

TAT Mumbai Director's Message

February 2014, Issue 1402



Dear Travel Partners,

Warm Greetings!

“Within Every Crisis Lies an Opportunity” - TAT Governor Mr. Thawatchai Arunyik expressed these sentiments with regards to the current situation in Thailand. I too want to convey this message to our trusted trade partner and ensure that the goodwill towards Thailand remains unaffected, as we are taking all the necessary steps to ensure the safety of travelers visiting Thailand.

We are very optimistic for the year of 2014, as Thailand welcomed 26.7 million visitors worldwide and 1.04 million visitors (a 3.61 increase) from India in 2013.

With the beginning of the New Year, we have initiated many innovative ideas to make your trip to Thailand more exciting and memorable.

In the month of February, couples can tie the knot and celebrate Valentine's Day in the special Thai tradition and make their union even more unforgettable.

Travelling to Thailand has become even easier with Krabi getting more flights and listed in New York Times under “52 Places to Go in 2014”

We hope our constant endeavor to bring the best of Thailand to you continues to strengthen our long lasting relationship.

Happy reading!

Sincerely,

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Update on Thailand Tourism



“Within Every Crisis Lies an Opportunity” - TAT Governor

Looking to convert a crisis into an opportunity, Thailand is urging travel trade buyers and guests to take their business to the provincial destinations, where the situation is perfectly normal. Addressing a packed media conference at the ASEAN Tourism Forum here on 22 January, 2014, Tourism Authority of Thailand Governor Mr. Thawatchai Arunyik said that while it cannot be denied that some major parts of Bangkok are facing transport and traffic disruptions due to the ongoing political protests, visitors can still have a perfectly good time in the provinces.

Readmore: <http://www.tatnews.org/within-every-crisis-lies-an-opportunity-tat-governor/>



Krabi gets more flights, listed in New York Times “52 Places to Go in 2014”

Krabi, a beach resort destination on southern Thailand’s Andaman coast, is welcoming more flights and being listed as one of the “52 Places to Go in 2014” by the New York Times.

Readmore: <http://www.tatnews.org/krabi-gets-more-flights-listed-as-new-york-times-52-places-to-go-in-2014/>



Thailand welcomed 26.7 million visitor arrivals in 2013, exceeding target

Thailand has welcomed a total of 26,735,583 visitor arrivals in 2013, exceeding the year’s original target of 26.1 million and representing a 19.6 per cent increase over 22,353,903 international tourists in 2012 and India at 1.04 million visitors (a 3.61 increase).

Readmore: <http://www.tatnews.org/thailand-welcomed-26-7-million-visitor-arrivals-in-2013-exceeding-target/>



Indian travelers retain their confidence in Bangkok as a tourist destination

Bangkok continues to be one of the main destinations of choice for travelers from India with the number of meeting and wedding groups as well as independent travelers coming to the Thai capital expected to remain high both this month and the next, according to recent surveys carried out by the Tourism Authority of Thailand (TAT).

Readmore: <http://www.tatnews.org/indian-travellers-retain-their-confidence-in-bangkok-as-a-tourist-destination/>



Thailand offers unique Thai way to tie the knot and celebrate Valentine's Day

Every February, Thailand's more romantic locations make a special effort to ensure that couples coming here to wed and celebrate their union have a romantic and memorable stay. But of course, Thailand is a romantic venue at any time of year. People are attracted by the grace and style of Thailand's unique culture with every modern indulgence, from luxurious pool-villa accommodation to private jet travel and stunning local scenery.

Readmore: <http://www.tatnews.org/thailand-offers-unique-thai-way-to-tie-the-knot-and-celebrate-valentines-day/>



Hat Yai to celebrate its Grand Chinese New Year festival 2014

The Tourism Authority of Thailand's (TAT) Hat Yai Office, in collaboration with the Hat Yai Municipality and the Si Nakhon Foundation School is organizing the annual Hat Yai Chinese New Year Festival. This year, the event will take place within the grounds of the Si Nakhon Foundation School from 31 January to 5 February, 2014. Yai to celebrate its Grand Chinese New Year festival 2014.

Readmore: <http://www.tatnews.org/hat-yai-to-celebrate-its-grand-chinese-new-year-festival-2014/>



TAT introduces Teddy Bear Museum in Pattaya city

A new Teddy bear museum has been launched in Pattaya city built by Korean architects spread over 2,500 square meters of space divided into 12 zones to entertain and dazzle the audience with its wide range of attractions.

Readmore: <http://www.teddyisland.co.th>



TAT to Launch Let's Celebrate Songkran in Amazing Thailand at SATTE 2014

More than 40 Thai exhibitors were present at the Amazing Thailand pavilion at SATTE 2014 during 29-31 January, 2014, at Pragati Maidan, New Delhi. Besides the well-known destinations of Bangkok, Pattaya and Phuket, rapidly emerging new destinations; such as, Ko Pha Ngan and Krabi also presented their products and services.

Readmore: <http://www.tatnews.org/tat-to-launch-lets-celebrate-songkran-in-amazing-thailand-at-satte-2014/>



Upcoming Events in February

The Colour of South 2014:

The Colour of South 2014 from 24th December 2013 to 30th April 2014 at Hat Yai Municipality Park.

Sukhothai Mini Light and Sound Shows:

Sukhothai Mini Light and Sound Shows, the eight shows will be held on 22 February, 8 March, 12 April, 10 May, 14 June, 11 July, 9 August and 13 September, 2014 at Wat Sra Sri, Sukhothai Historical Park.

Mae Hong Son Winter Carnival 2014:

Mae Hong Son Winter Carnival 2014 from 24th January to 2nd February at Muang district, Mae Hong Son.

Chinese new year at Pattaya and Sakon Nakhon:

Chinese new year at Pattaya and Sakon Nakhon from 30th January to 1st February 2014.

Readmore: <http://www.tatnews.org/festivals-calendar/>

Update on TAT Mumbai Activities



TAT Mumbai participates in NDTV presented IITT

Ms. Suladda Sarutilavan Assistant Director Tourism Authority of Thailand was the Guest Speaker at NDTV Good Times Presents IITT 2014 on 17th January 2014 wherein she shared her expert knowledge on "Leisure Tourism - "Aspects and Facets of Leisure Tourism: Increased demand from Emerging Markets".



Pune dazzled by Thai Festival

Royal Thai Consulate hosted a Thai Festival in Pune on 18th January 2014 wherein His Excellency Mr. Nat Pinyowattanacheep Consul General of Thailand, presided over the event. TAT Mumbai also joined this function to share tourism information to all enthusiasts.

For further enquiries contact us at info@bluesquareconsultants.com