

# amazing THAILAND

*Always Amazes You*

[www.tourismthailand.org](http://www.tourismthailand.org)



## Queen's work touches all

**SINCE** she became Queen of Thailand 61 years ago, she has shared the same concern for the welfare of the people as His Majesty the King and travelled the length and breadth of the Kingdom in an effort to meet the people, learn of their needs and find out how best to help them.

Towards this end, Queen Sirikit has initiated several projects – the most important being the Foundation for the Promotion of Supplementary Occupation and Related Techniques (SUPPORT), which was established on 21 July 1976.

Its aim is to help rural families earn additional income by providing financial assistance and expert guidance at no cost to craftsmen all over Thailand. The Queen also set up two main multi-craft training centres, in the compound of Chitralada Palace in Bangkok and in Bangsai, Ayutthaya. She has taken a role in promoting these crafts both through her trip abroad and by using them personally.

But it does not stop at just handicrafts. Wherever she travels, a mobile team of volunteer doctors accompanies the Queen to provide free medical check-ups, to advise people on health issues, to treat the sick and to dispense much needed medications to those who can ill afford them.

Her Majesty also shows continuous concern for educational opportunities of children in remote areas and always works with an aim to enable illiterate people in rural areas to read and write.

She set up the “Foundation for Supporting Non-affordable Students” in 1963 with the money from her own privy purse and donations from the public. This had enabled them to finish compulsory education or higher.

Queen Sirikit’s humanitarian work is widely known and internationally recognised today, as is manifested by various awards internationally.

Besides people’s welfare, she is also concerned about the promotion and improve-



ment of environmental conditions and had initiated several projects that achieved remarkable success.

These activities are praised by worldwide conservationists.

Other interesting projects of HM Queen Sirikit include Pa Rak Nam (Forest Preserving Water) Project which is aimed at protecting watersheds, reviving deforested areas by planting new trees, developing the villages and improving the villagers’ way of life, and promoting an efficient agricultural management among them.

The Queen’s Ban Lek Nai Pa Yai Project (Little Houses in the Big Forest) was organ-

ized to protect fertile forests from being destroyed, to revive the destroyed forests by planting trees, and to improve the livelihood of the villagers who live in the forests of disaster.

In view of the exemplary role of Her Majesty as a mother, the government decided in 1976 to designate the birthday of Queen Sirikit on August 12 as National Mothers’ Day of Thailand. It is indeed a most befitting tribute to the most beloved mother of the land.

On the occasion of Her Majesty’s birthday, we wish Her Majesty Happy Birthday and Long Live the Queen.



# Golf Festival in Hua Hin-Cha Am



## TAT Governor's Cup

TAT Malaysia sent a team of four golfers to take part in the TAT Governor's Cup at the Bangphra Golf Club in Pattaya recently.

During the four-day visit the team had a chance to visit and inspect the impressive, newly-completed Royal Gems Golf City club.

The first nine had replicas of holes from some of the best golf courses in the world while the back nine were replicas of some of the best of Augusta.

**THIS** would be the 10th year that the Hua Hin/Cha Am Golf Festival would be held with 10 golf courses taking part in the campaign.

The festival is organised by the Petchaburi-Prachuab Khiri Khan Golf Course Association with the assistance of the Tourism Authority of Thailand Petchaburi and Prachuab Khiri Khan.

During the promotion period from August 1 to September 30, golfers need to pay only 800 bahts to play at any of the participating golf courses. In addition those interested can also register to play in any of the tournaments. All tournament fees are 2,500 bahts per flight and is inclusive of green fee, caddy fees, dinner and prizes.

The participating golf clubs are:

1. **The Eagle Milford Golf Club**  
Tel. +66 3257 2444, +66 848 938 380  
Fax +66 3257 2445  
E-mail: theeaglegolf@gmail.com  
Golf Tournament on 6-7 August 2011
2. **Royal Thai Army Sports Center Suan Son Pradipat Golf Course**

Tel. +66 3251 5470-2 Fax +66 3251 5473  
E-mail: RTAsportcenterII@hotmail.com  
Golf Tournament on 6-7 August 2011.

3. **Palm Hills Golf Club & Residence**  
Tel. +66 3252 0801-5, +66 2259 3726-7  
Fax +66 3244 2463  
E-mail: info@palmhills-golf.com  
Golf Tournament on 20-21 August 2011.
4. **The Imperial Lake View Resort & Golf Club**  
Tel. +66 3245 6233 - 40 Fax +66 3245 6241  
E-mail: lakeview@imperialhotels.com  
Golf Tournament on 20-21 August 2011.
5. **The Banyan Golf Club**  
Tel. +66 3261 6200 Fax +66 3261 6222  
E-mail: reservations@banyan-thailand.com  
Golf Tournament on 27-28 August 2011.
6. **The Majestic Creek Golf & Resort**  
Tel. +66 3261 9168-70, +66 819 423 619  
Fax +66 3260 2784  
Golf Tournament on 27-28 August 2011.
7. **Sawang Resort & Golf Club**

Tel. +66 3256 2555 - 7 Fax +66 3256 2558  
E-mail: s\_awangresortkhoyoi@yahoo.com

### 8. **Kaeng Krachan Country Club & Resort**

Tel. +66 2618 7200 - 9 Fax +66 2618 7403  
E-mail: marketing@kaengkrachanresort.com  
Golf Tournament on 3-4 September 2011.

### 9. **Royal Hua Hin Golf Course**

Tel. +66 3251 2475, +66 3251 2479 Fax +66 3251 3038

E-mail: royalhuahin\_golf@hotmail.com  
Golf Tournament on 10-11 September 2011.

### 10. **Springfield Royal Country Club**

Tel. +66 3270 9222 Fax +66 3270 9234  
E-mail: playgolf@springfieldresort.com  
Golf Tournament on 10-11 September 2011.

During the golf festival, hotels in Cha Am and Hua Hin are also offering special rates of 990 bahts and 1,990 bahts per room/night.

For more information please contact: TAT Phetchaburi at e-mail: tatphet@tat.or.th and/or TAT Prachuab Khiri Khan at e-mail: tatprachuap@tat.or.th.



## Brunei Grand Fair

**THE** Tourism Authority of Thailand took part in the biggest fair in Bandar Seri Begawan, Brunei Darussalam recently.

The fair, organized by the Royal Thai Embassy, was held at the International Convention Centre was part of a number of fairs held simultaneously.

Some 15,000 people visited the Thai booths to obtain information and brochures on Thailand.

## Luxury Fair in KL



**THE** Tourism Authority of Thailand took part in the inaugural luxury fair at the Putra World Trade Centre in Kuala Lumpur. The Luxtofair or Lifestyle and Luxury Tourism Fair was held at

the end of May and targets the high end market.

Making up the Thai team were high-end resorts and hotels as well as the world-famous Madame Tussauds.

# Recommended products in Bangkok

## Madame Tussauds Bangkok

The 10th branch of the World's Favourite wax museum with over 75 wax figures and brimming with interactive experiences. ([www.madametussauds.com](http://www.madametussauds.com))

## Naj Exquisite Thai Cuisine

An authentic Thai restaurant residing in a charming century-old historical house. ([www.naj-cuisine.com](http://www.naj-cuisine.com))

## Crystal Design Center (CDC)

The first of its kinds in Thailand, Crystal Design Center (CDC) is the most comprehensive and integrated Design Center in Asia. ([www.crystaldesigncenter.com](http://www.crystaldesigncenter.com))

## Sirocco

Located on the 63rd floor of The Dome at Lebua on Silom Road, it is the world's highest al fresco restaurant. ([www.lebua.com/en/the-dome-dining/sirocco-restaurant/](http://www.lebua.com/en/the-dome-dining/sirocco-restaurant/))

## Red Sky, Centara Grand at CentralWorld

Located on the 55th Floor, tourists can enjoy dining with breathtaking al fresco vistas of Bangkok from 5 pm-1 am. ([www.centarahotelsresorts.com/cgcw/restaurant.asp](http://www.centarahotelsresorts.com/cgcw/restaurant.asp))

## Millennium Hilton Bangkok

A new ultra-contemporary 5-star hotel that is well known for its beautiful scenery of Chao Phraya river and Bangkok Skyline. ([www1.hilton.com/en\\_US/hi/hotel/BKKHITW-Millennium-Hilton-Bangkok-hotel/index.do](http://www1.hilton.com/en_US/hi/hotel/BKKHITW-Millennium-Hilton-Bangkok-hotel/index.do))

## Rarinjinda Wellness Spa

Winner of the "Award of Outstanding Performance on Health Tourism: Day Spa" of the 8th

**EVERY** journey has a story, and the Tourism Authority of Thailand (TAT) is calling upon past visitors to share their stories of Thailand in its latest campaign for a chance to win a cash prize and become the inspiration for a film.

In the recruitment phase, TAT sent out a call for submissions. From April 8 onwards, we are accepting submissions of *Amazing Moments*, or unique stories from anyone who has visited Thailand in the form of photo essays. By logging on to [www.MostAmazingShow.com](http://www.MostAmazingShow.com), users can upload their photos or sync it to an album on Facebook, mark the regions/provinces to map out their journeys, add descriptions, and share the



Thailand Tourism Awards 2010. ([www.rarinjinda.com](http://www.rarinjinda.com))

## The Oasis Spa

Winner of "Award of Excellence on Health Tourism: Day Spa" of the 7th Thailand Tourism

Awards 2008. ([www.oasisspa.net](http://www.oasisspa.net))

## Dr. Orawan Holistic Institute 1988

Since 1988, the DOHI has provided medical services related exclusively to skin conditions, cosmetic laser surgery, Anti-Aging Medicine, and anti cancer medicine.

## S Medical Spa

Combines Western medicine with Eastern therapies to offer integrated healthcare. ([www.smedspa.com](http://www.smedspa.com))

## The Peninsula Spa by ESPA

Winner of the "Award of Outstanding Performance on Health Tourism: Hotel and Resort Spa" of the 8th Thailand Tourism Awards 2010, it is a luxurious riverside hotel with a unique waved-shape design offering uninterrupted panoramic views of Bangkok. ([www.peninsula.com/Bangkok/en/Wellness/The\\_Peninsula\\_Spa\\_by\\_ESPA/default.aspx](http://www.peninsula.com/Bangkok/en/Wellness/The_Peninsula_Spa_by_ESPA/default.aspx))

## Mandara Spa, Bangkok Marriott Resort & Spa

Winner of the "Award of Excellence on City Accommodation with more than 80 rooms" of the 8th Thailand Tourism Awards 2010. ([www.marriott.com/hotels/hotel-information/fitness-spa-services/bkkth-bangkok-marriott-resort-and-spa](http://www.marriott.com/hotels/hotel-information/fitness-spa-services/bkkth-bangkok-marriott-resort-and-spa))

## Bumrungrad International Hospital

An internationally accredited, multi-specialty hospital located in the heart of Bangkok, Thailand, it is the largest private hospital in Southeast Asia, with 554 beds and over 30 specialty centers. ([www.bumrungrad.com](http://www.bumrungrad.com))

## Get your story on film

story with others via the social media.

These moments will then be collected and shown as part of *The Most Amazing Show On Earth*, a website where visitors can browse stories of Thailand from all over the world.

By capturing real stories from real visitors, TAT hopes to give prospective visitors a diverse and realistic portrait of tourism of the whole country through the eyes of other visitors rather than an organisation.

In the second phase, TAT will develop a film inspired by the submissions. The film will be divided into short episodes to be broadcasted online, with each episode featuring different regions and provinces in Thailand and a sample of the experiences they can offer.

For more information, please visit

<http://www.mostamazingshow.com> or

<http://www.tourismthailand.org/amazing-show>

## Amazing Thailand Grand Sale Fair 2011

**IN** conjunction with the Amazing Thailand Grand Sale 2011, a fair will be held at the Queen Sirikit National Convention Center between 28-31 July 2011. Some 600 tourism-related products and services will be available for sale at discounts of between 10-80 percent.

In addition to shopping discounts of up to 80 percent on a broad range of products and services and up to 20 percent off on food and beverage, shoppers will have a chance to win lucky-draw prizes.

All tourists will have a chance to join the Top spender programme. Every Friday, Saturday and Sunday, tourists who buy products and services from shops on the shopping streets in each province can write their contact details on the back

Queen Sirikit National  
Convention Center  
July 28 – 31, 2011

of the credit card slip and place it in boxes for the lucky draw.

The first Top Ten spenders of each week will have a chance to win 10 prizes, for a total of 560 prizes, valued at 1,120,000 Baht.

For further details and a full list of all the participating establishments and their various special offers and rewards, please click [www.tourismthailand.org/thailandgrandsale](http://www.tourismthailand.org/thailandgrandsale).

Thai tourists will have a chance to win a



1,000,000 Baht coupon when they spend 500 Baht at participating shops and services.

If they pay by cash or credit card, they will get 1 coupon but for payments by VISA card, they will get 2 coupons.



# TTM Plus 2011 new focus

**THE** Tourism Authority of Thailand (TAT)'s new *balanced strategy* were meticulously followed during the three-day event Thailand Travel Mart 2011 Plus Amazing Gateway to Greater Mekong Subregion (TTM Plus 2011) at the Impact Muang Thong Thani Exhibition Centre, Bangkok.

It had a good mix of doing business sessions as well as a focus on environmental preservation under the theme of *Caring for the Earth*.

Now in its 10th year, the TTM Plus is the region's leading trade show for Thailand and the Greater Mekong Subregion (GMS) countries of Vietnam, Cambodia, Lao PDR, Myanmar and the People's Republic of China (PRC, Yunnan Province and Guangxi Zhuang Autonomous Region).

All these countries are linked by the common thread of the Mekong River, one of the world's longest waterways.

TAT Governor Suraphon Svetasreni said, "We

have worked hard to ensure that the TTM provides all participants with the opportunity to learn something new, make new contacts and be exposed to the many products and services emerging in the subregion's tourism industry."

Several activities were organised during the Mart to promote green tourism:

In conjunction with the TTM+, TAT Kuala Lumpur organised a trip for journalists from Malaysia to cover the event. While there they were able to interview Mr Sansern Ngaorungsi, the TAT's Deputy Governor for the Asia and South Pacific market.

The group also had a chance to visit Ratchaburi province and the many new tourism products available there.

TAT and related agencies had organised post-Mart tours with special discounts for buyers and media to visit and explore the green tourism products in Thailand during 11-13 June 2011.

## MyFM visits Chiang Mai

**POPULAR** disc jockeys Royce Tan and Jason Phang from the number one Chinese radio channel MyFM visited Bangkok and Chiang Mai recently to experience for themselves the various Amazing Thailand tourism products.

During their visit they had a chance to visit interesting places like Madame Tussauds, the Doi Suthep Temple and many others.

Apart from featuring these interesting places on their weekly programme, the interesting places are also featured in their website [http://ads.my.com.my/oap/11/my\\_thailand/default.asp](http://ads.my.com.my/oap/11/my_thailand/default.asp).



## Promotion at US Embassy

**THE** Tourism Authority joined hands with a local travel agent to promote Thailand tourism at the US Embassy in Kuala Lumpur recently.

The half-day event was aimed at the diplomatic staff and their families as well as visitors to the Embassy.



## Brunei agents, journalists visit Bangkok and Pattaya

**TRAVEL** agents and journalists from Brunei were taken for a visit of Bangkok and the seaside city of Pattaya in our effort to introduce the new tourism products there to Bruneians.

In Pattaya the group were taken to the go-

kart race circuit, floating market and Tiffany show. In Bangkok they were entertained to a show at Siam Niramit.

The group also visited the world-famous Chatuchak Weekend Market and Vimanmek Palace.



# Buying gems & jewellery in Thailand

**THE** Jewel Fest Club (JFC) founded by the Tourism Authority of Thailand in 1995 represents a joint effort by the Royal Government of Thailand and the private sector to establish quality standards and promote ethical operations in the gems and jewellery trade in Thailand.

When a jeweller becomes a JFC member, the establishment is presented with an Official Club Plaque, the official insignia of genuine, high-quality and value-for-money products. Jewel Fest Club Official Insignia is the mark of genuine, high quality, value-for-money fine jewellery items

The JFC is a non-profit organization, established under the cooperation and supervision of the Thai Gems and Traders Association, the Tourism Authority of Thailand, the Tourist Police, the Department of Export Promotion and others.

It is dedicated to monitoring product quality control among Club Members to create utmost confidence in the authenticity and value of cus-

tomers purchase(s) thereby enhancing the good image of the Thai industry, particularly the retail sector, as well as trade promotion.

Gems and jewellery items purchased from establishments displaying the Jewel Fest Club logo mark are certified for their authenticity and quality.

Be wary of any encounter with strangers who pose as students, tour leaders etc. that ends up requiring your presence in an acquainted gems/jewellery shop. An encounter of this nature could possibly lead to a gem scam.

Buying gems or jewellery to resell at double or triple the purchase price is an impossible proposition under any circumstances and should not be attempted.

If you are unsure about the reputation of a particular establishment, check back with the Jewel Fest Club or the Thai Gem and Jewelry Traders



Association.  
JEWEL FEST CLUB (JFC)  
Thai Gems and Jewelry Traders Association (TGJTA)

## Buyer Information

Web link: <http://www.thaigemjewelry.or.th/Default.aspx?tabid=1498>

1498

Contact information:  
JEWEL FEST CLUB /  
THAI GEM AND JEWELRY TRADERS ASSOCIATION

919/119, 919/615-621 Jewelry Trade Center, 52th FL,

Silom Road, Bangrak, Bangkok 10500

Tel: +66 (0) 2630 1390-7

Fax: +66 (0) 2630-3257

E-mail: [info@thaigemjewelry.com](mailto:info@thaigemjewelry.com)

Web link: [www.thaigemjewelry.or.th/Default.aspx?tabid=1494&language=en-US](http://www.thaigemjewelry.or.th/Default.aspx?tabid=1494&language=en-US)

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## FAM trip to Samui with Firefly

**THE** Tourism Authority of Thailand recently organised a joint-familiarisation trip with Firefly to promote the island of Koh Samui.

A total of 14 people consisting of travel agents, journalists, airline officials went on the trip.

Apart from the island of Koh Samui, the group also visited the nearby island of Koh Phangan and the Angthong Marine National Park.

The group also planted some trees to do their bid for the environment.

## Phaya Thai Express

**FROM** June 1 to the end of the year the Airport Rail Link will operate the Phaya Thai Express from Phya Thai Station to Suvarnabhumi Station.

The train would run every 30 minutes and there would be a special promotional fair of 90 bahts for a single journey from the regular 150 bahts. Round trip fare would be 150 bahts from the usual 300 bahts.

Round trip tickets are valid for a period of two weeks and the promotional fare would be valid for the Makkasan Express as well.



## Korat road show in KL

**AT** the end of May, TAT played host to a group of hoteliers and members of the hospitality industry from Nakhon Ratchasima in a buyer-meet-seller session in Kuala Lumpur.

Some 50 local travel agents and Press attended the half-day event. Guests were also hosted to a dinner and cultural show.