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THAI Supports Australian Society of Travel Writers in Thailand

Thai Airways International is proud to be the major airline sponsor for the Australian Society of Travel Writers (ASTW) Annual General Meeting in Bangkok, during 21-23 August 2009.

Registrations have now been finalized and THAI e-tickets issued for 96 travel writers, journalists, photographers and travel editors with THAI providing special discounted airfares for all delegates to travel to Bangkok. ASTW Public Relations members, and travel writers' family members as well as guests also take advantage of special discounted fares that THAI has provided. A total of 155 delegates will travel from all of THAI's on-line Australian cities, including Sydney, Melbourne, Brisbane and Perth, enhancing their Thailand travel experience as they enjoy THAI's unique style of hospitality and service that begins from flight departure through to their return home.

THAI is also delighted to sponsor 2 special 'Peek Behind The Scenes @ THAI' experiences for delegates arriving in Bangkok ahead of the main AGM programme. The first programme is a THAI 'Flying Experience' that offers writers the chance to 'fly' one of THAI's state-of-the-art flight simulators at THAI's Head Office in Bangkok, under the watchful guidance of one of THAI's Flight Training Captains.

The second programme is specially designed for our media guests and is a hands-on 'Cooking with THAI' experience arranged by THAI's Catering Department at Bangkok's Suvarnabhumi International Airport. Both THAI experiences will give writers a unique behind-the-scenes look at the Company's operational side.

The 2009 AGM provides both THAI and Thailand a unique opportunity to have so many key members of the Australian travel media visit the country with the majority planning to extend beyond the AGM programme. These participants will explore many different areas either with pre-arranged itineraries to the north and south or individually by special arrangements with local suppliers and operators.

Mr. Korakot Chatasingha, THAI's General Manager for Australia, said, "The importance of this travel media group in visiting Thailand cannot be under-estimated as destinations across the region compete aggressively for the attention of Australian travelers. Thailand and THAI will be well-supported as a result of this event. THAI is very proud to be the major host airline of this important event."

On departure from Bangkok, writers will also have the chance to see and experience Bangkok's amazing Suvarnabhumi International Airport, opened in September 2006 and now well-established as one of the world's leading airports. THAI's premium

passenger facilities have gained worldwide recognition and attention, providing award-winning lounge facilities for Royal First and Royal Silk Class passengers, including the luxurious Royal Orchid Spa.

THAI has been represented as a public relations member of the ASTW since the first THAI-sponsored AGM was held in Bangkok in 1999 at the JW Marriott Hotel and has been instrumental and influential as a key sponsor to enable the AGM to return to Bangkok 10 years later. The publicity gained from the 1999 AGM was still filtering into Australian and regional newspaper travel sections and magazines well into the current decade.

It is anticipated that with the global reach of ASTW media relationships, travel stories, photographs and experience will be circulated across Australia, Asia, the UK and the US from 2009 onwards to highlight the quality and reputation of the Australian members and the value of THAI's sponsorship and commitment to the Australian media.

Press Release issued by M.L. Ajcharaporn Na Songkhla,
Director of Corporate Communications and Public Relations
Monday, 17 August 2009 at 17.00 hrs.