

## Thailand Golf FAM Trip A Success

Sydney and Bangkok, June 23, 2008: The Tourism Authority of Thailand (TAT) has organized a five day golf familiarization (FAM) trip for Australian travel agents to Bangkok and Hua Hin that introduced them to the premier golfing available at these two Thai destinations. Golf travel representatives from the different Australian markets expressed their great satisfaction and impression about golf in Thailand. The Tourism Authority of Thailand (TAT) indicated that the success of the golf FAM would help to lift the profile of Bangkok and Hua Hin as year round destinations for Australian golfers.

Commenting on the trip, Anin Gujral, TAT Australia Marketing Officer, highlighted the importance of the golf FAM saying, "This is one of the major components of the Australia promotional campaign for Thailand. The golf FAM allowed the Australian agents to experience the world-class golf of Bangkok and Hua Hin, as well as the tourism, hotel, and resort facilities in both Thai cities. Our intention in scheduling this particular trip on the heels of the Thailand Travel Mart, a travel exhibition for the industry, was to leverage the excellent exposure received there, as well as welcoming new potential partnerships. The agent's positive feedback will help to promote Thailand golf tourism in Australia and further increase the fame of Thailand throughout the region."

Mr. Gujral went on to say, "Organizing such trips contributes to the support of Thailand golf tourism on a massive scale. These FAM's are one of the best ways to communicate with travel decision makers. It gives them first hand golfing experience of each destination. Bangkok is one of the most popular holiday cities for general tourism, but is lesser know to golfers. Hua Hin, while popular with locals is a relatively new destination for Australian golfers and is a good alternative to the more popular golf destinations of Phuket and Pattaya. This trip will help the agents guide their customers when planning a Thailand golf holiday package."

The travel agents enjoyed each city, which included visits to spas, restaurants and entertainment centers, together with shopping areas. Before returning to their home towns, members of the familiarization group shared their thoughts about golf in Thailand.

Bede Hendren, director of Tee-Up Australia is a first-time golfer to Thailand. He expressed that Thailand is a high quality golf destination and good year round golf is available at numerous destinations. Golf courses such as Thai Country Club in Bangkok and Black Mountain in Hua Hin, both of whom will host major PGA tournaments, rival top courses anywhere in the world. This combined with world class resorts and year round favorable playing conditions make Thailand an ideal golf destination for Australians.

Other members of the delegation expressed eagerness to take advantage of Thailand as a year round golf destination for Australians, saying that Thailand is well positioned to be one of their most prominent golf destinations. With over 250 courses to choose from and excellent value for money Thailand is a golfer's paradise for both budget minded golfers and those seeking exclusive courses and unrivaled service. Moreover, the exotic Thai cultural characteristics and hospitality of it's people make Thailand a truly unique golf destination and ensure its long term success.

For more information contact Tourism Authority of Thailand at [info@thailand.net.au](mailto:info@thailand.net.au) or Mark Siegel at [mark@golfasian.com](mailto:mark@golfasian.com)



Thai Country Golf Club Bangkok  
Golf Club Hau Hin



Black Mountain