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Middle East – A Top Market

Nurat Atibaedy, Director of Sales and Marketing - The Kee Resort & Spa, Phuket said, "We enjoy serving all type of guests: singles, couples and families. We also see strong repeat guests from the GCC especially Kuwait and UAE. Reasons why Middle East love The KEE Resort & Spa are the multi-function KEE Grand Hall and separate foyer is ideal for meetings, conferences and banquets of any size up to 150 guests with a total floor space of 200sqm; Trendy hotel with a modern 'Sino-Portunese' theme which takes its inspiration from the architecture of Phuket town"



VIP experiences for the ME market

Fleur Wan, Chief Operating Officer - Sun Series Group said, "Middle East market is very important as we have been building strong partnerships and working closely with the Middle East market for 4 years. Our strong company's services as a one stop service to the Middle East Market. We specialise in hotel reservation, transfer, private tours, VIP treatments and MICE. One of our unique products is also our technologically advanced booking system available for API integration."



Family friendly with private retreats

Karunac Amarnath, Senior Director of Sales - Four Seasons Resorts Chiang Mai Thailand said, "Given the nature of our resorts, we are particularly suited for family and small groups to stay at our luxurious 2-4 bedroom private retreats. For this potential segment, we look forward to sharing the best of family and leisure travel experiences with stays in our 2-4 bedroom private retreats which are designed to offer seclusion and serenity, while providing enough space for social interaction, making it the ideal option for multi-generation families."



Wellness a key focus

Rattapol Chaimanakarn (Kiang), Senior Sales Manager – Leisure - Mövenpick BDMS Wellness Resort Bangkok said, "The Middle Eastern market is always one of the top markets of guests travelling to Thailand for medical and wellness reasons, which fits with our goals. We will present our spacious resort facilities, F&B outlets and unique wellness concept, with emphasis on the signature wellness programmes developed in collaboration with BDMS Wellness Clinic."



AMAZING THAILAND VIRTUAL ROADSHOW

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High spending clientele

Prateek Vijay, Cluster Sales Manager -Mövenpick Myth Hotel Patong Phuket and Novotel Phuket Vintage Park said, "Thailand has remained a favorite destination among Arab travellers from the Middle East. Before the pandemic, there were 85 direct scheduled flights per week between Thailand and seven Middle East countries operated by nine airlines, including Thai Airways International, Emirates, Qatar Airways, Gulf Air and Etihad. The biggest spenders in Thailand tend to be from the Middle East."



Extended length of stay

Kornnikar Thongsombutpanich (AMM), Director of Business Development - Novotel Bangkok Sukhumvit 20 said, "Middle East is a wide market and one of Thailand important source markets too. Their length of stay and spends by a tourist from this region is above other, especially in the medical tourism part and we thought that this may also boost other tourism industry. Not just presenting a destination information, location, cost, and etc but we will on top with an experiential advice that we could provide for all guests while they stay with us."



Luxury upmarket guests

Pattana Boonma, Associate Director of Sales - Grand Hyatt Erawan Bangkok said, "The Middle East Market is very important for our hotel since this market is dominated by luxury and up-market establishments. Apart from our unique selling points including grand rooms, great suites, best location, authentic restaurants and resort theme spa, I intend to share the safety and wellbeing we prepare for our guests."



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