

## TAT organises second Indian roadshow to promote luxury travel

Thursday 30 October, 2014



**New Delhi, 30 October, 2014** – Fifteen Thai sellers of luxury travel products and services participated in the second “Amazing Thailand Luxury Pleasure Road Show” organised in four major Indian cities between 11 – 17 October, 2014.

Initiated by the Tourism Authority of Thailand (TAT) as part of the strategy to attract upper-income, high-spending visitors, the roadshow was attended by representatives of the very best boutique and luxury hotels, resorts and airlines.

The roadshow began in New Delhi on 11 October, Kolkata on 13 October, Ahmadabad on 15 October and Bangalore on 17 October, 2014. Selected travel agents focusing on high end and luxury holidays were invited from in and around these cities.

The programme began with an initial round of buyer-meets-seller business sessions after which more detailed presentations were made by Ms. Runjuan Tongrut, Director, TAT New Delhi Office (in New Delhi and Kolkata) and Ms. Soraya Homchuen, Director, TAT Mumbai Office (in Ahmedabad and Bangalore).

Ms. Runjuan said, “Thailand is immensely popular amongst upmarket Indian visitors, especially weddings and honeymoons, golfing enthusiasts, shoppers and corporate meetings and incentives. These roadshows will go a long way towards achieving the TAT’s very targeted strategy to attract high-yield visitors.”

She said TAT had chosen two major megapolis cities (New Delhi and Kolkata) and two secondary cities (Ahmedabad and Bangalore) to ensure a good balance of marketing exposure. It allowed Indian travel agents, who are already selling Thai luxury products, to get an update on the many new ones, as well as created opportunities for those who are not featuring them in their current tour packages to start doing so.

India is today the biggest source market for visitors from South Asia and one of seven countries generating more than one million arrivals. In 2013, Indian visitors to Thailand totalled 1,028,414, up 4.31% over 2012.

Based on an average daily expenditure per person of 5,505 Baht (USD179.15), and average length of stay of 7.14 days, Indian visitors generated tourism revenue of 40 billion Baht (USD 1,315.50) million in 2013.

A breakdown of the daily average spending shows that 37.21% was spent on shopping, 23.74% on accommodation, 15.24% on food and beverage, 9.74% on entertainment, 8.88% on local transportation, 3.56% on sightseeing, and 1.64% on miscellaneous.

Indian leisure travellers generally go shopping and sightseeing in Bangkok, Pattaya, with an increasing number also heading to Phuket, Ko Samui, Ko Chang, Krabi, Chiang Mai, Chiang Rai, and Ayutthaya. Recent years have also shown a marked rise in Indian wedding parties and golfers.

There has been rapid growth in aviation access. During March – October 2014, there have been 170 direct weekly services operated by eight airlines between Bangkok and major Indian cities including Delhi (66), Calcutta (14), Mumbai (42), Bangalore (7), Hyderabad (10), and Chennai (17).

In addition, there are 14 direct weekly services between Mumbai and Samui, operated by Bangkok Airways.



Service providers from Thailand who participated in the roadshow:

1. Bangkok Airways
2. Banyan Tree
3. Bhulay Bay Ritz Carlton Krabi
4. Centara Hotel Group
5. Chiva Som International Health Resort
6. Dusit Thani
7. Destination Asia
8. Le Bua Bangkok
9. Minor Group (Anantara)
10. Onyx Group (Amari)
11. Sofitel Krabi Phokeethra
12. Sheraton Grand Sukhumvit
13. Soneva Kiri Koh Kood
14. Thai Airways International
15. Thailand Privilege Card

#### **About the Tourism Authority of Thailand**

The Tourism Authority of Thailand (TAT), a promoter of Thailand's tourism worldwide, is partnering to showcase the best Thailand has to offer to India, and to project the image of Thailand as a luxury and high-end destination for Indian travellers.



**For more information about Amazing Thailand, please visit:**

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**See more at:** <http://www.tatnews.org/tat-organises-second-indian-roadshow-to-promote-luxury-travel/>

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