

## **Thailand Golf Travel Company Golfasian Posts Record Growth and Expands to Meet High Demand**

*Thailand golf travel company's business surges 89% and surpasses 5000 served customers. Golfasian expands its operations, customer service, and web presence to meet forecasted growth in 2007 and beyond.*

Bangkok, Thailand (PRWEB) August 10, 2006 -- [Golfasian](#), one of Thailand's leading golf tour operators, has expanded its operations following a significant 89% increase in business over the last two years and serving the 5000th customer.

Managing Director, Mark Siegel said, "Golfasian is seeing an additional 150% increase in new inquiries and bookings for this coming season. These increased business levels have been achieved through various different marketing initiatives along an increased operations focus on quality and customer service."

For example, the company is now offering a wider range of services to the worldwide golf travel market; including more than 60 championship golf courses, packaged tours covering nine destinations, and multi-city customized golf itineraries. Both end clients and agents are benefiting from the expanded suite of product offerings.

Golfasian has secured four new contracts this season with major travel wholesalers who offer and package Golfasian's services. Also, by partnering with Wilding Golf, a local golf academy, Golfasian is providing golf instruction to clients wishing to improve their golf skills while vacationing in Thailand.

To date, Golfasian has serviced over 5,000 golfing visitors to Thailand, and expects that this number will grow by more than 60% over the next 3 years.

Ali Matasarat, Finance Manager, at Brunei LNG Sendirian Berhad and Golfasian's 5000th customer commenting on his recent golf tour said; "The G2 Farewell event was a tremendous success. I received feedback from everybody who joined and all expressed their good feeling about the tour arrangements. We played four splendid rounds of golf, at top-notch courses, including [Alpine Golf and Sports Club](#), [Thai Country Club](#), [St Andrews 2000 Golf Club](#) and [Laem Chabang International Country Club](#). The groundwork and support provided by the Golfasian staff at the golf and accommodation venues were invaluable, making the total cost of the tour a very good value for money."

Mr. Matasat continued his remarks saying; "As the 5000th customer for Golfasian I send my heartiest congratulations and look forward to Golfasian continuing its success in delivering a service that goes beyond the expectation of customers."

To further their excellent reputation for service and customer support, the company has expanded their services in all nine of the main golf tourist locations, including that of Bangkok, Hua Hin, Pattaya, and Phuket. "This expansion, along with an additional 50% increase in operations and reservations staff in the Bangkok head office, will further enhance the company's reputation as well as facilitate the accelerated business growth," said Mr. Siegel.

The company has also spent significant time and resources on enhancing their [Thailand golf travel website](#), in order to provide a comprehensive range of information. This content covers all aspects of golf in Thailand, including golf course information, choices of accommodation, guidance on the best places to be located, to a number of other areas that provide holiday arranging assistance to anyone planning on visiting Thailand.

The company believes that more and more people are now using the internet to plan their own vacations and as opposed to working with travel agents in their home countries. By providing as much comprehensive and original information as possible, the company is able to understand clients needs and arrange customized and tailor made packages to meet exact market requirements.

Additionally, the company has implemented an online reservations system. Typically only available to agents and industry professionals, Golfasian has made their automated system available directly to registered end users. This facility allows users to create their own Thailand golf holiday program, by selecting travel dates, destinations, preferred golf courses, and accommodations. Also, online tee off reservations at any of 60 golf courses throughout Thailand can be made using the same system and is another example of Golfasian's focus on customer service

The company website has also been complemented by the only [Thailand golf report and golf travel blog](#). Up-to-date information is available on the blog and visitors to the website are recommended to spend time looking at this, as the content provides further information and guidance in assisting in client's vacation planning.

Golfasian has seen traffic at their main website double over the past six months and believe this is due to their original content and other website features as mentioned above, The company plans to continue to enhance their website and travel blog to provide visitors with as much relevant golf information as possible. In addition to the website enhancements, Golfasian also publishes a regular e-newsletter to all persons who prefer to receive information by e-mail.

The Tourism Authority of Thailand (TAT) recognizes the valuable contribution being made by pioneers of Thailand's golfing industry, such as Golfasian, in spearheading the sustainable growth and development of Thailand's golfing and sports tourism industry. Golfasian has been actively promoting greater international awareness of Thailand as a golfing destination, particularly in Europe and the United States. Tips and helpful visitor information on golfing in Thailand offered by Golfasian are also featured in the special interest section of the [TAT News Room web site](#).

Golfasian have achieved significant growth and surpassed major customer and business milestones over the last two years. The company plans continued investment to remain a premier provider of high quality golf holidays in Thailand and remain one of the drivers in the growing Thailand golf travel market.

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### **Contact Information**

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