

ELEGANT | RESORTS

MASTERS IN LUXURY TRAVEL SINCE 1988

25 FEBRUARY 2020

PRESS RELEASE

ELEGANT RESORTS PARTNERS WITH TOURISM AUTHORITY OF THAILAND

Leading luxury tour operator Elegant Resorts is delighted to announce their continued partnership with the Tourism Authority of Thailand, designed to raise awareness of the destination and showcase its luxury offering. Following on from their successful 2019 campaign, this year-long, multi-channel campaign includes a diverse range of consumer and travel trade activities, which will bring the destination front of mind.

Throughout the campaign, Elegant Resorts is planning to entice clients and agents to book holidays to Thailand with activities and publications including:

- **Elegant Traveller – Thailand Special Edition** – Published in early February, this 60-page magazine presents a wealth of inspiration, including wellness retreats, off-the-beaten-track destinations, family adventures and eco-friendly holidays.
- **The ‘Taste of Thailand’ Cookery Book** - Following on from the successful 2019 Edition, which featured recipes and cookery tips from renowned chefs based at the top hotels in Thailand, Elegant Resorts will release an updated version for 2020.
- **Immersive Thai Experiences** - Through unique events, videos and podcasts, Elegant Resorts and the Tourism Authority of Thailand will invite clients and agents to immerse themselves in the culture of the destination. Cookery classes will be held at a selection of cookery schools throughout the UK, videos and podcasts will feature yoga tutorials with renowned Thai masters, and expert interviews will provide detailed information about this unique destination.

To request a copy of **Elegant Traveller – Thailand Edition**, pre-order the **‘Taste of Thailand’** Cookery book, or to find out more about our **immersive experiences**, please email:

elegant.traveller@elegantresorts.co.uk.

The UK Travel Trade will be encouraged to book holidays to Thailand for their clients and are invited to a range of events, including cookery classes, so they can discover more about this unique destination. Thailand will also feature extensively in the tour operator’s trade newsletter ‘Agent News’ and white-label marketing will be available throughout the campaign.

Elegant Resorts’ Managing Director Lisa Fitzell commented: “We are thrilled to be partnering with the Tourism Authority of Thailand for a second year. It is a destination that is growing in popularity with our clients and we believe it ticks all the boxes when it comes to luxury holidays; adventure, culture, wellness, stunning hotels, beautiful landscapes, outstanding beaches and of course great food.”

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For further press information on Elegant Resorts please contact Charlotte Wilmots at Charlotte’s Web PR – charlotte@charlotteswebpr.co.uk or call 07867785091