



TAT Mumbai Director's Message

December 2013, Issue 1312



Dear Travel Partners,

Warm Greetings!

There are many reasons to be happy, with 'New Year' just around the corner; Thailand is once again geared up for making your yearend celebrations memorable and truly one of a kind, with Happy Family Party being hosted in the Northeastern Thai City of Khon Kaen.

The city will light up in a dazzling show, with lots of family-friendly activities to enjoy from 25 to 31 December, 2013 culminating in a countdown firework spectacular.

We also have the Thailand spectacular Year End campaign starting from 15 November, 2013, to 31 January, 2014, aimed at enjoying a truly amazing atmosphere and some of the best shopping and dining available in Asia.

There are many more spectacular parties and celebration being hosted all across Thailand to welcome the New Year with a lot of fanfare and festivities.

To make your family holiday even more memorable, one can experience various aspects of the Thai culture and lifestyle like Muay Thai Boxing or learn to cook authentic Thai cuisine. We hope to see you all visit our truly beautiful country and become our trusted and loyal patrons.

Happy reading!

Sincerely,

Sethaphan Buddhani

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Update on Thailand Tourism



Thailand conferred with Green Excellence Award at WTM

Seven Thai tourism ventures that are devoted to environmental, social and cultural preservation were conferred with “Green Excellence Awards” at the ceremony presided over by Her Royal Highness Princess Ubolratana at the World Travel Market 2013, London on 4 November, 2013.

Readmore: <http://www.tatnews.org/media-release/53-media-releases-2013/3624-thailand-green-excellence-awards-to-be-conferred-at-wtm-2013>



"Thailand Spectacular Year End" campaign marks early start

Visitors to Thailand over the upcoming year-end holiday season are set to enjoy a truly spectacular atmosphere and some of the best shopping and dining in Asia, thanks to a unique public-private sector cooperative campaign being launched by the Tourism Authority of Thailand (TAT).

Readmore: <http://www.tatnews.org/media-release/53-media-releases-2013/3630-thailand-spectacular-year-end-campaign-marks-early-start>



Countdown to 2014 in Khon Kaen at the “Happy Family Party”

To see off 2013 and countdown to the New Year, the Northeastern Thai city of Khon Kaen is welcoming one and all to its Happy Family Party. This fun-filled event, which takes place on Srichan Road by the ancient Khon Kaen gate, will see the city light up in a dazzling show with lots of family-friendly activities to enjoy from 25 to 31 December, 2013 culminating in a countdown firework spectacular.

Readmore: <http://www.tatnews.org/media-release/53-media-releases-2013/3662-countdown-to-2014-in-khon-kaen-at-the-%E2%80%9Chappy-family-party%E2%80%9D>



New Year Prayers in Thailand

Thailand's temples have always been a big attraction for visitors as places where they learn about the country's culture and Buddhist religion. But now everyone has the chance to enjoy a once-in-a-lifetime experience by joining the chanting of monks' prayers in celebration of the New Year 2014.

Readmore: <http://www.tatnews.org/media-release/53-media-releases-2013/3683-new-year-prayers-in-thailand>



TAT joins Google in bid to create world's largest online photo album

The Tourism Authority of Thailand (TAT) is joining forces with the Google+ to launch a new social-networking publicity campaign intended to create the world's largest online photo album of Thai tourism attractions and cultural traditions. Known as "Thailand Only (share to the world)", the campaign will run between 11 November - 10 December, 2013

Readmore: <http://www.tatnews.org/media-release/53-media-releases-2013/3644-tat-joins-google-in-bid-to-create-world%E2%80%99s-largest-online-photo-album>



Ayutthaya Marathon 2013

The World Heritage city of Ayutthaya is set to become unique running grounds for runners from all over the world during the Ayutthaya Marathon 2013 on 15 December.

Readmore: <http://www.tatnews.org/media-release/53-media-releases-2013/3675-ayutthaya-marathon-2013>



Chanthaburi province, Thailand's "Kingdom of Gems", to hold global jewellery show

The Thai eastern province of Chanthaburi is to capitalize on its well-known domestic popularity as the "Kingdom of Gems" to hold a World Gems Show from 6 to 15 December, 2013, at the Chanthaburi Gems and Jewellery Centre.

Readmore: <http://www.tatnews.org/media-release/53-media-releases-2013/3668-chanthaburi-province,-thailand%E2%80%99s-%E2%80%9Ckingdom-of-gems%E2%80%9D,-to-hold-global-jewellery-show>



Upcoming Events in December

Thailand's New Year Countdown Celebrations at Central World, Ratchaprasong Road, Bangkok from 31 December 2013 - 1 January 2014

Readmore: <http://www.tourismthailand.org/See-and-Do/Events-and-Festivals/Thailand%E2%80%99s-New-Year-Countdown-Celebrations--5046>

Pattaya New Year Countdown Celebrations at Chonburi Province Pattaya from 31 December 2013 - 1 January 2014

Readmore: <http://www.tourismthailand.org/See-and-Do/Events-and-Festivals/Pattaya-New-Year-Countdown-Celebrations--5047>

Hatyai Night Paradise Countdown at Hatyai District, Songkhla Province from 31 December 2013 - 1 January 2014

Readmore: <http://www.tatnews.org/event/77-phimai-festival-2013>

Colorful Phuket Countdown at Muang District, Phuket Province from 31 December 2013 - 1 January 2014

Readmore: <http://www.tourismthailand.org/See-and-Do/Events-and-Festivals/Colorful-Phuket-Countdown--5049>

Chinese New Year Festival at Bangkok Chinatown on Yaowarat Road from 30 December 2013 - 30 January 2014

Readmore: www.tourismthailand.org/See-and-Do/Events-and-Festivals/Chinese-New-Year-Festival--5295

Bangkok Street Show at Lumpini, Bangkok from 7-8th December 2013

Readmore: <http://www.tatnews.org/event/82-bangkok-street-show-2013>

Phra Nakhon Si Ayutthaya World Heritage Fair at Phra Nakhon Si Ayutthaya Historical Park, Ayutthaya from 13-22 December 2013

Readmore: <http://www.tatnews.org/event/59-phra-nakhon-si-ayutthaya-world-heritage-fair>

Update on TAT Mumbai Activities



TAT participated in IITM Pune

TAT participated in IITM Pune as an exhibitor along with suppliers from Thailand to a very positive response from the B2B and B2C market.



TAT participated in IITM Hyderabad

TAT was also a part of the IITM Hyderabad Fair from 29th November- 1st December with suppliers from Thailand, wherein we interacted with the B2B and B2C segment.



6th Andaman Travel Trade (ATT 2013), Phuket trip

TAT hosted key trade partners from the Southern and Western region for the 6th Andaman Travel Trade (ATT 2013) Phuket Forum, wherein close to 105 sellers were a part of the initiative.

For further enquiries contact us at info@bluesquareconsultants.com