

PRESS RELEASE

For Immediate Release



Thailand's most anticipated event, Thailand Sanook 2023: A Celebration of Culture, Cuisine, and Creativity

Penang, Malaysia, 9 June 2023 - Thailand Sanook 2023, is set to take place from 9-11 June, 2023 at Gurney Plaza, George Town, Penang. This vibrant extravaganza promises to showcase the best of Thailand's rich heritage, captivating entertainment, mouthwatering cuisine, exciting activities and holiday travel packages for all.

Organized by The Tourism Authority of Thailand (TAT) Kuala Lumpur, in collaboration with the Royal Thai Embassy and Consulate Penang, Thailand Sanook 2023, a unique opportunity for everyone to immerse themselves in the enchanting culture and traditions of the Land of Smiles. With its diverse range of performances and activities.

Her Excellency Miss Lada Phumas - Ambassador Designate of Thailand to Malaysia, was honored to preside over the opening ceremony, alongside with Y.A.B Mr Chow Kon Yeow - Chief Minister of Penang, Mr. Raschada Jiwalai - Consul-General Penang, Mr. Thanet Petchsuwan - TAT Deputy Governor for International Marketing - Asia and the South Pacific, Miss Sukanya Sirikanjanakul - Executive Director of ASEAN South Asia and South Pacific Region and Mrs. Sirinthara Surakanitaya - Director of TAT's Kuala Lumpur office, as well as distinguished guests, travel partners and media.

The objective of Thailand Sanook is to increase Thailand's brand awareness through various activities and products. Thailand aims to boost tourism by creating a meaningful travel experience that benefits communities and the sustainable environment, together with its strengths in culture, Thainess, and hospitality, which build a closer and more significant relationship between the people of the two countries.

Mr.Thanes Petchsuwan, TAT Deputy Governor, said that "This year Thai tourism sector continues to promote tourism focusing on the short-term market. Since the beginning of this year, tourists from Asia and the South Pacific markets have accounted for more than 60% of foreign tourists. There were 8,596,452 tourists traveling to Thailand in the first four months of 2023. And Malaysian tourists rank number one at 1,270,151. This is a good opportunity for Thailand to create awareness and organize marketing activities to encourage Malaysian tourists to travel to Thailand."

Mrs.Sirinthara Surakanitaya, Director of TAT, Kuala Lumpur, add that "Penang has direct flights to Bangkok and Phuket, as well as being able to travel to Thailand both by land and by cruise. Thailand Sanook can create awareness and encourage Malaysian tourists to travel to Thailand more. This event will also mark good relations with allies, create a positive image of Thai tourism in the Malaysian market as a whole and raise awareness about travel between the two countries. It is one of the opportunities to create tourism businesses and expand the quality tourist base and will continue to generate income for Thailand."

Visitors will have an opportunity to enjoy the daily stage show of Thai traditional performances such as the Amazing Mask Show, Phi Ta Khon, Kon Cherd Khon, Puppet Show, etc., together with martial arts demonstrations such as Wai Kru Muay Thai and Thai Sword.

There will be the cooking demo for famous Thai foods like Pad Thai, Tom Yam, Som Tum and more. At the workshop session, everyone can learn to make Thai herbal inhalers and paper crafts.

At the event, there were various products and services for sale such as Thai food, Thai fabric products, plane tickets together with exciting and attractive travel promotions and tour packages deals that offered during the event. For any purchase of tour packages, you can redeem the TAT limited edition prizes.

The Thailand Sanook 2023 is a celebration of Thailand's vibrant culture, warm hospitality, and rich artistic traditions. It serves as a platform to promote tourism, foster cultural exchange, and create unforgettable memories for both local and international visitors.

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Event Venue: Gurney Plaza, Penang

Date: 09-11 June 2023

Time: 12.00 pm – 21.00 pm

See you soon!
