



The Link



The Link

The LINK is an innovative marketing strategy that focuses on the integration among Thai tourism stakeholders. Initiated by the Tourism Authority of Thailand (TAT), the LINK connects international destinations with emerging Thai travel destinations. The strategy is aimed to attract international visitors and enhance the distribution of tourism income to local communities. The 'LINK' stands for

L - Local Experiences
I - Innovation
N - Networking
K - Keeping Character

The similarity in differences highlighted in each link opens a new perspective for visitors. It introduces the new and extraordinary experience that can be discovered in Thailand.





MAE HONG SON



LONDON



The Explorer Link

Many of the great British explorers of the past wrote new chapters for world history. From the early voyages that discovered faraway lands to overland journeys that mapped new destinations for the travelers, their discoveries reflect the adventurous character of the British explorer. Mae Hong Son province remains an ideal destination for the true explorer. Visitors will discover the alluring charm of the provincial capital as well as the province's diverse cultures. In the surrounding mountainous lands, they

are also offered a host of soft as well as extreme adventures to pursue.

Located in the most north-western tip of Thailand, the area comprises vast mountain ranges-home to abundant nature and hill tribe communities, including Hmong, Yao, Lahu, Lisu, Akha, Karen and Shan. With one of the country's lowest population densities, peaceful Mae Hong Son offers a calm and laidback atmosphere, while, its blends of cultures make it unique and alluring.

As the people of Mae Hong Son continue to preserve their traditional way of life, visitors are given the chance to experience the customs and traditions followed in the locals' daily life by watching and joining in annual festivals and ceremonies. With rich culture and pristine nature, Mae Hong Son shows a strong potential to attract British travelers who yearn for the quests offered by an emerging destination.

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Tai Customs and Traditions

Poy Sang Long is a rite of Buddhist novice ordination traditionally held by the Tai ethnic group in Mae Hong Son for boys between seven to fourteen years of age. The ceremonies are usually organized between three to seven days during the month of March or April. The highlight of the ordination is the traditional procession of the boys to be ordained dressed in colorful traditional Shan costumes being escorted to the temple.

The traditional Tai, or Shan, costume reflects the identity of this ethnic group. The women wear a long-sleeved, round-necked blouse with colorful sarong, silver belt and traditional Kub bamboo hat. Tai men wear a long-sleeved, round-necked jacket that buttons in the front, a pair of baggy trousers and a turban. Tai crafts that are favorite souvenirs from Mae Hong Son include the Kub bamboo hat, lacquer ware, silverware, and woven textiles.

Ban Ja Bo

Nestled in a valley surrounded by lush peaks, Ban Ja Bo has opened its homes to visitors interested in learning about the Lahu hill tribe and their culture. The small village provides homestay accommodation where visitors can experience local tradition. Visitors can also go trekking with a local guide who will lead them through dense jungle to caves and creeks as well as other communities and their farms, orchards and plantations.

Phu Klon

Mae Hong Son's Phu Klon is renowned for its natural hot spring, the source of mineral water and black mud known for their health and beauty benefits. Researched in laboratories, scientists found that the mud from Phu Klon has beneficial minerals, which stimulate blood circulation and enhance complexion. There are wellness treatments include body and facial mud masks, scrubs and massages, Phu Klon mineral bath, a mineral swimming pool and Jacuzzi, plus much more.





Ban Mueang Pon

Located in Amphoe Khun Yuam, Ban Mueang Pon is a lovely, tranquil village surrounded by rising hills and forest. The villagers are the descendants of ethnic Tai. Visitors can experience their authentic culture, learning about their language, arts, architecture, performances, martial arts, and food. Ban Mueang Pon offers homestay facilities and leisure activities for visitors. In the nearby area, there are beautiful natural attractions, including the spectacular Mae Surin Waterfalls and Thung Dok Bua Tong (Mexican Sunflower field) that comes into full bloom between November to mid-December.

Ban Mueang Pam

Located in Amphoe Pang Mapha, Ban Mueang Pam invites travelers to experience the Karen way of life. Nestled in the misty mountains, the village offers homestay and travel programs that feature local traditions and wisdom. Trekking is a highlight activity, as visitors get to explore lush jungle and deep caves as well as visit agricultural sites, including emerald terraced rice paddy.

Su Tong Pae Bridge

This bamboo bridge located on the outskirts of Mae Hong Son City was built by villagers to serve the monks of Wat Tham Poo Sa Ma and locals of Ban Gung Mai Sak. The 500 meter long crossing is known as the 'Bridge of Success', or Su Tong Pae in the Tai language. Every morning around 6.00 am., when monks come out for the alms, visitors can join the merit making, giving them alms on the bridge.





SUKHOTHAI



ROME



The Heritage Link

The legacy of Ancient Rome has profound influences on virtually all aspects of western civilization. It had contributed to modern government, law, politics, engineering, art, literature, architecture, technology, warfare, religion, language and society.

As to the Sukhothai Kingdom, the era is recognized as the cradle of Thai civilization. Many ancient customs from the reign of Sukhothai are still rooted in Thailand's political and social structures, as well as art and cultural values, which continue to flourish today.

During the time the Italian peninsula was beginning to experience the Italian Renaissance, the Southeast Asian Thai Kingdom, Sukhothai, started to enjoy its glorious time. Dating back to the early 13th Century C.E., the kingdom was at its height, writing a new chapter in the history of Siam. The name Sukhothai means 'Dawn of Happiness', which best describes the prospering and peaceful life enjoyed in the Yom River valley, rich and abundant in natural resources.

Nowadays, Sukhothai is a Thai province in the lower regions of the north. It is located 427 kilometers north of Bangkok and is considered one of the more charming and peaceful locales in the Kingdom, making it a great emerging destination for Italian tourists who admire nature, culture, history rural life. Sukhothai offers numerous opportunities for visitors to enjoy local experiences, including authentic food, arts, and crafts.

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Sukhothai Historical Park

For the first-time visitor, the best way to get to know Sukhothai is to start from its historical roots. Sukhothai Historical Park will give visitors a glimpse of the kingdom's glorious days. Within the compound, there are ancient temples, palaces, and a museum. Visitors can explore the ancient city wandering by foot or cycling around the beautiful historical park.

Ban Na Ton Chan

Ban Na Ton Chan, on the outskirts of Si Satchanalai, offers home-stay facilities and activities that allow visitors to learn about village life. The community is famous for its unique traditions as well as local fare.

Ban Had Siew

Ban Had Siew in Amphoe Si Satchanalai is famous for "Pha Thin Chok", a fabric with striking, colorful decorative woven patterns. These designs were inherited from the early Thai Phuan settlers and passed on their wisdom to the next generations. At Ban Had Siew, visitors can learn more about Pha Thin Chok and other local textiles. Sathorn Golden Textile Museum is recommended for those who would like to see a collection of rare, antique fabrics.

Kao Perp

Vegetable Steamed Rice-Skin Parcel Noodles, or Kao Perp, is Ban Na Ton Chan's signature dish. In the local dialect, "Perp" means 'Fold', which describes the cooking method of wrapping the vegetable filling in rice-skin parcel on the pan. The noodles are served in a broth with roasted pork and egg and then garnished with fried garlic and coriander.



Mud-soaked textiles

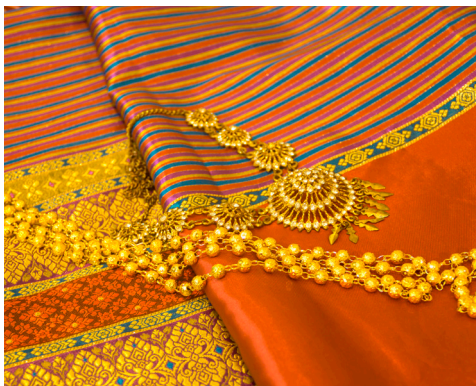
Mud-soaked textiles were accidentally discovered by farmers who wore tube skirts while they worked in the rice fields. They found the bottom panel of their tube skirts once soaked in the mud appeared to have a different tone, while the fabric became much softer. From their observations, the mud-soaked technique was adapted to their homemade woven fabric, producing a fine and unique textile.

Wooden Dolls

At Uncle Wong's house in Ban Na Ton Chan, visitors get to learn about his handmade, wooden, exercise dolls. Uncle Wong has been producing this type of wooden toy for over 20 years, which can be used to maximize hand and wrist strength.

Sangkhalok Ceramics

The production base of Sukhothai Sangkhalok ceramics are in Si Satchanalai. The history of the ancient craft tells trading stories when the kingdom exported the earthenware to neighboring countries, including China. Today, artisans in Sukhothai continue to produce this traditional earthenware. Visitors can learn more about Sangkhalok ceramics at The Ganesha Gallery in Amphoe Mueang Sukhothai.



Amphoe Thung Saliam

Located 68 kilometers from Sukhothai City, Thung Saliam is where visitors can experience a strong influence of Lanna culture as well as farming village lifestyle. Visitors can also enjoy viewing the lush, verdant rice fields and picturesque temples in Thung Saliam by bicycle. At Ban Hom Glin Din, visitors will get to enjoy some fresh coffee with the view of paddy field and to get to paint the Sangkhalok ceramics.

Gold and Silverware

The production methods of Sukhothai Gold were learned from Chinese artisans who immigrated to Si Satchanalai during the post-Sukhothai era. Today, this exquisite gold jewelry remains a Sukhothai signature product. Visitors can learn more about Sukhothai's enameled jewelry from local artisans in Ban Thong Somsamai, recognized as the first gold shop in the province. Silverware is also part of Sukhothai's legacy, and visitors can find exquisite sterling woven silverware at different shops in Si Satchanalai.



LOEI



PARIS



The Festivity Link

Festivals and celebrations are considered a vital part of France's popular culture. In the capital, Paris, there are numerous events celebrating different aspects of French heritage, namely gastronomy, religion, arts, film, music, and the performing arts.

In Thailand, Loei is one of the northeastern provinces where visitor can experience a long and heritage through festivals being celebrated at different times of the year. Most reflect different aspects of local life and belief.

Major festivals in Loei include the Dok Fai Ban Makham Wan Mueang Loei Red Cross Fair held in to celebrate the harvesting of cotton and tamarind; Songkran Thai-Laos; the Phrathat Si Song Rak Fair; Bun Bang Fai Lan Festival; Chiang Khan's End of Buddhist Lent Festival; and Winter Flowers Fair. Last but by far not least is the amazing Phi Ta Khon Festival, recognized nationwide as a highlight of the province.

Loei also offers beautiful, mountainous landscape. The province is a home to some of Thailand's most spectacular national parks offering unspoiled beauty and exciting adventure.

Visitors will also find chic and boutique accommodation in quite remote settings such as in Amphoe Chiang Khan, serenely set on the Mekong River. With its distinctive Isan culture together with the pristine nature, Loei is an emerging destination certain to attract French travelers.

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Phi Ta Khon Festival

The Phi Ta Khon Festival, or Ghost Festival, is one of the country's most annual colorful events held in June in Loei's Amphoe Dan Sai. The festival celebrates the first day of the Bun Luang ceremony, a three-day event composed of a series of merit-making ceremonies and a rocket festival. One legend tells that the Phi Ta Khon procession recounts a story of the Vessantara Jataka. During the celebrations, visitors can enjoy a lively procession of local young men dressed in Phi Ta Khon masks and costumes, who later wander and dance around the village.

Amphoe Dan Sai

In Amphoe Dan Sai, visitors can learn how to make Phi Ta Khon masks, the iconic product of Dan Sai. These striking, colorful masks are usually made from a woven sticky-rice steamer, coconut husks, bamboo, wicker work, and rags. For those who want to learn more about Phi Ta Khon and Dan Sai culture, Dan Sai Folk Museum in Wat Ponechai is the place. Cycling is also a pleasant way to explore the town and its attractions.

Prathat Sri Song Rak

Prathat Sri Song Rak is the historic landmark of Dan Sai. Built in 1560, this Buddhist stupa represents a pact of mutual respect between two ancient kingdoms, Lan Xang and Ayutthaya. Dan Sai community organizes an annual event to celebrate Prathat Sri Song Rak sometime in April or May.

Ban Na Pa Nat

Ban Na Pa Nat is a Thai Dam or Lao Song, ethnic village located on the outskirts of Amphoe Chiang Khan. Sharing the same lineage as the Thai Dam of Phetchaburi who migrated from Vietnam, the group of Thai Dam villagers in Ban Na Pa Nat is the only Thai Dam group living in the Thai northeast. Legend has it that those who settled in the area were members of the aristocracy or royalty. Visitors can experience the Thai Dam way of life, tradition and belief. The locals will demonstrate how to make 'Toom Nok Toom Nu' which is a kind of amulet. There is a cultural center exhibits on their settlement, unique house design, textiles, and food.



Pasad Loi Kroh

At the end of Buddhist Lent, Chiang Khan organizes the Pasad Loi Kroh ceremony. Pasad is a handmade banana leaf cone that mimics the shape of a castle. It is decorated with yellow flowers made of wax. The locals believe that when Pasad is released into the river, it symbolizes the release of all one's bad luck, or Kroh. Visitors can learn more about the rite and make their own Pasad at Ban Pa Nang (the house of Aunt Nang) in Chiang Khan.

Chiang Khan

Chiang Khan is recognized as a peaceful destination where visitors will get to enjoy the laidback atmosphere of the old town, its traditional culture, and the charming scenery of the Mekong River. Cycling is a good fun way to get around and see the town. The old wooden houses along Mekong River have been well preserved, giving visitors a chance to step back in time. In the area, visitors can observe the craft of quilt-making and basketry. In addition, visitors are welcome to join the sticky-rice alms giving to Buddhist monks in the early morning.

Amphoe Phu Ruea

Phu Ruea is a mountainous district that is home to Phu Ruea National Park where visitors can explore lush alpine pine forests and cascading waterfalls. Phu Ruea Ruen Mai Resort invites visitors to learn about local agriculture and rice farming. The resort produces its own rice, Brown and Riceberry, which it serves to guests. In addition, there is a folk museum that displays local traditional household appliances and farming equipment.





SAMUT SONGKRAM



MIDDLE EAST



The Exposition Link

Local markets around the world embrace the history of their town. Souq, or the traditional Arabic market, is known as the center for local commerce, which extends to local cultural and social activities, like festivals. In Oman, Mutrah Souq is recognized as the oldest marketplace where visitors can a vast array of products from antiques to spices. The market reflects the Omani culture, including daily routines, arts, and gastronomy.

In Thailand, floating markets are once more a valuable part of the country's heritage. They best portray local lifestyles which have been bonded with canals and waterways since the days of yore.

Samut Songkram is a well-known destination where visitors can experience the vivacity of a Thai floating market at Tha Ka Floating Market, Bang Noi Floating Market, and Amphawa Floating market. These marketplaces give visitors options to enjoy shopping from morning till night.

Samut Songkram is also home to many orchards and farms where visitors can spend their leisure time enjoying the rural greenery and canals as well as delicious fresh fruit grown and harvested there. Just 65 kilometers from Bangkok, Samut Songkram is a destination where Omani travelers can experience the local way of life adding to the well-being or medical services they can take advantage of in the capital.

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Amphawa Floating Market

Amphawa Floating Market portrays the history of Samut Songkram as a commercial hub, when waterways were the main routes for transport.

Open Friday to Sunday, from afternoon to evening, Amphawa Floating Market is becoming better known as a destination where visitors can find authentic local foods, desserts, and fresh fruits from local orchards, as well as experience an atmosphere of bygone times.

The canal gets busy after around 4 pm when vendor boats, loaded with various goods and food products, arrive at the market site. Part of the market's charms are the old wooden shop houses built along the banks, creating a backdrop reminiscent of the town's heyday.

Besides shopping, visitors can also take boat trips to observe life along the river and watch the sparkling star-like fireflies after dusk descends. Firefly watching tours are conducted year round, but the best season is from May to October.



Coconut Palm Sugar

The sweetness and aroma of coconut palm sugar are known as key ingredients of many Thai dishes and desserts. While it can be commonly found in Thai markets, with different grades, the premium is very difficult to procure. Those who live around the Mae Klong River basin in Samut Songkram have been producing coconut palm sugar for generations. In communities such as Ban Bang Plub, locals will demonstrate how coconut palm sugar is made in the traditional way, beginning with the coconut sap collection followed by the boiling and dehydration process. Each of the several steps to be followed requires special skills and local know-how to make the best product.



Ban Bang Plub

Ban Bang Plub invites visitors to experience the rural way of life of Central Thailand. The community is known not only for its efforts to preserve local traditions, but also for its green practices that the villagers apply to their agricultural activities. In Ban Bang Plub, visitors can enjoy exploring orchards, vegetable farms and the surrounding countryside on foot or by bicycle. Various fruit visitors will find at the orchards include pomelo, rose apple, mango, lychee, coconuts, and other seasonal varieties. The community will also share the local wisdom they apply in their organic farming, organic fertilizer production, palm sugar making and fruit preservation.



Ban Don Kai Dee

Ban Don Kai Dee is located in Samut Sakhon, the neighboring province of Samut Songkram. The village is well known for the production of Benjarong, or the five-colored enamel porcelain, one of Thailand's finest crafts.

Don Kai Dee's signature pattern depicts Thai lifestyle in the past. Other motifs, like flowers or animals, are also woven in to the delicate designs.

In Ban Don Kai Dee, visitors can watch the artisans at work and learn the process of Benjarong making as well as even paint their own one-of-a-kind piece that will be fired and finished in 24 hours. Homestays in Thai style houses amid a green setting are available.





PHETCHABURI



MOSCOW



The Leisure Link

Russian travelers seem to be attracted to nature, arts, history, and culture, which together are said to reflect the influence of the old and opulent Russian culture, heritage made rich through their literature, visual arts, performance arts, philosophy, classical music, cuisine, and architecture.

This is quite evident in the beautiful Russian palaces found in the Russian cities of Moscow and St. Petersburg that portray the history of the former reigning monarchs of Russia.

In Thailand, Phetchaburi is home to charming royal palaces that played important roles in Thai history during the Chakri Dynasty. These include Phra Nakhon Khiri Palace, or Khao Wang, that served as a hilltop royal residence for King Rama IV; Phra Ram Ratchaniwet, or Ban Puen Palace, a rainy season palace of King Rama V; and Maruekkathayawan Palace, a summer seaside palace of King Rama VI. These palaces reflect the appeal of Phetchaburi as an ideal holiday destination where kings and royal family members chose to vacation.

Phetchaburi offers a wonderful blend of natural and cultural heritage by the sea. Beyond the Thai palace sights, Russian tourists who love the beach can enjoy relaxing on soft white sands or indulging in more strenuous seaside activities. In addition, there are temples, parks, tourist attractions, and local communities where visitors can experience local culture and daily life, local wisdom, and wellbeing activities.

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Maruekkathayawan Palace

Maruekkathayawan Palace is a summer seaside palace of King Rama VI. The palace comprises three sections all built of teak and linked by covered walkways. The beautiful palace has a unique design adapted from European styles to suit the seaside climate. Built on pillars, there are two long covered corridors leading to the beach.

Phra Nakhon Khiri Historical Park (Khao Wang)

Phra Nakhon Khiri Historical Park comprises palaces, buildings, and temples built on a hilltop overlooking Petchaburi City. The compound is open to the public and includes a palace museum where royal ornaments are displayed. Built under the royal command of King Rama IV as his summer palace, Pra Nakhon Khiri Palace is an important landmark of Petchaburi.



Tham Khao Luang Cave

On Khao Luang is a cave which houses 6 pagodas and 170 ancient Buddha images. One of the important Buddha images was cast under the command of King Rama V in memory of his father, King Rama IV. The best time to visit the cave is between 9.30-10.30 am, when the sunlight shines upon the cave floor through a large opening in the ceiling.

Wat Koi

Located in Amphoe Mueang Phetchaburi, Wat Koi houses a unique Buddhist stupa, Phra That Chim-Plee Phra Setthi Nawa-Koti, featuring a design that combines all forms of traditional Thai crafts from “Chang Sip Mu”, or “Ten Divisions of Craftsmen”, which categorized the artisans who worked for the government department. These include sketching, sculpting, carving, engraving, molding, modeling, turning, lacquering, metal beating, and plastering.

Amphoe Kaeng Krachan

Amphoe Kaeng Krachan is where visitors can experience lush rain forest and Kaeng Krachan National Park. Activities offered here include camping, trekking, exploring waterfalls and caves, bird watching, wildlife watching, and butterfly watching. One favorite spot is Phanoen Thung Camp viewpoint where visitors are treated to a magnificent view of the dense morning mist shrouding the Tanaosi Range on the Thai-Myanmar border.



Amphoe Ban Laem

In Amphoe Ban Laem, visitors have the chance to experience local occupations, like fishing, mussel farming, and salt farming. At Ban Bang Ta Boon, visitors can enjoy a boat trip on the estuary and watch the fishermen at work as well as the mangrove ecosystem. Other attractions include Laem Luang Beach and Laem Laem Phak Bia Royal Project where visitors can learn about sustainable farming methods. Visitors will also get a chance to learn about the crab bank project in Laem Phak Bia.





TRAT *plus +*
TheLink

NEW YORK



The Link to Serenity

New York is home to the world's busiest island, Manhattan. It serves as an important hub for commerce, communications, and culture. The big city offers nearly every modern convenience, and within its chasms of skyscrapers thrive hives of activity.

Trat, on the other hand, can offer travelers the space to step outside the hectic and chaotic and experience a simple, more monastic way of life. 320 kilometers from Bangkok, Trat is Thailand's easternmost province. Traveling time from the capital is about five hours by road, while a direct flight takes only one hour via Trat airport.

The province is home to a number of beautiful islands dotting the Gulf of Thailand. It offers travelers everything they would want or need for a dream-come-true holiday, beginning with a full range of accommodations, from simple beach bungalows to boutique, chic resorts.

Trat also invites travelers to learn about the local way of life. Many orchards and farms welcome visitors to experience agro-tourism activities that show how easy it is to live in harmony with nature.

In addition, its neighboring province, Chantaburi, offers a choice of excursions. Famous for its fruit orchards, visitors can enjoy fresh tropical fruit buffets. The city's very old community perched on the bank of Chantabun River offers a very local, well preserved, cultural experience.

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Koh Kut

Koh Kut is recognized as a jewel adorning the Gulf of Thailand. Around the island, there are also a number of spots for snorkeling, or visitors often board a boat to go snorkeling around the nearby islands. Other activities include kayaking and hiking, which can be a fun way to explore the island's dense forest and Klong Chao Waterfall. The island has several resorts where visitors can indulge in a truly hideaway experience. Choices range from cozy beach bungalow to a luxury, ecofriendly resort which can be accessed by private plane. Visitors can also enjoy a unique dining experience under a canopy shelter featuring a bird's eye view of the pristine beach.



Koh Chang

Koh Chang is an all-time favorite for domestic and international travelers throughout the year. There are vast choice of accommodations and facilities on the island. In addition to the sea and all it offers, visitors can also enjoy hiking and trekking to the waterfalls. For those looking for an eco-adventure, hook on up to the zip line amusement, swinging through the trees.





Ban Salak Kok

Ban Salak Kok on Koh Chang offers tourists the opportunity to partake in the fishing village's lifestyle as well as explore the richness of the mangrove forest. There are different travel programs which highlight a trip on a traditional boat, Rua Mad. A local guide will take his passengers on a tour of the pristine mangrove forest, passing the villager's houses built on stakes, before heading towards the open sea to capture the sunset.



Chantaburi woven reed mats

The most famous place for quality woven reed mats is Ban Samet Ngam, located in Chantaburi City. The community has established the Ban Samet Ngam Chanthaboon Mat Handicraft Center where visitors can learn about handmade woven mats and find great deals on these and other products.

Chantabun River

In Chantaburi City, there remains a very old business community on the west bank of Chantabun River. Visitors are given a glimpse of the early way of life and culture that evolved round Chinese and Vietnamese communities that settled here during the early Rattakosin era. In addition to the old market, there are temples, Chinese shrines, restaurants, coffee shops, a pharmacy, guesthouses, museums, and more.



Gems and jewelry

Chantaburi is recognized globally as a gems trading center. No one should miss the Gems Market at Si Chan Road (Gems Street), where gem dealers gather every Friday and Saturday. The bargaining can be intense, but if you know your stuff, great deals are there to be made.





CHUMPHON *plus+*



LOS ANGELES



The Adventure Link

Outdoor adventure is recognized as a favorite pastime in Los Angeles, where nature provides an open playground. From the beach bonfires on the Pacific coast to high mountain peaks, adventure seems to draw residents and travelers alike to enjoy the Southern California natural attractions.

In Chumphon, a Thai southern gateway province, visitors can also enjoy the outdoor adventure in different settings. Although most of the area is flatland, its mountain ranges, caves, rivers and coastline offer vast tourism resources for soft adventure.

Chumphon is among the country's top locales for white-water and bamboo rafting. The best known is Amphoe Phato where visitors can enjoy adventurous activities all year-round. There is also great snorkeling or scuba diving sites. The national parks mangrove forests and coastline are also rich habitats for biodiversity and offer excellent locations for bird-watching. Besides soft adventures, visitors can explore agro-tourism attractions, where farms and fruit orchards become fun learning centers.

Beyond Chumphon, visitors can also enjoy excursions to Ranong, well known for best mineral hot spring in Thailand. The province is located around 87 kilometers to the southwest of Chumphon. Off the coast here are Koh Phayam and Koh Chang where visitors can enjoy eco-tourism and soft adventures on and around these Andaman Islands.

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The Royal Andaman Cruise, Ranong

The cruise departs from mainland in Ranong. Visitors will get to enjoy romantic voyage on a classic boat. The program includes sightseeing along the sea coast and observing the romantic scenery of sunset over the Andaman Sea. On board, visitors will get a chance to dress up in traditional costumes and enjoy traditional food for dinner.



Mu Koh Chumphon National Park

The national park comprises about 40 very lush islands. The diverse of landscape each island makes the marine park quite unique. While some islands feature pristine white sand beaches, others boast limestone karsts rising to towards the heavens. The more popular include Koh Mattrra, Koh Langka Chio, Koh Ngam Yai, Koh Ngam Noi, Koh Talu, Koh Rad, and Koh Thong Lang.

Koh Tao

Koh Tao is famous for its snorkeling and scuba diving sites in the Gulf of Thailand. It has many coves and capes along its 28.6 kilometers coast line. The more famous diving sites include Ao Luk, Ao Hin Wong, Ao Muang, and Ao Chalarm, or Shark Bay, home to the harmless Black Tip Reef Sharks. Most visitors to Koh Tao will take a day trip to Koh Nang Yuan, which is famous for its three small islands linked by a sandbar.

Amphoe Phato

Amphoe Phato is a rolling mountainous water shed, which, thus, provides visitors the chance to trek through lush jungle, run cascading rapids and camp below towering timber on peaks offering panoramic views. These are all great ways to see and become a part of the environment. While upstream, visitors get to enjoy a dense rainforest, the habitats to different endangered wildlife, further down river, there are orchards to be explored. Besides the adventure activities, Din Dang Natural Building Center in Paksong, Phato, provides the voluntourism experience. Visitors can enjoy a workshop, learning how to build the clay house. The center also offers homestay and clean eating recipes.

Mu Koh Phayam National Park

Located in Ranong, the marine park is a home to virgin forests and mangrove where visitors will discover diverse species of birds and wildlife while kayaking. Famous attractions include Ao Kho Kwai, or the Buffalo Bay, and Ao Yai. For those who enjoy soft adventure, cycling lets you explore the coastline and bays.



Gong Valley

The agro-tourism attraction invites visitors to learn about their hand roasted coffee products and efforts to enhance the community-based enterprise. The founder, Mr. Gong, will share stories about the community's achievements and local wisdom. The best part of a visit is enjoying a cup of their signature organic Robusta coffee. Homestay accommodations are also available.

Laem Son National Park

The area covers Ranong and Phangnga provinces. Its natural attractions include archipelagos and coastal area with beaches, coral reefs, mangrove forests and rainforests. Beautiful sites for snorkeling at Laem Son National Park are such as Koh Yipun, or Japanese Island, Koh Khang Kao, and Koh Kam.





TRANG



PRAGUE



The Romantic Link

Prague is recognized among the world's most romantic destinations. The picturesque city is home to great European baroque and gothic art and architecture, reflections of everlasting love.

While art and culture are the main features of the romantic sentiment of Prague, the pristine beaches and islands are elements for a romantic getaway offered by Trang. The province is a gateway to the Andaman Sea and dream holidays for travelers from Prague, landlocked in the center of Europe.

Trang is known as a perfect wedding destination. The powdery whitesand beaches and emerald colored Andaman Sea make an astonishing backdrop for the romantic ceremony. The province is also one of few offering pristine underwater setting for couples to take their vows and tie the knot. In this ocean habitat your guests can include local exotic marine life that come to witness the memorable moment.

Islands in Trang are perfect hideaway destinations for a honeymoon. There are a selection resorts that cater to honeymooning couples. While sheltered by intimate seclusion, they can also partake in different activities that can include exploring the islands, joining in local life and just being part of the warm and welcoming culture.

On the mainland, the old town of Trang allows visitors to travel back in time with its well preserved Sino-Portuguese architecture.

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Koh Kradan

Every year in February, Koh Kradan welcomes local and international wedding couples who come to join the Trang Underwater Wedding Ceremony. The island is truly a dream destination with its pristine beaches and translucent sea. As amazing as its seashore scenery, the underwater world is also blessed with unspoiled reefs. There are a host of sites where visitors can enjoy snorkeling and scuba diving.



Koh Muk

In addition to beautiful beaches, Trang is also home to the famous Morakot, or Emerald, Cave where you will discover a hidden emerald green lagoon. Around the island, there are snorkeling sites where visitors can explore dazzling nature found below the Andaman Sea. On the east coast of the island are resorts and fishing villages, where visitors can experience local culture and lifestyle. Those who visit Koh Muk must try the dessert, Kanom Ta Yab, made of sweet coconut wrapped in roti.

Trang Old Town

Trang's old town area reflects stories about the founding people, their lifestyles, traditions, and the history of the town as a southern commercial hub. The preserved "Sino-Portuguese" architecture is found on Rajadamnern Road, Kantang Road, and Rama VI Road. Other attractions in town include the Trang River at the Chinese Port, the Kew Ong Yah Temple Statue of Lord Ratsada Nupradit Mahisorn Pakdi, Rubber Factories, Tham Kong Yia Shrine, Trang Clock Tower and the Cultural Square, Her Majesty Queen Sirikit National Library and Archives, and more.

Katang Train Station

Build in 1913, the train station has been registered as a historical landmark and recognized as part of Trang's legacy as a southern commercial hub. In the early days, it served as a transfer point for imports and exports, shipped in and out of nearby port to and from neighboring countries.

Trang Cake

Trang Cake, is an all-time favorite Thai-style dessert that visitors Trang cannot get enough of. The original recipe has been adapted from the traditional Chinese egg cake. This was passed on to locals by Kook Ming, a Chinese immigrant who settled in the Thai southern region decades ago. He opened a local coffee shop and baked the cake to serve with morning coffee. Today, Trang Cake has become part of the local breakfast tradition. So, there are now many local makers offering many different flavors.



Tuk Tuk Hua Kob & Night markets

'Tuk Tuk Hua Kob' is a type of motorized rickshaw. The term "Hua Kob" means frog head in Thai and refers to the vehicle's appearance. Adapted from the Japanese mini truck, the vehicle has been a common mode of transport for locals over the past 50 years. In the evening, visitors can also enjoy shopping activities at walking streets in town. The contemporary style Container Walking Street or Cinta Market opens daily from 17.00. There are food and beverage, fashion items, handmade arts and crafts, as well as performances and shows. Another street market is Chan Chala Night Market, located near Trang Railway Station. The market opens Friday to Sunday from 17.00 to 22.00.



PHANG NGA



FRANKFURT



The Green Link

Germany is a leader in 'Green' practices. From Government policies to business and people's lifestyles, they promote development and innovation which will benefit life and environmentally sustainable. Thus, when it comes to travel, green tourism has been showing a rising trend among German travelers.

Phang Nga is considered an emerging ecotourism destination offering a host of activities that can cater to these German travelers. In addition to the sea-sun-sand demand, local communities can provide all sorts of 'green' experiences for visitors.

This Thai southern province is a home to five of the country's most pristine national parks spread across vast areas of marine and rainforest terrains. Phang Nga's natural heritages are thus well protected while tourism activities conducted in the area focus on promoting sustainable use of these invaluable natural resources.

Visitors can indulge in the unharmed nature and learn about local culture and wisdom, livelihoods, and green practices to preserve the environment. The history of Phan Nga is also worth exploring. One can still discover the legacy of this ancient seaport through historical attractions and early structures in the old town.

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Koh Yao Noi

The richness of the natural resources in Koh Yao Noi is the result of the villager's endeavors to promote sustainable fishing practices and protect the sea they have depended on for generations. Villagers will show guests around the island, taking them to floating fish and lobster farms, rubber plantations, and paddy fields by the sea. In addition, squid fishing at night or boat trips to nearby islands are also options as well as learning to cook local sweets and make batik and tie and dye fabrics with natural colors.



Takua Pa

In the past, Takua Pa was a strategic seaport, a commercial hub for goods and tin mined in the area. Visitors are offered a glimpse of this glorious chapter in local history through the early architecture, which includes the Sino-Portuguese style buildings, found in the old town area. Visitors should also spend some time at the Baba House museum, featuring exhibits that depict the lifestyle of the Baba-Nyonya, or Peranakan ethnic group, one of the most dominant cultures in Takua Pa.

Koh Phra Thong

Formed by the accumulation of coral reefs over million years, its flat terrain and biodiversity make Kho Phra Thong different from the other islands in the area with its beach forest, mangrove swamp forests, meadows, and shrubbery. The meadow on Koh Phra Thong is known as Thai savannah and listed as an 'Unseen' Thai attraction. Visitors can take a sight-seeing trip on local transport, called an E-Tack. The tour includes seeing island's pristine nature and the local's life.



Amphoe Kuraburi

One of the suggested soft adventure activities is bamboo rafting which visitors can explore the local pristine nature along a 3-kilometers waterway, Khlong Nang Yon. The canal is famous for its clear-emerald waters. Visitors will be able to join in local life and enjoy a lunch that includes rice cooked in a bamboo tube.



Ban Tah Din Daeng

Located in Amphoe Thai Mueang, Ban Tah Din Daeng offers ecotourism activities that let visitors enjoy its many natural attractions and learn about the community's daily life. Visitors can learn about the mangrove ecosystem by kayaking, discover hidden coves, and visit the island's landmark, a cliff that resembles the face of a giant. The villagers of Ban Tah Din Daeng produce hydroponic vegetables and welcome visitors to enjoy their 'clean eating' menus.

Tao Sor Cake

Tao Sor is a kind of Chinese pastry filled with mashed mung bean. The recipe was handed down by a Chinese family that settled in Takua Pa more than a hundred years ago. The dessert comes in different, sweet and savory flavors.



NAKHON SI THAMMARAT



STOCKHOLM



The Family Link

Families with children have become a growing sector for the Swedish outbound travelers market. School holidays are thus an important time for Swedish families seeking activities to share. Therefore, favorite destinations are places where the children can have fun while parents relax.

Nakhon Si Thammarat invites family travelers to explore its tourism offerings that blend distinctive southern Thai culture and an abundance of nature. The province is an ideal beach destination where families can holiday in a cozy, peaceful atmosphere. With its pristine Thai Gulf coastline, the province offers many tourism sites, including beaches, forests, mountains, and waterfalls, as well as the facilities to cater to family needs.

Besides the seashore, visitors are invite to experience local culture. Nakhon Si Thammarat is recognized as the origin of Thai southern heritage, dating back to ancient Kingdom of Ligor that flourished during a bygone era. Today, visitors can see and taste how the legacies have evolved in the local gastronomy, shadow puppet performances, Manorah traditional dance, Nielloware, and much more.

For the family that wants to indulge in the local way of life, Kiriwong village is perfect with its traditional lifestyle, orchards, and fresh fruit and products.

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Ao Khanom

Despite the fact that Amphoe Khanom is the smallest district in Nakhon Si Thammarat, it is home to some of the most beautiful coves and bays located along its 32 kilometers of coastline. Ao Khanom, or Khanom Bay, is the most famous. Surrounded by a range of mountains, it also boasts white sand beaches fringed by coconut palms, ideal for sunbathing, swimming and relaxing. The beaches include Hat Na Dan, Hat Nai Praet, and half-moon Hat Nai Phlao, the province's largest that also has a pretty creek that flows down from Hin Lad Waterfall. Fishing is the main occupation of the people of Khanom. Visitors can experience the local way of life, learn about their seafood products, especially shrimp paste, Khanom's signature product. The season for shrimp farming is February through March, making it an ideal time to visit and see just how shrimp paste is produced.

Amphoe Sichon

Amphoe Sichon is located 63 kilometers to the north of Amphoe Mueng Si Thammarat. Visitors can experience the local culture and learn about fisherman's way of life. Main attractions along its coastline include Sichon Beach, Tong Yang Beach and Hin Ngam Beach. In addition, there is an archaeological site, Khao Kha, which was built 1,500 years ago.





Kiriwong Tie-Dyed Fabric

Kiriwong villagers use different parts of the vegetation, including leaves, bark, roots, and fruit peels, to create beautiful natural dyes, particularly from catappa, mangosteen, jackfruit, pakria, and djenkol. Visitors are welcome to learn about natural tie-dyeing techniques as well as those for other local products at Kiriwong Village.

Nielloware

The history of the Nielloware in Nakhon Si Thammarat dates back over 500 years. In the past, the art of Nielloware production was recognized as a high form of art as it was used as household appliances for the royals and symbols of nobility as well as gifts presented to monarchs of foreign kingdoms. Presently, the highly-skilled craftsmen of Nakhon Si Thammarat continue to preserve the art of Nielloware as a symbol of the province.

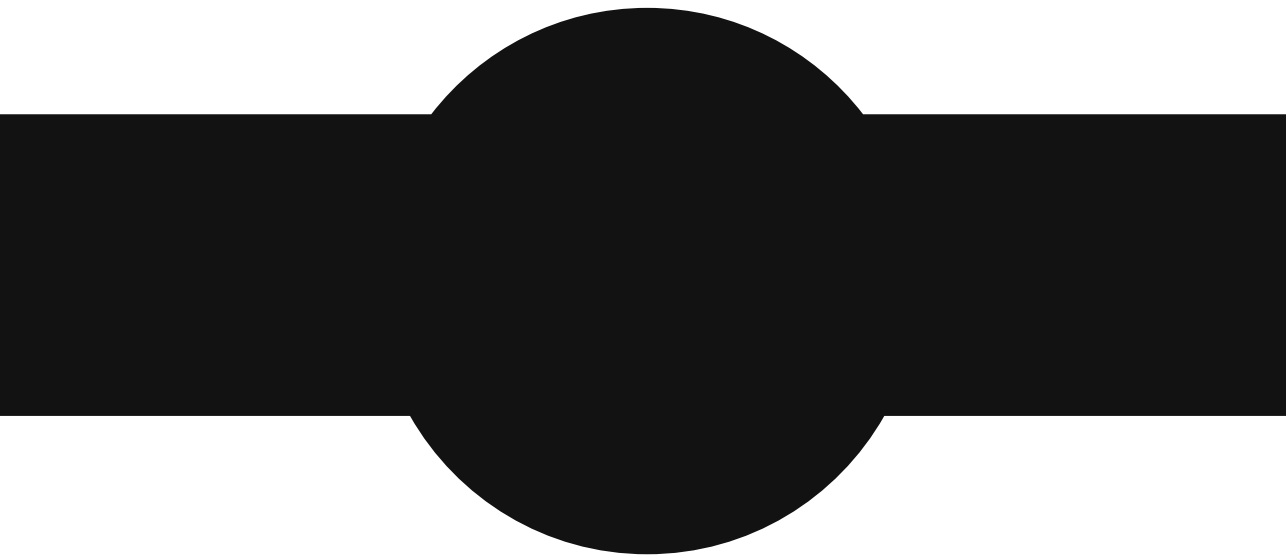
Kiriwong

Kiriwong Village has been recognized as a model community for ecological tourism. Located in the foothills of Khao Luang Mountain, this 200 years old village has continued to enjoy a peaceful way of life. Their orchards, Suan Somrom, which in the southern dialect means a mix of different fruit trees, include mangosteen, durian, rambutan, longkong, coconut, and pakria. Through the generations, Kiriwong villagers have been passing on their customs and wisdom. After the big flood in 1988, the villagers established cooperatives and cottage industries to support their local economy. These include fruit processing, wine making, basketry, and household crafts, as well as natural tie-dyeing fabric. There are homestay accommodations available so visitors can really indulge in the local lifestyle.





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