Rediscover Your Senses in an Innovative Infographic by Thomson

Friday 23 November, 2012

Thomson has released a ground-breaking interactive graphic promoting its new route to Thailand http://holidaysjustgotbetter.thomson.co.uk/holidays/thailand-infographic-post/.

The interactive graphic encourages the user to "rediscover their senses" in Thailand and was created using the latest technology including HTML5 coding. You can discover how to invigorate all five senses through videos and images, by hovering over an interactive map and discovering sensory experiences such as a visit to the jungle, and Thai massages, as well as the amazing cuisine that's on offer.

The release of the graphic comes after Thomson announced the sale of flights to Thailand on the new Boeing 787 Dreamliner, which will be joining the company's fleet of aircraft next year. Customers will be able to fly direct to Phuket from November 2013, where they can experience unique 'concept' hotels including a First Choice SplashWorld and a Thomson Couples property in the resorts of Krabi, Khao Lak and Phuket. The Thomson 787 Dreamliner will also fly to Florida and Mexico, Cancun from May 2013.

Shona Swain, General Manager of Long Haul Product for Thomson, said: "The graphic is a great way to really promote the fact that there is so much to see and do in Thailand. The country is full of surprises, and is an amazing alternative for those who want to experience something different."

About Thomson: Thomson and First Choice, part of TUI UK & Ireland, take over 5.5 million customers away each year, making them the UK's largest holiday company.

Travelling to 88 destinations in over 30 countries, Thomson and First Choice offer a wide range of holidays for families, couples and groups alike. Thomson Airways will be the first airline in the UK to take delivery of Boeing's 787 Dreamliner, with long haul flying starting on 1st May 2013.

Rediscover your senses in Thailand – An interactive graphic by Thomson, who now offerflights to Thailand

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