelled for the FAM had the opportunity to interact with the Governor of TAT. TAT Mumbai along with TAT Delhi hosted a B2B meeting for Thai trade agents followed by a buyer- seller meet between agents from Phuket with agents from Delhi and Mumbai. The trip was scheduled from 4th April to 6th April.



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