



TAT Mumbai Director's Message

May 2013, Issue 0513



Dear Travel Partners,

Warm Greetings!

Hope the season has been busy for you.

April has been a busy month at Tourism Authority of Thailand too, with many interesting activities being initiated. Firstly, we welcomed Khun Somsak Pureesrisak as our new Minister of Tourism & Sports, who has highlighted visitor safety and security as his key focus area.

We are also proud to introduce Mr. Gaganjeet Bhullar - a renowned golfer in India as the Golfing Ambassador for Thailand. He will be instrumental in promoting golfing holidays to Thailand.

Some of the accolades that came our way last month include Chiang Mai and Chiang Rai being featured in a special report entitled "The Grand Tour of Asia" published by well-known travel magazine Condé Nast Traveler and Thailand being awarded as 'Best Country' and 'Best Wedding Destination' at the Travel + Leisure India and South Asia, India's Best Awards.

The month of May will see hordes of festivals lined up to delight the senses like 'Top of the Gulf Regatta', 'Bun Bung Fai Festival', 'Compound Midstream' and many others.

We hope to bring many such delights your way and wish that you will continue to be a part of them.

Happy reading!

Sincerely,

Sethaphan Buddhani

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Update on Thai Tourism



Thailand Gets New Minister Of Tourism

Career politician and former provincial governor Mr. Somsak Pureesrisak has been appointed as the Minister of Tourism and Sports, effective April 9. He replaces the late Mr. Chumpol Silpa-archa, who passed away last January 2013. After familiarizing himself with the ongoing ministry activities, Mr. Somsak indicated that he would make visitor safety and security a primary focus of attention.

Readmore:<http://tatnews.org/media-release/53-media-releases-2013/2314-thailand-gets-new-minister-of-tourism>



Condé Nast Traveler: Chiang Mai, Chiang Rai Reflect "Thailand At Its Dreamiest"

Two popular North Thailand destinations, Chiang Mai and Chiang Rai, have been prominently featured in a special report entitled "The Grand Tour of Asia" published by the well-known travel magazine Condé Nast Traveler in its April 2013 edition.

Readmore:<http://tatnews.org/media-release/53-media-releases-2013/2311-cond%C3%A9-nast-traveler-chiang-mai,-chiang-rai-reflect-%E2%80%9Cthailand-at-its-dreamiest%E2%80%9D>



TTM + 2013 Preparations In Good Progress

The Thailand Travel Mart Plus 2013 (TTM+2013) welcome reception will be created with a street food atmosphere, which is one of the most popular dining out activities while travelling in Thailand. This would be the first time that such an event will be arranged at the TTM+ because this travel trade event comprises buyers who are made up of individuals, organizations, travel agents, the media and airlines in which the Awards have been initiated since 1996 to honour their contribution for continuously supporting the Thailand tourism industry.

Readmore:<http://tatnews.org/media-release/53-media-releases-2013/2329-ttm-2013-preparation-is-in-good-progress>



The Tourism Authority of Thailand (TAT) Has Launched A Global Digital Marketing Campaign To Promote Volontourism

The Tourism Authority of Thailand (TAT) has launched a global digital marketing campaign to promote Volontourism, which affords travelers the opportunity to have a life-changing adventure: A Two-weeks Volunteer Vacation in Thailand!!

Called "THE LITTLE BIG PROJECT", the campaign is designed to tap into a growing industry trend known as Volunteer Tourism, or Volontourism - travellers seeking "A Purposeful Vacation" that goes well beyond more than just having fun during a holiday abroad.

Readmore:<http://tatnews.org/media-release/53-media-releases-2013/2313-the-tourism-authority-of-thailand-tat-has-launched-a-global-digital-marketing-campaign-to-promote-volontourism>



David Guetta Set To Rock Bangkok In May

The Tourism Authority of Thailand (TAT) is extending their support to Retox Sessions of Bangkok for the show of renowned music producer and DJ David Guetta in May. He's the biggest DJ and producer in the world right now and he's performing in Thailand with his full production show. Retox Sessions, Bangkok's foremost promoter of electronic music, is organizing the debut performance of DAVID GUE TTA in Thailand.

Readmore: <http://tatnews.org/media-release/53-media-releases-2013/2320-david-guetta-set-to-rock-bangkok-in-may>



Upcoming Events In May

Bun Bung Fai Festival from 11 - 12 May 2013 at Phaya Thaen Park, Muang District, Yasothon Province. Bun Bang Fai Rocket Festival is an ancient local festival, which is associated with Thai traditional beliefs in the supernatural powers that help promote the production of rice crops for the coming planting season.

Readmore: <http://tatnews.org/eventscalendar/41-event/52-bun-bung-fai-festival>

Compound Midstream on 22 May 2013 at Wat Tilok Aram, Payao Lake, Payao Province. On Visakha Puja Day, there is "Vien Tien" around the relic of Buddha's pagoda in the middle of a stream which is only one in the world at Payao Lake.

Readmore: <http://tatnews.org/eventscalendar/41-event/53-compound-midstream>

Top of the Gulf Regatta from 3 - 7 May 2013 at Ocean Marina Yacht Club, Satta Heab, Chonburi Province. Top of the Gulf Regatta is the Asia's largest multiclass regatta and Thailand's only Marina based regatta event.

Readmore: <http://tatnews.org/eventscalendar/41-event/54-top-of-the-gulf-regatta>

Samui Regatta 2013 from 25 May - 1 June 2013 at Chaweng Beach, Koh Samui, Surat Thani Province. The 12nd Samui Regatta is one of the largest regatta events in Asia which is still the last event of Asian Yachting Grand Prix Championship.

Readmore: <http://tatnews.org/eventscalendar/41-event/55-samui-regatta-2013>

Rayong Fruit Festival from 23 - 29 May 2013 at Thapong Fruit Market, Muang District, Rayong Province. It is the biggest fruit festival in Thailand which held in Rayong, the land of fruit.

Readmore: <http://tatnews.org/eventscalendar/41-event/57-rayong-fruit-festival>

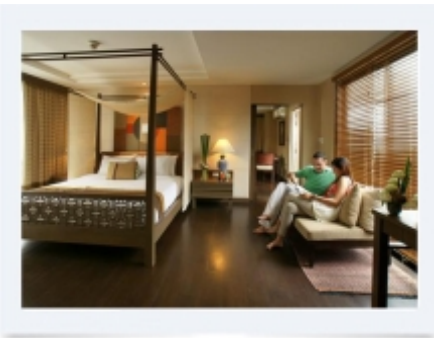
Phayakkhaphum Phisai Rocket Festival from 18 - 19 May, 2013 at Phayakkhaphum Phisai, Phayakkhaphum Phisai District, Maha Sarakham Province. See the rocket contest, the rocket parade, and the rocket launching competition.

Pha That Ya Khu Bathing Ceremony from 23 - 24 May, 2013 at Phra That Ya Ku, Kamalasai District, Kalasin Province. See the offering parade, the rocket parade, Bang Fai dance contest, and Dhammajarini nun ordination ceremony.



Summer Family Festival At Angsana Laguna Phuket From 15 May - 31 Oct

Named as one of Thailand's most child-friendly resorts by Smart Travel Asia, Angsana Laguna Phuket is the perfect holiday destination. Book this summer and benefit from the many special offers and activities of the Laguna Summer Family Festival, taking place from 15 May until 31 October.



Rarinjinda Wellness Spa Resort Reveals The New Amazing 2 - Bedroom Villas

Rarinjinda Wellness Spa Resort, the boutique hotel resorts situated in the heart of Chiang Mai City, only 5-10 minutes walk to the Night Bazaar and 15 minutes from the airport, offering four categories of 35 luxurious deluxe and suite rooms, embellished and decorated with modern setting and stylish antiques. Occupying over half of the top floor, the newly refurbished 2-bedrooms villa (164 sqm., sleeps 4) comes with a master bedroom with ensuite bathroom, a twin bedroom with separate bathroom, living room with comfortable sofa and large LED TV, formal dining area and, the highlight, an outdoor terrace with private Jacuzzi overlooking the splendid view of Chiang Mai city.



Thai Airways International Positioned As A "Golfer Friendly Airlines"

Keeping up the efforts to promote Thailand as a Golf Paradise and to attract the growing golf segment in India, Tourism Authority of Thailand will collaborate with Thai Airways International to promote Thai Airways International as a "Golf Friendly Airline" by waiving off fee related to Golf Bag on all Thai Airways/THAI Smile routes originating from India to Thailand in selected classes. The offer is valid from 1st May 2013 to 31st October 2013.

Update on TAT Mumbai Activities



TAT Mumbai Organizes A Media FAM Trip For Songkran 2013

TAT Mumbai organized a media FAM trip for the media from Coimbatore. The objective of the trip was to highlight the Songkran festival in Thailand which is celebrated from 13th to 15th April.



Rising Star Indian Golfer Gaganjeet Bhullar To Promote Thailand's Golf Tourism

The Tourism Authority of Thailand (TAT) has appointed India's ace golfer, 24-year-old Gaganjeet Bhullar, as a Brand Ambassador for a campaign to promote Thailand as one of the most sought after golfing destinations. The campaign is part of a carefully-crafted strategy to attract up market Indian visitors to Thailand, motivate them to visit different parts of the country, and increase their average length of stay.

Readmore: <http://tatnews.org/media-release/53-media-releases-2013/2318-rising-star-indian-golfer-gaganjeet-bhullar-to-promote-thailand%E2%80%99s-golf-tourism>



Thailand Wins Best Wedding Destination Awards At Travel + Leisure Awards

Tourism Authority of Thailand added two more accolades to their name at the Travel + Leisure India and South Asia, India's Best Awards, awards held in Mumbai on 24th April. The destination was awarded two awards under the 'Best Country' and 'Best Wedding Destination' category. Thai Airways too won the 'Best Airline' category award.

Readmore: <http://www.tatnews.org/component/flexicontent/53-media-releases-2013/2332-thailand-wins-best-country-and-best-wedding-destination-awards-at-travel-leisure-awards>



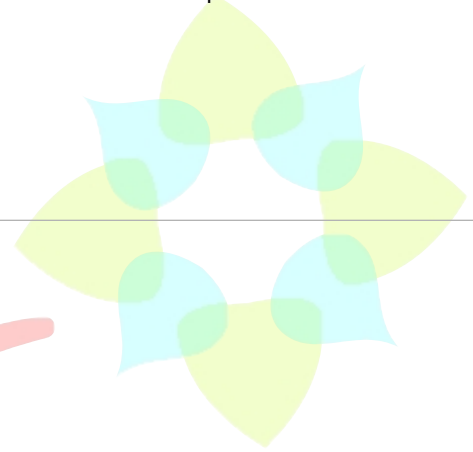
TAT Mumbai Interacted With The Travel Trade In Bangalore

TAT Mumbai made a destination presentation to the travel trade in Bangalore on 26th April. The B2B meet was organized by the Royal Thai Consulate based in Chennai and focused on educating the travel trade about the destination as well as about the visa procedures to be followed.



TAT Mumbai Organized A Trade FAM Trip In Association With Bangkok Airways

TAT Mumbai organized a FAM trip for the travel agents from Mumbai & Ahmedabad that covered Siem Reap - Krabi and Bangkok from 22nd to 27th April.



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