

PRESS RELEASE

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Quiz night launches Thailand in style

Selling Long Haul has launched its *Thailand Trade Guide 2012* at what is expected to become an annual party and fun quiz night focused on the destination.

Over 230 agents attended the first Thai Smile Quiz Night held at the Carbon Nightclub, part of the Cumberland Hotel, in London, for an evening of mai tais, dim sums and sweet chilli dips. Agents heard presentations from sponsors, Thai Airways and Travel 2, and gained useful insights into this value-packed destination through a fun quiz and the newly-launched guide, produced in association with the Tourism Authority of Thailand.

There were great prizes up for grabs and congratulations go to Catherine Newton, Co-op Travel, who won the star prize of two Thai Airways flights and a stay at Mai Samui in Koh Samui; and to the 'Thai Hards' team, which won the quiz.

Associate publisher of the guide, Steve Thompson, said: "This guide will be an essential sales tool for agents who sell Thailand and it was great to launch it with such an exciting event. The sponsors gave away some fabulous prizes and agents learnt a lot about the destination to help them sell."

Chris Less, Trade Marketing Manager for Tourism Authority of Thailand added: "This was a great night really well organised by *Selling Long Haul* and with an excellent quantity and quality of agents. This Thailand evening is something I would like to see become an annual event and with the support of *Selling Long Haul* I am confident it will be!"

To view photos of the event visit the online photo gallery at www.sellinglonghaul.com where you can also view an on-line copy of the Thailand Travel Trade Guide 2011. For your own copy contact BMI Publishing on 020 8649 7233.

www.sellinglonghaul.com

Issued by:

Julie Baxter on behalf of *Selling Long Haul*, a division of:
BMI Publishing Limited, Suffolk House, George Street, Croydon CR9 1SR
Tel: +44 (0)20 8649 7233
Email: enquiries@b mipublishing.co.uk

For further information please contact:

Steve Thompson, Associate Publisher, *Thailand Travel Guide*
Tel: +44 (0)20 8649 7233
Email Steve.Thompson@b mipublishing.co.uk
OR Julie.Baxter@b mipublishing.co.uk