

E-NEWS

TOURISM AUTHORITY OF THAILAND

KUALA LUMPUR OFFICE

DISCOVER THAILAND'S HIGHLIGHTS
APRIL 2025

Amazing Thailand
Grand Tourism
and Sports Year
2025



THE CHARMS OF FESTIVITIES



TAT KL E-NEWSLETTER

SAWASDEE TO ALL READERS!

Thank you for reading the e-newsletter of the Tourism Authority of Thailand, Kuala Lumpur. We bring you the highlights of Amazing Thailand.

Happy Reading!



MAHA SONGKRAN WORLD WATER FESTIVAL 2025

Get ready to splash happiness once again! Join the MAHA SONGKRAN WORLD WATER FESTIVAL 2025, the grandest Songkran festival in Bangkok, happening from 11 - 15 April 2025, at Sanam Luang, Bangkok.

[READ MORE AT E-NEWSLETTER MARCH 2025](#)

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THAILAND UNVEILS MAHA SONGKRAN WORLD WATER FESTIVAL 2025

The Tourism Authority of Thailand (TAT) officially launches the 'Maha Songkran World Water Festival 2025,' a nationwide celebration of Thai New Year taking place from early to mid-April across every region of the country. More than 100 events will take place across Bangkok and throughout the Central, Northern, Northeastern, Southern, and Eastern regions. Each location brings its own blend of tradition and celebration—from sacred rituals and temple fairs to music festivals and lively water fights.

Maha
Songkran
World Water Festival

Amazing Thailand
Grand Tourism
and Sports Year
2025

THAILAND
Summer
Festivals



amazing
THAILAND

Songkran Festivals 2025 in Thailand



Maha
Songkran
World Water Festival

Songkran Festival in Bangkok

Maha
Songkran
World Water Festival

Songkran Festival in Central Region

Bangkok

- 10** Maha Songkran at ICONSIAM
10-16 April 2025
River Park (G Floor), Charoennakorn Hall (M. Floor), and Ratchada Hall (1st Floor) at ICONSIAM
- 11** Maha Songkran World Water Festival 2025
11-15 April 2025
Ratchadammien Klang Road and Sanam Luang, Bangkok.
- 11** Songkran at Bangkok City Hall
11-15 April 2025
Public square in front of the Bangkok City Hall
- 11** Songkran @ Khlong Phadung Krung Kasem
11-15 April 2025
Khlong Phadung Krung Kasem
- 11** International Amazing Splash
11-15 April 2025
Chulalongkorn Soi 5, and Stadium One, Pathumwan District
- 11** Songkran on Khao San Road
11-15 April 2025
Khao San Road
- 11** Central World Songkran Festival
11-15 April 2025
Central World
- 11** Asiatique Water Festival Thailand
11-15 April 2025
Asiatique The Riverfront
- 11** Songkran at Bank of Thailand
11-15 April 2025
Learning Center, Bank of Thailand
- 11** Songkran Summer Illusion
11-15 April 2025
Sam Yan Mitrtown.
- 13** Songkran Siam: Pha Khao Ma Splash & Amazing Fun
13-15 April 2025
Siam Square
- 13** Songkran on Silom Road
13-15 April 2025
Silom Road
- 11** SIAM SONGKRAN 2025 "THE DAWN"
11-14 April 2025
Bravo BKK, Arena Area
- 12** Chang Chui Songkran Fest 2025
12-16 April 2025
Chang Chui
- 12** S2O Songkran Music Festival 2025
12-14 April 2025
Rajamangala National Stadium
- 13** King Power Mahanakhon Songkran Festival
13-15 April 2025
King Power Mahanakhon
- 12** Songkran at Wisut Kasat
12-15 April 2025
Bang Khun Phrom intersection under the Rama 8 Bridge, Phra Nakhon District
- 12** Summerland Songkran Music Festival 2025
12-15 April 2025
RCA Bangkok
- 14** Amazing Bangkok Songkran Parade
14 April 2025
Silom Road

Remark: Information is subject to change as appropriate

Samut Sakhon

- 3** Traditional Songkran Festival
3-8 April 2025
Wat Khong Ton Ratchabumang, Ban Phum District
- 13** Songkran at King Rama II Memorial Park
13-15 April 2025
The fountain in front of the Samut Sakhon Municipality Office
- 13** Songkran Festival "Kham Jai Thai Ramon - Ban Rai"
13-18 April 2025
Wat Ban Rai Charanphum, Rueang District

Samut Songkhram

- 9** Songkran Music Festival 2025
9-18 April 2025
Banyai House
- 12** Songkran "Wild Thing" Workshop of Luang Pho Ban Loem
12-18 April 2025
Wat Phat Samut Worachan, Rueang District
- 13** Songkran at Wat Chulamanee
13-18 April 2025
Wat Chulamanee

Chai Nat

- 14** Songkran at Wang Ban Noen Kham
14 April 2025
Wat Noen Kham, Noen Kham District

Ang Thong

- 13** Songkran on Khao Saek Road
13-18 April 2025
Wat Lard Phat, Wat Chai Chan District

Lop Buri

- 13** Songkran Festival at Wat Ban Lat
13-14 April 2025
Wat Ban Lat, Thung District

Phra Nakhon Si Ayutthaya

- 13** Songkran Festival at Ayutthaya 2025
13-18 April 2025
The Phra Prang Community Office
- 13** Songkran Festival at Phra Prang
13-18 April 2025
The Phra Prang Community Office
- 13** Songkran - Water splash with elephants
13-18 April 2025
Si Sangkhro Road in front of the Tourism Authority of Thailand (Ayutthaya Office)

Kanchanaburi

- 13** Mon Songkran
13-18 April 2025
Wat Khong, Wangkan District

Saraburi

- 12** Saraburi Music Sad Festival 2025
12-14 April 2025
Saraburi Provincial Hall
- 13** SONGKRAN CHUM ROCK
13-18 April 2025
Activity area of Tecco Lotus Kiang Khai Branch, Saraburi

Nonthaburi

- 8** Workshop: Mutao Pagoda ceremony
8-18 April 2025
Wat Phnomphrasutthasarak, Nonthaburi
- 11** Songkran at Nonthaburi
11-18 April 2025
City park at Samut Buri Market, Bang Bua Thong District
- 11** Songkran at Nonthaburi
11-18 April 2025
Football stadium, Thundersome Stadium

Pathum Thani

- 12** WATERTIME - Songkran Festival
12-18 April 2025
Bedfordmores
- 12** Songkran Festival at Lam Luk Ka
12-18 April 2025
Lam Luk Ka Municipality Office
- 17** Chang Songkran presents Bangkok Splash 2nd
17-20 April 2025
13C PMA, Bangyot
- 17** Bangkok Splash 2025
17-20 April 2025
Wan Lai Fun Fair
- 17** Songkran Festival at Pathum Thani
17-20 April 2025
Pathum Thani

Sing Buri

- 13** Ban Rachan Maha Songkran 2025
13-18 April 2025
The Ban Rachan Community Office
- 14** Songkran Festival at Phra Prang
14-18 April 2025
The Phra Prang Community Office

Samut Prakan

- 13** The Seon Procession - Thong Takhon
13-18 April 2025
The Seon Community Office
- 25** Songkran Festival at Phra Prang
25-27 April 2025
The Phra Prang Community Office

Ratchaburi

- 13** Wat Khnan Film Festival
13-18 April 2025
The Wat Khnan Film Museum, Phra Prang District
- 13** Ratchaburi Songkran 2025
13-18 April 2025
Khao Khai Jao Road
- 13** Ratchaburi Pathana Dam
13-18 April 2025
Ratchaburi Pathana Dam

Phetchaburi

- 11** Phetchaburi Songkran
11-18 April 2025
Thung Nis Thongrong, Ban Lat District
- 14** Songkran Festival at Wat Charoen Thani
14-18 April 2025
Wat Wat Charoen Thani, Chai Am District

Prachuap Khiri Khan

- 12** HUA HIN SONGKRAN FEST 2025
12-18 April 2025
Dammien Kasem Road
- 12** "Sunrise Songkran Khamrueang Rongkham"
12-14 April 2025
Rongkham Road, Bang Saphan District
- 12** Void Vibes Songkran 2025
12-18 April 2025
The Square, Rongkham Road
- 16** Foam Party
16-17 April 2025
Market at Bang Saphan Hospital

Nakhon Pathom

- 13** Songkran at Phra Pathom Chedi
13-18 April 2025
Phra Pathom Chedi and Tan San Road, (Khao Mao Dong Road)
- 16** Nakhon Pathom Maha Songkran
16-18 April 2025
Tan San Road (Ratchadammien Road), Mueang District

Remark: Information is subject to change as appropriate

Songkran Festival in Southern Region

World Water Festival

Chumphon

- 12 Songkran Festival at Wat Kaeo
- 13 Songkran Festival at Wat Kaeo

Ranong

- 13 Songkran Festival at Wat Kaeo

Surat Thani

- 12 Songkran Festival at Wat Kaeo
- 13 Songkran Festival at Wat Kaeo

Phang Nga

- 12 Songkran Festival at Wat Kaeo
- 13 Songkran Festival at Wat Kaeo

Phuket

- 12 Songkran Festival at Wat Kaeo
- 13 Songkran Festival at Wat Kaeo

Nakhon Si Thammarat

- 12 Songkran Festival at Wat Kaeo
- 13 Songkran Festival at Wat Kaeo

Trang

- 12 Songkran Festival at Wat Kaeo
- 13 Songkran Festival at Wat Kaeo

Songkhla

- 12 Songkran Festival at Wat Kaeo
- 13 Songkran Festival at Wat Kaeo

Narathiwat

- 12 Songkran Festival at Wat Kaeo
- 13 Songkran Festival at Wat Kaeo

Pattani

- 12 Songkran Festival at Wat Kaeo
- 13 Songkran Festival at Wat Kaeo

Yala

- 12 Songkran Festival at Wat Kaeo
- 13 Songkran Festival at Wat Kaeo

Remark: Information is subject to change as appropriate

Songkran Festival in Eastern Region

World Water Festival

Nakhon Nayok

- 12 Songkran Festival at Wat Kaeo
- 13 Songkran Festival at Wat Kaeo

Prachin Buri

- 12 Songkran Festival at Wat Kaeo
- 13 Songkran Festival at Wat Kaeo

Chachoengsao

- 12 Songkran Festival at Wat Kaeo
- 13 Songkran Festival at Wat Kaeo

Rayong

- 12 Songkran Festival at Wat Kaeo
- 13 Songkran Festival at Wat Kaeo

Chanthaburi

- 12 Songkran Festival at Wat Kaeo
- 13 Songkran Festival at Wat Kaeo

Trat

- 12 Songkran Festival at Wat Kaeo
- 13 Songkran Festival at Wat Kaeo

Chonburi

- 12 Songkran Festival at Wat Kaeo
- 13 Songkran Festival at Wat Kaeo

Remark: Information is subject to change as appropriate

Songkran Festival in Northeastern Region

World Water Festival

Loei

- 12 Songkran Festival at Wat Kaeo
- 13 Songkran Festival at Wat Kaeo

Nong Khai

- 12 Songkran Festival at Wat Kaeo
- 13 Songkran Festival at Wat Kaeo

Bueng Kan

- 12 Songkran Festival at Wat Kaeo
- 13 Songkran Festival at Wat Kaeo

Nakhon Phanom

- 12 Songkran Festival at Wat Kaeo
- 13 Songkran Festival at Wat Kaeo

Nong Bua Lam Phu

- 12 Songkran Festival at Wat Kaeo
- 13 Songkran Festival at Wat Kaeo

Udon Thani

- 12 Songkran Festival at Wat Kaeo
- 13 Songkran Festival at Wat Kaeo

Sakon Nakhon

- 12 Songkran Festival at Wat Kaeo
- 13 Songkran Festival at Wat Kaeo

Kalasin

- 12 Songkran Festival at Wat Kaeo
- 13 Songkran Festival at Wat Kaeo

Maha Sarakham

- 12 Songkran Festival at Wat Kaeo
- 13 Songkran Festival at Wat Kaeo

Khon Kaen

- 12 Songkran Festival at Wat Kaeo
- 13 Songkran Festival at Wat Kaeo

Chaiyaphum

- 12 Songkran Festival at Wat Kaeo
- 13 Songkran Festival at Wat Kaeo

Maha Sarakham

- 12 Songkran Festival at Wat Kaeo
- 13 Songkran Festival at Wat Kaeo

Roi Et

- 12 Songkran Festival at Wat Kaeo
- 13 Songkran Festival at Wat Kaeo

Yasothon

- 12 Songkran Festival at Wat Kaeo
- 13 Songkran Festival at Wat Kaeo

Amnat Charoen

- 12 Songkran Festival at Wat Kaeo
- 13 Songkran Festival at Wat Kaeo

Ubon Ratchathani

- 12 Songkran Festival at Wat Kaeo
- 13 Songkran Festival at Wat Kaeo

Surin

- 12 Songkran Festival at Wat Kaeo
- 13 Songkran Festival at Wat Kaeo

Si Sa Ket

- 12 Songkran Festival at Wat Kaeo
- 13 Songkran Festival at Wat Kaeo

Buriram

- 12 Songkran Festival at Wat Kaeo
- 13 Songkran Festival at Wat Kaeo

Nakhon Ratchasima

- 12 Songkran Festival at Wat Kaeo
- 13 Songkran Festival at Wat Kaeo

Remark: Information is subject to change as appropriate

Songkran Festival in Northeastern Region

World Water Festival

Loei

- 12 Songkran Festival at Wat Kaeo
- 13 Songkran Festival at Wat Kaeo

Nong Khai

- 12 Songkran Festival at Wat Kaeo
- 13 Songkran Festival at Wat Kaeo

Bueng Kan

- 12 Songkran Festival at Wat Kaeo
- 13 Songkran Festival at Wat Kaeo

Nakhon Phanom

- 12 Songkran Festival at Wat Kaeo
- 13 Songkran Festival at Wat Kaeo

Nong Bua Lam Phu

- 12 Songkran Festival at Wat Kaeo
- 13 Songkran Festival at Wat Kaeo

Udon Thani

- 12 Songkran Festival at Wat Kaeo
- 13 Songkran Festival at Wat Kaeo

Sakon Nakhon

- 12 Songkran Festival at Wat Kaeo
- 13 Songkran Festival at Wat Kaeo

Kalasin

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- 13 Songkran Festival at Wat Kaeo

Maha Sarakham

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- 13 Songkran Festival at Wat Kaeo

Khon Kaen

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- 13 Songkran Festival at Wat Kaeo

Chaiyaphum

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Yasothon

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Ubon Ratchathani

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- 13 Songkran Festival at Wat Kaeo

Surin

- 12 Songkran Festival at Wat Kaeo
- 13 Songkran Festival at Wat Kaeo

Si Sa Ket

- 12 Songkran Festival at Wat Kaeo
- 13 Songkran Festival at Wat Kaeo

Buriram

- 12 Songkran Festival at Wat Kaeo
- 13 Songkran Festival at Wat Kaeo

Nakhon Ratchasima

- 12 Songkran Festival at Wat Kaeo
- 13 Songkran Festival at Wat Kaeo

Remark: Information is subject to change as appropriate

Maha Songkran

World Water Festival

Amazing Thailand
Grand Tourism
and Sports Year
2025

THAILAND
Summer
Festivals



amazing
THAILAND

Songkran Festival in Northern Region

Phichit

- 13** Songkran Festival at Wat Tha Luang
13-16 April 2025
Wat Tha Luang

Phitsanulok

- 13** Songkran Festival at Phitsanulok
13-15 April 2025
From the railway roundabout to the Wat Photiyan Intersection, Borom Trailokanart Road

Kamphaeng Phet

- 12** Songkran at Kamphaeng Phet
12-15 April 2025
Wat Bang, Mueang District

Tak

- 5** Mae Sot Songkran Music Festival 2025
5-6 April 2025
Robinson Lifestyle Center, Mae Sot
- 7** Maha Songkran at Tak
7-15 April 2025
Multipurpose field of the Tak Shrine
- 13** Tak Songkran Music Festival 2025
13-15 April 2025
Multipurpose Field by the Ping River, Mueang District

Nan

- 11** Nan Traditional Songkran – "Song Nam Phra, Bu Cha Tung: New year Celebration"
11-16 April 2025
Suan Tan, Mueang District
- 13** Songkran on Khao Taen Road
13-15 April 2025
Khao Taen Road, Mueang District
- 13** Songkran Festival at Wat Ming Mueang
13-15 April 2025
Wat Ming Mueang, Mueang District

Mae Hong Son

- 12** Lhae Paew, Aeo Pang Moo
12 April 2025
Ban Pang Mu River Bridge, Mueang District
- 13** Songkran Festival at Pai
13-15 April 2025
From Pai Municipality to in front of the Pai District Office
- 14** Songkran Festival at Mae Hong Son
14-15 April 2025
Nong Chong Kam public park, Mueang District

Lampang

- 8** Songkran Festival – Salung Luang, Klong Yai
8-14 April 2025
Wat Pang Sanuk Nuea, Lampang Learning Center and Clock Tower Intersection public park
- 12** Songkran Festival at Lampang
12-14 April 2025
Mueang Thoen public park

Uthai Thani

- 12** Songkran Festival at Uthai Thani
12-13 April 2025
Five way roundabout
- 15** Annual Floating Flower Procession
15 April 2025
Ban Phatong, Ban Rai District

Lamphun

- 12** Songkran at Wat Phra That Hariphunchai
12-16 April 2025
Wat Phra That Hariphunchai Woramahawihan
- 15** Songkran Festival at Pa Sang
15 April 2025
Along Route 106 and Pa Sang District Office

Phayao

- 13** Atlantis Phayao Songkran Festival 2025
13-15 April 2025
Pho Khun Ngam Muang Monument

Sukhothai

- 11** Songkran Festival at Sukhothai
11-15 April 2025
Chaloem Phrakiat 84th Anniversary Health Park

Phetchabun

- 19** Phetchabun After Songkran Festival
19-20 April 2025
Throughout Phetchabun

Uttaradit

- 13** Songkran Festival at Tha Nuea
13-15 April 2025
Long Lin Road, Mueang District
- 13** Uttaradit Songkran Music Festival
13-15 April 2025
Uttaradit Municipality
- 26** Wan Lai Uttaradit
26 April 2025
Camping & Space Uttaradit, Laploe District

Nakhon Sawan

- 13** Songkran Festival at Wat Woranat Banphot
13-16 April 2025
Wat Woranat Banphot

Chiang Mai

- 7** Songkran Festival at Chiang Mai
7-16 April 2025
Tha Phae Gate, Mueang District
- 13** Songkran Festival at Chiang Mai x Boryeong Mud Festival
13-15 April 2025
Tha Phae Gate, Mueang District
- 13** Water War Chiang Mai 2025
13 April 2025
Muan Jai Square, Central Chiang Mai Airport
- 13** Water Festival 2025
13-15 April 2025
Wat Chedi Luang Worawihan, Mueang District

Chiang Rai

- 13** Maha Songkran at Chiang Khong
13 April 2025
The Cultural Pavilion, Chiang Khong
- 13** Songkran festival at Central Chiang Rai
13-15 April 2025
Central Chiang Rai
- 13** Maha Songkran at Chiang Khong
13-16 April 2025
Tha Pha Than, Mekong riverside, Chiang Khong
- 13** Songkran Festival – Fun and Amazing Songkran 2025
13-15 April 2025
Kasalong Area, Central Chiang Rai, Mueang District
- 16** Songkran Festival at Chiang Saen
16-18 April 2025
In front of the Chiang Saen District Office
- 19** Wan Lai Chiang Rai
19 April 2025
Kasalong Area, Central Chiang Rai, Mueang District

Phrae

- 13** Songkran Festival at Phrae
13-17 April 2025
Samwai market and Charoen Mueang Road
- 14** Amazing Songkran Phrae 2025
14-15 April 2025
Jong Tai market
- 15** Amazing Songkran 'Moh Hom Phrae' 2025
15-17 April 2025
Charoen Mueang Road
- 15** Maha Songkran Lanna Na Chak
15 April 2025
Na Chok Subdistrict
- 16** Phrae Splash Festival 2025
16-17 April 2025
Phrae Municipality, Charoen Mueang Road
- 17** Amazing Songkran Phrae 2025
17 April 2025
Charoen Mueang Road, Mueang District
- 21** Songkran Festival at Wang Chin
21 April 2025
Lan Plern Ban Wang Leuk, Wang Chin District



Remark: Information is subject to change as appropriate

SPECIAL HIGHLIGHT

THAILAND LAUNCHES “GRAND SONGKRAN GRAND PRIVILEGES” TO ENHANCE FESTIVE TRAVEL

The Tourism Authority of Thailand (TAT), in collaboration with leading brands, introduces “Grand Songkran Grand Privileges”, a key initiative under the “Amazing Thailand Grand Tourism and Sports Year 2025” campaign. Designed to elevate the Songkran travel experience, the programme offers exclusive discounts, privileges, and rewards throughout April for international visitors.



Thailand
GRAND SONGKRAN
GRAND PRIVILEGES
2025

Unlock Exclusive Deals

Get travel deals with
UP TO 80% OFF

Enjoy your April
in Thailand

www.grandsongkrangrandprivilege.com

Participating brands and partners include: AirAsia, Agoda, Avis, Bangkok Airways, Central Pattana, Centara, Central Festival, Central, CPALL, Discovery Selection, Divana, Dream World, Emporium, The Quarter, Emporium, Grab, ITC, Jomtien, JKS, Klook, L'Oréal Paris, PRIVE, SARAFPHAND, ONE BANGKOK, ROBINSON, SEALIFE, SUN CENTER, SEASIDE, SONGKRAN, SIAM PERINT, SAKAI PRINCE OF OUTLETS, Sook, Spaghetti Factory, TAO BIN, THAI, TRUE, and 5G.

SPECIAL HIGHLIGHT

TAT CELEBRATING 65 YEARS OF LEADING THAILAND'S SUSTAINABLE TOURISM FUTURE

On 18 March 2025, the Tourism Authority of Thailand (TAT) marks its 65th anniversary, celebrating decades of dedication to establishing Thailand as a world-class tourist destination. Over the past six decades, TAT has transformed from a modest tourism agency into a global leader in sustainable tourism, balancing economic growth, environmental conservation, cultural preservation, and community-driven development.

Looking ahead to 2025, TAT aims to generate 3.4 trillion Baht in tourism revenue, with 2.23 trillion Baht from international visitors (39 million arrivals) and 1.17 trillion Baht from domestic tourism (205 million trips), reinforcing its role as a global leader in sustainable and high-value tourism.



65 Years of TAT

A Legacy of Growth and Sustainability

TAT Newsroom is the official online newsroom of the Tourism Authority of Thailand.



www.tatnews.org



[TATNews.org](https://www.facebook.com/TATNews.org)



[@Tatnews_Org](https://twitter.com/Tatnews_Org)



65 Years of TAT

Evolving Thailand's Tourism with Innovation & Sustainability



- Since 1998, Amazing Thailand has been TAT's core marketing identity, evolving to reflect shifting global travel trends.
- TAT has launched tailored campaigns to highlight Thailand's cultural heritage, unique experiences, and sustainability efforts.

Marketing Evolution Over the Years

**Amazing Thailand
[1998-Present]**
The core identity
of TAT's tourism branding



**Unseen Thailand
[2000s]**
Showcased hidden gems
and lesser-known destinations

**Thailand Grand Invitation
[2000s]**
Promoted off-the-beaten-path
experiences



**Discover Thainess
[2015]**
Highlighted Thai culture
and local heritage

**Open to the New Shades
[2018]**
Focused on immersive,
personalised travel experiences



**Visit Thailand Year 2022-2023:
Amazing New Chapters**
Revitalised post-pandemic tourism

**Your Stories Never End
[2024]**
Emphasised meaningful,
story-driven travel



**Amazing Thailand Grand Tourism
and Sports Year 2025**
Positioning Thailand as a leading destination
for sports tourism, cultural exploration,
and high-value travel

Marketing Impact



**Strengthened Thailand's global
tourism appeal**



**Adapted to changing traveller
preferences**



**Enhanced Thailand's position
as a world-class destination**

Future Vision & Sustainable Growth



TAT's Next Steps

Continuing to enhance sustainability,
inclusivity, and innovation in tourism



Projected 2025 Impact

Aiming for 3.4 trillion Baht in revenue
and 39 million international visitors



Long-Term Goals

Strengthening Thailand's leadership
in global sustainable tourism

'Through strategic marketing, sustainable initiatives, and innovative tourism campaigns, TAT has established Thailand as a top global destination. As it moves forward, it remains dedicated to driving responsible tourism growth and creating meaningful travel experiences.'

TAT Newsroom is the official online newsroom of the Tourism Authority of Thailand.



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65 Years of TAT

Pioneering Sustainable Tourism & Global Excellence



- Established in 1960, the Tourism Authority of Thailand (TAT) has played a pivotal role in transforming Thailand's tourism industry.
- For over six decades, TAT has balanced economic growth, environmental conservation, and cultural preservation, driving Thailand's global tourism leadership.

Key Milestones

1924

First tourism promotion efforts initiated

1936

Thailand's first national tourism development plan introduced

1960

Tourist Organization of Thailand (TOT) officially established

1979

TOT restructured into the Tourism Authority of Thailand (TAT)

2001

Thailand Travel Mart Plus (TTM+) launched, strengthening global travel partnerships

1996

Thailand Tourism Awards introduced to promote sustainable tourism

1993

First Enterprise Plan launched, guiding national tourism strategy

1980

Thailand Tourism Festival (TTF) launched to promote domestic tourism

2008

7Greens Initiative introduced to drive eco-friendly tourism

2020

Safety & Health Administration (SHA) launched, ensuring health & safety standards

2023

Sustainable Tourism Goals (STGs) & STAR Initiative introduced

2024

International tourism rebounded, surpassing 35 million visitors and generating over 1.8 trillion Baht in revenue

2025

Amazing Thailand Grand Tourism and Sports Year launched, positioning Thailand as a global leader in sports and high-value tourism



Sustainable Tourism Initiatives



7Greens Initiative [2008]

Promoting eco-friendly tourism across 7 key areas



Thailand Tourism Awards [1996]

Recognising excellence in sustainable tourism



Safety & Health Administration (SHA) [2020]

Hygiene & safety standards for tourism businesses

Sustainable Tourism Goals (STGs) [2023]

17 objectives aligning with UN SDGs for responsible tourism

STAR Initiative [2023]

Encouraging tourism businesses to adopt sustainability best practices



Impact Summary

- ✓ Boosting economic benefits for local communities
- ✓ Promoting responsible, sustainable, and inclusive tourism
- ✓ Ensuring health, safety, and eco-conscious travel experiences

'For 65 years, TAT has led Thailand's tourism growth with innovation and sustainability. As it moves forward, it continues to set new benchmarks for responsible tourism, ensuring long-term benefits for travellers, communities, and the environment.'

TAT Newsroom is the official online newsroom of the Tourism Authority of Thailand.



PEEK INTO AMAZING LAND

EXPERIENCE THE LAND OF WONDERS

"Hala-Bala Wildlife Sanctuary," **Narathiwat Province**, an UNSEEN destination that preserves the purity of nature.

Embrace a Grand Moment of eco-tourism that will make you fall in love with nature forever!



01 ENCOUNTER THE KING OF THE FOREST - THE HORNBILLS OF HALA-BALA

Listen to the calls of the hornbills echoing throughout the valley. The sight of large black hornbills with golden yellow wing edges and gracefully curved beaks perched on tall branches is a rare spectacle and a symbol of the abundance of the southern forests.

02 AWAKEN YOUR SENSE OF ADVENTURE

Wake up amidst a sea of mist that envelops the tall treetops. Witness the golden sunlight shining brightly, reflecting off the mist that floats above the rainforest.

Just taking a breath will make you feel the power of nature filling you with freshness.



03 OPEN UP TO A WORLD OF ADVENTURE... SPOT RARE WILDLIFE

Grab your binoculars and set out on a journey. Hala-Bala is full of surprises waiting for you to discover!



04 SIRINDHORN WATERFALL: A TIMELESS WATERFALL

Venture deep into the forest and discover Sirindhorn Waterfall, cascading down the rocks. The sound of water hitting the rocks resonates, inviting you to close your eyes and deeply absorb the tranquility.



05 EXPERIENCE THE GIANT TREES OF HALA-BALA

When nature is immense, we are merely tiny specks. Stand beneath the massive trees and feel the power of the forest surrounding you.

Narathiwat Province in Southern Part of Thailand
Your next adventure awaits."

PEEK INTO AMAZING LAND

THAILAND DEEP DIVE

A tropical paradise famous for its culture, food and attractions, Thailand is a world renown destination for holiday goers. But, do not sleep on Thailand's diving location as this land of smiles have spots that are among the best in the world.

Thailand is a big country with two distinct diving zones - the Andaman Sea and Gulf of Thailand - each with opposite diving seasons. In the East, the Gulf of Thailand's visibility is incredible from May through September, while the Andaman Sea on the West Coast tends to offer the best diving conditions from October through April meaning scuba diving in Thailand can be enjoyed all year.

Here are some diving locations that invite a dive;



ANDAMAN SEA

1. Similan Islands

Standing out for their vibrant coral gardens and impressive underwater rock formations. This archipelago offers a variety of dive sites suitable for all skill levels, with visibility that can extend beyond 30 meters on a good day. A visit to the world fame Richelieu Rock should not be missed.

Divers visit this location to spot manta rays and whale sharks among many other different kind of sharks there.

2. Koh Phi Phi

Soared in popularity after the movie "The Beach" was released in 2000, this paradise island on the west coast of Thailand is popular among tourist. Also suitable for all levels, Koh Phi Phi offer many dive sites to see leopard sharks. Turtles, barracuda and moray eels are also a common sighting while diving here.

3. Koh Lipe

Travel a little bit more down south and you will land on the island of Koh Lipe. Here, you should embrace the barefoot lifestyle on picturesque white sand beaches straight from a postcard and dive into the protected dive sites surrounding the island. Dive sites around Koh Lipe boast some of Asia's most beautiful soft corals. Koh Lipe is part of the Tarutao National Marine Park, home to many dive sites suitable for divers of all experience levels and on a lucky day, you might be able to sight Dugongs and Sperm Whales.

PEEK INTO AMAZING LAND

GULF OF THAILAND

1. Koh Tao & Koh Samui

A hotspot for diving compared to its neighbour Koh Phangan, Koh Tao is famous for its diving schools, therefore a lot of first timers and certification divers come to this island. Diving in Koh Tao & Samui is done by boat to various dive sites surrounding the island. Encounters colorful reef fish, turtles, barracuda, and macro critters such as nudibranchs, shrimps, and crabs. Lucky divers may even meet a whale shark!

2. Pattaya

A mere two-hour drive from Bangkok, Thailand's biggest city, Pattaya is a convenient option whenever you want to sneak in a dive or two. Scuba diving in Pattaya is known for its excellent wreck dives and nice coral dive sites. One of the most famous coral dive sites is at Koh Man Wichai, where the coral resembles a giant hand and thus has been named as the "fingers". While diving around the beautiful corals, you can spot pufferfish, stingrays, angelfish, and many more.



PEEK INTO AMAZING LAND

THAILAND'S FLOWER BLOOMING CALENDAR

Thailand's diverse climate and rich flora provide year-round opportunities to enjoy breathtaking floral displays. This guide highlights the best months and locations to experience Thailand's vibrant blooms, along with tips to make your visit unforgettable.

January



Thai Cherry Blossoms (Nang Phaya Sua Krong)
Doi Inthanon, Khun Chang Kian, Doi Ang Khang
(January–February)



Pink Trumpet Tree (Chomphu Pantip)
Kasetsart University's Kamphaeng Saen Campus and Nakhon Pathom
(January – February)

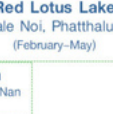
February



Orchid Tree (Bauhinia variegata)
Chae Son National Park
Lampang



Red Lotus Lake
Thale Noi, Phatthalung
(February–May)



Chomphu Phu Kha
Doi Phu Kha National Park, Nan
(February–March)

March



Queen's Flower (Inthanin)
Rot Fai Park in Bangkok and provincial gardens
(March–May)



Yellow Trumpet Tree (Tabebuia)
Bangkok's Chatuchak Park, Sanam Luang, and Khon Kaen University

April



HIGHLIGHT
Golden Shower Tree (Ratchaphruek)
Khon Kaen, Chiang Mai, Sukhothai, Ayutthaya
Bangkok's Sanam Luang
(April–June)

May



White Zingiberaceae (Dok Praw Phu Khao)
Phu Hin Rong Kla National Park
Phitsanulok



Flame Tree (Royal Poinciana):
Nationwide

June



Candle Flowers (Dok Khao Phansa)
Ubon Ratchathani
(June–July)



Siam Tulip (Dok Krachiao)
Pa Hin Ngam National Park
Sai Thong National Park in Chaiyaphum
(June–August)

Thailand's Flower Blooming Calendar

July



Thung Bua Daeng Na Bang Len Floating Market
Nakhon Pathom
(July–December)

August



Murdannia (Giant Dewflower - Dok Ngon Nak)
Phu Soi Dao National Park
Uttaradit
(August–September)

September



Impatiens (Dok Thien Phi Seur)
Kao Hua Mot, Tak and Kanchanaburi
(September–October)

October



Wildflowers
Soi Sawan Waterfalls
Pha Taem National Park
Ubon Ratchathani

November



HIGHLIGHT
Mexican Sunflowers (Bua Tong)
Doi Mae U-Kho, Khun Yuam
Mae Hong Son
(November–early December)



Red Lotus Lake
Bueng Boraphet, Nakhon Sawan
(November–February)



Sunflower Fields
Khao Chin Lee, Lopburi
Muak Lek, Saraburi
(October–December)

December



Cosmos Flowers
Jim Thompson Farm
Nakhon Ratchasima
(December–January)



HIGHLIGHT
Red Lotus Lake (Talay Bua Daeng)
Udon Thani
(December–February).

General Tips for Flower Enthusiasts



Best Viewing Time:
Early mornings for the most vibrant displays and comfortable temperatures.



Preparation:
Comfortable walking shoes, a hat, and sunscreen are recommended



Local Festivals:
Many regions host flower festivals check local schedules to enrich your experience.

Note: This listing serves as a guideline. Blooming periods can vary each year based on weather and environmental conditions.

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MEANING OF THAI ETIQUETTE

Thailand's diverse climate and rich flora provide year-round opportunities to enjoy breathtaking floral displays. This guide highlights the best months and locations to experience Thailand's vibrant blooms, along with tips to make your visit unforgettable.



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TASTE OF THAILAND “VERY OWN”

Here are some of the
‘very own’ Thai food for
you to try during your
journey to the Land of
Smiles!



Pla Thu Mackerel

Pla Thu or the short-bodied mackerel conjures up images of the popular salted steamed fish in traditional bamboo steamers. Being one of the best-known products of Mae Klong in Samut Songkhram, Pla Thu is good and versatile, as it can be steamed, pan-fried, and served with shrimp paste chili dipping sauce. Highly available between July and October, Pla Thu known for its aromatic and health benefits.



Miang Kham

Miang Kham is a traditional Thai snack that is both flavorful and refreshing. It consists of a variety of ingredients wrapped in a betel leaf. "Miang Kham" roughly translates to "one-bite snack," as each bite offers a balance of sweet, salty, sour, and spicy flavors. The key ingredients typically include betel leaves, chilies, shallot, lime, peanuts, dried shrimps and palm sugar syrup.



Luk Chup

Luk Chup is a traditional Thai dessert that is both beautiful and delicious. It's made from mung bean paste that's shaped into miniature fruits, vegetables, or other decorative shapes, and then coated in a glossy, colorful layer of gelatinous sugar syrup. The name "Luk Chup" literally means "child's bite," referring to the small, bite-sized nature of the dessert.



Tong Yip

Also known as Golden Egg Threads, this beautiful dessert is made from egg yolks and sugar, cooked into thin, delicate threads. The threads are formed into floral shapes and given a bright yellow hue. It's often served at celebrations due to its golden color, symbolizing prosperity.



Khanom Krok

These are small, round coconut rice pancakes that are crispy on the outside and soft on the inside. They are typically made with a batter of rice flour and coconut milk, and often topped with green onions, corn, or other toppings for a savory-sweet flavor.

CHARMS OF THAI GASTRONOMY

TAT KL FEATURES



MITM TRAVEL FAIR JOHOR

TAT KL is participating in MITM Travel Fair Johor Bahru held at Sutera Mall Johor from 7 to 9 March 2025. Join at the TAT pavilion is Thai Airways International promoting their international routes.

TAT KL FEATURES



TAT KL IN MITM PENANG

TAT KL is participating in MITM Travel Fair Penang held at PICCA Convention Centre Butterworth from 8 to 9 March 2025. Join at the TAT pavilion are hoteliers, and travel agents from Songkhla, Pattani, and Narathiwat.





17TH WORLD WAI KRU MUAY THAI CEREMONY IN AYUTTHAYA ON 16-17 MARCH 2025

The Tourism Authority of Thailand (TAT), under the Ministry of Tourism and Sports, invites travellers to experience the 17th World Wai Kru Muay Thai Ceremony on 16-17 March 2025 at Ayutthaya Historical Park.

Under the theme “Once in a Lifetime: Experience the Wai Kru Muay Thai Ceremony in Thailand”, this internationally recognised event celebrates the deep-rooted traditions of Muay Thai while reinforcing its global appeal.

The Tourism Authority of Thailand, Kuala Lumpur Office join the event by bringing media and Muay Thai practitioners to experience firsthand the amazing Wai Kru celebration.

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