



TAT Mumbai Director's Message

July 2013, Issue 1307



Dear Travel Partners,

Warm Greetings!

With the monsoon clouds finally offering some respite from the blistering summer heat, we too come to you with some amazing treats this season.

TAT welcomes you into the esteemed Thailand Elite Community, with unprecedented prestigious experiences. As the name suggests

it represents the finest experiences concentrated into one concept of revered membership, designed to combine the best establishments, the best hospitality and the best service at your utmost convenience. Come be a part of this once in a lifetime opportunity to be associated as an Elite Member of the Kingdom of Thailand.

The Best Value Destination (International) Award was presented to Thailand during the Lonely Planet Awards night 2013, for the second consecutive year. We also won the "Best Destination" at the esteemed CNBC Awards for the first time, thus making this achievement even more special. These awards have reinstalled our faith in our goals of providing world class travel to each and every visitor.

Thailand Travel Mart Plus 2013 saw yet another year of resounding success with four major products like Ecotourism, Golf, Health and Wellness, Wedding and Honeymoon highlighted during the exhibition which saw record number of trade members being a part of this exciting forum. We also kick started the Amazing Thailand Grand Sale 2013 from 15th July to 15th August 2013. This year, tourists will enjoy shopping, savings, rewards, events and grand prizes, with a shopping experience like no other.

We hope to continue in our ambition of achieving a unique experience for every traveler who visits our amazing country and comes back for the next perfect trip.

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 Thailand Tourism



"Thailand Elite Card" Ready to Relaunch

Directors of the Tourism Authority of Thailand offices and TAT marketing representatives in Russia and the Asia-Pacific convened to discuss ways to expand the number of subscribers to the membership privilege scheme known as the Thailand Elite Card.

Readmore: <http://www.tatnews.org/media-release/53-media-releases-2013/2415-%E2%80%9Cthailand-elite-card%E2%80%9D-ready-to-relaunch>



At Inaugural TTM Plus Debate, Travel Personalities Hail Bangkok's Creativity, Diversity & "Organized Chaos"

Two prominent travel industry personalities who reside in the Thai capital have hailed the city's creativity, diversity and state of "organized chaos," all of which were part of what they said had contributed to elevating its status as the World's Best City for Tourism.

Readmore: <http://www.tatnews.org/media-release/53-media-releases-2013/2435-at-inaugural-ttm-plus-debate,-travel-personalities-hail-bangkok%E2%80%99s-creativity,-diversity-and-%E2%80%9Corganised-chaos%E2%80%9D>



TAT Invites Global Food-Lovers to Thai Food Festival 2013

Tourism Authority of Thailand (TAT) in its ongoing promotion, World Destination of Food in Thailand, invites both domestic and international tourists who love food to participate in the "Thai Food Festival" under the concept of "24/7 Everywhere.....Easy Tasty Street Food." This campaign goes hand in hand with CNNGo's naming Bangkok as the world's best city for street food.

Readmore: <http://www.tatnews.org/media-release/53-media-releases-2013/2481-tat-invites-global-food-lovers-to-thai-food-festival-2013>



Tourism Authority of Thailand, Visa & Air Asia Celebrate 15 Years of Partnership With The "Amazing Thailand Grand Sale 2013"

The Tourism Authority of Thailand (TAT) and Visa are joining hands to celebrate their longstanding 15-year partnership, marked by the launch of the Amazing Thailand Grand Sale (ATGS) 2013. This year, tourists will enjoy shopping, savings, rewards, events and grand prizes. Approximately 500 retailers across Thailand offer exclusive privileges and discounts up to 80 percent for Visa cardholders. To boost the number of visitors to Thailand during the sale, AirAsia is offering special promotional airfares for both domestic and international destinations.

Readmore: <http://www.tatnews.org/media-release/53-media-releases-2013/2488-tourism-authority-of-thailand,-visa-and-airasia-celebrate-15-years-of-partnership-with-the-%E2%80%9Camazing-thailand-grand-sale-2013%E2%80%9D>



Ten Years of Reinvention Pays Off: Bangkok Peaks As World Top Travel Hotspot

Ten years of steady improvements in the quality and diversity of its tourism products and services have paid off handsomely for the bustling yet glittering city of Bangkok with the announcement that it has topped the MasterCard Global Destination Cities Index for 2013.

Readmore: <http://www.tatnews.org/media-release/53-media-releases-2013/2486-ten-years-of-reinvention-pays-off-bangkok-peaks-as-world%E2%80%99s-top-travel-hotspot>



TAT Announces "The Magic & Mystery of Amazing Thailand" Photo Contest

TAT is pleased to announce the second TATNews Photo Contest, now being held through its official media website TATNews.org. All photographers, tourists, travelers, media, and anyone with a camera are cordially invited to participate. The theme of this new contest is "The Magic & Mystery Of Amazing Thailand."

Readmore: <http://www.tatnews.org/media-release/53-media-releases-2013/2511-tat-announces-the-magic-mystery-of-amazing-thailand-photo-contest>



Tasteful Halal Food At Movenpick Resort & Spa Karon Beach Phuket

Movenpick Resort & Spa Karon Beach Phuket is the first 5 star hotels on Karon Beach to be certified to cook and serve the Halal food from an assortment of delicacies. In order to welcome more ASEAN communities who can enjoy a luxury stay and a hassle free meal at the resort.



30% Off Best Available Rates At Sheraton Grande Sukhumvit

This summer, enrich your life with a memorable stay at the renowned Sheraton Grande Sukhumvit, A Luxury Collection Hotel, Bangkok, with two enticing choices - 30% off weekday for stays of 3 nights or more, or 25% off weekend stays from now until August 31, 2013. Rates start from Baht 4,200 Baht 4,350 and per room per room, per night for single or double occupancy and are subject to government tax and service charge. At Sheraton Grande Sukhumvit, the weekend starts early from Thursday through Sunday.

Readmore: www.luxurycollection.com/bangkok



TAT Releases Study of Four Key Target Niche - Markets

The Tourism Authority of Thailand (TAT) has published a study of four key target niche markets that will be a major focus of its future marketing efforts in 2014 and beyond: health and wellness, golf, honeymoon and weddings, and ecotourism.

Readmore: www.tatnews.org/media-release/53-media-releases-2013/2626-tat-releases-study-of-four-key-target-niche-markets



TAT's Voluntourism Promotion Campaign Wins Digital Innovation Asia Award

A global marketing campaign launched by the Tourism Authority of Thailand to promote Volunteer tourism was one of the winners of the first Digital Innovation Asia Awards conferred at a ceremony on June 10.

Readmore: <http://www.tatnews.org/media-release/53-media-releases-2013/2546-tat-s-voluntourism-promotion-campaign-wins-digital-innovation-asia-award>



New Destinations of Phang Nga 2014 Unveiled

TAT brings to you new destinations to explore and enjoy along the Phang Nga Island. There are wide gamuts of experiences to live through ranging from Tachai Island -The VirginIsland, Prathong Island -The Savanna of Thailand, Khokhao Island-The Relaxing Island and Yao Island-100% Pure Island.



Friends Awarded "Friends of Thailand Awards"

H. E. Somsak Purisrisak, Minister of Tourism and Sport presided over the prestigious "Friends of Thailand Awards" which were conferred upon Prof Jayaratna Banda Disnayaka, Professor Emeritus, University of Colombo Former Ambassador of Sri Lanka to Thailand, Cambodia and Laos – International Individual Category and Mr. Frederick Ivan Alvis, Journalist from the Island Newspaper - International Media Category which was organized during the Thailand Travel Mart 2013 Plus.



Upcoming Events In July

Pattaya Marathon:

Pattaya Marathon on 21 July 2013 at Pattaya City Hall, Pattaya, Chon Buri Province, The Pattaya marathon is one of the most popular Pattaya events and it is held annually, also known as the King's Cup marathon.

Dok Krachiao Blooming Festival 2013:

Dok Krachiao Blooming Festival 2013 during June - August, 2013 at Pa Hin Ngam National Park, Amphoe Thep Sathit, Chaiyaphum.

Readmore: <http://www.tatnews.org/eventscalendar/41-event/61-dok-krachiao-blooming-festival-2013>

Kalasin Candle Festival:

Kalasin Candle Festival, Roi ET Candle Festival, Maha Sarakham Candle Festival and Ubon Ratchathani Candle Festival are being conducted from 1-31st July 2013 throughout different locations in Thailand.

Readmore: www.ubonratchathani.co.th

Cape Panwa Phuket Race Week

Cape Panwa Phuket Race Week on 17 - 21 July, 2013 at Phuket province is an international regatta event featuring 4 days of world-class yacht racing and beachside parties.

ASIATIQUE Midyear Sale:

ASIATIQUE Midyear Sale from August 2-12 2013 at warehouse 5,7,8,9 of ASIATIQUE THE RIVERFRONT

Readmore: www.asiatiquethailand.com

Readmore: reservations.sgs@luxurycollection.com

Update on TAT Mumbai Activities



Tourism Authority of Thailand Win's Lonely Planet Award

Thailand won 'Best Destination - Value' award at the Lonely Planet Travel Awards 2013 held in Mumbai. Mr. Sethaphan Buddhani, Director, TAT Mumbai received the award from Bollywood Actor Mr. Tushar Kapoor.



Thailand Travel Mart Plus 2013 Fam Trip

TAT conducted a FAM trip from 3rd to 11th June for the media personnel, wherein the journalist participated in TTM+ and interacted with the TAT Executive Director for ASEAN, South Asia and South Pacific Region Mr. Phanom Kaributra.



Amazing Thailand Grand Sale Fam Trip

An experience it yourself FAM trip was conducted by TAT from 11th to 14th June, especially for the Chennai media, where the journalist got to witness the amazing spirit of shopping and merriment as part of Amazing Thailand Grand Sale.



Thailand Gets Awarded The "Best International Destination" At The Prestigious CNBC Awards

Thailand has been honored with the "Best International Destination" at the CNBC awards held for the first time in Mumbai, making it a joyous moment for the entire team of Tourism Authority of Thailand. Ms. Runjuan Tongrut, Director, Tourism Authority of Thailand - Delhi and Ms. Lubaina Sheerazi, from the Marketing and PR arm of Tourism Authority of Thailand - Mumbai, jointly received the award.



amazing
THAILAND
Always Amazes You



Amazing Thailand Road Show 2013 In Sri Lanka

The Tourism Authority of Thailand (TAT) held a tourism promotion event called Amazing Thailand Road Show- 2013 at Hotel Taj Samudra recently. The event was graced by distinguished guests including the Thai Ambassador in Sri Lanka - Mr. Poldej Worachat and the Governor of the TAT - Suraphon Svetasreni.

Readmore: <http://srilankamirror.lk/entertainment/events/item/168-thailand-road-show-2013>



For further enquiries contact us at info@bluesquareconsultants.com