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# Phuket Gazette

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**INSIDE**



**Miss France Exclusive**  
French beauties, one of whom will be crowned Miss France 2009, turned heads in Phuket recently. Page 3.

**NEWS**

November 29 - December 5, 2008

**“Au revoir” Miss France**

Phuket's natural beauty was further enhanced last week with the arrival of 36 Miss France contestants who came here to film a special segment of the pageant to be broadcast in France next month. The choice of Phuket as a destination was largely due to a collaboration between the Tourism Authority of Thailand's (TAT) Paris office, XL Airways and BEST Tours.

Between November 16-21, the Miss France contestants and their entourage, totaling 85 people, stayed at the Indigo Pearl Resort where they were based during their stay here.

The ladies were flown to Phuket on a special XL Airways chartered flight direct from Paris. XL Airways is due to start its operation of regular Paris-Phuket charter flights in December 2008. The weekly one-flight service will continue until April 2010 using a 364-seat Airbus A330-200, with



What's your poisson? Beauty on parade at a local fish market. the inaugural flight to take place on 21 December 2008.

While in Phuket the contestants were kept busy with photo shoots and other pre-event coverage as well as sightseeing organized by the TAT and BEST tours. With the wide and varied media channels for the Miss France 2009 campaign in Phuket and the inaugural flight, TAT hopes that more French people will now choose Thailand as their next holiday destination.

For years, France has remained one of the most important European markets for Thailand's travel industry, along with the UK, Germany and Sweden.

Thailand welcomed around 351,651 French visitors in 2007, an increase of 9.92% from 319,910 the previous year.

The Miss France 2009 pageant will be broadcast on December 6 on TFI to an estimated 12 million French viewers.



**FRENCH DRESSING:** On November 15, 35 beauty queens dazzled Phuketians on a trip to prepare for the annual Miss France pageant. The bevy of beauties were hosted by the Indigo Pearl Hotel at Nai Yang Beach.