

FLY SMART WITH THAI SMILE



News

April - June 2012



Service with a Thai Smile

Introducing THAI Smile! A new way of flying with Thai Airways International on an all new fleet of Airbus A320 aircraft offering 174 seats in an all economy configuration.

From start to finish travel with THAI Smile is designed to be swift, smart, friendly and convenient. Book flights instantly at www.thaismileair.com enjoy complimentary seat selection and the freedom of check-in using a mobile device.

Operating from Bangkok's Suvarnabhumi Airport you'll enjoy smooth connections with THAI and Star Alliance member flights.

Onboard, refreshingly young and dedicated THAI Smile cabin crew are at your service throughout each flight, providing a complimentary snack and refreshment and plenty of genuine smiles.

THAI Smile will commence operations in early July with the launch of a new destination, Macau. Fourteen flights each week, whether you are departing from or connecting in Bangkok, will take you to Asia's hottest new gaming and entertainment destination.

As additional new Airbus A320 aircraft enter the fleet you'll be able to enjoy more friendly THAI Smile service on selected routes within Thailand, and within the immediate region.

With THAI Smile your Royal Orchid Plus membership status entitles you to the same benefits as when traveling with THAI, excess baggage allowances for Silver and Gold members, and priority services and airport lounge access for Gold and Platinum members.

Miles are earned on THAI Smile operated flights just as with THAI, and Award travel on THAI Smile can be redeemed using the THAI Award Chart.*

Today Thai Airways International continues a tradition of defining service excellence, both legendary and vibrantly new.



**Terms and Conditions apply.*

THAI News

Bangkok - Los Angeles

The Summer 2012 schedule effective 25 March introduces new routings and new and reconfigured aircraft on selected routes.

From 01 May 2012 onwards service between Bangkok and Los Angeles will be via Seoul, Korea with a short 70 minute stopover. Boeing 777ER aircraft will be used with 30 Royal Silk Class seats and 262 Economy Class seats, all with personal inflight entertainment.

Departures from Bangkok are early mornings at 07:30 with same day arrival in Los Angeles at 11:10, while early afternoon departures from Los Angeles at 13:45 arrive 2 days later in Bangkok at 23:30.

Direct to Phuket

Phuket, Thailand's top beach and resort destination and a global favorite for leisure travelers, is fast becoming one of the region's major hubs. THAI offers direct service from and to Phuket and major destinations abroad, both on a seasonal and year round basis.

Direct service between Hong Kong and Phuket is daily, and has long been popular with those residing in Hong Kong for sun-soaked holidays, and those residing in Phuket for a direct connection with Asia's leading financial center and exceptional shopping.

Seoul and Phuket are now connected 3 times weekly, to provide direct service for Korean honeymooners and sun-seekers to Phuket and southern beaches, and those living in southern Thailand traveling to Seoul to experience Korean culture that is a hit throughout Asia.



This Year, We Celebrate the Star Alliance Network's 15th Anniversary

And having grown from just five airlines in 1997, we couldn't be more proud to now offer our services across more member airlines than on any other network in the world.

As our member airlines have expanded, so has the number of frequent flyers that choose to fly with us. We now serve 600 million passengers, helping you travel more seamlessly between over 980 destinations and across more recognized airlines than any other network.

The Star Alliance network offers the very best frequent flyer benefits so you can count on lounge access and priority treatment across all our member airlines. Plus, it's never been easier to earn and burn miles on just one card.

So on behalf of all our member airlines, to the frequent travelers around the world, we'd like to say thank you.

You've earned it.

From 14th May 2012, you can win the chance to celebrate at one of 27 global festivals. Visit www.staralliance.com for complete details.



Introducing THAI Explorer Fares

Whether traveling for business or leisure take advantage of Explorer Fares and discover a new destination or return and revisit a favorite place.

When traveling with THAI from Europe, Australia, New Zealand or South Africa to Bangkok choose an Explorer Fare that includes roundtrip Economy Class travel to any of THAI's destinations in Thailand, including the southern beach resorts of Phuket, Krabi and Samui, and the distinctly northern cities of Chiang Mai and Chiang Rai.

Slightly further afield, choose from an exotic or bustling neighboring destination that includes;

Vietnam: Hanoi, Ho Chi Minh City
Cambodia: Phnom Penh
Laos: Vientiane
Myanmar: Yangon

Explorer Fares are available in Economy Class and can be booked between 01 April and 30 June 2012 for travel between 01 May and 30 September 2012.*

To book, or for more information contact your local THAI office or travel agency in eligible countries of departure, or visit www.thairways.com

Discover new sights, or rekindle memories with THAI's Explorer Fares.

THAI, smooth as silk.



*Explorer Fares are valid in conjunction with THAI operated intercontinental flights to Bangkok, excluding departures from the USA. Fares exclude taxes and surcharges and all seats are subject to availability. Terms and conditions apply and are available at www.thairways.com THAI retains the right to withdraw this offer without prior notice.

Overnight Getaways, Green Tours and Theme Parks

Royal Orchid Holidays has rolled out an array of overnight stay options throughout Thailand, green eco-friendly tours in Bangkok, and theme park packages in both Hong Kong and Singapore, which can all be redeemed with miles.

Overnight stays, that include breakfast and all taxes and surcharges, offer a wide choice of hotels from 15,000 to 24,000 miles per night. Close to Bangkok choose from Pattaya or Cha-am and Hua Hin, in the north Chiang Mai or Chiang Rai, in the south Phuket, Krabi or Samui.

Go green with a Segway tour of Bangkok's urban oasis, Bang Krachao a lush and rural island in the Chao Phraya River at 14,500 miles, take a day and explore 3 Thai style markets in the countryside at 6,500 miles, or spend a night immersed in Thai culture with a morning organic farm tour at Rose Garden Riverside at 20,500 miles.

Day passes for Universal Studio Singapore at 7,000 miles, 2 day passes for Hong Kong Disneyland starting from 8,500 miles can also be redeemed.

For complete details on all packages available until 31 October 2012 visit www.thaiairways.com/rop at Redeeming Awards.

To book and redeem, simply contact Royal Orchid Holidays.

Tel: 66 (0) 2356 2888

Monday - Friday 08:00 - 17:00 hrs.

Email: roh.rsvn@thaiairways.com



Relax and Rejuvenate

Pamper and refresh yourself when redeeming miles with Spa Awards.

A collection of 20 superb spas in Thailand have been selected for their expertise in treatments, exceptional products and sumptuous facilities for an unforgettable spa experience.

Each partner offers a choice of treatment menus that can be redeemed with miles for yourself, or you can gift a spa experience to an Award Nominee.

90 minute treatments	12,000 miles
120 minute treatments	15,000 miles
Half day packages	20,000 miles

From 01 May to 31 August 2012 simply contact the spa of your choice for a reservation. Allow 3 working days for miles to be deducted, and on confirmation enjoy your pampering and luxurious spa experience.

For the ultimate spa experience, redeem overnight stays with an urban spa cottage retreat at i.sawan Residential Spa & Club in the heart of Bangkok at the Grand Hyatt Erawan Bangkok.

Each of 6 spa cottages is a spacious and sumptuous retreat with your own private in-cottage treatment and steam room as well as private outdoor patio.

Each overnight stay includes daily breakfast and evening cocktails served in the cottage, a daily 60-minute in-cottage massage of your choice, and an Aromatherapy Steam and Milk Bath, all arranged by the spa concierge team to ensure that you enjoy the utmost in indulgent experiences.

1 Overnight Stay	36,000 miles
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For spa contact details and complete treatment menus visit the Spa Award site at www.thaiairways.com/rop at Redeeming Awards.

Terms and Conditions: Spa redemption is a promotional Award valid for use with stated spa operators and locations. Spa Awards can be redeemed from 01 May - 31 July 2012, and usage of all Spa Awards must be completed by 31 August 2012. Spa Awards can be redeemed by members for self use, or for an Award Nominee. Awards are for stipulated treatment menus only. Any applicable taxes and surcharges, additional treatments, spa services or products are subject to payment and are the responsibility of the Award holder. All treatments are subject to availability. Advance reservations are required by contacting the spa directly. Allow 3 working days for miles to be deducted from accounts and reservation confirmation. Once the spa treatment is confirmed, the Award is not transferable to another spa operator. Overnight Spa Award Stays at Spa Cottages are limited to 50 Awards, and available on a first come, first serve basis. No mileage re-credit is permitted.



Updates and Reminders

2011 Expiring Miles

If you have any 2011 expiring miles these must be redeemed by 30 June 2012.

Aside from Air and Upgrade Awards with THAI and Star Alliance airlines there are a number of redemption options for less miles.

Hotel Awards offer great value beginning at 12,000 miles, or year long magazine subscriptions start at 5,000 miles with 3 new titles on offer; Lonely Planet, Elle Thailand and Cheewajit.

In Bangkok relax at a Royal Silk Lounge prior to flight departure from 4,000 miles or redeem an Excess Baggage Award from just 2,000 miles. Also in Bangkok, miles can be used to purchase THAI Shop items or meals with THAI Catering.

Currently available are pampering Spa Awards and Royal Orchid Holiday packages as described in this newsletter issue.

If you don't have enough miles for your preferred Award you can also purchase up to 30,000 miles instantly at www.thaiairways.com/rop

Online THAI Air Awards

Good news for members residing in Japan and Australia who can now book and issue Award tickets on THAI at www.thaiairways.com/rop

Departing from THAI destinations in Japan and Australia both one-way and round-trip can be booked, with taxes and surcharges displayed in local currencies that can be paid for with major credit cards.

This online service is now available to members residing in Thailand, Euro-zone countries, Australia and Japan for more convenient Award travel on selected THAI routes.

Introducing Our New Communication Channel THAI's Facebook and Twitter

Introducing THAI's Facebook and Twitter, a new communication channel between THAI and our valued customer. Our Facebook fans and Twitter followers will get the following privileges:

- Get updates on THAI latest news and useful information
- Be the first to know our special promotions and deals
- Join our games and activities throughout the year and win special prizes
- Check out news and promotions from Royal Orchid Plus and Royal Orchid Holidays
- Contact THAI to ask your questions, suggest or share your ideas

We currently have a special activity that gives you a chance to win a lot of prizes including round-trip air tickets. Become our fan today by clicking LIKE on our Facebook page at www.facebook.com/Thaiairways and follow us on Twitter account: @ThaiAirways or www.twitter.com/Thaiairways



twitter

facebook

Your Donation Promotes Sustainability

The Mae Fah Luang Foundation under Royal Patronage, founded in 1972 by Her Royal Highness the late Princess Mother, helps people in rural areas to help themselves by providing healthcare, meaningful livelihoods and education.

On many occasions The Mae Fah Luang Foundation represents Thailand on the world stage to share its internationally recognized sustainable development and social entrepreneurship models with other communities to adopt and apply on their own, including in Myanmar, Afghanistan and Indonesia.

Your mile donation will enable Mae Fah Luang Foundation teams to travel on THAI and reach out in Thailand and abroad to continue rural development for the many more people in need.

Until 30 September 2012 donations of 100 miles and more are graciously accepted instantly online at www.thaiairways.com/rop Log into your account and go to Mae Fah Luang Donation.

For members in Thailand donations can also be made instantly using a mobile device at <http://m.thaiairways.com> Again log into your account and go to Mileage Donation.



มูลนิธิแม่ฟ้าหลวง ในพระบรมราชูปถัมภ์
Mae Fah Luang Foundation under Royal Patronage

The Longer You Stay, the Greater the Reward with Anantara Hotels and Resorts

This summer, Anantara Hotels & Resorts invites you to take the time to enjoy favorite destinations or explore new ones in Thailand, Vietnam, Bali, the Maldives and the UAE.

Until 31 October 2012, earn Double Miles and enjoy greater savings the longer you stay and up to 40% off room rates.

For reservations, email reserveanantara@anantara.com or call 66 (0) 2476 1130 quoting promo code THSUM12, or book online now at www.anantara.com/thaiairways

Conditions: Cannot be combined with any other offer or promotion. Offer valid for stays consumed between 01 April - 31 October 2012. Offer is based on availability and advance reservation is required. Valid for stays booked through phone, email, quoting promo code THSUM12 or via Anantara.com/thaiairways only. Guest must show their valid Royal Orchid Plus card upon check-in to qualify. Double Miles are defined as 500 base miles and 500 bonus miles for a total of 1,000 miles per room per stay. A limited supply may be available at these rates. Discount is valid on best available rate and varies per hotel and by length of stay.

Introducing Dusit Thani Maldives

Stay at the Dusit Thani Maldives and get 15% discount on Bed & Breakfast Rates for bookings made directly to Dusit Central Reservations from 01 April - 31 July 2012 and continue to enjoy Double Miles when staying at Dusit Best Available Rates for a minimum of 2 consecutive nights at participating Dusit International Hotels & Resorts until 30 June 2012.

Participating Dusit International Hotels & Resorts include:

Thailand

Dusit Thani Bangkok
Dusit Island Resort Chiang Rai
Dusit Princess Korat
Grand China Princess, Chinatown, Bangkok

Dusit Thani Hua Hin
dusitD2 Chiang Mai
Royal Princess Chiang Mai

Dusit Thani Pattaya
dusitD2 Baraquad Pattaya
Pathumwan Princess, MBK Centre, Bangkok

Dusit Thani Laguna Phuket
Dusit Princess Srinakarin, Bangkok
Bel-Aire Princess, Sukhumvit, Bangkok

United Arab Emirates

Dusit Thani Dubai
Dusit Residence Dubai Marina

Philippines

Dusit Thani Manila

Egypt

Dusit Thani LakeView Cairo

For reservations, visit www.dusit.com or
Email: booking@dusit.com
Tel: 66 (0) 2636 3333

Conditions: Terms and conditions of the rates apply and mileage credits are subject to qualifying rates. Maximum two rooms per member per stay. Offer cannot be used in conjunction with other promotions. Advance reservation is required and subject to availability. Royal Orchid Plus membership card must be presented at the time of check-in.



Anantara Phuket Villas



Dusit Thani Maldives





Double Miles in Your Favorite Bangkok Hotels with Starwood

Enjoy Double Miles, late checkout and breakfast in some of Bangkok's finest properties. From 01 April - 30 June 2012, Royal Orchid Plus members can experience world-class service and benefits at the following properties:

The St. Regis Bangkok	Sheraton Grande Sukhumvit, Bangkok
The Westin Grande Sukhumvit, Bangkok	Royal Orchid Sheraton Hotel & Towers
Plaza Athénée Bangkok, A Royal Méridien Hotel	Four Points By Sheraton Bangkok, Sukhumvit 15
Aloft Bangkok - Sukhumvit 11	

For more information or to make a reservation, please call toll-free to Starwood Customer Contact Centers and quote rate plan "BKKDBL" when calling from:

Thailand	+800-325-5555	Singapore	1800-325-5555	India	000-800-650-1205
Australia	1-800-450-010	China	4008-688-688		

Plaza Athénée Bangkok,
a Royal Méridien Hotel



Conditions: Offer valid at participating properties for stays booked and completed between 01 April - 30 June 2012. Quote rate plan "BKKDBL" when making a booking. To receive bonus miles, guest must be a member of Starwood Preferred Guest®, have selected Royal Orchid Plus miles as currency of choice at time of stay and present the Starwood Preferred Guest card at check-in. Advance reservations required and rates are fully pre-paid and non-refundable. Credit card will be charged at time of booking. Any unused portions/of the offer inclusion is not transferable to other dates or refundable as cash/credit. Cannot be used in conjunction with any other offer or promotion including Starwood Privilege. A limited number of rooms may be available at these rates and additional restriction and blackout dates may apply. Not valid for group bookings. Void where prohibited by law. Not responsible for omissions or typographical errors. Starpoints, SPG, Starwood Preferred Guest, Sheraton, Four Points, W, Aloft, Le Méridien, The Luxury Collection, Element, Westin, St. Regis and their respective logos are the trademarks of Starwood Hotels & Resorts Worldwide, Inc., or its affiliates. © 2012 Starwood Hotels & Resorts Worldwide, Inc.

Earn 200 Bonus Miles Every Night with InterContinental® Hotels Group

Earn bonus miles every night you stay, and get rewarded faster. Get an additional 200 miles for every qualifying night you stay from 01 June - 03 September 2012 - up to 4,000 miles. Now, go discover all the world has to offer and earn while you're there.

Participating hotels worldwide:

InterContinental® Holiday Inn®	Crowne Plaza® Staybridge Suites®	Holiday Inn Express® Candlewood Suites®	Hotel Indigo®
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You must be a Priority Club® Rewards member and must register member number in advance to participate in this promotion. To register, please visit www.priorityclub.com/200tg or call your nearest Priority Club® Service Centre at +63 2 857 8788 with your member number.

Priority Club® Service Centre:	Australia	+61 2 9935 8362	China	+86 20 3419 8282	Other Asia Pacific countries	+63 2 857 8788
	Japan	+81 3 5767 9325	Korea	+63 2 857 8778		

InterContinental Bali



Conditions: Must be a Priority Club® Rewards member and must register member number in advance to participate in this promotion. 1,000 bonus points or 200 bonus miles with participating airline partners will be awarded on every qualifying night at InterContinental®, Crowne Plaza®, Hotel Indigo™, Holiday Inn®, Holiday Inn Express®, Express by Holiday Inn™, Staybridge Suites® and Candlewood Suites® hotels worldwide between 01 June and 03 September 2012. Maximum bonus award is 20,000 bonus points or 4,000 bonus miles. You must be a miles collector with a preferred alliance in order to collect airline miles. Frequency/partner credits may be issued in currencies other than miles. All airline programme terms and conditions apply. Only one room per member per night at participating hotels will be awarded the applicable bonus. No retroactive points or miles will be awarded for nights prior to registration. Subject to standard Priority Club Rewards Membership Terms and Conditions. For complete details, visit www.priorityclub.com/200tg

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Double Your HHonors

Earn Double Miles on your next getaway.

Sign up for the Double Your HHonors promotion and you can choose to earn Double Points or Double Miles when you stay at any participating hotel and resort in the Hilton Worldwide portfolio from now until 30 June 2012.

Book "Double Miles" online at HHonors.com/Double or dial toll free at 001-800-65-1818.

You must change your Double Dip® earning style in your Hilton HHonors™ profile to either Points and Variable Miles or Points and Fixed Miles in order to earn miles.

You must also have THAI or Star Alliance airlines as your preferred airline selected in your HHonors profile in order to earn Double Royal Orchid Plus miles.

Conditions: For complete terms visit HHonors.com/Double. You must quote your Royal Orchid Plus membership number when booking a reservation and present your Royal Orchid Plus membership card upon check-in to be eligible for Double Miles. Hilton HHonors™ membership, earning of Points & Miles™, and redemption of points are subject to HHonors Terms and Conditions.



Earn 375 Miles at Eaton Smart, New Delhi Airport Transit Hotel per 8-hour stay

Earn 375 Royal Orchid Plus miles at India's first transit hotel, Eaton Smart, New Delhi Airport Transit Hotel.

The 93-room hotel is divided into two wings with guest rooms available at both, the International and Domestic Terminals. You'll find every amenity you need, even as the inviting décor, the cosy atmosphere and world-class service help you unwind and relax.

A glance at the Eaton Smart, New Delhi Airport Transit Hotel

- In-room amenities: LCD TV, cable satellite channel, 24-hour in-room dining
- All-day dining restaurant T Lounge
- E-Point - Business facilities
- Essentials Spa and Exert Fitness Centre
- Aqua Pods with private showers

And to make this soothing interlude even more delightful, you can earn 375 Royal Orchid Plus miles per 8-hour stay! Royal Orchid Plus members can also earn 375 miles for each eligible stay at Eaton Hotels of Langham Hospitality Group.

Participating Eaton Hotels include:

Eaton Luxe, Nanqiao, Shanghai

Eaton Smart, Hong Kong

Eaton Smart, New Delhi Airport Transit Hotel

For reservations, please visit www.eatonhotels.com/ or call the following toll-free centres for reservations:

Thailand 001 800 656 897 Hong Kong 800 968 045





Triple Miles with Shangri-La or Traders Hotels

Between 01 April and 30 June 2012, pay the Best Available Rate and earn triple miles for your stays of minimum two consecutive nights at any participating Shangri-La hotel, resort or Traders hotel in Indonesia, Malaysia and Thailand.

What's more, if you stay at Shangri-La's Rasa Sayang Resort & Spa or Golden Sands Resort in Penang between 01 April - 31 May 2012 at the Best Available Rate, you will enjoy the 3rd night free.

To help you get the most from your business and leisure time, complimentary in-room broadband Internet and complimentary Wi-Fi in public areas are available at all properties.

Book online at www.shangri-la.com or call toll free in:

Thailand	1 800 06 0020
Malaysia	1300 88 7388
Indonesia	001 803 606 280



Conditions: Offer applies for stays at the Best Available Rate at any Shangri-La hotel, resort or Traders hotel in Indonesia, Malaysia and Thailand except Shangri-La's Rasa Ria Resort in Kota Kinabalu. 3rd night free offer is only available at Shangri-La's Rasa Sayang Resort & Spa and Golden Sands Resort in Penang from 01 April to 31 May 2012 (both dates inclusive). Free night offer is not valid at other participating hotels. Offer is subject to availability and advance reservation is required. Offer cannot be used in conjunction with other promotion.

Join Le Club Accorhotels and Be Rewarded with Silver Status

From 28 March 2012, Accor's A|Club will undergo metamorphosis, and henceforth be known as 'Le Club Accorhotels'. With Le Club Accorhotels, members will continue to enjoy the same privileges that have made travel pleasurable and rewarding at over 2,300 hotels worldwide, including Sofitel, Pullman, MGallery, Grand Mercure, Novotel, Suite Novotel, Mercure, Adagio, ibis, all seasons and Thalassa sea & spa.

Receive instant Le Club Accorhotels Silver status

As a Royal Orchid Plus member, you are cordially invited to join Le Club Accorhotels as a Silver status member when you sign up before 31 May 2012. Le Club Accorhotels Silver status is an elite membership level that usually requires stays of 10 nights or more over a 12 month period to qualify. With Le Club Accorhotels Silver status, you get to enjoy:

- 50% bonus Royal Orchid Plus miles for every stay (converted from Le Club Accorhotels points)
- Le Club Accorhotels rewards gift vouchers without any date restrictions
- Welcome drink and gift when you stay at Sofitel hotels (except Thalassa sea & spa)

Enrol at www.accorhotels.com/thai before 31 May 2012 to receive your complimentary Le Club Accorhotels Silver status today!

Win luxury stays at the new Sofitel Bangkok Sukhumvit

Join Le Club Accorhotels now and stand a chance to win a 2 night stay, complete with breakfast for 2, at the brand new luxurious Sofitel Bangkok Sukhumvit. 3 prizes to be won! Visit www.sofitel.com/5213 to learn more about the hotel today.

Period of offer: 01 April - 31 May 2012



Royal Orchid Plus On-Line Service

On-Line Service	Telephone
Bangkok, Thailand	66 (0) 2356 1111
Chiang Mai, Thailand	66 (0) 53 920 952-3
Krabi, Thailand	66 (0) 75 701 591-3
Phuket, Thailand	66 (0) 76 360 444
Hat Yai, Thailand	66 (0) 74 230 445
Australia-Wide	1 300 651960
Beijing, China	86 10 851 50088
Brussels, Belgium	32 2 502 47 44
Copenhagen, Denmark	45 33 750 190
Frankfurt, Germany	49 69 9287 4445
Hong Kong, China	852 2179 7700
Jakarta, Indonesia	62 21 230 2552
Kuala Lumpur, Malaysia	603 2034 6999
London, United Kingdom	44 207 907 9532
Los Angeles, USA	1 800 426 5204
Madrid, Spain	34 91 782 0520-2
Manila, Philippines	63 2 812 4744
New Delhi, India	91 11 5149 6100
Osaka, Japan	81 3 3503 3311
Paris, France	33 1 556 88076
Penang, Malaysia	60 (0) 4 226 6000
Rome, Italy	39 06 4781 3302
Seoul, South Korea	82 2 3707 0199
Shanghai, China	86 21 3366 4000
Singapore	65 6210 5027
Stockholm, Sweden	46 8 5988 3615
Taipei, Taiwan	886 2 8772 5222
Tokyo, Japan	81 3 3503 3311
Zurich, Switzerland	41 44 215 65 06



A STAR ALLIANCE MEMBER 



www.thaiairways.com