



TAT Mumbai Director's Message

August 2013, Issue 1308



Dear Travel Partners,

Warm Greetings!

The Amazing Thailand Grand Sale is in its second successful week, capturing hearts and attention with its incredible offerings.

We conducted our annual Global Market Briefing and Tourism Clinic forum from 6th to 8th July 2013, which paves the way ahead for us in terms of bettering our services and offering complete value for money to our customers.

We also released a study of four key target niche markets that will be a major focus of our future marketing efforts in 2014 and beyond: health and wellness, golf, honeymoon and weddings, and ecotourism.

Our efforts and dreams paid off when we won the first Digital Innovation Asia Awards for our "The Little Big Project" online "Voluntourism" campaign, which inspires worldwide travelers to take a Volunteer vacation in Thailand. It gives you the opportunity to do something meaningful while on a holiday.

We hope you benefit and enjoy the many offerings brought your way by us and we hope to continue in building a fruitful relationship with all of you.

Happy reading!

Sincerely,

Sethaphan Buddhani

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Update on Thailand Tourism



TAT Unveils Marketing Action Plan 2014

The Tourism Authority of Thailand (TAT) Action Plan for 2014 was officially released to the private sector and global media at a day-long briefing followed by a press conference at the Queen Sirikit National Convention Centre (QSNCC). TAT has set a 2014 target of 28.01 million international tourist arrivals, generating estimated foreign exchange revenue of 1.326 trillion Baht, up 13% over 2013. For the domestic market, TAT set a target of 136.8 million trips, generating estimated of 700 billion Baht for tourism income, up by 9% over 2013. This means that for the first time in the history of Thai tourism, the TAT is target total earnings of two trillion Baht from both domestic and foreign visitors.

Readmore: <http://www.tatnews.org/component/flexicontent/53-media-releases-2013/2770-tat-unveils-marketing-action-plan-2014>



Thailand Reaps Rich Harvest in Top of Traveler's Choice 2013 Awards

Nine of Thailand's diverse ranges of tourism spots, products and attractions have been included on the list of TripAdvisor's Top 25 Landmarks in Asia. They ranged from long-standing and well-known places such as the Temple of the Reclining Buddha and the Temple of Dawn to the Hellfire Pass Museum in Kanchanaburi to Black Mountain Water Park in Hua Hin.

Readmore: <http://www.tatnews.org/media-release/53-media-releases-2013/2682-thailand-reaps-rich-harvest-in-top-of-traveller%E2%80%99s-choice-2013-awards>



TAT Joins with Global Voluntourism Agencies to Offer "Volunteer Vacations in Thailand"

The modern traveler is often looking for more than just fun & sun from their holidays abroad and Volunteer Tourism, or Volontourism as it is called, is one popular option. Observing this growing trend in the travel industry, the Tourism Authority of Thailand (TAT) has joined hands with well-established and popular voluntourism agencies to promote a variety of volunteer vacations to Thailand.

Readmore: <http://www.tatnews.org/media-release/53-media-releases-2013/2754-tat-joins-with-global-voluntourism-agencies-to-offer-%E2%80%9Cvolunteer-vacations-in-thailand%E2%80%9D>



Thailand Tourism Kicks Off its "Find Your Fabulous" Campaign & an Array of Exclusive Deals for Medical Travelers

The Tourism Authority of Thailand (TAT) joins hand with Thai Airways International, AsiaWebDirect, and more than 30 leading providers of health, beauty, and spa treatments to launch a digital marketing initiative promoting the country's thriving health & wellness industry. The campaign takes aim at women in the Asia-Pacific market, including Thailand, who are looking for ways to rediscover themselves, and on offer is a wide selection of exclusive deals on wellness and beauty treatments, spa packages, and hotel stays in Thailand.

Readmore: <http://www.tatnews.org/media-release/53-media-releases-2013/3190-thailand-tourism-kicks-off-its-%E2%80%9Cfind-your-fabulous%E2%80%9D-campaign-and-an-array-of-exclusive-deals-for-medical-travelers>



Thai tourism aims for more visual reach through short films

The 3rd Short Film Festival 2013 will be held at Siam Paragon Cineplex between September 21- 22. It is being supported by "The Style by Toyota" which will host a number of activities and provide the top award, a brand new Toyota car, an "All New VIOS," to the winner. Designed to promote Thailand as an epicenter for filmmaking, the 9FilmFest champions emerging creative talent and provides an outlet for aspiring and established filmmakers worldwide to help them fulfill their dreams and spawn a new generation of creative professionals.

Readmore: <http://www.tatnews.org/media-release/53-media-releases-2013/2683-thai-tourism-aims-for-more-visual-reach-through-short-films>

Upcoming Events in August



Fly Smart with Thai Smile

New Experience with Thai Airways' sister airlines namely "Thai Smile Airways" has began new destination to Colombo operational from 20th August 2013.



Golf Festivals 2013- Hua Hin/ Cha Am

The 12th Hua Hin/ Cha- Am Golf Festival 2013 are being conducted from August to September for all golf lovers at the heavenly seaside resort of Hua Hin/ Cha Am resort Thailand. The winner will be presented with the new Honda Brio Amaze.



KEE resort and Spa offer

Keel resort and spa has announced special discount offer, avail to free daily buffet breakfast on minimum 3 night stay. Booking of Sea View Suite for a minimum 3 nights would get a free set dinner at the Kee Sky Lounge & Restaurant, plus 10% discount per night.



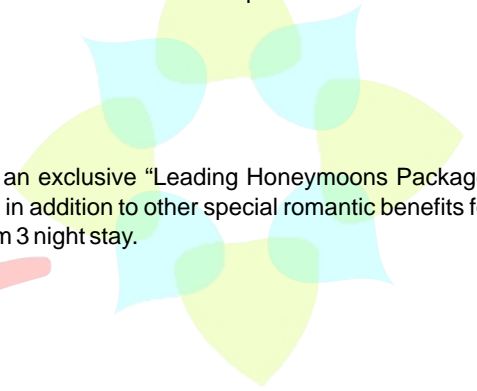
The Sukhothai Residential Meeting Package: Exclusive Summer Offer & Leading Honeymoon Package at The Sukhothai Bangkok

The Sukhothai Bangkok Hotel amazing package for Residential Meeting Package: exclusive summer offer where, book a minimum of 10 rooms per night to enjoy special rates that start from THB 6,000++ for a Superior Room or THB 8,000++ for a spacious Executive Suite, per night per person from now until the 30th of September 2013.



The Sukhothai Bangkok is also offering an exclusive "Leading Honeymoons Package" that includes an upgrade to Garden Suite in addition to other special romantic benefits for just THB 16,900++ per night for a minimum 3 night stay.

Readmore: www.sukhothai.com



Update on TAT Mumbai Activities



Celebration of HM Queen Sirikit's Birthday

"On 7th August 2013, Team Thailand in Mumbai led by Royal Thai Consulate Mumbai, paid homage to H.M the Queen on the occasion of her 81st anniversary on 12th August, 2013."



TAT participated at TTF Hyderabad

TAT participated in Travel Tourism Fair (TTF) Hyderabad from 16th to 18th July 2013, interacting with B2B and B2C alike. A lot of positive interest was generated with over 200 members visiting the stall.



TAT participated at IITM Chennai

TAT participated as an exhibitor with a delegation of suppliers, hoteliers & attractions from Thailand at India International Travel Mart (IITM) in Chennai from 19th to 21st July. TAT had also organized for some real Thai experience like Thai Boxing, beautiful Umbrella painting, Thai message etc which was a big hit with the crowd.



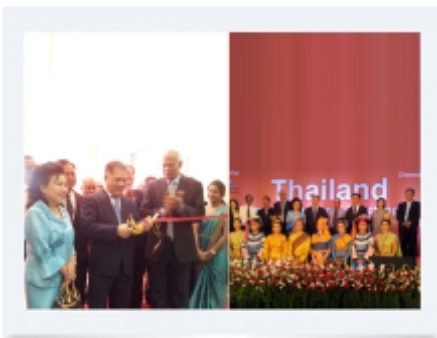
TAT participated at IITM Bangalore

TAT participated in Indian International Travel Mart (IITM) Bangalore from 26th to 28th July 2013 interacting with the trade fraternity and travel enthusiasts. We received an overwhelming response from all the patrons who visited us.



TAT Mumbai and Rishi Narain Golf Management innovatively promote Golf Tourism

TAT Mumbai and Rishi Narain Golf Management Pvt. Ltd organized "Exclusive Evening of Golf" at ITC Grand Chola Hotel, Chennai on 20 July, 2013. More than 300 golfers, hi-end, HNI's, businessmen and senior corporate joined the event which broadcasted live British Open Golf Championship 2013 through indoor screen, along with several other activities, including Electronic Golf Simulator Contest, golf putting, as well as contest.



Thailand Sourcing & Business Matching 2013

The event was inaugurated by Mr. Chanchai Charanvatnakit, Consul-General to Chennai and Mr. C.S. Muthu Subramaniyan, President of Indian- ASEAN-Sri Lanka Chamber of Commerce & Industry which was organized by Thai Trade Centre Chennai from 11-14 July, 2013 at Chennai Trade Centre.



Wedding Planners FAM Trip

TAT Mumbai conducted a wedding planners FAM trip from 12th to 18th July 2013, covering the niche venues and attractions in Bangkok, Pattaya, Rayong and Koh Samet.

For further enquiries contact us at info@bluesquareconsultants.com