

Bridging the gap between Chiang Mai and India

by Hakan Jakob Kosar



At the end of one of the worst years for Chiang Mai's ailing tourism industry, a helping hand is reaching out to us, all the way from India.

Anand Sandil, managing director for Fun Holidays Instant Reservations Pvt. Ltd, has been in the Indian tourism business for decades. For the last six years his company has focused on promoting Thailand as a destination for Indian tourists, of which there are, potentially, millions. While in the past Fun Holidays has mainly focused on Bangkok, Pattaya, Hua Hin and Phuket, the scent of the northern rose has now cast its allure and Sandil is showing great interest in promoting Chiang Mai to his Indian clients.

"Chiang Mai has everything to offer Indian tourists; culture, food, the original Thai heritage, world class hotels. The only problem is that the city has not been marketed in India. I plan to change that dramatically," Sandil explains.

He not only aims to encourage his fellow compatriots to visit our city, but is also working to promote India as a holiday destination for Thai tourists. In his opinion, the two nations have much to mutually attract. Many similar and strong bonds throughout history allows visitors a sense of the familiar, and creates shared interest, while the diversity and difference between the nations, should appeal to tourists looking for something new.

"India is the world's second largest nation and our economy is improving rapidly. We have the buying power to boost your economy, and we would like you to contribute equally. Let us join forces and improve both countries," Sandil encourages.

He is now seeking like minded people in Chiang Mai who would like to take part in realising his project. If you happen to be one of those people, do not hesitate to contact him; sandil@funholidays.in.