

E-NEWS

TOURISM AUTHORITY OF THAILAND
KUALA LUMPUR OFFICE

VIBRANT . EXOTIC . CULTURAL

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!

SONGKRAN FESTIVAL IN AMAZING THAILAND



Songkran is more than just a water festival.

Songkran is a time of joy, tradition, and new beginnings.

Come celebrate Thailand's New Year like never before. See you soon!



[READ MORE AT E-NEWSLETTER APRIL 2026 ISSUE](#)

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Special Highlights



Songkran Festival in Thailand 2026

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The Tourism Authority of Thailand (TAT) confirms that Songkran Festival 2026 will proceed as planned across all regions of Thailand, welcoming visitors from around the world to celebrate the Thai New Year through vibrant water festivities, cultural traditions, and community events. The Thai government is working to ensure everything remains fully operational ahead of the holiday period. Visitors are advised to plan travel, and TAT will continue to monitor and communicate any updates.

Here are some of the locations to celebrate Songkran in Bangkok;

- Rangnam Songkran Festival 2026, 9-14 April 2026, King Power Rangnam, Bangkok
- Asiatique Summer Wonder Fest 2026, 9-30 April 2026, Asiatique The Riverfront Destination, Bangkok
- Splash Nation Bangkok 2026, 10-11 April 2026, Rama IV Road (Sunthon Kosa Road Area), Bangkok
- ICONSIAM Thaiconic Songkran Celebration 2026, 10-15 April 2026, River Park, ICONSIAM, Bangkok
- Siam Paragon Ultrasonic Summer Festival 2026, 10-15 April 2026, Siam Paragon, Bangkok
- Splash Songkran RCA 2026, 10-15 April 2026, Royal City Avenue (RCA), Bangkok
- Saneh Art by Songkran Festival 2026, 10-30 April 2026, Benchasiri Park and Lan Khon Mueang (Bangkok City Hall Plaza), Bangkok
- S20 Songkran Music Festival 2026, 11-13 April 2026, S20 Land Ratchada, Bangkok
- Thai Lism Music Festival 2026, 11-13 April 2026, Central World, Bangkok
- SUPERFLUID 2026, 11-13 April 2026, Fountain Square, King Power Rangnam, Bangkok
- SIAM Songkran Music Festival 2026, 11-14 April 2026, Bravo BKK, Bangkok
- Maha Songkran World Event, 11-15 April 2026, Benjakitti Park, Bangkok
- Drag Let's Play Water Festival 2026 Celebrating Diversity and Thai Soft Power, 12 April 2026, Elephant Parking Area, Song Wat Road, Bangkok
- Songkran Festival at Silom Road, 12-14 April 2026, Silom Road, Bangkok
- Siam Songkran Festival 2026, 12-15 April 2026, Siam Square, Bangkok
- Monster Water Fest 2026, 13-15 April 2026, Fashion Island, Bangkok
- Bangkok Water Festival 2026, 13-15 April 2026, Ten destinations across Bangkok
- K20 Songkran Music Festival 2026, 14 April 2026, S20 Land Ratchada, Bangkok
- Amazing Bangkok Songkran Parade 2026 at Silom Road, 14 April 2026, Silom Road, Bangkok

Read more to join the celebration across the region. See you all in Thailand and Happy Songkran!

Festivals & Events



Hatyai Midnight Songkran

Hatyai Midnight Songkran—where water splashes meet live beats, and the celebration never stops!

The Hatyai Midnight Songkran 2026 festival is scheduled to run for four days, from April 10–13, 2026, promising a massive "world-class" celebration. The main events, including intense water fights, are centered around Nipat Uthit 3 Road, Sanehanusorn Road, and the Odean Intersection (Thammanoonvithi Road), drawing large crowds of local and international tourists and known as the "Midnight Songkran," celebrations continue into the night, featuring street and foam parties, live music, traditional and cultural activities, and local food vendors.

Book yours now and join the fun as we welcome the Thai New Year!.



Join the fun at Songkran Festival in 1 Utama

Get ready for bigger splashes, better vibes, and unforgettable moments as Songkran Festival Malaysia returns in 2026! The 1 Utama Shopping Centre, Petaling Jaya, brings you the ultimate fun as Thailand welcomes the new year.

Save the date for Malaysia's Premier Songkran Festival and celebrate Songkran Festival—a joyful Thai New Year tradition where water fights wash away bad luck and welcome fresh beginnings.

Bigger splashes. Better vibes. Don't miss it!

1 Utama Shopping Centre, Petaling Jaya
Free Entry

READ MORE



Peek Into Thailand



Amazing Thailand x LISA

"Amazing Thailand x Lisa" is a vibrant collaboration that brings together Thailand's rich culture and global pop influence. As a proud Thai icon, Lisa represents the country's modern energy while staying deeply connected to her roots. This campaign invites travelers to discover Thailand's unique charm—from stunning beaches and flavorful cuisine to warm hospitality and cultural heritage—through a fresh, stylish, and inspiring perspective.



Peek Into Thailand

Baan Rak Thai, Mae Hong Son

Baan Rak Thai, literally translated as “the Thai-loving village” is a picturesque highland village nestled in the misty mountains of Mae Hong Son, just less than 1 km away from the Myanmar border. What makes the village truly unique is its heritage, a settlement of former Kuomintang (KMT) soldiers who fled Yunnan, China, after the 1949 revolution. Today, the village feels like a pocket of rural China in the heart of Northern Thailand, characterized by mud-brick houses, red lanterns, and surrounded by tea plantations. The village is best visited from November to February for the morning mist and cool weather.

What To Do

- Take a morning boat ride on the reservoir, where you can rent a traditional wooden boat, normally decorated with Chinese lanterns, to paddle through the central lake. The best time to go is at sunrise to experience the misty surroundings rising off the water, creating a wonderful atmosphere.
- Explore the tea plantation, as the village is famous for its Oolong tea. Check out Lee Wine Rak Thai, a resort with a famous spot featuring tea bushes planted in steps up a hillside with charming clay houses perfect for photography.
- Almost every shop around the lake offers free tea tasting. Take your time to try the varieties of tea.
- Enjoy the dining on Yunnanese Cuisine as the place offers the rich and savoury Chinese flavors such as stewed pork served with mantou or hand-pulled Yunnanese noodles served with a spicy, sesame-based broth.
- Visit the Ban Din (Mud House) Museum to understand the village’s history, which features the details of the KMT journey, their role, and the transition from opium to tea cultivation.
- Take your day trip to visit nearby attractions such as Pang Ung- a stunning lake surrounded by pine forests about 30 minutes away, and Su Tong Pae Bridge, a beautiful bamboo bridge across vibrant paddy fields.



Peek Into Thailand



Phu Langka Forest Park, Phayao

Phu Langka Forest Park is a majestic highland reserve in Phayao province, northern Thailand. The area famous for its “sea of mist” the blankets the valley at dawn, offering panoramic views that stretch across the border into Laos. It is a haven for nature lovers, with evergreen forests, rare plant species, and unique limestone rock formations. Phu Langka best visit from November through February for cool weather and morning mist is the most dense.

What To Do

- Conquer the summit of Phu Langka Forest Park by hiking your way to the highest point at 1,720 meters while exploring the “Million-Year-Old- Stone Terrace”, and see rare flora and the two-level Phu Langka Waterfall. You can camp to spend a night at the campsite to enjoy stargazing and early morning birdwatching.

- Visit the popular local establishment that becomes a destination due to its spectacular location. Magic Mountain Café, a rustic cliffside coffee spot offering panoramic 180-degree views of the valley and Pha Chang Noi from its wooden balcony. Visitors often require early arrival due to its popularity and small capacity to enjoy a sip of coffee while enjoying the view during sunrise.



Wat Phra Phuttabat Sutthawat, Lampang

Wat Phra Phuttabat Sutthawat located in Lampang, is one of Thailand’s most spectacular “unseen” destinations. This mountaintop temple complex is famous for its cluster of white and golden pagodas that appear to be perched atop limestone peaks. The temple built in 2004 is divided into three main levels: the base temple at the foot of the mountain, mid-level area where the shuttle service ends, and the top summit complex. The temple is approximately a 1-hour drive from Lampang city and about 2.5 hours from Chiang Mai.

What To Do

- Hike to the “Sky Pagodas” after taking a steep 5-minute shuttle ride to the base area. Challenge yourself by climbing a well-maintained iron staircase for about 1 kilometre with several stops and incredible views.
- You will be rewarded with 360-degree panoramic views of the Thung Thung Valley and surrounding mountains. The pagodas will appear to float above the clouds on misty mornings.
- Explore the Golden Stupa and traditional pavilion and the cluster of white stupas while paying respects to the Buddha footprints as the temple is home to a sacred Buddha footprint.

Peek Into Thailand

Join the Thailand's 5 Most Iconic Destinations to Add to Your **SUMMER**



1 Ko Lan

Chon Buri

Your perfect island escape just minutes from the city.



2 Ko Lipe

Satun

Crystal waters, soft white sands, and sunsets that feel like paradise.



3 Ko Nang Yuan

Surat Thani

Three tiny islands connected by one stunning sandbar.



4 Moo Ko Hong

Krabi

Emerald waters, secret lagoons, and cliffs that touch the sky.



5 Ko Similan

Phang Nga

World-class diving and turquoise waters beyond imagination.



Peek Into Thailand



Thailand offers a vibrant blend of rich traditions, warm hospitality, and diverse local communities. From ancient temples and colorful festivals to lively markets and traditional crafts, every corner of the country reflects a deep cultural heritage passed down through generations. Visitors can experience authentic local life, taste unique regional cuisine, and connect with welcoming communities that proudly share their customs and stories. Discovering Thailand is not only about seeing beautiful places, but also about experiencing the heart and soul of its people.

Ban Nateen: Experience the Charm of Nature and Community



Located in Ao Nang Subdistrict, Ban Na Teen Tourism Community has its roots in "Nateen," meaning the northern rice fields of the larger village. The villagers originally migrated here to engage in rice farming, fishing, rubber plantations, coconut groves, and fruit orchards. Today, the community blends cultural and sustainable tourism concepts. This community emphasizes meaningful exchange between tourists and the traditional Muslim way of life through learning activities at the "Kruedia Pondok" Islamic school, including lessons on religion, life-cycle rituals from birth to death, and traditional Islamic folk games. There are also annual events, such as the "Nateen Green Village Festival," which showcases local products and strengthens the grassroots economy by utilizing natural materials.

- Witness religious education at the oldest Islamic school in the area, Kruedia Pondok (Ban Khlong Son).
- Experience the lifestyle of local fishermen through "Sai Muek," a traditional squid fishing method using large traps made with coconut palm leaves to lure squids into underwater cages.
- Cook island-style meals like the sea nomads.
- Participate in making souvenirs from coconut shells and learn how to create value-added products from leftover coconut shells, utilizing the abundant natural materials available in the Ban Nateen community.

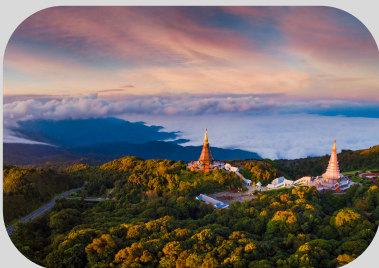
Peek Into Thailand

Baan Wang Sai Community, Nakhon Sri Thammarat



Baan Wang Sai Upper Watershed Community is an eco-tourism community enterprise located in Moo 6, Tham Yai Sub-district, Thung Song District, Nakhon Si Thammarat Province. Known for its commitment to forest and watershed conservation, the community actively practices sustainable resource management. Locals formed a community enterprise to promote eco-tourism and organic agriculture. Activities reflect the local lifestyle, such as nature trekking, stream wading, exploring self-sufficient farming, and visiting local processing centers like for tom yum crispy rice and sapodilla jam. Homestay accommodations enable guests to truly immerse themselves in rural life. This community is a model for ecotourism and a valuable destination for sustainable travel learning.

Koh Yao Yai Community: Experience the way of life, learn the culture, and love the sea at Koh Yao Noi



Koh Yao Yai Village is located in Phang Nga Province. It is a small island community distinguished by the natural beauty and traditional way of life of local fishermen, which has been passed down for generations. The island is surrounded by vast seas, clear waters, fine white sandy beaches, and well-preserved coral reefs, making the village an ecotourism destination ideal for travelers seeking to escape the hustle and bustle of big cities and experience the peace and tranquility of nature. The lifestyle of the village is simple and close to nature. Most residents still engage in traditional fishing while promoting sustainable tourism. With its quiet atmosphere, beautiful nature, and warm hospitality from the locals, Koh Yao Yai Village is an impressive destination for those looking for a retreat that combines nature, culture, and deep learning experiences.

- Pristine Nature - Koh Yao Noi boasts clear, clean seas, fine white sandy beaches, and well-preserved coral reefs, making it ideal for snorkeling and various marine activities.
- Traditional Fishing Lifestyle - The community steadfastly preserves the traditional way of life of local fishermen. Visitors have the opportunity to learn about and truly experience the local culture.
- Sustainable Community-Based Tourism - The community promotes sustainable tourism focused on conserving nature and culture while generating income for local people.

Peek Into Thailand



Ao-Luk - Noi Community-Based Tourism: Discover community-based travel experiences and the beauty of Ao Luek Noi

Ao Luek Noi Tourism Community is one of Krabi Province's outstanding community tourism destinations. Surrounded by limestone mountains, mangrove forests, and small rivers flowing into the Andaman Sea, the area boasts a diverse landscape and a rich, thriving ecosystem. It is ideal for travelers seeking a close-to-nature experience alongside the simple, peaceful way of local life. Most residents are traditional Thai Muslims who have preserved their local customs and cultural heritage. The community has come together to develop a model of community-based tourism that provides supplemental income while also promoting environmental conservation.

- Boat and Kayak Tours Around Khao Garos - Take a long-tail boat or paddle a kayak along narrow canals to explore the stunning limestone mountain formations and the peaceful natural surroundings.
- Explore Tham Khao Na Phru Cave - Travel by boat and hike to a large natural cave filled with stalactites and stalagmites. In some areas, you'll also find ancient cave paintings believed to be hundreds of years old.
- Learn About Traditional Fishing Practices - Join local fishermen in hands-on activities such as setting fishing nets, catching fish and shrimp in natural canals, and learning traditional fishing techniques and tools passed down through generations.
- Forest Trekking and Ziplining in Kiriwong Peat Swamp Forest - Walk along nature trails in the unique peat swamp forest, rich with native plant species. Experience the thrill of a safe and eco-friendly zipline adventure in harmony with nature.

Chulabhorn Development Village 10, Betong, Yala

Chulabhorn Pattana 10 Community, formerly known as "Rattanakit Village 2," was established following the historic three-party peace agreement between the Malayan Communist Party, the Thai government, and Malaysia. Developed by the Chulabhorn Research Institute and renamed in 1993, the community is nestled in the lush rainforest of Hala-Bala. A short 500-meter forest trail leads to the giant Sompong tree, which is the largest in Southern Thailand, requiring more than 38 people to encircle it. The community also houses a history museum showcasing photographs, wartime artifacts, and a replica of the former Communist camp, offering an intimate glimpse into the past through the local perspective.



Peek Into Thailand



Songkhla Old Town: Discover the true essence of sustainable travel in the historic heart of Songkhla Old Town.



Songkhla Old Town is a destination rich in deep historical and cultural significance, located in Songkhla Province. Once a thriving trading port, it played a vital role in international commerce across Southeast Asia. The old town preserves beautiful and unique architecture blending Chinese, European, and Malay influences, reflecting the prosperity and cultural fusion of the past. The main streets of Old Songkhla are lined

with local shops, traditional restaurants, and souvenir stores showcasing local culture and products to visitors. The area also features ancient temples that serve as spiritual centers for the community, along with important historical sites where tourists can closely explore and learn about the region's heritage. The atmosphere in Songkhla Old Town is peaceful and warm, inviting visitors to stroll along narrow, lively streets and experience the preserved traditional daily life of the locals. Moreover, the old town is a hub of strong traditions and vibrant culture, with festivals, arts, and local crafts that celebrate the community's rich cultural diversity.

- Explore the Old Town & Street Art Scene - Stroll along the main roads, Nakorn Nok, Nakorn Nai, and Nang Ngam, along with beautiful Sino-Portuguese architecture and traditional Chinese wooden houses.
- Visit Historic Landmarks - Stop by the Old City Gate and the remains of the ancient city wall to catch a glimpse of Songkhla's past as a thriving port city.
- Drop by Museums & Art Galleries, Enjoy Local Food - The Songkhla National Museum, housed in a charming Thai-Chinese building, features an exhibit on the city's rich history. Don't miss local favorites like Tae Hiang Yew (a historic Chinese goods store), Praewa Dessert Shop, and traditional-style ice cream along Nang Ngam Road.

Amazing Deals

Jalan-jalan Hatyai

Shop, scan & pay with your Touch 'n Go in Thailand to unlock exclusive rewards start from free burgers, discount vouchers to limited-edition tote bags.

Greenway Night Market, Hatyai

Every Fri & Sun, 20 Mar - 2 May

Visit our booth there, claim free POP MART gifts & more from us.

Central Festival Hatyai

20 Mar - 10 May

Claim free Chan & GOOD GOODS tote bags when you scan & pay with us there.

7-Eleven, Thailand

24 Mar - 23 June

Claim a free burger & enjoy RM16 OFF when you scan & pay with us there.



MORE INFO



Amazing Deals

Amazing Thailand Passport Privileges @HAT YAI!

Unlock your journey, get your exclusive privileges, and start your trip wonderfully with Amazing Thailand Passport Privileges @HAT YAI!

Discover a new travel experience through the "Amazing Bag" activity. Simply present your passport at the Amazing Thailand Passport Privileges @HAT YAI booth to receive a special Amazing Bag and get the chance to win an amazing prize.

Join the activity at

Hat Yai International Airport
Sadao Customs House
Padang Besar Customs House

Join the fun and get your Amazing Bag from 1-30 April 2026.

Experience the charm of Southern Thailand and enjoy your privileges during your journey in Hat Yai.



Amazing Deals

Experience MySawasdee Charter Train to Hatyai With KTM

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Hop on the Train My Sawasdee Charter Train and journey between Kuala Lumpur Sentral and Hat Yai by rail.

Enjoy a relaxing cross-border adventure connecting Malaysia and Southern Thailand – perfect for a quick getaway, food hunting, and exploring vibrant local culture.

Hat Yai → KL Sentral
Departure: 10:20 AM (TT)
Arrival: 11:15 PM

KL Sentral → Hat Yai
Departure: 10:30 PM
Arrival: 8:50 AM (TT)

Whether you're planning a weekend escape, shopping trip, or Songkran adventure, this train journey makes traveling easy and memorable.

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KL Sentral → Hat Yai
30 Mar, 13 April & 18 May
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MySawasdee
TIMETABLE
Hat Yai - KL Sentral
Train No. 1005

Departures **10.20 AM** (TT)
Arrival **11.15 PM**

STATION	ARRIVAL	DEPARTURE
HAT YAI		10:20 AM (TT)
PADANG BESAR	12:00 PM	2:00 PM
TAIPING	5:47 PM	5:49 PM
IPOH	7:02 PM	7:35 PM
SG. BULOH	10:43 PM	10:45 PM
KL SENTRAL	11:15 PM	

TT - Thailand Time
www.ktmb.com.my

KTM chartertraia
MySawasdee
TIMETABLE
KL Sentral - Hat Yai
Train No. 1004

Departures **10.30 PM**
Arrival **8.50 AM** (TT)

STATION	ARRIVAL	DEPARTURE
KL SENTRAL		10:30 PM
SG. BULOH	11:00 PM	11:02 PM
IPOH	1:56 AM	2:26 AM
TAIPING	3:39 AM	3:41 AM
PADANG BESAR	7:06 AM	9:10 AM
HAT YAI	8:50 AM (TT)	

TT - Thailand Time
www.ktmb.com.my

MORE INFO ⓘ



Amazing Deals

Experience the Chao Phraya with Riverside FARAYA

The First and Only!

Enjoy with your peace of mind on the first and only Halal-certified cruise on the Chao Phraya River in Bangkok. The Faraya offers Halal-certified dining & services in welcoming Muslim travellers, FITs, and large groups with a maximum capacity of 500 pax for both lower and upper decks.

The Faraya is equipped with a stage for Live and cultural performances, an LED screen which is suitable for corporate events and weddings, and also safety equipment and passenger insurance. The cruise departed from a private pier for smooth boarding with a flexible setup at Warehouse No. 7.

Enjoy a buffet with a variety of Thai & International dishes

- Certified 100% Halal kitchen & service
- Live cooking buffet lines on both decks
- Menu designed for both FIT guests and large groups
- Menu adaptable for special requests

The Cruise Program and Schedule offer flexible departure options for guests with different needs:
Sunset Cruise - Sunset program is available as a sample/special arrangement upon request.
Check-in at 16.30 hours, Boarding at 17.00 hours, Cruise Time from 17.00 hours to 18.30 hours

Dinner Cruise - Standard Daily Service

Check-in at 18.00 hours, Boarding at 19.00 hours, Cruise Time from 19.30 hours to 21.30 hours

Private Charter - Customized Upon Request

Private charter departure times can be tailored according to guest requirements.

Book yours now and enjoy the magnificent Bangkok's iconic riverside attractions while indulging in the amazing taste of Halal cuisine.

For more info and booking, contact:

Smile Compass Guide - General Sales Agent (GSA) of Riverside Bangkok Hotel and dinner cruises.

Email: info@smilecompassguide.com

Phone/LINE/WhatsApp: +66 822787888



Amazing Deals

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- Blocks Harmful & Fraudulent websites automatically**
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TAT KL Features



MATTA Fair Ipoh 2026

The Tourism Authority of Thailand, Kuala Lumpur Office (TAT KL), is participating in the MATTA Fair Ipoh that is held at Ipoh Convention Centre (ICC) from 7th-8th March 2026 to promote Thailand as the preferred destination at secondary cities in Malaysia. MATTA Fair Ipoh has a total of 131 booths with about 30 companies of travel agents, attractions, and NTOs.

TAT KL is highlighting the soft power of the Songkran Festival around Thailand, like in Hatyai, Chiang Mai, and Bangkok at this travel fair.

TAT KL Features



The Thai Ambassador to Malaysia Visits TAT KL

The Tourism Authority of Thailand, Kuala Lumpur Office (TAT KL) received an honor visit by Her Excellency Ms. Lada Phumas, Ambassador of Thailand to Malaysia, on 19 March 2026, and was welcomed by the director, deputy director, and staff officers of TAT KL. The visit was meant for meeting and discussion to strengthen collaboration in promoting Thailand's tourism and enhancing awareness of the Thainess in Malaysia, particularly with the government and private sectors, diplomatic corps, and the expatriate community in Malaysia, as well as supporting missions of the Royal Thai Embassy and the Team Thailand in Malaysia in reinforcing bilateral relations and cooperation between Thailand and Malaysia.