



To whom it may concern

Thailand Magazine 2007

Dear Sir, dear Madam,

In January 2007 the Tourism Authority of Thailand (TAT) will publish the new edition of **"Thailand Urlaub 2007"** for the German market. **On 84 pages and with a circulation of 80.000 copies** we will display Thailand's attractiveness as a tourist destination, and also provide some sales support for travel agents. We will inform about the various regions of the country, travel itineraries and special interest tours. The info guide will answer questions like: Where can I book which kind of trips? Which travel preparations are useful? How is the weather? and provides much more useful information on other topics. Particular attention will be paid to detailed information about new trips, new itineraries, beaches and national parks.

Captivating images and short, comprehensive text will enhance the quality and the attractiveness of the brochure. We are convinced that **"Thailand Urlaub 2007"** is a perfect tool for increasing public interest in Thailand as a holiday destination and the demand for it on the German market.

The Thailand magazine is **the ideal tool to advertise your product**. It directly reaches a significant number of potential customers without stray losses. Our magazine also offers a valuable link to German tour operators. The brochure will be handed out on travel agent seminars, travel fairs and at the TAT office only, and will solely be available for travel agents and those consumers interested in a Thailand holiday.

For the production we are cooperating with GeoMedia, which has a sound experience with South East Asia. Advertisement bookings are under the management of the CD-Press Verlag.

Advertisement bookings will be possible until 30th November 2006. For more details please have a look into the media information as attached.

Should you have further inquiries, please don't hesitate to contact us.

Best regards,



Anupharb Thirarath
Director TAT Frankfurt Office



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